

Postal Stationery Notes

Volume 20 No. 5

July 2005

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

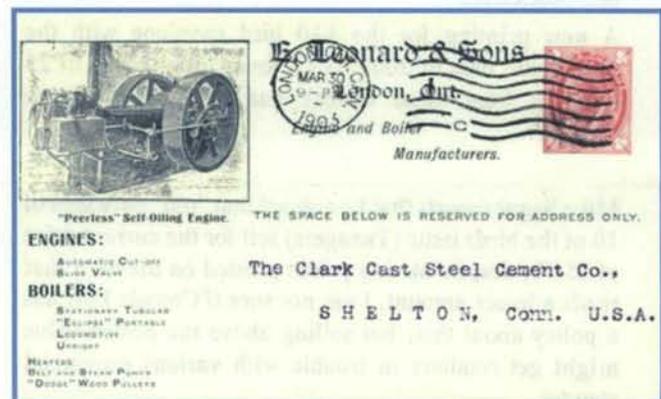
by Chris Ellis

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



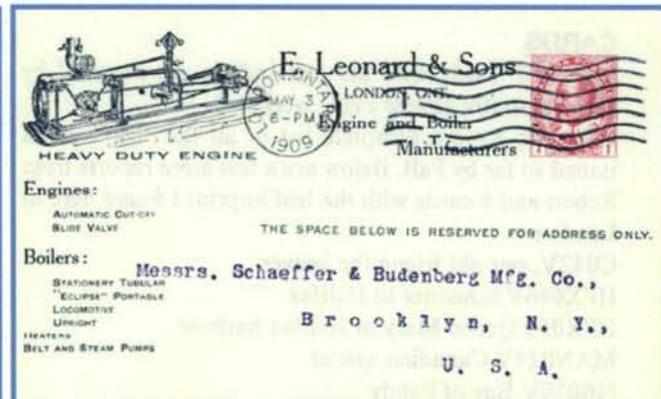
Card #1



Card #2



Card #3



Card #4

Editor's Notes,

To give our members something to read in these hazy and lazy Summer days I was able to talk Chris Ellis into doing his 10th article on "Illustrated Cards" and I think he did a great job in researching the London Company "E. Leonard and Sons" and showing his four different postal cards.

Also comes word from John Grace that he has some material to add to this newsletter and by looking at his many other contributions, I am sure it will be very interesting.

Dick Staecker

What's New in Postal Stationery

ENVELOPES

A new printing for the #10 bird envelope with the production date of 2005.03.11 found from packs of 25 (coming from large boxes) was reported by Pierre Gauthier.

Mike Sagar reports that he noticed that "old" packages of 10 of the birds issue (Tanagers) sell for the current price of \$5.70, despite having prices printed on the card that reads a lesser amount. I am not sure if Canada Post has a policy about this, but selling above the posted value might get retailers in trouble with various provincial statutes.

CARDS

New PCF cards with the leaf indicia are reported by Robert Lemire almost every week.

I hope to have a complete list of all the "leaf" cards issued so far by Fall. Below are a few more reports from Robert and 8 cards with the leaf imprint I found here in London:

- C042V, our old friend the beaver
- HFX046V schooner in Halifax
- HFX050 Queen Mary in Halifax harbour
- MAN024V Canadian sunset
- NB019V Bay of Fundy
- O048V raccoon
- O109 Falls in Agawa Canyon
- O259 Ontario

- O260V Halfway Bay
- O270 Lighthouse on Manitoulin Island
- O296 village of St. Jacobs
- O297V Stoney Lake
- PEI075 Green Gables House

More cards with the large flag stamp indicia as reported in the last PSN (No.4 page 32) have also being found on:

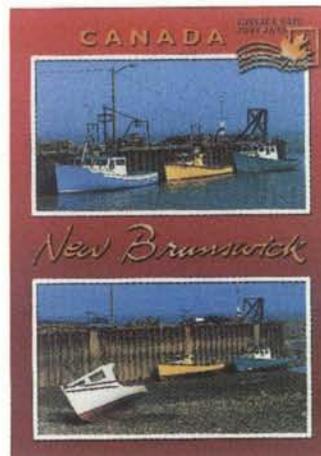
- C120 Black bear cubs
- CR030 Bow Valley, Banff
- CR107 Banff Springs Hotel
- CR191 Beautiful Lake Louise
- OT014 Parliament Buildings
- OT022 Parliament Hill
- OT045V Parliament Hill National Gallery
- VAN504 Canada Place, Vancouver
- WHS007 Whistler Village

*Canada Flag
prepaid postcard.
Post office order
262140*

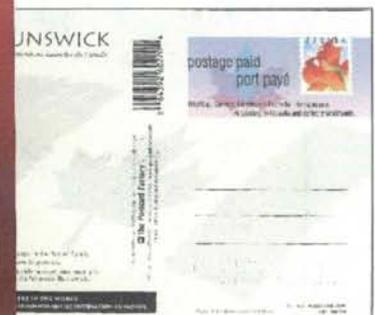


Canada Post issued four Canada Flag Prepaid Postcards on May 13, 2005, order numbers 262137, 262138, 262139, 262140 and 262141.

One of these cards is also included in the Canada Celebration Pack with a T-shirt, a coin pouch and rub-on tattoos, available for \$19.99.



*Unusual, 2 views on one PCF
"leaf" card (NB019V)*



Robert Lemire writes the following about the Postcard Factory cards:

PCF Collectors;

As you all now know, the latest printings of the postage prepaid PCF cards with views used prior to the end of 2004 no longer have the small flag indicium that had been used since 1997. Instead, the cards have appeared with a stylized maple leaf indicium. So far the "leaf" indicium has appeared on approximately 120 of the old-view cards. A much smaller number of these cards (at least so far) has appeared with yet another indicium, a larger flag design based on the 1965 Canadian flag stamp.

The "1965 flag" indicium has been found on some cards which have not yet been found with the "leaf" indicium. However, some views have been found with both the "leaf" and "1965 flag" indicia, sometimes on cards in the same store on the same rack. So far, the cards with the "1965 flag" indicium appear mainly to be on stock sold in stores (e.g., souvenir shops), though at least one such card has been reported from true post offices (not just an RPO). Cards with the "leaf" indicium are found both in shops and post offices. The lists below provide a summary of what has been reported as of June 28, 2005.

There were also approximately 100 new postage-prepaid cards issued in May and June of 2005. All copies seen so far have the "leaf" indicium. These are not available from Antigonish (so far), but can be ordered in packs of 10 from most post offices. Copies are being accumulated for distribution.

I am distributing the cards gradually as stocks are received and time permits. It will likely be September before all the stocks received are completely redistributed.

Please continue to let me know if you find stocks of any cards for which quantities are listed as needed, and any cards in these series that have not yet been reported. Special thanks to those who have been regularly reporting new cards and sending stocks to me for distribution (Pierre Gauthier, Georg Gerlach, Brian Cannon, Earle Covert, Dick Staecker).

Old cards reprinted with the maple leaf indicium (NOT including the ~100 new views issued in May 2005: a separate list will be provided later).

Reported, but quantities still needed

C024 Jasper National Park (18),

CR030 Bow Valley (20),

CR107 Banff Springs Hotel (24),

CR151 Moraine Lake (20),

CST7015 Chestermans Beach (15),

CY035V Olympic Flame (23),

MAN012 Whiteshell Park (24),

PRA003 Grain Elevators (20),

T141 CN Tower (16),

T196 Toronto Skyline (night) (10),

T197 Aerial of Toronto (24),

T198 Aerial view of Toronto (19),

VAN046 Water Street (24),

VAN180 Vancouver (14).

Reported, purchase of supplies being attempted.

ATC207 Puffins

BNG003 Banff Gondola

C042V Beaver

HFX026 Halifax Citadel

NFLD002 Salt Harbour

Reported, minimal quantities (or none) required prior to distribution.

ATC203, ATC207V, ATC210, C009V, C014, C047, C060V, RCMP C074V, C079, C085, C086, C092, C095V, C096V, C097, RCMP C104, C108, C120, C124, C177, C178V, C179, C180, C327, CB012, CR149, CR191, CR222, CR249V, CR272, CR284V, CST7014, CY096, ED032, G038V, HFX020, HFX040, MTL066V, MTL098, MTL107, MTL127, MTL128V, MTL148V, MTL166, NB014, NF122, NF186V, NF187, NFLD011, NS130, O038, O046, ONT042, OT014, OT040, OT045V, OT047, PEI065 (= old ATC202), Q028, SASK002, T049, T058, T109, T147V, T160, T166V, T170V, T172V, T175, T203, TH024V, VAN060V, VAN182, VAN530, VQ027, VQ060, VQ089, VQ099V, WPG069, WPG071.

Not yet reported. (and some will probably never be issued) (if found, 25 copies are required).

AL008, AL009V, AL038, AL040, ATC052, ATC200V, ATC201, ATC204, ATC205, ATC206, ATC208, ATC209, C001V, C002, C003, C005V, C006, C007, C008, C010V, C013V, C176V, CR068, CR115, CR146, CR291V, CR317, CR628, CST7010, CST7011, CST7012, CST7013, CVST7018, CY055, CY46, ED041, G044, KI011, KI016, MAN031, MTL154, NB077, NF130, NF141V, NF143, NF166, NFLD072V, NS018V, NS064V,

OT022, OT073, PEI068, PRA005V, Q039, Q074V, Q075, RP001, SASK006V, SFD001, T146, T171V, VAN084, VAN118, VAN504, VAN506, VAN510, VCT073, VCT074, VCT077, VQ101, VQ102, VQ103V, WEM007, WHS007, WHS040V, WPG072.

Old cards reprinted with the 1965 flag indicium reported, but quantities still needed.

CR151 Moraine Lake (15),
CR249V Mount Edith Cavell (7),
CR291V Moraine Lake (15),
T141 CN Tower (13),
T166V CN Tower (12),
T198 Aerial view of Toronto (23),
T203 Toronto Skyline (15),
VAN504 Canada Place (24),
VAN506 Cruise Ship (24),
VAN510 Totem Poles (24),
VAN530 Vancouver's Skyline (24),
WHS007 Whistler (24).

Reported, purchase of supplies being attempted.

OT073 Mackenzie King Estate

Reported, minimal quantities (or none) required.

C079, C120, CR030, CR107, CR191, MTL154,
OT014, OT022, OT045V, T196, T197

Not yet reported (if found, 25 copies are required)

all others

XPRESSPOST

The notice below was recently printed in the Post office information leaflet.

Defective prepaid envelopes update

As was communicated in February 2005 and in *InfoPost* Vol. 10, No.8, a number of the new "simplified" prepaid envelopes were defective; some were opening at the side seams because of an issue with glue adherence and others had a problem with the flap opening at the tear strip when the envelope was overfilled.

A corrective solution was implemented and the inventory at the warehouse was reinforced with Mylar tape.

Note: A long-term solution is still in development.

Starting immediately

If you place an order for the following prepaid envelopes you might receive the old prepaid envelopes (prior to Prepaid Products Simplification) accompanied by the same address labels that were used before:

- 102200 - Xpresspost Regional Standard envelopes
- 102203 - Xpresspost National Standard envelopes
- 102202 - Xpresspost Regional Pack
- 102205 - Xpresspost National Pack
- 101815 - Priority Courier Regional Pack
- 101804 - Priority Courier National Pack

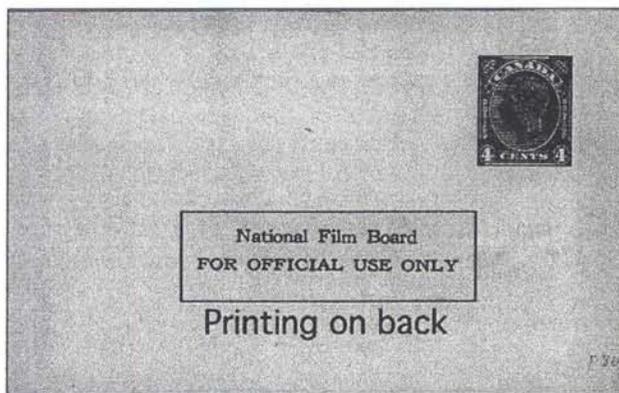
Be assured that we are working towards a new envelope design that will meet customers' needs and offer the best quality possible.

To me that means that no letter size "simplified" Xpresspost envelopes were issued (with the shipping label printed on the back of the envelope).

The defective items mentioned by Canada Post will be hard to find and probably not for sale everywhere. I am trying to get them for my collection, but so far only found the Regional and National Standard envelopes and the Regional Pack with the label printed on the back (dated 04).

If anyone has seen any other items with the pre-affixed label, please get in touch with me.

Dick Staecker (dstaecker@rogers.com)



Here is a discussion piece. There are a couple of National Film Board items listed in Webb's under the "Official" post card category. This item is a regular issue card P80. However it has printing on the back that reads "National Film Board/FOR OFFICIAL USE ONLY". Does that make it an OHMS-lite item?

Mike Sagar



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

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



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.

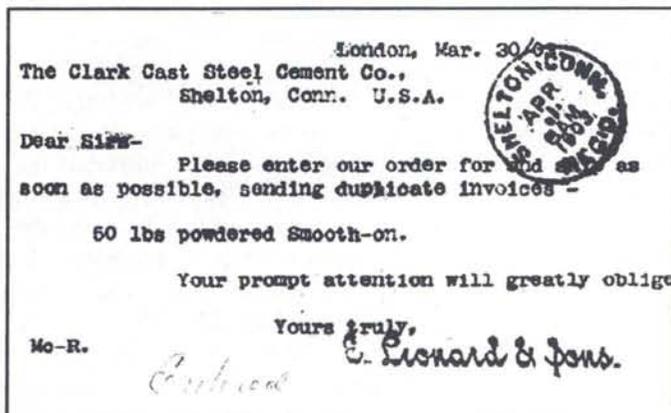
Elijah Leonard Jr. died in 1890, leaving a fortune of close to \$300,000.00 and his son Frank Leonard became plant manger and head, a position he would hold until his own death in 1923. Frank followed in his father's footsteps serving as a city alderman and as a director of the Huron & Erie Trusts. In 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 100th 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.

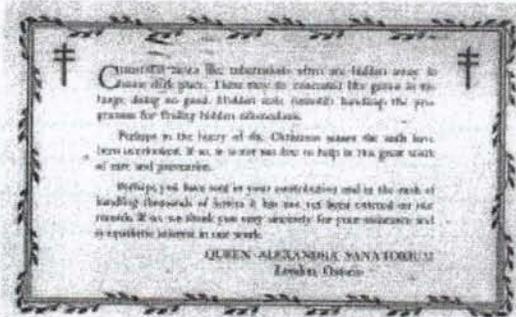
4) On P23 in black ink (shown). Picture of machine at upper left, which differs in type from that on the previously described cards, is named the "HEAVY DUTY ENGINE" in a centred line of text below the drawing. The illustration lacks any enclosing frame line(s), and is largely an outline line drawing 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!

#78. Christmas Seal Card on P 52



Used in London, ON, January 15, 1938
 Courtesy Dick Staecker



The Queen Alexandra Sanatorium, London, ON

#79. Some U.S. Bulova Cards



K & E JEWELERS
 Dorchester, Mass.



HOARD JEWELERS
 Rock Island, Ill.



PRASTKA JEWELERS
 Cedar Rapids, Iowa

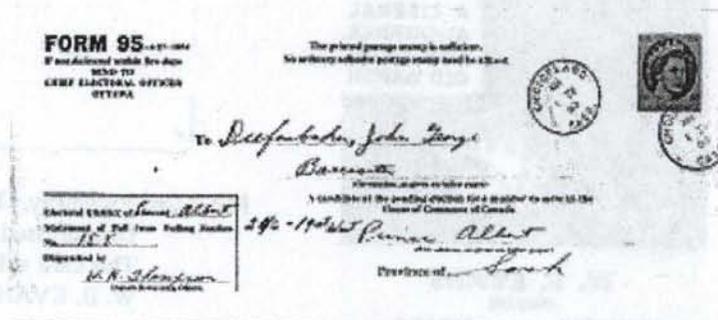
Above cards are on the 1 cent Jefferson. The first is blank, the second REVALUED/2¢/P.O. DEPT. The third card is handstamped CANCELLED. Provided by Peter Zariwny.

#80. Election Envelope addressed to John Diefenbaker.

This is Election Envelope 814d.
 Used April 1, 1958 in
 Chocicland, Saskatchewan.

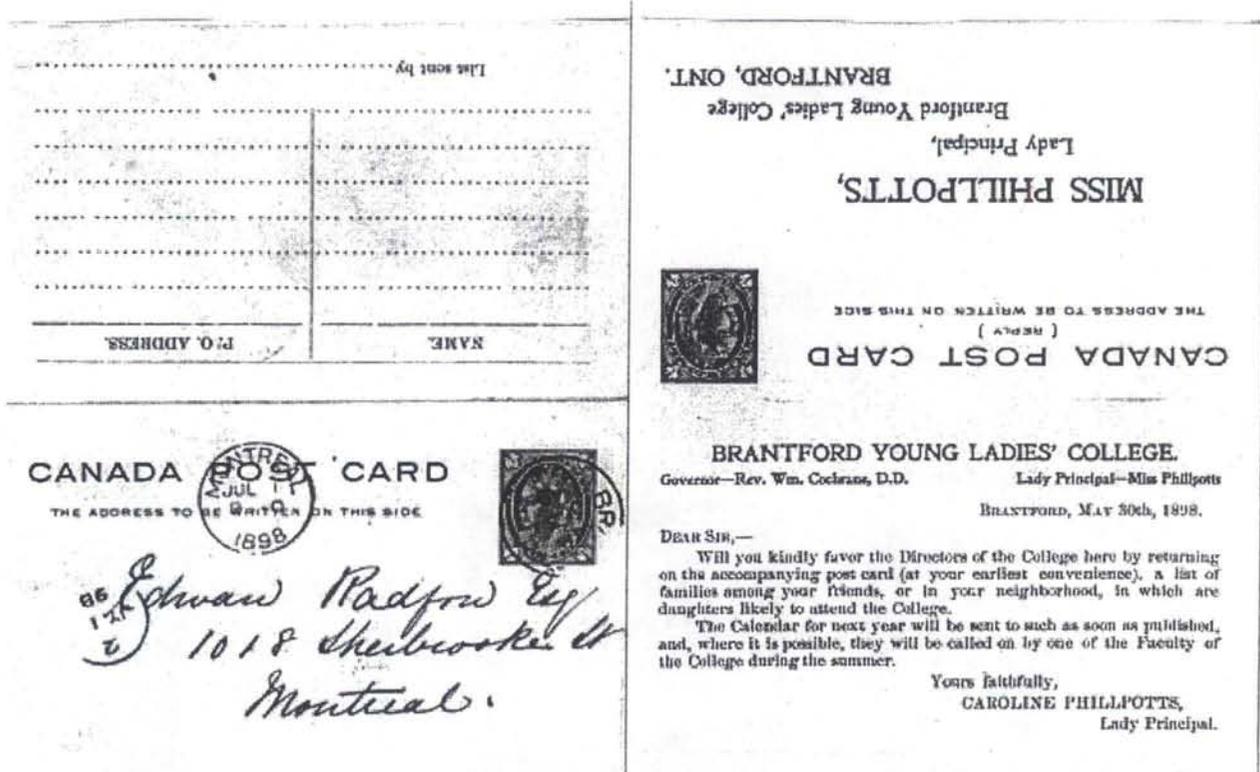
This, I believe, was the election that
 gave Diefenbaker his majority
 government.

FORM 95 - 6 - 57 - 150M



ODDS 'N' ENDS BY JOHN GRACE

#81. Earliest Reported Postmark update. The card below was supplied by member Rick Parama. It pushes back the earliest date of P19 by nearly a month. Former ERP: July 26, 1898. New ERP: June 30, 1898.



The postmarks are as follows: Brantford, June 30, 1898. Montreal Receiver: July 1, 1898. Third mark: July 1. It is interesting to note that the printed date in the message on the card is MAY 30, 1898. This would lead one to suppose that the ERP might be even earlier. Check your P19's

#82. P66 Bulova Card



P66. Used Ridgeway, Ontario, March 27, 1940. Unaddressed. This card will be #123 in our Bulova Card Listing. W. B. EVANS/JEWELER