

**Chris Ellis**

**Illustrated Advertising  
Postal Stationery cards  
Of Canada**

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# Postal Stationery Notes

Volume 17 No. 5

MARCH 2002



## #1. ILLUSTRATED CARDS

“The John Morrow Screw Ltd., Ingersoll, Ontario”

by Chris Ellis

Many members of the Postal Stationery Study Group, including myself, collect postal stationery cards with added front advertising. While I began as a collector simply trying to obtain the various postal stationery items listed in Webb's, I soon found myself focussing more on advertising cards as they were more visually appealing. As my collecting continued, time and again I came across cards used by the same companies I had previously never heard of, but whose names I am sure are familiar to most collectors. In fact, some are so well known that Gutzman in the 1988 and 1992 editions of his *Canadian Picture Postcard* catalogue listed some of the more common users in the “Padpost” section. The more I collected of certain companies the more curious I have become about the companies themselves, or the businesses “back of the card.” Eventually this led to a 1997 paper in *BNA TOPICS* with Horace Harrison on the cards of one of these companies: “William Briggs Methodist Book and Publishing House.” What I propose to do, beginning with this contribution, is to write a series of brief background sketches about some other businesses and provide lists of different cards varieties known to me for each company with some illustrations. I believe that a knowledge of the historic contexts of these cards enhances their interest.

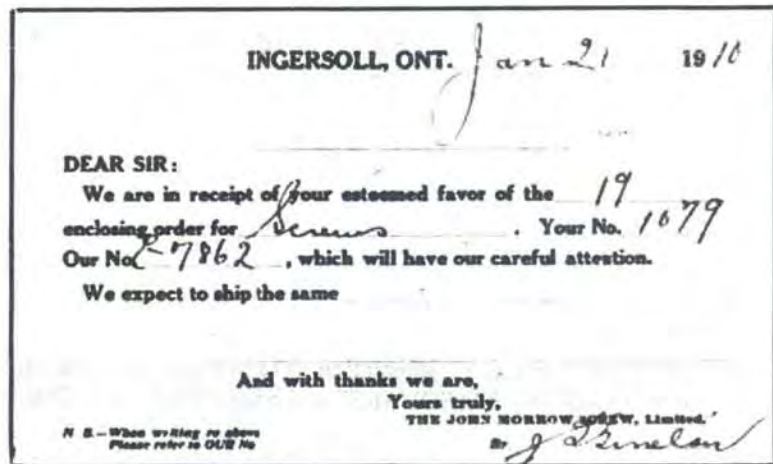
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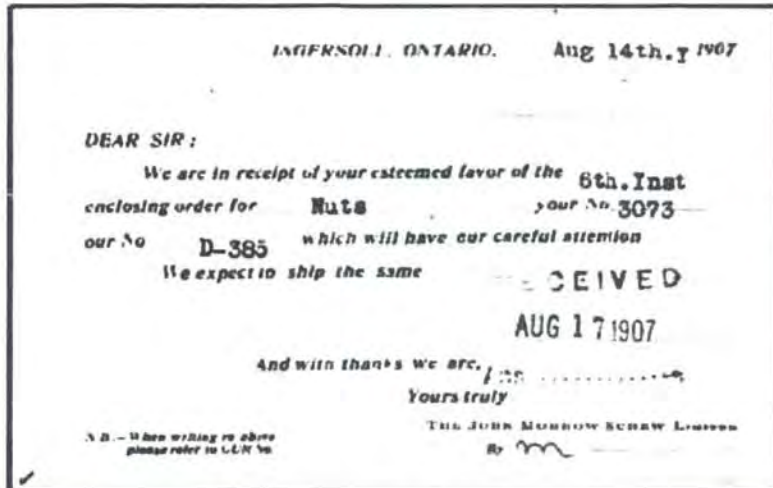
At the same time, I am hoping to stimulate interest in other collectors to begin developing comprehensive lists of cards in particular series as I am certain my lists are not complete. I encourage anyone who has cards I do not know of or know something about particular companies/series to send the information to PSN. I would welcome them as I have tended to focus on certain series rather than others and it is often difficult to access information on certain businesses. With that preamble....

John Morrow was born in 1852 and began his working career as a cheese maker. In 1885, the 33 year old scraped together enough money to open his own "John Morrow Company" in London, Ontario: a two room machine shop with one employee manufacturing screws (e.g. bolts), nuts and related metal goods. The business was quite successful because within two years Morrow had been enticed by the Ingersoll Board of Trade (headed by Thomas Noxon, the farm implement maker) to move his business to that location for a \$2,500 bonus. In return Morrow agreed to build a plant worth \$3,500, to stay in Ingersoll for at least 10 years, and to give employment to at least 15 to 20 men and boys, most of whom would be skilled tradesmen. The plant was built at the north edge of the town at the corner of Thames and Catherine Streets, just beside the Thames River and main railway line. By 1893, Morrow had begun to expand the plant to accommodate machinery bought from a bankrupt Hamilton company and took in a new young partner, James Anderson Coulter.

John Morrow died at a relatively young age on January 20, 1898 leaving behind his widow, Rebecca, and four children. The firm continued under Coulter's direction. The company went public in 1901 under the official title "The John Morrow Machine Screw Limited" with \$75,000 in paid up stock and continued to expand. In 1905 it reached yet another agreement with Ingersoll, and in return for money to purchase land for expansion and a \$20,000 bonus, agreed to build a plant worth \$20,000, to stay 15 years and to employ at least 40 people. In 1906 more floor space was added to accommodate another purchased company, Standard Bolt and Screw of Toronto. By 1908 the firm had 72 employees, and in 1911 renamed itself Morrow Screw and Nut Co. Ltd. The company continued to grow throughout the first half of the 1900s and added new products such as files and drill bits, sometimes by absorbing still other companies such as Wilson and Short in 1919, a manufacturer of automobile starters which had started in Detroit. It produced elaborate catalogues showing a full range of products and did business not only across Canada but at a worldwide scale, even having sales



above is the reverse of the first 1¢ green and the last 1¢ red King Edward card shown on page 41



above is the reverse of the second 1¢ green and the first 1¢ red King Edward card shown on page 41

representatives in Australasia. It was a major supplier of nuts, bolts, studs, and related items such as highway guard rail fittings to many major companies, including not only automobile manufacturers such as Ford, GM, and Grey-Dort but concerns such as CPR, International Harvester and various levels of government. It was Ingersoll's largest industry by mid-century. In 1967 the firm was purchased by, and made a subsidiary of, a Michigan company. In the early 1970s it moved to a new plant on the outskirts of Ingersoll and still exists today as Ingersoll Fasteners, an employer of over 220 people.

All front advertising cards for Morrow's of which I am aware date between 1908 and 1911, occur on Webb P22 and P23 Edwardian cards, and are in black ink. There are at least seven types, four of which have been pictured by Horace Harrison (2000) in his *Canada's Business Postal Cards* published as B.N.A.P.S. Exhibit No. 22, pages 46-47 and two others are included amongst the illustrations provided here. The seven include:

- 1) P22 (shown), Illustration and text to left of address space reads: "THE BEST/ (Illustration of Nut)/ ARE/ MORROW'S" (slashes indicate line breaks).
- 2) P22 (shown), Illustration and text to left of address space reads: "THE BEST/ (Illustration of Hexagon Screw or Bolt)/ ARE/ MORROW'S".
- 3) P23 (shown), Text at top: "THE.. / JOHN/ MORROW/ SCREW/ Limited/ INGERSOLL, ONTARIO". Illustration to left of address space surrounded by thin line; shows round screw at left and hexagon screw at right with text below: "Hexagon and Round/ Cap Screws"
- 4) P23, Text at top: same as 3). Illustration to left of address space surrounded by thin line; shows hexagon screw at left and round screw at right with text below: "HEXAGON AND ROUND/ CAP SCREWS".
- 5) P23 (shown), Text at top: same as 3). Illustration to left of address space surrounded by thin line; shows stud at left and nut at right with text below: "Studs and Nuts".
- 6) P23, Text at top: same as 3). Illustration to left of address space surrounded by thin line; shows large nut with text above: "HEXAGON AND SQUARE" and below "HOT AND COLD PRESSED NUTS".
- 7) P23, Text at top same as 3). Illustration to left of address space without surrounding thin line; shows stud above bolt under which is text: "ENGINE/ STUDS AND NUTS".

Acknowledgements: I thank Stephen Harding, Theresa Regnier, Dr. George Emery and Dr. Ben Forster for their assistance. Most of the information included here was obtained from the "Morrow Screw and Nut Company" records housed in the J. J. Talman Regional Collections, University of Western Ontario, London and from George Emery's book: *Noxons of Ingersoll 1856-1918: The Firm and the Family in Canada's Agricultural Implements Industry* (2001).

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*Get in touch!*

*Material Wanted to fill 10 pages each 2 month.*

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# Postal Stationery Notes

Volume 17 No. 6

MAY 2002



## #2. ILLUSTRATED CARDS "T. McAvity & Sons, Saint John, N.B." by Chris Ellis

Thomas McAvity was born in 1810 in County Donegal, Ireland, the third son of James McAvity, a magistrate, and his wife Catherine. The family moved to Saint John, New Brunswick while McAvity was still a child. Between 1822 and 1829 he served an "indentured apprenticeship" as an ironmonger to James Hendricks, owner of a hardware and general store. In 1834 he started his own retail hardware business as "Thos. McAvity and Co." and by 1839 had taken over Hendrick's business. In 1854 the name of the business

changed to "J. and T. McAvity" as the eldest of his six sons, James, began to play a larger role in the firm. Thomas McAvity subsequently became mayor of Saint John from 1859 to 1863. He died in 1887.

James McAvity is generally credited with getting the family into the brass and iron foundry business, and the manufacturing business in general, with the purchase in 1863 of a small foundry owned by James Kennedy which employed 12 to 14 men. The foundry branch focussed on producing brass ship's fittings such as bells and rudder braces important to the wooden sailing vessels of the time but soon added iron work as well.

*continued on page 55*



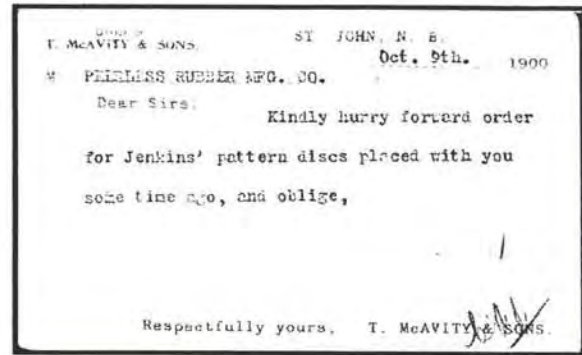
continued from page #51

By 1869 the foundry employed 30 men and in 1873 the firm as a whole was renamed "T. McAvity and Sons." By 1879 they began to make valves which became a staple of the firm and in the 1880s were manufacturing various fittings for railway, pulp mill, engineering and steamfitting concerns. In 1903 they began manufacturing fire hydrants and these and other municipal water works equipment became a major product line. 1903 also saw the establishment of the "Vulcan Iron Works" dedicated to producing products in that medium

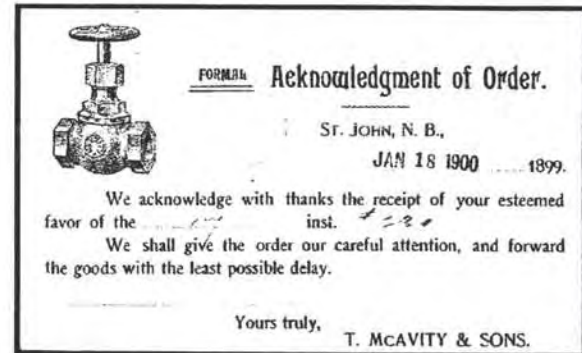
The company incorporated as "McAvity and Sons Ltd." in 1907 with the second oldest son, also named Thomas, as President and various other sundry brothers and relatives as the main officers of the corporation. In 1916 the firm consolidated its diverse warehouse, foundry and plant holdings on one 28 acre site on Rothsay Ave. in Saint John where, in addition to its other products, it began manufacturing munitions, specifically shell casings, for the war effort. At that time the plant and store employed over 2500 people and the company was generally regarded as the largest producer of valves in the British Empire. The post-World War I period saw continued expansion with branch offices and warehouses established across Canada. In 1955 they built a plant in Alberta to serve the western markets. In 1960 the business was bought by Crane Canada Ltd. and was established a division of that firm but with reduced product lines. In 1990 the McAvity division was sold to Clow Canada and is in existence under that name today.

All postal stationery cards with front advertising for McAvity's I have seen are in brown ink and occur on Webb P18 cards dating between 1898 and 1902. They tend to include pictures of various products and list the address: "13 to 17 King St." which was the retail hardware store address. As shown on two attached examples, many cards also have black ink illustrations on the back as well. These illustrations duplicate those pictured on the front of other cards (and other business mail such as envelopes and private postcards). At least 14 different postal stationery advertising cards occur, twelve of which were included by Horace Harrison (2000) in his *Canada's Business Postal Cards* (B.N.A.P.S. Exhibit No. 22), pages 27-32 (somewhat ironically many of Horace's cards are addressed to the Crane Co. which later absorbed the firm!) and I illustrate a few examples here. These cards include:

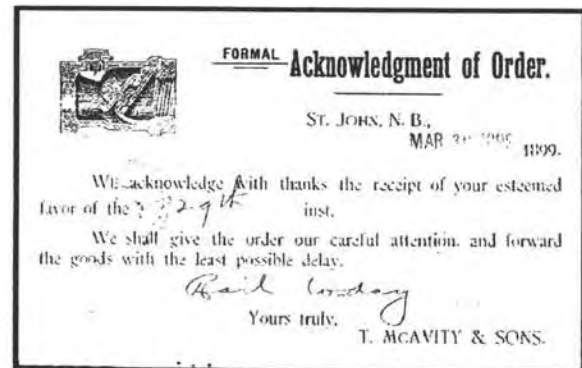
1) Text to left of stamp is serified and reads: "T. McAVITY & SONS,/ Hardware Merchants/ and



above is the reverse of card #4



above is the reverse of card #7



above is the reverse of card #9

Manufacturers." (slashes show line breaks). Fancy box at left encasing "GOULDS" water pump (same illustration as used on #9 below) with address in small, separate box to lower right of pump.

2) Text to left of stamp is serified and reads: "T. McAVITY & SONS,/ HARDWARE MERCHANTS/ AND MANUFACTURERS." Fancy box at upper left encasing street address. Weigh scale illustrated unboxed below address.

3) Text to left of stamp same as #2. Fancy box at upper left encasing street address. "Cutaway" cross-section of brass valve illustrated unboxed below address (illustration is identical to a back of card illustration included with this note).

4) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Belt on wheel illustrated unboxed below address upon which is oval containing "XXX" and company name.

5) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of complex valve with "water" (at bottom) and "steam" (at top) connections labelled and movement of linear valve handle suggested by dashed outlines. "McAVITY & SONS" can be read on handle in reversed "mirror-image" lettering.

6) Text to left of address space same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of elaborate brass door knob decorated with geometric designs.

7) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of tar paper being laid on roof.

8) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of small valve with wheeled handle for opening and closing. Connectors for attaching pipes are hexagonal in outline (same as a back illustration included here).

9) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address of water pump labelled "GOULDS" (same illustration as on #1).

10) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address showing large valve similar to #8 but differs in that the: a) valve has its handle segment attached to pipe segment with bolts at its corners, b) areas for pipe connection are round rather than hexagonal, and c) opening for pipe connection faces more towards the viewer's perspective so that it appears round in outline. The text "GATE VALVE" occurs below the illustration.



above is the front of card #10

11) (shown) Text to left of stamp same as #2. Fancy box at upper left encasing street address. Unboxed illustration below address showing large valve with round handle which is similar to #10 but differs in that the opening for pipe connection faces more towards the right and thus, appears oval in outline. This variety also lacks the "GATE VALVE" text below the illustration.

12) Text to left of stamp same as #2. Fancy box at upper left encasing street address. No illustration at left.

13) Text to left of stamp unserifed but reading same as #2 (e.g. same line breaks and all capitalized). Street address contained in laurel wreath at upper left. Unboxed illustration below address of pump labelled "The Goulds Mfg. Co.".

14) Text to left of stamp same as #2 except is unserifed and only initial letters capitalized in "Hardware Merchants/ and Manufacturers." Street address contained in picture frame-like box at upper left. Unboxed illustration below address of pump labelled "The Goulds Mfg. Co." (same illustration as on #13).

Acknowledgements: I thank Dick Staecker and Bryan Snow for their assistance with this note. Much of the information included here, especially on the early history of the firm, was obtained from the book: "Eighty-four Years in Public Service: The Story of an Honourable Business Career in the City of Saint John Wherein the Advancement of the Firm has been an Advancement of Business Life" published by Thomas McAvity and Sons Ltd. in 1918 as a combined form of patriotism and business self-aggrandizement.

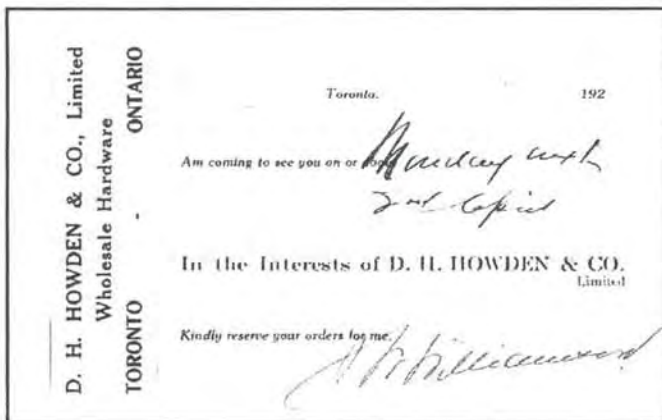
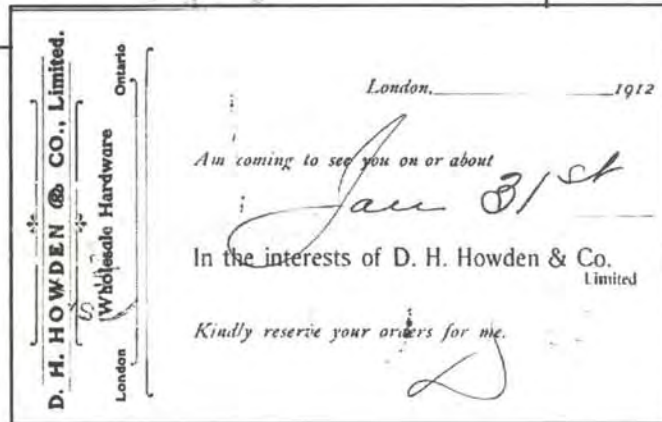
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### #3. ILLUSTRATED CARDS

D.H. Howden & Co.

by Chris Ellis

David Hartford Howden was born on a farm near Wisbeach, Ontario in 1859, one of seven children and the youngest of five sons. In 1878 he opened a general store in Watford, Ontario, managing the hardware side of that business while his brother managed the grocery side. Even though he was wealthy enough by 1889 to live off his investment income, he moved east to London, seemingly encouraged by a friend who worked for the Bowman Hardware Co. who was impressed with his knowledge and expertise. He became head buyer for that firm and eventually general manager. The Bowman Co. experienced financial difficulties in the 1890s, apparently through no fault of Howden himself but through the overspending of the owners, so he and three other employees left that firm in 1900 to form their own

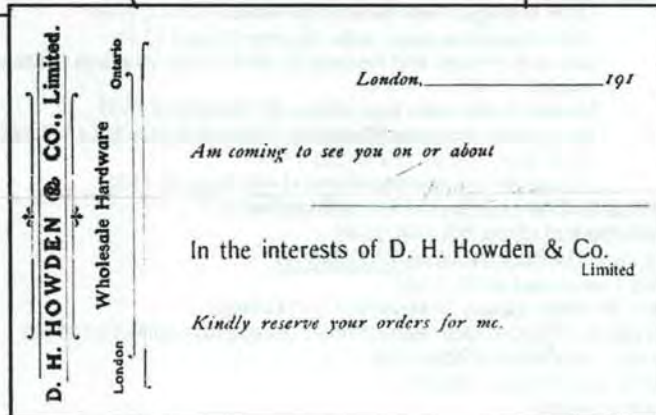


wholesale hardware firm (and in fact, they bought up the assets of the bankrupt Bowman firm in 1904). They established themselves in rented premises at the corner of York and Richmond Streets in London and opened on January 1, 1901 with 30,000 in paid up capital as D. H. Howden and Co. with Howden controlling half the shares. They had \$280,000 in sales the first year alone, expanded rapidly, and by 1907 they had built their own building on York St. (shown) opposite the Grand Trunk (now Via Rail) station. Howden paid for this building himself by selling his shares in another company founded in London, Imperial Oil, of which he had been an initial stockholder.

Howden died in 1916 and his son Norman replaced him as President and Chair of the firm. By 1918 they were doing over \$750,000 in annual sales of which \$50,000 was profit. Sales were mainly in southwestern Ontario where they could fill orders within one day. In 1922 they bought Kennedy Hardware of Toronto to establish a foothold in that market. In 1931 they solidified that foothold when they bought H. S. Howland and Co. Ltd. wholesale hardware and its warehouse of Toronto. They continued to operate out of the Toronto offices as both the Howden and Howland

companies. The Toronto operation was closed in the 1960s. Norman Howden died in 1937 and reputedly his lavish lifestyle had placed the company on the brink of bankruptcy. But careful leadership and sound financial management by his widow and

brother-in law brought the company back. After 1945 they expanded by opening new product lines, such as sporting goods and electrical supplies, and by cultivating and selling directly to building contractors. In 1954 they became a public corporation with a net worth of \$1,000,000 and moved to new premises on the southwest part of London in 1960. 1963 saw the beginnings of a major expansion as they purchased from Pro Hardware in the US the rights to franchise Pro Hardware stores in certain Canadian markets. Eventually they franchised these stores across all of Canada. In 1968 they became listed on the Toronto Stock Exchange. By 1986 they were doing \$100,000,000.00 in business annually and in 1987 the business was sold to Sodisco of Quebec and still exists today. With this sale, control of the company passed out of the Howden family for the first time.



Postal stationery cards with front advertising for Howden's which I have documented date between 1913 and 1929 and occur on Edward (Webb P23) and various Admiral cards. The design is always in black ink and consists of an elaborate black shield with the firm name and city (either London or, from 1922 on, Toronto) in white. I know of only four types but I am confident many more probably exist on other types of one cent Admiral cards and with London or Toronto locations listed. The four documented types include:

- 1) (shown) On P23. Text on shield at upper left reads: "D. H. HOWDEN & CO./ LIMITED./ WHOLESALE HARDWARE/ LONDON, CANADA" (slashes show line breaks). Various shades of black occur on shield with lighter shades around the edges.
- 2) (shown) On P28a. but otherwise, same as #1.
- 3) (shown) On P29c. Text on shield at lower left because of card heading and reads: "D. H. HOWDEN & CO./ LIMITED./ WHOLESALE HARDWARE/ TORONTO, CANADA". Shield is a solid black with no shades.
- 4) On P29f but otherwise same as #3.

Acknowledgements: Most of the information included here is based on the book: "The Quick Shippers: A Brief History of D. H. Howden 1900-1986" by David Howden Stewart (former President and Chair of Board) published in 1987 by the company. This work also reveals that until 1930 the company kept all old business mail including envelopes and cards in their files. These were obtained by a Howden salesman, Harry Shaw, who upon his death had a stamp collection worth thousands. It is clear that the frequent business mail addressed to Howden's found in many collections and dealer's stocks came from this source.

# Postal Stationery Notes

Volume 18 No. 2

SEPTEMBER 2002

## #4. ILLUSTRATED CARDS

**"The Breithaupt Leather Co.,  
Berlin (Kitchener), Ontario"**

*by Chris Ellis*

The rise of industrial production in Europe led to the emigration of many no longer needed artisans/craftsmen to North America. Amongst these was Laborious Breithaupt from Allendorf, Germany, a descendant of a family which had been in the leather tanning business since the early 1700s. He emigrated to Buffalo, New York in 1844 and established a tannery. His eldest son, (Philip) Louis Breithaupt, had been born in 1827 and worked with the firm as a salesman and buyer of raw hides and supplies such as the tree bark necessary for the tanning process. He travelled on business to Berlin, Upper Canada in 1851. There he met, and later married in 1853, Catherine Hailer, a daughter of a prominent merchant. On his father's death he took over the Buffalo business and in 1852 merged the tannery with that of a partner. He recognized that Berlin was, via the railway, a good location in which to obtain raw materials and access markets. With his brother-in-law, Jacob Wagner, and help from their father-in-law, he set up another company in Berlin which, with \$7,000 in startup capital, opened a store in April, 1858. They added a tannery a year later which came to be know as the "Eagle Tannery." On the brother-in-law's death in 1861, he dissolved his Buffalo partnership and moved to Berlin to take over the firm. By 1864 they employed 30 men and produced over \$100,000 worth of goods per year. In 1870 they had 40 employees, placing it among the top 2% of industrial business employers in Ontario.

*continued on page 15*



continued from page 11

Its tannery, which had been built on Adam St. in east Berlin, was valued at \$35,000 to \$40,000. Louis Breithaupt entered local politics, first serving as Deputy Reeve in 1866 and in 1878, as Mayor of Berlin. He died at 52 in 1880 of liver disease, an apparent hazard of a life working closely with tannic acids, and left an estate variously estimated between \$200,000 and \$500,000.

The firm was then taken over by his eldest son, Louis Jacob (1855-1939) who had been in training to take over the business, including attending business college in Toronto. Despite some setbacks, notably a fire in 1870 which destroyed and forced the rebuilding of the Berlin tannery, they continued to expand the firm and its markets. While Montreal had been a major market in the 1870s, by the 1880s they were selling in Manitoba and later in the decade began more extensive business with the maritime provinces. By the 1890s they were selling extensively in European markets and even had sales to Japan. In the late 1870s, bark was in short supply in southernmost Ontario and Louis Jacob and his father had begun looking at property in the Penetanguishine area with the aim of establishing another tannery and access to local bark supplies. Such a company was founded in 1882 at Penetang with Louis Jacob's youngest brother, John Christian, supervising its construction. Another tannery was added at Listowel in the late 1890s. By that time as well, Louis Jacob, along with members from other leading tanneries, formed a combine, the Ontario Bark Co. to open up the bark resources of northern Ontario and, in order to ensure a needed supply of hides, developed ties to sources on the USA east coast in Boston and New York. In July 1890 the company became a joint stock company, "The Breithaupt Leather Company Ltd.," with \$500,000 in capital stock divided mainly among various family members. Following in his father's footsteps, Louis Jacob had also entered politics, being elected councillor of Berlin in 1882 and in 1888 stood unopposed for Mayor of the city. In 1900 he was elected member of the provincial parliament for Waterloo North. He was one of the few who spoke out against renaming Berlin "Kitchener" during the First World War. His brother, John Christian, also served as a councillor and mayor of the city.

The company continued to expand in the time prior to the First World War focussing on the production of boot/shoe soles and glove leather and the Kitchener tannery was regarded as the largest in Canada. In 1906 they purchased another tannery at Hastings in eastern Ontario and began searching farther afield for leather sources which culminated in 1911 in negotiated contracts to obtain leather from Argentina. The First World War, with its anti-German sentiment, and the subsequent depression of the 1920s, took its toll on the firm and they were forced to close their tanneries outside Kitchener such as at Listowel. Louis Jacob remained President of the company until 1935 but direct management had been taken over by other family members, notably his eldest son (Louis Orville; 1890-1960), who, by the mid-1920s, restored some of its financial standing. Nonetheless, the writing was on the wall and in 1950 the Kitchener Eagle tannery was closed, ending over 90 years of production. Louis Orville would also be active in politics, serving as mayor of Kitchener and a member of federal parliament. In 1952 he was named Lieutenant-Governor of Ontario.

BERLIN, ONT., April 25th. 1905.  
 In reply to yours of 14th. inst.

We may say that we have no sale for the rejected Upper that you refer to, as we are not handling that class of goods at present.

Mr. P. Lawson,  
 Port Dover, Ont.

Yours truly,  
 THE BREITHAUPT LEATHER CO., Limited.

above is the reverse of the first Breithaupt Leather Co. card on page 11.

76 Penetang April 19<sup>th</sup> 1906  
 BERLIN, ONT.

Dear Sir: In reply to yours of inst.

Please give us outside diam  
 of 107 - 110 mm. also height  
 with fur that standards. We  
 are preparing a plan for it &  
 need size. Reply by return  
 mail will oblige

Yours truly,  
 THE BREITHAUPT LEATHER CO., Limited.

above is the reverse of the second Breithaupt Leather Co. card on page 11.

Prior to 1897 the Breithaupt company was a major user of postal stationery cards with illustrated back advertising. As for post-1897 front ads, I am aware of four different Breithaupt Leather advertisements, all of which were used between 1898 and 1906 and hence, occur on Victoria and Edward cards. These can be found used not only at Berlin, but also at the firms other branches such as Penetang. All cards feature the company's circular trademark/logo at the upper left which shows the company name in a band around the perimeter surrounding an eagle and a bull's head and additional text (see attached examples).

1) On P18 in brown ink. Text below logo reads: "Berlin, Ont." Text between logo and stamp reads: TANNERS/ And Dealers in/ LEATHER/ AND FINDINGS./ Our Brands - - BERLIN, PENETANG & LISTOWEL." (slashes indicate line breaks). "And Dealers in" text is bracketed by two small wedge-shaped printer's marks. There is also a large, roughly diamond shaped, printer's mark to the left of the "LEATHERS AND FINDINGS" text and a short horizontal line separates that text from the line beginning "Our Brands..."

2) On P18 in brown ink. Text below logo reads: "BERLIN - ONT." Text between logo and stamp reads: TANNERS/ and dealers in/ LEATHER AND FINDINGS./ *OUR BRANDS:/* BERLIN, PENETANG & LISTOWEL./ "There is nothing like leather/ If it is well put together." "and dealers in" text is bracketed by two small wedge-shaped printer's marks which differ from #1 in that they are thicker and shorter. There is a series of five small rough diamond and circular printer's marks separating the line "LEATHERS AND FINDINGS." from the line "*OUR BRANDS:*". A horizontal line separates the "BERLIN, PENETANG..." line of text from the "*There is nothing...*" line.

3) (shown) On P18 in brown ink. Text below logo reads: "BERLIN, ONT." Text between logo and stamp is same as on #2 except there are no printers marks and no line separating the "BERLIN, PENETANG..." text line from the "There is nothing..." text line.

4) (shown) On P23 in black ink. Text below logo same as #3. Text between logo and stamp reads same as #2 except there are no printer's marks, "AND DEALERS IN" is all capitalized and "OUR BRANDS:" is not italicized.

Acknowledgements: Several sources were used in developing the brief history of the firm contained herein but the major source was Andrew McCauley Thompson's *The Breithaupts and Breithaupt Leather: Building a Family Business in Berlin, Ontario*, a PhD dissertation submitted to the Department of History, University of Waterloo. The Breithaupt family papers, including diaries of many of the principals, are housed in the rare book room at the Dana Porter Arts Library at that university.

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### *Short Notes*

I received information from a source at Canada Post, that printings of postage paid postcards similar to the "White Lion" card printed private order for the African Lion Safari (see Vol.17, page 52) were also done for other private companies or individuals. After trying to get some information about prepaid privately printed cards, I was told that Canada Post does not have information who is ordering these cards from the printer, they are only interested in receiving the proper amount of money for the imprinted postage.

After that I contacted the Postcard Factory, but there I also was brushed of with the explanation:

"I am sorry but we do not have the staff on hand to accommodate your requests. These cards are created from time to time, but if we gave all collectors who inquire our customers' names when we print custom cards, our customers I am sure would not be too happy. Sorry I can't help you on this one!"

**So everyone, look out for any prepaid Postcard Factory cards other than what is being sold at postal outlets or at souvenir shops. We will continue to list in the newsletter whatever is reported to us.**

# Postal Stationery Notes

Volume 18 No. 3

NOVEMBER 2002

## #5. ILLUSTRATED CARDS

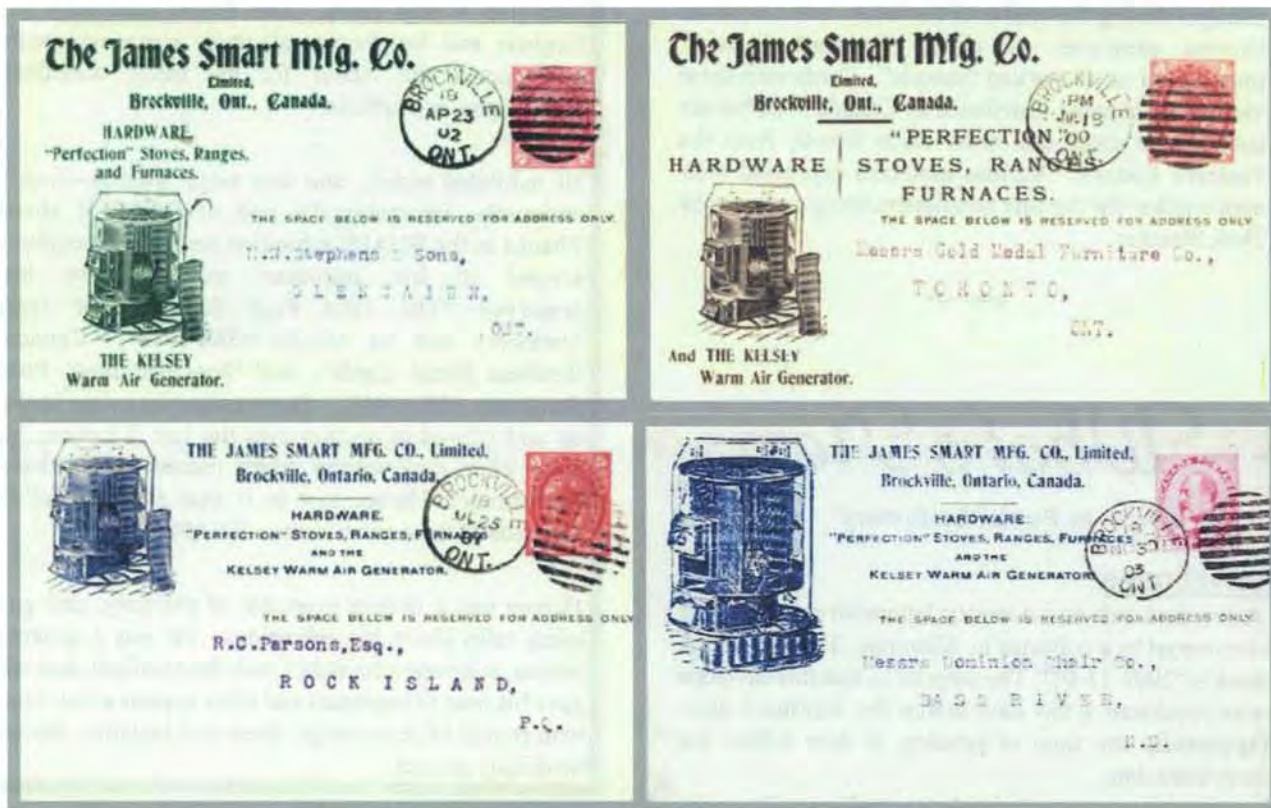
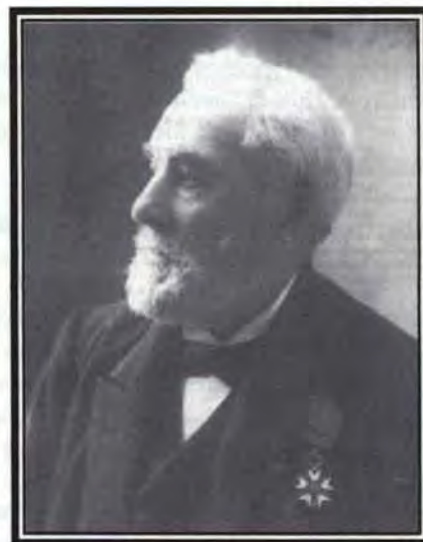
### "The James Smart Manufacturing Co., Brockville, Ontario"

by Chris Ellis

James Smart, the youngest of six children of Robert and Margaret Smart, was born at Cupar Fife, Scotland in 1819, and spent his early life in Aberdeen. In 1834 the family moved to Canada and eventually settled in Brockville in eastern Upper Canada in 1844. Smart was apprenticed as a tanner and obtained employment in Kingston, Upper Canada, where he met Alexander MacKenzie who would later become the Canadian Prime Minister. The two men formed a friendship and in 1848 began a tannery in western Upper Canada at Sarnia.

Smart met and married Anne Bogue of London, Upper Canada in 1850. Within a year however, the Sarnia tannery property had been expropriated to build the railroad so Smart and his brother-in-law decided to seek employment in California.

*Continued on page 28*





Lake Waskesiu	SASK006V	60107	260107	late 2001
Nathan Phillips Square	T058	60090	260090	early 2001
Toronto's Harbourfront	T109	60091	260091	early 2001
CN Tower / skyline	T147V	60092	260092	early 2001
Toronto financial district	T172	60137	260137	mid-late 2002
Toronto Skydome	T175	60138	260138	mid-late 2002
Toronto skyline (twilight)	T196	60127	260127	early 2002
Aerial view of downtown Toronto	T197	60128	260128	early 2002
Aerial view of Toronto and island	T198	60129	260129	early 2002
Toronto skyline (day)	T203	60139	260139	mid-late 2002
Vancouver skyline (night)	VAN084	60132	260132	early 2002
Cruise ship at Canada Place	VAN506	60130	260130	early 2002
Vancouver skyline (day)	VAN530	60131	260131	early 2002
Victoria Harbour aerial view	VCT077	60133	260133	early 2002
Whistler skyline	WHS007	60146	260146	mid-late 2002
Whistler Blackcomb Mountain	WHS040V	60140	260140	mid-late 2002
Winnipeg skyline	WPG069	60145	260145	mid-late 2002
Forks Marketplace (day)	WPG071	60141	260141	mid-late 2002
Forks Marketplace (evening)	WPG072	60105	260108	late 2001

\* see text

*continued from page 21 (#5. ILLUSTRATED CARDS)*

They travelled to Sacramento to set up a tannery which unfortunately, was consumed in a fire which destroyed much of the city. Smart found himself in the lumber business and for a time, worked a gold mining claim which did lead to some success. In 1854 he returned home, intent on moving his family to California. However, his wife did not want to leave Canada.

Visiting his sister and brother-in law in Vermont, Smart learned something of the foundry business and decided to set up a company in Brockville. He purchased an existing foundry at the west end of town on the north shore of the St. Lawrence River, expanded the wharf facilities, and began as the Brockville Novelty Works. Stoves, furnaces and various lines of builder hardware were major product lines, and a good market in the 1860s, partially due to the American Civil War, led to a flourishing company which dealt with customers throughout eastern Canada. Smart not only ran the plant but also travelled extensively throughout that region as chief salesman. By 1871 the company was producing \$140,000 in goods annually and its 140 employees made it the 32<sup>nd</sup> largest manufacturer in Ontario. In the late 1870s, Smart exhibited his products at several industrial expositions, even travelling to Paris for the great Universal Exposition of 1878 where he was awarded the French *Legion of Honour* (see accompanying picture of Smart wearing this medal). Smart's eldest son, James Allan (b. 1858), also began working in the firm at this time. He managed the company during his father's absences and eventually, moved to Manitoba where the company had expanded its business. Leaving his father's firm to set up his own hardware business in Brandon, James Allan eventually became Mayor of that city, a member of the provincial parliament, and later, Deputy Minister of the Interior and Indian Affairs in Ottawa.

A business depression began in Canada in the late 1870s which created problems for the James Smart company as customers defaulted on their bills. As a result, Smart was forced to take in business partners, John and Robert Gill of Brockville and reorganize the company. Eventually, this led to its incorporation as "The James Smart Manufacturing Company" in 1881 and James Smart himself actually lost control and left the company. Needing employment, he became Sheriff for Leeds and Grenville Counties in 1884, a position he held until forced to resign by the Ontario government because of his age in 1899. He died on January 27, 1906.

Meanwhile, the company which still bore Smart's name, continued and was very successful. Throughout the 1880s they continued to expand, sometimes by incorporating other companies. Extensive product lines were produced as is evident in annually produced series of hardware and furnace catalogues. The hardware catalogues of the 1880s exceeded 200 pages and offered a range of manufactured or distributed nickel, brass and iron products ranging from bird cage hooks, to railway hand cars, to paper weights, to lawn mowers. Around 1910 the company was bought out by Canadian Foundries and Forgings of Montreal who continued to operate the Brockville factory as the "James Smart Plant." The plant continued to operate until closed in 1967 by its then parent company, Brock Engineering of Montreal. The plant was demolished and is today a public park.

Although I have seen much business mail for this company, James Smart only seems to have commonly used postal stationery cards with front advertising during the Victorian period (Webb P18) and more rarely, during the early Edwardian period (on P23). I know of seven different card types, all used between 1900 and 1903:

1) On P18 in black ink (shown). Text at upper left reads in thick, stylized lettering: "The James Smart Mfg. Co./ Limited./ Brockville, Ont., Canada." (slashes show line breaks). Beneath this text is a solid black horizontal line and beneath that at left is word: "HARDWARE" followed by a large bracket of this form: { . To the right of the bracket are three lines of text reading: "'PERFECTION"/ STOVES, RANGES/ FURNACES." At the left of the address space below the "HARDWARE" text is an illustration of a furnace in a cutaway view showing its interior structure. The furnace's outer casing is clearly visible in outline at the sides and top and between that outline and the inner workings at top are four arrows pointing up and the words, poorly engraved, indistinct and oriented horizontally, reading: "WARM AIR". In front of the generator at lower right is a linear cutaway segment with a wedge-shaped cross-section which shows the interior structure of the device and has its long axis oriented vertically. Below the illustration is the text: "And THE KELSEY/ Warm Air Generator."

2) On P18 in blue ink (shown). At upper left is same illustration as on #1) but at a slightly smaller scale. Between the illustration and the stamp impression is the text, all quite small, reading: "THE JAMES SMART MFG. CO., Limited./ Brockville, Ontario, Canada," below which is a short thin horizontal line. Below the line is the text: "HARDWARE./ "PERFECTION" STOVES, RANGES, FURNACES/ AND THE/ KELSEY WARM AIR GENERATOR."

3) On P18 in green ink. Same as #2) except in green ink and some slight differences in the spacing of words on the various lines.

4) On P18 in green ink (shown). Text at upper left of company name and location same as #1). There is however, no horizontal line beneath that text. Under the company name, still in line with the stamp impression is text restricted to the area left of the address space area which reads: "HARDWARE./ "Perfection" Stoves, Ranges,/ and Furnaces." Below that text is the same illustration as on previous cards underneath which is the text: THE KELSEY/ Warm Air Generator."

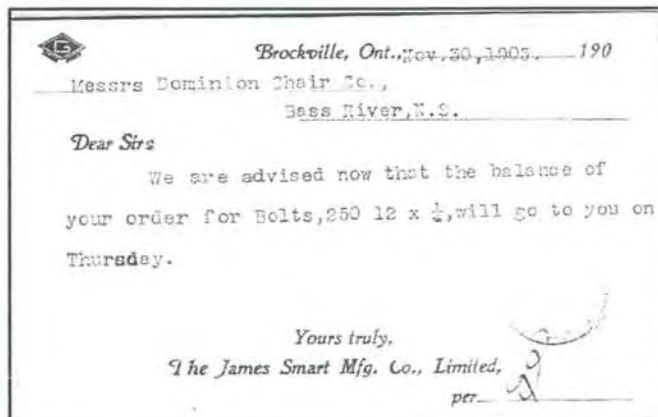
5) On P18 in blue ink. At upper left is illustration similar to that on cards listed above but which differs in that the outer casing is not visible in outline, there are only two arrows point up from the top of the furnace, and the text "WARM AIR", although horizontal, is clearly engraved and printed and is repeated twice, once at upper left and once at upper right. Text occurs only between the illustration and the stamp impression and reads same as 2) but with some differences in font and capitalization of the first two lines: "The James Smart Mfg. Co., Limited./ Brockville, Ontario, Canada," Below this text is a short thin horizontal line under which is the text: "HARDWARE./ "PERFECTION" STOVES, RANGES, FURNACES/ AND THE/ KELSEY WARM AIR GENERATOR."

6) On P18 in blue ink. Text very similar to 2) with only minor spacing and size differences. At upper left is warm air generator illustration which differs from 2) in that it is larger and extends down to a point below the level of the "address space only" text. The illustration itself possesses the outline of the generators outer casing as in 1) to 4) but unlike those other illustrations, the linear cutaway segment with a wedge-shaped cross-section showing the interior structure of the device is laying on the floor in front of the generator and as such, has its long axis oriented

but unlike those other illustrations, the linear cutaway segment with a wedge-shaped cross-section showing the interior structure of the device is laying on the floor in front of the generator and as such, has its long axis oriented horizontally. There are also only three arrows described in text as illustrating "warm air" circulation at the top inside the outer casing outline and the floor appears more cross-hatched. Also, the "warm air" text is repeated three times on each side of the arrows and the text is oriented vertically rather than horizontally as on other types.

7) On P23 in blue ink (*shown*). Same as 6) except on Edwardian card. (*see the back of that card below*)

Acknowledgements: I thank Gerald Wiley and especially, Dick Staecker for their assistance with aspects of this article. I relied on several sources for the historical information found in this note but a primary source was a mimeographed privately produced booklet written in 1977 by James Smart's grandson, Grant Smart, entitled: "*Family Tree of the Descendants of Robert Smart and Margaret Crawford together with a Short Account of the Life of James Smart 1819-1906*" which is on deposit at certain Ontario libraries such as the Robarts Library at the University of Toronto and the Weldon Library, University of Western Ontario, London.



«««« O »»»»»

**THE MULTICOLOURED FLAG ISSUE.** Update.

Listing is in PSN Volume 17, #4, page 34

1. Under **Webb #** change EN600-10 and ff. to EN**601**-10 etc.
2. Amend **User and Notes** as follows: ☞(to be added) ☞

EN601-20:

☞(Note: In spite of Webb, size is probably 190 x **108**) ☞

EN601-27:

**RD:** 1. S95-BGPS: French

2. ☞(S95-BDIPS: French, speckled on white paper) ☞

3. English equivalent?

EN601-40

**RD:** 1. M95-WST: English: ☞1,380,000 ☞

☞2. M95-WFP: English: 62<sup>nd</sup> SWEEPSTAKES ☞

3. S95-WFP: French

# Postal Stationery Notes

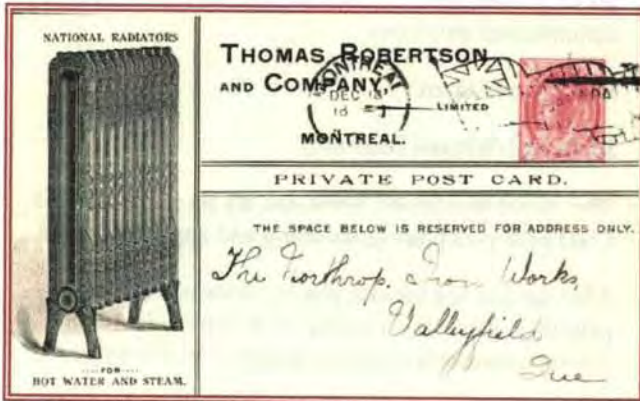
Volume 18 No. 4

JANUARY 2003

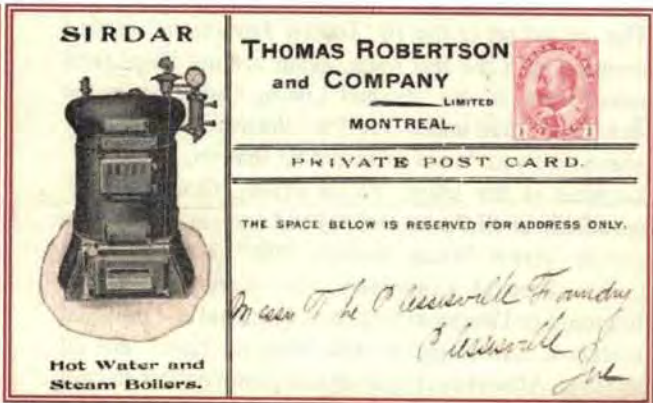
## #6. ILLUSTRATED CARDS

"Thomas Robertson and Company, Montreal, Quebec."

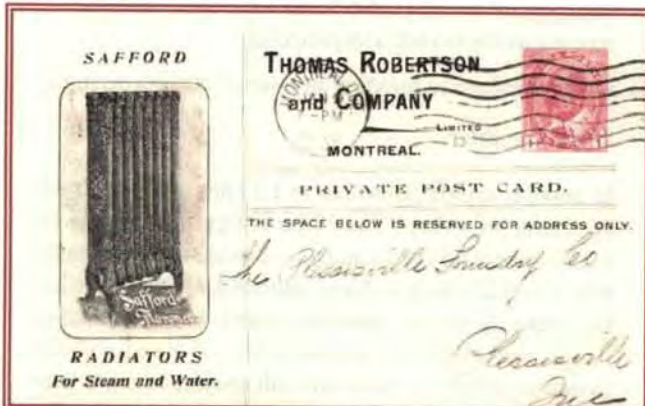
by Chris Ellis



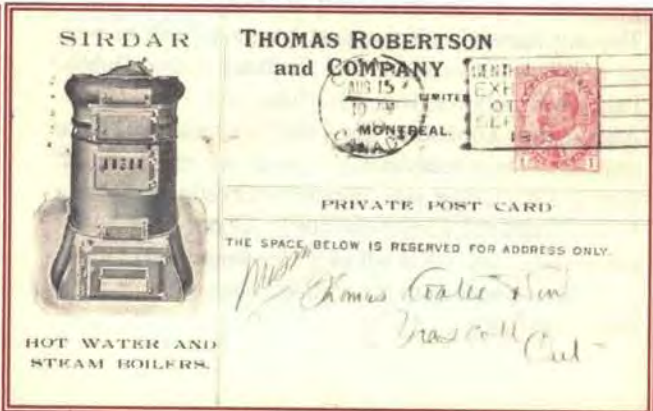
card number 1



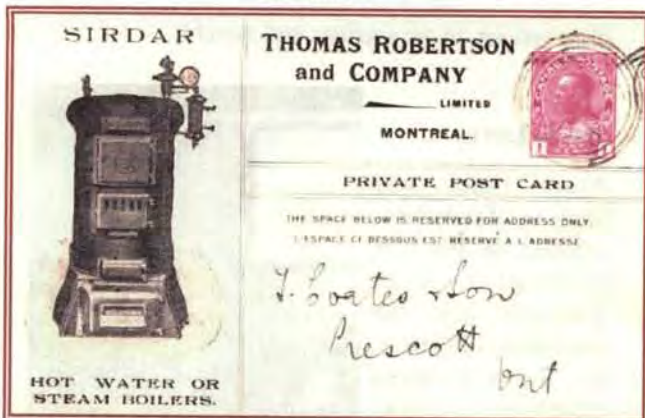
card number 2



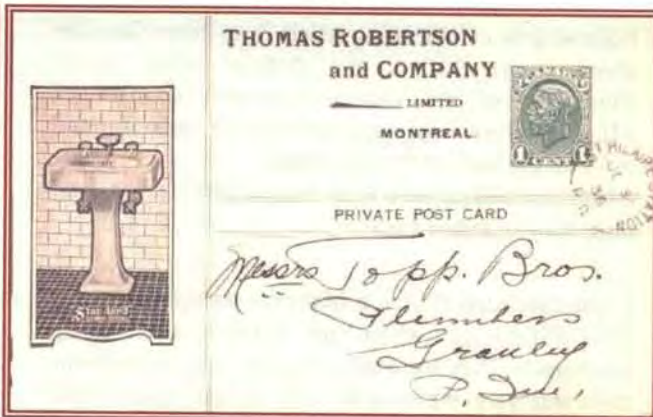
card number 4



card number 7



card number 10

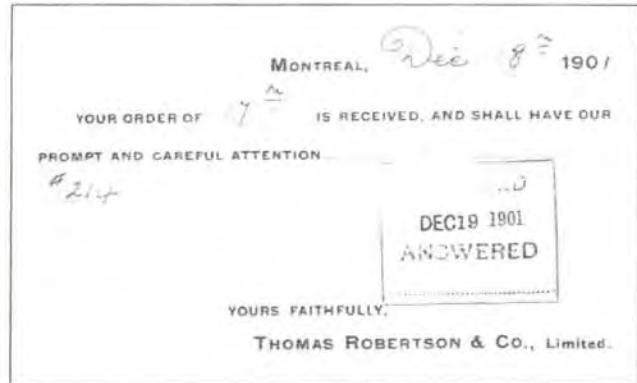


card number 14

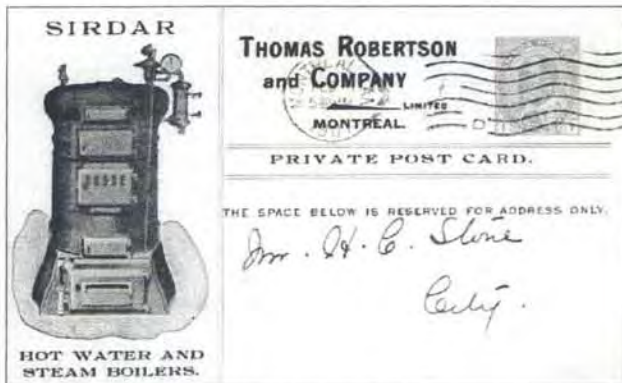
continued on page 34

**#6 ILLUSTRATED CARDS:**  
**"Thomas Robertson and Company, Montreal, Quebec"**  
*by Chris Ellis*

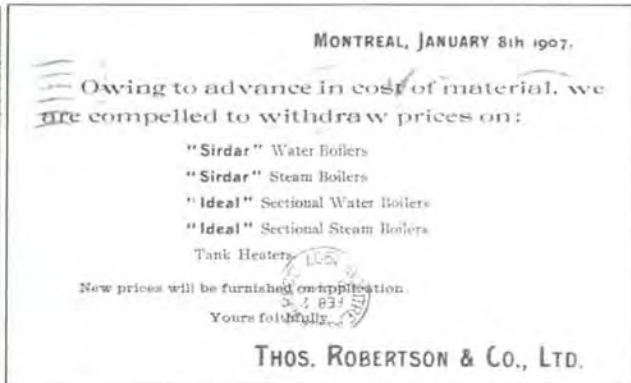
John Wilson was a Scottish merchant and Member of the British Parliament whose company, John Wilson and Son, was located in Glasgow, Scotland. Seeking to tap the burgeoning Canadian market, he formed a business partnership in 1852 with another Glasgow native, Thomas Robertson, the latter of whom moved to Canada to set up and run the business under his name. Their wholesale metal business opened an office on St. Paul St. near the Montreal waterfront later that same year. The burgeoning population of the city, which grew from 58,00 in 1852 to 90,000 by 1860, proved a perfect market for their range of metal raw materials such as steel plates and bar iron. Business expanded rapidly and in the late 1860s the sons of the two owners, James Reid Wilson and James M. Robertson, had joined the firm. In the 1870s, for reason which are not made clear, the old business partnership was dissolved. Thomas Robertson left the firm which continued to bear his name but his son remained with the company. A new partnership of John and James Wilson was formed. At around the same time the firm moved to a new larger warehouse and office at 9 to 11 Chenneville St. and later added an even larger property at the corner of Common and Colborne St. At this time they continued to be solely wholesalers and relied for their materials largely on the importation of European, and especially British produced, metals.



*reverse of card #1*

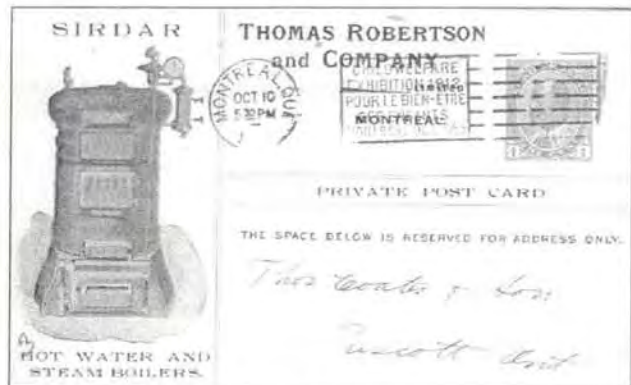


*front of card #3*



*reverse of card #3*

By 1885 the company had 15 employees amongst which were not only the owners and office staff but two travelling salesmen. In 1887 for the first time they began to manufacture some of their own products notably iron pipe or tubing and boiler tubes of iron and steel. Eventually they added the boilers themselves as a product line. The continuing success of the firm can be measured by the fact they put up a new office and warehouse on Craig Street in 1887 rather than relying as they had previously, on buying existing buildings. They continued to have a Common St. warehouse as well. By this time they had largely abandoned

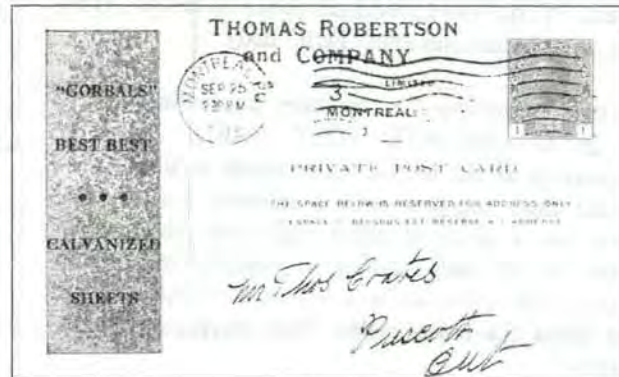


*front of card #6*

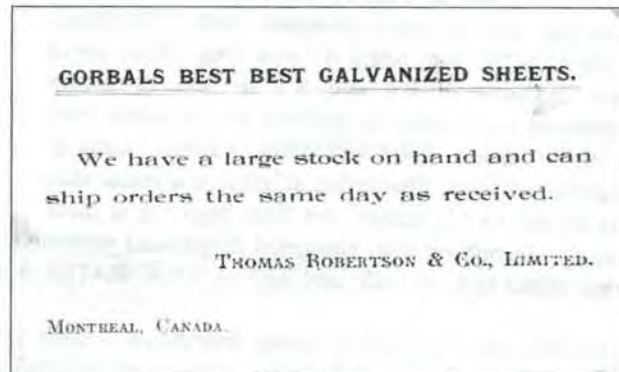
European suppliers and relied more and more on the USA as a source of metals, a source which was much more reliable not only due to its closeness but because of the developing rail system which was a more reliable method of transportation than the steamships which supported the business previously. The same rail system also began to open more westerly Canadian markets for the firm's goods and the GTR and CPR railways themselves created a large demand for metal raw materials. Another reason for the firm's success was the development of modern plumbing and bathrooms in the 1890s. While the company had dealt in some plumbing supplies going back to the mid-1880s, this product line increased business immensely. A major sign of success was, in 1896, the dissolution of the Wilson partnership in favour of a newly formed and publicly traded joint stock company. On January 2, 1897, the firm became officially Thomas Robertson and Company, Limited with John Wilson as President, James Wilson as Vice-President and members of the Robertson family as other directors. They had listed assets of over £103,000 and 21 employees at this time. John Wilson, the founder of the firm who had never left Glasgow, died in the early 1900s and his son took over as President with James Robertson becoming Vice-President.

In the early 1900s they continued to expand and purchased extensive amounts of property around the Craig and Common St. properties to house their iron pipe manufacturing and foundry. Another measure of success was the estate of James R. Wilson at Lacolle on the St. Lawrence River which was said to be a magnificent one containing a dairy and even a nine hole golf course. James Wilson died of pneumonia while visiting England in 1914 and John Robertson became President, a position he held until his death in 1922. At that time James Wilson's son John became President and his major contribution to the firm's growth was said to be the introduction of several new plumbing lines. The company survived the depression even though the ledger showed losses in some years. They opened branch offices in 1931 at Quebec City and in 1934 in Ottawa. The Ottawa warehouses and showrooms were actually purchased from Thomas McAvity and Sons, a company which was featured in an earlier PSN article in this Illustrated Cards series. The Second World War led to a demand of metals for guns, ammunition and armament which greatly helped the company's prospects as did the immediate post-war housing boom. By 1952 they had been in business for 100 years and employed 145 people. However, the company no longer exists today.

I can document in detail fourteen front advertisements, all in black ink, produced by Thomas Robertson and Company between 1899 and 1936 and expect others exist.\* Although they may differ in details of Webb card number, type size, font type and illustrations as described below, all of these cards incorporate the same basic design elements which include (see illustrated examples): a) text to the immediate left of the stamp impression reading: "THOMAS ROBERTSON/ and COMPANY/ LIMITED/ MONTREAL." (slashes indicate line breaks; there is also a horizontally-oriented, elongated, wedge-shaped printer's mark on the same line and to the left of "LIMITED" in all cases); b) an illustration at left often with text above and below; c) a vertical double line separating the text beside the stamp impression and the address space below it from the left of the card containing the illustration and accompanying text; d) two horizontal sets of double lines running from near the vertical doubled line at left to the right edge of the card and which separate the text and stamp impression from the address space; and e) the words: "PRIVATE POST CARD" between the two horizontal sets of double lines. The various types include:



front of card #8



reverse of card #8

1) On P18 (shown). Text to immediate left of stamp impression in unserifed and upper line (THOMAS ROBERTSON) is 58 mm long. "PRIVATE POST CARD" text is serifed and followed by a period (e.g. CARD.). Illustration at left is of a radiator above which is text: "NATIONAL RADIATORS" and below which is text: "FOR/ HOT WATER AND STEAM." (Four dots occur before and after "FOR" text).

2) On P23 (shown). Text by stamp impression same as 1) as is "PRIVATE POST CARD." wording. Illustration at left is of a boiler which is sitting on a shaded floor segment with a rounded outline. The boiler has a gauge at upper right and the indicator arrow on the gauge points to roughly one to two o'clock. Above the boiler is the word: "SIRDAR" and text below the boiler reads: "Hot Water and/ Steam Boilers."

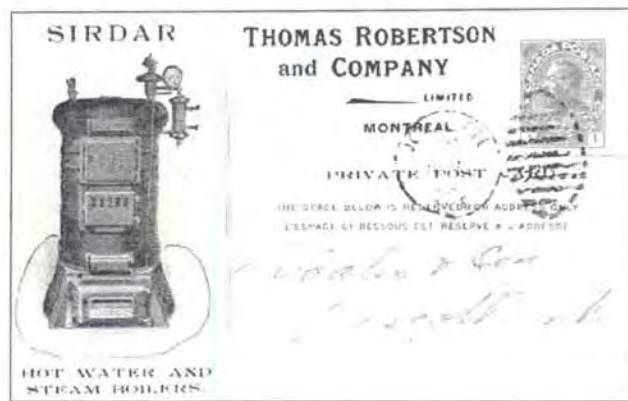
3) On P23 (shown). Text by stamp impression is still unserifed but is more compact with "THOMAS ROBERTSON" line being 47 mm long. Also, lower parts of loops of P's and R's in text by stamp impression are slanted as opposed to horizontal seen on earlier issues. "PRIVATE POST CARD." same as on previous issues. Illustration at left is of a boiler with text similar to #2) except: the floor segment is more irregular in outline with elongated projections extending up both side of the boiler, the indicator arrow on the gauge points to 12 o'clock, and the text "HOT WATER AND STEAM BOILERS." is now all capitalized.

4) On P23 (shown). Text by stamp impression is same as #3) as is "PRIVATE POST CARD." Illustration at left shows Safford "Florence" Radiator in box with rounded corners. Text above illustration reads "SAFFORD" and text below reads: "RADIATORS/ For Steam and Water." in thin, italicized, slanted letters.

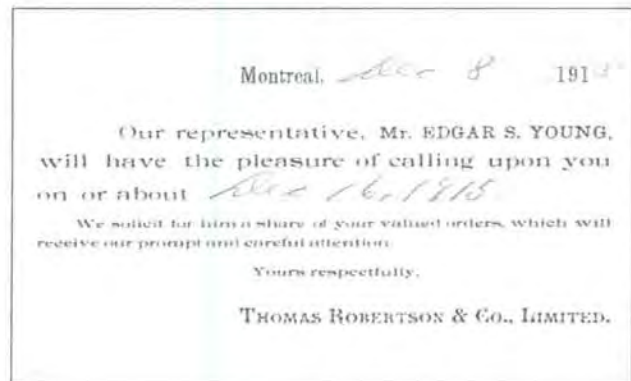


front of card #11

#6). Sirdar boiler is shown at left with text similar to #5). Distinctive of this type is boiler illustration which differs from earlier versions in that there is no gauge at upper right and floor segment is more "suarish" in outline, albeit with rounded corners.



front of card #9



reverse of card #9

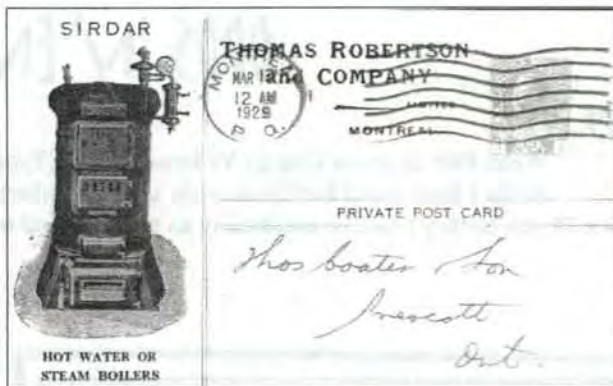
5) On P23. Text by stamp impression same as #3). "PRIVATE POST CARD" on this and all remaining issues is no longer followed by a period. Illustration at left is of a circular lawn sprinkler labelled "THE NIAGARA". Text above sprinkler reads: "A FULL LINE OF/ LAWN SPRINKLERS." Text below illustration reads: "Hose and Hose/ Sundries in Stock.."

6) On P23 (shown). Text by stamp impression is now serifed and "THOMAS ROBERTSON" line is about 54-55 mm long. Illustration of a Sirdar boiler and accompanying text at left is much the same as on #3).

7) On P23 (shown). Text by stamp impression same as

8) On P28c (shown). Text by stamp impression same as #6). At left is grey piece of sheet metal on which is printed in red: "GORBAL'S"/ BEST BEST/ CALVANIZED/ SHEETS. Note that "galvanized" is spelled wrong with a "C" and that the "BEST BEST" line is separated from the "CALVANIZED" text line by a line of three dots.

9) On P28d (shown). Text by stamp impression same as #6). Illustration is of Sirdar boiler with accompanying text and very similar illustration to 3) except the indicator arrow on the gauge points to roughly one to two o'clock.



front of card #12

10) On P28c (shown). Text by stamp impression same as #6). Illustration is of Sirdar boiler with same illustration as #9). Text accompanying illustration is very similar to #9) including the fonts used and word spacing but text below illustration now reads: "HOT WATER OR/ STEAM BOILERS." instead of "HOT WATER AND/ STEAM BOILERS."

11) On P29c (shown). Text by stamp impression same as #6). "PRIVATE POST CARD" wording is unserifed and more compact than on all previous issues. Illustration of Sirdar boiler same as 10) as is the wording of the accompanying text save for the lack of a period after "BOILERS". The accompanying text font is also different, being more compact, solid and smaller.

12) On P29a (shown). Same as #11) except on different Webb listed card and darker impression.

13) On P34. Same as #11) except on different Webb listed card and lighter impression such that gauge is hard to read.

14) On P62 (shown). Same as #11) in terms of text by stamp and Private Post Card heading. Boxed illustration at left shows sink labelled below : ""Standard"/ Plumbing Fixtures" in fancy serifed lettering.

Acknowledgements: I thank Dick Staecker for providing information on some cards in this series. The major source used on the history of the company is an elaborate 46 page hard cover booklet entitled: *100 Years of Constant Growth, The Story of Thomas Robertson & Company, Limited 1852-1952* published by the company to celebrate its centennial. Copies of this booklet are held in several university libraries including of course, McGill University in Montreal.

\*in fact, two other cards from the Horace Harrison collection, unfortunately not illustrated, were sold at a recent R. A. Lee auction which include a P18 picturing a "galvanized pipe and faucet" and a P23 showing a "bathroom sink" with appropriate accompanying text. I have not seen any other examples of these cards so can not document their exact style and how they compare to the other examples listed here. Given their date of use (1903-1904) I expect they will have the same basic design as all the cards shown here and that "THOMAS ROBERTSON/ and COMPANY/ LIMITED/ MONTREAL." and "PRIVATE POST CARD." will be printed the same as 1) and 2) on the list here. One also suspects there may be many other kinds of card used in the 1930s.

\*\*\*\*\*



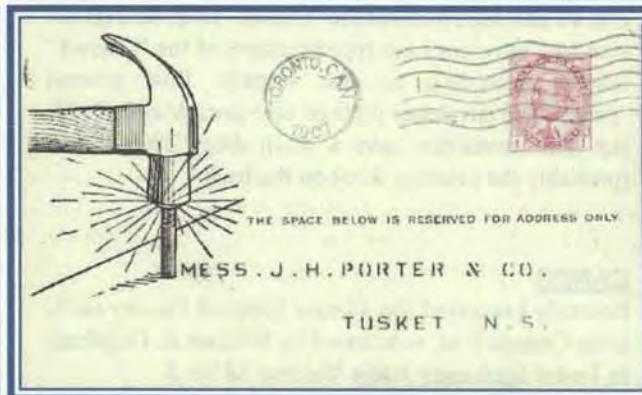
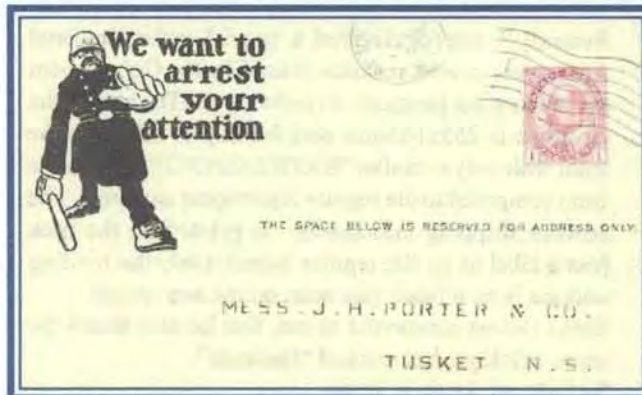
An interesting card sent in by member Gerald Wiley



# Postal Stationery Notes

Volume 18 No. 6

JUNE 2003



## #7. ILLUSTRATED CARDS "Gordon, Mackay & Company, Toronto, Ontario" by Chris Ellis

Donald Mackay was born in 1815 in Kildonan, Scotland, the youngest of ten children. In 1817 his family moved to Lybster, Scotland. In 1836 he moved to Montreal where, with two of his brothers, he set up a mercantile firm. In 1853, he and his nephew John Gordon moved to Hamilton in Canada West and opened a wholesale dry goods operation. Little is recorded of Gordon except that he too was born in Scotland and was the son of one of Mackay's sisters. Initially established as "Gordon & Mackay" they had set up shop on Main St. West in Hamilton by 1855. Hamilton was a good port town, ideal for importing goods, but the building of the railroad made Toronto a better location so in 1860 they moved shop to Toronto and set up at 11 Wellington St., later moving in 1871 to Front St. at the corner of Bay St. At this time, most of the goods they wholesaled were imported from Europe and especially Britain.

Continued on page 56



On Type 3 envelopes:

- *Georgian College* ("Georgian - Your College - Your Future") in dark blue.
- *Ryerson University* (photograph).
- *Seneca College of Applied Arts and Technology* (with vertical "Seneca" in box) in black.
- *University of Guelph, Admission Services* (in black). ("Welcome to Guelph" in dark red.)
- *University of Guelph* (in a black box) (photograph with caption "Welcome to Canada's best comprehensive University in a dark red box).
- *University of Ottawa, Strategic Enrollment Management, Office of the Registrar* (photographs with university logo and web-address) in brown.
- *University of Waterloo* ("join us and make Waterloo the next step in your future" in black).

On Type 4 envelopes:

- *Carleton University, Admissions Services.*

.....

continued from page 51 (#7. ILLUSTRATED CARDS)

From 1861 to 1876 Mackay purchased and operated the Lybster Cotton Mills at Merriton near St. Catharines and therefore began wholesaling some of his own produced goods. John Gordon was in ill health for many years and was said to have moved to France for medical reasons. He died in Paris in 1883 leaving Mackay in sole control of the firm.

In 1887 an aging Mackay signed a partnership agreement with his bookkeeper, Charles Robb, and James W. Woods, his business manager/chief European buyer, forming "Gordon Mackay & Co." Woods had been born at Woodstock, Canada West on September 27, 1855 and when he was two his family moved to

Galt, Ontario. He began working in his father's dry goods store, Woods and Taylor, in 1869 and had joined Gordon and Mackay as a buyer in 1874. By 1881 he had been already promoted to manager. Robb died in 1894 and on February 1, 1899 Gordon, Mackay and Co. Limited was formed as a joint stock company with James W. Woods as Business Manager and Donald Mackay as President. The agreement allowed Woods and other partners, including Woods' own father, to buy out Mackay from company profits. On Mackay's death in 1908, James W. Woods became President. By 1900 the company occupied an impressive four storey building at Bay and Front which covered 24,000 square feet. A great fire swept that district in April of 1904 destroying the company premises and that of several other nearby wholesalers on the south side of Front from Young to York Streets. However, Gordon, Mackay and Co. Ltd. rebuilt and expanded to occupy an adjacent building, eventually totalling 153,000 sq. ft. and employing 1500 people.

The company had begun buying out some of their competitors in 1891 and continued this practice into the early 1900s. In fact, of the 35 wholesale dry goods firms which existed in Ontario in 1874, only Gordon Mackay survived into the late 1920s. In the early 1900s they also began acquiring a number of manufacturers such as the York (later Puritan) Knitting Mills, and by 1927 they controlled eight factories worth \$2,500,000. In 1911, they



front of card #20

purchased two retail outlets including the Spence Store in Chatham and the Gould Store in St. Thomas, Ontario and the company began shifting more in to the retail than wholesale end of the business, eventually divesting themselves of the manufacturing firms. In 1927 they consolidated this retail business forming the Walker Stores chain. By 1947 they operated 41 Walker Stores all over Ontario from North Bay in the north to Cornwall in the east to Chatham in the west, as well as the Smith's department stores in Windsor. During the First World War, James Woods served as part of the British war mission in New York and Washington. For this work he was knighted in 1919. He remained President of the firm until 1940 and died in 1941. Sir James Woods was succeeded as President by his son William B. Woods (1885-1953) who served in that capacity until 1947. Eventually, in turn in 1954, his son, David M. Woods (b. 1912), became President.

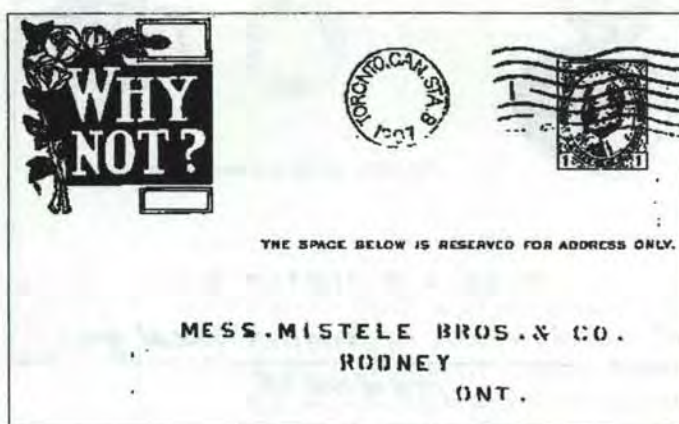
In the late 1940s the company began expanding their wholesale business throughout Canada eventually opening sales offices or branches from Vancouver to Saint John, New Brunswick. In January of 1957 they abandoned their headquarters on Front St. and moved to a brand new \$1,000,000 facility in the suburbs near the juncture of Highways 400 and 401. By this time they were known as "Gordon, Mackay and Stores Ltd." As late as 1969 they had profits of almost \$500,000 a year but their retail business soured in the early 1970s. The firm was purchased in 1972 by the Canadian division of British conglomerate Slater Walker Securities Ltd. through its subsidiary, Peoples Department Stores of Mount Royal, Quebec and Gordon Mackay ceased to exist.

Gordon Mackay was one of the most prolific users of Postal Stationery cards with front advertising during the Victorian (on Webb P18) and Edwardian (on Webb P23) era. The late Horace Harrison actually shows more examples of this series in his *Canada's Business Postal Cards* (2000) published as BNAPS Exhibit Series No. 22 than of any other single series. The company began using front advertisements in 1899 and continued to use them until around 1912. The Victorian examples are strictly salesmen calling cards but by Edwardian times many were sent to vendors to publicize specials for their growing mail order business. Unless otherwise noted, the text and illustrations on these cards are in black ink.

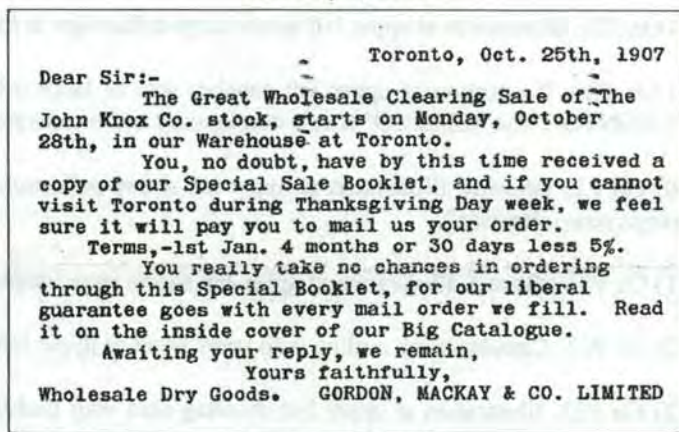
1) On P18. Red circular logo at lower left reading in script "THE Staple HOUSE of Canada." At top to left of stamp is thin italicized script text reading "When Our ...../ calls upon you ask to see samples of . . . / (slashes indicate line breaks). Below that text is a list of special offers with the number of the product in thicker black lines. The specials listed could vary considerably from salesman visit to visit so I treat the variation in what is listed as simply varieties of this type of card.

2) On P18 (shown). Same as #1 except the text at top to left of stamp impression the text reads in thin, italicized script: "When...../ calls upon you, ask to see samples of?". Again, the products listed as specials could vary in the short term so there are potentially many varieties of this type.

3) On P23 (shown). Illustration at upper left has large writing "WHY/ NOT?" in white on squarish black background with smaller, open double-outlined boxes at upper and lower right. At left and upper left are drawings



Front of card #3



Reverse of card #3



front of card #8



front of card #16

of a bouquet of roses. This card type is one of a large series of cards offering various mail order specials, several others of which are listed below. Almost all such cards have a date on the upper right on the reverse along with the sales pitch in purplish, typewritten appearing, text. The dates on cards I have seen indicate new ones could be issued as frequently as every five days. Assuming this was typical and given the length of time such a strategy was used (about three years), there could be over 200 different types of front advertisements. I suspect this estimate is an exaggeration, but it does suggest the list here has many gaps.

4) On P23. Illustration beside stamp and address space shows man catching fish and has text at upper left corner reading "A GOOD/ LINE".

5) On P23. Illustration at upper left shows mirror with script writing on glass reading "Just look into this".

6) On P23. Illustration at upper left shows mirror hand throwing postal card into wire waste basket above which there is text in large thick letters: "Don't throw/ this away".

7) On P23. Illustration at upper left has small solid outline of boy with arms outstretched at left of very large lettering reading "Oh/ Look".

8) On P23. Illustration at upper left shows large dollar sign in thick-lined square frame.

9) On P23. Illustration at upper left consists sole of large solid lettering reading "YOURS TRULY/ GM&CO/ TORONTO". The "GM&CO" text is overlapping and intertwined.

10) On P23 (shown). Illustration at upper left shows policeman with club to right of which is text "We want to/ arrest/ your/ attention".

11) On P23 (shown). Illustration at upper left shows large hammer hitting nail on head.

12) On P23. Circular black outline with wavy edges at upper left enclosing white text reading: "A/ Fact".

13) On P23. Illustration at upper left showing man with flashlight in white on square black background. Text in illustration reads: "Let us/ throw/ the/ light / on/ Some/ Facts".

14) On P23 (shown). Illustration shows man writing on blackboard and text on blackboard reads "Good" in script lettering.

15) On P23. Illustration at upper left shows hand and pen and includes text: "Jot It Down".

16) On P23. Illustration at upper left of sack with dollar sign on side.

17) On P23. Illustration at upper left shows two lines of text in square box. Upper line reads "Don't" and is in white lettering on a black background while the lower line reads "FORGET" in black on a white background.

18) On P23. Illustration at upper left consists of solid black box with white an greyish text reading "RESULTS/ FOR YOU/ ARE RESULTS/ FOR US!"

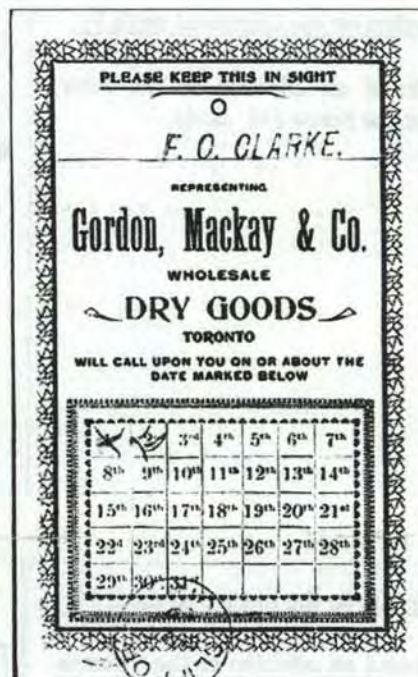
19) On P23. Illustration at upper left includes text "SAVE/ A/ LITTLE" in front of solid black box with irregular outline.

20) On P23 (shown). Illustration at upper left in red ink includes a circular chain, within the links of which are listed various product lines such as "PURITAN UNDERWEAR" and "SUSPENDERS". Within centre surrounded by the oval chain is text "GORDON MACKAY & CO/ LIMITED" in arc at top, and "CHAIN OF FACTORIES" at bottom. In very centre is hand holding a dagger(?) and words "Trade Mark"

21) On P23 (shown). Similar to 20) except the links in the chain are arranged in a more elongated hexagon shape which is wider from side to side (47.5 mm), than top to bottom (37mm).

22) On P23. Black ink illustration covers all of area at left and above address space except for immediate area of stamp impression. Illustration shows Bay and Front Street headquarters with trolley car passing. Text below stamp reads "PART VIEW OF/ WAREHOUSE". Text under narrow right edge of illustration above address space reads: GORDON, MACKAY & CO., Limited, TORONTO.

23) On P23 (shown). Same illustration as #19 but lacks text under stamp and between address space and right side of illustration.



front of card #2

Toronto, September, 1907.

Dear Sir,—

We certainly hit the nail on the head when we adopted our present Mail Order System.

Thousands of up-to-date merchants throughout Canada are doing a large amount of their buying through our BIG CATALOGUES with the most satisfactory results.

If you are not already in the habit of sending us your Mail Orders regularly, you will do well to do so, and, after a fair trial, you will find that both our service and our values are better than you have been getting elsewhere.

We are Mail Order Specialists, and our LIBERAL GUARANTEE goes with every Mail Order we fill.

Yours faithfully,

Wholesale Dry Goods. GORDON, MACKAY & CO. Limited.

back of card #11



Acknowledgements: I thank Dick Staecker for providing information on some cards listed in this series and of course, a great debt is owed to the late Horace Harrison who provided details on many cards through the illustrations in his Canada's Business Postal Cards exhibit published by BNAPS as well as correspondence. Horace told me this was one of his favourite series and encouraged work on it – a very generous man all around. My information on the business history of the firm is derived from the company records themselves, donated by the fifth President, David M. Woods, to the Trent University Archives in Peterborough, Ontario. I thank especially Jodi Aoki, Archives and Special Collections Coordinator at Trent

University, for facilitating my examination of these materials which include materials as diverse as the original 1887 partnership agreement actually signed by Mackay, Robb and Woods to the programme celebrating the opening of their new north Toronto premises in 1957.

Update on the illustrated cards #1.

I found an addition to the John Morrow Screw Ltd. cards.

**THE... JOHN MORROW**  
**ROUND AND BUTTON**  
**INGERSOLL, ONTARIO**  
**SCREW Limited**  
**CAP SCREWS**



THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.


The Clark-Demill Co. Ltd.  
Hespeler Ont.

9


Update on the illustrated cards #6.

I found an addition to the Thomas Robertson and Company cards.

We carry a complete line of Porcelain



**THOMAS ROBERTSON AND COMPANY, LIMITED**  
**MONTREAL**



**PRIVATE POST CARD**

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

The Porcelain & Washroom Co.  
Montreal  
N.B.

On this 1897 Jubilee card someone wanted to be sure the mail sorting person can read the mailing address.

**Canada Post Card**



THE ADDRESS TO BE WRITTEN ON THIS SIDE.

**W. H. JUDD & CO.,**  
**103 BAY ST. NORTH,**  
**HAMILTON, ONTARIO.**

# Postal Stationery Notes

Volume 19 No. 6

September 2004

## #8 ILLUSTRATED CARDS:

**"The Farmer's Advocate and Home Magazine (Journal), London, Ontario (Winnipeg, Manitoba)"**

by Chris Ellis

What was to become "The Farmer's Advocate and Home Magazine," a major agricultural journal which at its height had over 50,000 subscribers, was founded by



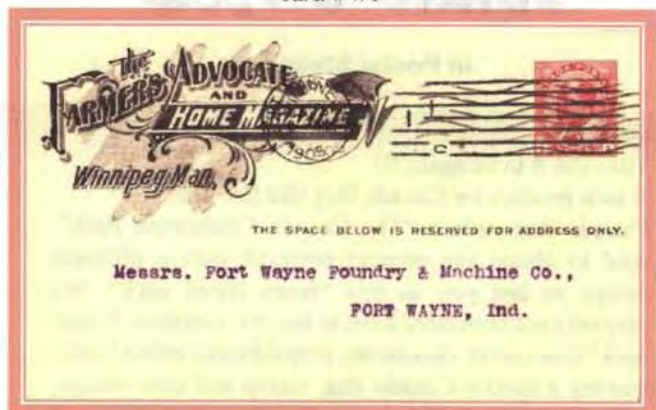
William Weld

William Weld (see photo). Weld was born on December 10, 1824 in Berwick, Wiltshire, England, the son of the Rev. Joseph Weld, an Anglican clergyman. When Weld was 19 he came to Canada West and settled for a brief time in the town of Woodstock. He then bought a farm just southwest of London on the Thames River where he met Agnes Johnstone of nearby Delaware whom he married in 1845. They would eventually have 11 children, 9 boys and two girls.

*Continued on page 55*

card # L1

card # W1



card # W2



card # W3

**"The Farmer's Advocate and Home Magazine (Journal), London, Ontario (Winnipeg, Manitoba)"**

*Continued from page 52*

What was to become "The Farmer's Advocate and Home Magazine," a major agricultural journal which at its height had over 50,000 subscribers, was founded by William Weld (see photo). Weld was born on December 10, 1824 in Berwick, Wiltshire, England, the son of the Rev. Joseph Weld, an Anglican clergyman. When Weld was 19 he came to Canada West and settled for a brief time in the town of Woodstock. He then bought a farm just southwest of London on the Thames River where he met Agnes Johnstone of nearby Delaware whom he married in 1845. They would eventually have 11 children, 9 boys and two girls.

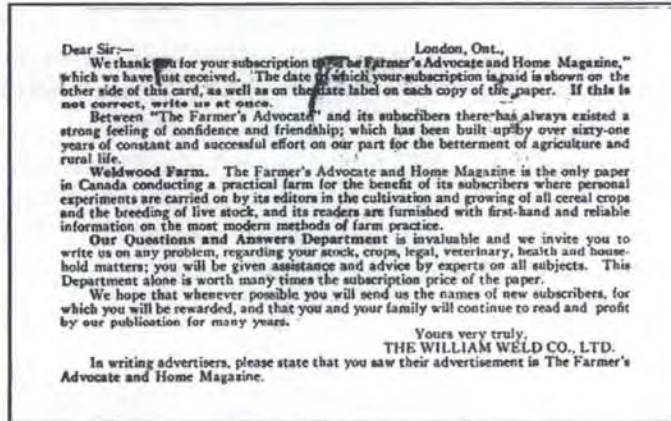
The story is told that he attended an agricultural fair in Muncey, Canada West in the 1860s where he was denied an award for his imported English breed of horse – the award went instead to what he saw as an inferior local animal. He thought that this judgement showed that the locals were uneducated on the finer points of livestock breeding. He wrote an article on agricultural improvement which he submitted for publication to the "Canadian Farmer," a publication run by Toronto Globe publisher the Hon. George Brown. He was dismayed when Brown offered to publish the article but only as advertising for which he wanted Weld to pay a fee of \$36.00! Insulted and convinced that a lot of farms failed out of ignorance about what varieties

of grain were best, what breeds of livestock were most productive, etc., Weld decided in 1864 to start his own paper in order to partially correct this shortcoming and assist the local farmer. When it first rolled off the presses in 1866 it was called "The Farmer's Monthly Advocate" and had noticeably cheaper advertising rates than the "Canadian Farmer." As he practised what he preached, in addition to the publication Weld set up an experimental farm to test the various ideas and breeds/strains he advocated, the first such farm in Canada. All of these and his other enterprises became part of what came to be called "The William Weld Co."

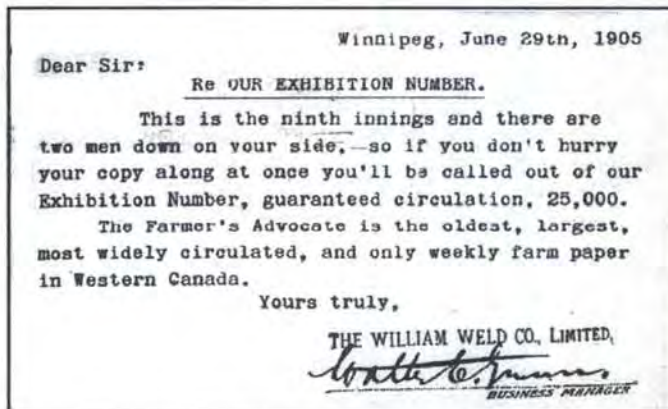
He initially set up offices on Richmond Street in London and in the 1870s the paper went through several names, first being "The Farmer's Advocate and Canadian Agricultural Emporium" before becoming "The Farmer's Advocate and Home Magazine." On the one hand, these name changes reflected the increasing scope of the papers coverage. The Magazine would eventually include items as diverse as poetry, a children's corner, devotional articles and many other subjects. It did not simply focus on new livestock breeds, new strains of potatoes or grain, improved agricultural equipment and so on. Hence, it was not just a "Farmer's Advocate" but a "Home Magazine"

– something for the whole rural family. On the other hand, he had also started the "Canadian Agricultural Emporium" which sold the newest varieties of seeds and grains, and often offered samples of such items to entice people to subscribe to the paper. Hence the "Emporium" of the early 1870s name.

Managing all these enterprises eventually became too much for William Weld so he transferred the management of his own farm to his two oldest sons, Stephen and Joseph and eventually sold the seed/grain business to his son Henry and a business partner, John S. Pearce. Henry died relatively soon thereafter but the firm



*Back of a London card*



*Back of a Winnipeg card*

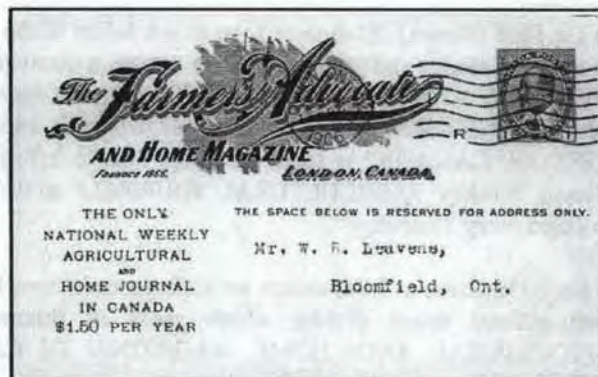


continued as a well-established London seed house under Pearce's name for many years. The experimental farm was closed in 1874 when the Agricultural College at Guelph (now University of Guelph) was begun by the government of Ontario. Weld had been a major voice for the establishment of that college and it is often seen as one of his major lasting legacies.

The Farmer's Advocate had initially been produced by the printing branch associated with the local newspaper, the London Free Press. However, in 1890 with a business partner they purchased the job printing and lithography departments of the Free Press and formed the London Print and Lithographing Co. which allowed the Advocate to be printed in house. London Print and Litho. is a familiar name to postal history collectors of London and elsewhere as they were a major printer of turn of the century advertising covers such as several of those advertising the Western Fair. In 1890 Weld had also begun to publish a "Manitoba and Western Edition" of the Advocate out of Winnipeg which one of his sons, Thomas, edited. Unfortunately, William Weld was killed in a home accident on January 3, 1891, less than a month after his 66<sup>th</sup> birthday. His funeral was said to have been "among the largest ever seen in London" and clearly he had a major and seminal influence on the nature and direction of agricultural practice not only in Ontario but throughout Canada. In recognition of his contributions, in 1963 he was inducted into the Canadian Agricultural Hall of Fame.

On William's death, his fourth son Thomas became the General Manager, a position he would hold for over 40 more years, eventually bringing his sons into the business as well. Thomas had been born in 1854 and in 1869 joined the London Free Press as a printer. In 1875 he became foreman in that print shop. After stints with papers in the USA he did some homesteading in Saskatchewan and then returned to London to become Circulation and Advertising Manager for the Advocate. As General Manager he moved the offices next door to London Print and Lithographing on Carling St. in London in 1899. They would maintain offices on Carling St. for the rest of the firm's history. Under William's direction a "model farm" was established near London called "Weldwood." Also, William established a different company, the "Farmer's Advocate of Winnipeg" to publish the Western edition which had its name changed in the early 1900s to "The Farmer's Advocate and Home Journal". The "Journal" would continue to be produced until 1934. Meanwhile, the London edition continued to prosper as the "The Farmer's Advocate and Home Magazine" until 1951. Its name was changed to the "Farmer's Advocate and Canadian Countryman" between 1951 and 1958. Finally, amalgamating with another publication it became the "Free Press Weekly Farmer's Advocate", a name it would hold until the Journal folded on July 28, 1965.

The Farmer's Advocate had a long history of using postal stationery cards for advertising purposes and I have examples with back advertisements dating back as far as 1872. Front advertising cards I am aware of for the London based company are nine in number, are all printed in black ink, and were used between 1904 and 1931. I have prefaced those cards with an "L" below before the listing number. The Winnipeg company also produced front ads on postal stationery cards and I list the three examples known to me, used between 1905 and 1910, separately below, prefacing each with a "W" in the listing number. Although occasionally one finds them used to solicit advertisements for the magazine, most cards were used to acknowledge receipt of monies for subscriptions and given the large subscriber base, most are relatively common, particularly those from the 1918 to 1930 period. Examples of both types of backs are also included here. As always, I would like to hear of



Card # L2



Card # L4

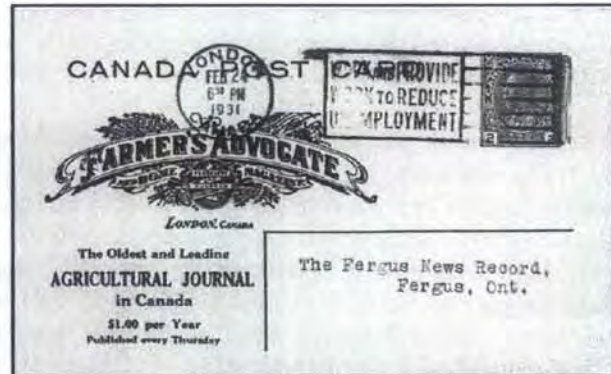
any additional card types not listed here as I am sure this is only a partial listing of what exists. Nonetheless, as with all series discussed in these articles, they provide a foundation on which to develop comprehensive lists of the exiting varieties.

**Farmer's Advocate and Home Magazine, London**

L1) On P23 (shown). Fancy text heading in large letters to left of stamp, partially on light black, irregular edged, shaded background [similar to that illustrated for #2) below]. Heading reads: "The Farmer's Advocate/ AND HOME MAGAZINE/ FOUNDED, 1866 LONDON, CANADA" (slashes show line breaks unless specified otherwise). The black background shading does not have clear engraved horizontal lines. Text to left of address space in thick, bolded, unserifed lettering reads: "THE ONLY/ NATIONAL WEEKLY/ AGRICULTURAL/ AND/ HOME JOURNAL/ IN CANADA/ \$1.50 PER YEAR".

L2) On P23 (shown). Similar fancy text heading to #1) in large letters to left of stamp, partially on light black, irregular edged, background. Unlike L#1) clear horizontal lines are visible in the background shading and there is no comma between "FOUNDED" and "1866". Text to left of address space is same as #1) but is in smaller, serifed, unbolded, lettering.

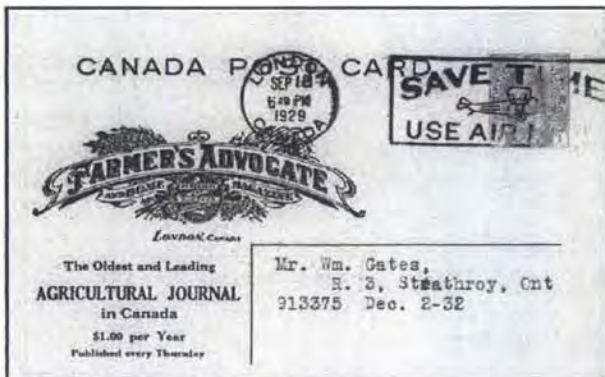
L3) On P28a. Same as L#2) above except text to left of address space reads: "THE ONLY/ NATIONAL WEEKLY/ AGRICULTURAL/ AND/ HOME MAGAZINE/ IN CANADA/ \$1.50 PER YEAR/ PUBLISHED EVERY/ THURSDAY".



Card # L8

L4) On P33f (shown). Elaborate logo at left below Webb Type 6 Heading incorporating wheat and barley sheafs and text on banners and within, at lower centre, a small circular background. Text on banners reads "FARMER'S ADVOCATE/ AND HOME/ MAGAZINE" (slashes show separate banners). Text on small circular background reads: "PRESERVE/AND/ SUCCEED/ FOUNDED 1866". Text immediately below but part of logo reads: "LONDON, CANADA" in small lettering. Text to left of privately added address space divider reads: "The only National Weekly/ AGRICULTURAL JOURNAL/ AND/ HOME MAGAZINE/ in Canada./ \$1.50 per Year/ Published every Thursday".

L5) On P33f. Same as L#4) except for differences in font, line content and capitalization in text to left of privately added address space divider which reads in thinner lettering: "THE ONLY NATIONAL WEEKLY/ AGRICULTURAL AND/ HOME MAGAZINE/ IN CANADA/ \$1.50 PER YEAR/ PUBLISHED EVERY THURSDAY".



Card # L9

L6) On P34f. Same as L#4) above except text to left of privately added address space divider reads: "The Oldest and Leading/ AGRICULTURAL JOURNAL/ in Canada/ \$1.00 per Year/ Published every Thursday".

L7) On P29g. Same as L#6) but on different Webb listed card.

L8) On P34e (shown). Same as L#6) but on different Webb listed card with Type 5 heading.

L9) On P29f (shown). Same as L#6) but on different Webb listed card with Type 5 heading.

**Farmer's Advocate and Home Magazine (later Journal), Winnipeg**

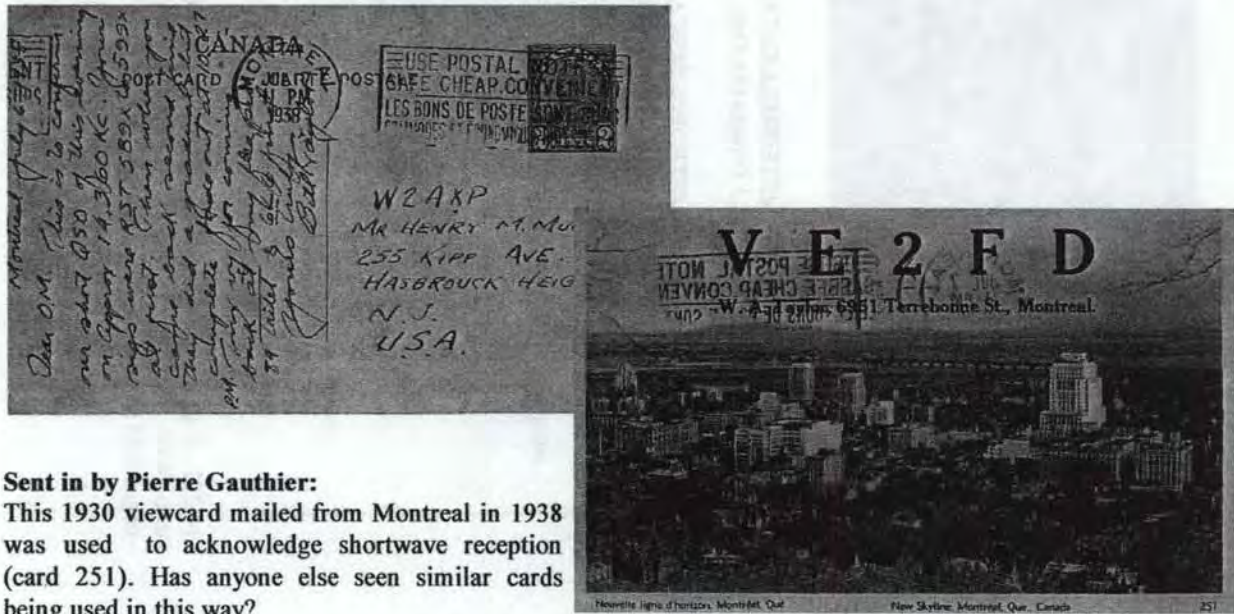
1) On P23 (shown). Has very fancy text heading to right of stamped area which reads: "The/FARMER'S ADVOCATE/AND/HOME MAGAZINE/Winnipeg, Man. "Farmer's Advocate" is in thin script black letters arranged in an arc while "Home Magazine" is in thick, slanted, white, block letters arranged in a straight horizontal manner on a scroll which curls back at the right end. "Winnipeg, Man." is in thinner text slanted to the right and partially overlying an irregular edged, shaded background which extends under the centre of and above the whole design.

2) On P23 (shown). Shows unframed illustration/drawing of Farmer's Advocate Building from front right corner. It is interesting that this drawing differs in detail from the photograph of the same building shown on another card (W3 below). Immediately below the illustration are three lines of small text, each of which are separated from the overlying line by a blank line or space. The lines read: "The New Fireproof Building of/The Farmer's Advocate and Home Journal/14-16 Princess St., Winnipeg, Man" (no period after "Man"). Below this text is a short plain line/printer's mark which separates it from an additional two lines of text reading: "The only weekly Agricultural Journal/published in Western Canada."

3) On P23 (shown). Shows framed photographic image of Farmer's Advocate Building from front right corner but oriented more to the side than the previous view. Immediately below the illustration are three lines of small text, which are similar to that given for the previous card but which are not separated from each other by a blank line or space. The lines read: "The New Fireproof Building of/the Farmer's Advocate and Home Journal/14-16 Princess St., Winnipeg, Man."(period after "Man"). Below this text is a short plain line/printer's mark which separates it from an additional two lines of text reading: "Western Canada's Agricultural/ Weekly".

Acknowledgements: Dick Staecker assisted in compiling data on the cards in this series and as always, has my sincere thanks for his encouragement and Stephen Harding assisted with tracking down some references. I used several sources of information for this article but the two most informative, particularly for the magazines early years, were "The House of Weld", an article which appeared in *MacLean's Magazine* for July 15, 1931 (pages 10, 44-45) and the obituary of William Weld which appeared as an editorial in the *Farmer's Advocate and Home Magazine* issue for February 1891 (Volume XXVI, Whole No. 302, pages 1-3).

\*\*\*\*\*



**Sent in by Pierre Gauthier:**  
This 1930 viewcard mailed from Montreal in 1938 was used to acknowledge shortwave reception (card 251). Has anyone else seen similar cards being used in this way?

# Postal Stationery Notes

Volume 20 No. 1

November 2004

## #9 ILLUSTRATED CARDS "The Bain Wagon Company, Woodstock, Ont."

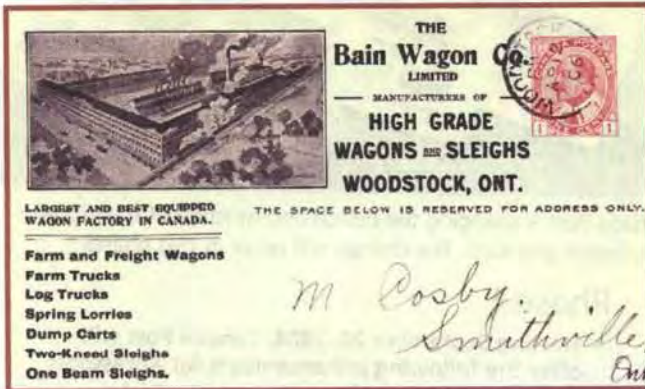


Figure 1

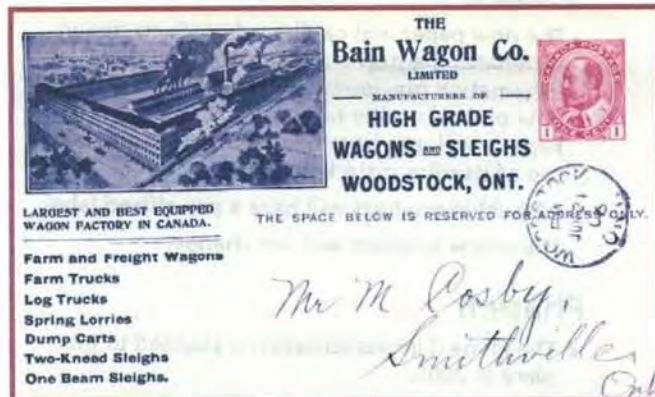


Figure 2

by Chris Ellis

Of Scottish descent, and sons of a cabinetmaker, brothers George Archibald Bain and John Alexander Bain were born in Woodstock, Upper Canada in 1846 and 1852 respectively. They began their careers working for the local Hay and Co., a furniture manufacturer. George went to Rock Island, Illinois where he gained additional training through an apprenticeship with a carriage maker there. John learned wagon and carriage building working first for the T. & J. Hinks and Co. in Brantford, Ontario and because of higher wages also moved to the midwestern United States to work. A skilled ball player, John played professionally while living in the US, first in

Milwaukee, Wisconsin and later in Batavia, Illinois. During these days he was to make the acquaintance of, and become a life-long friend of, Charles Comiskey, who would go on to become owner of the Chicago White Sox (and, in 1919, the infamous Chicago Black Sox who threw the World Series in exchange for bribes from gamblers). It was in Illinois that he met and married Esther Kale of Rock Island. In 1880 the brothers returned to Woodstock and in 1882 they founded their own company in that town which eventually employed 45 people. However, in 1890 they sold that firm and moved to set up a new wagon and carriage company in Brantford, Ontario which was named the "Bain Brothers Manufacturing Company." They even repurchased their old Woodstock company and moved it too to Brantford, merging it with the new firm.

Continued on page 4

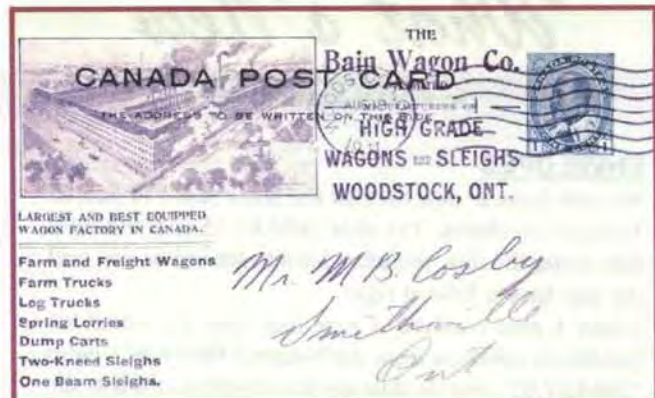


Figure 3

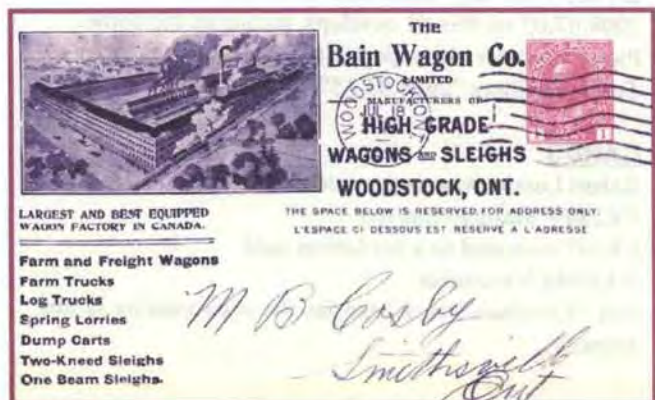


Figure 4

#9 ILLUSTRATED CARDS:  
 "The Bain Wagon Company, Woodstock, Ontario"

Continued from page 1

Their residence in Brantford proved short-lived. Brantford's farm machinery and implement manufacturers, the Massey-Harris Company, purchased shares in the Bain siblings' company. This move was part of the Massey-Harris Company's expansion into the production of other kinds of farm implements and machinery and along with Bain they also bought control of other companies which manufactured equipment such as seed drills and ploughs. The affiliation with Massey-Harris allowed the brothers to return to Woodstock and set up a new enterprise, the "Bain Wagon Co." They purchased the premises of an empty former farm implement manufacture (Batterson-Wisner Co.) on Dundas Street in Woodstock's east end for their factory. Under this arrangement, John was General Manager of the Bain company while George became Plant Superintendent and a director of the firm. Through Massey-Harris they were able to market Bain wagons across Canada and eventually beyond. They focussed on farm wagons but sleighs and lighter spring wagons were also produced. The company was quite successful, as by 1901 they had over 200 employees and produced over 10,000 wagons annually which was almost half the wagons sold in all of Canada at that time. A major reason for the success was the beginning of the Boer War when the company was contracted to produce transport wagons and ambulance wagons for the military—a tradition they would continue through the First World War as well. The firm continued to expand and at their height employed 950 people.

George was apparently not that outgoing and there are suggestions his health was not good. He died somewhat prematurely after a prolonged illness on Sept. 1, 1910 at the age of 64. He was said to have been held in the highest esteem by his

employees who closed down the plant on the day of his death and all are said to have attended his funeral. John seems to have been more involved in the broader community. Among other things, he served on various municipal bodies, becoming an elected member of the Woodstock Town Council in 1889-90 and after the sojourn with the company in Brantford, he was elected to the Woodstock light and water commission, eventually serving as Chair of that body. He also was active in the Woodstock Board of Trade/Chamber of Commerce and in 1903 and 1904 served as its President. He even was part of the Chamber's 1900 delegation which petitioned the Town of Woodstock to seek "City" status, a status which was granted in 1901. Other community involvements included serving on the Board of Trustees of the Woodstock General Hospital and being an active member of the Oxford County Historical Society. He served time as President of both those organizations. John continued as the Bain General Manager until retiring in 1926. At that time the firm ceased to exist as a discrete entity as it was completely purchased by, and became a direct part of, the Massey-Harris, eventually Massey-Ferguson, conglomerate. However, Bain descendants continued to work for the Woodstock branch of the Massey-Harris/Ferguson Company. John Bain died on March 1, 1933 at the age of 80, having been in ill health for some years.

The Bain Wagon Co. seems to have used advertising on postal stationery fronts from about 1905 to 1915 and mainly to have used Edwardian cards. I know of only four different cards which all incorporate the same illustration: an aerial view of their extensive factory accompanied by the same text. There seems to be little or no change in the design or typesetting over this period and the main difference is the type of Webb card used and the colour of the ink used to print the advertising. It is probably for this reason that the Edwardian card types are frequently encountered in auction lists and dealer stocks (except those on P22 [#3 on the list below] which seem to represent an ad hoc usage and are exceptionally rare). All card backs I have seen are very similar and consist of shipping notices sent to customers.

**PLEASE PRESERVE THIS TILL SETTLEMENT.** ....

Woodstock Ont., JUN 20 1906

Mr. M. Cosby

DEAR SIR,—We have today shipped to your address.....  
 to Smithville Station, via W. J. N. B. as per instructions from  
 Massey-Harris Co., Limited, Toronto, the following in 6 pieces. Wt. 1100 lbs

FREIGHT PREPAID.

NO.	SERIES	TIRE	WHEELS	BOX	REMARKS
<u>1</u>	<u>Hay</u>	<u>Stock</u>	<u>Rack</u>	<u>40"</u>	<u>Box</u>

**UNLESS GOODS ARE REMOVED FROM  
STATION WITHIN 48 HOURS  
RAILROAD WILL CHARGE YOU STORAGE.**

**BAIN WAGON CO., Limited.**

N.B.—See that you get the EXACT number of pieces, as shown above, before signing the Railway Company's receipt. All claims for Shortages or Damages must be made immediately on receipt of Goods or they will not be allowed.

The back of a Bain Wagon Co. Card

1) On P23 in black ink (shown). Rectangular view of factory at top left. Text to left of stamp reads (slashes indicate line breaks): THE/ Bain Wagon Co./ Limited/ --- MANUFACTURERS OF ---/ HIGH GRADE/ WAGONS AND SLEIGHS/ WOODSTOCK, ONT. Text below illustration reads: LARGEST AND BEST EQUIPPED/ WAGON FACTORY IN CANADA./ Farm and Freight Wagons/ Farm Trucks/ Log Trucks/ Spring Lorries/ Dump Carts/ Two-Kneed Sleighs/ One Beam Sleighs.

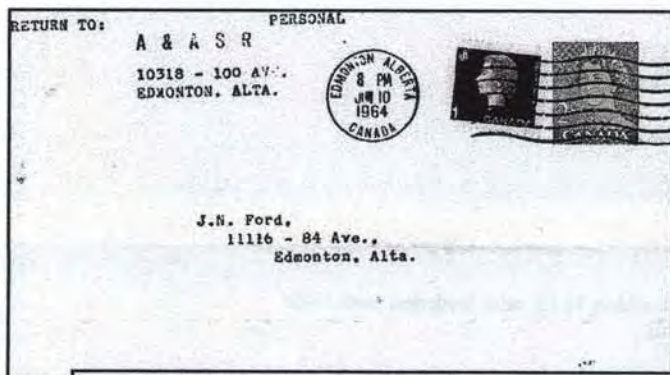
2) On P23 in blue ink (shown). Same text and illustration as #1.

3) On P22 in black ink (shown). Same text and illustration as #1.

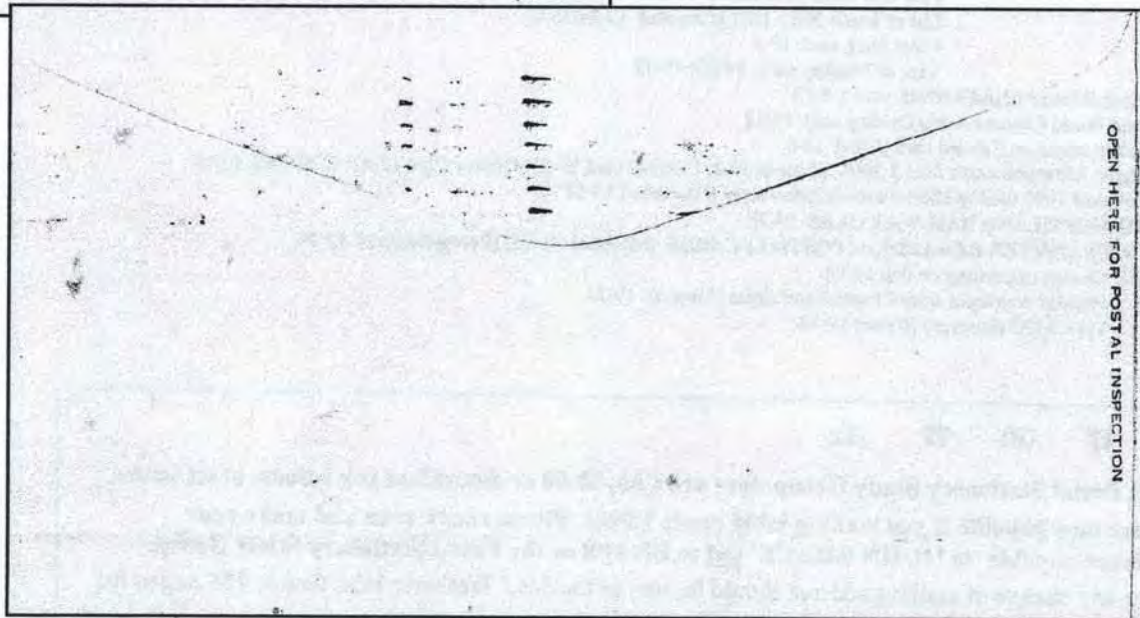
4) On P28d in black ink (shown). Same text and illustration as #1.

**Acknowledgements:** There are no good published or extensive histories of the Bain firm although some company records are now housed at the University of Guelph. As a result, in order to reconstruct this summary history of the firm and the Bain brothers, I have relied on a very large number of references, ranging from business directories, to newspaper obituaries, to histories of the Woodstock Chamber of Commerce, to pamphlets commemorating Woodstock "Old Boys" Reunions. However, an especially useful source was an article on John Bain's passing which appeared the day he died, March 1, 1933, in *The Daily Sentinel Review - Woodstock and Ingersoll* newspaper, pages 1 & 10.

« « ~ » » »



A photo copy of this interesting size #8 second Karsh issue envelope was sent in by Peter Zariwny. At first glance it looks like a regular envelope, but closer examination reveals that it must be a private order envelope. It has a somewhat larger stamp impression and the postal inspection notice on the back is in black and in one line (English only). The regular envelopes have the postal inspection notice in two lines (bilingual).



# Postal Stationery Notes

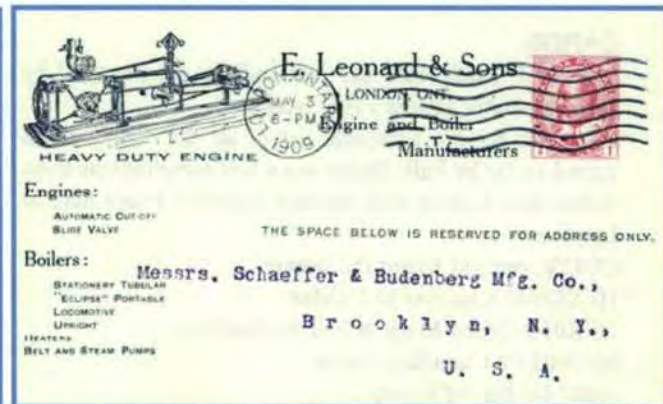
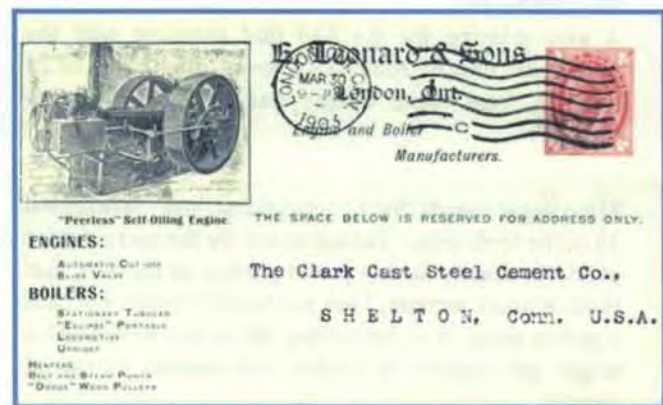
Volume 20 No. 5

July 2005

## #10 ILLUSTRATED CARDS "E. Leonard and Sons, Engine and Boiler Makers, London, Ontario" *by Chris Ellis*

E. Leonard and Sons was founded by Elijah Leonard Jr. Of English ancestry, Elijah Jr. was from a family with a long history of involvement with iron-working, which went back over eight generations. First emigrating to Massachusetts in the 1600s, some family descendants eventually moved to eastern New York in the vicinity of Lake George and Lake Champlain, notably Elijah Leonard Sr. (1781-1855). It was there in 1814 that Elijah Jr. was born, the second of seven children. In 1829 Elijah Sr. moved to Normandale in Norfolk County near Long Point on the central north Lake Erie shore where he worked the furnace of Joseph and Benjamin Van Norman. The Normandale Foundry had been the first iron working furnace established in what is today Ontario in 1818 and was based on the smelting of local sources of bog iron. It was here that Leonard Jr. served his apprenticeship in the iron-working trade. Having finished his apprenticeship, Leonard Jr. decided to set up his own business in 1834 in St. Thomas, Ontario, just southeast of London, starting with a capital of \$150.00.

*continued on page 44*





**DUES:** Postal Stationery Study Group dues are Can. \$8.00 or equivalent per volume of six issues. Dues are now payable if you mailing label reads V20#1. Please renew soon and make your remittance payable to 'JOHN GRACE' not to BNAPS or the Postal Stationery Study Group. Dues or any change of mailing address should be sent to the Sec./ Treasurer John Grace, 734 Aspen Rd. Pickering, On. L1V 4H2, E-mail [jandmgrace@sympatico.ca](mailto:jandmgrace@sympatico.ca)  
All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to [dstaecker@rogers.com](mailto:dstaecker@rogers.com)



*Continued from page 41 (E. Leonard and Sons)*

London, with its establishment as a garrison town after the 1837-38 Upper Canada rebellion, was becoming a municipal hub, having a population of 5000 people at the time. Elijah Jr. moved the business to London in 1838, building a foundry and machine shop on two lots at the northeast corner of Fullarton and Ridout Streets at the northwest edge of what is today London's main downtown core. The company began by focussing on the production of ploughs, stoves and "hollow-ware" with eight employees. As opposed to the charcoal used previously, they started using coal for the smelting process, imported by schooner from Buffalo, New York along Lake Erie to Port Stanley and then north overland to London itself. In 1845, the company purchased the first steam engine in "Western Canada" from the Cuyahoga works in Cleveland and then began building such engines themselves based on the same design for local tanneries and mills. In 1846 they began making steam powered threshing machines.

The population of London doubled to 10,000 people between 1848 and 1854, when it was incorporated as a city, and the company prospered with it. A major reason for the early success was the extension of the Great Western Railway through London and on to Detroit and the Leonard firm secured several contracts, a major one being a contract awarded in 1853 to build 200 box cars for the railway. This was such a large order that they needed to expand their plant so they leased a whole block on York St. between Colborne and Waterloo Streets, which at the time was at the southeast edge of London's downtown core, and erected a car shop. Today this site is the location of the **London Free Press** newspaper building built in the early 1960s. Later they also made cars for the fledgling London and Port Stanley Railway and employed a labour force of 108 men in 1857. By this time Elijah Jr. had entered politics, serving as town councillor and alderman between 1854 and 1856 and in 1857 he became mayor of London. He also was elected in 1863 to serve in the Legislative Council in Quebec, representing London and western Middlesex County. With confederation in 1867 Elijah Jr. was named to the Senate such that for the remainder of his life he was referred to as "The Senator."

A business depression in 1857 caused financial hardships, the Leonard workforce was reduced to as little as eight people, and the Leonard shops were closed for a time in 1859. However, they branched out, beginning to make gears for rolling mills and sawing machines for timbers in the early 1860s. The US Civil War also led to an upturn in fortunes as this created a demand for Canadian grain and in turn for Leonard's agricultural machinery. In 1865 they abandoned their original premises and foundry at the Fullarton St. location and moved the whole company to the York St. address. Another reason for their increasing success at this time was the discovery of oil near Petrolia and Oil Springs northwest of London in 1861. London, as a rail centre for the area, developed a booming oil business, including the founding of Imperial Oil in the city, and the Leonard firm began making staves for oil barrels. Elijah Jr.'s sons, Frank and Charles, entered their father's business in 1875. With the decline in the oil business and agricultural demand at that time, the company began to focus more on large engine and boiler manufacturing and gained a good reputation for the reliability and economy of operation of their engines. The



invention of a threshing engine, which was free from fire danger, a major problem in barns of the time, cemented their reputation and they began to market their products extensively to the east opening up agencies in Montreal and Saint John. In the 1880s they also purchased from USA owners the rights to produce in Canada the Ball Automatic machine, the first successful and reliable high speed engine. By 1888 they were the largest manufacturer of engines and boilers in Canada and employed 140 people. Elijah Jr, was an astute business man and was one of the founders of the Huron and Erie Savings, a forerunner of Canada Trust, , now TD/Canada Trust, and eventually served as Chairman of the Board of that organization.

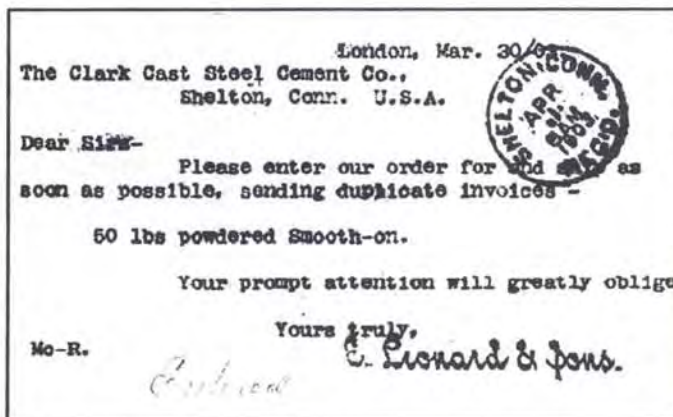
Elijah Leonard Jr. died in 1890, leaving a fortune of close to \$300,000.00 and his son Frank Leonard became plant manger and head, a position he would hold until his own death in 1923. Frank followed in his father's footsteps serving as a city alderman and as a director of the Huron & Erie Trusts. In the early 1900s the Leonard company expanded west, opening branch offices in Vancouver in 1901, in Calgary in 1906, and in Winnipeg in 1910. The development of the hydro-electric power generating system in 1906 led to the loss of much of their steam engine business, as did the rise of the gasoline engine, and boilers became a main staple product. In 1912, Charles Leonard died and Franks' sons, Ibbotson and Woodman joined the firm, and in 1913 the business became a general stock company. With the outbreak of war the company converted to munitions production for the British government and enlarged the plant several times such that it employed 300 men. Frank Leonard's two sons served in the military in the War. The youngest son, Woodman, was killed at Vimy Ridge in 1917. The oldest, Ibbotson served in the Canadian Light Horses as a Colonel from 1915-1918.

With the end of the war the company reverted back to boiler production, downsized and rebuilt their plant and employed about 50 people. In 1923, with Frank E. Leonard's death, Colonel Ibbotson Leonard (d. 1974) took over the running of the firm. They continued to reinvent themselves by developing new products like electric steam plants and water tube boilers and, despite a fire which did over \$250,000 damage to the plant in 1930, survived and celebrated their 100<sup>th</sup> anniversary of operation in 1934. Except for during World War II, when the plant converted to making equipment for navy corvettes, boilers continued to be the main product. In 1945, Colonel Ibbotson Leonard was replaced as President by H. Stead who had been the company's chief engineer, and for the first time a non-family member took over control of the firm. In 1954 the firm amalgamated with another concern to become John Thompson-Leonard Ltd. under which name it operated until closing down in the early 1960s.

I have found front advertising for this company on postal stationery fronts dating between about 1899 to 1910 or essentially on Victorian and Edwardian cards. I know of only four different cards (five if one includes minor differences in text settings), all of which seem quite scarce. These cards all include an illustration, specifically an illustration of one of the company's variety of engines, in the upper left corner. The accompanying text is quite similar on all cards and in addition to a company name and address to the right of the illustration, includes a list, slightly variable from card to card, of various products. The reverses I have seen were all initially blank, and contain added typed messages concerning various orders, responses to requests, etc. such as are shown on an attached scan.

*The card types known to me include:*

1) On P18 in blue ink (shown). Detailed shaded drawing of unnamed engine type at upper left with frame lines only to the bottom and right of the illustration that extend to the edge of the card. The engine has two large, parallel-oriented (to each other and the machine long -axis) wheels at the right. There is little indication of the floor on which the engine is sitting and the floorboards visible parallel the long axis of the machine. There is also little shading of the background. Text to left of stamp (right of drawing) reads in an elaborate font (slashes indicate line breaks):



*Reverse of an illustrated Leonard card*

"E. Leonard & Sons / London, Ont./ Engine and Boiler/ Manufacturers./ Text below illustration reads: Engines:—/ Automatic Cut-Off./ Slide Valve./ Boilers:—/ Stationery Tubular./ "Eclipse" Portable./ Locomotive./ Upright./ Heaters./ Belt and Steam Pumps./ "Dodge" Wood Pulleys./ English Leather Belting."

2) On P18 in black ink (shown). Detailed shaded drawing of an engine, comparable in type, if not identical, to that described for the previous card, at upper left. In contrast to the previous card the engine is completely enclosed in a frame line, the background of the drawing is densely shaded, the floor is extensively drawn, the floor boards parallel the frame lines and as such are running diagonal to the machine's long axis, and the machine is named in a line of text just below and centered under the lower frame line that reads: "**Peerless**" **Self-Oiling Engine** in bold letters. Text to left of stamp (right of drawing) reads same as above although the fonts are slightly different, being smaller and more serified for the "Engine and Boiler/ Manufacturers." lines of text. Text below is all capitalized and lacks the periods at the end of each line seen in the previous card described. It reads: "**ENGINES:/ AUTOMATIC CUT-OFF/ SLIDE VALVE/ BOILERS:/ STATIONERY TUBULAR/ "ECLIPSE" PORTABLE/ LOCOMOTIVE/ UPRIGHT/ HEATERS/ BELT AND STEAM PUMPS/ "DODGE" WOOD PULLEYS**".

3) On P23 in black ink (shown). Picture of engine at upper left, which differs in type from that on the previously described cards, is named the "LEONARD CORLISS" in a centred line of text below the drawing, lacks any enclosing frame line(s), and is more of outline line drawing with little shading. Text to the right of the drawing is the same as on the previous two cards but is in less elaborate and a rather plain thick-lined unserified font. Text below the illustration reads: "**Engines:/ AUTOMATIC CUT-OFF/ SLIDE VALVE/ Boilers:/ STATIONERY TUBULAR/ "ECLIPSE" PORTABLE/ LOCOMOTIVE/ UPRIGHT/ HEATERS/ BELT AND STEAM PUMPS**". The last two lines of text (e.g. HEATERS/ BELT AND STEAM PUMPS) are indented unlike all other cards where they are flush left in line with the main "Engines:" and "Boilers:" headings.

4) On P23 in black ink (shown). Picture of machine at upper left, which differs in type from that on the previously described cards, is named the "HEAVY DUTY ENGINE" in a centred line of text below the drawing. The illustration lacks any enclosing frame line(s), and is largely an outline line drawing with minimal shading. Text to the right of the drawing is the same as on the previous card but is in thinner lines and is serified. Text below the illustration reads: "**Engines:/ AUTOMATIC CUT-OFF/ SLIDE VALVE/ Boilers:/ STATIONERY TUBULAR/ "ECLIPSE" PORTABLE/ LOCOMOTIVE/ UPRIGHT/ HEATERS/ BELT AND STEAM PUMPS**". This card type was used for at least three to four years (ca. 1906-1910) based on examples I have seen and at least two varieties exist based on differences in text settings. The card with the later setting is illustrated here. Three easy rules of thumb (among many) for distinguishing the settings are: a) the phrase "HEAVY DUTY ENGINE" is indented about 9 mm from the left edge of the drawing above it on the earlier setting whereas in the later, the phrase begins closer to the left edge of the illustration, being indented only about 3 mm; b) in the earlier setting the "l" in "Boiler" in the text to the right of the illustration is centered under the space between the "N" and "T" of "ONT." in the text line above it while in the later version is not under the text line above it but instead is to the right of "ONT." and c) in the earlier version there is a diamond shaped comma after "Sons" and a diamond shaped "period" after "Manufacturers" in the text to the right of the illustration whereas the comma and period are totally lacking in the later setting.

Acknowledgements: As always I thank Dick Staecker for his encouragement. I relied on several sources for this article but a major source on the earlier history of the firm was The History of E. Leonard and Sons, Boilermakers and Ironfounders, London, Ontario by Richard A. Trumper, a thesis in Business Administration from the University of Western Ontario, submitted in 1937 and housed in that institution's Business Library. I purchased two of the cards illustrated here at the recent Royal Philatelic Society annual meeting held in the London Convention Centre, which is located on the block kitty corner from the modern London Free Press Building and consequently, the former premises of E. Leonard and Sons. So in an sense, these cards made about a 100 year journey away from the plant only to return to the same location!

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**#11 ILLUSTRATED CARDS:  
Comic Advertisements of "The McClary Manufacturing Co., London, Ontario"**

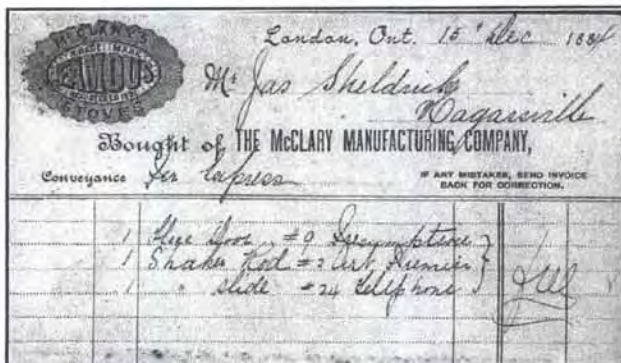
*by Chris Ellis*

As is well known, various companies took advantage of the convenience of using postal stationery cards as soon as they were introduced in the 1870s, but prior to December of 1897 it was illegal to print anything other than the address on the front of those cards. In previous articles in this series I focussed on these post-1897 front advertisements but for a change of pace here I decided to describe an earlier series of illustrated cards that have always intrigued me and which have back illustrations. Fewer people are avid collectors of these back advertisements and as a result they are less well studied. I used to be an avid collector of them but one can not collect everything – I actually divested myself of most of my collection some years ago in order to buy a new fridge! However, I am still an avid collector of London, Ontario business mail so still have an interest in this particular series produced in relation to the McClary Manufacturing Company.



*Picture of the McClary factory in London and branch offices/warehouses on a cover (not postal stationery).*

John McClary (b. 1829) was a tinsmith who began selling his wares in London, Upper Canada in 1847, the same year London was officially promoted from "village" to "town" status. Later company lore dates the founding of the company to that time and the descendant firm actually made quite a show for their 100<sup>th</sup> anniversary in 1947. That is however, a bit of a liberty as John McClary left town in the late 1840s to seek his fortune in the California gold rush. He found that to be an risky venture and ended up in San Francisco but when that town burned down in a major fire destroying a business he had set up, he returned to London to join his brother Oliver's tin-smithing business, forming the J. and O. McClary Co in the early 1850s. They set up premises in a building on the north side of York St. just west of Wellington St. in what is today the core of London's downtown. Tinware and ploughs sold to the local area were the main initial staples.



*Back of a pre-1887 postal card*



*Back of a pre-1887 postal card*

The doubling of London's population from 5,000 to 10,000 people between 1848 and 1854, at which time it officially became a city, and as well, the building of the Great Western Railway through London to Detroit in 1854, created a larger market and more demand for their wares. By 1855 the company employed 40 people, largely skilled tradesmen who produced the goods by hand. While the tinwares, dominated by kitchen utensils, had been sold largely to begin with through itinerant peddlers, the 1850s with the building of the railway saw the rise of the travelling salesman and McClary's eventually had 75 salesmen alone promoting their goods across Canada. Ploughs continued to be a substantial part of the business through the US Civil War because, as was the case for

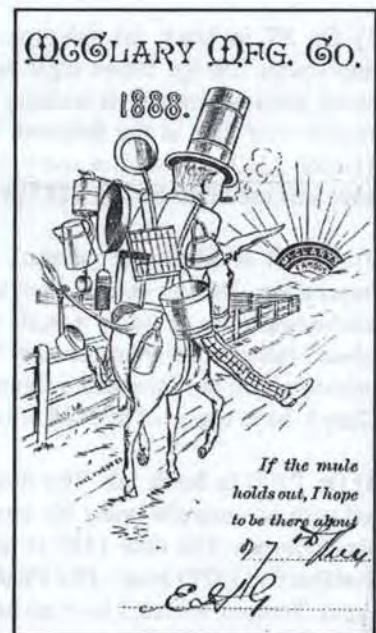
the E. Leonard and Sons Co. featured elsewhere in this series (Illustrated cards #10), that war created a demand for Canadian grain and in turn for agricultural equipment. However, the market for those items fell off after the war so they got out of the plough business and as a substitute they broadened their offerings of kitchen wares and went into the business of making stoves. They expanded their premises at York and Wellington labelling them the "Ontario Stove Works." Needing capital for expansion, in 1869 they became a joint stock company, "The McClary Manufacturing Co." with John as President. John became a prominent citizen and ran twice for political office as a city alderman but was unsuccessful in this venture, losing the second election by only 15 votes. He was more successful in finance and was a founder or initial stockholder in several companies such as London Life and the London and Western Trusts (eventually absorbed by Canada Trust).

The McClary company continued to expand. Between 1876 and 1900 its employees increased from 100 to 700 people and production shifted from the hand made wares produced by skilled tradesmen and apprentices before 1880 to machine made items after that date. In 1879 they set up their first branch warehouse in Toronto and in turn set up other ones in Montreal, Winnipeg, Vancouver and by 1900, in Saint John, New Brunswick (see attached cover illustration). Later they would add branches in Hamilton, Calgary, Edmonton and Saskatoon. They also began to sell overseas and even opened foreign offices. One reason for the company's success was the introduction of enamelled metal ware in the 1880s and, nearing the turn of the century, the introduction of the hydroelectric system. Electricity meant a decline in the traditional stove manufacturing but enamelled electric stoves came much in demand and the company was ideally situated to begin their production and take advantage of a rapidly expanding market. In 1900 they began making furnaces as well and in 1903 they constructed a new large foundry near Adelaide St. in London's east end such that the old downtown location (which now covered more than a city block; see cover illustration) was only used to produce the tinware and enamel ware. During the 1900 to 1920 period they employed as many as 1500 people and were the largest stove company in Canada. The demand for bright enamelled cook ware in a variety of colours that could be matched to kitchen decor kept business booming into the 1920s.

John McClary died in 1923 having served as company head for almost 75 years. On his death, the Presidency was assumed by William M. Gartshore (b. 1853) who, at the time of McClary's death, had been Vice President and General Manager of the firm. Gartshore has been born and raised in Dundas, Ontario into a family in the iron working business. He had come to London in 1873 to manage the London Car Wheel Co. and after marrying the youngest of John McClary's two daughters, Elizabeth, he joined the McClary firm in 1876, becoming its secretary in 1878. In October 1927, the McClary Manufacturing Company merged with a number of other companies including, among others, the E. T. Wright Ltd. of Hamilton, Ontario, Sheet Metal Products of Canada based in Toronto, the Happy Foundry Company of Brantford, Ontario and the Thomas Davidson Manufacturing Co of Montreal, Quebec, to form the General Steel Wares Limited. Shortly thereafter, Gartshore retired and he passed away in 1931. With this merger the company ceased to exist as a discrete unit but the McClary brand name continues to be used for kitchen appliances to this day by GEAppliances.ca. billed as Canada's leading manufacturer and distributor of major appliances.

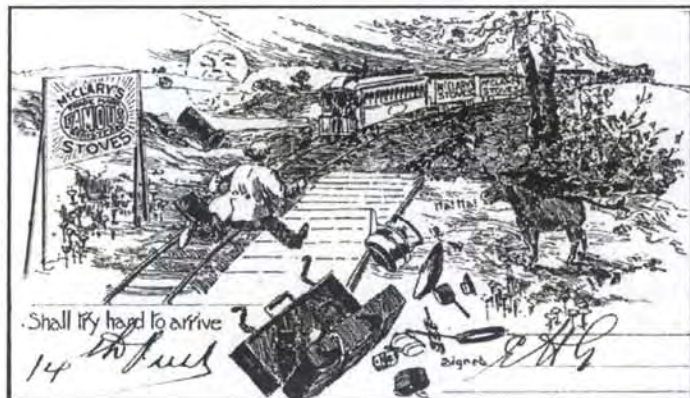


Card #1, back of P7



Card #2, back on a P7 card

McClary's was a prolific user of postal stationery cards with preprinted backs/forms for various business purposes, such as as order receipts, from as early as 1880. These invariably feature the companies oval "Famous" brand stoves logo and they can even have two colour printing with a large copy of the logo in the background in reddish brown overlain by black ink text/form (see included examples on reverses of Webb P5 and varieties). Of interest here however, are a series of cards issued between at least 1887 and 1892 that were used exclusively by travelling salesmen to advise prospective customers of their arrival and which feature comic illustrated advertisements in black ink on the backs. All copies of these comic ads I have examined are on the backs of the various colour varieties of Webb P7, the "1887 Scrollwork Issue." These are very rare advertising cards and although I know of five different types, I am only aware of one copy of each. Also, all I have seen were used in southwestern Ontario, they are addressed to only two different addresses, and four of the five were used by the same salesman, which raises a possibility they were only used locally...perhaps most were actually produced by that salesman who initialled his cards "E. H. G." These factors, along with their age, may account for their rarity. Hence, I would be very interested in hearing of other cards in the series and of other examples of the listed cards along with details of their use. I describe each of the illustrations known to me below.



Card #5, back on a P7 card

1) On P7 in black ink (shown). The design is printed vertically with top towards end of card with stamp impression. Design shows cigar smoking salesman in stove top hat from back. He is burdened with all sorts of metal kitchenware and is walking along railway tracks towards a tunnel. The McClary logo is appearing as if a sunrise over hills in the distance. Text at lower right reads: "IF THE/ WALKING/ STAYS GOOD/ I WILL BE/ THERE ABOUT" (slashes show line breaks) followed by two lines to fill in the date and salesman's name. Copy I have was used October 18, 1887 at London.

2) On P7 in black ink (shown). The design is printed vertically with top towards end of card with stamp impression. Design shows cigar smoking salesman in stove top hat from back burdened with all sorts of metal kitchenware. He is riding a mule and the text at lower right reads: "If the mule/ holds out, I hope/ to be there about" (slashes show line breaks) followed by two lines to fill in the date and salesman's name. The date 1888 is printed above the salesman's figure and the McClary logo is appearing as if a sunrise over hills in the distance. Copy I have was used in 1888 at London but the specific month and day is not readable.

3) On P7(?) In black ink. The design is printed horizontally. Design shows cigar smoking salesman in stove top hat with an umbrella under his arm driving a "wagon," that is actually a smoke spewing stove being drawn by two small horses. The date 1889 is printed at upper right This card is illustrated, back only, on page 17 of Alan Steinhart's (1979) book: *The Postal History of the Post Card in Canada, 1871-1911*, published by The Mission Press, Toronto. Hence, I have no knowledge of the exact date of use or where it was used.

4) On P7 in black ink. The design is printed horizontally. Design shows cigar smoking salesman in stove top hat flying through the air at left above a river and buildings. He is carrying a few metal goods including a pail and kettle in his left hand and apparently has been shot into the air from a stove at lower right formed in the shape of a cannon. The McClary logo is fully shown at upper right and the sun with a smiling face at upper left. Text at lower left of design reads: "THE REPORT IS CORRECT/ I AM COMING, WAIT FOR ME..." (slash shows line break) followed by lines to fill in the date and salesman's name. Copy was used February 10, 1890 at London. This card was sold in the Robert A. Lee Auction of May 31, 1997 (Auction No. 84) as Lot 192 and its back is illustrated there...my description of the text may be incomplete as the bottom of the card is cut off in the illustration.

5) On P7 in black ink (shown). The design is printed horizontally. Design shows balding salesman, stove top hat falling off, chasing a train down the tracks. At lower centre is a suitcase containing several metal kitchen goods that has fallen open spilling out its contents and at right there is a laughing donkey. The McClary logo is on a billboard sign at left. At lower left is the text: "Shall try hard to arrive" with a blank below to fill in the date. At lower right are lines for the salesman to place his name. Copy I have was used on March 7, 1892 at the Great Western Railway Station, London, which was located about a block west of the McClary's plant at that time.

Acknowledgements: I gratefully acknowledge Theresa Regnier of the Archives and Research Collections Centre, Weldon Library, University of Western Ontario, who was of immense aid in tracking down sources on the McClary firm. There are no good, single, comprehensive work on the McClary firm so I relied on several sources for the history given here. However, I found the 1930 book by Margaret Wade: "*Leaves from a Lifetime: Being a Brief History of the Gartshore Family in Scotland, of the Gartshore and Moir Families as Pioneers in Early Days in Ontario, and of the Life and Reminiscences to Date of William Moir Gartshore*" to be especially useful as was a University of Western Ontario MA Thesis (1930) by Benjamin Scott entitled: "*The Economic and Industrial History of the City of London, Canada, from the Building of the First Railway, 1855, to the Present, 1930.*"

oooooooooooo

ODDS 'N' ENDS BY JOHN GRACE  
 #84 New Bulova Card  
 on P61

CANADA  
 BUSINESS REPLY CARD.



Submitted by Dick Staecker 1/2 cent George V Medallion  
 LES BIJOUTIERS ROY & FRERES/LIMITEE/DIAMANTAIRES DIAMONDS  
 1658 Rue Mont-Royal Est 7692 Rue St-Denis + two phone numbers and six lines of text lower right  
 Bulova total now: 124. Entered October 28, 2005

# Postal Stationery Notes

Volume 21 No. 2

April 2006

**#12 ILLUSTRATED CARDS:  
"Standard Publishing Company -  
The Canadian Baptist, Toronto, Ontario"**  
*by Chris Ellis*

Prior to 1888 the Baptist church community in Ontario and Quebec consisted of largely independent churches in several areas. Numerous attempts had been made to unify these independent communities into one organization as some Baptists believed they needed a unified voice, comparable to that of other protestant denominations, in order to petition the government concerning matters of interest such as the secularization of clergy reserves in the area. However, few of these unification efforts were successful due to ideological splits and varying geographic interests. Eventually, in 1851, a meeting was held in Hamilton, Ontario that led to the formation in what is today southcentral and southwestern Ontario of "The Regular Baptist Missionary Convention of Canada West" and in 1858 "The Canadian Baptist Missionary Convention East" was formed that united the English speaking members from east of modern Kingston, Ontario, into adjacent Quebec. In 1888 these two groups were joined to form one convention that was named the "Baptist Convention of Ontario and Quebec" and it continues to be known by this name today. *Continued on page 15*



Figure 1

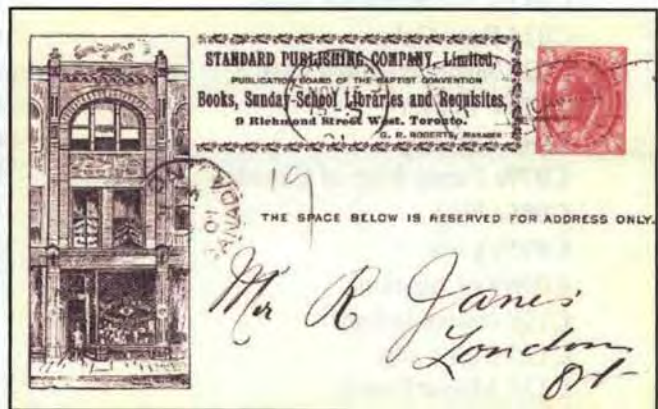


Figure 2

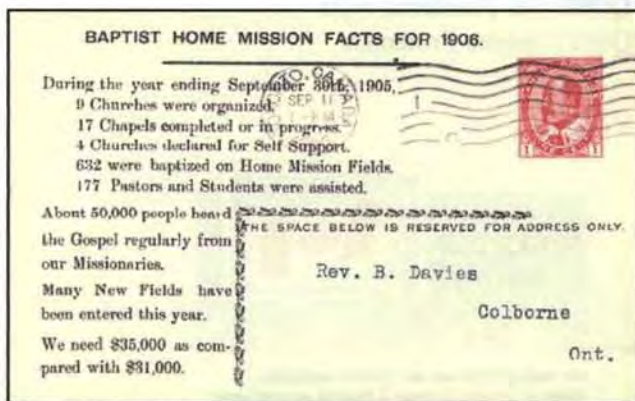


Figure 4

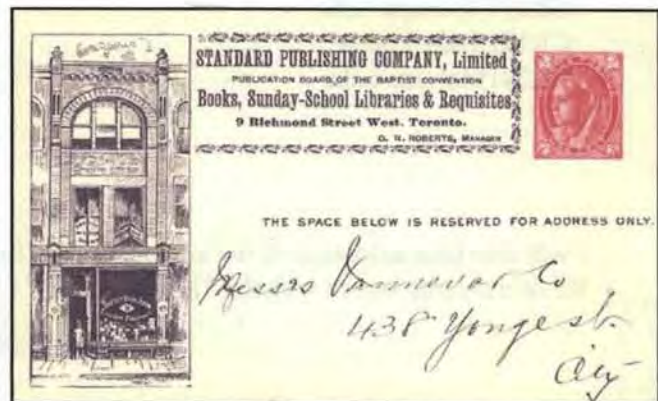


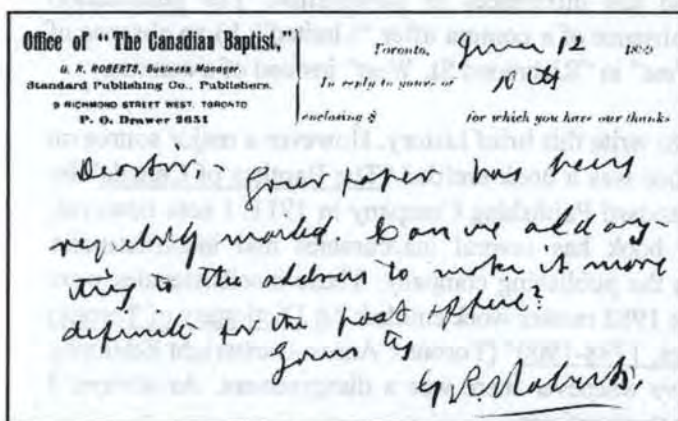
Figure 3

Continued from page 11

("Standard Publishing Company - The Canadian Baptist, Toronto, Ontario".)

As with the attempts to unify the churches of the area, there were several early but ultimately unsuccessful attempts to establish local Baptist newspapers/magazines extending back to 1834. However, in 1854 a Mr. George Winter of Brantford, Canada West, bought a printing plant and began publishing a weekly paper called "The Christian Messenger." Rev. R. A. Fyfe, a Toronto Pastor who had been a major driving force behind church unification and has been referred to as the "greatest name in Canadian Baptist history," purchased the paper in 1859, and moved its operations to Toronto. In 1860 a company was formed as the publisher called the "Canadian Baptist Publishing Co." and the publications was renamed "The Canadian Baptist." At that time the company was run partly as a private or secular enterprise and partly as a religious or denominational effort. However, thanks to a gift of \$40,000 from the Honourable William McMaster, better known publically today for the university he helped establish that bears his name, the publishing effort became strictly a denominational one in 1882 and was placed more directly under control of the Baptist Convention. It became part of a new company called the "Standard Publishing Company," which purchased the "plant and goodwill" of The Canadian Baptist.

Several pastors managed the publishing arm company up until 1886 when the first non-pastor, Mr. George Roberts, became the manager, a position he would hold until 1904 when Mr. R. D. Warren took over (see illustrated reverse of card 1 which has been signed by Roberts). After first being established on King Street near Church Street in Toronto, the paper, associated companies, an affiliated book room or bookseller shop (a shop first established in 1865), and the Baptist Home Mission, moved several times to various downtown Toronto locations, eventually locating at 9 Richmond West in 1890 -- the location listed and shown on the advertising postal stationery cards I have encountered (see included pictures) and an area that housed several booksellers and was nicknamed "bookseller's row." Standard Publishing would continue at that location until around 1905. At that time it was moved down the street to 27 Richmond St. West, which situated it next door to the Methodist Book and Publishing House (William Briggs), the advertising cards from which I have published on elsewhere with the late Horace Harrison in BNA Topics (54(1):18-29, 1997). Parenthetically, one can find stationery cards with text front advertising used from that same 27 Richmond West location by the Baptist Home Mission and I include an illustration of one from my collection with this article for reference. The Canadian Baptist continues to be published today by the Baptist Convention of Ontario and Quebec from its headquarters in Etobicoke, Ontario.



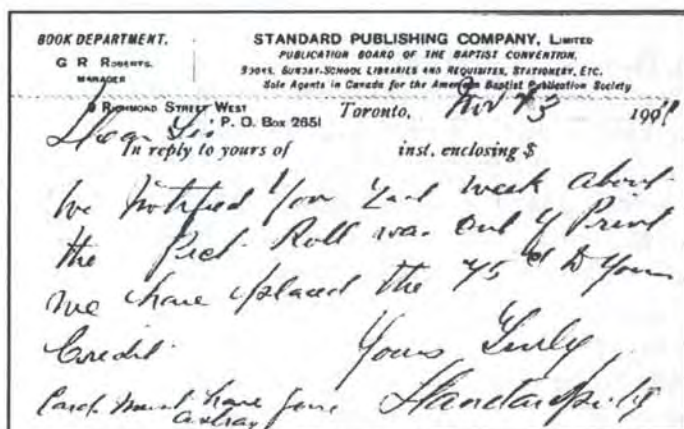
back of card "Figure 1"

In contrast to other publisher/users of advertising cards I have researched, such as the Methodist Book and Publishing House noted above, advertising cards of the Standard Publishing Company are rarer, perhaps because reflecting their Baptist roots, they avoided publishing more secular works and were strictly a religious publishing arm of the convention. They also seem to have used these cards provided with front advertising for only a short time from about 1899 to 1903 and all are on Webb card P18.

I know of only two major types of advertisements, both in black ink, as are

listed below, but as can be seen in the illustrations, and as discussed below, there are two major varieties of the second of these types.





back of card "Figure 2"

1) On P18 (shown). Heading as it would appear on the front page of "The Canadian Baptist Newspaper" to left of stamp, stated to be from "Volume XLV, Toronto, Thursday May 18, 1899, No. 20." (I would be interested to know if other varieties of this card exist with different dates in the newspaper heading but have never seen another one!). To left of address area is text arranged as if newspaper column that reads (slashes indicate line breaks): THE CANADIAN BAPTIST/ PUBLISHED EVERY THURSDAY MORNING AT/ No. 9 RICHMOND ST. WEST, TORONTO,/ BY THE/ STANDARD PUBLISHING

COMPANY./ (LIMITED)/ TERMS:/ In advance, a year \$1.50; six months 75c; three/ months 40c; \$2.00 per annum if not paid in ad-/ vance. A renewal and new subscriber for a/ year, in advance, \$2.75. The date on the label/ shows to what time the paper is paid for. Notify/ the publisher at once of any mistake on label./ Papers are continued until an order is sent for/ discontinuance, and with it, payment for all ar-/ rearages. Terms for advertising on application/ G. R. ROBERTS, BUSINESS MANAGER/ DRAWER 2651, TORONTO. Some lines/printers marks are found in the text (see illustration) including a single short line centered between the lines "(Limited)" and "TERMS:," a short centered dashed line between the line ending with "application" and the line beginning with "G. R. Roberts", and two lines of column width (one thick above one thin line) underlying all the text in that card area.

2) On P23 (two varieties shown). This type includes an illustration at left enclosed in a single frame line that pictures the company offices including an upstairs window labelled "Baptist Mission Room." Between that illustration and the stamp there is text encased at its top, bottom and right only in a fancy printed border of closely spaced printer's marks. The text occurs in two settings or varieties. The first reads: "STANDARD PUBLISHING COMPANY, Limited,/ Publication Board of the Baptist Convention/ Books, Sunday-School Libraries and Requisites,/ 9 Richmond West, Toronto./ G. R. ROBERTS, Manager." The second, and apparently later dating, variety has the exact same text as the first but differs slightly in font size and type, appears thinner and less bold, and has differences in punctuation. The punctuation differences are the easiest to spot and include: a) an absence of a comma after "Limited"; b) an absence of a comma after "Requisites"; and c) a period after "West" in "Richmond St. West" instead of a comma.

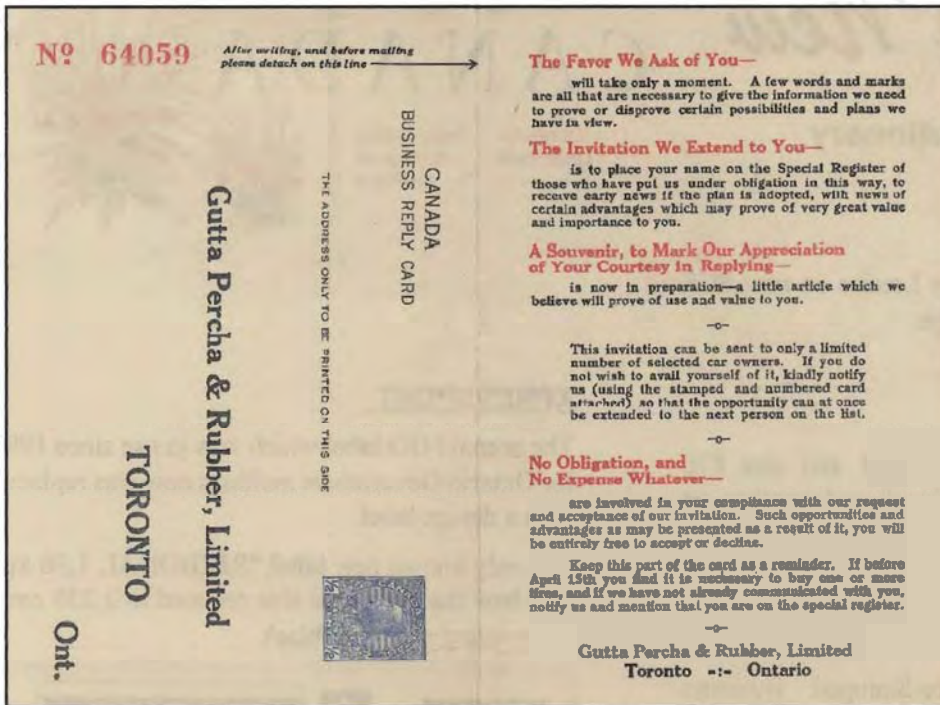
Acknowledgements: I have relied on several sources to write this brief history. However a major source on the early history of the Baptists in Ontario and Quebec was a book entitled "The Baptists of Canada" by the Rev. E. R. Fitch which was published by the Standard Publishing Company in 1911. I note however, that compared to other sources I consulted, that book has several inaccuracies and inconsistencies concerning the dates that certain events occurred in the publishing company. These inconsistencies were removed if I used the dates given in Elizabeth Hulse's 1982 master work entitled: "A Dictionary of Toronto Printers, Publishers, Booksellers and the Allied Trades, 1798-1900" (Toronto: Anson-Cartwright Editions), so I relied on that other source as more authoritative whenever there was a disagreement. As always, I thank Dick Staecker for his encouragement in writing these articles.

\*\*\*\*\*

# Postal Stationery Notes

Volume 21 No. 6

April 2007



## #12 ILLUSTRATED CARDS : "Gutta Percha & Rubber, Limited" by Chris Ellis & Dick Staecker

This unusual business reply card with a ½ cent blue die I postage stamp impression was produced as special order for Gutta Percha & Rubber, Limited in Toronto.

That unusual large size card of 154mm x 203mm probably was issued to facilitate the text for the

detailed request of driving habits to car owners, to be filled, put into a stamped and mail the stamped half with the return address.

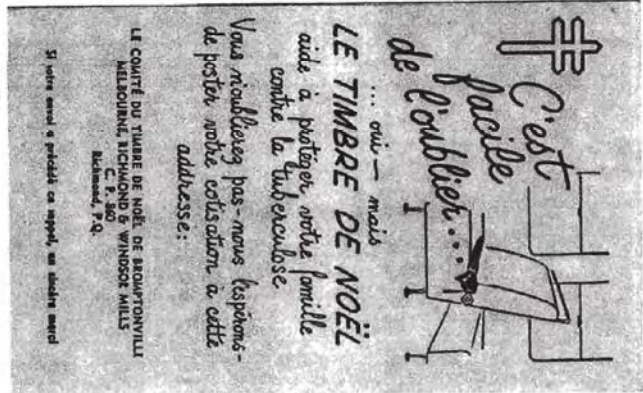
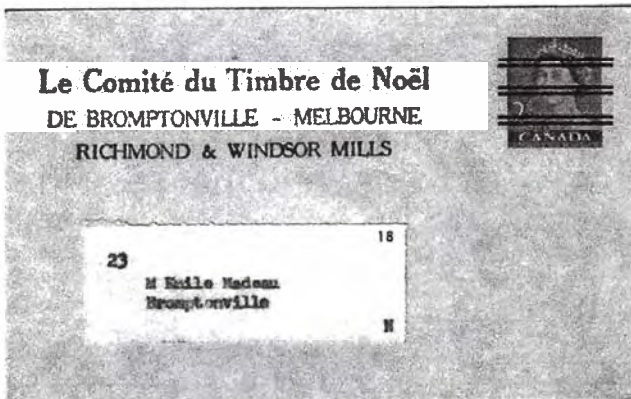
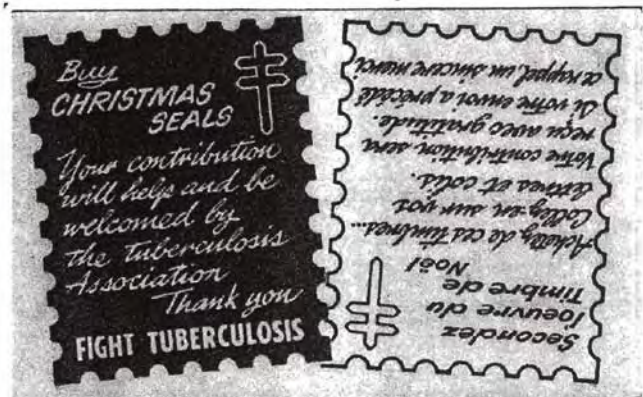
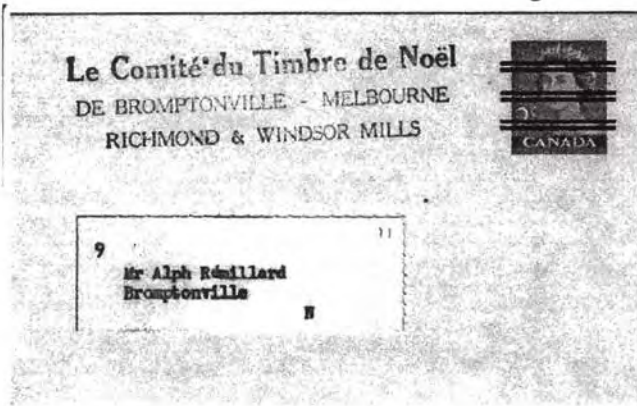
The message half has no stamp imprint, therefore the card probably was sent to car owners in a postage paid envelope.

Most likely for record keeping each card was numbered.

More about Gutta Percha & Rubber, Limited cards see page 54

<p><b>Road Conditions.</b> Worst roads I have to use. Mark a ring around one of the letters at right:</p> <p>A. Boulevard or Concrete only                  B. Average city conditions; rails, street curbs, parking, traffic speed changes, etc.                  C. Country average; sharp ruts, loose pebbles, sharp broken stone, grinding out of mud, etc.                  D. Heavy bumps, rut-cessage, sharp inclines, frost ruts, bridge ends, etc. MUD, oil, wastes, etc.                  E. Off roads; fields, woods, stubble, brush, stumps, quarries, rock trails, etc. Unavoidable.</p>		<p><b>I</b> accept your invitation. Please place my name on special register to receive prompt news of any developments and important advantages. (Please write very plainly)</p> <p>My Name and Address</p>																									
<p><b>Driving-Skill and Care.</b> My own opinion as to the worst driving my car is likely to have, whether by myself, member of family, or employee. (Mark one letter.)</p> <p>A. Highly expert, never forgetting the CARE.                  B. Expert, but disregarding tires in constant emergencies.                  C. Average intelligent careful driver, not expert.                  D. Poor driver, intelligent, willing, but incompetent.                  E. Bad, wild, rough, careless on road, parking, etc.</p>		<table border="1"> <thead> <tr> <th colspan="2">MY CAR</th> <th>1</th> <th>2</th> </tr> </thead> <tbody> <tr> <td>Make</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Type or Model</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Year</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tire size</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Tire type (Fabric, Cord, Balloon, Semi-Balloon, Solid) Rim, (Climber or Straight Side) Bureaus</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		MY CAR		1	2	Make				Type or Model				Year				Tire size				Tire type (Fabric, Cord, Balloon, Semi-Balloon, Solid) Rim, (Climber or Straight Side) Bureaus			
MY CAR		1	2																								
Make																											
Type or Model																											
Year																											
Tire size																											
Tire type (Fabric, Cord, Balloon, Semi-Balloon, Solid) Rim, (Climber or Straight Side) Bureaus																											
<p><b>Tire Attention.</b> Other than in driving. Attention to tires, tubes, valves and rims. Inspection after each run for nicked up mud, glass, etc. Prompt correction of wrong inflation. Prompt correction of injuries, etc. Care on sand and oil rims. Use of gauge, etc. My own opinion as to the degree of attention any tires on my car will actually receive. (Mark one) A-100% B-75% C-50% D-25% E no attention at all.</p> <p><b>Speed.</b> AVERAGE On worst roads, miles per hour                  MAX. On best roads, miles per hour                  Never faster than, miles per hour</p>		<p>Names of two Dealers from whom I buy Tires, Tubes or Auto Accessories.</p> <p>1. Name                  Address</p> <p>2. Name                  Address</p>																									
<p><b>Used mainly for:</b> (Mark X)                  Business                  Pleasure                  Necessary transportation</p> <p><b>Type of tires now on car:</b>                  High Pressure Balloon                  Interchangeable or semi-balloon</p>		<p>Buying Radius. Longest Distance I usually drive for regular ordinary buying is ..... miles; and for special and important buying is ..... miles.</p> <p>The most courteous, obliging and enterprising auto-supply dealer I have met within that radius is                  Name                  Address</p> <p>(Note: This nomination is specially important to us. Please write plainly. We will consider it confidential if you request it.)</p>																									
<p><b>Balloon Tires.</b> Are you thinking of putting them on, with change of wheels and rims? On all four ..... On rear only .....</p> <p>Interchangeable or "semi" Balloon tires. Low pressure, without change of wheels; on rims same size as now on. Are you considering them? .....</p> <p>The MAKE of tire chosen by me is usually decided by:                  A. My own long and careful comparison of performance and value.                  B. General impression without real comparison.                  C. Dealer's suggestion.                  D. Special price.                  E. Emergency, necessity, any make that is right size and handy.</p>		<p>My own value. In delays before starting and in work and delays on road, dealing with tire troubles I value my time at ..... per hour</p> <p>Value-attitude. Which is of first importance to you?                  "First cost"                  "Last cost"</p>																									
<p>Do you plan to keep your present car through 1929?                  Do you expect to have to buy one or more tires before April 1929?                  Make of tire I now consider is best all around value, and reason                  Make of tires now on my car                  Tire troubles that bother me most; that I would like to be rid of.</p>																											

Two Christmas Seal cards with backs not known before and discovered by Pierre Gauthier.  
The first card is in bilingual text and the second card is in French only.



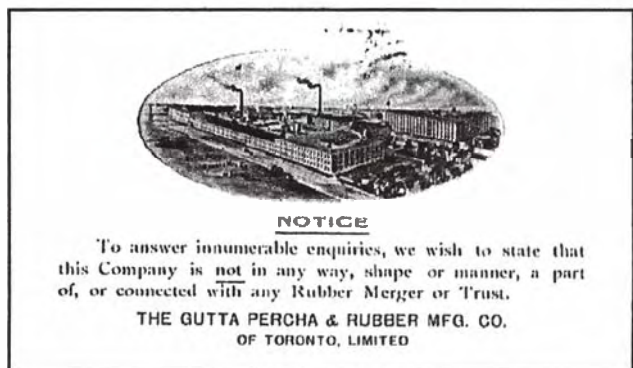
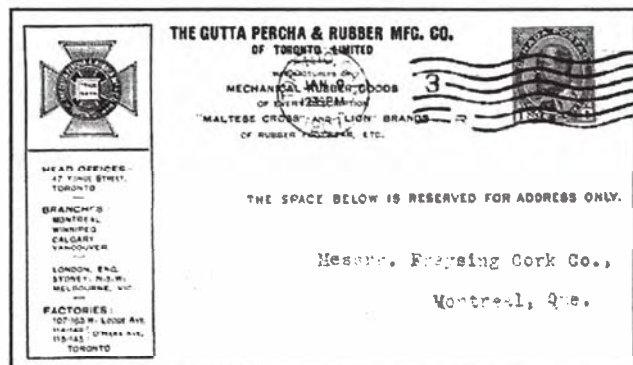
continued from page 49

**#12 ILLUSTRATED CARDS :**  
**"Gutta Percha & Rubber, Limited"**  
*by Chris Ellis & Dick Staeker*

Gutta Percha & Rubber, Limited already existed in 1884 and was listed as a company as late as 1945. Chris Ellis strongly suspects they were actually acquired and became part of the Dominion Rubber Company centered in Montreal during a major expansion and acquisition of other companies by Dominion in 1926 as the wife of Gutta Percha's former director was later Dominion's Chairman of the Board.

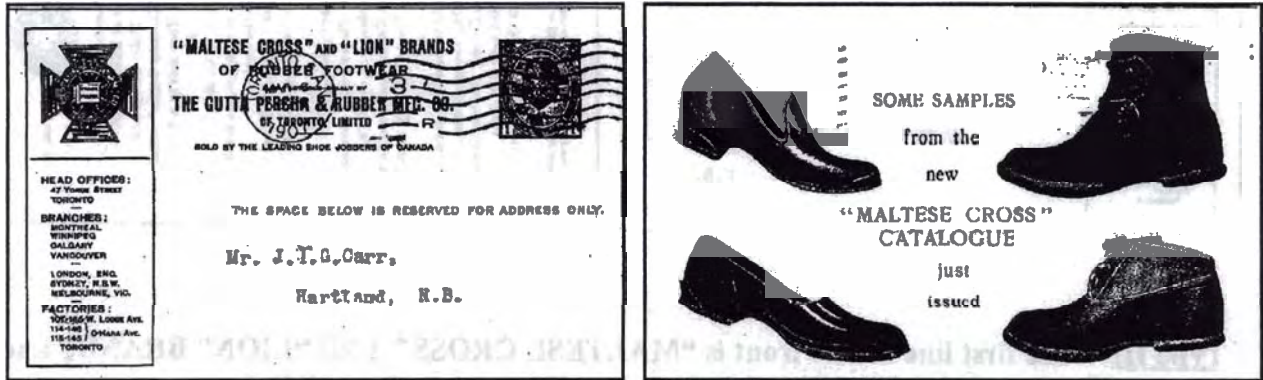
**Type I**

*Card 2. The earliest known card by Gutta Percha showing a framed Maltese Cross on the front and the Toronto factory on the back. Used in January 1907*

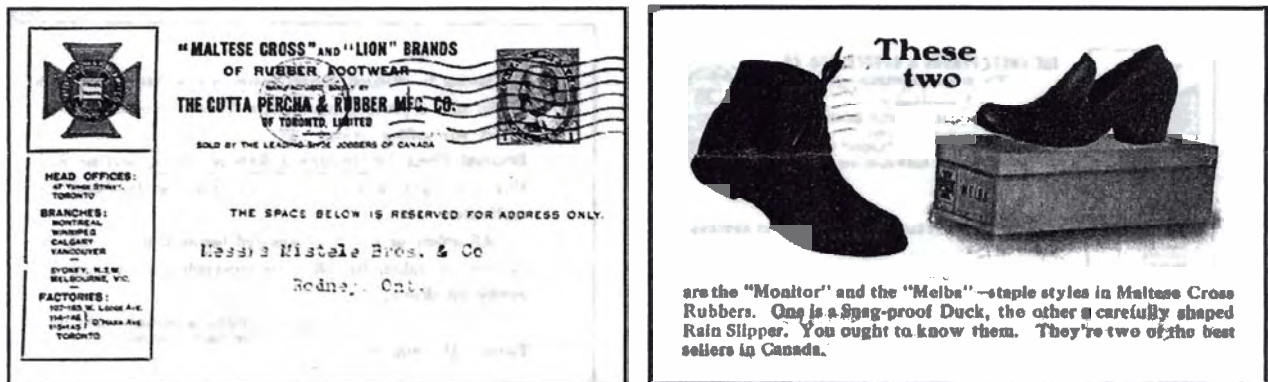


**1 cent red King Edward VII prepaid cards**  
**Type II The first line on the front was changed to "MALTESE CROSS" AND "LION" BRANDS**

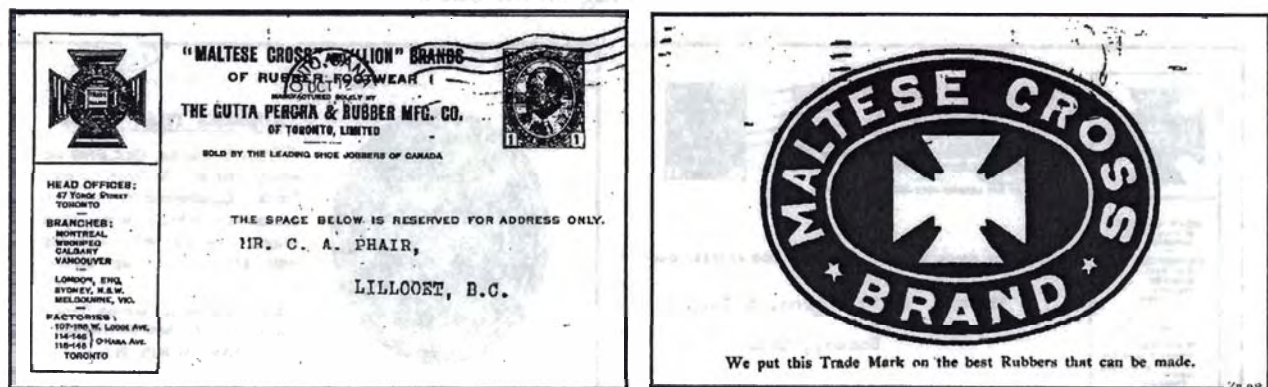
*Card 3. Used in March 1907 by Gutta Percha showing a framed Maltese Cross on the front and four sample rubbers from the "MALTESE CROSS" Catalogue.*




*Card 4. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and two samples from Maltese Cross Rubbers and a shoe box.*



*Card 5. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark on the back.*



Card 6. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark and satisfied customers quotes on the back.



**"MALTESE CROSS" AND "LION" BRANDS  
OF RUBBER FOOTWEAR**

MANUFACTURED EXCLUSIVELY BY  
**THE GUTTA PERCHA & RUBBER MFG. CO.  
OF TORONTO, LIMITED**

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

MR. A. J. GUIOU,  
BUTTERNUT RIDGE, OR HAVELOCK,  
N.B.


HEAD OFFICES: 47 YORK STREET, TORONTO

BRANCHES: MONTREAL, WINNIPEG, CALGARY, VANCOUVER

LONDON, ENG. SYDNEY, N.S.W. MELBOURNE, VIC.

FACTORIES: 107-109 St. Louis Ave. 114-116 St. Ottawa Ave. 115-116 TORONTO

**THE BRAND THAT SELLS**



Mrs. Blank of Vancouver, B.C.,  
Ordered two pairs of Rubbers, 4B.  
She said: "Make no mistake,  
I want 'Maltese Cross' make.  
I've worn them. They suit to a T."

Said a Montreal boy to his dad,  
"These Rubbers you bought me are bad.  
If I'd been the boss  
I'd have got 'Maltese Cross';  
They're the best ones that ever I had."


A note to a Winnipeg man—  
"Dear Charlie:—Please get, if you can,  
Some Rubbers like rubber's,  
'Maltese Cross', and no others.  
They're lovely. Your own Mary Ann."

From the beautiful town of St. John  
To the great rolling Saskatchewan,  
'Maltese Cross' Rubber Shoes  
Are the kind that they use:  
Get Rubbers with this trade mark on.

If there's any trouble in getting them, let us send you  
a list of the jobbers who can supply you.

**Type III** The first line on the front is "MALTESE CROSS" AND "LION" BRANDS and now is without "LONDON, ENG." under "BRANCHES"

Card 7. Used in March 1908 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of price adjustments of Rubber Goods.



**THE GUTTA PERCHA & RUBBER MFG. CO.  
OF TORONTO, LIMITED**

MANUFACTURERS OF  
**MECHANICAL RUBBER GOODS**  
OF EVERY DESCRIPTION  
"MALTESE CROSS" AND "LION" BRANDS  
OF RUBBER FOOTWEAR, ETC.

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

J. L. Rouillard Esq.,  
Montreal P.Q.

HEAD OFFICES: 47 YORK STREET, TORONTO

BRANCHES: MONTREAL, WINNIPEG, CALGARY, VANCOUVER

SYDNEY, N.S.W. MELBOURNE, VIC.

FACTORIES: 107-109 St. Louis Ave. 114-116 St. Ottawa Ave. 115-116 TORONTO


Owing to changed market conditions, involving increases in the cost of production, we have found it necessary to re-adjust our selling prices. We have issued a new Trade Discount Sheet for Mechanical Rubber Goods, bearing date May 1st, 1912, a copy of which will be furnished on application.

All orders or contracts accepted before that date will be executed as taken, but all other outstanding quotations are hereby withdrawn.

**THE GUTTA PERCHA & RUBBER MFG. CO.  
OF TORONTO, LIMITED**

Toronto, May 5th, 1912.

Card 8. Used in 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" Duck Lumberman's tag on the back.



**"MALTESE CROSS" AND "LION" BRANDS  
OF RUBBER FOOTWEAR**

MANUFACTURED EXCLUSIVELY BY  
**THE GUTTA PERCHA & RUBBER MFG. CO.  
OF TORONTO, LIMITED**

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

Messrs. Mistele Bros. & Co.,  
Rodney, Ont.


HEAD OFFICES: 47 YORK STREET, TORONTO

BRANCHES: MONTREAL, WINNIPEG, CALGARY, VANCOUVER

SYDNEY, N.S.W. MELBOURNE, VIC.

FACTORIES: 107-109 St. Louis Ave. 114-116 St. Ottawa Ave. 115-116 TORONTO


**RUBBERS THAT WEAR**



This is the tag that goes on every pair of "Maltese Cross" Duck Lumberman's, and it means just what it says—extra tough. Goods with this tag will stand right up against everything.

Look over the full Maltese Cross line, made for hard service and  
**FAMOUS FOR FIT.**

Card 9. Used in Dec. 1908 by Gutta Percha showing a framed Maltese Cross on the front and the "MALTESE CROSS" brand trade mark with arm and money on the back.



**"MALTESE CROSS" AND "LION" BRANDS**  
OF RUBBER FOOTWEAR  
Manufactured solely by  
**THE GUTTA PERCHA & RUBBER MFG. CO.**  
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.


Messrs. Mistole Bros. & Co.,  
Rodney, Ont.

**HEAD OFFICES:**  
47 YORK STREET,  
TORONTO

**BRANCHES:**  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER


SYDNEY, N.S.W.  
MELBOURNE, VICT.

**FACTORIES:**  
107-108 W. LOOSE AV.  
114-116 | OTTAWA AV.  
118-120  
TORONTO



THROUGH THE "MALTESE CROSS" BRAND you can get the cream of the Rubber business. Careful fitting, stock that will wear, up-to-date styles, new specialties—all these things push the sales of Maltese Cross Rubbers. It's a line that will pay you to handle.

Card 10. Used in Dec. 1909 by Gutta Percha showing a framed Maltese Cross on the front and two Rain Slipper "Best Sellers" on the back.



**"MALTESE CROSS" AND "LION" BRANDS**  
OF RUBBER FOOTWEAR  
Manufactured solely by  
**THE GUTTA PERCHA & RUBBER MFG. CO.**  
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.

Messrs. Mistole Bros. & Co.  
Rodney, Ont.

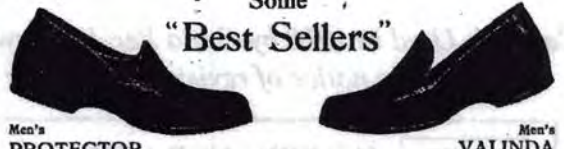
**HEAD OFFICES:**  
47 YORK STREET,  
TORONTO

**BRANCHES:**  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER

SYDNEY, N.S.W.  
MELBOURNE, VICT.

**FACTORIES:**  
107-108 W. LOOSE AV.  
114-116 | OTTAWA AV.  
118-120  
TORONTO

Some  
**"Best Sellers"**




Men's **PROTECTOR**  
Rain Slipper with closed sides

Men's **VALINDA**  
Rain Slipper

These are the Rubbers that the average man or woman has in mind for rainy weather and spring slush. Both are Maltese Cross quality (which means "the best that can be made"), and come in shapes that fit any ordinary shoe. Probably forty per cent. of the people of Canada want one of these two styles. Have you got them to show?

Card 11. Used in March 1909 by Gutta Percha showing a framed Maltese Cross on the front and with illustration of dogs tearing on a Maltese Cross shoe on the back.



**"MALTESE CROSS" AND "LION" BRANDS**  
OF RUBBER FOOTWEAR  
Manufactured solely by  
**THE GUTTA PERCHA & RUBBER MFG. CO.**  
OF TORONTO, LIMITED

SOLD BY THE LEADING SHOE JOBBERS OF CANADA

THE SPACE BELOW IS RESERVED FOR ADDRESS ONLY.


J. L. THOMPSON  
PORT HOPE ONT.

**HEAD OFFICES:**  
47 YORK STREET,  
TORONTO

**BRANCHES:**  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER

SYDNEY, N.S.W.  
MELBOURNE, VICT.

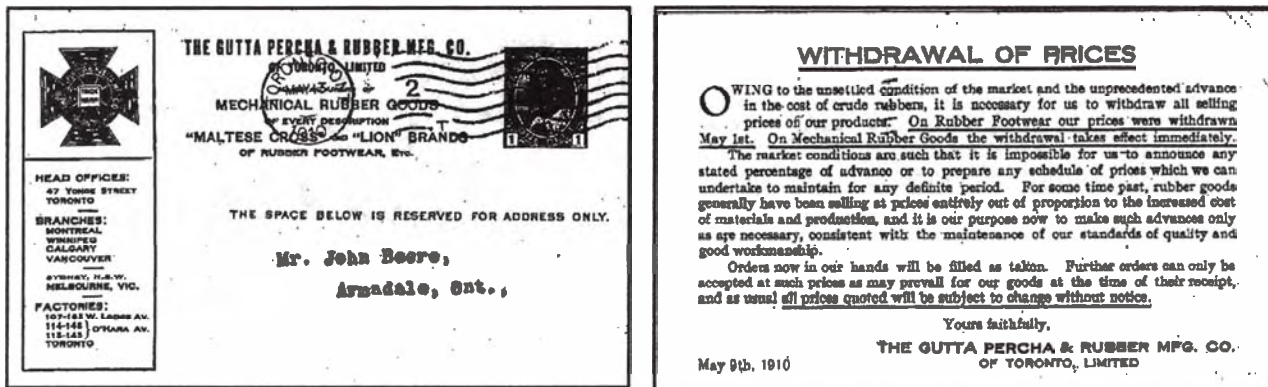
**FACTORIES:**  
107-108 W. LOOSE AV.  
114-116 | OTTAWA AV.  
118-120  
TORONTO



**ANOTHER WORD**  
about Maltese Cross BULLDOGS—as to their staying on. The great trouble with most makes of these low-cut sole rubbers is that they slip off the shoe. The BULLDOG holds fast. If properly fitted, there is never any trouble. When you are selling Maltese Cross BULLDOGS you can put this strongly.

**Type IV** The first line on the front "THE GUTTA PERCHA & RUBBER MFG. CO." as Type I, but now without "LONDON, ENG." under "BRANCHES"

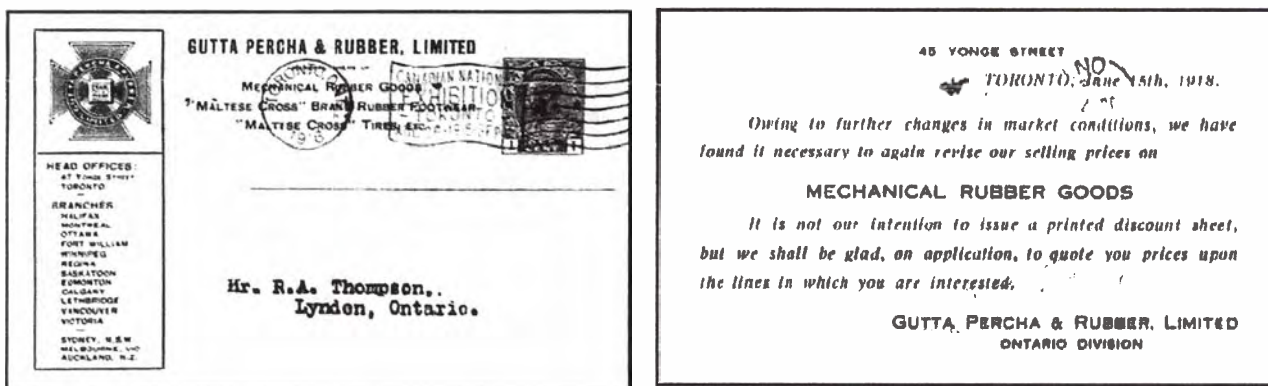
*Card 11. Used in May 1910 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of withdrawal of prices on Rubber Goods.*



1 cent green Admiral issue type 2 heading prepaid card.

**Type V** The first line on the front "GUTTA PERCHA & RUBBER, LIMITED"

*Card 11. Used in 1918 by Gutta Percha showing a framed Maltese Cross on the front and with a notice of revising the selling prices on Mechanical Rubber Goods.*



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A scan of the "FDC" Year of the Pig cards sent to Robert Lemire by Duff Malkin. Too bad, Canada Post messed them up with extra markings.



## #14 ILLUSTRATED CARDS:

### "Laing Packing and Provision Co., Montreal, Quebec"\*

Chris Ellis

The Laing Packing and Provision Company was established by Mr. M. Laing in 1852. Gradually, his three sons, Peter, John D. and James N. joined the firm and its name was changed to "M. Laing and Sons." It was really the three sons that built the company into Montreal's largest meat packing concern by the turn of the century. M. Laing died in 1891 but his sons continued the business and in October of 1893, it was incorporated as "Laing Packing and Provision." By that time, the main plant covered 433,000 sq. ft at 839-841 St. Catherine St. and 95-111 Parthenais St. In addition, the firm had four retail stores. Overall, it employed 175 workers in its plants and stores and an additional 6 full-time travelling salesmen. It specialized in pork products and marketed its products under the brand name "Anchor." Besides selling throughout eastern Canada, it became a major exporter to Europe. Indeed, a major reason for the firm's success was the growing late 1800s English passion for pork products that favoured the development of large scale meat processing and packing concerns such as Laing.

The Laing Company existed until 1911 at which time it merged with the Matthews Packing Company of Peterborough, Ontario (earlier Lindsay) to form Matthews-Laing. A series of mergers and buyouts followed resulting in even larger conglomerates. In 1918 the firm merged with Park, Blackwell of Toronto to become the Canadian Packing Co. Ltd., a subsidiary of the US-based Allied Packers. In 1927 the Canada Packing Co. Ltd. was purchased from Allied Packers by yet another firm, Harris Abattoir to form Canada Packers. Eventually that firm was sold to Maple Leaf Mills and became part of today's Maple Leaf Foods.

All postal stationery cards with front advertising for Laing's which I have examined are in brown to reddish brown ink and occur on Webb P18 and P23 cards, dated between 1898 and 1911 when the firm merged with Matthews. Most cards by far are used at Montreal but one can occasionally find calling cards used by salesmen or local agents of the firm mailed at other locations.

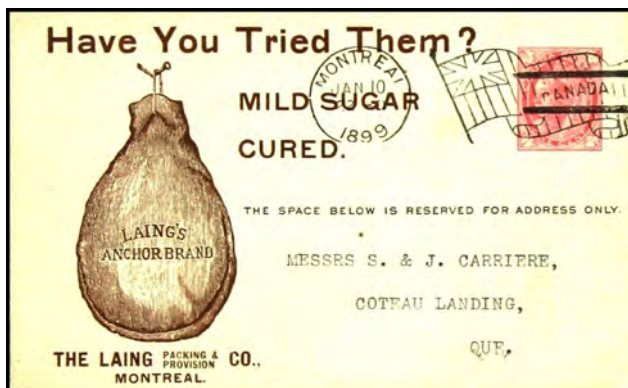


Fig. 1: On P18, Jan 10 1899 from Montreal.

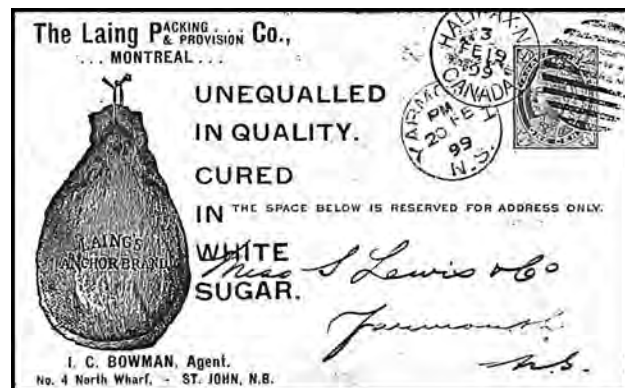


Fig. 2: On P18, Feb 19, 1899 from Halifax.

Continued on p. 59

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**PSNotes Contact information:** Chairman: Earle L. Covert, [ecovert@telusplanet.net](mailto:ecovert@telusplanet.net), Box 1190, Raymond, AB T0K 2S0, phone 403-752-4548. For articles, news or reports: John Grace, our Secretary-Treasurer, and contact person for the study group ([jgg1353@yahoo.com](mailto:jgg1353@yahoo.com), 734 Aspen Rd Pickering ON, L1V 4H2), and Jean Walton ([jwalton971@aol.com](mailto:jwalton971@aol.com), 125 Turtleback Rd, Califon NJ 07830), layout/copy editor for Postal Stationery Notes.



*Fig. 1*) On P18 (shown in colour). Illustration at centre left of a ham hanging on a nail. On the ham is written: "LAING'S/ ANCHOR BRAND" (slashes show major line breaks). Above ham and between ham and stamp is text in large letters: "Have You Tried Them?/ MILD SUGAR/ CURED." The left side of the ham is inset from the left edge of the card such that it lines up with the "a" in the word "Have" in the line above. Below the ham illustration at left is text in smaller letters: "THE LAING PACKING & PROVISION CO./ MONTREAL." ("PACKING & PROVISION" text is in smaller letters and on two lines).

*Fig. 2*) On P18 (shown in black and white). Illustration at left same as *Fig. 1*. Text above ham and extending right towards stamp impression reads: "The Laing PACKING & PROVISION Co./ ...MONTREAL..." ("Packing & Provision" is in smaller lettering in two lines with the first word above the "& Provision"). Text to right of ham and extending down and around "THE SPACE BELOW..." card text reads: "UNEQUALLED/ IN QUALITY./ CURED/ IN/ WHITE/ SUGAR." Text below ham reads: I. C. BOWMAN, Agent./ No. 4 North Wharf, - ST. JOHN, N. B.



Fig. 3: On P18, Mar 3, 1899 from Montreal.

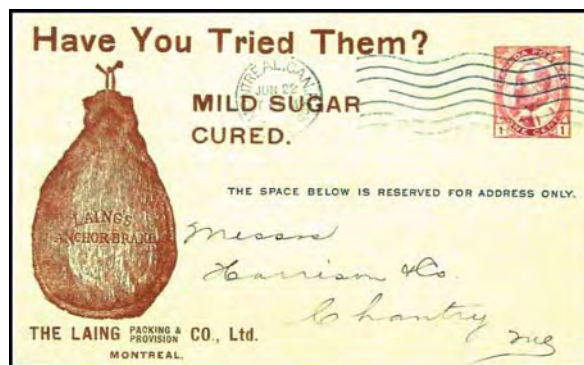


Fig. 4: P23, used June 22, 1905 from Montreal.

*Fig. 3*) On P18 (shown in colour). Illustration at centre left of a tin of "COOKED OX TONGUE." Text at top reads in large letters: "'ANCHOR BRAND"/CANNED MEATS/ ARE THE BEST.' In smaller letters below the tin is the text: "TRY THEM."

*Fig. 4*) On P23 (shown in colour). Similar to *Fig. 1* above except the spacing between the "MILD SUGAR" and "CURED." line is lessened and the text below the ham illustration reads: "THE LAING PACKING & PROVISION CO., Ltd./ MONTREAL." ("Ltd." has been added to the underlying text). Also, the ham illustration has been moved left towards the edge of the card such that it lines up with the "H" in "Have" in the overlying text. ("PACKING & PROVISION" text is still in smaller font and on two lines).

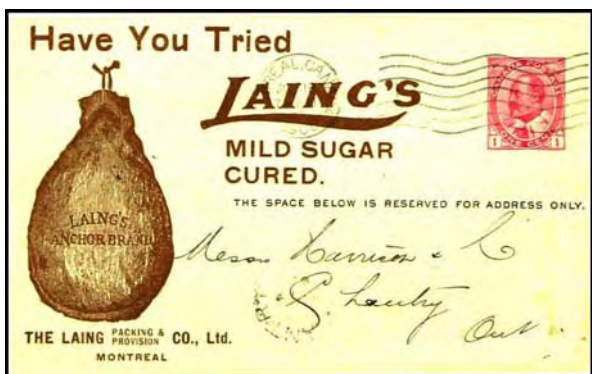


Fig. 5: On P23, used Jan 18, 1906 from Montreal.

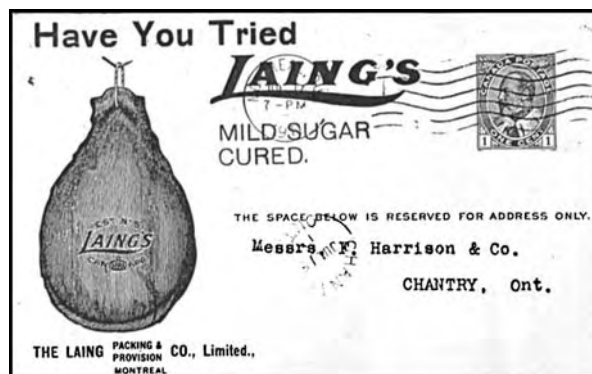


Fig. 6: On P23, used July 17, 1911 from Montreal.

Fig. 5) On P23 (shown in colour). Same as that on Fig. 4 including ham illustration, placement of ham illustration to left such that its left edge lines up with the “H” in “Have” and the text below the illustration. Text at top above illustration and between illustration and stamp now reads: “Have You Tried/ LAING’S/ MILD SUGAR/ CURED.” (LAING’S is in thick script lettering with lower bar of “L” underlining rest of name).

Fig. 6) On P23 (shown in black and white). Same as Fig. 5 except “MILD SUGAR/ CURED.” is in thinner lettering. Also, the text on the ham illustration itself now reads: “EST. No. 5/ LAING’S/ CAN (small crown illustration) APR. The “LAING’s” on the ham is also underlined by extending the lower line of the “L” unlike previous illustrations where there is no underlining. Finally, the “Ltd.” in the line below the ham illustration has been changed to “Limited.”

**Acknowledgements:** Dick Staecker and Robert A. Lee were of immense aid in compiling data on the cards in this series. There are no detailed sources on the Laing company history. I have had to rely on several scattered references for the information available and therefore, the description of the firm’s history is a bit sketchier than for other firms featured in this series. However, for its early history I relied especially on an entry in the book “Montreal Illustrated,” published in 1894, to promote the various businesses of that city.

**\*Note:** The last entry in this series on Illustrated Cards, “Gutta Percha and Rubber, Limited” by Chris Ellis and Dick Staecker that appeared in PSN 21(6), April 2007 issue, was inadvertently titled “#12” when in fact it should have been #13. #12 features the few cards known of the “Standard Publishing Company – The Canadian Baptist” by Chris Ellis and appeared in PSN 21(2), April 2006.

# What's New in Postal Stationery

## New Envelope Dates

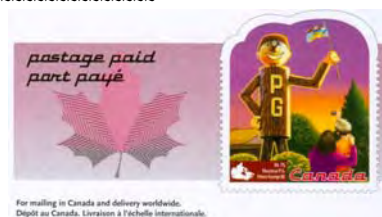
Orchids and Gardens #10                      04.04.09  
Fishing Flies #8 and #10                      04.04.09

**Roadside Attractions:** We can now report that the Roadside Attractions prepaid international post cards are printed with indicia matching the “views.” These are shown below and at right.

Inukshuk  
Hay River  
NT



Mr. PG  
Prince  
George  
BC



Pysanka  
Vegreville  
AB



Watson Lake  
Signpost  
Forest  
Watson Lake  
YT



Lastly, Canada Post confirms they did not issue a **Mental Health** envelope in 2009, although they did issue a new Mental Health semi-postal stamp.

# Postal Stationery Notes

Volume 23 No. 3

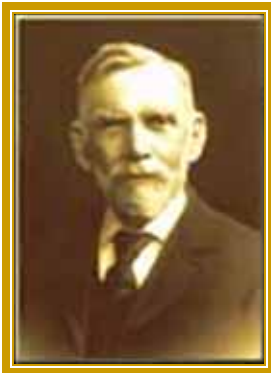
June 2010

## #15 ILLUSTRATED CARDS:

### “Peter Hay Knife Company, Galt, Ontario”

*Chris Ellis*

Since their Victorian/Edwardian heyday as producers/users of advertising stationery cards most companies featured in this series have long disappeared or been absorbed by larger firms/conglomerates. However, *The Peter Hay Knife Co.* of Galt (now Cambridge), Ontario still exists and recently celebrated its 125<sup>th</sup> anniversary, having been founded in 1882.



Peter Hay



The Peter Hay Knife Company

Peter Hay was born March 1, 1835 in Lauder, Berwickshire, Scotland, the son of George and Ann (Morrison) Hay. While his parents were in the weaving profession, upon leaving school in 1840 Hay apprenticed as a blacksmith. At the age of 22 in 1857 he immigrated to Canada, initially settling in Montreal where he plied his trade. In 1861 he moved to Galt where he worked first as a foreman for the Goldie and McCulloch Co. foundry until 1869 and then for James Warnock & Co. at their “edge tool works” where he learned about the manufacture of cutting implements that would become the foundation of his own business. Both those companies are familiar in their own right to stationery collectors as regular users of advertising cards. On February 20, 1879, at the age of 43, Hay married Elizabeth Wallace of Galt, who was 12 years his junior, and they had four children including three daughters and a son.

*Continued on Page 22*

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**PSNotes Contact information:** Chairman: Earle L. Covert, [ecovert@telusplanet.net](mailto:ecovert@telusplanet.net), Box 1190, Raymond, AB T0K 2S0, phone 403-752-4548. For articles, news or reports: John Grace, our Secretary-Treasurer, and contact person for the study group ([jpg1353@yahoo.com](mailto:jpg1353@yahoo.com), 734 Aspen Rd Pickering ON, L1V 4H2), and Jean Walton ([jwalton971@aol.com](mailto:jwalton971@aol.com), or [PSSG@comcast.net](mailto:PSSG@comcast.net), 125 Turtleback Rd, Califon NJ 07830), layout/copy editor for Postal Stationery Notes.

**Emailed copy of PSNotes:** To receive PSNotes in colour in pdf format, send your email to John Grace at [jpg1353@yahoo.com](mailto:jpg1353@yahoo.com). It’s free! If you prefer this version to the mailed version and ONLY want the online version, let us know and we will remove you from the mailing list for Canada Post copies. But you do not need to choose – you can continue to receive both.

*Vol. 23 No. 3  
June 2010*

In 1882 Hay started his own business at premises on Victoria Ave. in Galt, manufacturing steel edged cutting tools and machine knives used in woodworking and related manufacturing endeavours for a variety of firms, including his former Goldie and McCulloch Co. employers. Knives could be made to order “of any description” and specific forms made included planer knives, sash knives, moulding knives, star joiner knives, star cutter knives, gauge lathe knives, shaper steel, tenoning spurs, matcher bits and cope cutters, to name but a few examples. The business prospered and Hay was important enough to warrant an entry in the 1886 *A Cyclopaedia of Canadian Biography, Being Chiefly Men of the Time*. There it was said of Hay that “in religion he is a Presbyterian, and in politics a Reformer” and that “his experience has been enlarged” by travelling extensively to major US centres of commerce.

By the late 1880s the company had 12 employees and was producing their specialized knives on demand for firms such as furniture makers across not just Ontario but all of eastern Canada. Hay retired in 1907, and died at Galt at the age of 82 on January 14, 1918. The firm was taken over by a business partner, Alex Gourlay, who had joined the company in 1903. Gourlay, followed by his son Val and grandson Michael, who took over the firm in 1943, ran Peter Hay until the 1990s when the current owners, Cambridge Holdings Ltd., bought the company and took over the day-to-day operations. It still remains a smaller and specialized firm with about 15 employees and its premises are now located in a modern industrial park on Sheldon Drive in east Cambridge.

Peter Hay began using private post cards with illustrated front advertising by at least 1899 and several different examples of such cards are known to me, often showing similar text and illustrations to those later used on postal stationery examples. Sometime around late 1903 to early 1904, the company began using postal stationery cards with pictorial advertising fronts (padposts) and continued to do so until at least 1933. However, few different examples have been recorded after about 1911 so I expect more exist than I have been able to track down. Moreover, even the pre-1911 cards are quite rare, a notable exception being #11 on the list below that is quite common. Hence, I am certain this type listing is incomplete even for the early years. Also, there may be more minor typesetting/text varieties than I list here. As always, I would appreciate any reports of cards differing from those listed here or for any of the businesses in this series on which I have compiled and published data.

As with the earlier Peter Hay private postcards, the padpost-always include illustrations of one or more machine knives. The advertisements are usually printed in black ink (only one exception that is in red)\* and, excepting the first shown Victorian era card, and the last (Arch) card, always include a double horizontal line extending from beside the illustrations at left to below the stamp impression at right, which separates the text advertising on the cards from the address space below. Listed in order of issue from earliest to latest, the cards include:

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\* If the color illustrations seem to indicate otherwise, it is a reproduction artifact.



Fig. 1: #1 on P18, with gothic style heading and no dividing line separating the Hay Co. information and the address area.

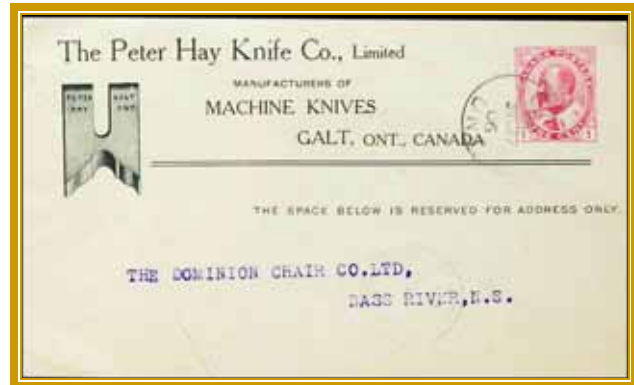


Fig. 2: #2 on P23 - with changes in font style and settings, as described below.

#1) On P18, One Cent Red Victoria (shown used April 25, 1904). Text at upper left reads: “The Peter Hay Knife Co., Limited/ MANUFACTURERS OF/ MACHINE KNIVES/ GALT, ONT., CANADA.” (slashes show line breaks). “The Peter Hay Knife Co., Limited” text measures 101 mm long text and is in a bold, fancy, Old English font comparable to that seen on some 1903 era private post cards of the firm. That text line extends above an illustration of a machine knife at left while the rest of the text is found to the right of the illustration in plain unserifed fonts of variable size by each line. The illustration itself is also one often used on earlier private Hay post cards and consists of a single machine knife with a u-shaped depression at the centre top and a somewhat serrated edged v-shaped cutting depression at the bottom centre. The words “PETER/ HAY” occur on the left upper prong of the knife while the words “GALT/ ONT.” occur on the upper right prong. The illustration is indented from the left edge such that its upper left corner **is** aligned with the right side of the “h” in “The” in the line of old English font above. As noted above, this card, unlike all other early issues I have seen, lacks the double horizontal line separating the text from the address space area.

#2) On P23, One Cent Red Edward (shown used July 27, 1906). Text has same wording, line splitting and capitalization as the previous card. However, the upper line of text reading “The Peter Hay Knife Co., Limited” is in a plainer and smaller serifed font and measures 80 mm long and most of the other text lines are smaller than on the previous card and all are serifed. The illustration is the same as that on the previous card but is aligned with the upper line of text of the company name at left rather than indented. This card also is the first to exhibit the double line extending from beside the illustration to the right of the card below the stamp impression separating the text from the address space area, a trait that would continue on subsequently issued cards through at least 1911.

#3) On P23, One Cent Red Edward (shown used January 22, 1907). Text has same wording and line splitting as the previous cards. However, all text is now capitalized and is unserifed and plain. The line reading “THE PETER HAY KNIFE CO., LIMITED” measures 84 mm long. The illustration is the same as that on the previous card but is indented versus the text line above it, its upper left corner lining up with the right side of the “H” in “THE” in a manner similar to the first Victorian card listed above.

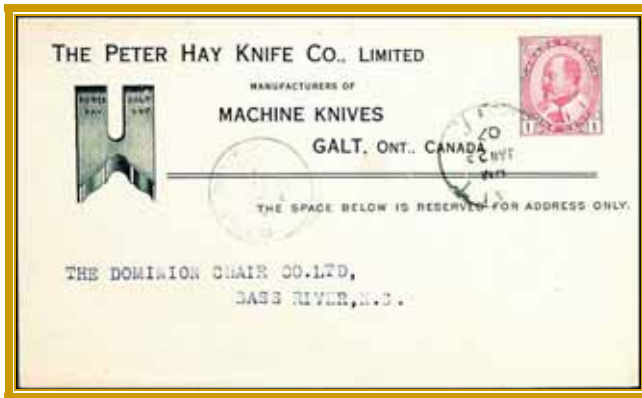


Fig. 3: #3 on P23

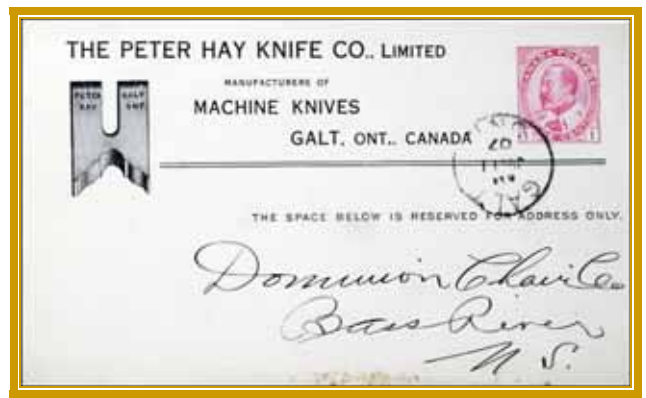


Fig. 4: #4 on P23

#4) On P23, One Cent Red Edward (shown used July 11, 1907). The line reading “THE PETER HAY KNIFE CO., LIMITED” is in a slightly larger font and measures 86 mm long. The illustration is the same as that on the previous cards but is aligned again with the upper line of text of the company name at left rather than indented. Note that there are two type settings of this card that vary based on the horizontal placement of the lowest three lines of text. For example, in the illustrated case the “M” in “Manufacturers” is under the “A” in “HAY”, the “M” in “MACHINE” is under the space between “PETER” and “HAY” and the “G” in “GALT” lines up under the “F in “KNIFE”. In the other, and apparently slightly later dating (late 1907), type setting the “M” in “Manufacturers” is under the “Y” in “HAY”, the “M” in “MACHINE” is directly under the “H” in “HAY” and the “G” in “GALT” lines up under the “NI” in “KNIFE”.

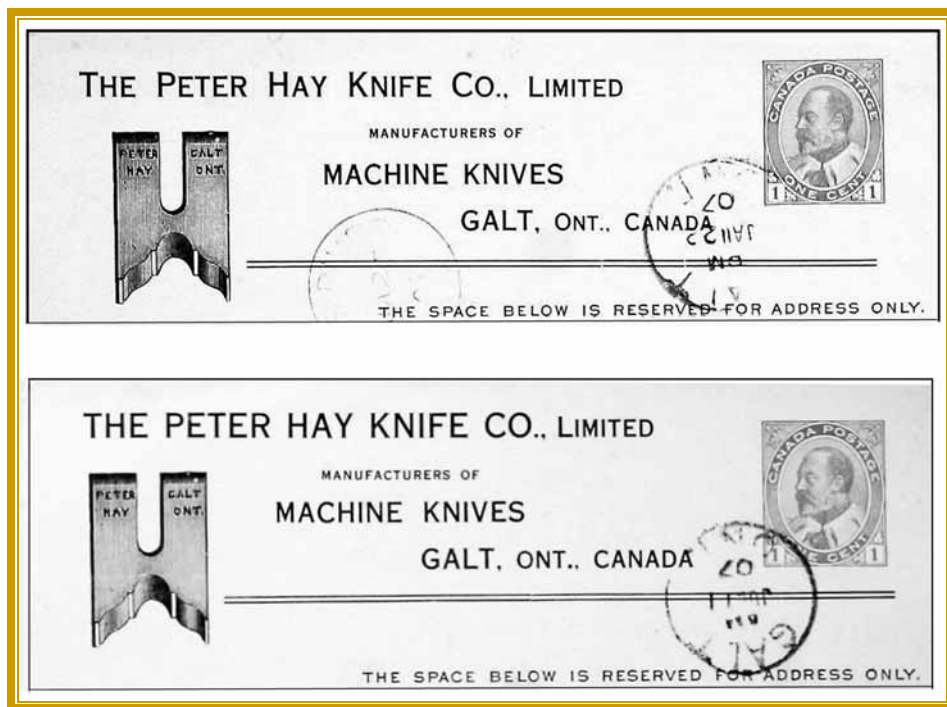


Fig. 5 – illustrating differences in #3 & 4.

#5) On P23, One Cent Red Edward (not shown; an example of this card is illustrated by Gutzman [1988: p. 11]). Text has same wording, line splitting and fonts as the previous card although relative line horizontal placement varies. There are two pictured circular or rotary machine knives (similar to the circular knives shown on card listing #12 below) facing one another with a shaded area in between. The knives have notched cutting edges resembling the blades of a circular saw. There is no company name or logo on the knives.

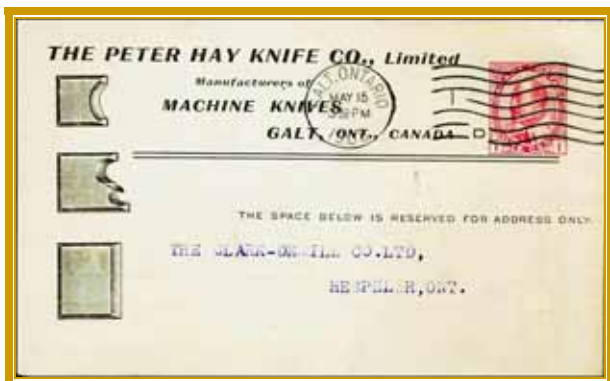


Fig. 6: #6 on P23, illustrating multiple knives.

Fig. 7: #7 on P23, showing a new illustration.

#6) On P23, One Cent Red Edward (shown used May 15, 1908). Same text as previous cards but in this example the text is all capitalized except for “Limited/ Manufacturers of” where only the first letters are capitalized. The all capitalized words are in a slanted font lacking serifs and the line reading “THE PETER HAY KNIFE CO., LIMITED” measures 97 mm long. Three knives are shown, all with cutting edges facing the right. The upper knife has a simple concave cutting edge, the middle knife has a double notched cutting edge with the lower notch smaller and extending farther than the upper and the bottom knife has a simple straight cutting edge. There is no company name or logo on the knives.

#7) On P23, One Cent Red Edward (shown used July 7, 1908). Text wording and font is identical to that on cards #3 & #4 above (e.g. plain and unserifed) although again relative horizontal line placement varies. The reading “THE PETER HAY KNIFE CO., LIMITED” is minutely longer than earlier examples being 87 mm. A single rectangular knife is pictured that has two deep u-shaped concavities at top and a complex cutting edge at bottom with two concavities, one of which is completely concave whereas the other has a convex edge at its apex. There is no company name on the knife but it now has a complex, engraved/stamped, company logo, which consists of the letters P.H.K encompassed in an oval shaped “C” with a tiny “o” at right in the open area of the “C” (e.g. “Co”) – see illustration of card #14 below for a larger printed version of this logo.

#8) On P23, One Cent Red Edward (shown used August 19, 1908). Text is the same as that on the previous card although relative line placement varies. Two rectangular knives of the same size are pictured. The uppermost has two parallel grooves running top to bottom while the lowermost knife has a single groove paralleling its length. There is no company name or logo on the knives.

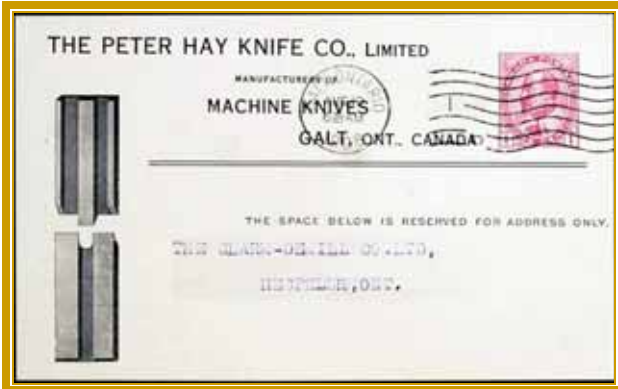


Fig. 8: #8 on P23

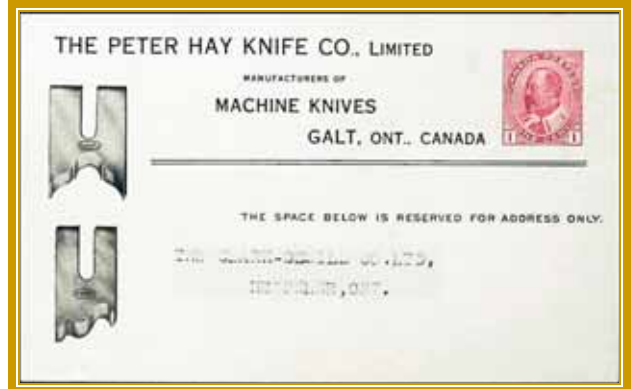


Fig. 9: #9 on P23

#9) On P23, One Cent Red Edward (shown used [manuscript date] August 19, 1908). Text is the same as that on the two previous cards. Two knives are pictured. The uppermost knife has a u-shaped depression at the top and a serrated cutting edge at bottom and overall is the same design as that seen on cards #1 to #3 above. However, on the knife it only has the P.H.K company logo rather than the company name. This logo runs at right angles to the knife's longitudinal axis. The lowermost knife has the same logo and u-shaped concavity at top but the cutting edge at bottom has two concave notches of different widths and depths.

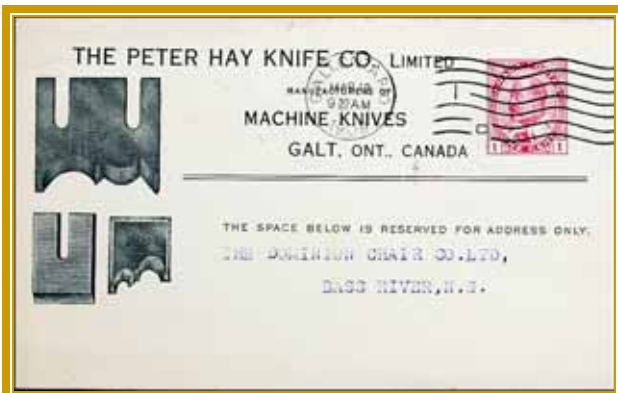


Fig. 10: #10 on P23



Fig. 11: #11 on P23 – all text in red.

#10) On P23, One Cent Red Edward (shown used March 11, 1909). Text is exactly the same as that on the previous three cards although again the relative line placement varies. Three knives are shown. The uppermost is the same complex rectangular form with logo shown alone on card #7 above. The other two smaller knives are placed beside one another below the larger first example. The left one has a square outline with an elongated u-shaped concavity at top and a simple, bevelled, straight, cutting edge at bottom. The right example is similar to one of the examples on card #6 above including the P.H.K Co. engraved company logo, although this example is oriented differently, having the cutting edge to the bottom. The cutting edge is double notched with the left notch narrower and extending farther than the right one from the body of the tool.



#11) On P23, One Cent Red Edward (shown used March 11, 1911) in red ink. Same text and font as previous three cards but the whole card, including the knife, is in red ink. This is the most commonly seen Peter Hay stationery card suggesting it may have been in use for some time. The knife is large and rectangular with a u-shaped notch at top and a complex notch/groove from one face at the bottom. The P.H.K Co. logo is on the left side of the knife running parallel to the longitudinal axis.

#12) On P23, One Cent Red Edward (shown used November 18, 1911). The text and font does not differ from immediately previous issues. This card has the most complex illustration of all the cards I have seen, with five different circular knives, often with buzz-saw shaped edges, arranged on a shaded background. There is no company name or logo on the knives. The illustration extends the full height of the card. To the right in the edge of the address space is illustrated a “bolt”, probably a mount for the different knife blades. This placement in the address space area is unusual. Given the size of the main illustration, all text has been shifted to the right and as it is in the same font size range as seen on other cards “LIMITED” actually is printed across the top of the stamp impression – also very unusual and along with the illustration in the address space a marked violation of the post office rules governing the placement of front adverts on these cards – perhaps that is why this example is the only one of this card I have ever seen!

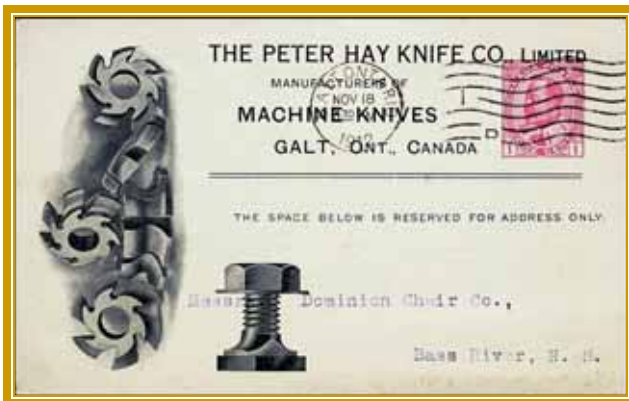


Fig. 12: #12 on P23



Fig. 13: #14 on P43b

#13) On P34e, Two Cent Green Admiral (not shown but an example can be seen in Harrison [2000:157]; see also shown card #14 described below that has the same text and illustrations/logo). The basic text is similar to previous examples except the line breaks are slightly different such that Canada appears on a separate line and Ontario is spelled out (e.g. “The Peter Hay Knife Co., Limited/ MANUFACTURERS OF/ MACHINE KNIVES/ GALT, ONTARIO/ CANADA.”). Moreover, the text is much smaller to accommodate the ‘CANADA POST CARD’ seen on the P34E card such that “The Peter Hay Knife Co., Limited” line is only 55 mm long. There is also some new smaller added text below the illustrations consisting of: “High Speed Shaper Steel/High Speed Shaper Knives”. The card illustrates two overlying steel ingots (“shaper steel”) at centre left and below it at left a single knife with a cutting edge oriented to the right similar to knife examples also shown on Cards #6 and #10 above. The working edge of this knife has two concave cutting margins of unequal depth. Beside the knife on the right is the P.H.K Co. logo.

#14) On P43b, One Cent Green Arch (shown used October 30, 1933). Same text/illustration as card #13 described above. It differs only in that it is printed on a green Arch issue Die II card rather than a green Admiral card.

Acknowledgements: I relied on several brief summaries about Hay and his company for this article/listing. Aside from the modern company's own current web site, and the entry on Hay in the 1886 *A Cyclopaedia of Canadian Biography, Being Chiefly Men of the Time* mentioned in the discussion, sources included the section on the Hay in Jim Quantrell's (1998): *Cambridge Mosaic: An Inquiry into Who's Who in The History of Cambridge*, published by the City of Cambridge Archives, and an article in the *Montreal Herald* of November 4, 1889 on Cambridge businesses that includes a section on the "Galt Machine Knife Works".

### References

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  - #2 Illustrated Cards: [T. McAvity and Sons, Saint John, N. B.](#) PSN V17(6), May 2002.
  - #3 Illustrated Cards: [D. H. Howden and Co., London, Ontario](#). PSN V18(1), July 2002.
  - #4 Illustrated Cards: [The Breithaupt Leather Co., Berlin \(Kitchener\), Ontario](#). PSN V18(2), Sept 2002.
  - #5 Illustrated Cards: [The James Smart Manufacturing Co., Brockville, Ontario](#). PSN V18(3), Nov 2002.
  - #6 Illustrated Cards: [Thomas Robertson and Company, Montreal, Quebec](#). PSN V18(4), Jan 2003.
  - #7 Illustrated Cards: [Gordon, Mackay & Company, Toronto, Ontario](#). PSN V18(6), June 2003.
  - #8 Illustrated Cards: [The Farmer's Advocate and Home Magazine](#) (Journal), London, Ontario (Winnipeg, Manitoba). PSN V19(6), Sep 2004.
  - #9 Illustrated Cards: [The Bain Wagon Company, Woodstock, Ontario](#). PSN V20(1), Nov 2004.
  - #10 Illustrated Cards: [E. Leonard and Sons, Engine and Boilermakers, London, Ontario](#). PSN V20(5), July 2005.
  - #11 Illustrated Cards: [Comic Advertisements of "The McClary Manufacturing Co., London, Ontario."](#) PSN V20(6). November 2005.
  - #12 Illustrated Cards: [Standard Publishing Company – The Canadian Baptist, Toronto, Ontario](#). PSN V21(2), April 2006.
  - #13 Illustrated Cards (mis-numbered 12): [Gutta Percha and Rubber, Limited](#). PSN V21(6), April 2007.  
(Dick Staecker in collaboration with Chris Ellis).
  - #14: Illustrated Cards: [Laing Packing and Provision Co., Montreal, Quebec](#). PSN V22(6), Nov 2009.
  - #15: Illustrated Cards: [Peter Hay Knife Company, Galt, Ont.](#) PSN V23(3), July 2010.
- and Chris Ellis & Horace Harrison; **William Briggs Methodist Book and Publishing House**. BNA Topics, V54(1). Jan-Mar 1997 Whole number 470 [Visit the BNAPS Horace Harrison Online Library at <http://bnatopics.org/> and click on 470.
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