

Cadrans solaires Wills's Cigarettes et Fry's Chocolate

L'imagination des gnomonistes anglais a élaboré la confection de nombreux cadrans solaires monumentaux.

Henry Overton Wills (1761 – 1826) associé avec son ami Samuel Watkins ouvrent à Bristol en 1786, un magasin de tabac sous l'enseigne au double nom : Wills, Watkins & Co. Trois années plus tard Watkins se retire des affaires. Wills renomme la société : Wills & Co. Henry Overton Wills. Il crée à Bristol, une manufacture de fabrication de tabac qui devient en 1830, la société W.D. & H.O. Wills. Elle fut la première à produire des cigarettes d'une manière industrielle. En 1901, Elle s'associe avec une douzaine d'autres entreprises pour créer l'Imperial Tobacco Company - Grande-Bretagne et d'Irlande. Leur association conduira à la constitution du syndicat du tabac auquel adhérait la société John Player & Sons.

« W.D. & H.O. Wills » transformait le tabac pour le revendre sous le nom de diverses marques qui perdurerent. Imperial Tobacco abandonne en 1988, la marque « Wills » la majorité de ses produits.

Wills innove en 1887, en glissant des cartes à collectionner dans l'emballage des paquets de cigarettes. En 1895, des séries de jeu de cartes sont incluses diversement pour faire naître un autre intérêt vers le produit à fumer ou à chiquer.

Les collections de 24, 50 voire parfois jusqu'à 100 cartes publicitaires représentant divers thèmes, se succèdent périodiquement.

Cards testament cigarettes : - 1888 « Birds of America = Oiseaux d'Amérique »

1900 « Animals and Birds = Animaux et oiseaux »

1902 « Vanity fair series = Série de salons de la vanité »

1905 « Countries Arms and Flags = Pays Armes et drapeaux »

1906 « Borough Arms 2nd Edition = Armoiries de district » 2^{ème} édition, « School Arms = Armoiries des écoles », « Time & money in different countries = Temps et argent dans différents pays »

1910 « Aviation »

1912 « Mechanical semaphore = Sémaphore mécanique ou Un alphabet de A à Z sous forme de signaux de drapeau sémaphore », « Musical Celebrities = Musiciens célèbres »

1913 « Arms of Companies = Armoiries des compagnies », « First Aid = Secourisme »

1914 « Physical Culture = Culture physique »

1915 « Invention », « Dogs = Chiens »

1916 « Minings = Les exploitations minières » et « Military motors = Véhicules militaires à moteur »

1917 « British armed forces = forces armées britanniques », « Allied army leaders = Chefs de l'armée alliée »

1922 « Knowledge Science = Science du savoir »

1923 « Lucky Charms » = Talisman Porte-bonheurs », « Arms of Universities = Armoiries des universités »

1924 « Cartes de conseils pour le ménage », « Merchant Ships of the World = Navires marchands du monde »

1926 « The Wonders of the Past = Les merveilles du Passé »

1927 « Household Hints Cards = Série des cieux », « British Butterflies = Papillons anglais »

1928 « Ships and Sailors = Navires et marins », « Romance of the Heavens = Série des cieux » « Cricketers = Joueurs de cricket »

1929 « Sailing Ships = Voiliers »

1930 « Wild Flowers = Fleurs sauvages » et « Famous Golfers = Golfeurs célèbres » en 1930,

1933 « Garden Flowers = Fleurs de jardin »

1934 « Radio Celebrities = Célébrités de la radio »

1935 « Association Footballers = Association de Footballers », « «Reign Of King George V Silver Jubilee = Règne du roi George V Jubilé d'argent »

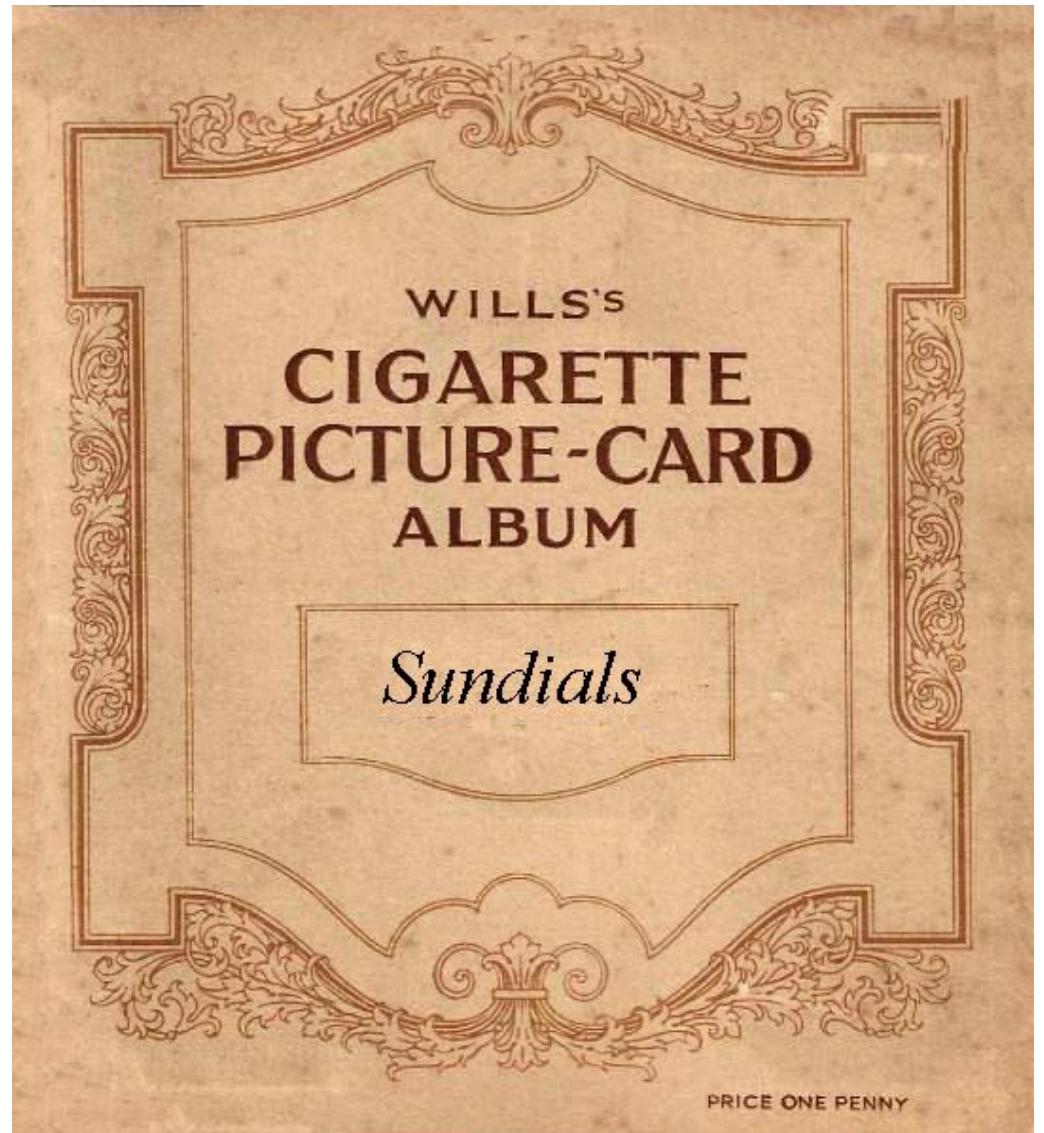
1937 « Our King and Queen = Notre Roi et Reine

1938 « Air Raid Precautions = Précautions de raid aérien » puis « transport aircraft = Avions de transport » et « Railway Equipment = Équipement ferroviaire ».

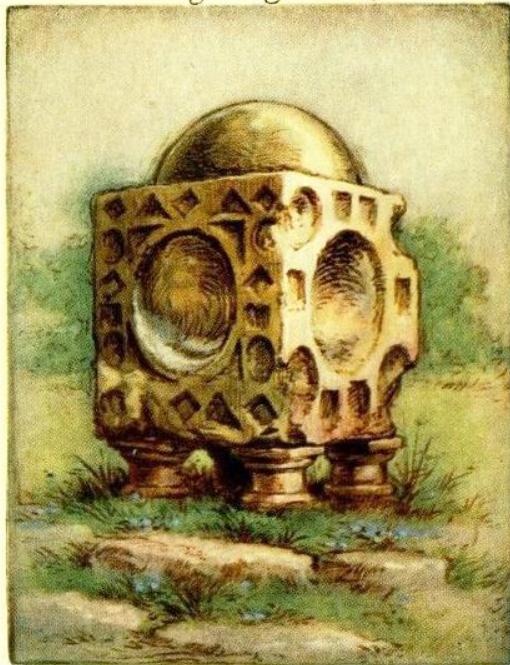
Wills's vendait des albums pour classer les cartes à collectionner.

« Wills's Cigarette Picture-Card Album : Speed »

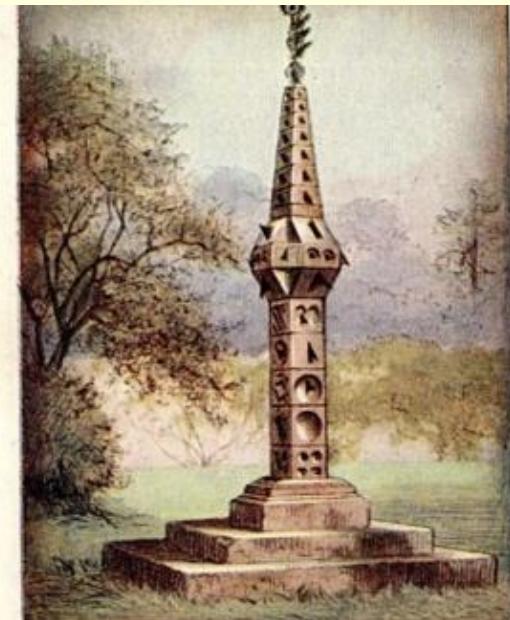
Un ensemble complet de 25 cartes Wills a été commandé, en 1928, une série qui comprenait : « Old sundials » ou vieux cadrans solaires. Au verso de chaque carte, des informations concises sont données.



Wills' Cigarettes.

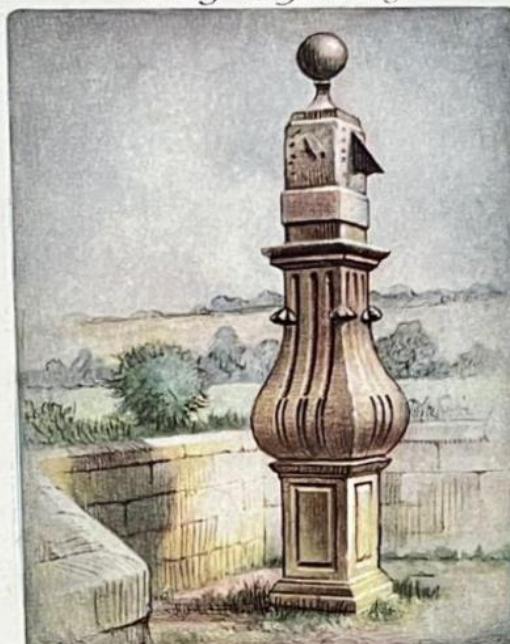


Madeley Court.

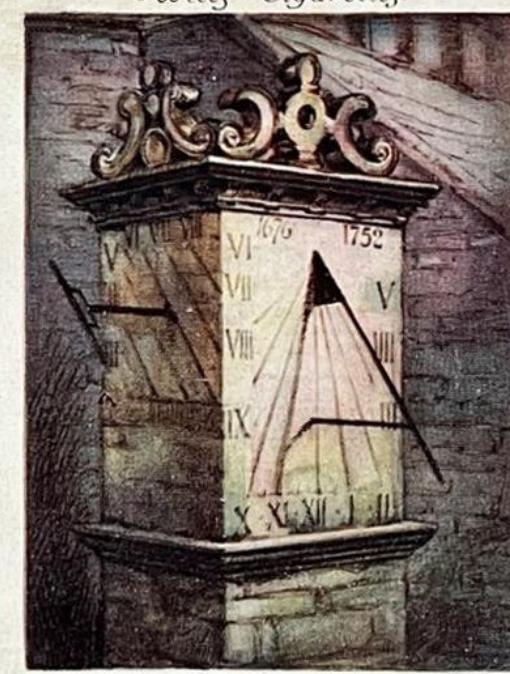


Near Fairlie.

Wills' Cigarettes.

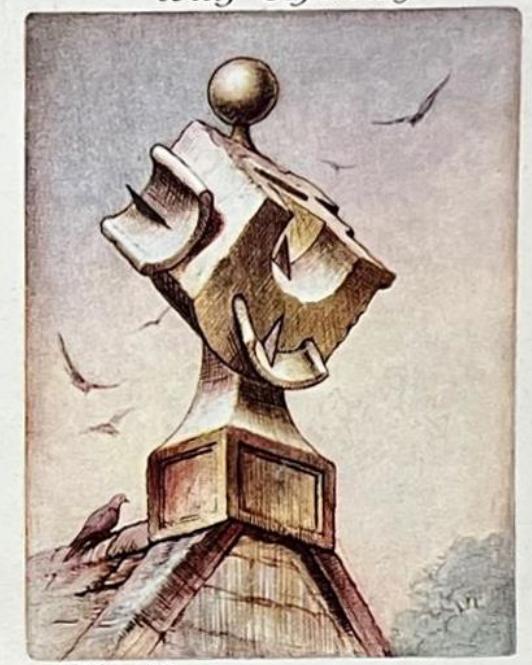


Wills' Cigarettes



Wimborne Minster.

Wills' Cigarettes.

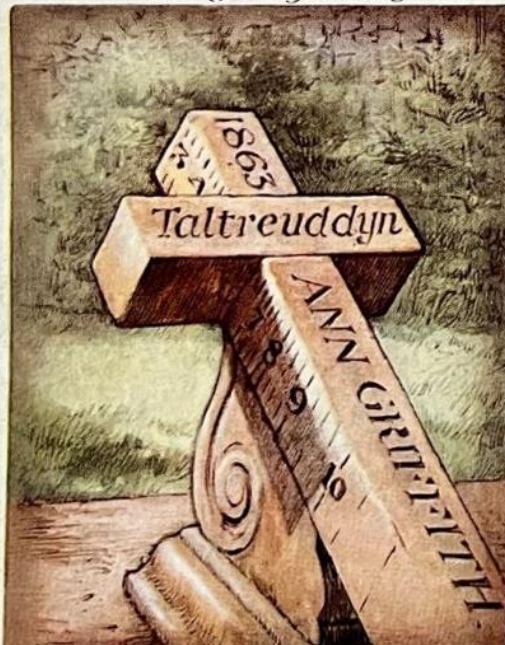


Hartburn.

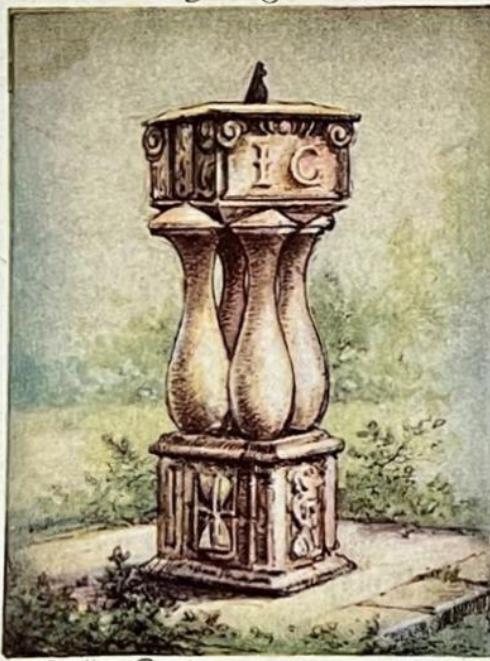


Duncombe Park.

Wills Cigarettes.

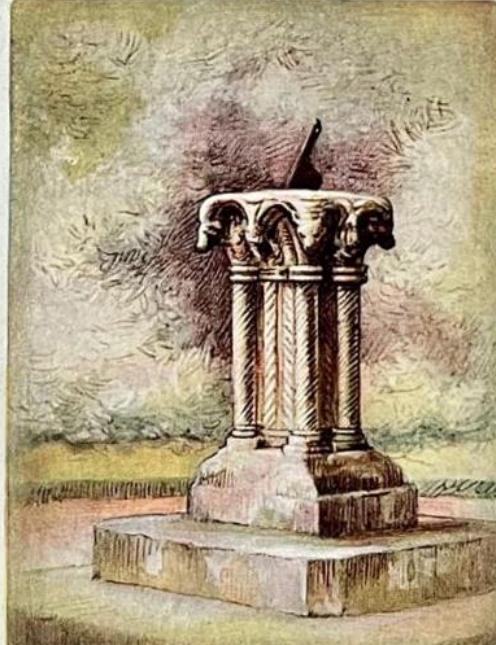


Wills Cigarettes.

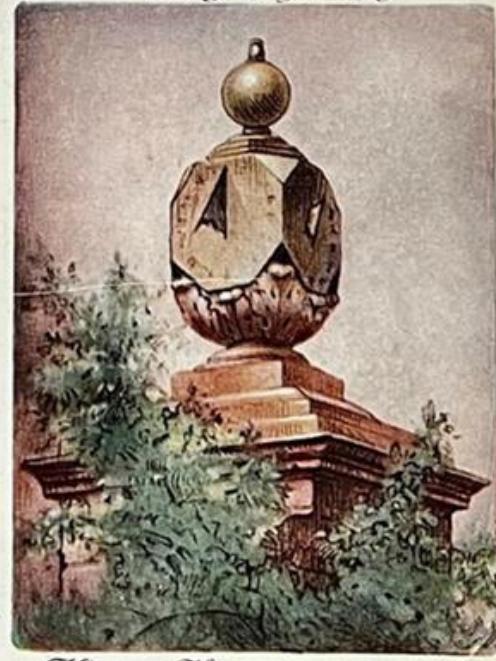


Oulton Park.

Wills Cigarettes.

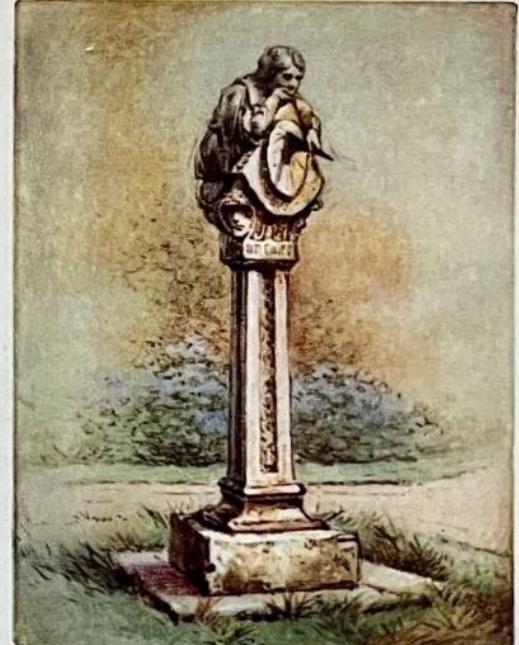


Wills Cigarettes.



Kinross House.

Wills Cigarettes.

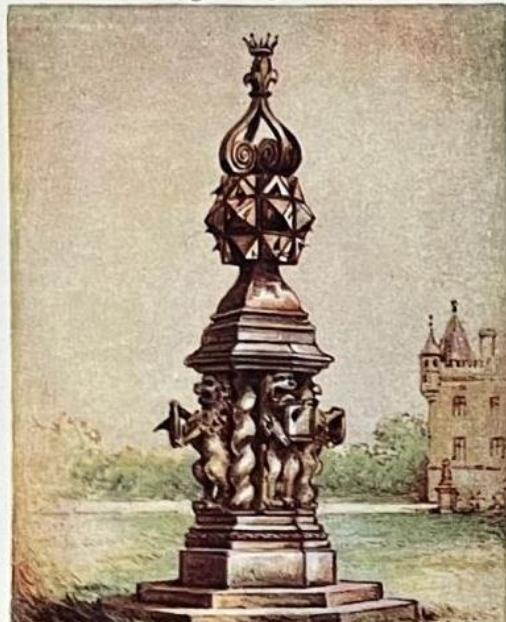


Wills Cigarettes.

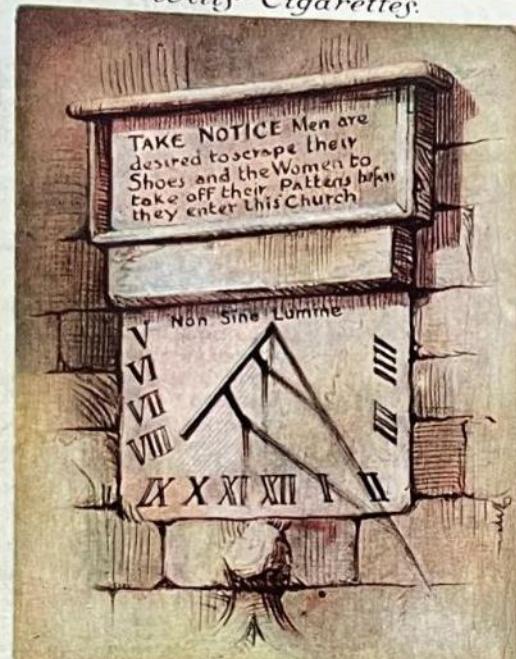


Alloa.

Wills' Cigarettes.



Wills' Cigarettes.



Stoke Albany.

Wills' Cigarettes.

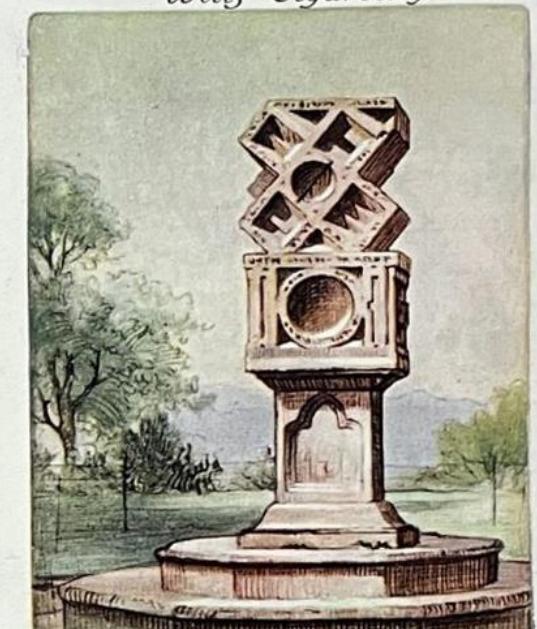


Wills' Cigarettes.



Normanton Park.

Wills' Cigarettes.



Wills' Cigarettes.



Denton.

Wills' Cigarettes.



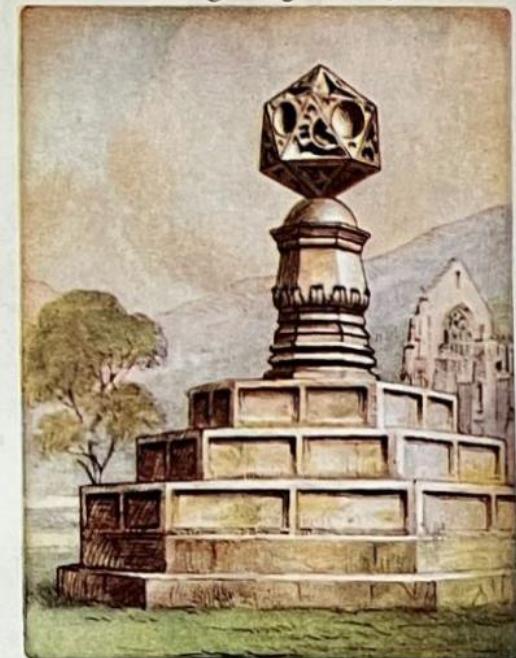
Corpus Christi College.

Wills' Cigarettes.

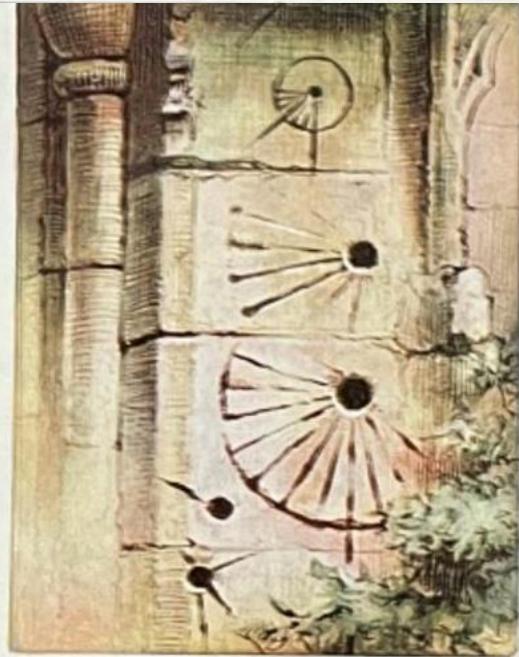


Wills' Cigarettes.

Wills' Cigarettes.



Holyrood Palace.



Mersham Church.

Wills' Cigarettes.

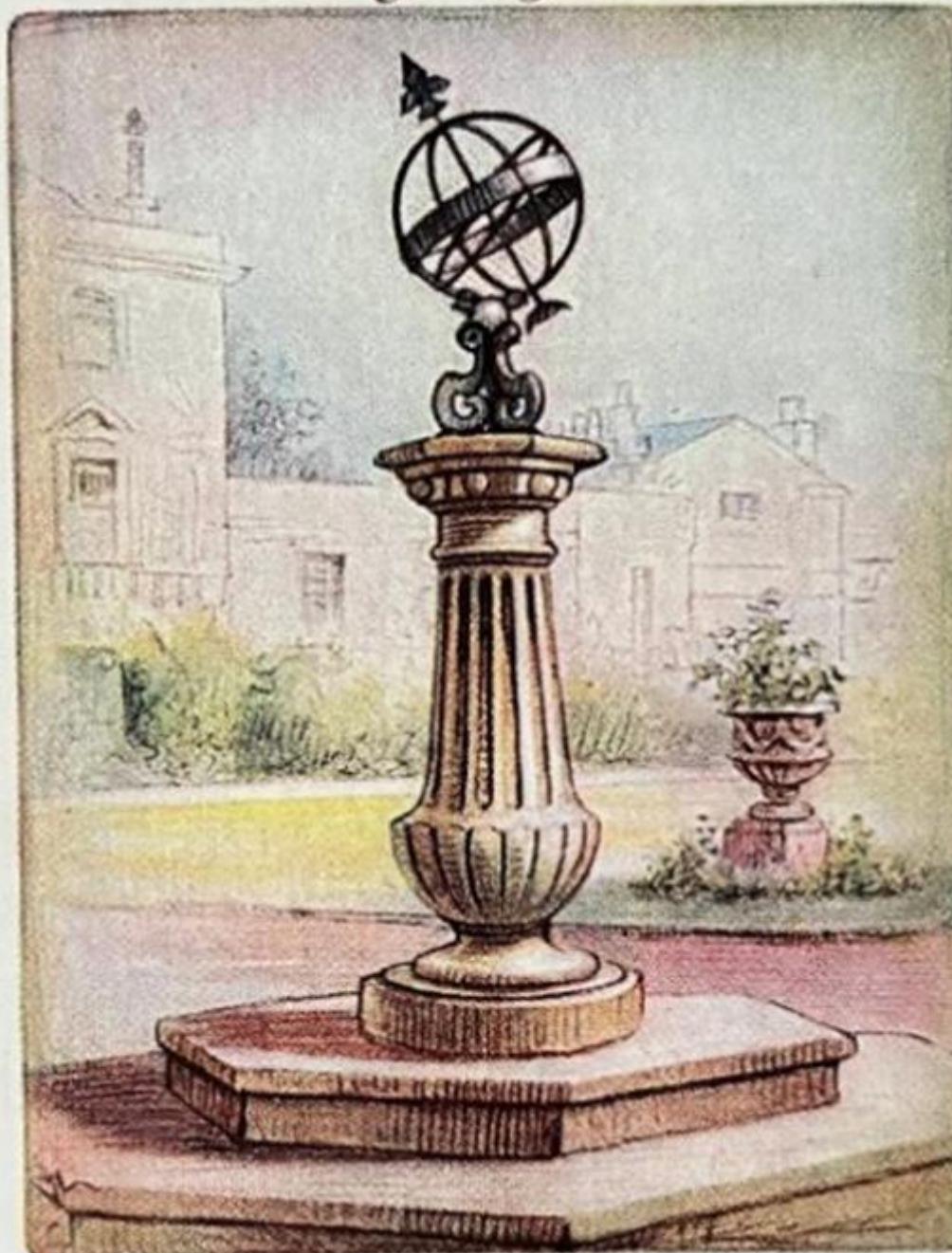


Newbattle.



Charterhouse.

Wills's Cigarettes.



White Lodge, Richmond.

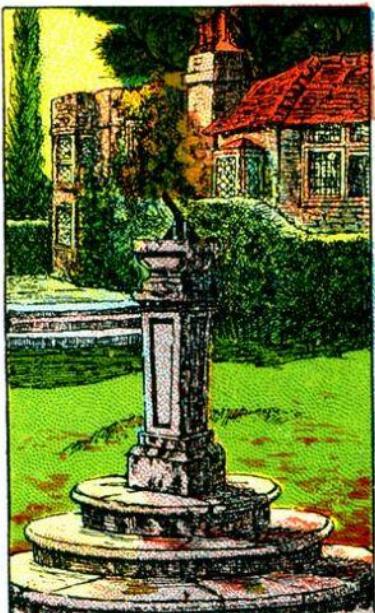
À la fin de l'année 1900, les premières séries de cartes à thème à collectionner ont été conçues en Amérique pour encourager le commerce. L'idée a pris forme et ces premiers exemples de placement de produit se sont progressivement répandus. Les sportifs (joueurs de cricket), la nature, les acteurs, les militaires et les personnes importantes étaient parmi les sujets abordés. Au tournant du siècle, les entreprises britanniques avaient relevé le défi.

FRY'S MILK CHOCOLATE

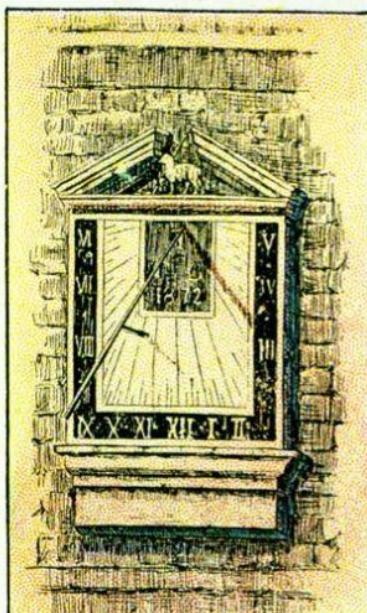


DESPERATION. PACIFICATION. EXPECTATION. ACCLAMATION. REALIZATION.
"IT'S FRY'S"

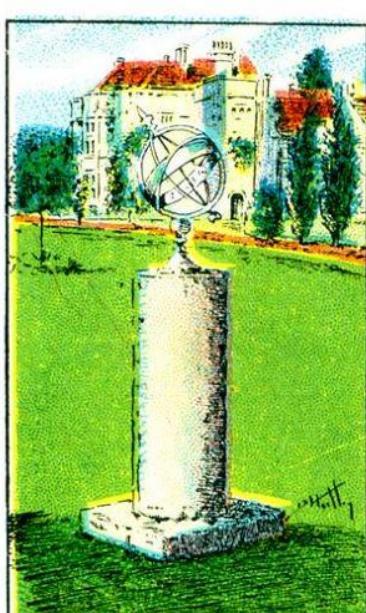
J.S. FRY & SONS LTD, BRISTOL & LONDON.



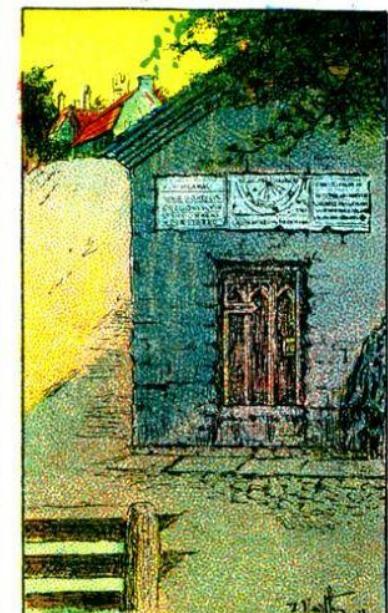
FRY'S CHOCOLATE



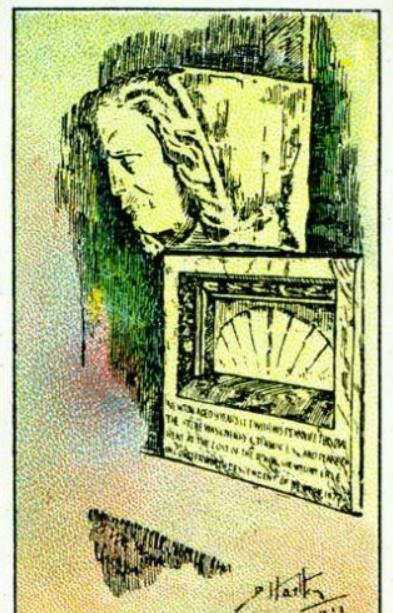
FRY'S CHOCOLATE
Makers to H.M. THE KING.



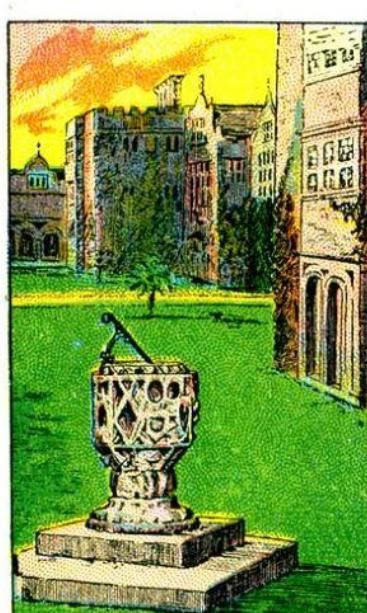
FRY'S CHOCOLATE
Makers to H.M. THE KING.



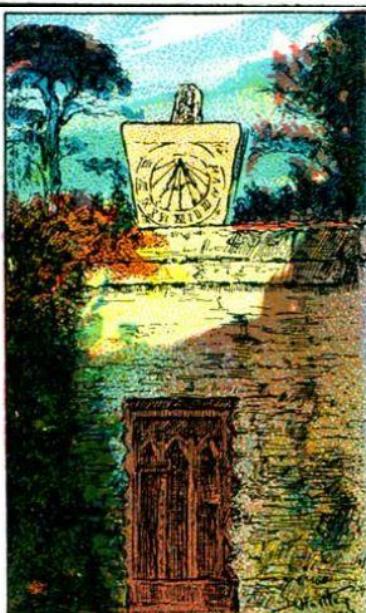
FRY'S CHOCOLATE
Makers to H. M. THE KING.



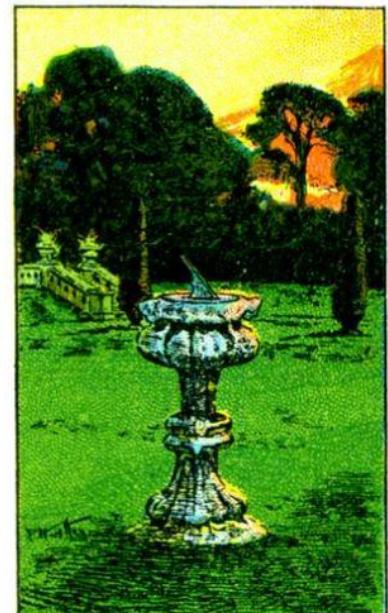
FRY'S CHOCOLATE
Makers to H.M. THE KING.



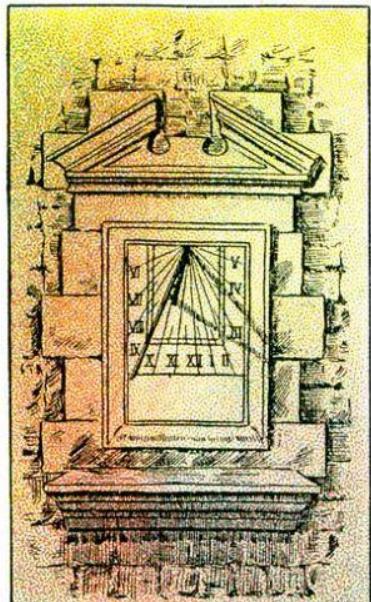
FRY'S CHOCOLATE



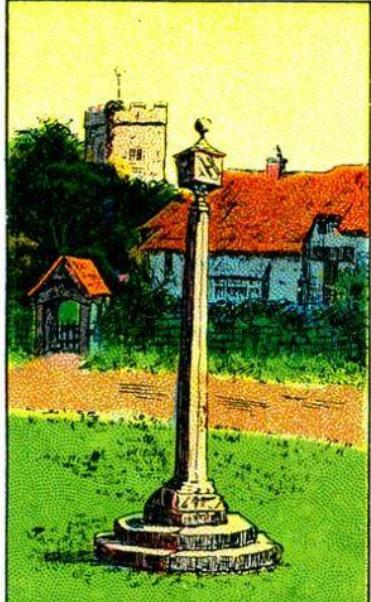
FRY'S CHOCOLATE



FRY'S CHOCOLATE
Makers to H.M. THE KING.



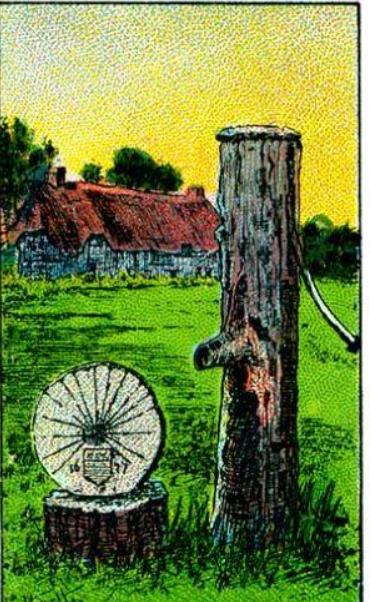
FRY'S CHOCOLATE
Makers to H.M. THE KING.



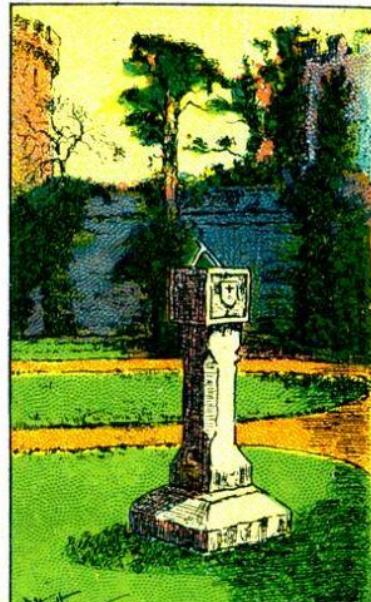
FRY'S CHOCOLATE
Makers to H.M. THE KING.



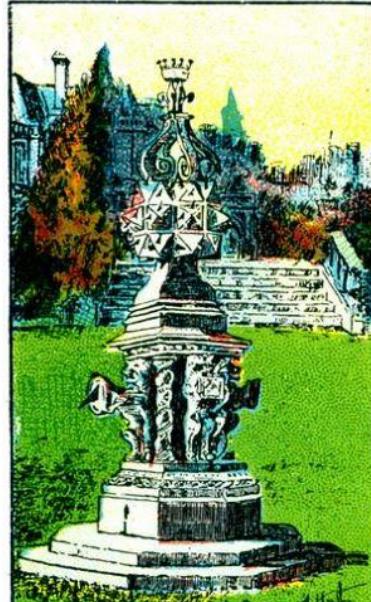
FRY'S CHOCOLATE
Makers to H.M. THE KING.



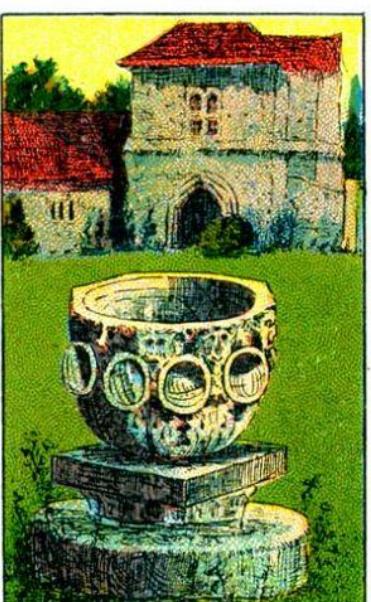
FRY'S CHOCOLATE
Makers to H.M. THE KING.



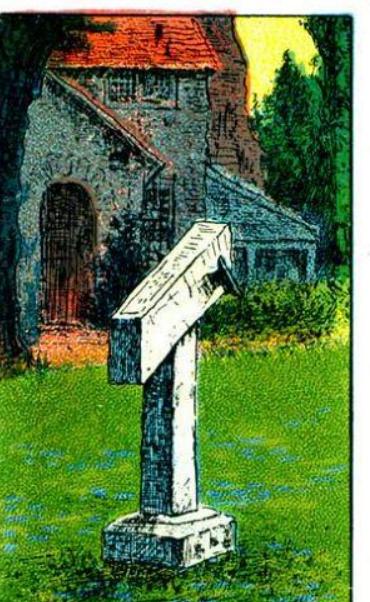
FRY'S CHOCOLATE
Makers to H.M. THE KING.



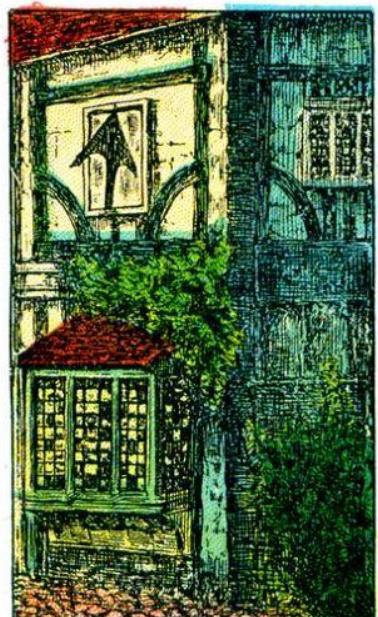
FRY'S CHOCOLATE
Makers to H.M. THE KING.



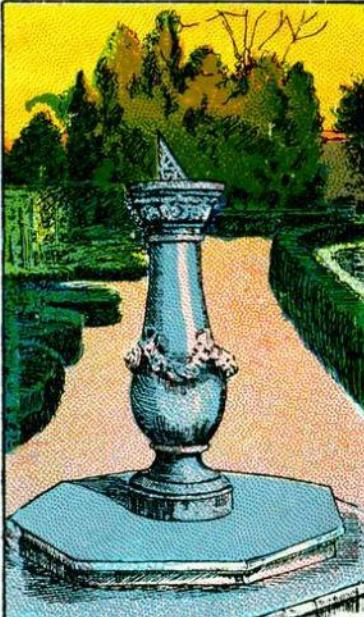
FRY'S CHOCOLATE
Makers to H.M. THE KING.



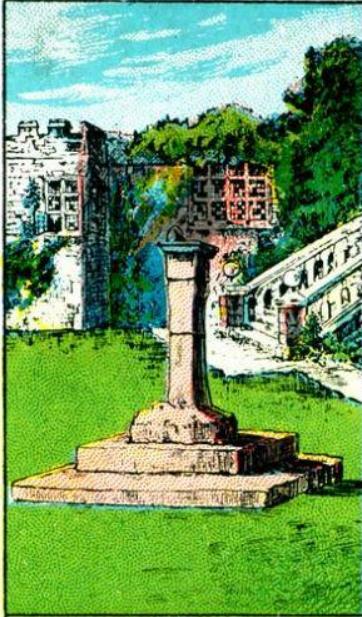
FRY'S CHOCOLATE
Makers to H.M. THE KING.



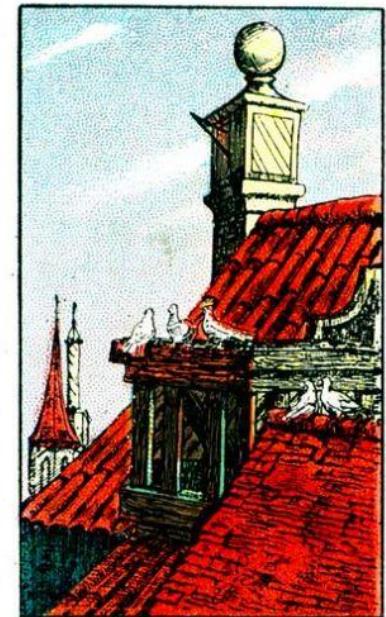
FRY'S CHOCOLATE
Makers to H.M. THE KING.



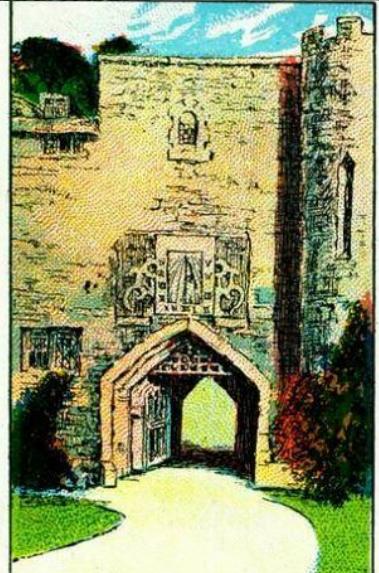
FRY'S CHOCOLATE
Makers to H.M. THE KING.



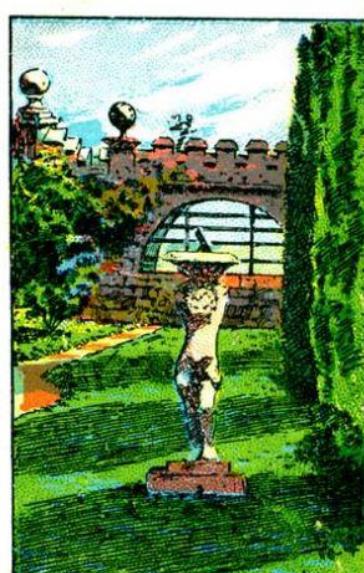
FRY'S CHOCOLATE
Makers to H.M. THE KING.



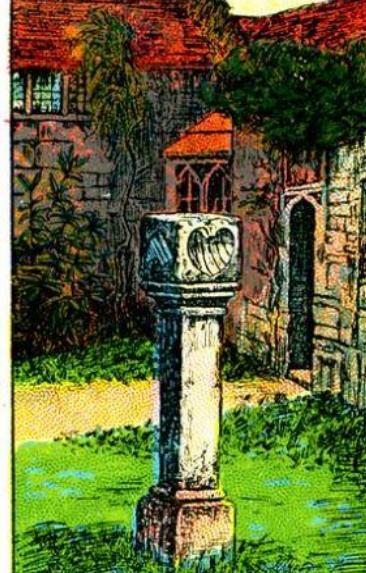
FRY'S CHOCOLATE
Makers to H.M. THE KING.



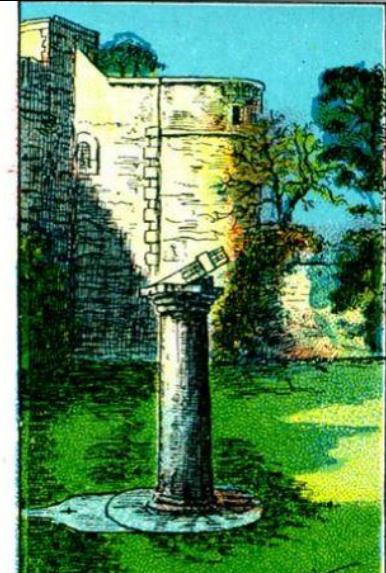
FRY'S CHOCOLATE
Makers to H.M. THE KING.



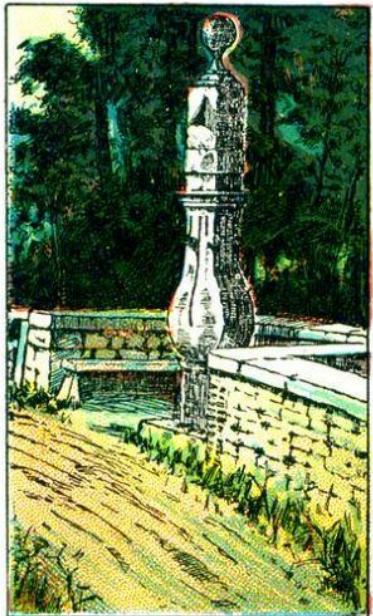
FRY'S CHOCOLATE
Makers to H.M. THE KING.



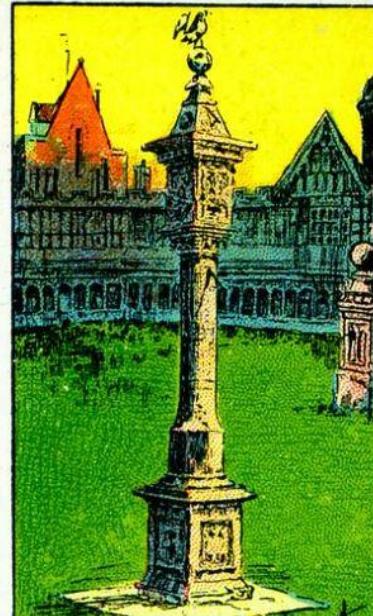
FRY'S CHOCOLATE
Makers to H.M. THE KING.



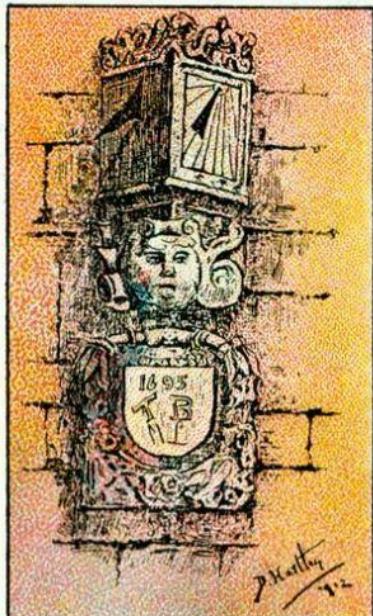
FRY'S CHOCOLATE
Makers to H.M. THE KING.



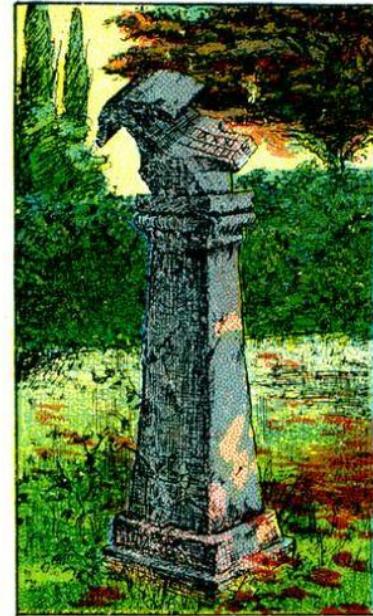
FRY'S CHOCOLATE
Makers to H.M. THE KING.



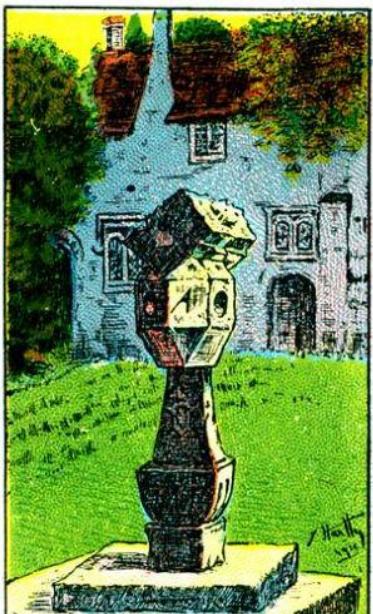
FRY'S CHOCOLATE
Makers to H.M. THE KING.



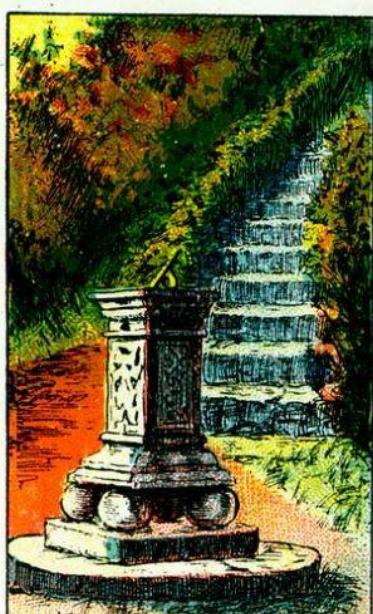
FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.



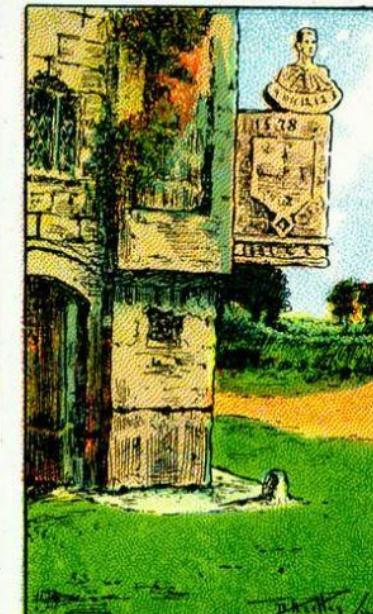
FRY'S CHOCOLATE
Makers to H.M. THE KING.



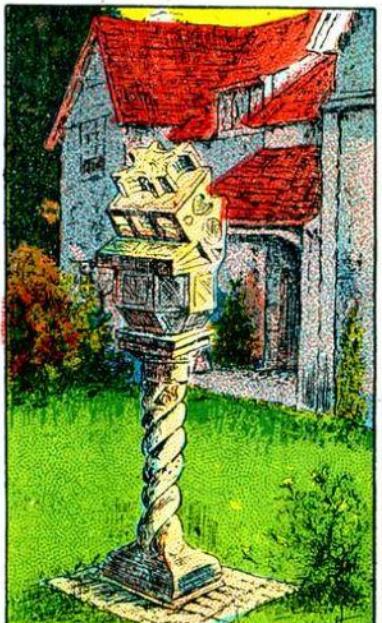
FRY'S CHOCOLATE
Makers to H.M. THE KING.



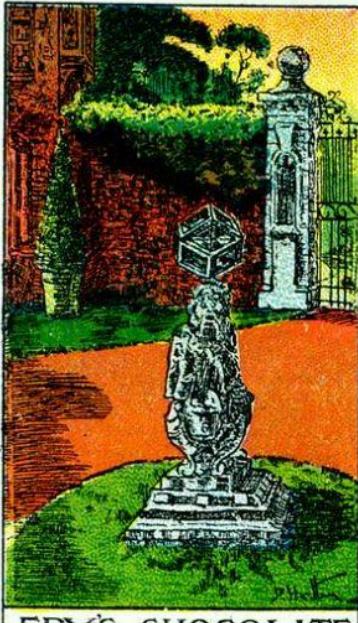
FRY'S CHOCOLATE
Makers to H.M. THE KING.



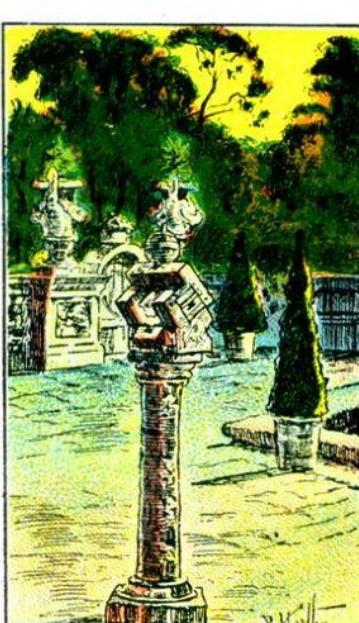
FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.



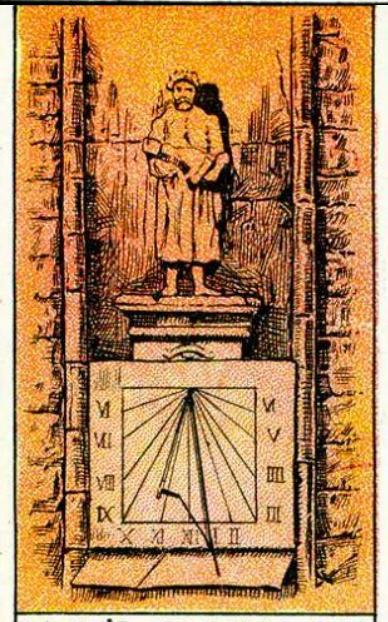
FRY'S CHOCOLATE
Makers to H.M. THE KING.



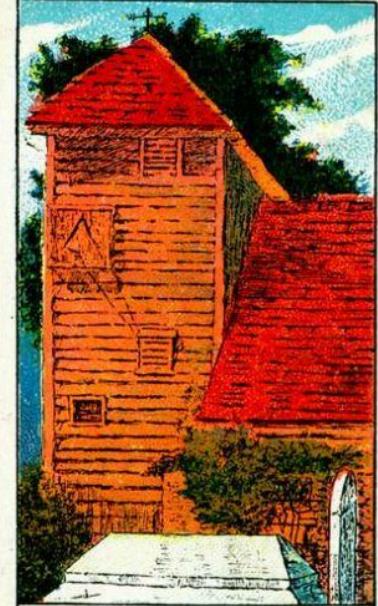
FRY'S CHOCOLATE
Makers to H.M. THE KING.



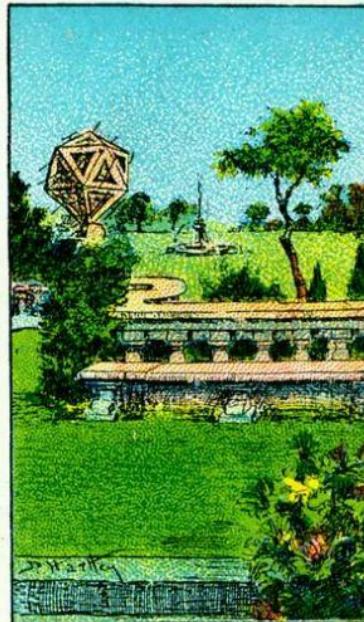
FRY'S CHOCOLATE
Makers to H.M. THE KING.



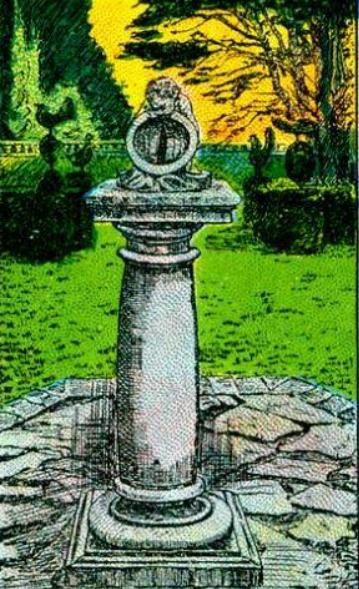
FRY'S CHOCOLATE
Makers to H.M. THE KING.



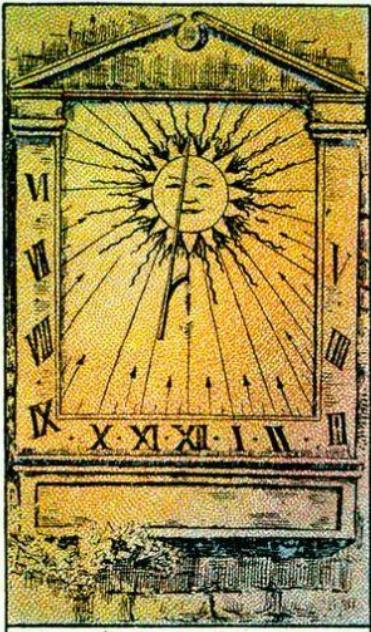
FRY'S CHOCOLATE
Makers to H.M. THE KING.



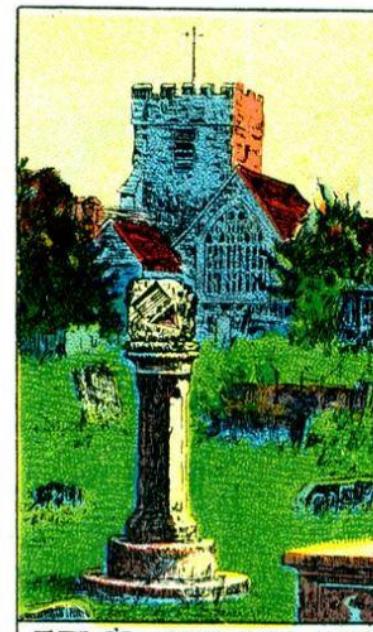
FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.



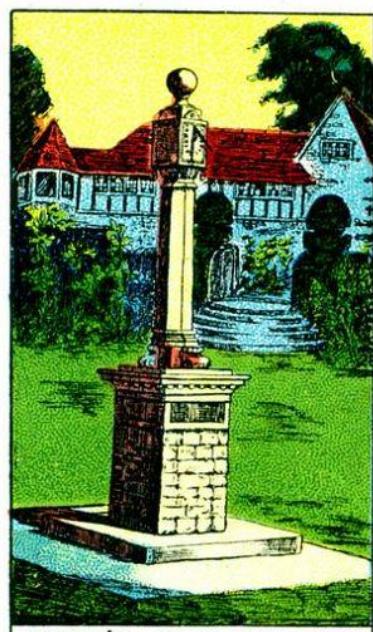
FRY'S CHOCOLATE
Makers to H.M. THE KING.



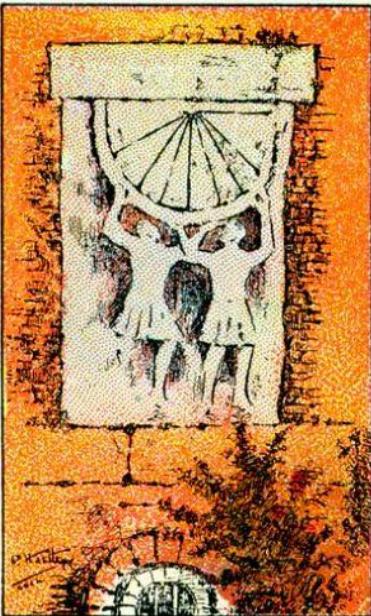
FRY'S CHOCOLATE
Makers to H.M. THE KING.



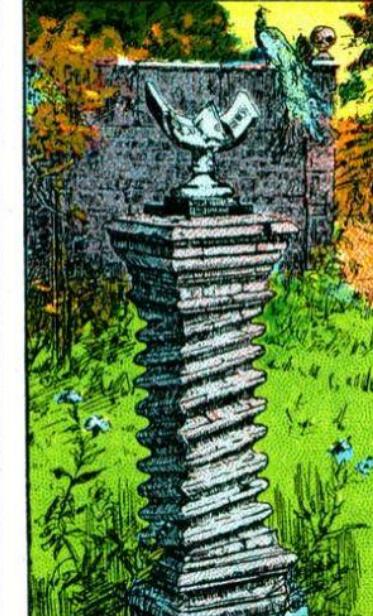
FRY'S CHOCOLATE
Makers to H.M. THE KING.



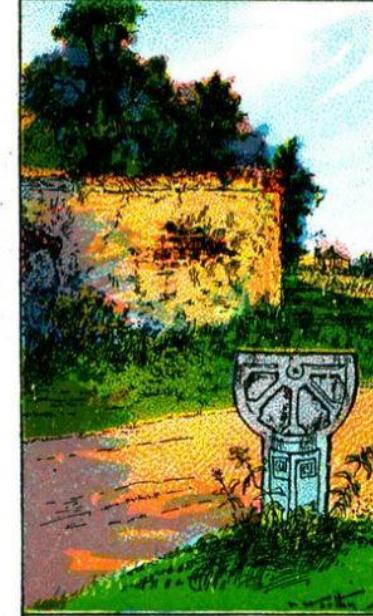
FRY'S CHOCOLATE
Makers to H.M. THE KING.



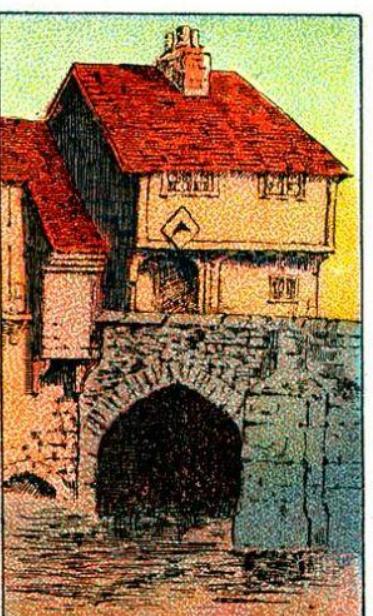
FRY'S CHOCOLATE
Makers to H.M. THE KING.



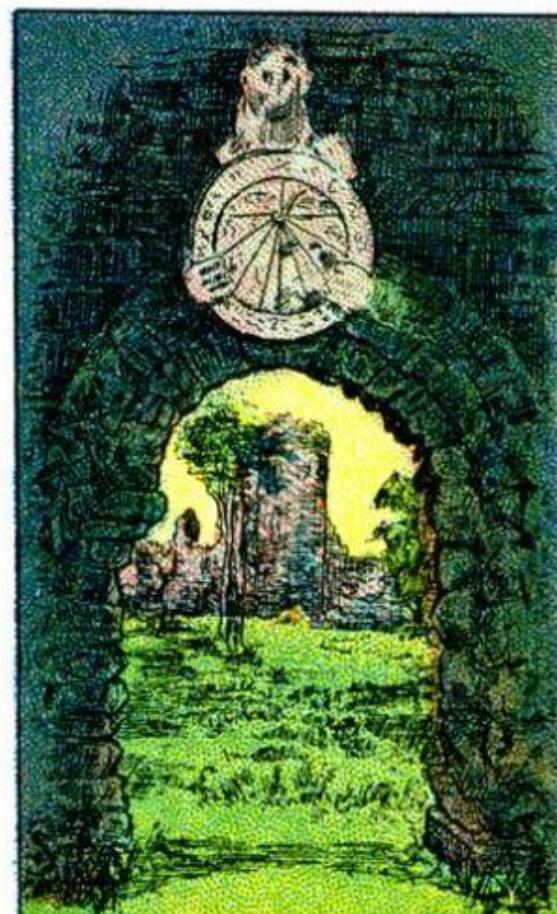
FRY'S CHOCOLATE
Makers to H.M. THE KING.



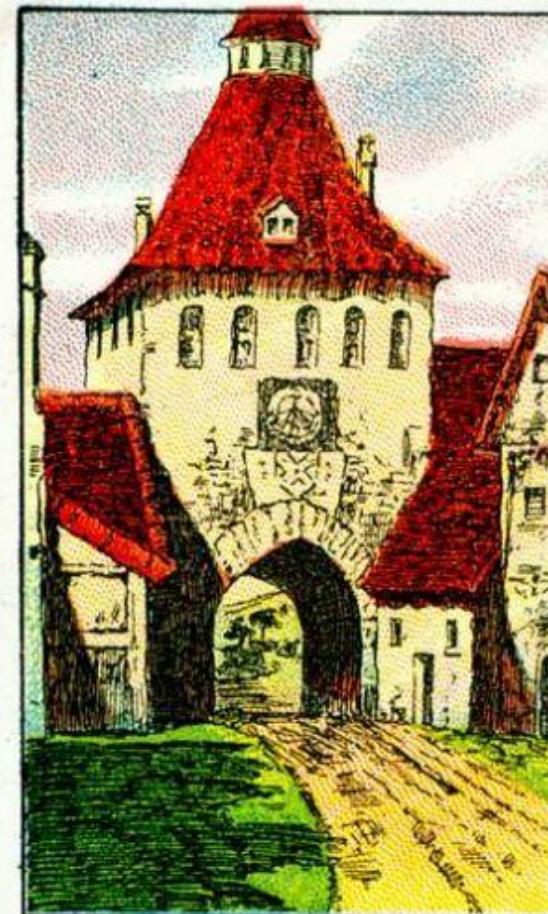
FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.



FRY'S CHOCOLATE
Makers to H.M. THE KING.