

I retri delle carte da gioco
Mazzi pubblicitari

Per lungo tempo i retri delle carte da gioco non vennero stampati; solo in Italia prese piede l'uso di decorare i retri con motivi ornamentali o con il nome del fabbricante. Il retro lasciato bianco aveva l'inconveniente che le ditte, macchie di sporco o altri "ornamenti" rendevano possibile l'identificazione della carta che l'avversario aveva in mano. Solo nella seconda metà del 18° secolo la stampa sul retro fu adottata dai cartai europei.

Infine, nella seconda metà del 19° secolo, a qualcuno venne in mente che la stampa del retro poteva essere usata a scopo pubblicitario.



14a - 1200 - USPCC (?)

La gioielleria Tiffany ritiene che il tipico colore azzurro delle sue confezioni sia sufficiente per far capire chi sia il committente di questo mazzo, in vendita esclusiva nei loro negozi,



14a - 1577 - XxX

La ditta che produce il whisky Francis invece usa il proprio tartan (particolare motivo del disegno della stoffa) come retro, convinta che basti per riconoscere il prodotto.

Quasi tutte le ditte però mettono bene in evidenza il proprio nome o marchio.

Chimica

Enti e movimenti

Club

Pubblicazioni

Farmaceutici

Sigarette

Hotel

Sport

Moda

Veicoli



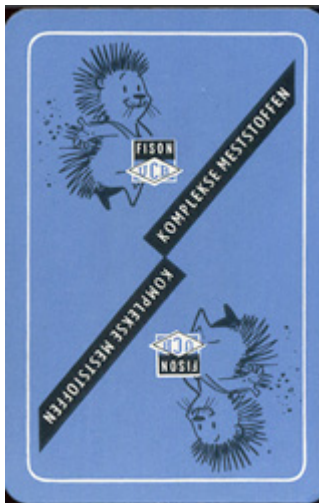
01b - 1758 - E. Pignalosa
Antiparassitari



02 - 3068 - ASS
diserbante



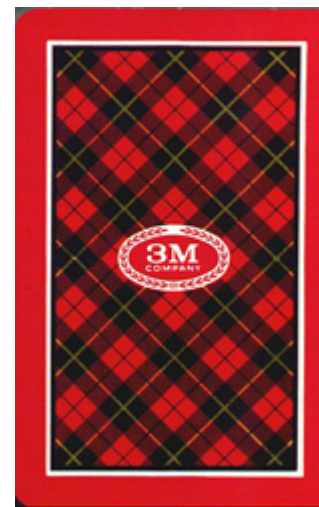
14a - 2416 - AS VEB
prodotti x agricoltura



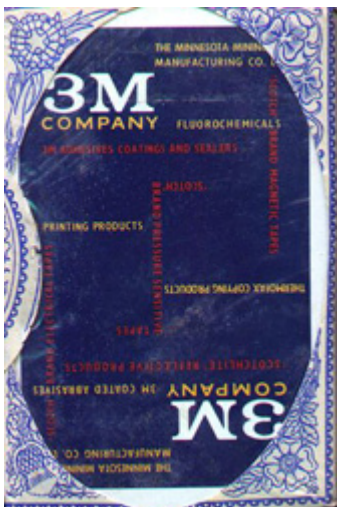
04a - 4881 - Biernans
fertilizzanti



04a - 1669 - Schmid
Prodotti chimici



04b - 1748 - Modiano
3M company



04b - 1898 - XxX
3M company



12 - 2415 - AS VEB
Kali potassa caustica



12 - 3756 - AS VEB
Kali potassa caustica



vernici protettive x legno



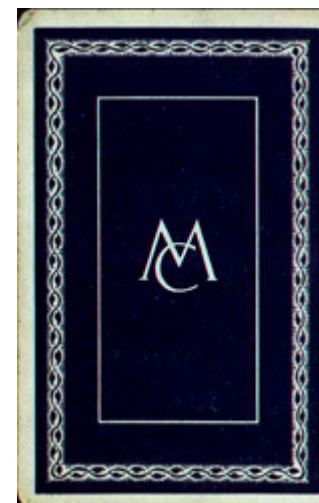
04b - 0357 - Masenghini
circolo bridge Milano



04b - 1754 - Modiano
Società del giardino MI



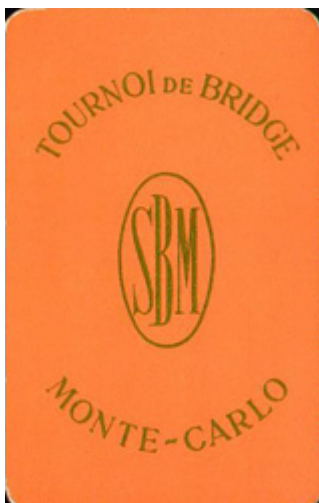
04b - 1151 - Modiano
Società Artisti e Patriotica



04b - 1389 - USPCC
Metropolitan club



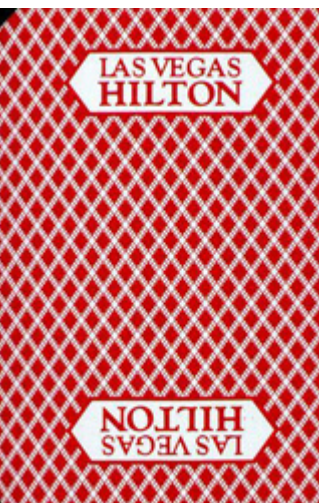
04a - 1426 - Modiano
Metropolitan club



04b - 1588 - Grimaud
Società Bridge Monte-Carlo



04b - 0871 - De La Rue
Club di pesca sportiva



04b - 0885 - USPCC
Hilton - Las Vegas



04b - 1663 - USPCC
Sahara - Las Vegas



04b - 4740 - Carta Mundi
? - Las Vegas



04b - 3098 - USPCC
casino del New Mexico



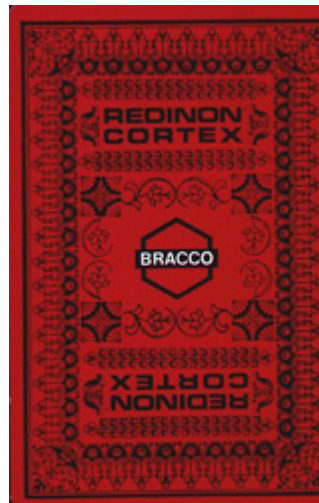
04b - 4893 - USPCC
Eddie's fabulous 50's



Casino Genova



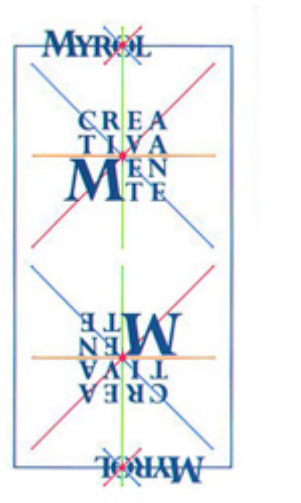
04b - 4948 - Paul-son P.C.
Sands - Las Vegas



14a - 1191 - XxX
farmaceutici Bracco



16c - 3355 - Masenghini
farmaceutici Seroxo



01b - 1801 - Modiano
farmaceutici Pierrel



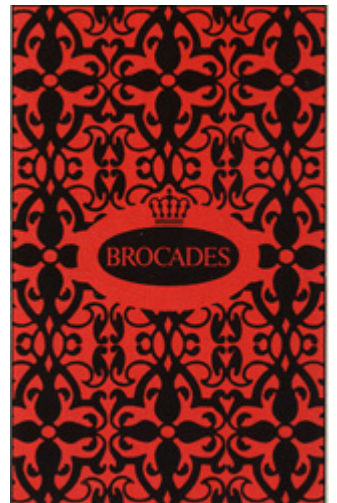
16d - 1834 - XxX
farmaceutici Ciba



XxX
farmaceutici Farmitalia



14a - 4769 - Masenghini
medicinale



14a - 3277 - Piatnik
medicinali Brocades



04b - 2217 - Modiano
acqua termale



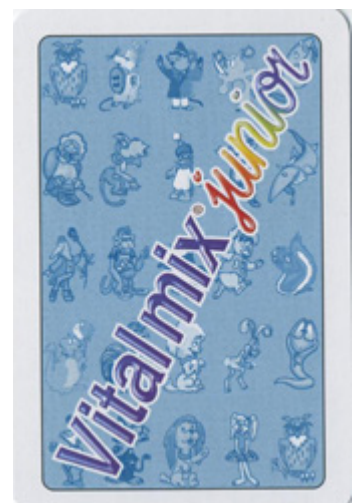
14a - 2608 - K Z W P
acqua termale



04b - 1931 - Masenghini
magnesia lassativa



16b - 4601 - XxX
magnesia lassativa



16b - 2194 - Modiano
integratore ricostituente



16d - 4857 - Morreale
analgesico Cibalgina



16d - 1894 - Morreale
analgesico Cibalgina



16d - 2650 - Morreale
analgesico Cibalgina



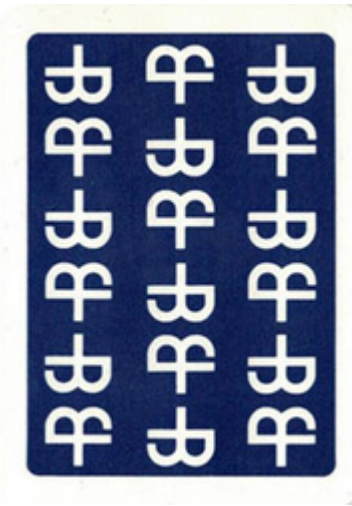
XxX
dentifricio



14a - 1294 - Dal Negro
dentifricio



04b - 2193 - Modiano
adesivo per dentiere



14a - 3319 - Viassone
prodotti per dentisti



14a - 3319 - Viassone
prodotti per dentisti

Hotel



04b - 1637 - ARRCO
Waldorf Astoria - New York



14a - 4293 - OTK
Interhotel/Cedok



14a - 4291 - OTK
Interhotel/Cedok



14a - 4292 - OTK
Interhotel/Cedok



12 - 4290 - OTK
Interhotel/Cedok



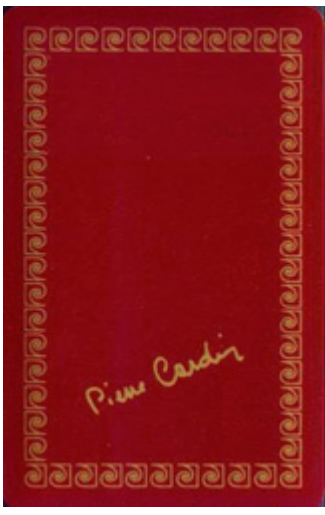
12 - 4625 - AS VEB
Rubezahl - Müggelsee



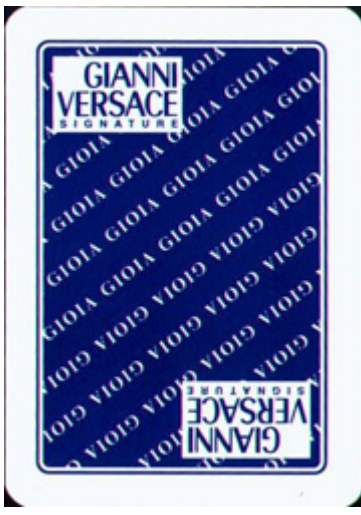
14a - 2073 - XxX
Lake palace - Udaipur



04b - 0669- Bielefelder
Princess Bermuda - Bermuda



04b - 1792 - Nintendo
Pierre Cardin



04b - 0891 - Modiano
Gianni Versace



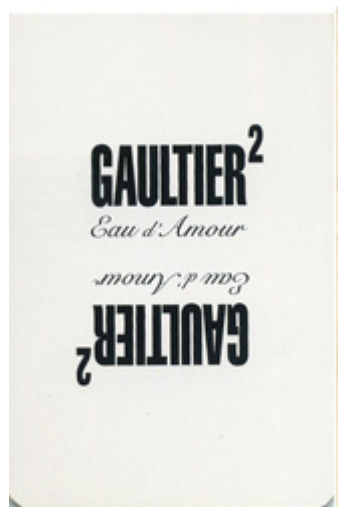
04b - 2254 - Grimaud
Yves Saint Laurent



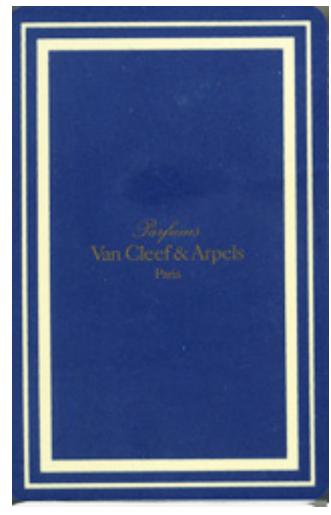
14a - 0330 - Nintendo
Charles Jourdan



04b - 2875 - XxX
Cartier



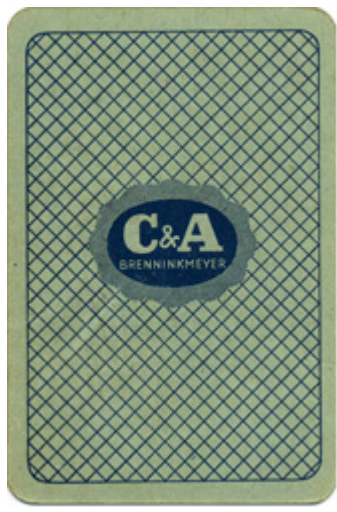
14b - 4019 - XxX
Jean Paul Gaultier



14a - 4458 - Dusserre
Van Cleef & Arpels



04b - 2529 - Poliprint
abbigliamento Vittadini



16a - 4024 - XxX
abbigliamento C & A



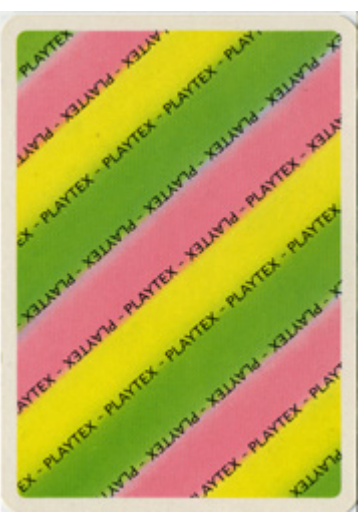
14b - 0920 - XxX
blue jeans Kubespoker



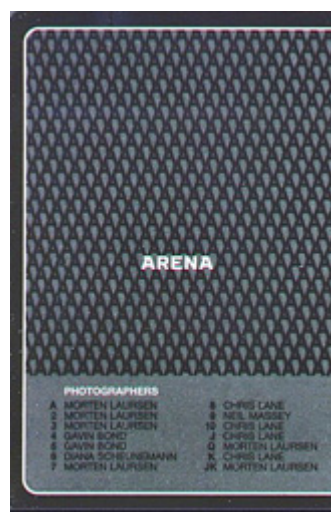
14a - 3263 - OTK
industria tessile Centrotex



04b - 2074 - Fournier
calzature Biondini



18b - 2372 - Grimaud
intimo Playtex



14b - 2125 - XxX
intimo Arena

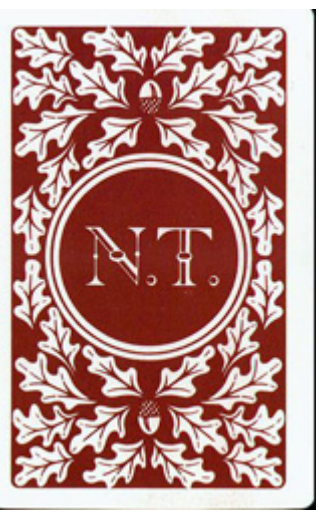


XxX
intimo ? Elle Effe

Enti e movimenti



14a - 0615 - Carta Mundi
UNICEF anno bambino



04b - 0982 - Mc Corquodale
salvaguardia ambiente



04b - 1356 - De La Rue
ente caritativo



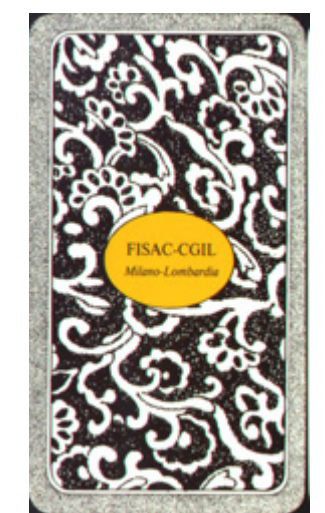
04a - 2993- Nürnberger
sindacato metalmeccanici



01a - 4434 - Masenghini ?
sindacato pensionati



04b - 2052 - Carta Mundi
sindacato pensionati



14a - 2914 - La Milano
sindacato bancari



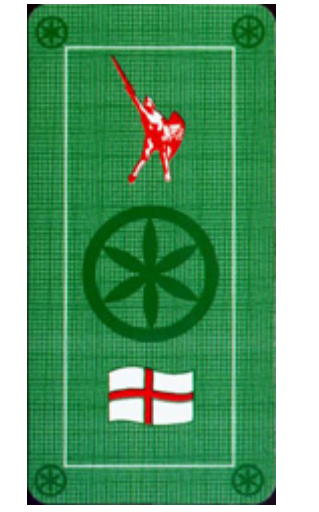
14a - 2257 - Brepols
agricoltori cattolici



11 - 1706 - Panetto e Petrelli
movimento politico



11b - 3451 - XxX
partito politico



11 - 2055 - XxX
partito politico



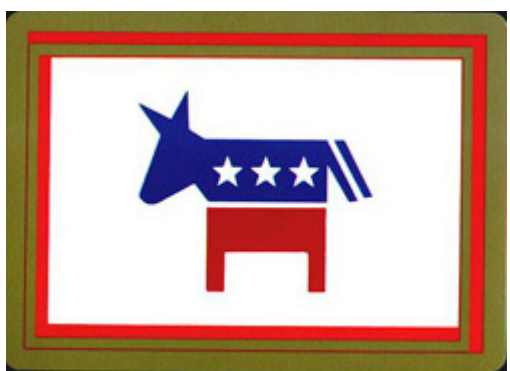
14b - 2143 - Dal Negro
partito politico



14a - 2869 - ASS
partito politico

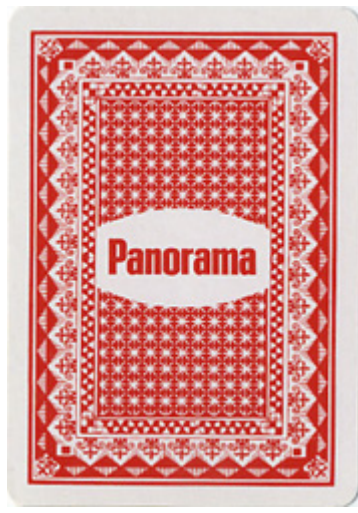


14b - 0746 - Billingsley
partiti USA



04b - 2037 - Gemaco
partito democratico USA

Pubblicazioni



14a - 0062 - Mulino a vento
settimanale Panorama



14a - 1122 - Modiano
settimanale Panorama



14a - 0243 - XxX
Domenica del Corriere



14b - 1148 - Modiano
rivista satirica Cuore



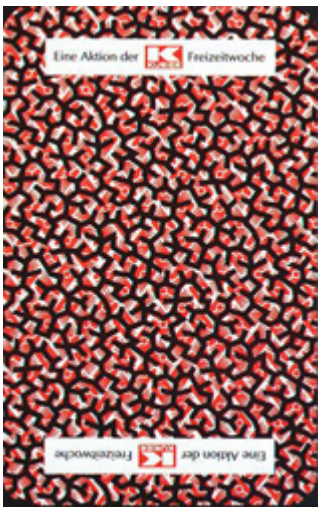
18a - 0652 - XxX
settimanale Anna Bella



14a - 0751 - Piatnik
rivista cinema Ciak



15a - 0167 - ASS
catena giornali Express



14a - 0834 - Piatnik
settimanale Kurier



04b - 1227 - Modiano
settimanale Gioia



18b - 0956 - Modiano
settimanale Gioia



18d - 0783 - Modiano
settimanale Gioia



14a - 1429 - Dusserre
settimanale Gioia



14a - 1543 - Ercole e Anteo
rivista Cronaca italiana



14a - 1192 - Ercole e Anteo
rivista Le ore mese



18d - 2843 - XxX
settimanale Anna Bella



18d - 2126 - XxX
settimanale Anna Bella



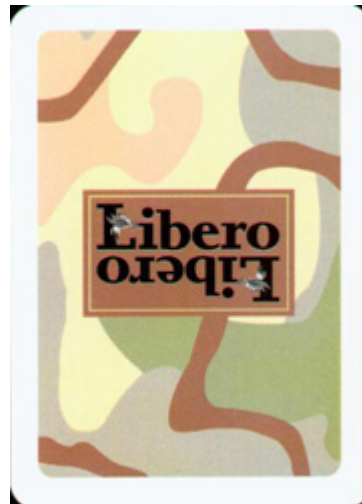
18d - 1242 - XxX
rivista Confidenze



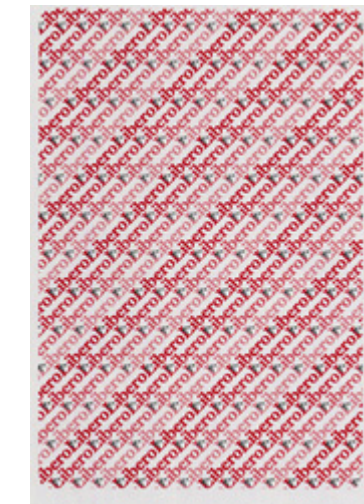
17a - 3057 - XxX
rivista Confidenze



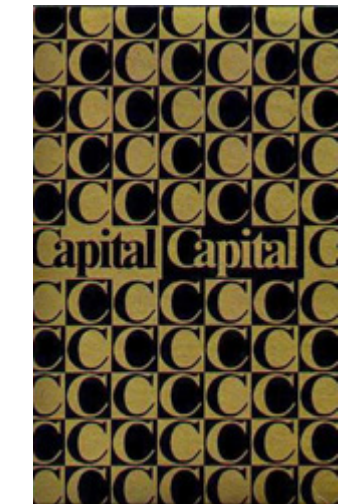
18b - 2127 - XxX
quotidiano nazionale



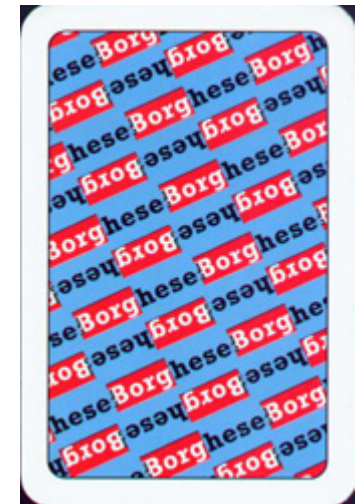
14b - 1906 - Modiano
quotidiano Libero



14a - 2965 - Modiano
quotidiano Libero



16c - 1434 - Dal Negro
rivista Capital



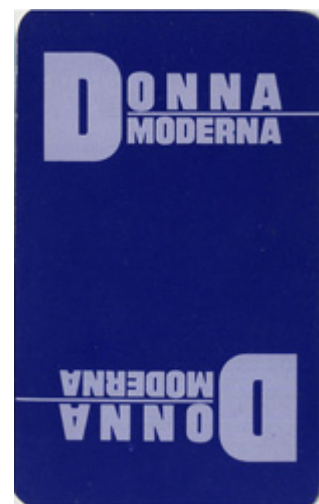
14a - 2047 - Modiano
settimanale Borghese



14a - 2550 - Bielefelder
quotidiano Bild Zeitung



14a - 4351 - Carta Mundi
Selezione Reader's digest



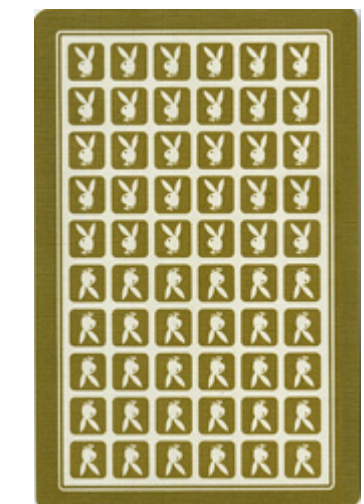
17a - 4493 - XxX
rivista Donna Moderna



14b - 1143 - Modiano
fumetti Japan Magazine



16d - 2802 - XxX
fumetti Japan Magazine



04b - 2721 - Kent
rivista Playboy



07a - 0903 - Tres
collana libri esoterici



14a - 3004 - Piatnik
settimanale News



14a - 3023 - Bielefelder
quotidiano der Abend



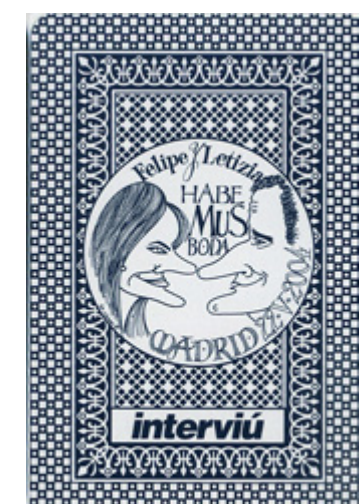
01b - 0843 - Modiano
settimanale Gente



04a - 3060 - Düsseldorf
rivista Frau im Spiegel



11b - 3137 - Santafranca60
quotidiano Libertà



11b - 3510 - Fournier ?
rivista Interviu



14a - 3633 - Carta Mundi
rivista Topolino



14a - 3361 - Carta Mundi
rivista Topolino



16c - 0597 - XxX
rivista Topolino



14a - 4304 - Dubroca
rivista Le nouveau commerce



17c - 4401 - Héron
quotidiano Sud Ouest
di Bordeaux



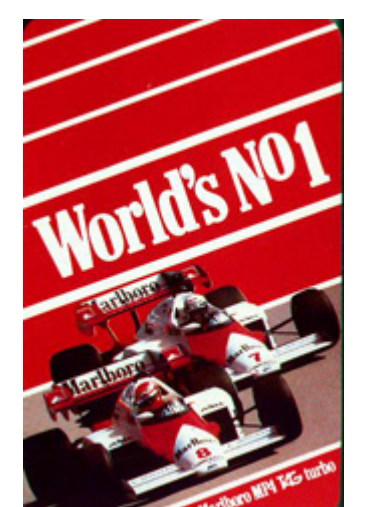
15c - 4165 - Bielefelder
quotidiano Berliner Morgenpost



16c - 2567 - Modiano
quotidiano Corriere della sera



16d - 2605 - Modiano
quotidiano Corriere della sera



04b - 1830 - Carta Mundi ?
sigarette Marlboro



04b - 1829 - Carta Mundi
sigarette Marlboro



04a - 3482 - Bielefelder
sigarette Marlboro



02 - 4034 - ASS
sigarette Salem



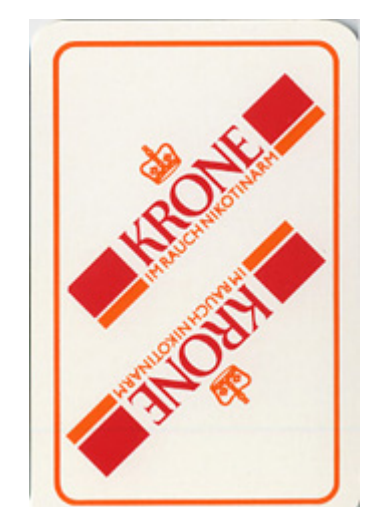
02 - 1281 - Ide
sigarette Salem



02 - 1697 - ASS
sigarette Peer export



04a - 2278 - ASS
sigarette Roth Handle



14a - 2280 - Heye
sigarette Krone



14a - 3949 - Carta Mundi
sigarette Player's



04b - 2216 - Waddington
sigarette Player's



14a - 3949 - Carta Mundi
sigarette John Player special



14a - 3949 - Carta Mundi
sigarette John Player special



16d - 4954 - Mardon
sigarette Player's



04a - 3839 - Biernans
sigarette Flyer



14a - 3760 - Speelkaartenfabriek Nederland
sigarette North State



04a - 3742 - Biernans
sigarette Triumph



02 - 3578 - Lattmann
sigarette Constantin



02 - 4041 - Fleming & Wiskott
sigarette Domäne



14a - 4172 - ASS
sigarette Reval



16a - 4482 - XxX
sigarette Carrera



14a - 2258 - OTK
monopolio tabacchi Bulgaria



04a - 3760 - Van Genechten ?
cartine per sigarette Job



14a - 3027 - XxX
cartine per sigarette Smoking



04a - 3784 - Speelkaartenfabriek Nederland
cartine per sigarette Mascotte

Sport



14a - 3054 - Plastic Cards
calcio Torino



14a - 4936 - Plastic Cards
calcio Juventus



04b - 1116 - Modiano
calcio Juventus



04b - 4463 - Carta Mundi
calcio mondiali 2010



XxX
calcio Mondiali 82



04a - 1310 - Piatnik calcio Galatasaray



04a - 1310 - Piatnik calcio Besiktas



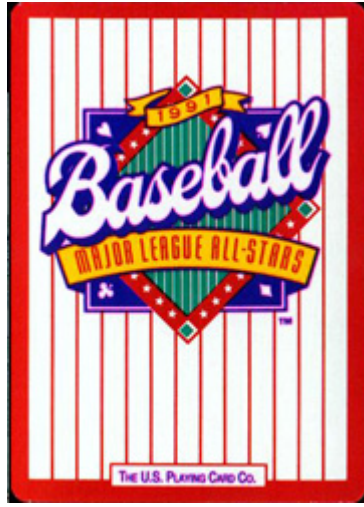
04b - 1487 - USPCC olimpiadi Los Angeles 1984



4b - 0707 - Mc Corquodale XIII Commonwealth games



14b - 2215 - XxX cricket World cup 99



14b - 0991 - USPCC baseball All stars 1991



16a - 4181 - Hérón negozio articoli sportivi

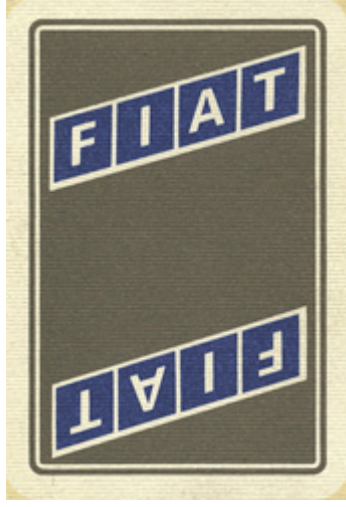
Veicoli



04a - 2361 - Dal Negro automobili Lancia



14a - 0789 - Modiano automobili Alfa Romeo



16c - 2418 - Italcards automobili Fiat



04b - 0772 - Dal Negro ? automobili Fiat



14b - 1028 - Modiano automobili 500 Fiat



04b - 2528 - Dal Negro automobili Hyundai



04a - 3751 - Piatnik automobili Steyr



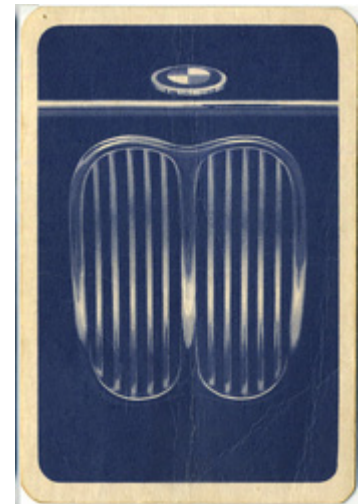
14a - 4913 - Dusserre automobili Renault



14a - 0716 - ASS automobili Renault



16a - 4224 - XxX automobili Renault



16a - 4697 - XxX auto-moto BMW



14a - 0899 - Modiano automobili Volvo



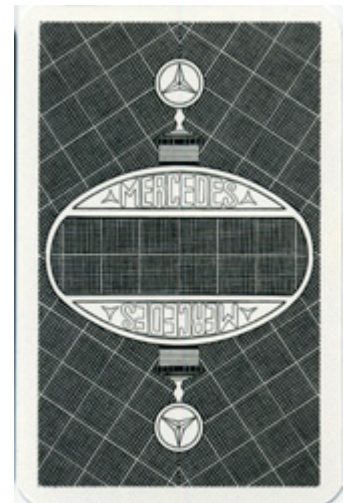
11b - 0892 - Modiano automobili Volvo



04b - 2575 - Cooke automobili Rolls Royce



02 - 4890 - Berliner articoli per officine auto/moto



14a - 2369 - ASS automobili Mercedes Benz



16d - 4011 - XxX automobili Mercedes Benz



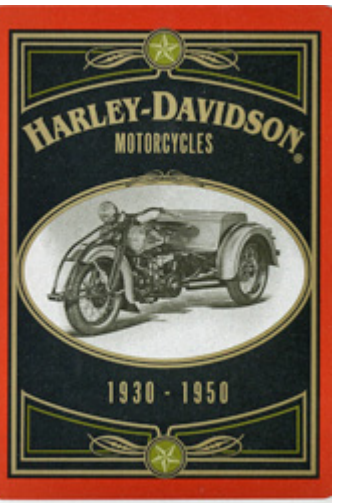
04a - 4427 - Hérón garage



04a - 1401 - Carta Mundi camion DAF



01b - 2075 - Migliarese trattori SAME



14b - 2428 - USPCC motocicletta Harley-Davidson



04b - 1675 - Plastic Cards batterie Tudor



04b - 2150 - De La Rue batterie Exide



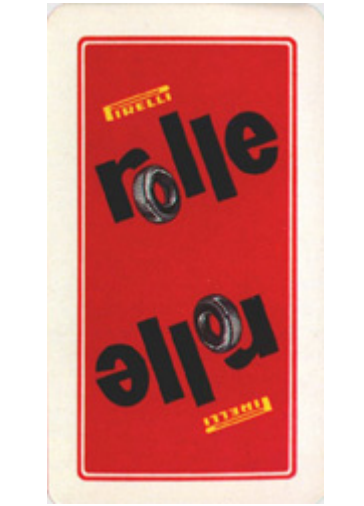
14a - 4342 - Heron ? candele KLG



14a - 0245 - Waddington pneumatici Michelin



04b - 2007 - De La Rue pneumatici Firestone



01b - 2123 - Dal Negro pneumatici Pirelli Rolle



04b - 2011 - Piatnik automobile club d'Egitto

Oltre a questi troviamo altri retri nei capitoli dedicati a:

[Assicurazioni - Banche - Ferrovie - Linee aeree e navali](#)

[Cibi e bevande](#)

[Varie](#)