

DE LA RUE, London, 1832-1969

DLR took over GOODALL in 1921. After 1941, when the Bunhill Row factory was blitzed, the printing of DLR cards was transferred to WADDINGTON in Leeds. In 1942 the two firms set up the Amalgamated Playing Card Co. on a 50-50 basis; in 1963 this arrangement was reaffirmed, while the International PCCo. dealt with the export side and took over Simon and Grimaud. WADDINGTON continued to print all the cards during this period. In 1969 DLR sold its share of the business to WADDINGTON and its trademark ceased to be used on playing cards.

D3: redrawn with more fancy patterning on the clothes. This was the basis for all the later double-ended courts. Found with Old Frizzle and occasionally AS1. c,1840-65.



D3

D4: the first full-size double-ended version, which, along with D4.1, had a great many plate variants - at least eight. There were probably a number of different court plates used concurrently. c.1850-55.



D4

D4.1: fancy scroll-work was added to the basic plates and some of the colours were changed or added, e.g. yellow hair on all the jacks. There are a lot of plate differences on individual courts. c.1855-65. COMMON



D4.1

D5: D4.1 redrawn, note especially the crowns. In this case there are no variant plates. c.1865-75. COMMON



D5



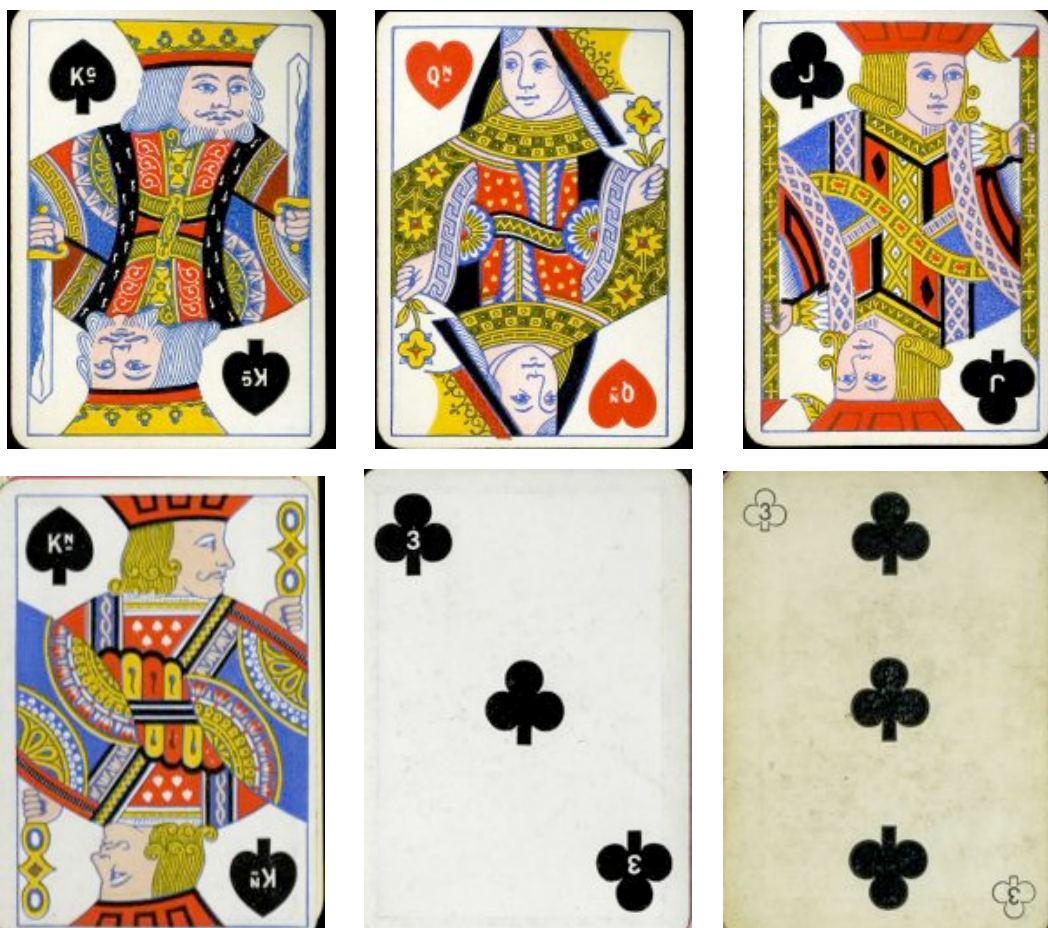
D5.1: Two-colour version of D5 used in Fourth Quality packs. NOT COMMON

D6: six courts have had their design reversed to put all the pips on the left; all courts have been redrawn; printed in blue, yellow and red, with a few variations in the scroll-work on the red plate. c.1870-1915. These courts are found with both square and round corners and various index types. The original Dexter index inside the corner pip had at least three variants: Kn or J for jack; two arrangements of aces, twos and threes; and 1 or ACE on the aces. This type of index was introduced c.1878 and lasted into the 1880s. Later, corner indices started very small and became bigger as time went on. VERY COMMON



D6

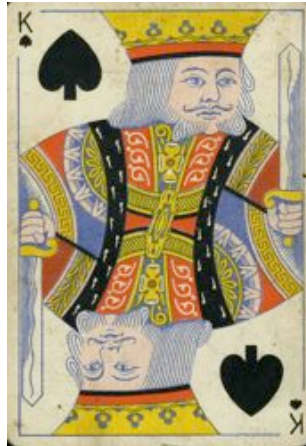
Dexter variants:



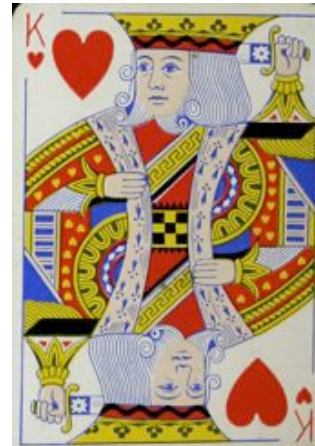
Other index types:



smallest index  
1880s



medium index,  
redrawn pips,  
c.1890-1910



largest index,  
c.1900-22

D6 is also found in two or three colours without the scroll-work of D6.1, with square and round corners, with and without indices. c.1885-1920.



D6 colour variants

D6.1: outline plate as D6, but in black; printed in three colours only. The red and yellow plates are different from D6 with scroll-work superimposed in places. There is a version with the red and yellow plates reversed (not illustrated), one with a blue-grey colour added (also used in the Optik no revoke pack), and an unusual edition with a central suit-sign superimposed on each court and a Roman numeral or the word 'ACE' in the suit-sign on the numerical cards. Medium or large indices. c.1885-1915. VERY COMMON



D6.1



with added grey



Optik, with orange diamonds

D7: D6.1 redrawn to a smaller format. Found in two or three colours. c.1900-22.  
VERY COMMON



D7

D8: D7 redrawn in bridge size. c.1915-22. COMMON



D8

D9: reduced in size and redrawn with curlicues over the design. Seriffed indices only, wide or bridge size, 2 or 4 indices. 1922-27. VERY COMMON



D9

After the take-over of GOODALL, DLR adopted the former's court design and eventually stopped production of their own. It was used again only once, in a patience pack issued c.1957-60 with the last duty ace, printed by WADDINGTON. For later De La Rue courts, see under GOODALL.

ACES: the original AS of 1862 onwards is supposed to have been designed by Owen Jones, whose design was also used by Lawrence & Cohen with his name on it. It was used with some revision up until 1957, when a completely new one was designed with Thomas's head in silhouette in the middle, to commemorate the firm's 125th anniversary.

1: with various indices and in different sizes. 1862-c.1935.

1.1 was produced in the 1880's for DLR's fourth (lowest) grade cards.

2: reference to Ireland removed. c.1935-57.

2.1: redrawn by WADDINGTON after the blitz for cheaper grades of pack, e.g. Crown. c.1943-50.

2.2: redrawn again (?because of wear). c.1950-57.

3: anonymous, also found with 'Empire Card Co.' at the foot, a reference to a subsidiary of DLR. c.1880-1957 or later.

4: new design with silhouette of Thomas de la Rue, the founder. Also found in larger format. c.1957-60.

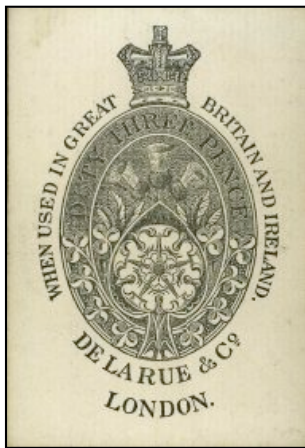
4.1: 'Export' at top instead of duty. c.1957-60.

4.2: duty removed. c.1960-65.

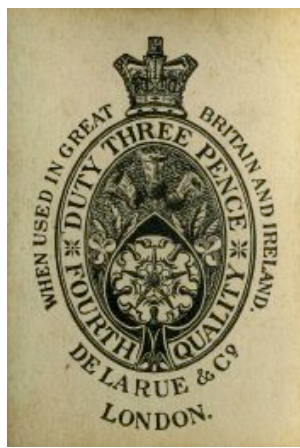
4.3: white collar added to head. c.1965-69.

The above four aces were printed in both letterpress and lithography.

5: Wheel, at first wide only for export. Also found with no name at the foot, and there is a version with 'Export' at the foot. Later found in standard size for Pepys packs. c.1957-72.



1



1.1



2



2.1



2.2



3



3



3



4



4, large format



4.1

4.2

4.3



5

Many special advertising aces were made. The examples below are 'Rufford', 'Chatsworth' and 'Pelham', which were all used as trademarks for cards sold by Boots the Chemist, c.1930-55.



ALL ACES OF SPADES EXCEPT FOR 1.1 ARE VERY COMMON.

EMPIRE CARD CO., London.

A subsidiary of De La Rue using AS3 (see above) and standard DLR courts. c.1885-1915.