Lever Potato Chips Ltd. Coin Cards by Alan Roy, #17134 and Daniel Gosling, FR.C.N.A. #15627

ever Potato Chips Ltd. was a small family-owned business in St. Catharines, Ontario, started in 1953 by Norman Lever. Lever developed the recipes and also designed the manufacturing equipment.

The company offered promotional items with its chips: pencils, money clips, moving majorette pens, rain bonnets, and one item of particular interest to numismatists: a series of cards about Canadian coins and paper money.

Each 2¼" x 3¼" wax coated orange pasteboard card is numbered and highlights a different coin, token or banknote chosen for its numismatic importance. The front includes an approximate value, and the name and address of James Charlton's Canada Coin Exchange. The back discusses the coin on the front, and has Lever Potato Chips' logo: a majorette and the slogan, "Out in Front."

A set of cards may comprise 60 pieces. More than one printing of the series is evident, revealed by variations in the printing on the cards.

Some card backs say "COIN CARDS – an easy reference to fun and profit" and others, "SERIES 'A' 100 COIN CARDS." There doesn't appear to have been a series "B."

The St. Catharines Standard newspaper (www.scstandard.com) ran a feature article on Lever Potato Chips Ltd. and the bags where the orange coin cards are found. According to

ever Potato Chips Ltd. was a Christine Lever, the daughter of Lever small family-owned business in Potato Chips inventor Norman Lever:

"The business started off as a mom-and-pop operation in the garage at the family's home... with conveyor belts set up around the cars. Women [culled] imperfect chips [to] be sent [by] conveyor belt, boxed up and placed outside the company's Grote St. door for anyone to pick up free of charge. Lever remembers people pulling up to the building and packing their cars with the complementary chips.

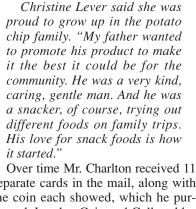
The chips came in [several] flavours [packed] in 10-cent bags or one pound tins. They were distributed as far as Sudbury.

[Bags advertised] "Lever's Potato Chips are made fresh daily in St. Catharines employing a modern processing method which extracts more of the starch and are cooked in pure vegetable oil, making them a nutritious and delicious food product. Packed in

moisture-proof bags for your protection."

Lever remembers kids breaking those bags open sideways and, after finishing off the chips, wearing the bags as hats.

Norman Lever eventually sold the company in 1967 to Granny Goose, a division of Del Monte. The chip company closed in 1969. He died in 1992.



Over time Mr. Charlton received 11 separate cards in the mail, along with the coin each showed, which he purchased. London Coin and Collectables once owned a framed grouping of 60 cards. Card 7 was repeated in the spot where card 44 belonged. Both card 7s are from series A, one features the

1945 dollar; the other the 1948 50-cent piece. (See all at www.gosling.ca/lever)

Trading cards have a long history as merchandise premiums. But trading cards coming with potato chips seem unusual and even more so because these traders are different from most: they show important Canadian numismatic items and offer detailed information written for serious collectors of such material.

Did Norman Lever hope to turn chip lovers into numismatists, or numismatists into chip lovers? Likely neither. Lever must have had an admiration for Canadian coins and a desire to share his enthusiasm with his like-minded customers.

RCNA 47 55 \$2.00 **IEWFOUNDLAND** 1923 CANADIAN CENT 1857 BANK OF UPPER GOLD COIN APPROX. VALUE \$7.50 CANADA PENNY APPROX. VALUE \$200.00 APPROX. VALUE 25¢ AUTHORITY AUTHORITY CANADA COIN EXCHANGE AUTHORITY CANADA COIN EXCHANGE CANADA COIN EXCHANGE Canadian small cents have The early coinage of Canada There were eight issues of been issued yearly since the consisted of merchants, private Newfoundland gold coins betfirst issue in 1920. Many coin issues and banks pennies and ween 1865 and 1888. The collectors try to complete a set half pennies. Among the most smallest issue was the 1880 consisting of one for each year, widely circulated were those of which amounted to 2500 pieces, and although 1,019,002 were and it is now rare and valuable. the Bank of Upper Canada, Penissued in 1923 it is one of the nies and half pennies were issued Until 1933 all dates were availmore elusive ones. dated 1850, 1852 and 1854 and able at Newfoundland banks at 857. This bank operated from face value. 1822 until 1866, when it failed and went out of business. COIN CARDS - an easy SERIES "A" COIN CARDS - an easy 100 COIN CARDS reference to fun and profit reference to fun and profit LEVER POTATO CHIPS LTD. POTATO CHIPS LTD. POTATO CHIPS LTD.

