

Iconic Establishments

A series of articles about the china used by venues ranging from hotels and restaurants to burger joints and hospitals

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Morris Gordon Company Boston, MA 27 February 2021

In 1887, Morris and Jennie Gordon founded a retail hardware business in Boston Massachusetts, which they named, Morris Gordon Co. Over a period of about thirty years, the business transitioned to a wholesale operation. In 1919, Morris Gordon Co. issued a catalog of the wholesale hardware items they offered. At that time, their operation was in a five-story building at 83 - 101 North Street. Albert I. Gordon entered the business after completing service in the Navy during World War I.

In 1921 the company name was changed to Morris Gordon & Son, Inc. Morris died in 1924, and Albert became the president. Albert expanded the business into the food service industry, selling kitchen equipment installations. Around 1933 the company moved to 112 Sudbury Street. When Albert Gordon died in 1953, his sons, Hugh and Morris II, moved into executive positions within Morris Gordon & Son, Inc.

In 1955, Morris Gordon & Son, Inc. purchased the venerable Boston supply house, Jones, McDuffee & Stratton. Hugh became president of the J. M. & S division, while Morris became president of the Morris Gordon division.

The Boston Redevelopment Authority, as part of an urban renewal plan for Boston's north End, forced the closure and ultimate demolition of the Morris Gordon and Son building on Sudbury Street. This was preceded by an auction of the contents that would not be moved to the new building at 221 – 223 North Beacon Street in Brighton. The new building opened in April, 1962.

By 1972 both sections of the company became part of the Food Service Equipment & Design Corp. In 1977 Morris Gordon & Son, Inc. was acquired by Rykoff-Sexton. Morris Gordon II died February 6, 2013.

Morris Gordon Co. is known to have been a distributor for a number of well-known American china manufacturers, including Carr China, Jackson China, McNicol China and Sterling China. If "& Sons Inc" is on the backstamp, it dates the china to 1921 and later.

Information resources: <u>Food Service Equipment Industry</u>, I. S. Anoff, 1972; Carol Cardona, Boston Hospital photo; Worthpoint.com; www.cardcow.com; eBay.com; AOL; Google searches; Newspapers.com; Newspaperarchives.com; RWCN IDwiki. Albert I. Gordon

Restaurant Equipment Dealer, 56; Rites Today

Services for Albert I. Gordon, 56, of 54 Cotswold road, Brookline, who died Sunday, will be held today at Temple Kehillath Israel, Brookline.

Mr. Gordon, president and treasurer of Morris Gordon and Sons, 112 Sudbury st., and a leader in the food service industry in New



ALBERT I. GORDON

England, was described by Milton Kahn, leader of many charitable efforts in Boston, "one of the most generous givers to all worthy causes."

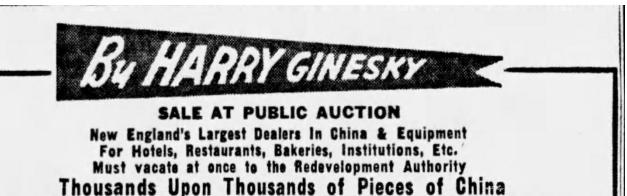
generous givers to all worthy causes." Mr. Gordon was past trustee of Temple Kehillath Israel, a trustee of Beth Israel Hospital, a member of Shawmut Lodge, A. F. & A. M., and many other Jewish organizations. He was president of the restaurant equipment firm for more than 25 years.

than 25 years. He leaves a wife, Esther (Falk<sup>3</sup> son); two sons, Hubert F. and Morris II; and four sisters, Mrs. Mae Laskey, Mrs. Esther Mintz, Mrs. Ida Erhlich and Mrs. Bertha Levey.

Mrs. Ida Erhlich and Mrs. Bertha Levey. Honorary pallbearers will include Milton Kahn, Theodore W. Berenson, Simon Helman. Col Louis I. Rosenfield, Dr. David Berlin, Dr. Charles Wilnsky, Dr. William Dameshek, William Mishell, Abraham Klopert, Sidney Weilman, S. Mitchell Axelrod, Leo Kabatznick, Louis Kornfeld, Allan Rosenthal, Paul Herbert, Sidney Stoneman, Stanley Barth, Sumner Poorvu, Louis Kornfeld, Allan Rosenthal, Paul Herbert, Sidney Stoneman, Stanley Barth, Sumner Poorvu, Louis K. Salvage, James Salas, Chris Sutton, Benjamin White, Frank Novak, Bernard Brody, Herbert Kramer, Abraham Maltz, Augustus Dwely, George Winterson, Nathaniel Sharaf, Edward Swartz, Nathan Alberts and Al Jacobs.

Jacobs. Active pallbearers will be Bertram Martinson, Arthur Lebow, Raymond Elliot, Samuel Cruzen, Lawrence C. Laskey, Edward Schaffer, Richard Mintz, Theodore Dietz, Louis Gordon, Moses Ehrlich, Harold Labb and Herbert Laudin. Burial will be in Adath Jashuran Čemetery West Roxbury.

Albert I. Gordon Obituary March 24, 1953 Boston Globe



SYRACUSE, McNICOL, STIRLING, CARIBE, HALL, JACKSON ALL PATTERNS, SIZES, PLATES & SOUPS 51/2" to 93/4"

DISH & PLATTERS: 61/4" to 131/2"-Bakers, fruits, cereal & oatmeal nappies, bread & butter, pie, sandwich & dinner, large dinner, compartment or grill, jugs, pitchers, sugars, etc.

GLASS: LIBBEY, FEDERAL, CORNING, DURALEX, INDIANA, HAZEL-ATLAS WHIS-KEY, HIGHBALL, CHAMPAGNE & WINES, STEMWARE, GOBLETS, RELISH, ICED TEA, WATER, BEER, SODA, JUICE, GLASS LINERS, WASH. MACH. RACKS. Stainless Steel Steam Table Inserts & Covers, Clam Tables, Sinks, Bolta Serving Trays, Amcoin

Coffee Maker, Cutlery.

10.5

WELLSBACH & SOUTH BEND BROILERS, GRILLS, ROTISSERIE Univex Vegetable Peeler, Steel Utility Tables, Blodgett Pyra Stove, Chef's Tables-Overhead Utensil Rack, Mercury Gas Fryer.

Hotpoint Fryers, Hot Plates, Waffle Bakers Starmaster Food Server, Anets Warmer, Frankfort & Roll Warmer. WYOTT PIE DISPLAYS & CREAMER, CHAIRS, TABLES Custom Built Mahogany Irving & Casson Display Wall & Floor Cases THURSDAY, MARCH 22, 1962 at 10 A.M. 108 SUDBURY ST. (AT SCOLLAY SQ.), BOSTON, MASS. OFFICE FURNITURE: 40 Office Desks, Chairs, Safes, Drafting Tables, Files, Elliott Addressograph, Counter Pastry Displays, Booths Coolair 48" Elec. Fan, Charcoal Broilers, Galv. Hoods, Etc. Terms: Cash. Immediate Removal. By order of Morris Gordon & Son, Inc. and Jones, McDuffee & Stratton, Inc.—Owners

NOTE: A Wonderful Opportunity to Complete & Up-Date Your Present China Patterns-Many Items Too Numerous to Mention MARK E. PEARLMUTTER CO. LA 3-0354 APPRAISERS, AUCTIONEERS 27 SCHOOL STREET BOSTON, MASS.

Public notice for the auction. Notice the various American china manufacturer's names!

Boston Globe: Sunday March 18, 1962

## Hotel, Restaurant Equipment Firms Hold Open House

A ribbon-cutting ceremony was the highlight of a twoday open house this week as Morris Gordon & Son Inc. and Jones, McDuffee & Stratton Inc. opened their new quarters at 221-223 North Beacon st., Brighton.

The firms have been leaders for many years in the Hotel & Restaurant Equipment field in New England. This year marks Gordon's 75th anniversary and Jones, McDuffee & Stratton's 152d year in business.

Both companies were formerly located on Sudbury st., Boston.

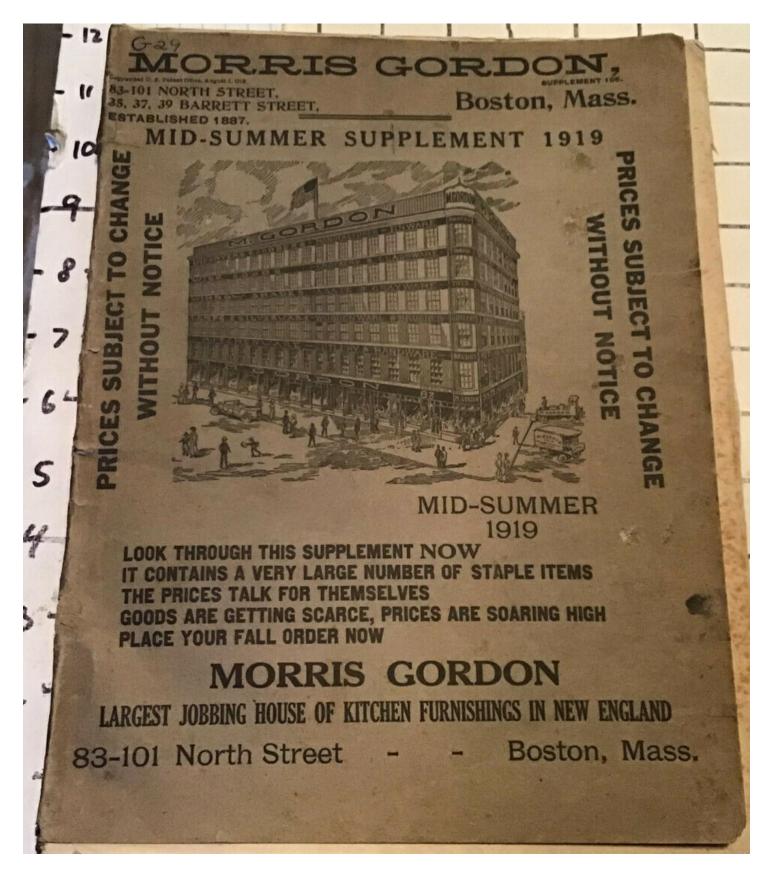
The new quarters feature one of the finest showrooms of its type in New England, comprising 20,000 square feet of warehouse space, and airconditioned offices.



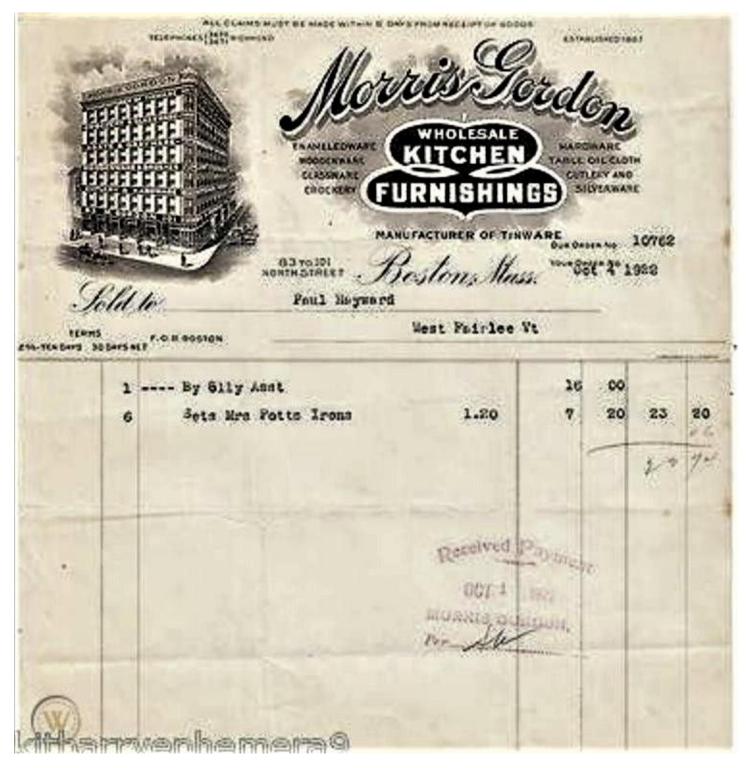
RIBBON CUTTING—Opening new quarters of Morris Gordon & Sons, Inc., and Jones, McDuffee & Stratton, hotel and restaurant equipment dealers, are, left to right, Wesley A. McSorley, vice president of Jones, McDuffee & Stratton; Sen. Joseph Silvano; Christopher Iannella, Boston city councilor; and Henry K. Fitzgerald, vice president of Gordon & Son. New quarters are at 221-223 North Beacon st., Brighton.

Article about the re-opening of Morris Gordon & Son in their new location

Boston Globe: Saturday April 14, 1962



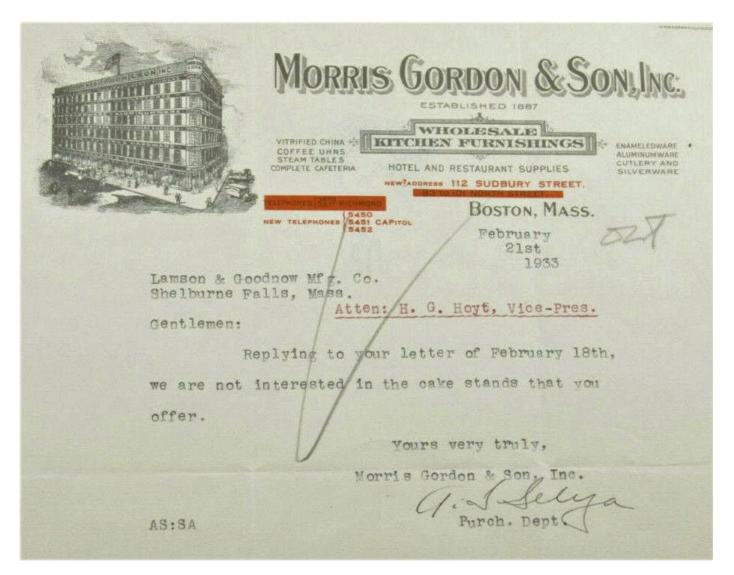
Morris Gordon catalog supplement of mid-summer, 1919



October 4, 1922 Morris Gordon invoice

Tel. Richmond 3670 MORRIS GORDON & SON, Inc. Wholesale Kitchen Furnishings AND HOTEL AND RESTAURANT SUPPLIES B Nº. 4062 83-101 NORTH ST. BOSTON, MASS. To. Order No. must appear on all Invoices and Cases Ship When Via F. O. B. Terms Date 2%-10th-Prox. Quantity DESCRIPTION Price Per 22 This Order is not valid unless confirmed by ALBERT I. GORDON or H. K. BITZGERALD. If there will be any delay on this order, kindly advise by return mail MORRIS GORDON & SOM, Inc. Confirmed by-Buyer 

1929(?) Morris Gordon & Son invoice



February 21, 1933 Morris Gordon & Son invoice

CAFE ESCADRILLE BURLINGTON MASSACHUSETTS	EAPBUT_FIRST FLOOR PLAN
FOOD SERVICE EQUIPMENT AND DESIGN CORP. MARRIS GORDON AND SAN DESIGN CORP. 21-223 NORTH BEACON STREET, BUSTON, MASS, 02135	DATE PROJECT N° DN6. 3-22-73 4-1(-73 SCALE: 14," al-0" 22226 1

Detail of 1973 kitchen plan by Morris Gordon & Son, for "Café Escadrille" in Burlington MA. This restaurant is still in operation, as of July 2022. https://www.cafeescadrille.com/



A help wanted ad seeking personnel for the soon to open, *Café Escadrille*. Boston Globe newspaper, October 7, 1973.



https://www.cafeescadrille.com/our-story



Carr China Co. made crested pieces for the United States Army's 26th Division, known as the Yankee Division, formed from New England states National Guard units. Below is the shoulder patch of the 26th division Source: https://collections.ushmm.org/search/catalog/irn35190



The Jackson China patterns shown on Worthpoint.com appear to be stock patterns, rather than custom orders.



Jackson China stock design with Morris Gordon & Son backstamp



Jackson China stock design with Morris Gordon & Son backstamp



Jackson China's popular "Hummingbird" stock pattern with the Morris Gordon & Son backstamp

McNicol China supplied many pieces for customers of Morris Gordon. Most of the crests are one color transfers, but at least two customers, the Mount Washington Hotel, and Howard Johnson's, had decal crests. A number of the patterns are non-crested, and were probably stock patterns sold by Morris Gordon.







Originally founded in 1832, after numerous expansions, relocations and mergers, the Boston Lying in Hospital is today part of the Brigham and Women's Hospital, a teaching affiliate of Harvard Medical School.





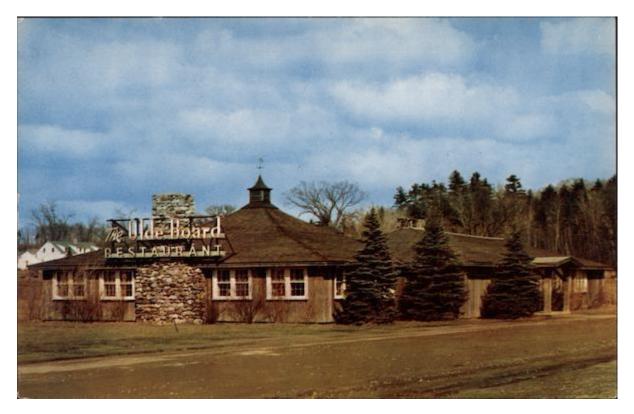
The "Hobomock Restaurant was located in Pembroke Centre Massachusetts and is long since closed.

For more, see https://rwcn-idwiki-2.restaurantwarecollectors.com/content/hobomock-restaurant-2/



The profile of Moses Brown, founder, the founding date of 1784, and the school motto, are all part of this crest. This Quaker school is located in Providence, Rhode Island, and still operates as one of the nation's oldest K – 12 preparatory schools. Source: https://www.mosesbrown.org/





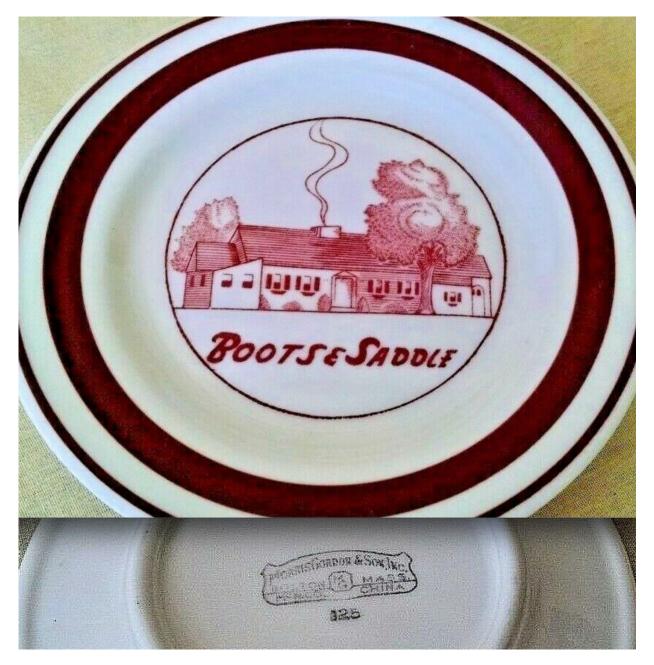
A 1960s postcard view of *The Olde Board Restaurant* is identical to the center image on the china, including the three evergreen trees.



Born Hersh Baraznik, Harry E. Burroughs was a Russian immigrant who worked as a newsboy in Boston. A 1914 graduate of Suffolk Law School, he founded the H. E. Burroughs Newsboys Foundation in 1927 to aid young working boys, and in 1936, he opened a summer camp for them at West Poland Maine. In 1944, he wrote a book, "Boys in men's shoes: A world of working children" available for reading at Hathitrust.org. Burroughs died at age 56 in 1946, and his obituary notice appears in the Boston Globe, December 19, 1946 on page 21.







Another restaurant image on china that essentially matches the 1960s postcard view of the building.





MADE EXPRESSLY FOR THE ATLANTIS FURNISHED BY MORPIS GORDON & SONTAGE BOSTON, MASS. MONICOL "ROSITE"

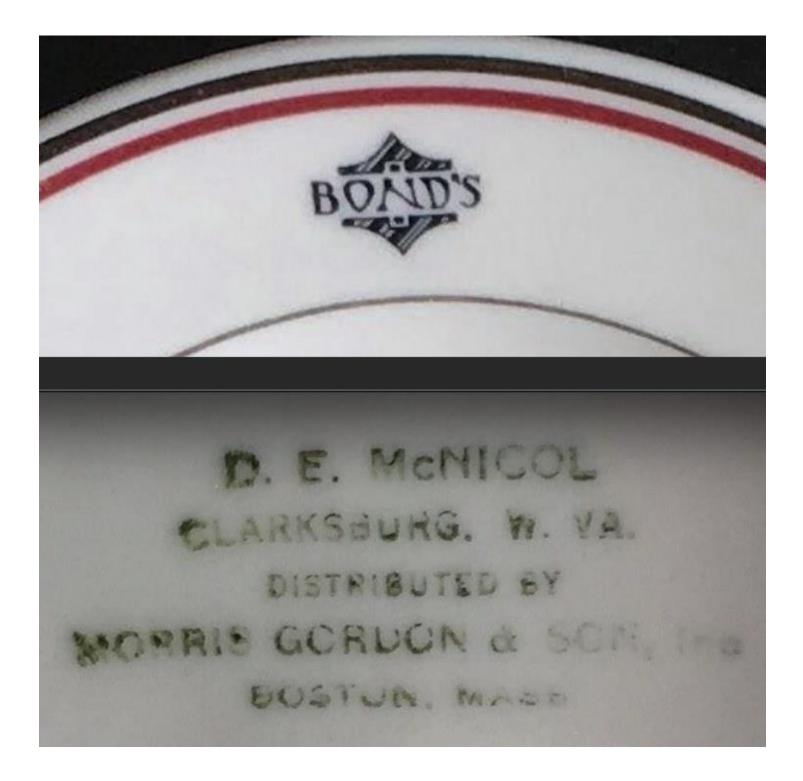




For more information, visit

https://rwcn-idwiki-2.restaurantwarecollectors.com/content/poland-spring-house-2/ A postcard (mailed in 1952) image of the impressive structure is below.







Hi-Hat Barbecue, in Boston MA, china by McNichol

For more information, visit https://rwcn-idwiki-2.restaurantwarecollectors.com/content/hi-hat-barbecue-2/













A Sterling China stock pattern, supplied by Morris Gordon.



This pattern, a silhouette of a colonial era couple, does not have a maker's name, but may also be a product of Sterling China

The following pages offer a selection of newspaper announcements spanning 1931 – 1970, identifying Morris Gordon & Son as the primary designer and supplier of kitchen equipment for a job. Some of the ads are full page. Morris Gordon generated ample business within the immediate New England states area.



Bangor Daily News: Friday, June 5, 1931

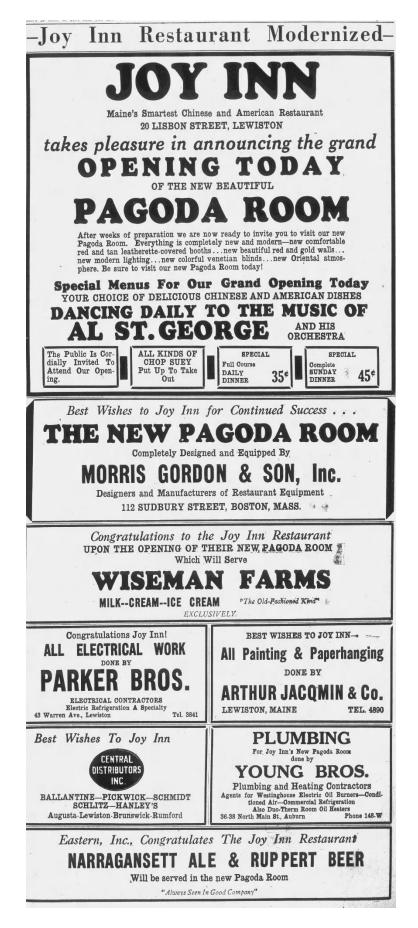
Two 1937 ads for "Gordon's Delicatessen" in Portland, Maine. In 1940, another "Gordon's" opened in Lewiston, Maine.



Portland Press Herald: Sunday May 23, 1937 Notice the mention is made of a photo folder of other Morris Gordon jobs.



Portland Press Herald: Sunday, May 30, 1937

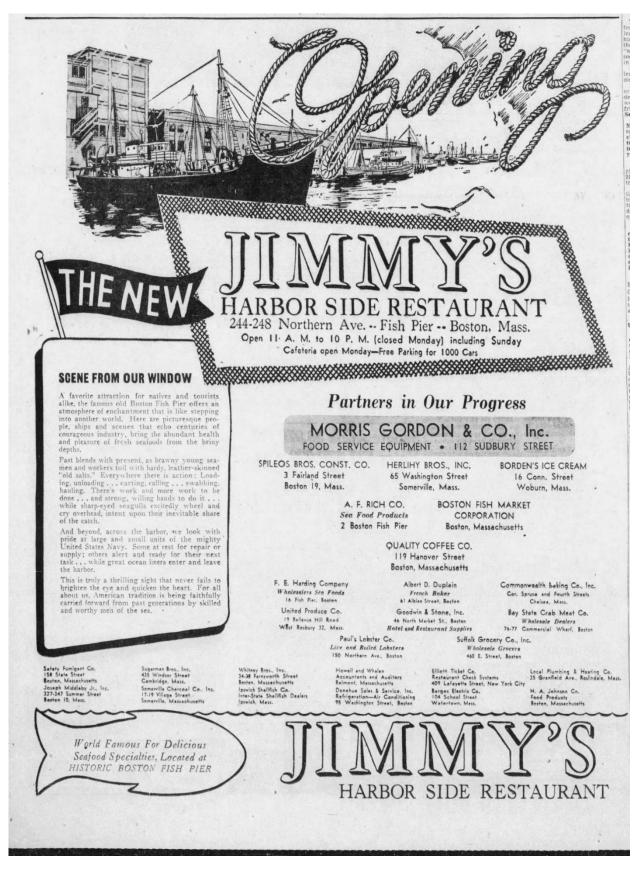


Lewiston Evening Journal: Saturday, August 31, 1940



Hartford Courant: Wednesday, November 21, 1951

(This ad was cropped for easier reading)



Boston Globe: Friday August 12, 1955

A true waterfront restaurant venue that in fact operated for 80 years, Jimmy's closed in 2005, and the building demolished in 2007 for redevelopment. Boston lost a renowned seafood and chowder house.



Boston Globe: Sunday, May 24, 1959 A fourth addition to the classic Boston seafood restaurant, "Jimmy's Harborside."



Boston Globe: Tuesday October 3, 1967



Athol Daily News: Friday June 19, 1970

Morris Gordon & Son business address is 221 North Beacon Street, Brighton MA.

(This ad was cropped for easier reading)

Additional newspaper references for work done by Morris Gordon & Son include:

Porterhouse Restaurant (Portsmouth, NH)	Portsmouth Herald: Saturday July 1, 1944
Sardy's Restaurant (Nashua, NH)	Nashua Telegraph: Tuesday July 29, 1947
Flagstones Restaurant (Newington, NH)	Portsmouth Herald: Tuesday October 26, 1948
State of Maine Bowling Alley Center- (Portland ME)	Snack Bar and Ladies' Lounge Portland Press Herald: Th., November 30, 1950
Hamilton House Hotel (Boston, MA)	Boston Globe: Thursday January 28, 1952
Suffolk Downs Drive-In Theatre (East Boston/Revere, MA)	Boston Globe: Wednesday, May 1, 1957
Lamie's Tavern (Hampton NH)	Boston Globe: Sunday, June 28, 1959
Green Ridge Turkey Farm Rstrnt (Nashua NH)	Nashua Telegraph: Thursday May 12, 1960
128 Ten Pin (Waltham, MA)	Boston Globe: Friday, November 11, 1960
Tiffany's (Boston MA)	Boston Globe: Friday, November 3, 1961
Commodore Restaurant (Beverley MA)	Boston Globe: Sunday, June 20, 1971

Fox and Hounds Restaurant (Lebanon, NH)

Valley News: Saturday, April 30, 1977



Lewiston Evening Journal: Tuesday, November 18, 1941