Guide to the W.D. and H.O. Wills Battle of Hampton Roads Cigarette Card, 1911
MS0360

The Mariners' Museum Library
at
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DESCRIPTIVE SUMMARY

Repository: The Mariners' Museum Library
Title: W.D. and H.O. Wills Battle of Hampton Roads Cigarette Card
Inclusive Dates: 1911
Catalog number: MS0360
Physical Characteristics: 1 cigarette card
Language: English
Creator: W.D. and H.O. Wills (Firm)

BIOGRAPHICAL SKETCH

W.D. & H.O. Wills was a British Tobacco importer and cigarette manufacturer formed in Bristol, England. It was one of the founding companies of Imperial Tobacco.

The company was founded as Wills, Watkins & Co. by Henry Overton Wills I and his partner Watkins, who opened a shop in Castle Street, Bristol in 1786. After the retirement of his partner in 1789 it became "Wills & Co.". In 1826 his two sons, William Day Wills and Henry Overton Wills II took over the company and in 1830 the company took the above name.

In 1901 Sir William Henry Wills et al formed the Imperial Tobacco Company from a merger of W.D. & H.O. Wills with seven other British tobacco companies. Imperial remains one of the World's largest tobacco companies.

In 1988 Imperial Tobacco withdrew the Wills brand in the United Kingdom, but it is still sold in India where it has many brands (from http://www.ngw.nl/heraldrywiki/index.php?title=Heraldic_tobacco_cards).

SCOPE AND CONTENT

The collection consists of one Wills cigarette card depicting the Battle of Hampton Roads between US Steam Battery *Monitor* and CSS *Virginia*, issued in 1911. The card is number 2 of the Wills series "Celebrated Ships". The company issued a huge number of tobacco card series, probably more than 500 in the UK alone, and several hundred series in the overseas markets. The oldest series date from around 1890 and new series were issued until the late 1930s. The practice of adding cards to cigarette packs began in the 1880s as a means of keeping the cigarettes from being crushed.

The cigarette card is organized into 1 folder.

ADMINISTRATIVE INFORMATION

Accession Number

A2004.08.01

Accession Date

2004

Restrictions
The collection is open to all researchers.

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Other Finding Aids
A full record and electronic reproduction of the cigarette card in this collection can be found in Museum's photograph database.

Note to Users
Due to the fragile and rare nature of the collection, researchers are requested to handle the materials with caution and in accordance with prescribed archival practices. When using these materials, please preserve the original order of the collection.

RELATED MATERIALS
A second copy of this card exists in the Anna Holloway Image Collection on Ironclad Warships, MS0438. The Library maintains several other collections of advertising cards as well.

FILE GUIDE

BOX 1
Folder 1 Cigarette Card, 1911
Battle of Hampton Roads Cigarette Card [MS360.01]

SOURCES CONSULTED
"Wills's Foreign Cities."
http://www.ngw.nl/heraldrywiki/index.php?title=Wills%27s_Foreign_Cities
(accessed May 3, 2012).

SUBJECTS
Hampton Roads, Battle of, Va., 1862-Pictorial works
Monitor (Ironclad : 1862)
Virginia (Ironclad : 1862)