More: Americana through the Eyes of Private Illustrated Wrappers
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(Wrappers left out of the published article in Postal History Journal 163 because of space restriction as well as the necessarily low resolution of images gleaned from the internet.)

Grandpa’s Wonder Soap – Beaver Soap Company

The wrapper from the Beaver Soap Company, shows two outer circles which read “GRANDPA’S WONDER SOAP”; there is a diamond sign hanging from chains reading BESCO overlaid on SOAP. Included is the face of Jess Hoffman – as discussed below it is not Frederick Beaver whose portrait resides in the Dayton Library. It has a boxed 1c. Paid/ DAYTON, O./ Permit No. 2. in lieu of a postage stamp. The wrapper is addressed to L. Rhodes, Oswego, New York. Delivery from Dayton Ohio to Oswego New York represents a reach across two states in the north east of the US.

Frederick P. Beaver was born in Dayton, Ohio, 29 November 1845. He was founder and President of the Beaver Soap Company which was incorporated in 1893. About 1906, Frederick P. Beaver apparently retired as president of the Beaver Soap Company, at which time vice president W. D. Chamberlin became president.

In the early 1870’s, Jess Hoffman made the very first bar of Grandpa’s Pine Tar Soap from his own recipe on his family farm, located in Tippecanoe, Ohio. During an era of innovation, this family recipe was proclaimed for its restorative and cleansing benefits. As Grandpa’s Pine Tar Soap continued to earn praise and popularity, “Grandpa” went back into the kitchen and created more specialty soaps for different purposes. The first bar of Grandpa’s Pine Tar Soap was created in 1878. The famous recipe was later sold to the Beaver Soap Company in Dayton, Ohio. In the early 1900’s, the Beaver Soap Company merged and became Beaver-Remer’s-Graham Co. In 1928 Beaver-Remer’s Graham Co. became a subsidiary of The Cincinnati Soap Co. (www.grandpabrands.com/about-grandpa-brands).

Catalogue of Bulbs – the D. M. Ferry Co.

The wrapper from the D. M. Ferry Bulb Company in Detroit, Michigan shows two pots of flowers grown from bulbs – hyacinths at left and tulips on the right - images that also appeared on company seed catalogues. The wording D. M. FERRY & Co’s is slightly arched above ILLUSTRATED And Descriptive scrolled and then CATALOGUE of BULBS. Beneath this is Autumn of 1881. The stamp is likely the 1879 issue of the 1c dark ultra Franklin (Sc182). There are four address lines on the wrapper with P.O., Co. and State at the end of lines two, three and four.

The wrapper is addressed to Samuel Hegarty, Hegarty X [the X being shorthand for Cross] Roads, Clearfield, Pennsylvania, involving delivery across two states in the upper mid-west of the US. The addressee, Samuel and Josephine Hegarty built the Hegarty mansion at Hegarty’s Crossroads in the 1870s. Originally the mansion was part of a working farm consisting of 300 acres. Samuel was a mine owner and was also involved in lumber, real estate, and gold and silver lands in the West. He had been President of the Coalport bank. Samuel Hegarty died of complication of diseases on 1 April 1895 at home, three miles from Coalport, at age 63.

D. M. Ferry and Co., which went on to be the largest seed distribution company in the world (Wikipedia), had its origin in a seed-growing company started by Milo T. Gardner, Dexter M. Ferry, and Eber F. Church. They organized a seed-
growing company in 1856, later called M.T. Gardner & Company (also known as Gardner, Ferry, and Church) in Detroit, Michigan. In its first year, the company did $6,000 in business. Ferry introduced several innovations in the seed-vending business. He sold only fresh seed, increasing germination rates and establishing a reputation for quality. Ferry was among the first to sell seeds in small packets. The business grew steadily, and by the early 1900s, the company was doing over $2,000,000 per year in business, and supplying seeds to 160,000 retail outlets.

James Vick’s Seeds

Another wrapper with a horticultural theme is James Vick’s Sons Seeds of Rochester. Rochester earned its nickname, “the Flower City,” as a result of the pioneering efforts of various 19th century nurserymen, such as James Vick. The 22c postage is consistent with the enclosure being a heavy illustrated seed catalogue and floral guide and/or packets of seeds. There are two 1879 2c vermillion and six 3c green Jackson (Sc183,184). The 22c postage at 1c per 2 oz. is equal to 44 oz. or 2 lb. 12 oz. The wrapper has three address lines, the lower line being in two parts. The wrapper is addressed to Mrs. M. Terance, Cleveland, Ohio, involving a short regional delivery from upstate New York to across the upper Mid-west.

Vick had begun his career as a publisher, printing the abolitionist North Star newspaper as well as a variety of agricultural journals, before making the transition to a grower in 1860. A lack of good quality seeds in the United States inspired the career change. Disappointed with the available domestic stock, Vick decided to develop his own supply from plants he’d grown using seeds that had been imported from France. In 1866, the cultivator purchased a lot on East Avenue stretching from Vick Park Ave. to Bowen Street (now Barrington) where he established his nursery grounds and the seed house.

The plot would become one of the most famous gardens in the country as Vick’s mail-order business bloomed. In the late 19th century, the Vick Seed Company distributed more than 200,000 illustrated catalogues a year and advertised in 3,300 newspapers as well as all the major agricultural journals. A staff of over 100 people was required to contend with the 300 orders and 3,000 letters the office received each day. Because of the efforts of James Vick’s Sons Seeds, by the 1870s Rochester was recognized as the leading seed center in America (RocRoots.com).

Waldo F. Brown Flower and Vegetable Seeds

The sole illustration is that of a single bulb. The wording is: WALDO F. BROWN, Oxford, Butler County, Ohio, and then FLOWER and VEGETABLE SEEDS and below that ALL SEEDS SENT OUT ARE FRESH AND PURE. There are three address lines with P.O. at the end of line two and Co. at the end of line three. There is a fancy cancel on a copy of the
1879 1c dark ultra Franklin (Sc182). There is an indistinct circular date stamp to the left of the adhesive. The wrapper is addressed to P. Manchester, Roundhead, Hardin County, Ohio, in effect a local delivery.

Waldo F. Brown was born in Massachusetts in 1832 and died in 1907. In 1848, he moved with his parents to Butler County, Ohio. He attended Miami University for one semester before becoming a farmer. During the 1870s and 1880s, he became one of America's best known writers on agriculture. He wrote articles for various newspapers, magazines, and other journals under several pseudonyms, including Agricola, Solomon Smith and Squire Bung. In 1872, he became the agriculture specialist on the staff of the Cincinnati Enquirer. Brown also published a farm journal of his own called The Christian Farmer. In 1884, he also wrote The Farm and Stock Cyclopedia, a handbook that became very popular among farmers across the United States.

Brown became well known for his colorful depictions of farm life and the farm people. In one article, Brown contended that there were three types of farmers. First, there was "Peter Poverty," who was known for his laziness and poor managerial skills. Second, there was "Sam Skinsoil," who worked several farms at once, only to move on to new land once his original fields were depleted of nutrients. Finally, there was "William Wealthy." This man was hard working and treated his farm, his animals, and his family in a loving manner.

In his articles and speeches, Brown tried to educate farmers as to the most profitable farming techniques. He taught them how to prevent soil erosion and of the importance of crop rotation. Brown, like a number of other agricultural specialists in the late nineteenth century, tried to help small farmers produce the most crops on their land as inexpensively as possible (Ohio History Central).

The Post Enquirer Historical Edition - Old Ironsides

This is an example of an unused wrapper designed to deliver The Oakland Enquirer but was included because of its appeal being a photographic reproduction of the three-masted sailing ship the U.S. frigate Constitution “Old Ironsides”. The Oakland Enquirer was founded in 1922 by William Randolph Hurst as an afternoon daily with a Sunday tabloid and a circulation of approximately 75,000. In 1951 it was discontinued because of economic reasons. Special editions appeared from time-to-time.

This Historical Edition likely arose to coincide when “Old Ironsides” docked at Oakland wharf. USS Constitution is a wooden-hulled, three-masted heavy frigate of the United States Navy, named by President George Washington after the Constitution of the United States of America. Launched in 1797, Constitution was one of six original frigates authorized for construction by the Naval Act of 1794 and the third constructed. Her first duties with the newly formed U.S. Navy were to provide protection for American merchant shipping during the Quasi-War with France and to defeat the Barbary pirates in the First Barbary War.

USS Constitution is most famous for her actions during the War of 1812 against the United Kingdom, when she captured numerous merchant ships and defeated five British warships: HMS Guerriere, Java, Pictou, Cyane, and Levant. The battle with Guerriere earned her the nickname of "Old Ironsides".

She continued to serve as flagship in the Mediterranean and African squadrons, and circled the world in the 1840s. During the American Civil War, she served as a training ship for the United States Naval Academy. She carried US artwork and industrial displays to the Paris Exposition of 1878. Retired from active service in 1881, Constitution served as a receiving ship until designated a museum ship in 1907. In 1934 she completed a three-year, 90-port tour of the nation. Constitution sailed under her own power for her 200th birthday in 1997, and again in August 2012, to commemorate the 200th anniversary of her victory over Guerriere (Wikipedia).

“Our Navy”
A second maritime-themed wrapper contains a copy of *Our Navy*, noted as the standard publication of the United States Navy. The illustration is an eagle hovering over two warships at sea. The address is given as 1 Hanson Place, Brooklyn, N.Y. At lower left it reads FROM Sam Forsane (??), Sea 1/4. There is a ship duplex cancel U.S.S. ENTERPRISE AUG 6 AM 1938 and GUATANAMO and three bars on a 1932 3c deep violet Washington coil (Sc722). It was mailed to Pottsville, Pennsylvania, just a particular location in what would have been a national delivery.

The addressee Miss Maud Koch, c/o Hummels Furniture Store, was a business that commenced in 1874 and issued $1 tokens for use against $20 furniture purchases. It ceased at the North Centre Street location in 1972. It is likely that the delivery involved some personal connection with the Navy rather than a business link.

*Our Navy* magazine was published for commercial distribution covering the activities of the U. S. Navy. It began publication in 1897 initially issued on the 1st and 15th of each month. Every issue of *Our Navy* contained a number of feature articles in addition to the news pertinent to personnel of the U. S. Navy, often dealing with Pay, Benefits, Clothing (changes to uniforms). During the war years (World War I and II), the magazine would also list information for casualties reported by the Navy Department (Our Navy Archives).

Each issue ranged from 66 to 82 pages with a format of 8.5x11". Each issue contained several long running series including; Traditions of the Navy - Origins of their Terms and Customs; Scuttlebutt Scandals - Comical Tales; Salt Shakers – Funnies; collecting Naval Stamp cancels and envelope cachets; Military and Naval Aspects of World War II; Heroic Ship's stories; Awards, Commendations and Promotions; Bulletin Board of Naval Interest - New Ships, Bases, Ship losses, Training and news, inter alia (wartime press.com).

USS *Enterprise* was the seventh U.S. Navy vessel to bear the name. Colloquially referred to as the "Big E", she was the sixth aircraft carrier of the United States Navy. A Yorktown-class carrier, she was launched in 1936 and was one of only three American carriers commissioned prior to World War II to survive the war. *Enterprise* sailed south on a shakedown cruise which took her to Rio de Janeiro. After her return, she operated along the east coast and in the Caribbean until April 1939, when she was ordered to duty in the Pacific (Wikipedia).

**Western Transit Company**

![Western Transit Company](image)

This wrapper shows a ship’s wheel with The Western Transit Co. printed within the outer circle and a steamer sailing on the Lake and flag of the company. There is a circular date stamp BUFFALO N. Y. (no day/month) 1894 and seven straight bars on an 1894 1c aquamarine Franklin (Sc246). The wrapper is used for correspondence from General Passenger Agent, Reed Dock in Buffalo to Wilmington, Delaware.

That mail link seems be beyond the normal operating region of the Western Transit Company, which operated a large fleet of freight steamers between Buffalo, Chicago, Milwaukee, Duluth and Superior on the Great Lakes, and via a connection with New York Central Railroad, provided a "lake and rail" line between Michigan and New York City. It was incorporated in 1855 as the Western Transportation Company, with a large capital, and soon afterward had a full line of boats running both on the Great Lakes and on the Erie Canal. The company had twenty propellers, six sailing vessels and 200 canal boats. Ever since its incorporation it was engaged in carrying freight and passengers on the lakes, and freight upon the Erie Canal, its vessels running in connection with the New York Central & Hudson River railway.

In 1864 the Western Transit Company had the following vessels: *Empire State*, *Badger State*, *Oneida*, *Mohawk*, *Plymouth*, *Tonawanda*, *Free State*, *Potomac*, *Racine*, *Neptune* and *Mayflower*. The boats of this company, one or more of them, left Buffalo daily through the season of navigation, for Milwaukee, Chicago, Cleveland, Detroit, Port Huron, Mackinac, Port St. Ignace, Sheboygan and all other principal points on the lakes. Bills of lading were prepared for European ports and a general forwarding and transportation business was conducted. The Western Transit Company came about through reorganization in 1883 (History of the Great Lakes, Vol. 1).

The following does not seem especially relevant to the wrapper story. Rufus S. Dock was the first to build a landing or dock for large vessels entering Erie harbor. He built it so that all steamboats would be compelled to use this dock and in so
doing it became the center of business of Erie harbor. Rufus Dock was one of the first to invest in steamboats (Miller J., A twentieth century history of Erie County, Pennsylvania).

**Samuel C. Davis & Co. Dry-Goods Wholesaler**

A heavily inked circular date stamp ST. LOUIS 1 1883? cancels an 1879 2c vermilion Jackson (Sc183) on this wrapper, which includes a drawing of an impressive retail building. This belonged to the Samuel C(raft) Davis Company in St. Louis, which was sending information to a New York State address, suggesting it was a nationally prominent firm. The wrapper is addressed to Miss Vera Wright, Rose, Wayne County, New York.

The Samuel C. Davis Company occupied a five-story building at the corner of Fifth Street and Washington Avenue (fronting Fifth). The building had a cast iron facade and single-sheet plate glass windows; costing more than $30,000 when built. Construction began in August 1871 and finished in March 1873. It is this building which appears as the illustration on the wrapper with horse drawn vehicles along both streets. Samuel Davis was a pioneer dry-goods wholesaler that commenced business in 1835. By 1878 his firm was selling dry-goods, boots and shoes to many States including Nevada, New Mexico, Louisiana, Texas, Nebraska and Indiana.

Samuel Davis studied at Harvard University after which he traveled to China and Asia and developed a love of Chinese and Asian art objects. He and his family amassed a fortune in real estate development as well as dry goods. He collected many hundreds of Asian art works and after his death a considerable part of his collection was donated to the St. Louis museum.

**Spencer Repeating Shot Gun**

This wrapper is perhaps the most dramatic in the sample, bearing the image of a full length rifle. The stamp is an 1890 2c carmine Washington (Sc220) and is cancelled with a double oval NEW YORK with numeral 3 within. This wrapper represents the most commitment to advertising not only with respect to rifle, with wording above: Spencer Repeating Shot Gun and Six Shots in Three Seconds, but also being clear about the function of Hermann Boker and company.

The wrapper is addressed to Mr. L. B. Davenport, Town River, Pennsylvania. Although this address represents a regional connection across two states, research shows that Hermann Boker & Co. were a nationally significant firm in the gun business.

Boker & co. were wholesale dealers in cutlery, hardware, guns and metals. The firm was started in 1837 by Hermann Boker, a lineal descendant of an old family of merchants, the Bokers, of Remscheid, in Prussia. The first quarters were in John Street, New York and then to 50 Cliff Street, where the firm remained over twenty years. In 1872, they built and moved into their own large iron-front business building. At the time the business was one of the largest in its line in the United States. It consists of German and English hardware and cutlery, particularly of the celebrated "Tree Brand," made in Solingen. The firm represents some of the oldest and best-known German and English manufacturers in these lines and in steel and metals, including the widely celebrated Sheffield firm of Jonas & Colver, Limited. They conduct a vast export business in copper, and are the European agents of the great Calumet & Hecla Mining Company, (www.wkfinetools.com//Boker&Co/history/history). At some stage the gun rifle and ammunition part of the business
became more significant and by 1890, this wrapper identifies the firm with this activity.

The Spencer Repeating Shotgun, featured on the wrapper, was invented in 1882 by Christopher Spencer, is a standard pump action shotgun. As a product it was just eight years old when this wrapper was used, which suggests it was still seen as very current. Its history can be traced to Spencer Arms Company located in Windsor, Connecticut. Spencer Arms produced the first successful American slide or 'pump' action repeating shotgun about 1882. Production continued until 1889 when the inventor, Christopher M. Spencer, ran into financial problems. The Spencer patents were then sold to Francis Bannerman Sons, a famed military equipment dealer & America's first antique gun dealer of New York City. Before that Hermann Boker were sole agents for this rifle.

The Wooden Barrel – The Associated Cooperage Association of America

The illustration of a sideways wooden barrel with wording The ASSOCIATED COOPERAGE INDUSTRIES of A(merica), is shown on this wrapper - prepaid for domestic delivery, but in this instance an additional 3c has been paid for delivery overseas to Chile. There is a postage paid box with wording in the top panel: Sec. 435.5 P.L. & R. and in the lower box four lines: U.S. POSTAGE// PAID// Fulton, Missouri// Permit No. 38. There is a numeral duplex cancel FULTON MAY 26 4 30PM 1945 MO. and numeral “1” between four bars above/below on 1938 3c deep violet Thomas Jefferson (Sc807). Because WWII was still in progress in May 1945 there is a circular censor handstamp PASSED BY CENSOR 5811. The total postage of 3c is in lieu of the 1c domestic bulk concession paying this overseas surface rate via Colon, being 1.5c per 2 oz. from 1 April 1932 = 4 oz.

The wrapper is addressed to Mr. O. H. Mitchell, Santiago, Chile. That delivery is obviously an unusual one as this American association has preprinted domestic delivery stationery to be handled through the Fulton Post Office in St. Louis. Given its need to contact members spread across the country, the centrality of St. Louis would have been an attractive location.

This Association was incorporated in the state of Delaware, New Castle County, 29 January 1934. The purpose of the Association was given as to serve as a contact point for the membership, to distribute available information about the wooden barrel (emphasis on white oak) and promote the common interests of those in the industry. The membership is made up of Cooperage Firms, Producers of Stave and Heading, several distillers and vintners, and other firms whose business interests are allied to the wooden barrel.

The National Bureau of Standards states that headquarters were at Railway Exchange Building, St. Louis, Missouri. It was organized for the purpose of promoting the cooperage business and protecting the traffic interests of its members. The association’s activities include the establishment and maintenance of uniform grades for barrel material, and standard specifications for various types of cooperage. It has also grade rules for slack and tight cooperage stock. It polices a code of ethics and undertakes inspections for quality at either the mill yard or destination.

Ye Olde Booke Man

This wrapper shows a male Dickensian figure standing atop a library ladder holding a book in his right hand while reading an open book held in his left hand – the background is shelving of books. There is a roller obliterator on an 1890 1c dull blue Franklin (Sc219).
The firm has taken every advantage of advertising on the wrapper, outlining its services: School Libraries and New Books furnished at the Best Discount. Libraries and Parcels of Books Bought or Exchanged. Catalogues of Second-Hand Books mailed free on application, and its age ESTABLISHED 1870. The wrapper was destined for a town in the adjoining state of New Jersey.

Joseph McDonough (1834-1917), trading as Ye Olde Booke Man, was a well-known seller of used books in downtown Albany, beginning in 1870. He was a native of Ireland who sold books in Liverpool before continuing that trade in Albany, New York. He did business at a number of different locations in downtown Albany; over the years, various ads and directories placed him at 53 and 55 State Street, 98 State Street, 30 North Pearl Street, and 39 and 41 Columbia Street. Later, he had a shop on Hudson Avenue.

An ad in The Literary Collector for Ye Olde Booke Man, offers "libraries, or odd lots, or remainders of editions purchased" and "monthly catalogues of second-hand books mailed free on application." He was also a publisher; one of the more noteworthy local titles he produced was Players of A Century which traced the history of theatre in Albany and was authored by Henry P. Phelps (Albany Rural Cemetery blog).