

# 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.

*continued on page 44*



### Editor's Notes

With this issue we are starting two new projects. Member Chris Ellis came up with the idea of doing a series of illustrated cards commercially used by various companies. He has several cards of the 'John Morrow Screw Ltd.' and he did some research of that company. Starting on the preceding page he is sharing his interesting work with us.

If anyone has cards of that company, not listed on the end of that article, please give us details.

I would like to encourage other members to join and send me copies of illustrated cards and research of other companies.

The second new project in this issue was sent in by John Grace. He named it "ODDS 'N' ENDS" and it has no particular type of postal stationery in mind, but we would like members to contribute other interesting items to make this a great series. I know there are many unusual items in collectors hands.

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## What's New

### in Postal Stationery

#### ENVELOPES

The two new pre-stamped envelopes (size #8, the American Goldfinch and size #10, the Scarlet Tanager) in the 'Birds of Canada' series which were supposed to be issued February 15, were recalled before they were for sale. The gum on the flap for sealing the envelope is self-adhesive covered with a strip of wax paper to be pulled off to seal the envelope. Apparently the reason for recalling the envelopes was some error in the gum or paper strip.

I received my envelopes on March 11 from the National Philatelic Centre. Was anyone able to get these envelopes on February 15?

#### CARDS

Robert Lemire reported the following cards were found in 8 of the 6 packs of ten prepaid postcards:

#### Canadiana Pack #260100 with new code only:

C01, C02, C06, C10, C13, C24, C60, C79, C85.

**with old code only:** C03.

#### Wildlife Pack #260101 with new code only:

ATC208, C014, C042, C047, C086, C092, C095, C096, C097, G038.

#### Rockies Pack #260102 with new code only:

CR115, CR146, CR149, CR151, CR068.

**with old code only:** CR272.

**with both, old & new code:** AL08, CR107, CR191, CR4628.

#### Central Canada Pack #260103 with new code only:

C07, OT45, OT47, NF143, NF130, T049, T146, T160, T166.

**with old code only:** C327.

#### Quebec Pack #260104 with new code only:

Q028, VQ027, VQ089.

**with old code only:** MTL127, MTL128, Q039, VQ060.

**with both, old & new code:** MTL66, MTL98, MTL107

#### Atlantic Pack #260105 with new code only:

ATC200, ATC201, ATC203, ATC204.

**with old code only:** ATC205, ATC206, ATC210, C08, NFLD11

**with both, old & new code:** ATC202.



**DUES: Postal Stationery Study Group dues are Can. \$8.00 or equivalent per volume. They are due upon publication of Number 1 of each volume. Please make out the cheque or MO 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)

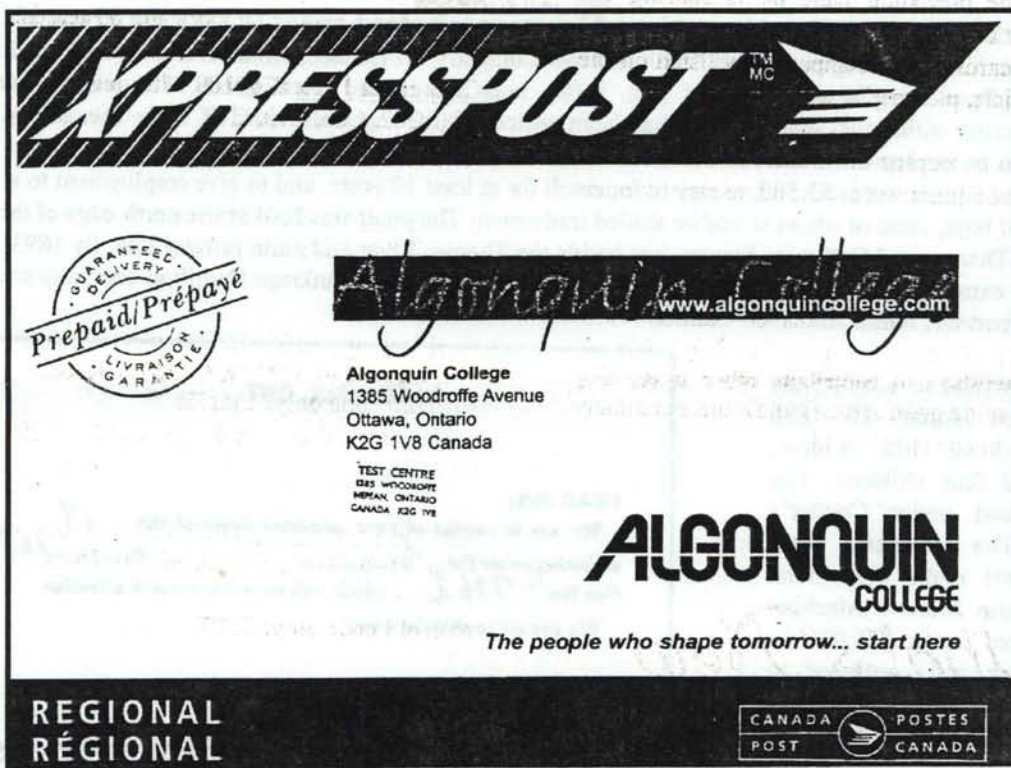
All information for the newsletter, and correspondence about the study group, should be addressed to Dick Staecker, 384 Regal Drive, London, On. Canada N5Y 1J7, phone (519) 455-9715, E-mail may be sent to [dstaecker@rogers.com](mailto:dstaecker@rogers.com)



**XPRESSPOST**

The photo copy below was sent in by Chris Ryan (cropped at the bottom). His comment is, that it is a regular Xpresspost Pack - size that has been "branded" (see Vol.16 - No. 3 page 22 about the Brand-It program on Xpresspost). The envelope itself is not from the special printing used by Carleton. The added printing is green except for the blue "TEST CENTRE" etc. which was added by rubber stamp.

The date code "01" has the 9 missing.



**Pierre Gauthier reports finding an unknown Christmas seal card**

Below is the reverse of the French version of a 1948 Christmas seal card on a 1¢ George VI card without heading. (P66)





continued from page 41

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

INGERSOLL, ONT. Jan 21 1910

DEAR SIR:

We are in receipt of your esteemed favor of the 19 enclosing order for screws. Your No. 1679 Our No. 7862, which will have our careful attention. We expect to ship the same

And with thanks we are,  
Yours truly,  
THE JOHN MORROW SCREW LIMITED.  
By J. A. Coulter

N.B. - When writing to above please refer to OUN No

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

INGERSOLL, ONTARIO. Aug 14th. 1907

DEAR SIR:

We are in receipt of your esteemed favor of the 6th. Inst enclosing order for Nuts your No. 3073 our No D-385 which will have our careful attention We expect to ship the same

RECEIVED  
AUG 17 1907

And with thanks we are,  
Yours truly  
THE JOHN MORROW SCREW LIMITED  
By [Signature]

N.B. - When writing to above please refer to OUN No

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.**

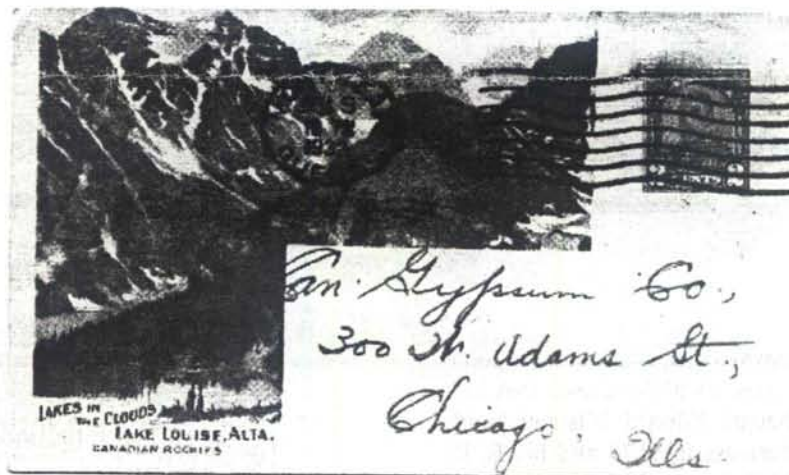
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**Previously unreported CPR view cards**

A scan of these three newly discovered CPR view cards was sent in by Erick Middleton. All three are on the 2¢ brown Arch issue and would be identified as Webb's numbers CPR72J - postmarked Montreal Dec 28, 1932; CPR74J - postmarked Montreal Jan 14, 1933; and CPR76J - postmarked Montreal Dec 9, 1932.

I am always amazed, that new items in postal stationery are still turning up after so many years.



# ODDS 'N' ENDS

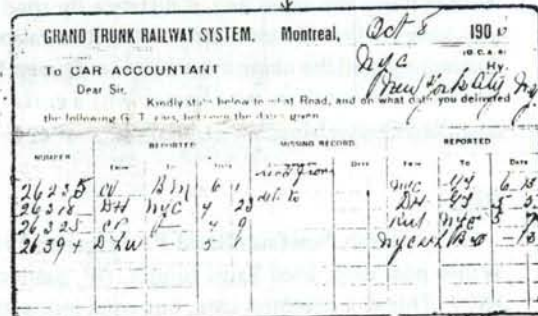
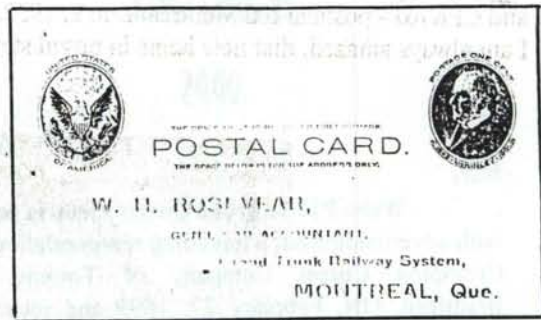
BY JOHN GRACE  
ODDS

This is a column that won't have much of a rhyme or reason either. I will try and show items I find interesting, and hope some others will find them interesting too. Questions and contributions welcome.

## #1.

Here is a US McKinley 1¢ black postal card, Higgins and Gage #20, issued from 1902 on buff stock, in size 140 x 83.

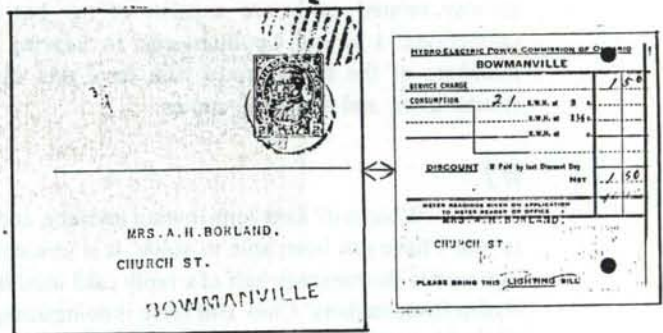
The printing in red, front and back, was added by the Grand Trunk Railway System. The form number on the back is (N-2-06-5000). Similar cards exist on Canadian stationery, but this is the first I have seen on a US item. Used in 1906, it is, unfortunately, not cancelled.



## #2.

This is a Canadian card from the time government officials at most levels treated the taxpayers' money as if it were their own. It is a P34d 2¢ green Admiral post card Type 2, Die II, sent as a hydro bill, receipted on payment, cut in half and given as a receipt.

Used in Bowmanville, ON, February 1, 1924. Received the next day, February 2.



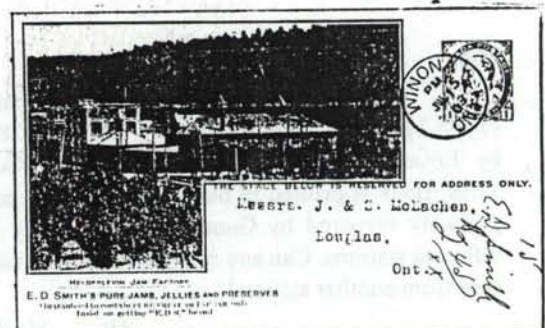
## #3.

P23 1¢ red Edward VII, blank card (Type 1). Eaton cards are one of my favorite areas. I suppose such mini-collections are like topical collections for stamp lovers. Eaton cards pre-World War I were not often as striking as this one, which could be considered a precursor of the many beautifully illustrated catalogue cards of the 1950s and 60s. Card is unused, but was produced sometime before 1910.



## #4.

P23 1¢ red Edward VII, blank card (Type 1). No, it is not a railway view card! Sure does look like one at first glance, though. Edward D'Israeli Smith founded his nursery business in 1879 and his E. D. Smith brand name in 1882. Located in Winona, east of Hamilton, Ontario, the company was first known as Helderleigh Fruit Farms and Nurseries. In 1908, the company began calling itself simply E. D. Smith. Card used Winona, ON, July 15, 1908.





# ODDS 'N' ENDS

BY JOHN GRACE

## ODDS

#5.

Webb P17 1¢ green Queen Victoria post card with advertising from a travelling representative of the Crompton Corset Company of Toronto. Used Brantford, ON, February 27, 1899 and received in Amherstburg the same day, a distance by road of 290 km. today. I find the similarity to the illustration of #3 fascinating, and the name even more so: **Queen Moo**. Is there anyone out there who knows why a corset should be called Queen Moo?



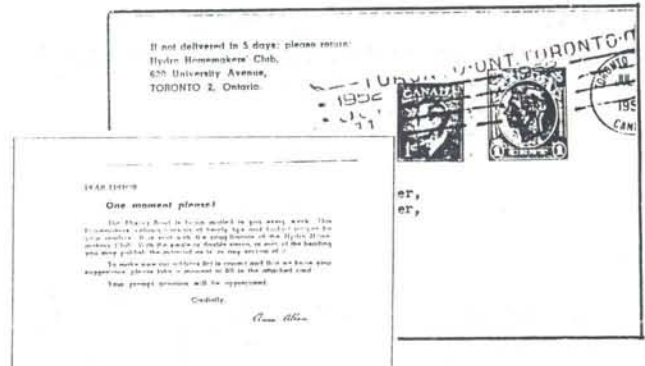
#6.

Webb Newfoundland P3 1¢ green Prince of Wales post card, used Saint John's, NF, September 4, 1897. This is a common card, but what interests me is the user, the Canadian Express Company, because railway related cards are another of my pet mini-collections. I would be interested in hearing from members of the study group who have this card or similar ones, and obtaining copies.



#7.

What is it? Everyone loves a mystery, and here is one I have not been able to solve. It is evident that this card is the message half of a reply card used by the Hydro Homemakers' Club. But there is no heading, and all Webb-listed George VI reply cards have some sort of heading. Did the reply half have a heading? Were these cards just a part of the Ontario Hydro cards listed as Webb HKP67i and following that were passed to the HHC and had printing added by HHC?

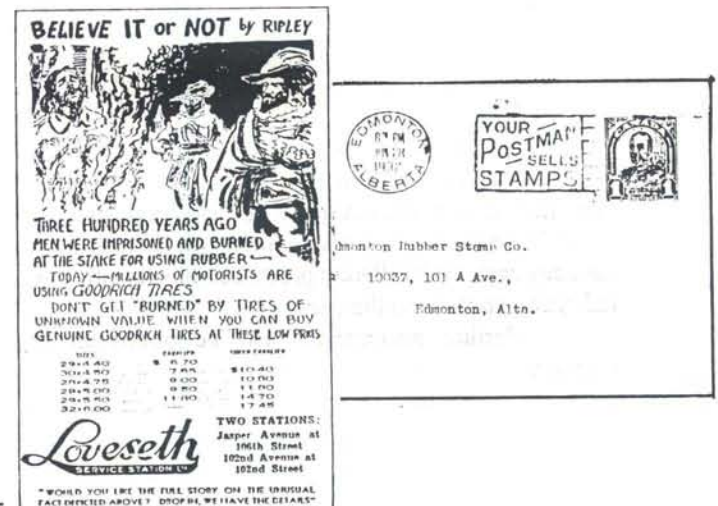


Specifics: 1¢ green + 1¢ green George VI (38/O), blank cards (Type 1). Private roulette top, with black separation line. Used: Toronto, ON, July 11, 1952.

I would like to hear from any member of the group who has this card, or the reply half, or an entire card. Help solve the mystery. Perhaps this card merits a Webb listing.

#8.

Webb P43 1¢ green Arch Issue, blank card, (Type 1) Die II. Used Edmonton, AB, June 28, 1932, by Loveseth Service Station, advertising Goodrich Tires. Bank is printed in black on pink. The card was probably prepared by Goodrich and used by several different stations. Can any member provide a copy of a card from another station?





# ODDS 'N' ENDS

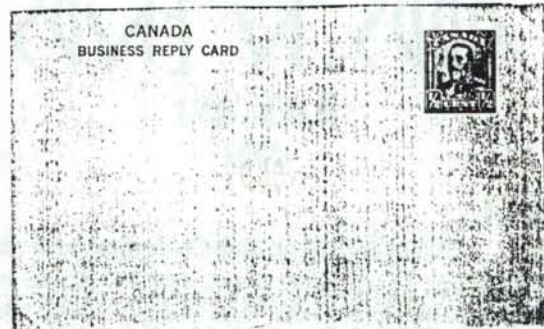
BY JOHN GRACE  
ODDS

ENDS

#9.

**KP37b ½¢ blue Scroll Issue**, Type 9, on blue card, no precancel, listed on Page 90 of Webb, 7<sup>th</sup> edition, where it is stated that it was prepared for the Gold Fish Supply Company. It has a blank front and back, so could conceivably have been destined for Warbutton's Toggery as well.

#9



#10.

**KP37c ½¢ blue Scroll Issue**, Type 9, on blue card, with precancel, listed on Page 90 of Webb, 7<sup>th</sup> edition. The precancel is **3 horizontal lines of 8 dashes**, 19 x 8 mm. Inscription on front identifies the card as the first issued by the Canadian Post Office on coloured stock. The back has an ad for Warbutton's Toggery on **Barton Street in Hamilton**.



#10

#11.

Identical to #10, except for the back, where the **only printing** is the red "gun" at the top of the card.



#11

#12.

Identical to #11, except for the precancel, which is **3 horizontal bars of 8 double dashes**, 20½ x 9 mm.



#12

#13.

**KP37c ½¢ blue Scroll Issue**, Type 9, on blue card, with precancel, listed on Page 90 of Webb, 7<sup>th</sup> edition. The precancel is **2 vertical lines** 9 x 23 mm. The front is illustrated and addressed "To The Man/Who Wears/Good Clothes." The back has the same ad as #10, but the address is now **King Street in Hamilton**.



#13



There are at least 3 more privately precancelled cards for Warbutton's on blue stock, and at least 8 more on regular post office stock. For more details see George E. L. Manley's *Canadian Precancelled Postal Stationery Handbook*, published by Jim Webb in 1984. I would be particularly interested in knowing if members have any cards with different precancels having only the red "gun" printing on the back.

Further information will be published if received.



# ODDS 'N' ENDS

BY JOHN GRACE  
ODDS

ENDS

#14.

Webb KP102 5¢ blue Centennial Issue blank card (Type 1), on white paper, size 153 x 102 mm. Envelope stamp die with black precancel lines added and T. E. C. O. reading up at right. Used in 1969 as a pick up card for the Eaton 1969 Fall and Winter catalogue.

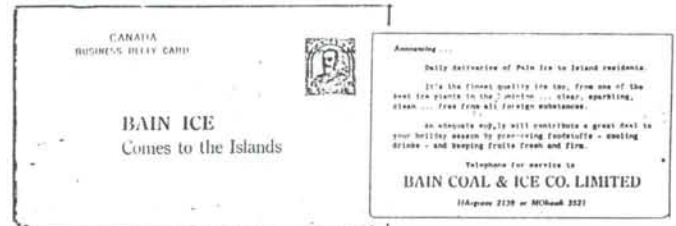
What is odd about this card? With 369,000 printed, why is it so scarce? (Card reproduced from a photocopy provided by George Manley.)



#15.

Webb P41d ½¢ blue Arch Issue (Type 9) Die II, precancelled 2 pairs of fine lines, 20 x 12 mm., used in Toronto, ON. Card announcing beginning of ice delivery service to the Toronto Islands. In the 1930s most homes in Toronto had iceboxes. Refrigerators did not become universal until after World War II.

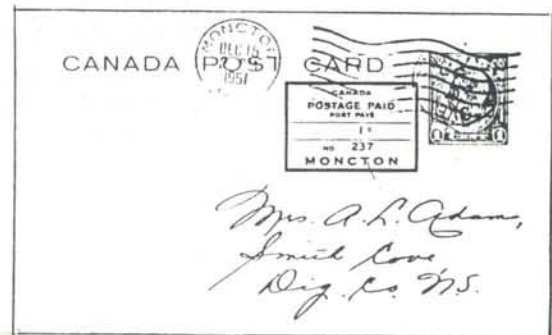
This card was not in the original edition of George Manley's catalogue. It was reported by the author several years ago.



#16.

Another Eaton card! You have to put up with an author's favourites. Webb P67b 1¢ green + 1¢ green George VI Issue (38/O), (Types 5 and 12). Revalued by a 1¢ permit No. 235 Moncton to accommodate the increase in the printed matter rate from 1¢ to 2¢ on April 2, 1951. Used in Moncton, NB, December 15, 1951.

This is one of only a few pieces of postal stationery revalued by adding a permit.



#17.

Webb HKP83h. Nothing odd here except that this is the card that started the author on postal stationery. It was purchased in 1961 for 25¢ at a stamp show in Peterborough, Ontario.

In spite of the Webb catalogue, there is no CANADA POST CARD heading. The 7th edition of the catalogue seems to call for a heading, but is ambiguous. The 6th edition does not indicate a heading. Perhaps a line was dropped between HKP83h and HKP85c in the 7th? Clarification will come sooner or later. Used: Simcoe, ON, September 24, 1960.



#18.

Another Ontario Hydro card, Webb HKP83h. This time the dials are on the front. The only printing on the back is a form number 57091, REV. 9-61.

