

April, 1851. Thin white paper, vertically laid; imperforate.

13. 6p violet.

14. 6p violet black.

1852. Thin wove hard paper.

15. 6p violet.

16. 6p violet black.

17. 6p greenish violet.

Thick wove paper.

18. 6p violet.

19. 6p violet black.

Thin ribbed paper.

20. 6p violet.

1853. Perforated 12; wove paper

21. 6p violet.

Ribbed paper.

22. 6p violet.



TWELVE PENCE (Queen Victoria.)

April, 1851. Thin white paper, vertically laid; imperforate.

23. 12p black.

1852. Thin wove paper.

24. 12p black.

It seems doubtful whether the 12p on wove paper was ever issued. The specimens known are possibly proofs that have escaped having "specimen" printed on them.

August 1, 1855. Portrait of Jacques Cartier in oval, see cut. Engraved in *taille douce* on white paper; imperforate.



TEN PENCE (Jacques Cartier.)

Thin wove paper.

25. 10p blue.

Thick wove paper.

26. 10p blue.

(To be continued.)

Nestle's Food and Jubilee Stamps

The following letter and comment from Art in Advertising speak for themselves. We do not know which denomination of the Jubilee stamp is referred to, but probably the 2 or 5c.

Editor Art in Advertising:

DEAR SIR:—I read with much interest an article in a recent issue of yours (7) of postage stamps in this connection is Suchard, Neuchâtel, Switzerland, who puts different stamps on one of his most salable packages of chocolate, sample of which I mail you tonight. Suchard makes contracts for these stamps for delivery of one million at a time. We have had a large sale in this country for this package of Chocolat Suchard, and, while the quality of the chocolate cannot be excelled, we attribute the sale, to a considerable extent, to the stamps on each package, which elicit the interest of the children.

The Canadian government, as you probably know, has recently issued a series of jubilee stamps, and I think it may interest you to know that we control fifty thousand of one of the rarer denominations, which will be used on the letters which, during the next five or six weeks, we shall send to mothers in the United States in connection with our advertising of Nestle's Food. In each envelope that we address to the mother we enclose the slip which we send you herewith.

It is just as easy for us to send our advertising matter from Canada as from New York, and we have received so many letters thanking us for the jubilee stamps that I think this item might prove of interest to you.

I am yours very truly,

JOSEPH LEEMING,
Of Thomas Leeming & Co.

(The chocolate samples Mr. Leeming refers to are of Chocolat Suchard, and each package has two cancelled foreign stamps attached. The scheme is similar to that described in our article. On behalf of Nestle's Food the package is mailed in the regular way from Montreal, and the jubilee stamp is used as postage. Inclosed in the envelope are advertising matter and a printed slip calling attention to the new stamp. This is also an excellent scheme.—Ed.)

20 different U. S. stamps,
10 cents silver
30 different, 20 cents.

(6 Columbians in the first, 8 in second, no revenues or cards) or would exchange for equal numbers Canadian or Province stamps.

H. H. HARDY,
698 Main street,
Bangor, Maine,
U. S.