

Morris Norman collection, 1863-1971, n.d.

RG 527

Brock University Archives

- Creator:** Morris Norman
- Extent:** 20 cm of textual material (4 oversize boxes)
2 dolls
1 marionette
1 walking cane
- Abstract:** This collection contains a variety of materials on different subjects. The main subject areas are Coca-Cola; the history and portrayal of black people in the 19th and 20th centuries; Canadian bank calendars; and general advertisements. Materials include training guides, advertisements, music scores, magazines, dolls (golliwogs) and calendars.
- Materials:** Training materials, advertisements, music scores, calendars, magazines, dolls.
- Repository:** Brock University Archives
- Processed by:** Chantal Cameron
- Last updated:** February 2015
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- Preferred citation:** RG 527, Morris Norman collection, 1863-1971, n.d. Brock University Archives, Brock University.

Acquisition info.: Donated by Morris Norman.

Administrative history:

Morris Norman is a chartered accountant and partner at Norman, Goldberg & Co. LLP, an accounting firm in Toronto. He is an avid collector of Canadiana and generously donates much of the material he acquires to various Archives.

Scope and content:

This collection contains a variety of materials on different subjects. The main subject areas are Coca-Cola; the history and portrayal of black people in the 19th and 20th centuries; Canadian bank calendars; and general advertisements. The Coca-Cola material consists of training guides for reproducing the Coca-Cola logo. The bank calendars include wall calendars for the National Canadian Bank, Canadian Bank of Commerce, Bank of Montreal, and Canada Permanent Mortgage Corporation. The calendars range in date from 1921-1956. The general advertisements contain ads for movies, appliances, electronics, and medications. There is also an advertisement for a performance by Blondin at the Royal Palace Gardens, Blackpool. The material relating to the history and portrayal of black people includes advertisements, music scores, issues of the Saturday Evening Post and other magazines, dolls (golliwogs), a marionette and a cane.

Organization:

The collection was arranged into four series:

Series I: 19th and 20th Century History of Black People, 1863-1971, n.d.

Series II: Coca-Cola, 1946-1948, n.d.

Series III: Bank calendars, 1921-1956

Series IV: Advertisements, 1957-1970, n.d.

Inventory:
Series I: 19th and 20th Century History of Black People, 1863-1971, n.d.

- O.1 Music Scores, 1897-1952, 1971, n.d. Sheet music with the following titles: *The Darktown Strutters' Ball*; *Shiftless Sam*; *I Aint A-Goin to Weep no More*; *Huckleberry Finn*; *The Last Long Mile*; *They made it twice as nice as Paradise and they called it Dixieland*; *When Old Bill Bailey Plays the Ukalele*; *When it's night time down in Dixieland*; *Watermelon Whispers*; *Hand me down my walking cane*; *Get Out and Get Under the Moon*; *The W.S. Cleveland Minstrels Songster*; *The March of the Minstrel Men*; *Golden Slippers Song*; *It takes a long tall brown-skin gal to make a preacher lay his bible down*; *Everybody Twostep*; *Dinner Bells*; *Li'l black nigger*; *Cunnin' Carolina Coon*; *Creole Belles*; *Anything is nice if it comes from Dixieland*; *Dance of the Cotton-Pickers*; *Alexanders back from Dixie with his ragtime band*; *At a Georgia Campmeeting*; *Alabama Ball*; *The Bullfrog and the Coon*; *Cotton Coon's Two Step*; *Ma Pickaninny Babe*; *The Minstrel Man*; *Persian Lamb Rag*; *My Watermelon Boy*; *Short'nin bread*; *Hot lips*; *Mommy's Lil' Chil'*; *May Irwin's New Coon Song*; *Where did Robinson Crusoe go with Friday on Saturday night*; *Never can say goodbye*; *the Darkey volunteer*; and *Hannibal Hope*.
- 6-6-5 Galaxy of Stars Minstrels poster. A large poster (55 cm x 104 cm) featuring 16 black men in band uniforms followed by 16 more black men in elegant brown uniforms and top hats. The label in the lower right hand corner reads "Riverside Printing Company, Milwaukee".
- O.1 Posters, 1907, 1922, n.d. Includes posters for Picaninny Freeze; a music performance by Trevor Payne at Hawks Nest in Toronto, and two drawings of workers picking cotton. One poster has "Southland" printed below the drawing. The other drawing is signed Emlen McConnell.
- O.1 *Punch, or the London Charivari*, September 26, 1863. Features a full-page cartoon entitled "The Black Conscription: when black meets black then comes the end (?) of war".
- O.1 *London Opinion, Christmas Extra*, 1920. The centerfold has a cartoon entitled "Music: the food of love", featuring a band consisting of black musicians, and white couples dancing on the dance floor.

- O.1 *The Saturday Evening Post*, 1937-1941. Five issues of the magazine. Each cover features black people.
- O.1 *The Etude: music magazine*, June 1945. Contains advertisements featuring black musicians.
- O.1 *London Illustrated News* clippings, 1887. Includes two advertisements, one for Pears soap and the other for Crosfields soap. The Pears soap ad features a black woman fanning a sleeping white woman. The Crosfields soap ad is entitled *The Legend of Murki Tahk, as told 2000 A.D.* There is a cartoon down the left side margin of the page featuring black people.
- Box 1 Dolls. Includes one 30 cm. long golliwog doll and a black female doll 45 cm. long.
- Box 1 Marionette. A black female marionette, 42 cm. long.
- Box 1 Ashtray, 8 cm x 8 cm. A small metal ashtray with "Uncle Tom's Cabin, Dresden, Canada" inscribed in the centre.
- O.1 "Carter's Inky Racer" ink-spot remover box. Features a motif of a black man running a race.
- O.1 Shopping bag, ca. 1940. A brown paper shopping bag featuring a picture of a coloured woman with a scarf tied over her head.
- O.1 Restaurant Menu, ca. 1920. A menu mounted on a paddle, one side depicting the head of A coloured person and the other side containing the menu. The top of the menu reads "Piccaninny".
- O.1 General Motors McLaughlin-Buick retail branch advertisement, 1935. An advertisement for vehicle maintenance and lubrication at the McLaughlin-Buick General Motors branch at King and Bay Streets in Hamilton. The ad features two black runners with the phrase "A dash of color" written below.
- O.5 Walking cane. A wooden cane made by Dan Sawa, London. The head of the cane depicts the bald head of a black person.

Series II: Coca-Cola, 1946-1948, n.d.

- O.2 Binder labeled *Painted Wall and Bulletin Designs: Training Course, Volume 6*, 1948. Contains detailed instructions on how to reproduce the Coca-Cola script trademark on a large scale.
- O.3 Pages from *Painted Wall and Bulletin Designs: Training Course, Volume 6*. Contains an incomplete set of pages from this book.
- O.3 Book entitled *Standard Practice for the Reproduction of the Script Trade-Mark*, 1948. Contains detailed instructions on how to accurately reproduce the Coca-Cola script trademark.
- O.3 Loose pages containing instructions on reproducing the Coca-Cola script trade-mark, n.d. Contains 11 pages showing different variations of logo reproduction.
- O.3 Correspondence, 1946. Contains two letters to Mr. A.H. Coe, Belleville, Ont., from Coca-Cola Ltd. The letters refer to changes to the Coca-Cola trade-mark. Also includes a list of anniversary shape pounce patterns available for painted walls, bulletins and large signs.
- O.3 Two sketches of the Coca-Cola script trade-mark reproduced on the back of a vehicle, n.d.

Series III: Bank calendars, 1921-1956

- O.4 Canada Permanent Mortgage Corporation calendars, 1921-1941. There are 17 calendars in total. Each calendar includes a different painting featuring scenes from around the world, including Canada, England, the Alps, and Venice.
- O.4 Bank of Montreal, 1921, 1956. The 1956 calendar features a painting of Hibb's Cove, Port de Grave, Newfoundland by Franklin Arbuckle.
- O.4 National Canadian Bank, 1941. Features a picture captioned *Le Vieux Pionnier Canadien et sa Compagne*, from the bronzes of M.A. Suzor-Cote.
- O.4 Canadian Bank of Commerce, 1937. Features a painting of Louis Hebert and his wife Marie Rollet, sowing one of the first crops of wheat in Canada. The painting is by Canadian painter J.D. Kelly.

Series IV: Advertisements, 1957-1970, n.d.

- O.4 Poster advertising a performance by Blondin at the Royal Palace Gardens, Blackpool, n.d.
- O.4 Electronics advertisements, 1957-1959, 1970, n.d. Contains advertisements for electronics such as televisions, sound systems, and table and clock radios. Some of the brands featured are Philco and Motorola.
- O.4 Appliances advertisements, 1957-1958, n.d. Contains advertisements for electric ranges, refrigerator-freezers, automatic washers and dryers, and professional and industrial food machines and dishwashers. Some of the brands featured are Philco, Hobart and KitchenAid.
- O.4 Medication advertisements, n.d. Contains advertisements for Tussionex, Biphedamine, Ionamin, and Desenex. These medications were all made by the R.J. Strassenburgh Co. of Canada Ltd. Some of the advertisements are in French. Some of the advertisements were prepared by Hutchins Advertising Co. of Canada Ltd.
- O.4 Other advertisements, 1966, n.d. Contains advertisements for Sterling Rubber Ltd., the opening of the Odeon Theatre at Yonge and Carlton in Toronto, the movie *Saraband*, "Fresh" brand deodorants, and Schuler's potato chips.
- O.4 Stationary, n.d. Contains stationary, envelopes, and business cards for the Cosburn Insurance Agency Limited. Also includes a page of assorted sample business cards.