

# Postal Stationery Notes

Volume 17 No. 6

MAY 2002



## #2. ILLUSTRATED CARDS "T. McAvity & Sons, Saint John, N.B." by Chris Ellis

Thomas McAvity was born in 1810 in County Donegal, Ireland, the third son of James McAvity, a magistrate, and his wife Catherine. The family moved to Saint John, New Brunswick while McAvity was still a child. Between 1822 and 1829 he served an "indentured apprenticeship" as an ironmonger to James Hendricks, owner of a hardware and general store. In 1834 he started his own retail hardware business as "Thos. McAvity and Co." and by 1839 had taken over Hendrick's business. In 1854 the name of the business

changed to "J. and T. McAvity" as the eldest of his six sons, James, began to play a larger role in the firm. Thomas McAvity subsequently became mayor of Saint John from 1859 to 1863. He died in 1887.

James McAvity is generally credited with getting the family into the brass and iron foundry business, and the manufacturing business in general, with the purchase in 1863 of a small foundry owned by James Kennedy which employed 12 to 14 men. The foundry branch focussed on producing brass ship's fittings such as bells and rudder braces important to the wooden sailing vessels of the time but soon added iron work as well.

*continued on page 55*

# AFRICAN LION SAFARI

Cambridge, Canada

Too busy to plan but not too busy to play?  
Let African Lion Safari host your next Company Picnic. Leave the work to us and we will coordinate a really "wild" event for you. We can customize a day that will meet all your needs and any budget!



Your day also features -

- \* A visit from a "special" animal \* Live Animal shows
- \* Drive through Game Reserves \* Misumu Bay Wet Play
- \* "Nature Boy" scenic railway \* Elephant Swim
- \* "African Queen" boat \* Pet's Corner

The white tiger has been found in India and Indonesia on the islands of Sumatra and Java.

On a trouve des tigres blancs en Inde et en Indonésie, sur les îles de Sumatra et de Java.

POSTAGE PAID TO ANYWHERE IN THE WORLD  
PORT PAYÉ. EXPÉDITION VERS N'IMPORTE QUELLE DESTINATION AU MONDE.



REPRODUCED and POSTED by The Postcard Factory  
2011 John Street, Markham, Ontario L3R 9K5 (905) 477-9901  
Printed in Canada/Imprimé au Canada

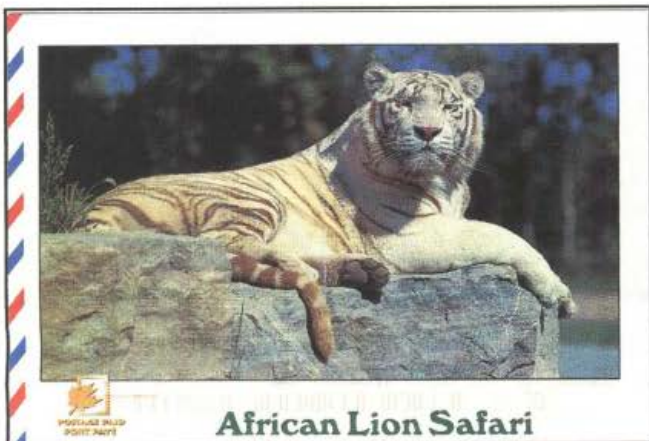


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Call today to reserve your preferred date or to receive  
further information. Ask for Corporate Sales at  
1-800-461-WILD(9453) or 519-623-2620 ext.311.

Photo: John Miller  
Ref: POST-ALS29



## What's New

in Postal Stationery

### CARDS

Recently I received 2 bags full of envelopes and cards with permits (I also collect permits) from a local

company, which saves these items for me.

I sure was surprised to find the above card showing the white tiger on the reverse in that lot of common envelopes. It is the same size and similar to the Postcard Factory cards type A, but printed for the African Lion Safari, a Game Farm near Cambridge, Ontario, with the card number POST-ALS529.

To find out more about that unusual card and also to buy enough of them to send to Robert Lemire for distribution to other collectors, I immediately drove to the game farm.

After going to the Safari store, I was disappointed to find out that the only postage paid card was not available anymore. They told me that they had this card for sale for four years, but almost nobody bought it with postage already paid.

Probably because most people buy postcards at the game farm as a souvenir only, or to be mailed only to addresses nearby, while the postage paid on the card is worldwide.

After the disappointment at the store I went to the main office. There, very helpful, they were able to answer some of my questions, but also could not find even one of that postage paid white tiger card.

Now, a week later I am still in touch with their sales director and I am told that they are still looking to



locate any of these cards, but had no luck so far. They told me that the Postcard Factory, after ordering regular postcards from them for many years, suggested to have one card postage paid printed for sale at the Safari.

Agreeing to have 5000 cards printed, they tried to sell the white tiger card at the Safari store for 3 Summers with very little success. (the opening for this Summer was 2 weeks ago)

So they decided last year to add the advertising (you can see it on the above card printed in black) by a local printer (the printing done by the Postcard Factory is brown) and send the card to a variety of companies in Canada as an invitation for a company picnic package. The rest of the cards, I was told, were thrown out.



2002-02-25

Shortly after the new pre-stamped envelopes without denomination were available I ordered some of the #8 and #10 envelopes from the National Philatelic Centre, and I compared them to other envelopes I had purchased at local postal outlets. I found no difference

*Here is a late flash I just received from Pierre Gauthier:*

While looking for new dates on non-denominated envelopes, I happened to check former envelopes for concealed dates under the sealed flaps. Low and behold I found several numbers under the previous stationery series.

The numbers are in blue inside what I can only described as a Type 3 Postcard corner (try to come up with a better way to describe this). They appear in pairs, one at right, one at left (the same number). These numbers seem to correspond to how the envelopes were displayed before being cut down. Numbers in packs of ten seem to be the same. A possible explanation might be that sheets were cut down several at the time.

I found numbers even on flaps of the window envelopes (wine and ski); in fact, I've noted numbers since the issuing of the provincial capital cities of Whitehorse and Fredericton (July 5, 1994). Numbers I've seen after a quick look were varying from 1 to 11. We need to prepare a list of all possible numbers with the help of the other group members. We need to revisit all our envelopes and prepare a list of the known numbers. Trying to get a mint set of all the possible numbers will be challenging considering that these are no longer available at the post office...

This proves there's always something to learn. I don't believe anyone reported this since they appeared 8 years ago.

I would think, Eale Covert and Bill Walton agree with me, that this item is a private order PCF card.

Any of you collectors who can get in touch with a larger company, should ask if they maybe received that white tiger card. I hope someone else gets lucky.

I am wondering if maybe other private order PCF cards are floating around?

Can anyone get in touch with the Postcard Factory and find out?

Dick Staecker

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in the #10 envelopes, but the #8 envelope (American Goldfinch) I had received from the Philatelic Centre had the small date "2002-02-25" close to the code on the back. (See enlarged scan at left).

I reordered the same envelopes soon after, but none had that date on the back or any other difference from the regular printing.

Yesterday I received a phone call from Andrew Chung and he told me that he found the same #8

envelope with also a small date on the back, but with "2002-04-04" in a postal outlet.

All of you out there, please check your envelopes closely and let me know if you find any with a date or any other markings on the back.

## LIST OF PCF CARDS ISSUED SINCE OCTOBER 31, 2001

*by Pierre Gauthier*

Information regarding listed but yet unreported cards come from a printout of Canada Post Standard Order Overview faxed by Antigonish to the Montreal main philatelic outlet on April 12, 2002. Some cards are yet unreported, thus the question mark (?) as to the UPC number, which is tentative on my part. All cards have a 'POST57-' prefix to the specific card number.

CARD#	UPC#	STOCK #	SHORT DESCRIPTION
C120	260093	260093	Black Bear Cubs
C124	260094	260094	Moose and young
C176V	260095	260109	Garibaldi Mountain
C177	260096	260111	Inuit child, Tuktoyaktuk
C178V	260097	260112	Ste-Anne-de-Beaupré Basilica, Quebec
C179	260098	260114	Baffin Island
C180	260099	260116	Moutains of Ice
MTL148V	260100	260095	Aerial View, Downtown Montreal (60100 under #)
MTL166	260101	260097	Montreal and Mount-Royal (60102 under #)
(?)	260102 (?)	260096	Jacques-Cartier Hotel, Montreal (Horizontal)
PRA005V	260103	260098	Prairie Farms
MAN012	260104	260099	Whiteshell Provincial Park
WPG072	260105	260108	Forks Marketplace
SASK002	260106	260106	Sunflowers
SASK006V	260107	260107	Lake Waskesiu
(?)	260110 (?)	260110	Canoe, Newfoundland (Vertical)
(?)	260113 (?)	260113	Atlantic Canada Lobster (Horizontal)
NS064V	260115	260115	Peggy's Cove
(?)	260117 (?)	260117	Newfoundland Harbour (Horizontal)
NS130	260118	260118	Lunenburg
NS018V	260120	260120	Bluenose II
CB012	260122	260122	Mackenzie Mountain, Cabot Trail
HFX040	260125	260125	Halifax Harbour
NB014	260126	260126	Head Harbour Lighthouse
T196	260127	260127	Toronto Skyline
T197	260128	260128	Aerial View of Toronto
(?)	260129 (?)	260129	Aerial View of Toronto and Island (Horizontal)
VAN506	260130	260130	Cruise ship at Canada Place Terminal
VAN530	260131	260131	Vancouver Skyline
VAN084	260132	260132	B.C. Place
VCT077	260133	260133	Aerial View of Victoria

The UPC numbers 260108, 260109, 260111, 260112, 260114 and 260116 have not been used and may be reserved for PCF packs of ten. Similarly, stock order numbers 260100 to 260105 have not been assigned, possibly for the same purpose. Stock order/UPC numbers 260119, 260121, 260123 and 260124 may be reserved for cards not yet available. If we include the latter cards, we are looking at a maximum of 35 new cards.



**DUES:** Postal Stationery Study Group dues are Can. \$8.00 or equivalent per volume. They are due on publication of Number 1 of each volume, which is our next issue. If you choose to renew now, please make out your cheque to 'JOHN GRACE' not to BNAPS or the Postal Stationery Study Group.

Dues or any change of mailing address should be sent to the Sec./ Treasurer John Grace, 734 Aspen Rd. Pickering, On. L1V 4H2 E-mail [jandmgrace@sympatico.ca](mailto:jandmgrace@sympatico.ca)

All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to [dstaecker@rogers.com](mailto:dstaecker@rogers.com)





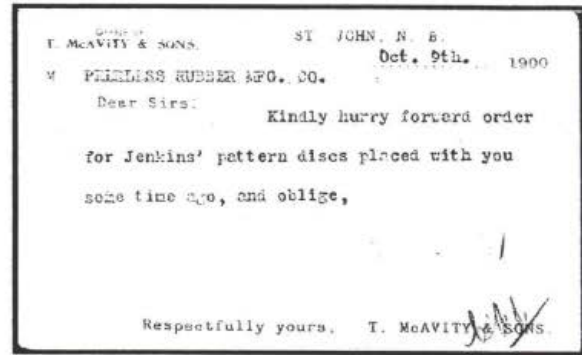
continued from page #51

By 1869 the foundry employed 30 men and in 1873 the firm as a whole was renamed "T. McAvity and Sons." By 1879 they began to make valves which became a staple of the firm and in the 1880s were manufacturing various fittings for railway, pulp mill, engineering and steamfitting concerns. In 1903 they began manufacturing fire hydrants and these and other municipal water works equipment became a major product line. 1903 also saw the establishment of the "Vulcan Iron Works" dedicated to producing products in that medium

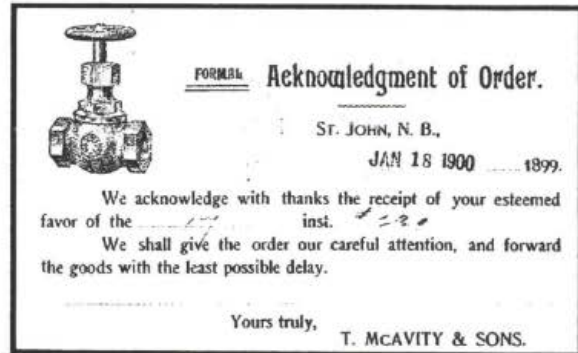
The company incorporated as "McAvity and Sons Ltd." in 1907 with the second oldest son, also named Thomas, as President and various other sundry brothers and relatives as the main officers of the corporation. In 1916 the firm consolidated its diverse warehouse, foundry and plant holdings on one 28 acre site on Rothsay Ave. in Saint John where, in addition to its other products, it began manufacturing munitions, specifically shell casings, for the war effort. At that time the plant and store employed over 2500 people and the company was generally regarded as the largest producer of valves in the British Empire. The post-World War I period saw continued expansion with branch offices and warehouses established across Canada. In 1955 they built a plant in Alberta to serve the western markets. In 1960 the business was bought by Crane Canada Ltd. and was established a division of that firm but with reduced product lines. In 1990 the McAvity division was sold to Clow Canada and is in existence under that name today.

All postal stationery cards with front advertising for McAvity's I have seen are in brown ink and occur on Webb P18 cards dating between 1898 and 1902. They tend to include pictures of various products and list the address: "13 to 17 King St." which was the retail hardware store address. As shown on two attached examples, many cards also have black ink illustrations on the back as well. These illustrations duplicate those pictured on the front of other cards (and other business mail such as envelopes and private postcards). At least 14 different postal stationery advertising cards occur, twelve of which were included by Horace Harrison (2000) in his *Canada's Business Postal Cards* (B.N.A.P.S. Exhibit No. 22), pages 27-32 (somewhat ironically many of Horace's cards are addressed to the Crane Co. which later absorbed the firm!) and I illustrate a few examples here. These cards include:

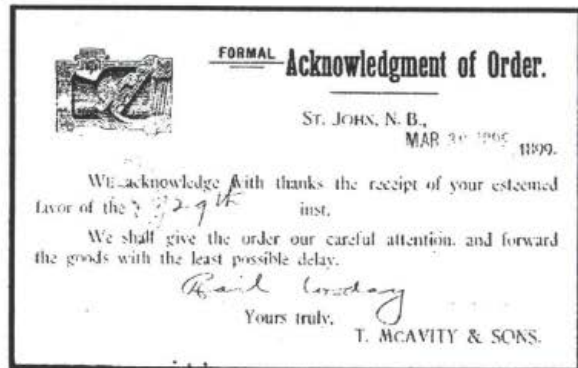
1) Text to left of stamp is serified and reads: "T. McAVITY & SONS,/ Hardware Merchants/ and



above is the reverse of card #4



above is the reverse of card #7



above is the reverse of card #9

Manufacturers." (slashes show line breaks). Fancy box at left encasing "GOULDS" water pump (same illustration as used on #9 below) with address in small, separate box to lower right of pump.

2) Text to left of stamp is serified and reads: "T. McAVITY & SONS,/ HARDWARE MERCHANTS/ AND MANUFACTURERS." Fancy box at upper left encasing street address. Weigh scale illustrated unboxed below address.

3) Text to left of stamp same as #2. Fancy box at upper left encasing street address. "Cutaway" cross-section of brass valve illustrated unboxed below address (illustration is identical to a back of card illustration included with this note).

4) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Belt on wheel illustrated unboxed below address upon which is oval containing "XXX" and company name.

5) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of complex valve with "water" (at bottom) and "steam" (at top) connections labelled and movement of linear valve handle suggested by dashed outlines. "McAVITY & SONS" can be read on handle in reversed "mirror-image" lettering.

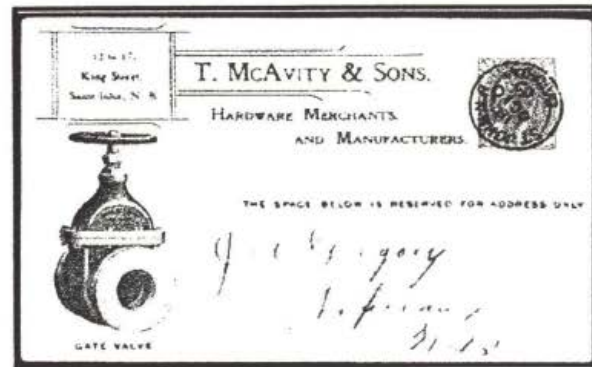
6) Text to left of address space same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of elaborate brass door knob decorated with geometric designs.

7) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of tar paper being laid on roof.

8) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of small valve with wheeled handle for opening and closing. Connectors for attaching pipes are hexagonal in outline (same as a back illustration included here).

9) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of water pump labelled "GOULDS" (same illustration as on #1).

10) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address showing large valve similar to #8 but differs in that the: a) valve has its handle segment attached to pipe segment with bolts at its corners, b) areas for pipe connection are round rather than hexagonal, and c) opening for pipe connection faces more towards the viewer's perspective so that it appears round in outline. The text "GATE VALVE" occurs below the illustration.



above is the front of card #10

11) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address showing large valve with round handle which is similar to #10 but differs in that the opening for pipe connection faces more towards the right and thus, appears oval in outline. This variety also lacks the "GATE VALVE" text below the illustration.

12) Text to left of stamp same as #2. Fancy box at upper left encasing street address. No illustration at left.

13) Text to left of stamp unserifed but reading same as #2 (e.g. same line breaks and all capitalized). Street address contained in laurel wreath at upper left. Unboxed illustration below address of pump labelled "The Goulds Mfg. Co.".

14) Text to left of stamp same as #2 except is unserifed and only initial letters capitalized in "Hardware Merchants/ and Manufacturers." Street address contained in picture frame-like box at upper left. Unboxed illustration below address of pump labelled "The Goulds Mfg. Co." (same illustration as on #13).

Acknowledgements: I thank Dick Staecker and Bryan Snow for their assistance with this note. Much of the information included here, especially on the early history of the firm, was obtained from the book: "Eighty-four Years in Public Service: The Story of an Honourable Business Career in the City of Saint John Wherein the Advancement of the Firm has been an Advancement of Business Life" published by Thomas McAvity and Sons Ltd. in 1918 as a combined form of patriotism and business self-aggrandizement.

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# ODDS 'N' ENDS

BY JOHN GRACE  
ODDS

#19.

Here is another puzzle, or at least an situation worthy of discussion.

The card is a 2¢ light brown George VI Issue (38/O), used May 22, 1945 in Galt, ON. The card has been revalued by a 1¢ red meter impression directly over the stamp. The user was Babcock-Wilcox and Goldie-McCulloch, Limited, of Galt. My question is this: was the revaluing done by the company or by the Post Office? If by the company, no problem. If by the Post Office, then it appears to me we have an item worthy of listing. The meter number is hard to read, but seems to be either 83176 or 63176. Can anyone help? If either of these numbers can be shown to have been used by Babcock-Wilcox on their regular correspondence, my question will be answered. I believe that the company did it, but it would be nice to know for sure.

#20.

Webb P24 1¢ black + 1¢ black Edward VII Issue, used in Windsor December 1, 1945, probably cancelled to order and not sent through the mails. A souvenir of the Second Annual Banquet of the Ford Employees' Stamp Club, held on December 1, 1945. Printing on the front is in black, red and blue, and on the reply side in black only.

#21.

Webb P42a 1¢ orange Arch Issue (Type 1) Die II. Used Dundalk, ON, July 12, 1930. Printing on back in black except for the bar of soap, which is in green. Form number at lower left: AP 5718.

This is an example of a widespread promotion of product by post card during the 1920s and 1930s. The promotions were not limited to soap, of course, but soap was one of the more popular items. Sometimes the promotion offered a sample of the product free; other times there were conditions. Here, the lucky customer had to buy three cakes of soap to get one cake free, which amounts to a 25% discount.

The Palmolive offer appears on several stationery cards. Here is a description of the four Palmolive cards I have:

-P29c 1¢ orange Admiral (Type 2). Form: A.P 5418. Used in Viking, AB, Expiry date Dec. 1, 1923


-The card above. No expiry date.

-P42a 1¢ orange Arch Issue (Type 1). Form AP5718. Unused. Bancroft, ON. No expiry date.

-P42a 1¢ orange Arch Issue (Type 1). Form AP5718. Used to York Pharmacy, Hamilton, ON from Val Gagné, ON August 12, 1931. No expiry date.

ENDS





## FREE PALMOLIVE SOAP

Bring this card to our store and we will give you one cake of Palmolive Soap absolutely FREE if you purchase three cakes of Palmolive Soap at the regular price. Four cakes for the price of three. We make you this special offer because we want you to try the one and only soap that 19,813 Beauty Shops endorse—that 76 out of 80 Beauty Shops in Hollywood recommend.

**MacINTYRES EST.  
DUNDALK, ONT.**

**SIGN BELOW WITH NAME AND ADDRESS**

I hereby certify that I received this card through the Canada Mail, have purchased three cakes of Palmolive Soap and received a cake free of charge in accordance with your offer.

Name \_\_\_\_\_ Town \_\_\_\_\_

**NOTICE TO DEALERS:** This coupon will be redeemed by us at 10¢ in cash when properly signed by person receiving free cake of Palmolive Soap, and only if it has been mailed as provided in our agreement. Dealers should send these coupons for redemption to

**COLGATE-PALMOLIVE-PET COMPANY, LIMITED 64 Natalie St. Toronto 8, Ont.**

AP 5718

ODDS 'N' ENDS BY JOHN GRACE #22.

**CIGARETTE ORDER CARDS**

Four articles about these interesting cards have appeared in PSN V4, pages 28 and 35, and V14, pages 23 and 32. The work below is the beginning of an attempt to draw up a more comprehensive listing.

All cards are on P66 (38/O). The backs are inverted unless noted otherwise. Lines and rules on the back are counted but lines before or after a bracket ( { or } ) are counted as one. **CHOICES** refers to the number of articles available for order. Cards are privately rouletted top and/or bottom; **ROULETTE** refers to the distance of an internal horizontal roulette from the bottom.

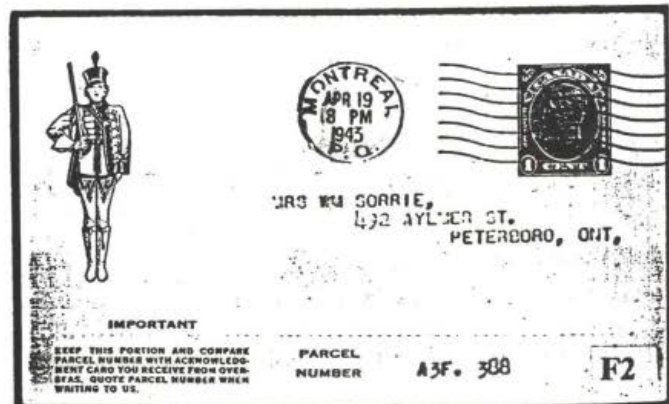
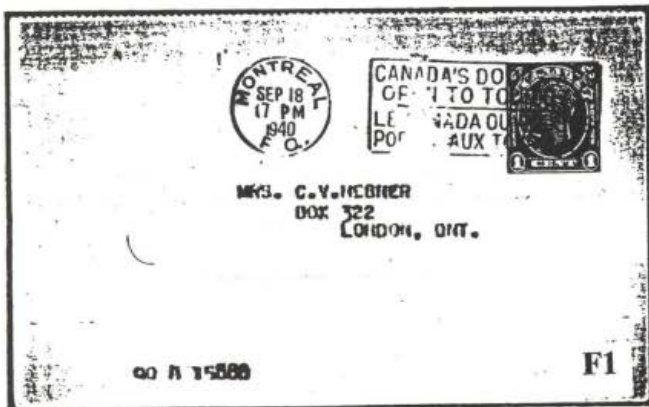
Cards were sent as a receipt to civilians who ordered cigarettes to be sent to men on active service, and served also as an order form for the next sending. Cards used by The Tuckett Tobacco Company will be listed later. Input and copies front and back requested.

**IMPERIAL TOBACCO SALES COMPANY OF CANADA**

"SWEET CAPS" - P.O. BOX 6000 - MONTREAL, QUEBEC

FRONT	STAT.	LINES	CHOICES	ROULETTE	REMARKS
blank	none	23	4	19	Serifs. Used: September 18, 1940. Illustration: F1/B1
blank	none	26	4	17	Sans-serifs. Used: February 19, 1941. F1/B2
blank	604-82515	?	?	?	PSN V.15, p. 32, reported by Pierre Gauthier. No illustration available.
blank	604-83023 top left	28	4	15	Sans-serif, as are all following. Used: 1941. <b>AMOUNT OF REMITTANCE</b> on back in one line. F1/B3
blank	604-86242 top right	28	6	15	Used: June 25, 1942. <b>AMOUNT OF REMITTANCE</b> in two lines, as are all following. F1/B4
girl	604-88182	24	7	15	<b>IMPORTANT</b> front lower left. Used: April 19, 1943. F2/B5
girl	604-88917	24	7	15	As last. Used: February 16, 1943. F2/B5 with different STAT.
girl	604-91017	24	7	17	As last. Used: August 17, 1943. <b>IMPORTANT</b> on back. F3/B6
girl	604-91405	24	7	15	As last. Used: October 22, 1943. F3/B6 with different STAT.
girl	604-93699	24	7	15	As last. Used: March 13, 1944. F3/B6 with different STAT.
girl	604-94830	24	7	15	As last. Used: May 2, 1944. F3/B6 with different STAT.
girl	604-95490	24	7	15	As last but line 9 <b>1000 OR MORE CIGARETTES OF EACH ...</b> is blacked out by two heavy lines. Used: September 14, 1944. F3/B7
girl	604-96119	24	7	15	New front and back. Used: October 25, 1944. F4/B8
girl	604-96727	24	7	15	Used: December 27, 1944. F4/B8 with different STAT.

**ILLUSTRATIONS**





# CIGARETTE ORDER CARDS - ILLUSTRATIONS - (continued)

**IMPORTANT**

KEEP THIS PORTION AND COMPARE PARCEL NUMBER WITH ACKNOWLEDGMENT CARD YOU RECEIVE FROM OVERSEAS. QUOTE PARCEL NUMBER WHEN WRITING TO US.

PARCEL NUMBER: U 3 A 2c488

F3

Stamp: MONTREAL AUG 17 8 PM 1943

Postage stamp: 10c

Text: MRS SNEATH, 330 ST GERMAINE AVE., TORONTO, ONT.

**IMPORTANT**

KEEP THIS PORTION, IF NECESSARY TO WRITE US, QUOTE PARCEL NUMBER.

PARCEL NUMBER: 10-4-052973

F4

Stamp: MONTREAL OCT 25 6 PM 1944

Postage stamp: 10c

Text: G. Wilkinson, 486 Carlies, Winnipeg, Man.

**RECEIPT FORM**

WE ACKNOWLEDGE WITH THANKS YOUR ORDER AND REMITTANCE WHICH HAS HAD OUR PROMPT ATTENTION. IMPERIAL TOBACCO SALES COMPANY OF CANADA, LTD.

USE FORM BELOW FOR YOUR NEXT ORDER — DETACH AND KEEP THIS RECEIPT SECTION.

The following goods manufactured in Great Britain are delivered in this C.A.S. (Canada) only at the rate of \$1.00 per pack... 300 SWEET CAPS CIGARETTES or 300 WINCHESTER CIGARETTES, or 1 lb. SWEET CAPS CIGARETTES TOBACCO (with TOUGH PAPERS) or 1 lb. OLD VIRGINIA PIPE TOBACCO.

On quantity shipments of 1,000 cigarettes and over, \$2.50 will send a minimum of 1,000 cigarettes to one address.

MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — Montreal, Que.**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.

**ORDER FORM**

Quantity of Sweet Caps Cigarettes \_\_\_\_\_ Quantity of Winchester Cigarettes \_\_\_\_\_ Amount of Remittance  
 Quantity of Sweet Caps Cigarette Tobacco \_\_\_\_\_ Quantity of Old Virginia Pipe Tobacco \_\_\_\_\_

To: REGIMENTAL NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS IS ON REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B1

**RECEIPT FORM**

WE ACKNOWLEDGE WITH THANKS YOUR ORDER AND REMITTANCE WHICH HAVE HAD OUR PROMPT ATTENTION. IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED.

USE FORM BELOW FOR YOUR NEXT ORDER — DETACH AND KEEP THIS RECEIPT SECTION.

THE FOLLOWING GOODS CAN BE SENT TO MEMBERS OF ALL CANADIAN ARMY SERVICES OVERSEAS, AND CANADIANS IN BRITAIN FORCES, AT THE RATE OF \$1.00 PER PACK 300 SWEET CAPS CIGARETTES, OR 300 WINCHESTER CIGARETTES, OR 1 LB. SWEET CAPS CIGARETTES TOBACCO (with TOUGH PAPERS), OR 1 LB. OLD VIRGINIA PIPE TOBACCO OR 1 LB. OLD VIRGINIA PIPE TOBACCO.

ON QUANTITY SHIPMENTS OF 1,000 CIGARETTES AND OVER, \$2.50 WILL SEND A MINIMUM OF 1,000 CIGARETTES TO ONE ADDRESS. YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE.

OR YOU MAY MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — MONTREAL, QUEBEC**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.

**ORDER FORM**

Quantity of Sweet Caps Cigarettes \_\_\_\_\_ Quantity of Winchester Cigarettes \_\_\_\_\_ Amount of Remittance  
 Quantity of Sweet Caps Cigarette Tobacco \_\_\_\_\_ Quantity of Old Virginia Pipe Tobacco \_\_\_\_\_

TO: REGIMENTAL NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B2

**RECEIPT FORM**

WE ACKNOWLEDGE WITH THANKS YOUR ORDER AND REMITTANCE WHICH HAVE HAD OUR PROMPT ATTENTION. IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED.

USE FORM BELOW FOR YOUR NEXT ORDER — DETACH AND KEEP THIS RECEIPT SECTION.

THE FOLLOWING GOODS CAN BE SENT TO MEMBERS OF ALL CANADIAN ARMY SERVICES OVERSEAS, AND CANADIANS IN BRITAIN FORCES, AT THE RATE OF \$1.00 PER PACK 300 SWEET CAPS CIGARETTES, OR 300 WINCHESTER CIGARETTES, OR 1 LB. SWEET CAPS CIGARETTES TOBACCO (with TOUGH PAPERS) OR 1 LB. OLD VIRGINIA PIPE TOBACCO.

ON QUANTITY SHIPMENTS OF 1,000 CIGARETTES AND OVER, \$2.50 WILL SEND A MINIMUM OF 1,000 CIGARETTES TO ONE ADDRESS. YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE.

OR YOU MAY MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — MONTREAL, QUEBEC**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.

**ORDER FORM**

Quantity of Sweet Caps Cigarettes \_\_\_\_\_ Quantity of Winchester Cigarettes \_\_\_\_\_ Amount of Remittance  
 Quantity of Sweet Caps Cigarette Tobacco \_\_\_\_\_ Quantity of Old Virginia Pipe Tobacco \_\_\_\_\_

TO: REGIMENTAL NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B3

**RECEIPT FORM**

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ON QUANTITY SHIPMENTS OF 1,000 CIGARETTES AND OVER, \$2.50 WILL SEND A MINIMUM OF 1,000 CIGARETTES TO ONE ADDRESS. YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE.

OR YOU MAY MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — MONTREAL, QUEBEC**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.

**ORDER FORM**

Quantity of Winchester \_\_\_\_\_ Quantity of Sweet Caps \_\_\_\_\_ Amount of Remittance  
 Quantity of Old Virginia Pipe Tobacco \_\_\_\_\_ Quantity of Old Virginia Pipe Tobacco \_\_\_\_\_

TO: REG. NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B4

**THANK YOU FOR YOUR ORDER WHICH HAS HAD PROMPT ATTENTION.**

IF NECESSARY TO WRITE TO US, PLEASE QUOTE PARCEL NUMBER SHOWN ON REVERSE SIDE.

IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED

USE FORM BELOW FOR YOUR NEXT ORDER.

THE FOLLOWING GOODS CAN BE SENT TO MEMBERS OF ALL CANADIAN ARMY SERVICES OVERSEAS, AND CANADIANS IN BRITAIN FORCES, AT THE RATE OF \$1.00 PER PACK 300 SWEET CAPS CIGARETTES, OR 300 WINCHESTER CIGARETTES, OR 1 LB. SWEET CAPS CIGARETTES TOBACCO (with TOUGH PAPERS) OR 1 LB. OLD VIRGINIA PIPE TOBACCO.

ON QUANTITY SHIPMENTS OF 1,000 CIGARETTES AND OVER, \$2.50 WILL SEND A MINIMUM OF 1,000 CIGARETTES TO ONE ADDRESS. YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE.

OR YOU MAY MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — MONTREAL, QUEBEC**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.

SWEET CAPS \_\_\_\_\_ WINCHESTER \_\_\_\_\_ CAR, CORN \_\_\_\_\_ SWEET CAPS, OLD VIRGINIA \_\_\_\_\_ AMOUNT OF REMITTANCE  
 WINCHESTER \_\_\_\_\_ CAR, CORN \_\_\_\_\_ SWEET CAPS, OLD VIRGINIA \_\_\_\_\_

TO: REG. NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B5

**THANK YOU FOR YOUR ORDER WHICH HAS HAD PROMPT ATTENTION.**

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IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED

USE FORM BELOW FOR YOUR NEXT ORDER.

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OR YOU MAY MAIL REMITTANCE TO:  
**"SWEET CAPS" — P. O. Box 6000 — MONTREAL, QUEBEC**  
 IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY IN BLOCK LETTERS.

SWEET CAPS \_\_\_\_\_ WINCHESTER \_\_\_\_\_ CAR, CORN \_\_\_\_\_ SWEET CAPS, OLD VIRGINIA \_\_\_\_\_ AMOUNT OF REMITTANCE  
 OLD VIRGINIA PIPE TOBACCO \_\_\_\_\_ CAR, CORN \_\_\_\_\_ SWEET CAPS, OLD VIRGINIA \_\_\_\_\_

TO: REG. NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE.

IF THIS ORDER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE, OUR RESPONSIBILITY CANNOT BE DELIVERED TO OTHER ADDRESSES. DELIVERY WILL BE MADE TO OFFICER COMMANDING IN BRITAIN FORCES IN THE UNITED KINGDOM IF NECESSARY. DELIVERY WILL BE MADE TO HEADQUARTERS OF CANADIAN ARMY SERVICE CORPS, LONDON, FOR THE UNITED KINGDOM IF DELIVERED TO CANADIAN ARMY, THE U.S. CONSUL, TORONTO, ETC., THE POST OFFICE DEPARTMENT SUGGESTS THAT THESE METHODS BE ALLOWED FOR OVERSEAS ACKNOWLEDGMENTS.

B6



# CIGARETTE ORDER CARDS - ILLUSTRATIONS - (continued)

THANK YOU FOR YOUR ORDER WHICH HAS HAD PROMPT ATTENTION. IF NECESSARY TO WRITE TO US, PLEASE QUOTE PARCEL NUMBER SHOWN ON REVERSE SIDE. DETACH AND KEEP THIS RECEIPT PORTION — USE FORM BELOW FOR YOUR NEXT ORDER.

**IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED**

GOVERNMENT REGULATIONS NOW LIMIT THE CONTENTS OF PARCELS OF CIGARETTES TO 500. THE FOLLOWING PARCELS CAN BE SENT TO MEMBERS OF ALL CANADIAN ARMED FORCES OVERSEAS AND DELIVERED TO PORTAL AUTHORITIES AT THE RATE OF \$1.00 PER EACH 100 CIGARETTES ONE BRAND OR 1 LB. TOBACCO OR 1 HULL COPENHAGEN. THESE PAPERS INCLUDE WITH SWEET CAPS (PAPER) TOBACCO.

YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE. OR YOU MAY MAIL REMITTANCE TO:

**"SWEET CAPS" — P.O. BOX 6000 — MONTREAL, QUEBEC**  
**IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY IN BLOCK LETTERS.**

STAT. 964-9649

TO: REG. NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE. THIS OFFER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE. OUR RESPONSIBILITY CEASES WHEN PARCELS ARE DELIVERED TO PORTAL AUTHORITIES OR OTHER CARRIERS. IF PARCELS DELIVERED TO MEMBERS OF CANADIAN ARMED FORCES OVERSEAS CANNOT BE DELIVERED OR FORWARDED TO ADDRESSES THEY WILL BE RETURNED TO CANADIAN PORTAL COMD OVERSEAS. DUE TO NEW CONDITIONS, TRUMP DISPOSITIONS ETC. PORTAL AUTHORITIES REQUEST THAT THESE MATTERS BE ALLOWED FOR OVERSEA ACCOMPLISHMENT.

B7

THANK YOU FOR YOUR ORDER WHICH HAS HAD PROMPT ATTENTION. IF NECESSARY TO WRITE TO US, PLEASE QUOTE PARCEL NUMBER SHOWN ON REVERSE SIDE. DETACH AND KEEP THIS RECEIPT PORTION — USE FORM BELOW FOR YOUR NEXT ORDER.

**IMPERIAL TOBACCO SALES COMPANY OF CANADA, LIMITED**

GOVERNMENT REGULATIONS NOW LIMIT THE CONTENTS OF PARCELS OF CIGARETTES TO 500. THE FOLLOWING PARCELS CAN BE SENT TO MEMBERS OF ALL CANADIAN ARMED FORCES OVERSEAS AND DELIVERED TO PORTAL AUTHORITIES AT THE RATE OF \$1.00 PER EACH 100 CIGARETTES ONE BRAND OR 1 LB. TOBACCO OR 1 HULL COPENHAGEN. THESE PAPERS INCLUDE WITH SWEET CAPS (PAPER) TOBACCO.

YOUR TOBACCO DEALER WILL ACCEPT ORDERS AT A NOMINAL CHARGE OF 10% FOR HIS SERVICE. OR YOU MAY MAIL REMITTANCE TO:

**"SWEET CAPS" — P.O. BOX 6000 — MONTREAL, QUEBEC**  
**IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY IN BLOCK LETTERS.**

STAT. 964-9649

TO: REG. NUMBER \_\_\_\_\_  
 RANK AND NAME \_\_\_\_\_  
 FULL DETAILS OF UNIT \_\_\_\_\_

SENDER'S NAME AND ADDRESS ARE ON THE REVERSE SIDE. THIS OFFER SUBJECT TO CHANGE OR CANCELLATION WITHOUT NOTICE. OUR RESPONSIBILITY CEASES WHEN PARCELS ARE DELIVERED TO PORTAL AUTHORITIES OR OTHER CARRIERS. IF PARCELS DELIVERED TO MEMBERS OF CANADIAN ARMED FORCES OVERSEAS CANNOT BE DELIVERED OR FORWARDED TO ADDRESSES THEY WILL BE RETURNED TO CANADIAN PORTAL COMD OVERSEAS. DUE TO NEW CONDITIONS, TRUMP DISPOSITIONS ETC. PORTAL AUTHORITIES REQUEST THAT THESE MATTERS BE ALLOWED FOR OVERSEA ACCOMPLISHMENT.

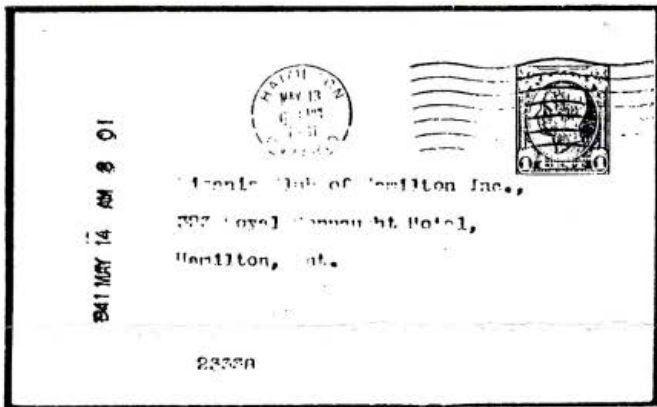
B8

## ODDS 'N' ENDS BY JOHN GRACE #23.

So far I know of only three cards from the Tuckett Tobacco Company, two in my collection and one reported in PSN V#14, p. 36. All are on Webb P66.

### THE TUCKETT TOBACCO CO. LIMITED "WINGS" - P. O. BOX 100 - HAMILTON, ONT.

DESCRIPTION	FRONT	REMARKS
Perforated top and/or bottom	Blank	See PSN V14, p.36. No illustration available.
Rouletted top and/or bottom	Blank	Horizontal roulette 20 mm from bottom. Back inverted. Used: May 13, 1941.
Rouletted top and/or bottom	Buckingham package	No internal roulette. Form number top left 85969. Back upright. Used: June 15, 1942



**RECEIPT FORM**  
 We acknowledge with THANKS your order and remittance which has had our prompt attention.

**TUCKETT LIMITED**  
 USE FORM BELOW FOR YOUR NEXT ORDER. DETACH AND KEEP THIS RECEIPT SECTION.

The following goods manufactured in Bond can be delivered to Canadians serving in the C.A.S.F. Overseas only at the rate of \$1.00 for each — 300 WINGS Cigarettes or 300 BUCKINGHAM Cigarettes.

On quantity shipments of 1,000 cigarettes and over, \$2.50 will send a minimum of 1,000 cigarettes to one address.

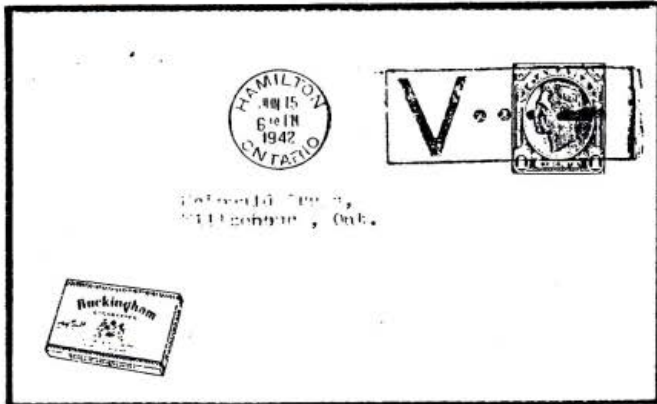
MAIL REMITTANCE TO:  
**"WINGS"—P. O. Box 100—HAMILTON, Ont.**  
**IMPORTANT - PRINT NAMES AND ADDRESSES CLEARLY.**

**ORDER FORM**

Quantity of Wings Cigarettes \_\_\_\_\_ Quantity of Buckingham Cigarettes \_\_\_\_\_ } Amount of Remittance \_\_\_\_\_

To: Regimental Number \_\_\_\_\_  
 Rank and Name \_\_\_\_\_  
 Full Details of Unit \_\_\_\_\_

Sender's name and address is on reverse side.  
 This offer subject to change or cancellation without notice. Responsibility ceases when parcels are delivered to Portal Authorities or other Carriers.  
 If more convenient your Dealer will gladly accept order at \$1.00 rate plus nominal charge of 10% for dealers' service on each order.



**GIFT PARCELS FOR THE BOYS OVERSEAS**  
 Hamilton, June 15.

Dear Sirs:-  
 We acknowledge, with thanks, remittance and orders amounting to

50¢	\$1	2	3	4	5	6	7	8	9	10
\$ 20	30	40	50	60	70	80	90	100	200	

covering gift parcels for despatch to the Boys overseas, which have received our prompt attention.

Your interest and co-operation is greatly appreciated.

Yours faithfully,  
**THE TUCKETT TOBACCO CO. LIMITED**  
 WINGS - P. O. BOX 100 - HAMILTON, ONT.