

Truth in Advertising or Just a Slight Exaggeration?

by Dean Neald

This article is about the elongated metal object shown in Figure 1. There are various opinions as to what is the functional use of this object. Some people feel it is an early version of a charge card as evidence by the possible customer number 206. Some people feel it is more in keeping with a key tag, from which lost keys can be returned via Victoria Lunch to the rightful owner by the same customer number. Others feel it is just an advertising token or tag. For the purposes of this article I consider it an advertising token.



Figure 1

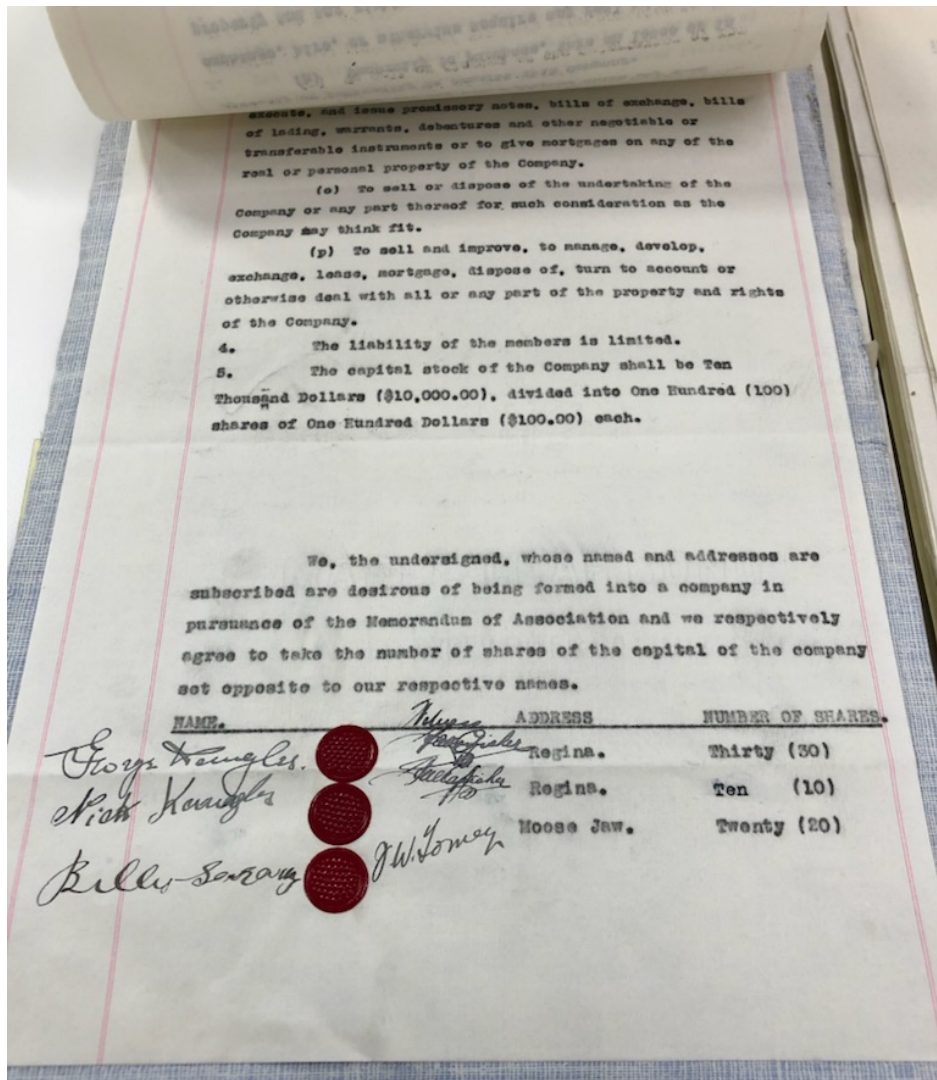
Description of the token is as follows. It is an elongated white metal object. It has the same overall appearance and size of a typical elongated penny that one quite often sees associated with various exhibitions and events. Note that this token is *uniface*. The wording is as follows:

EST. 1910 / VICTORIA LUNCH / QUALITY AND SERVICE / ♦♦ (diamond symbol, dot, diamond symbol) / REGINA, SASK. / CANADA

It has a rope outline all the way around the outer edge and comes complete with a drilled hole on the left side.

The date of 1910 gives us a starting point for research into this token. A look at the *Henderson Business Directory* (HD) for Regina, Saskatchewan starting with the 1910 version reveals some interesting facts. No trace of Victoria Lunch shows up until the 1915 edition of HD. There on page 623 Victoria Lunch is listed at 2016 11th Avenue under the RESTAURANTS category. So what about the missing five year gap between 1910 and 1915?

The search to fill in this missing gap sends us off in a different direction of research. At the Saskatchewan Archives in the file folder *Defunct Incorporated Company Registry* a listing can be found for Victoria Lunch Limited. Figure #2 (next page) shows the 1915 incorporation document complete with red seals which certifies the share structure of this new incorporated business venture. George Kangles of Regina gets Thirty (30) shares. Nick Kangles also of Regina gets Ten (10) shares while Bill Sournis of Moose Jaw gets Twenty (20) shares.



This new information of George and Nick Kangles of Regina sends us back into the *Henderson Business Directories* of Regina. The 1912 HD is the first time George Kangles appears. Page 371 of 1912 HD lists: Kangles George of Commercial Lunch r (residence) 1871 Hamilton. In addition there is a separate entry for: Kangles Nickolas emp Commercial Lunch 2142. In the same edition of HD Commercial Lunch is listed at 2010 11th Ave between Hamilton and Scarth. 1911 HD listing for Commercial Lunch shows address as 2012 11th Ave. Note the slight differences in address on 11th Ave as 2012 vs 2010.

So what does it all mean? Because Nicholas is listed as emp (employee) and George doesn't have the same designation, does it mean George is the owner? In the 1914 HD on page 418 we seem to have the answer. Kangles George is listed as "prop" of Commercial Lunch. So indeed it appears that George is the proprietor or owner of Commercial Lunch. But note the name, it is Commercial Lunch not Victoria Lunch!

The research continues, but now utilizes the on-line archive files from *Newspapers.com* of the local newspaper *The Leader-Post* of Regina, Saskatchewan Canada. George Kangles first shows

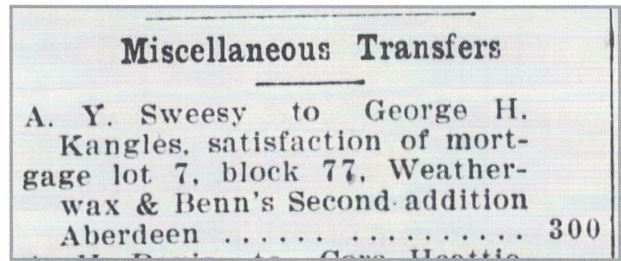
up in the 03 Sept 1913 issue with a brief mention. “George Kangles from Greece – Proprietor of Commercial Cafe.” Note the use of Cafe vs Lunch.

Then a bonanza of information is found in the Friday October 27, 1961 edition of *The Leader-Post*. This edition has a two page spread interviewing George Kangles on his 50th Anniversary of his connection to Regina. Fifty subtracted from 1961 would bring you back to 1911 not 1910 as listed on the token! Information taken from this newspaper account shows that George first arrived in the USA at the turn of the century. In Chicago he got his first job, which was working in a restaurant. Like many immigrants he eventually joined the westward movement in search of a better life and improved job prospects. He arrived in San Francisco just before the 1906 earthquake and fire. On the Pacific West Coast he found employment working on steamships sailing up and down the Pacific coast line. After the Panama Pacific Exhibition in Seattle in 1909 his travels took him to Vancouver, where he worked until 1911. While travelling to Toronto, George stopped off in Regina during the two week Dominion Exhibition. He quite liked the look of the town, so that once reaching Toronto he turned around and returned to Regina. The newspaper article then goes on to quote him as saying his first business venture came in 1911 when he and Louis Pappas purchased the Commercial Lunch on Eleventh Avenue.

So once again the timeline does not place George Kangles in Regina until 1911. Once again this goes against the 1910 date listed on the token! So it is firmly established that Victoria Lunch was not operating in Regina in 1910. So was Victoria Lunch established in some other city in 1910? From the interview information contained in the newspaper article it would appear that in 1910 the only other place that George Kangles could have owned and operated a Victoria Lunch would have been in Vancouver.

But which Vancouver? It turns out that there is not only a Vancouver Canada but also a Vancouver in Washington State USA. On-line research of the 1910 *Henderson Directory* for Vancouver Canada does not show any listing for Victoria Lunch. However this research is not absolute definitive because in the 1910 HD for Vancouver there are multiple entries and listings for the surrounding small towns and regions. So Victoria Lunch was not located in Vancouver proper, but could it have been located in one of the surrounding areas that people would refer to as being part of Vancouver?

However doing a newspaper search for the USA version of Vancouver turned up an interesting item. See figure #3 (right). In the Mon May 9, 1910 edition of the *Aberdeen Herald* (*Aberdeen, Washington USA*) page 7 has a miscellaneous transfer of a mortgage from A Y Sweeny to George H Kangles. Could this mortgage transfer involve a Victoria Lunch establishment? Unfortunately not able to directly answer this question, because further newspaper research in the *Aberdeen Herald*



failed to turn up any reference to Mr. Kangles or Victoria Lunch.

So we are now back at the original title of this article. Is it truth in advertising or just a slight exaggeration? It has been firmly established that a Victoria Lunch did indeed exist in Regina Sask Canada. So the question then becomes is the 1910 date the slight exaggeration over the actual 1915 date or is it simply an engraving error. Did the manufacturer of the token put the wrong date in? Another possibility is to take a close look at the style of the lettering and the placement on the token. EST. 1910 VICTORIA LUNCH QUALITY AND SERVICE are all placed in a slight curve on the token. REGINA, SASK. CANADA are placed in a straight line. Is it possible the die was produced on behalf of a different Victoria Lunch customer using the curved line approach? Then George Kangles Victoria Lunch version had had the original customized to his own business location by adding REGINA, SASK. CANADA in a different font style and used a straight line? Another possibility is that Victoria Lunch was truly established in 1910, but in a different place, say perhaps Washington State USA.

The truth maybe on the token but which version do you want to accept? Victoria Lunch existed somewhere in 1910 but just not in Regina. Or that Victoria Lunch is located in Regina but just not there in 1910. It would appear that the “Whole truth and nothing but the truth” doesn’t fully apply here!

