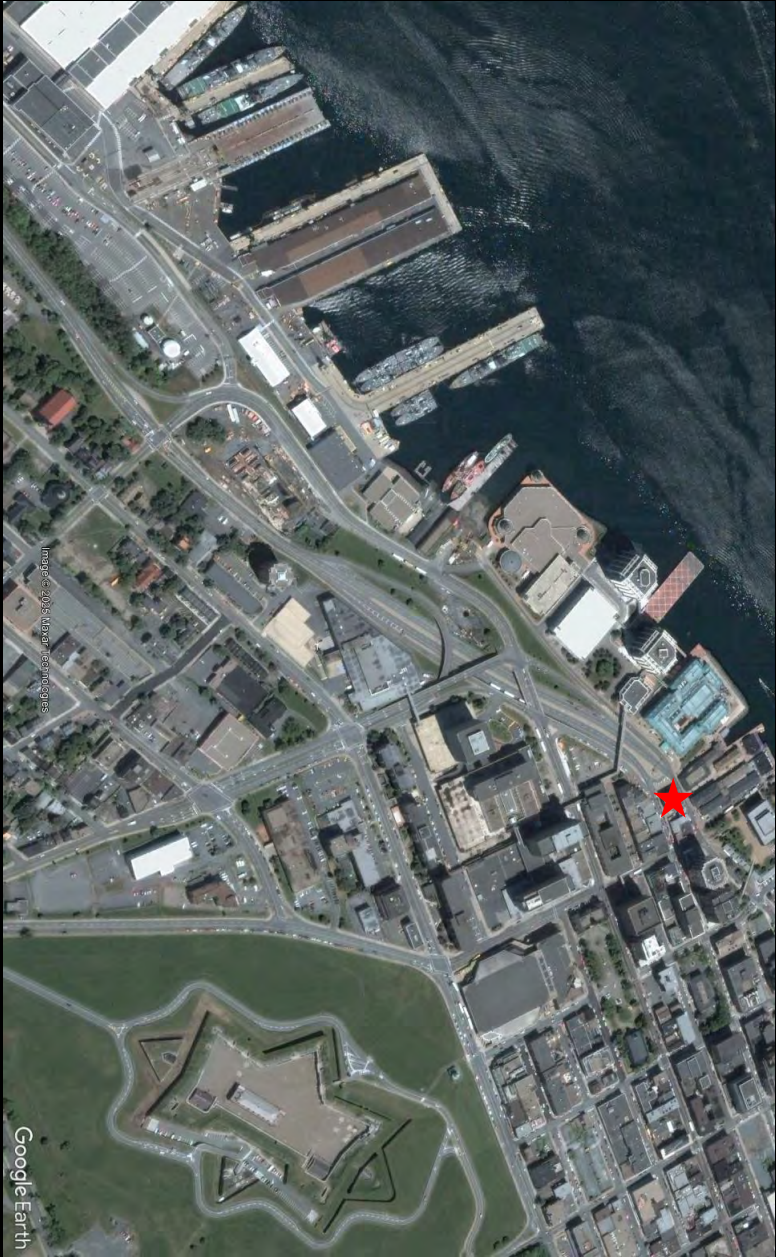
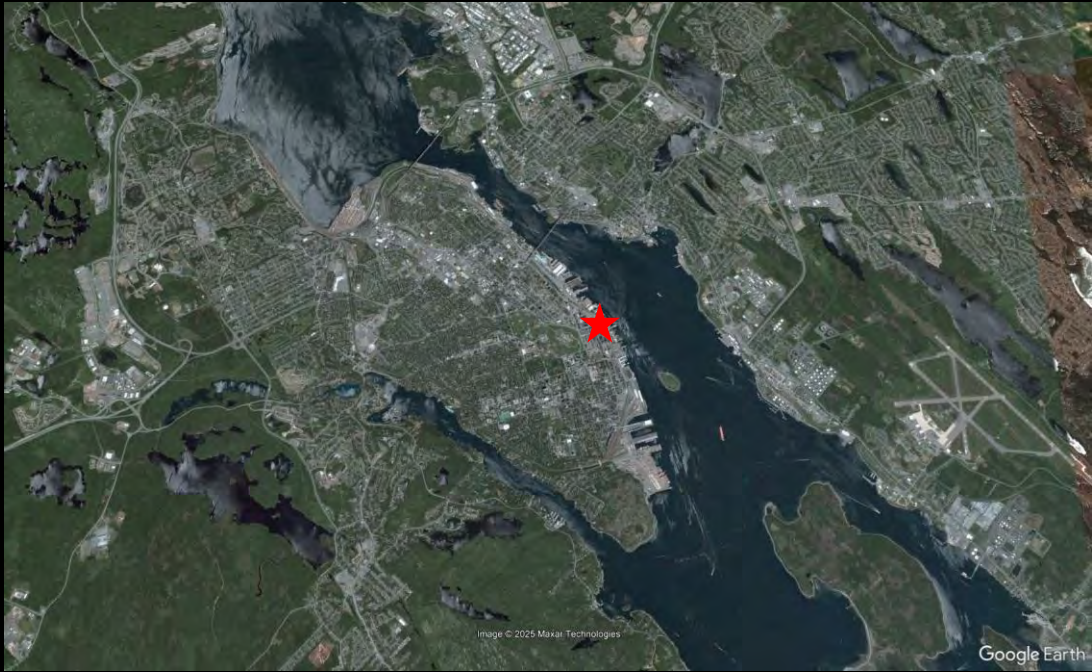
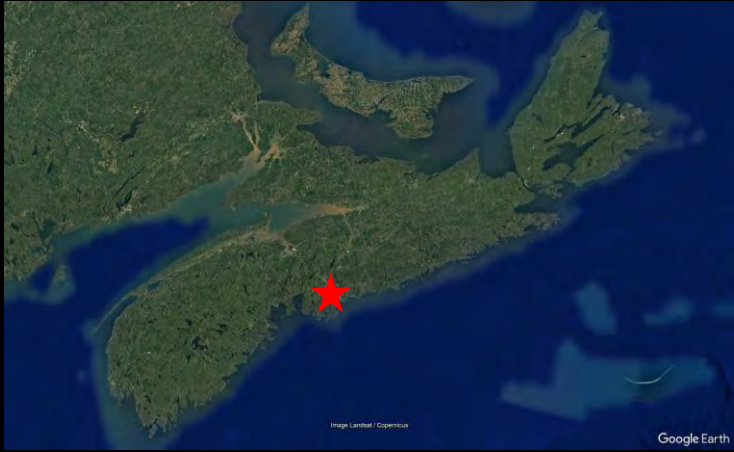


# Morse's Tea Covers

Presentation at Postal History Society of Canada, May 2025, Gordon Smith, Nova Scotia, Canada







The Mail-Star Newspaper, Aug. 15, 1964. - The Chronicle Herald Archive  
Experts said the building was architecturally and historically unique in North America.



# CANADA POST CARD

THE ADDRESS ONLY TO BE WRITTEN ON THIS SIDE.



To

J. J. McLean Esq  
Jerusalem Warehouse  
Halifax

British American Bank Note Co. Montreal & Ottawa.

Postcard to JD McLean, Jerusalem Warehouse, 10 May 1872

10 May 1872  
Dear Mr.  
Carmilla &  
you and at  
once, mine  
if necessary &  
A. C. Bell



Photo from Rogers' Photographic Advertising Album, 1871

NS Archives, <https://archives.novascotia.ca/rogers/archives/?ID=74>



J. E. MORSE & CO.,  
Tea Importers:  
Head of Commercial Wharf,  
HALIFAX, N. S.



Nathan Kun Esq  
Syonich  
Victoria B



Morse's Tea, Corner Card Handstamp, 3 February 1878



J. E. MORSE & CO.,  
Tea Importers,  
77 Upper Water Street,  
HALIFAX, N. S.

*Halifax, N. S.* Jan. 15th, 1889

Gentlemen:

We think the present a fitting opportunity to offer you our best thanks for the liberal patronage with which you have hitherto favored us, and also to bring to your notice that our worthy representative Mr. O. E. Smith, has been admitted a partner in our business, which will in future be conducted under the same name as heretofore.

In soliciting a continuance of your valued patronage we now beg to inform you that we are making unusual preparations for the increasing demand for those high standard values which proved so acceptable and satisfactory to all who obtained them from us last season.

We need scarcely refer to the immense advantages arising out of our present connection with a most reliable House in China supplies from that quarter receiving from all the highest praise and proving the best adapted to our trade.

On the whole there is reason to believe that the TEAS which we are offering you this season will surpass in quality any which we have previously supplied, and trusting that the year 1889 may witness a considerable extension of business between us.

We are,

Yours very truly,

J. E. MORSE & CO.,  
Importers.

J. E. MORSE & CO.,  
Tea Importers,  
77 Upper Water Street,  
HALIFAX, N. S.

Letter dated January 15, 1889

Jerusalem Warehouse calling Card, 26 April 1895

JERUSALEM WAREHOUSE,

Halifax, *April 26* 1895-<sup>*26*</sup>

Dear Sir:

I will have the pleasure of calling  
upon you *about the 7<sup>th</sup> May* when I  
hope you will favor me with your esteemed  
orders

Yours truly,



*Chas J Gorham*



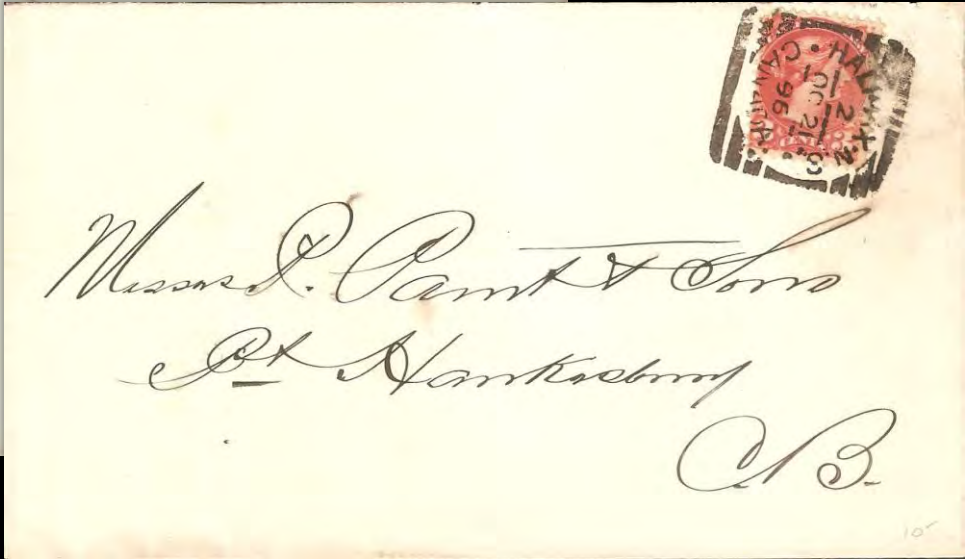
Morse's Tea – Belt Fogo on Flap-27 December 1888



Earliest belt Logo that I have



Morse's Tea – Belt Fogo on Flap – 21 October 1896



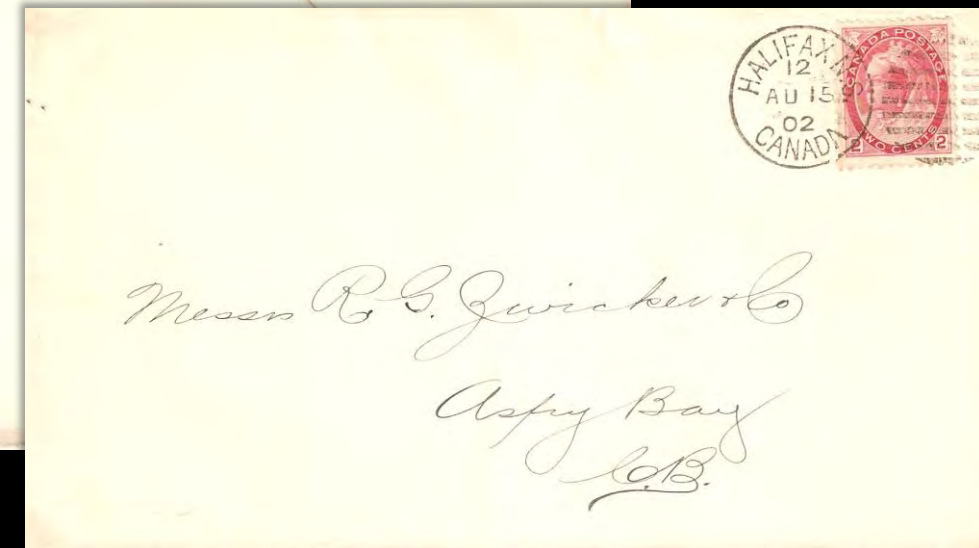
Break in frame



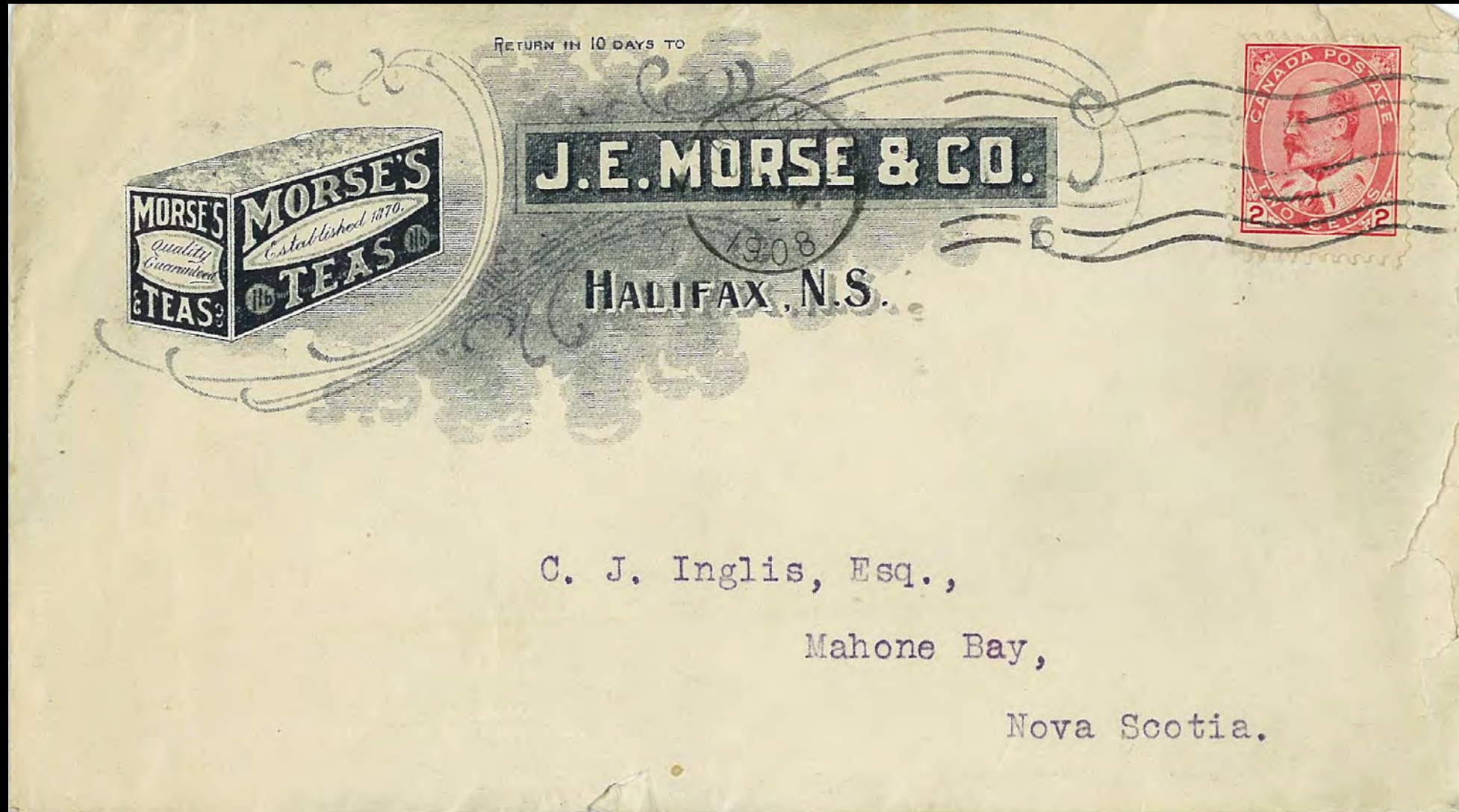
Morse's Tea – Belt Fogo on Flap – 15 August 1902



Faint Printing, also latest belt logo that I have



Morse's Tea – Corner Card, Tea Box – 13 July 1908



Earliest of this style – printed on heavier paper



Morse's Tea – Promissory Note with Tea Box – 11 October 1904



Feb 14  
Halifax, N.S., Oct 11<sup>th</sup> 1904

Four months after date pay to the order of  
ourselves at the Royal Bank of Canada London  
Twenty four ~~3461~~ 6740 Dollars  
for value received and charge the same to account of  
To Dominion Fair

Bass River

No. 10

Due

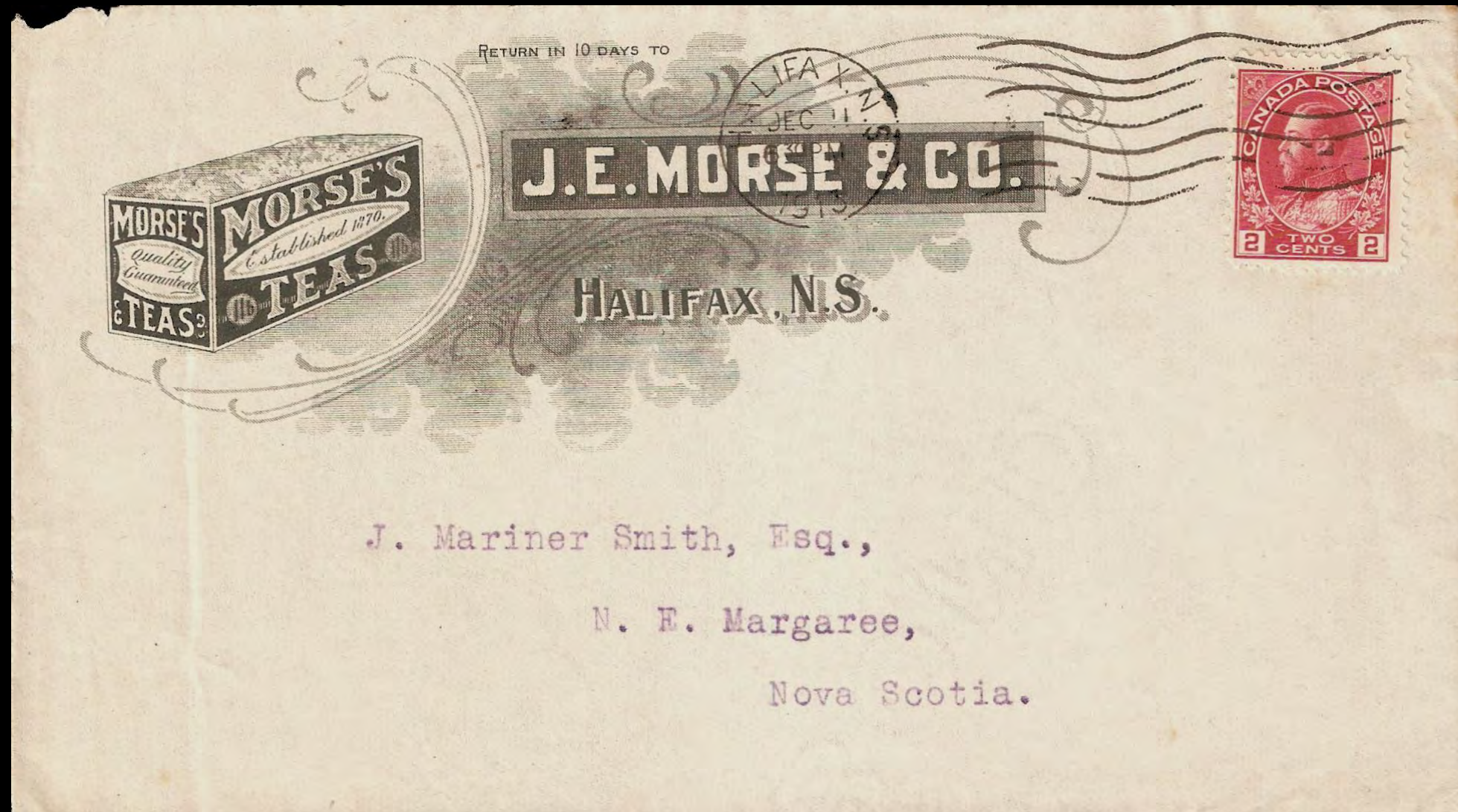
Feb 14

26

731/2 J. E. M. Morse



Morse's Tea – Corner Card, Tea Box – 11 December 1913



Latest date that I have





TEA MERCHANTS.

ESTABLISHED 1870.

J. E. MORSE & Co.,  
HALIFAX,  
CANADA.

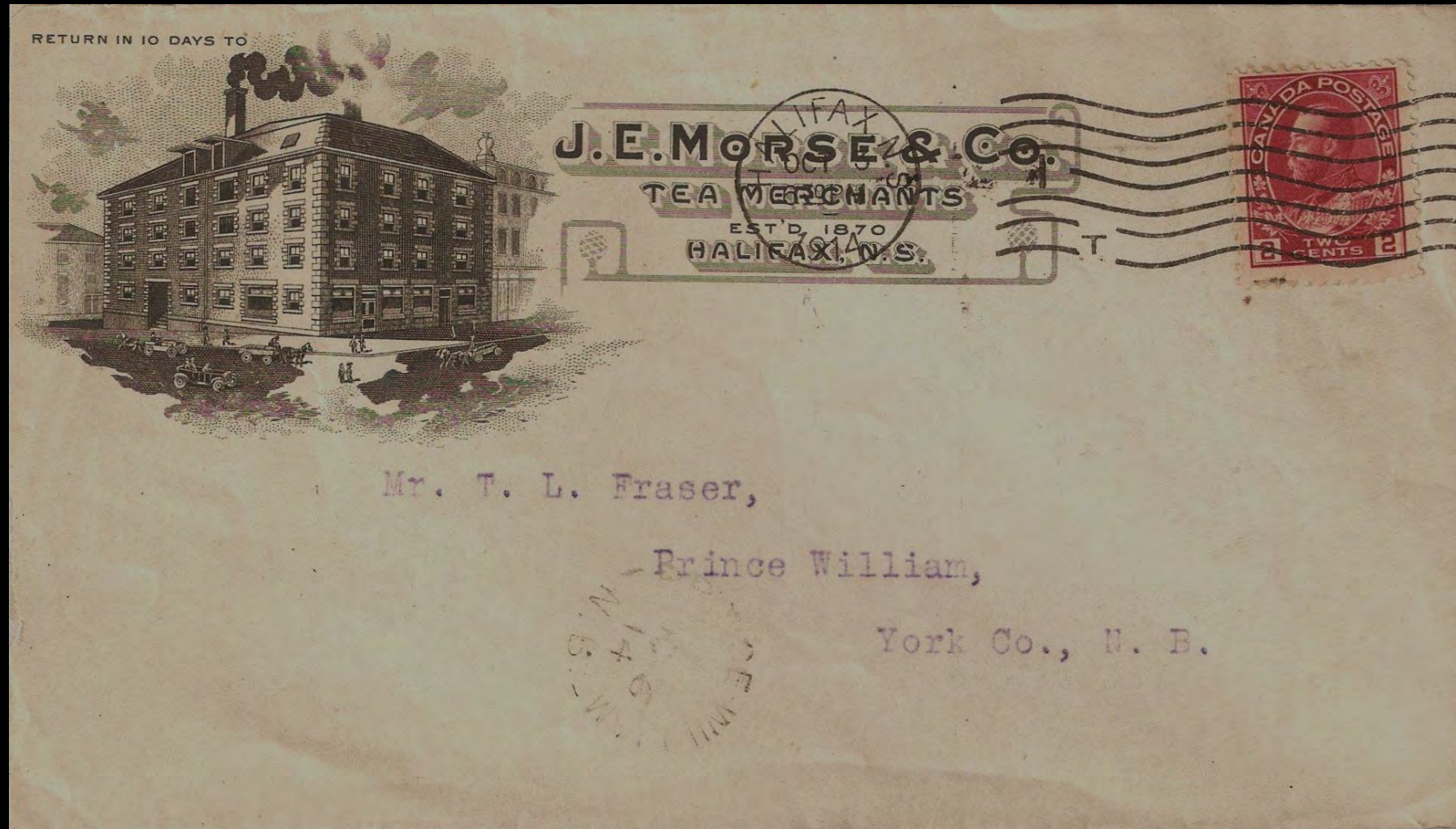
PRESENTED BY

*R. M. Smith*



Nova Scotia Archives, E. A. Bollinger collection,  
accession no. 1975-305 1942 no. 619

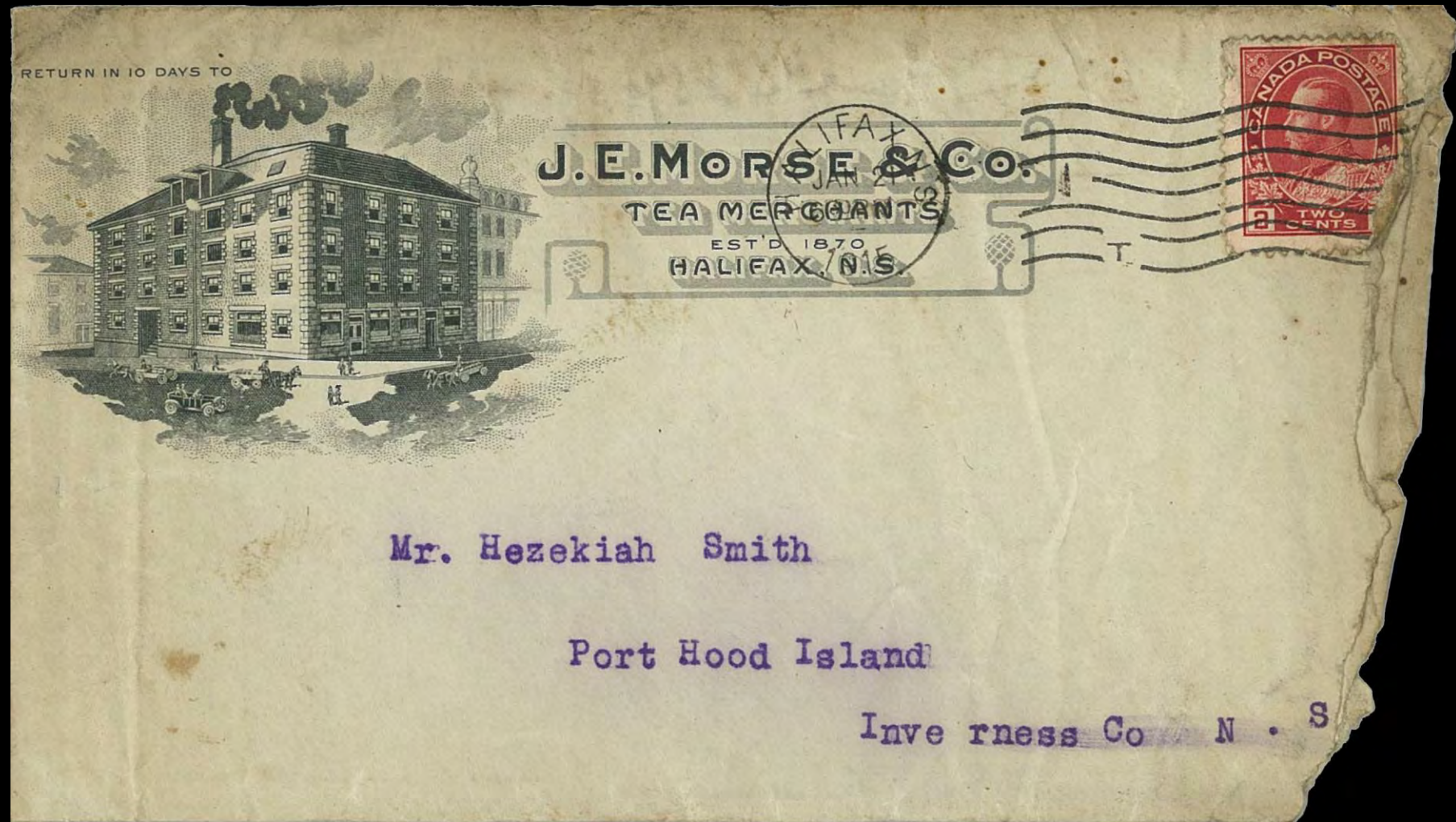
Morse's Tea – Corner Card, Building – 3 October 1914



Note misprint on chimney



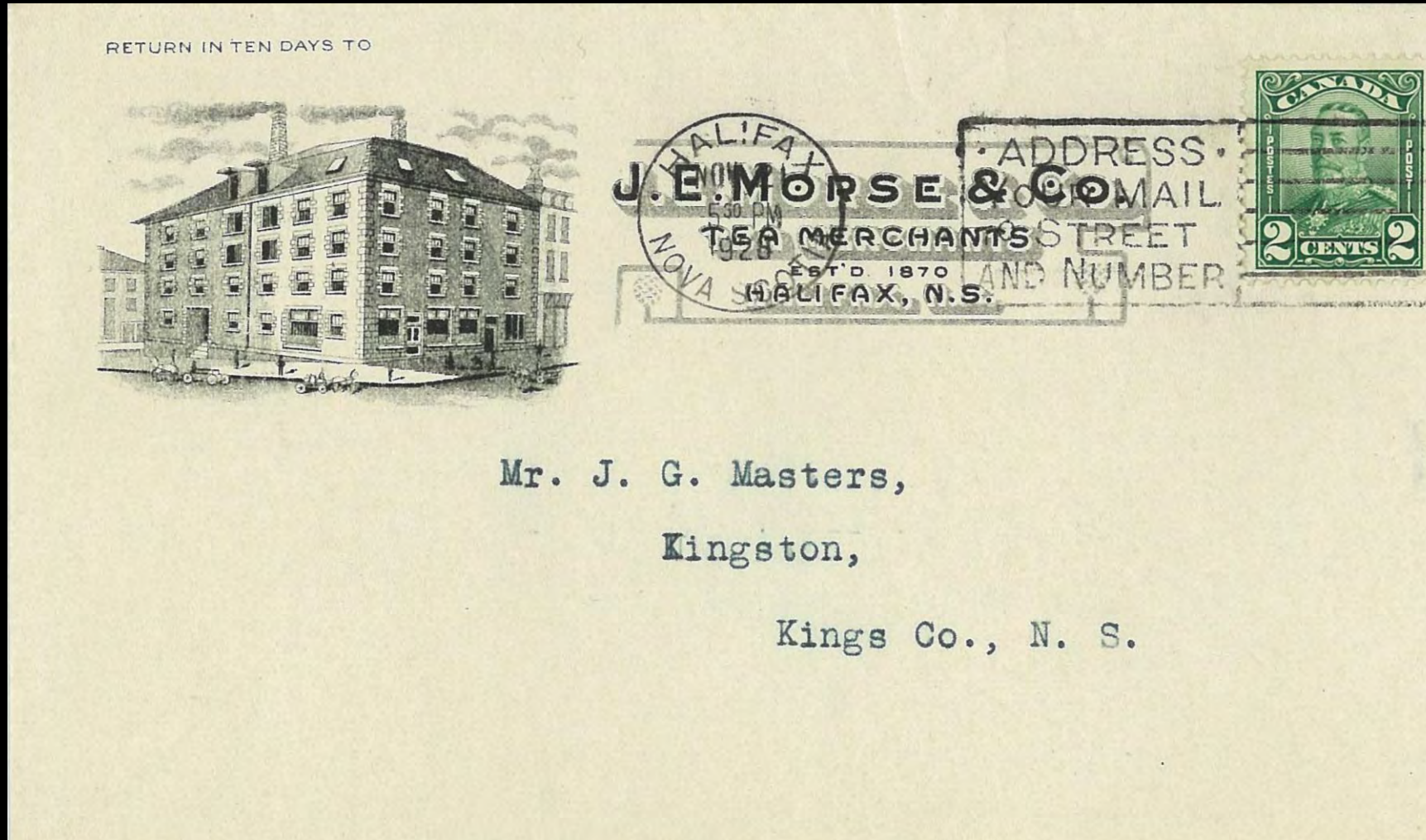
Morse's Tea – Corner Card, Building – 21 January 1915



Potentially different printing in relation to position on cover and lack of misprint on smoke



Morse's Tea – Corner Card, Building – 21 November 1926



Different printing: shading on foreground is different and wind has changed, but given that the horse carts close to the curb are similar in location and style, shapes of building and details on the façade are the same, I would say that this one is illustration is closely based on the previous.



# NEARLY \$400,000 LOSS BY FIRE IN HALIFAX

## Halifax Harbor Commission To Have Wide Powers

Copy Of Bill Now Before Parliament Received By Mayor Kenny And Board Of Trade

**WILL BE DISCUSSED BY CITY COUNCIL**

Pending Approval Of Both The City Council And Board Of Trade, The Second Reading Of Bill Is Held Up

## SOME PARSONS IN LIST OF INFORMERS

Customs Officer Says Illicit Still Are Numerous In Ontario

## ARTIST BEATEN TO DEATH

## Historic Warehouse With Nearly All Its Contents Destroyed

**Arrested Dome Mines Official**

TORONTO, Mar. 28.—H. H. Magdon was arrested this morning on two charges of looting tele-  
 telegraphs and falsifying the books of the Consolidated West Dome Lake Mines, Limited. He is the former secretary of the company. He was not at \$25,000.

**AARON SAPIRO TELLS THE STORY OF HIS LIFE**

Chicago Lawyer Who Is Suing Ford For A Million. On The Witness Stand

DETROIT, March 28.—Aaron Sapiro, 45-year-old Chicago Jew, who does not look his age by a dozen years, took the witness stand this day to relate the story of his life in the \$1,000,000 suit against Henry Ford.

**France To Defend Her Concession**

PARIS, Mar. 28.—France is ready to defend her concession in Shanghai against any Chinese aggression. It was made clear at the foreign office today that there is no thought of evacuating the concession, as reported.

**Five Thousand Chests of Tea Valued at \$200,000 and Large Quantity of Spices Destroyed—Three Thousand Cases of Liquor Damaged, and the Building Occupied By J. E. Morse and Company, Was Gutted In Early Morning Fire.**

J. E. Morse and Company, one of the chief importing and tea blending companies of eastern Canada, and of which O. D. Smith, Halifax, is principal owner, suffered a fire loss of over \$200,000, when the *Jerusalem* Warehouse, stored with 5,000 cases of tea, was gutted by fire yesterday morning. The warehouse, corner of Hollis and Water Streets, owned by Mr. Smith, and occupied by the company for storage and blending of tea, and the basement of which was under lease to the Customs Department of Canada for a bonded warehouse, was one of the oldest and most historic commercial buildings in Halifax. The total loss, involving building, stocks of tea, some quantity of spices, belonging to W. H. Schwartz and Son, and 2,000 cases of liquor, held under bond by the Customs Department, which, a fire not destroyed, will be depreciated in value, will amount to approximately \$400,000. Members of the firm of J. E. Morse and Company, said last night that they did not believe that they would be covered by insurances more than fifty per cent. It is their insurance amounted to that.

**POWERS WILL DECIDE THE POLICY IN CHINA**

Sir Austin Chamberlain Tells House That British Are Not Negotiating With Cantonese

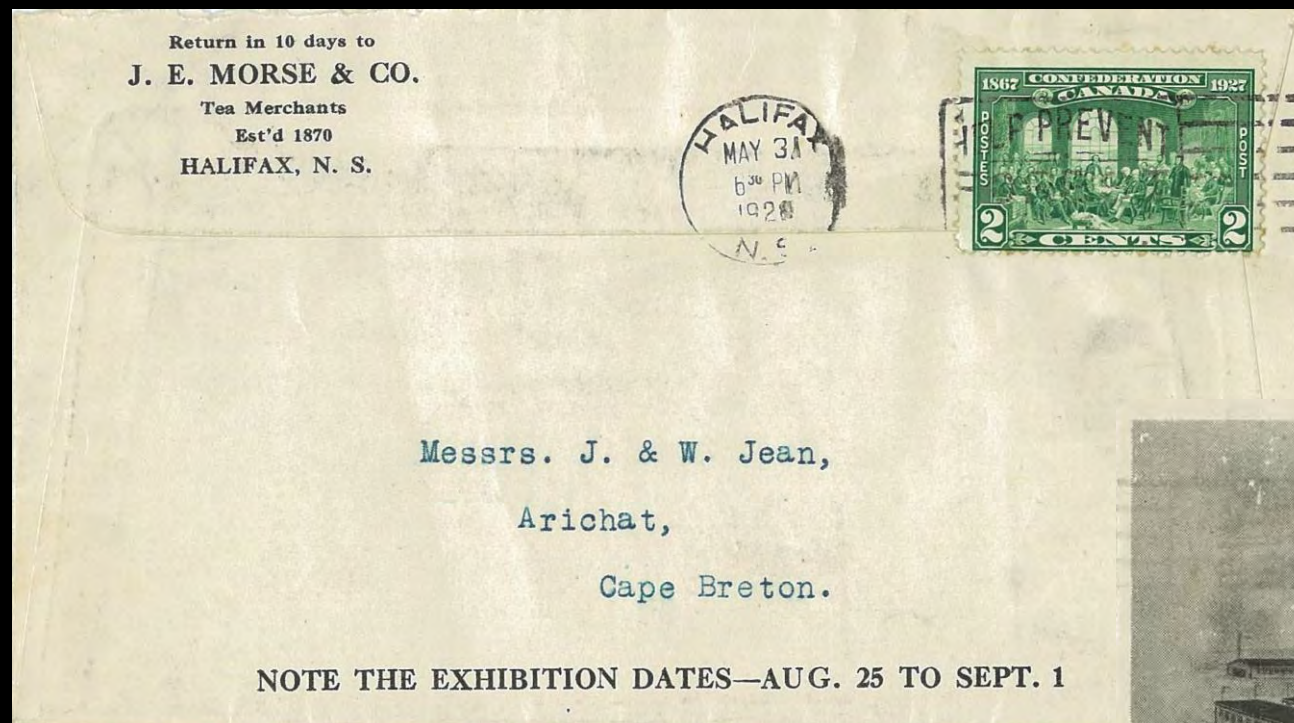
LONDON, March 28.—The question as to whether negotiations with the

1927 Fire

Nova Scotia Museum, Halifax



Speciality cover for Nova Scotia Exhibition, 31 May 1928,  
just after fire






Morse's Tea – Corner Card, Building, Post Fire – 3 April 1943



Earliest known date is 4 March 1930, so the building was rebuilt and a new corner card printed relatively quickly after the fire. Latest known date is 30 April 1945.

Bill from 1937, showing building as per previous cover

CABLE ADDRESS, "MORSE"



## J. E. MORSE & Co.

### TEA MERCHANTS

Halifax, Canada, November 19th, 1937

TERMS Net 30 days.      *Sold to* Mr. A. P. Gavin,

SHIPPED BY Rail. Freight prepaid.      Parrsboro,      N. S.

1	Half-case Morse's Tea,						
	13 x 1 Bluenose Brown Label,	13 lbs	46	5	98		
	35 x 1/2 " " "	17 1/2 "	47	8	23		
	12 x 1 Standard Red Label,	12 "	49	5	88		
	34 x 1/2 " " "	17 "	49	8	33		
	2 x 1 Selected O. Pekoe,	2 "	58	1	16		
	6 x 1/2 " " "	3 "	58	1	74	\$ 31	32

Pw 209/37



Heritage Division, NS Dept. of Tourism,  
Culture and Heritage, 2007

The building remains unchanged today with one exception. In 2013, the new owner of the building said that they were unwilling to provide free advertising and painted over the Morse's Tea advertising.





Preservation of the building was not a sure thing. In the 1960's, the development of a waterfront highway threatened its destruction, but heritage preservationists managed to halt the demolition of the building and ultimately the completion of the highway.





Morse's Tea, Manuscript return address, 12 July 1945





Morse's Tea-Mailer Label and Meter Mark, 3 February 1958

