

Pack of cigarettes

<https://collections.pacmusee.qc.ca/en/objects/pack-of-cigarettes-2022-015-002/>

Collections / From federalism to the end of the Second World War / pack of cigarettes



CC BY-NC-ND 4.0 license

Complete pack of Gloria brand cigarettes with open stamp covering/hiding manufacturer's name. Illustration of a woman wearing a headdress and a necklace of pointed teeth. Inside the box are 7 cigarettes made with Old Virginia Tobacco cured tobacco, rolled in French rice paper.

Accession Number 2022.15.02

Marchand Gloria

Fabricant / Éditeur Imperial Tobacco Co.

Date 1910 c

Materials metal

Measurements 7,3 x 6 cm

Historical context

Less well known than the Sweet Caporal brand, the now-defunct Gloria was one of the brands marketed by Montreal's Imperial Tobacco Company of Canada in the first decade of the 20th century. This late 19th-century brand was first distributed by the American Cigarette Company Ltd. of Montreal.

The image on the top of the cigarette pack, used to advertise the brand, is an allegory of America, the birthplace of tobacco. It's a stereotypical vision of a woman with Caucasian features, wearing a feathered headdress and a claw collar, trying to embody a Native American. Back when the brand was owned by the American Cigarette Company Ltd. the company included trading cards in their packs. On these cards, the Gloria character took on the whimsical traits of sportswomen or women from the world of entertainment.

© Pointe-à-Callière Collection, donation by Sylvain Rivard, 2022.015.002

Photo by Victor Diaz Lamich