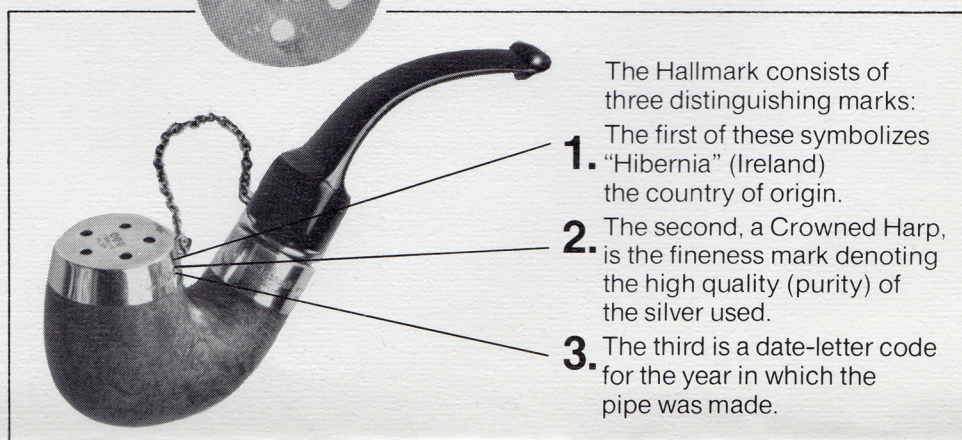


HALLMARK "SILVER CAP" SERIES

The Peterson Hallmark "Silver Cap" System Pipe



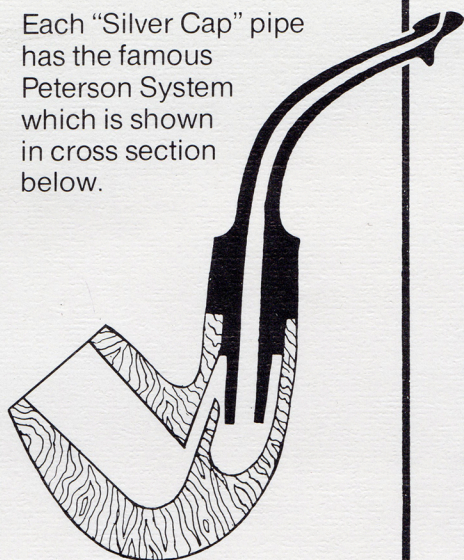
Limited Edition



The Hallmark consists of three distinguishing marks:

1. The first of these symbolizes "Hibernia" (Ireland) the country of origin.
2. The second, a Crowned Harp, is the fineness mark denoting the high quality (purity) of the silver used.
3. The third is a date-letter code for the year in which the pipe was made.

Each "Silver Cap" pipe has the famous Peterson System which is shown in cross section below.



Only 254 dozen of this special **Limited Edition** were made in Dublin in 1976. Small allocations were made to Peterson dealers throughout the world and under 300 came to the United States. Only a few of these pipes remain and once these are sold there will never be another opportunity to buy such a unique pipe. It is simply too costly to manufacture today.

The "Silver Cap" is a replica of a special pipe Charles Peterson created in his shop on fashionable Grafton Street in Dublin in 1905. Each pipe in this 1976 limited edition has been handcrafted from a piece of age-mellowed briar. To each pipe has been added the beauty and distinctiveness of sterling silver of even higher purity, .975, than required to be called "sterling" which is only fitting for such a superb pipe.

Each pipe is handcrafted and no two have exactly the same dimensions. This required that the sterling silver mount and the sterling silver cap had to be individually formed and fitted to conform exactly to the shape of the pipe. The sterling is hallmarked to indicate the country of origin, the purity of the silver used and the year of manufacture.

The silver cap is completely removable but the owner will find it valuable as a means of preventing accidental ash spills. It is also a distinctive element which sets the pipe **and** its owner apart from the run of the mill. There are millions of pipe smokers throughout the world, but only a limited few will have the privilege of having a Peterson "Silver Cap" in their collection.



137 SCRANTON AVE.
LYNBROOK, NY 11563
(516) 599-5995

Dear Fellow Pipe Smoker:

I'm pleased to send you the "Pipe Shop Directory" you requested. All of the shops listed offer the Peterson "System" Pipes--but most of all they are pipe and tobacco shops.

These shops are places where you can purchase quality tobacco blends, pipes, pipe tools and other accessories from friendly, knowledgeable folks who know and appreciate the smoker's love of a pipe.

I'd like to tell you about one rare and beautiful Peterson pipe you will not find in most shops. It is a very special pipe, now offered only to those of you who answered our ad.

You see, back in 1974, Peterson Pipes of Dublin created a Limited Edition series of pipes. Just 3,048 pipes in all were made. The Limited Edition Series was called:

THE PETERSON HALMARK "SILVER CAP" SYSTEM PIPE

These 3,048 pipes received the same extraordinary attention given every Peterson Pipe--from careful selection of the root briar (Erica Arborea) to the 46 separate processes, requiring as much as two years from the cutting of the briar to the finished pipe.

But these 3,048 "Silver Cap" pipes received something very, very, special:

*A Sterling Silver Cap, polished to a glistening finish, and made by hand to perfectly fit each individual bowl. This Silver Cap nestles snugly over the bowl. Shields the tobacco from wind and rain. Prevents annoying spills of ash whether driving a car or playing with children. And, for some, enhances the "smoke" with the gentle tug required to pull air thru the five 3/32" air holes.

*A Sterling Silver Chain and Ring--The chain is 1-7/8" long which allows easy filling of the bowl yet keeps your cap safely attached to the pipe. The ring has just the right diameter to allow you to remove the entire cap and chain for safe keeping should that ever be necessary.

And every one of these 3,048 Limited Edition pipes carries the Hallmark after which the pipe was named. Each hallmark has three distinguishable marks which symbolize:

*Hibernia (Ireland), the country of manufacture.

*A Crowned Harp, the fineness mark denoting the high quality silver used (.975 pure).

*Date Letter Code for the year in which the pipe was made.

The Hallmark "Silver Cap" System pipe is a very special pipe--only 300 were imported into the United States and 59 remain to be sold.

The introduction in 1974 created over 200 sales by our Peterson dealers. But, because of the Limited Edition quantity, this pipe was never placed on our order forms or catalog sheets. And, subsequently the remaining pipes were mislabeled and "lost" in our warehouse of 28,000 pipes and smokers' articles.

I cannot offer these pipes at a discount. The silver alone has increased in value 470% since the pipe's introduction in 1974. If manufactured today these beautiful pipes would sell for over \$350.00. But I can offer them at the original retail price on a first come, first serve basis.

The Hallmark "Silver Cap" System Pipe can be your "perfect" Christmas gift--a gift of rare value, of rare smoking pleasure. For yourself, or for a very special friend, this "once in a smoker's lifetime" purchasing opportunity will never happen again.

So please look over the enclosed fact sheet I've prepared just for these few remaining Limited Edition pipes. Then choose the finish you prefer (on first come basis--we have 26 Natural, 14 Dark and 19 Sandblast "Silver Cap" Pipes).

Only mail orders will be accepted on a first come, first serve basis.

Therefore, I suggest that you mail your order as promptly as possible.

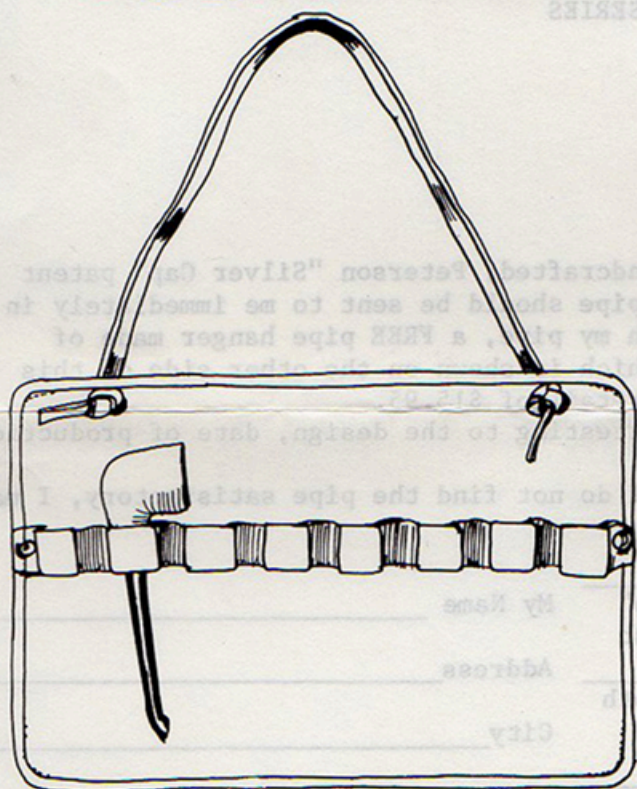
Sincerely yours,

WFS/dh
enc.

William F. Sweeney, President

P.S. Please remember--only 59 of the Peterson Hallmark "Silver Cap" System Pipes remain as of today. Your early order will assure you of getting the pipe and finish you prefer. Also we have a limited number of beautiful fine leather pipe gloves shaped to fit this special pipe. These soft, glove leather sleeves are the perfect way to store and protect what is sure to become a collector's item. We will include one of these free with the first 50 pipes ordered.

YOURS FREE



Dear Pipe Smoker:

I want you to have this unique pipe holder which holds eight (8) pipes and can be hung on the wall. Made of genuine suede leather it is an attractive way to store and display a "week's worth" of pipes.

I will send you one of these FREE when you order one of the Peterson limited edition Hallmark "Silver Cap" pipes from the order form on the other side.

William F. Sweeney

Peterson Pipes of Dublin, 137 Scranton Avenue, Lynbrook, N.Y. 11563

PETERSON "SILVER CAP" SYSTEM PIPE LIMITED EDITION SERIES

ORDER FORM

William Sweeney, President
Peterson Pipes of Dublin
137 Scranton Avenue
Lynbrook, N.Y. 11563

Dear Mr. Sweeney:

I wish to own one of your Limited Edition, handcrafted, Peterson "Silver Cap" patent pipes. My style selection is checked below. The pipe should be sent to me immediately in its soft, glove leather holster. Also include with my pipe, a FREE pipe hanger made of genuine suede leather. I understand this hanger which is shown on the other side of this order form, holds 8 pipes and carries a suggested retail of \$15.95.

A statement of authority should be included attesting to the design, date of production, and purity of silver.

I enclose \$ _____. If for any reason, I do not find the pipe satisfactory, I may return it within 30 days for a full refund.

Desired Pipe	Quantity Now Available	Original and Current Price	"Silver Cap" Bowl Finish
_____	32 pipes	\$200.00	Natural Smooth
_____	14 pipes	\$170.00	Dark Smooth
_____	22 pipes	\$165.00	Sandblast

My Name _____

Address _____

City _____

State _____

Payment method: (Check one) ☐ cash/check ☐ money order ☐ Visa ☐ Master Charge ☐ American Express
Credit card number _____