

For SERVICES RENDERED



BRITISH
VICTORY MEDAL
1914 1918



A SELECTION OF
DECORATIONS • MEDALS • BADGES • FLAGS



DURING the great war of 1914-18, our Company issued a little booklet—long since out of print—illustrating a selection of well known decorations and medals.

So many of our old friends have wondered if the booklet were still available that we were prompted to issue this somewhat larger and more modern edition.

It is our hope that the following pages will be found interesting and informative.

GUTTA PERCHA & RUBBER, LIMITED

Founded in 1883

The largest all Canadian Rubber Company



MOST HIGHLY COVETED AWARDS

1. VICTORIA CROSS

This, the rarest of all British Awards, takes precedence over all other orders and medals. It is awarded only for an outstanding act of valour in the presence of the enemy.

2. LEGION D'HONNEUR

The Premier Order of the French Republic. It is conferred for conspicuous gallantry in action or for 20 years distinguished military or civil service in peace.

3. THE DISTINGUISHED SERVICE ORDER

Awarded to officers in Naval and Military Services who have been mentioned in despatches for distinguished service.

4. CROIX DE GUERRE

Awarded to individuals of all ranks in both Army and Navy who have been mentioned in French despatches for feats of arms.





FOUNDED in 1883, Gutta Percha and Rubber, Limited has served Canada for over 57 years, providing rubber products made with true British thoroughness and a painstaking regard for outstanding quality.

In Canadian Industry, Gutta Percha rubber belting, rubber hose, and a host of other mechanical rubber goods, have won an enviable reputation for the utmost dependability in actual use.

Gutta Percha tires and tubes—and the many styles and types of Gutta Percha footwear—carry the firm's name into the homes of Canada from coast to coast.

GUTTA PERCHA & RUBBER, LIMITED

*Branch Offices Across Canada
and Representatives throughout the Empire*



ORDER OF
THE BATH



ORDER OF
MERIT



ORDER OF ST. MICHAEL
AND ST. GEORGE



ORDER OF THE
BRITISH EMPIRE



ROYAL RED CROSS
(Women)



DISTINGUISHED SERVICE CROSS
(Navy and Marines)



MILITARY CROSS
(Army)



DISTINGUISHED
FLYING CROSS



AIR FORCE
CROSS



MEDAL FOR DISTINGUISHED
CONDUCT IN THE FIELD
(Army)



CONSPICUOUS GALLANTRY
MEDAL
(Navy and Marines)



DISTINGUISHED SERVICE
MEDAL
(Navy and Marines)

THE illustrations, shown above, represent a selection of the better known awards. For a more complete study of the subject and for proper order of precedence we refer you to various works that are available at your public library.



ON TRUCKS, buses, and on passenger cars, ruggedly built Gutta Percha Tires are playing a valued part in Canadian transportation.

This important Division of the Gutta Percha Organization also produces fine quality automobile tubes and a great variety of important automotive accessories.

Gutta Percha Tire Dealers are established from coast to coast, forming a strong link between the Company, the motoring public and the Transportation Industry.

GUTTA PERCHA & RUBBER, LIMITED

TIRE DIVISION
100% CANADIAN



MILITARY MEDAL
(Army)



DISTINGUISHED
FLYING MEDAL



AIR FORCE MEDAL



MEDAL OF THE ORDER
OF THE BRITISH EMPIRE



The MONS STAR



MEDAILLE MILITAIRE
(French)



LONG SERVICE AND
GOOD CONDUCT MEDAL
(Army)



LONG SERVICE AND
GOOD CONDUCT MEDAL
(Navy)



MEDAL FOR MERITORIOUS
SERVICE (Army and Marines)



SOUTH AFRICAN MEDAL
(1899-1902)



COLONIAL AND AUXILIARY
FORCES (Long Service Medal)



NORTH WEST CANADA
(1885)

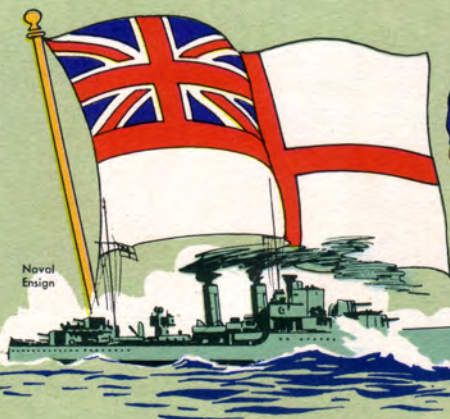
THE material, for medals, insignia and flags illustrated throughout this booklet, was drawn from various sources. Slight, but unimportant, variations in color and design were found, depending on the authorities consulted and the material available.



Admiral



Warrant Officer



Seaman



Seaman On Guard Duty



ADMIRAL OF THE FLEET



ADMIRAL



VICE-ADMIRAL



PETTY OFFICER



LEADING SEAMAN



GOOD CONDUCT BADGE
(Shown above are worn on the left arm)



REAR ADMIRAL AND
COMMODORE 1st Class



COMMODORE
2nd Class



CAPTAIN



GUNNER'S MATE



CHIEF P.O., P.O. AND
SEAMAN GUNNER



TORPEDO COXSWAIN



COMMANDER



LIEUTENANT
COMMANDER



LIEUTENANT



WIRELESS TELEGRAPHIST
1st Class



MECHANICIAN



CHIEF
SHIPWRIGHT



SUB-LIEUTENANT AND
COMMISSIONED WARRANT
OFFICER



MIDSHIPMAN

INSIGNIA OF THE ROYAL NAVY

Illustrated here are some of the distinguishing insignia of the Royal Navy. Obviously, in the limited space available, we are unable to illustrate all of them. The above selection, however, will acquaint you with those seen most frequently.



VISUAL SIGNALMAN
1st Class



MASTER AT ARMS



Officer



Officer
On Active Service



The Canadian
Active Service Force
Flag



Infantry



Artillery



FIELD MARSHALL



GENERAL



LIEUT.-GENERAL



WARRANT OFFICER
Class I.



WARRANT OFFICER
Class II.



WARRANT OFFICER
Class III.



MAJOR GENERAL



BRIGADIER



COLONEL



SERGEANT



CORPORAL



LANCE CORPORAL



LIEUT.-COLONEL



MAJOR



CAPTAIN



GUNNERY
INSTRUCTOR



MUSKETRY
INSTRUCTOR



SIGNALLER



LIEUTENANT



2ND LIEUTENANT

INSIGNIA OF THE ARMY

The above reproductions show a few of the many army insignia. This limited selection will enable you to distinguish more easily between them. There are, naturally, many others not shown on this page.



PIONEERS



BANDMASTER



A MOST important unit in the Gutta Percha family is its Footwear Division in both the domestic and export markets.

In every walk of life, and in many corners of the Empire, you will find Gutta Percha Quality Footwear giving faithful service.

Whether it is smartly designed footwear for winter protection, for summer sport, beach and camp wear, for fishing or hunting—or stout rubber boots for miners, farmers, lumbermen and industrial workers, Gutta Percha Footwear is made with care, for extra wear.

GUTTA PERCHA & RUBBER, LIMITED

FOOTWEAR DIVISION
100% CANADIAN



Flying Officer
Service Uniform



Flying Officer
Flying Dress



The Royal
Air Force Ensign



Aircraftman's
Working Dress



Flight Sergeant
Uniform



PILOT'S BADGE



OFFICER OF AIR RANK



GROUP CAPTAIN



WARRANT OFFICER
Class I.



WARRANT OFFICER
Class II.



FLIGHT SERGEANT



ALL OTHER OFFICERS
(For Walking Out and Ceremonial)



SERVICE FORAGE CAP



SERGEANT



CORPORAL



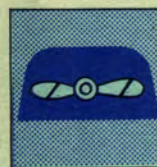
GOOD CONDUCT
BADGE



OFFICER OF AIR RANK



OFFICER BELOW AIR RANK



LEADING
AIRCRAFTSMAN



WIRELESS
OPERATOR



AIR GUNNER



CHAPLAIN



MEDICAL
OFFICER'S COLLAR
BADGE

ROYAL AIR FORCE INSIGNIA

This important arm of our forces has many distinctive badges by which its numerous ranks are recognized. While it would be impossible for the uninitiated to distinguish all of the varied grades of rank, the selections shown will prove interesting.



PHYSICAL TRAINING
INSTRUCTOR



CAP BADGE
(N.C.O.'s and Men)



SERVING Industry, Gutta Percha Mechanical Division is supplying a host of rubber products essential to efficient operation.

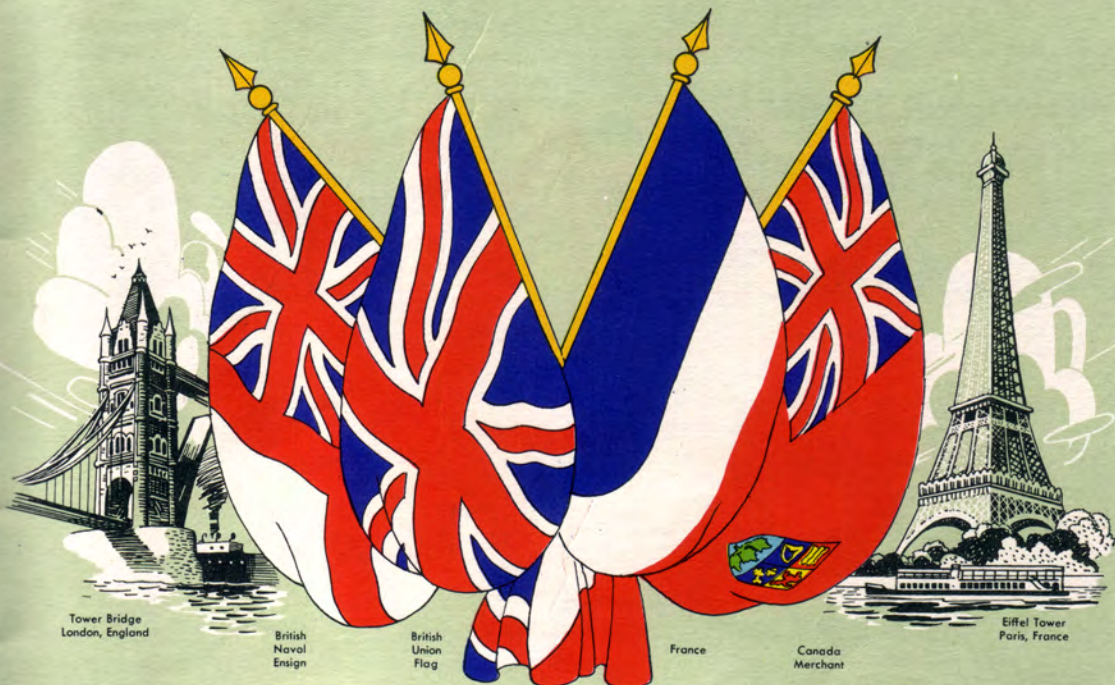
Rubber belts for power transmission and conveying materials—rubber hose for every purpose—moulded rubber goods—rubber linings for chemical protection—valves—packing and a multitude of products made to specification for special work, carry the well known Gutta Percha trade mark into every corner of the Empire.

Gutta Percha mechanical rubber goods are aiding Industry in countless ways, cutting costs and increasing efficiency.

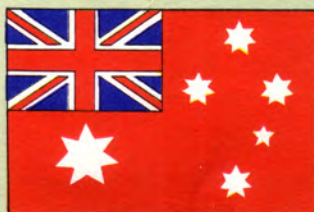
GUTTA PERCHA & RUBBER, LIMITED

MECHANICAL GOODS DIVISION

100% CANADIAN



MOROCCO—MERCHANT (French)



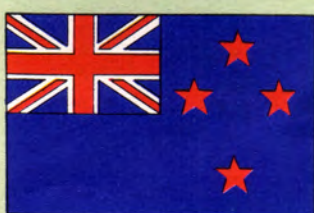
AUSTRALIA—MERCHANT



ANNAM (French Protectorate)



TUNISIA (French Protectorate)



NEW ZEALAND BLUE ENSIGN



CAMBODIA (French Protectorate)



INDIA (Union)



SOUTH AFRICA



NEWFOUNDLAND

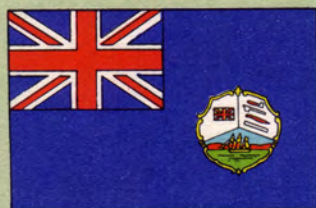
A SELECTION OF BRITISH AND FRENCH FLAGS



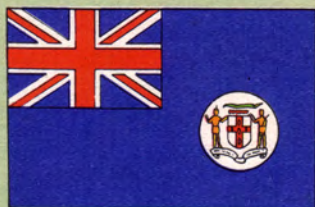
BRITISH GUIANA (*Union*)



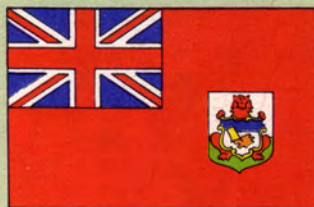
RED CROSS INSIGNIA



BRITISH HONDURAS (*Ensign*)



JAMAICA (*Ensign*)



BERMUDA (*Ensign*)



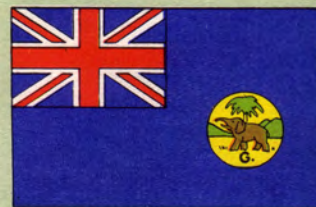
TRINIDAD and TOBAGO (*Union*)



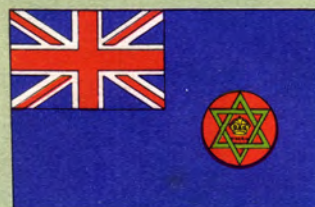
FIJI ISLANDS (*Union*)



SINGAPORE (*Ensign*)



GAMBIA (*Ensign*)



NIGERIA (*Ensign*)



PALESTINE



FEDERATED MALAY STATES
(*Ensign*)



SYRIA (*French Mandate*)



LEBANON (*French Mandate*)



LATAKIA (*French Mandate*)

A SELECTION OF BRITISH AND FRENCH FLAGS



GUTTA PERCHA & RUBBER, LIMITED

Branches Across Canada

HALIFAX — SAINT JOHN — QUEBEC — MONTREAL — OTTAWA
TORONTO — LONDON — WINNIPEG — REGINA — SASKATOON
CALGARY — EDMONTON — VANCOUVER — VICTORIA

Subsidiary

GUTTA PERCHA & RUBBER (LONDON) LIMITED

84 YORK WAY, KING'S CROSS, LONDON, ENGLAND

Selling Agencies in principal Countries throughout the World

