



A Canadian Tradition Since 1928

## **Regal's History**

The Regal story begins with one man, the founder, William S McCartney. Originally from a farm, he came to the city in the 1920s looking for work. He started by apprenticing as a carpenter, but as there was very little building going on, he obtained a job selling envelopes. The experience led to him developing a great desire to manufacture greeting cards. Fortunately for McCartney, the woman he was dating at the time provided him with \$500 to set up a business. He later married her and it was Edith McCartney who suggested the name "Regal." They began by importing cards from the United States and Britain, but by 1929, he was printing his own cards in Canada. Not only did Regal bring the first giant four-colour presses to Canada, but it was the first greeting card company in the world to manufacture its own envelopes. As well, the company was the first to produce its own gift wraps.

The first Regal catalogue was produced in the late 1930s. McCartney supported local artists by using their art designs for his cards. More recently, Regal Gifts Corporation was purchased in 2005 by an American private equity firm that operated Regal Gifts Corporation until August 2016. In October 2016, the Regal brand was acquired by the Canadian owners of Regal Home and Gifts Inc.