

**Tom Morcom**

**St.Dennis Watchmaker  
and Jeweller** by **Adrian Wilson**

**Tom Morcom**

**St.Dennis Watchmaker  
and  
Jeweller**

by  
**Adrian Wilson**

# Tom Morcom

---

## St.Dennis Watchmaker and Jeweller

by

**Adrian Wilson**

Adverts appeared in the St. Austell Star newspapers of 1891 and 1892 for the St.Dennis business of Mr Tom Morcom. Tom Morcom was born at Goonamarris, between Nanpean and St.Stephen in Brannel in 1868, the son of James Morcom and Lavinia Hawken Key.

He was one of ten children of St.Mewan born farmer, James Morcom and his wife Lavinia. In 1888 Tom married Julia Crowle, daughter of William Crowle and Harriet Snell of St.Stephen.

By 1891 Tom and Julia, both aged 24, were living in Greenwich House at Hendra, (near Hendra Corner), St.Dennis, Tom had become a Watchmaker and Jeweller.

In the newspaper adverts Tom was advertising the following;

Morcom's Patent English Lever Watches – 1<sup>st</sup> quality (2 year guarantee) £4/4/- (£4.20)  
Gold Geneva Watches – superior finish from £1/17/6 - (£1.88)  
Ladies 18ct Gold Geneva Watches from £2/15/- (£2.75)  
Nickel Silver Geneva Watches – very suitable for youths – (12 months warranty) 8/6 - (42 ½ pence)  
Electro Plated Tea & Coffee Services from 30 shillings (£1.50)  
Lion Stamped Silver Brooches from 1/6 - (7 ½ pence)  
Hall Marked Silver Bangles – latest fashions from 2 shillings - (10 pence)  
Ladies Gold Engagement & Dress Rings from 7/6 - (37 ½ pence)  
Wedding Rings from 8/- (40 pence)  
Speciality – a 22ct Guinea Gold Wedding Ring plus half dozen Tea Spoons with Tongs to match 20/- (£1)  
Alarm Clocks in wooden cases nicely polished and decorated – 12 months warranty from 6/6 (32 ½ pence)

He noted that he was also a representative of the Palatine Fire & Accident Insurance Company.

He was also astute enough to pay for a small series of postcards of local views, which he sold in his shop for village people to send to friends and relatives, showing their home village. The card of Trelavour Prazey notes "Morcom's Series" in the bottom right hand corner.

Great prices you say but you have to bear in mind that the average clay worker's wage was only in the region of 15 to 18 shillings (75 to 90 pence) a week, paid monthly! It wasn't until after the 1913 Clay Strike that some companies offered 27 shillings a week (£1.35).

1915 brought both joy and tragedy to Tom, in the last couple of months of that year Tom saw his only surviving child, Dorothy (one had died), marry William Roberts Berryman a farmer from near Truro, but on 1<sup>st</sup> December 1915 his wife, Julia, passed away aged just 47.

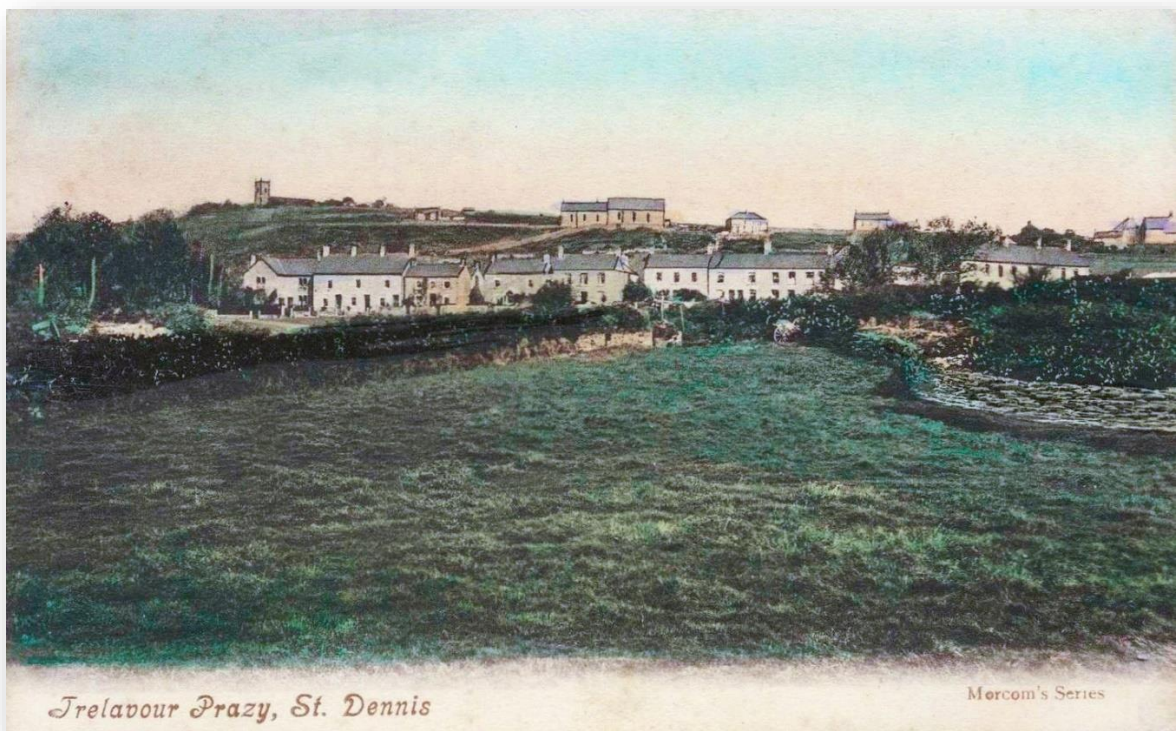
In her Probate award Tom is noted as a Clay Merchant living at Park Head, St.Dennis, after working in his Watch Making and Jewellery business in both the 1901 and 1911 census returns.

In 1919, Tom re-married, a lady called Ada Dorothea May from Buckfastleigh, and by 1921 he had returned to his trade as a Watchmaker and Jeweller from his property at 134 High Street, in Crediton, Devon.

His son Tom Hawkey Morcom by that time (1921) was running the business at Greenwich House, Hendra, as a Watch Maker (also I believe also still a Jeweller). He had married Nanpean girl, Olive Arthur in 1909.

Tom Morcom passed away on the 1<sup>st</sup> October 1947 at 134 High Street, Crediton, leaving a healthy sum of money, his widow, Ada Dorothea Morcom died in 1962 aged 71 years old.

This article was written by Adrian Wilson and therefore under his copyright. It must not be shared or copied without prior written permission from Adrian.



**Tom Morcom**  
**St.Dennis Watchmaker**  
**and**  
**Jeweller**

**by**

**Adrian Wilson**