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September 2010

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EXCELSIOR!

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Editor's Box

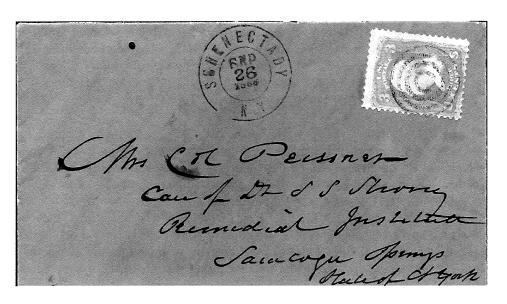
Thank you once again to all of our authors who were kind enough to send along some excellent articles. As you will see, two of our authors, Bill Hart and Bob Bramwell each have two pieces included in this edition. I usually try to limit each author to one article per edition, which usually gives me some material six months in advance of the next edition. However, this edition was fairly slim due to a lack of material from the membership. Therefore I was inclined to use both of Bill's and Bob's submissions here in order to give this issue of Excelsior much needed content and a reasonable number of pages for a semi-annual journal. Thank you to both for agreeing to let me use these at one time. Now is a plea for other members to step up to the plate and send your articles for not only the upcoming March 2011 issue but to allow me to have a ready reservoir of articles for the issues beyond that. Excelsior! is only what you make it. Please consider submitting an article or at least an interesting cover or post office for an upcoming issue. Share your knowledge. Thank you. PS: Please note my new address, phone #, and email address above!

WHAT WE CAN LEARN FROM A SINGLE COVER

By: Bob Bramwell

This is a particularly robust example of what the World Wide Web enables the collector of postal history to learn, not about routes and rates, but about people connected in one way or another to a philatelic item.

The Cover



The envelope is a type of lady's stationery. It bears a shade of mauve, but only on one side of the paper. The color mauve is named after the *mallow* flower and is in the purple family. From ancient times, purple has been associated with royalty because of the difficulty of extracting glandular mucous from the appropriate mollusk. In 1856, 18 year old Scottish chemist's apprentice William Henry Perkin accidently derived aniline dye in this color and it quickly became a fad in fashion, eventually giving one name to the 1890s, *The Mauve Decade*. Named *mauveine* by Perkin, its commercialization made him rich. It was Perkin's *mauveine* that featured in the purple ink used at many post offices in the 1870s.

The envelope is addressed to Mrs. Col. Peissner, care of Dr. S. S. Strong, Remedial Institution, Saratoga Springs, State of New York. The envelope is franked with a three cent rose of the 1861-1866 issue (Scott #65).

The Schenectady postmark is of the Zevely double circle type and is dated SEP / 26 / 1866. This cover bears the first appearance in my collection of a 4 ring concentric killer, which continued in use until 1875. Zevely produced a 4 ring concentric canceller on its own handle, but also offered the circular office stamp at one side of the *Miller's patent Hammer Stamp* and the 4 ring concentric killer at the other side.

The form of the addressee's name, Mrs. Col. Peissner, was at first strange but drawing on my military background I decided to treat *Col.* as the abbreviation for *Colonel* and quickly

identified Mrs. Peissner, and her husband Colonel Peissner. At risk of being condemned a sexist, I will describe Mrs. Peissner's husband first.

Elias Peissner

Elias Peissner was born March 27, 1825 in the south German region of Bavaria. Due to a strong resemblance (and the well known "amours" on the Prince's part), Peissner was regarded as having been a bastard son of Crown Prince Ludwig, who coincidentally became King of Bavaria in 1825 on the death of his father.

Records of the voyage of immigration ship Barque *Mary T. Rundlett* show that Elias Peissner, age 23, and Franz Peissner, age 21, departed Ghent, Belgium bound for New York with no other family. Arriving in New York City July 3, 1849, Elias apparently stayed there some time before moving to Schenectady, where he joined the faculty of Union College. Peissner was Professor of German Language and Literature at Union College upon the outbreak of the Civil War in 1861, and he had married Margaret, daughter of Tayler Lewis, a highly regarded figure at Union, in 1856.

Peissner, who probably had military training in Bavaria, was given a commission to recruit a regiment of infantry, which he did by drawing on men primarily from New York City but also Schenectady and the environs. He became commanding officer of the 119th New York State Infantry (Volunteer) when it was officially formed in September 1862. Colonel Peissner served in that capacity with the 119th as part of General Charles Shurz' Eleventh Corp in movements that lead to Chancellorsville, Virginia in May 1863. New York State regimental history records that Colonel Elias Peissner was mortally wounded on the afternoon of May 2nd 1863 while rallying his troops during the fierce fighting that characterized the Chancellorsville battle.

Margaret Lewis Peissner

Col. Peissner's wife, Margaret, was a daughter of Tayler Lewis, Dean of Classical Languages at Union College and renowned for his fluency in Middle Eastern tongues – including Aramaic. It is worth noting that Margaret's brother Charles F. Lewis was commissioned a 2nd LT in her husband's regiment at its formation. Perhaps stranger still was that one Frederick Peissner was also commissioned a 2nd LT in the 119th on the same day. If Frederick was Elias' son, it was by an earlier marriage for which nothing has been found (yet). Both young men apparently survived the war.

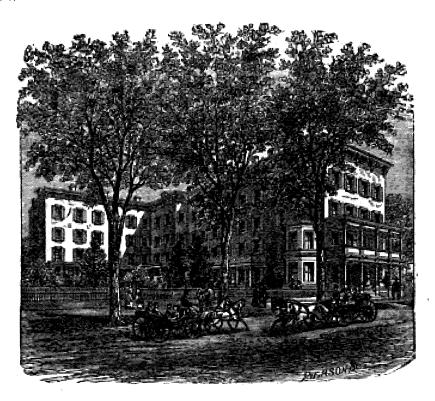
On September 26, 1866 Margaret was at the Remedial Institute in Saratoga Springs. What we know is that the Remedial Institute was a serious medical center oriented to chronic diseases run by Drs. S. S. and S. E. Strong but was also a "spa" during the fine times of year offering the celebrated mineral waters of Saratoga. Assuming that September was part of the fine times of year it is not possible to imagine whether Margaret was under the care of the Drs. Strong for medical reasons or whether she was simply "taking the cure".

Two years after the death of her husband, Margaret obtained a position in the Administration of Union College in recognition not only of her intelligence and level-headedness but also of her several connections to the school. She was known to have served in the office of

Registrar for twenty years, ultimately as Registrar, until 1885 when she was replaced by a man in what appears to have been a cost-cutting measure. Margaret Peissner died on February 28, 1904.

Dr. Sylvester S. Strong; The Remedial Institute at Saratoga Springs, NY

The Remedial Institute in Saratoga Springs was founded by Dr. Sylvester S. Strong in 1855, following a period when Dr. Strong himself was suffering poor health. He was joined at the Institute in 1863 by his son Sylvester E., who had graduated from New York University Medical School in 1861 and served in 1862 as acting medical director of the U. S. Army. The Remedial Institute was advertised extensively in guidebooks to Saratoga Springs. The following is from 1874:



REMEDIAL INSTITUTE SARATOGA SPRINGS, N. Y.

This institution was established in 1855, for the special treatment of Lung, Female, and various Chronic Diseases, and as a Summer Resort during the visiting season.

The Institute has recently been doubled in size to meet the necessities of its increased patronage. It is now the largest health institution in Saratoga, and is unsurpassed in the variety of its remedial appliances by any in this country. In the elegance and completeness of its appointments it is unequaled. The building is heated by steam, so that in the coldest weather the air of the house is like that of midsummer.

The proprietors, Drs. S. S. and S. E. STRONG, are graduates of the Medical Department of the New York University, and are largely patronized by the medical profession.

Has Turkish, Russian, Sulphur-Air, Hydropathic, and Electro-Thermal Baths, Equalizer or Vacuum Treatment, Movement Cure, Laryngoscope, Inhalation, Oxygen Gas, Farailaic and Galvanic Electricity, Medicines. HealthLift, Gymnastics, and Mineral Springs, for the treatment of Nervous, Lung, Female, and Chronic diseases.

The fact that a disease is long-standing, is generally evidence that it should be treated at an institution having special facilities, for if it could be cured in ordinary practice it should not have become chronic.

REFERENCES:

BISHOP M. SIMPSON PROF. TAYLOR LEWIS, LL.D. REV. T. L. CUYLEB, D.D. CHAUNCEY N. OLDS, LL.D. ROBERT CARTER, ESQ.

For particulars of the Institution send for circulars on Lung, Female, and Chronic Diseases, and on our Appliances. Address:

DRS. S. S. & S. E. STRONG, REMEDIAL INSTITUTE, SARATOGA SPRINGS, N. Y.

Post Script



Ludwig of Bavaria at age 44



Elias Peissner at age 37

Service of Frederick Peissner: 2nd Lt Sep 10, 1862; 1st Lt Feb 9, 1863; Capt Jun 29, 1863; Resigned Feb 28, 1864.

Service of Charles F. Lewis: 2nd Lt Sep 10, 1862; 1st Lt Feb 9, 1863; Resigned Feb 23, 1863; 1st Lt Apr 20, 1863; Capt Aug 28, 1863; Discharged Jul 30, 1864.

Some 180,000 men from Germany, Austria, Poland, and Czechoslovakia served in northern regiments.

Bob Bramwell may be contacted at rbramwell@nc.rr.com .

A POSTAL HISTORY LESSON

By: William J. Hart

The author was introduced to postal history some forty years ago when it was fashionable to collect 19th century material. If one was content to collect a single city or county enough material was available to make the objective achievable. On the other hand at that time there were also available large quantities of used picture and greeting post cards that were very inexpensive. They represented the postal history of the first two decades of the 20th century but were considered much less sophisticated. If one excluded the five boroughs of New York City, there were about 4000 New York State independent offices that would make up such a collection. The author has reached 3600 examples, finding that those missing were largely the small offices closed in the first five years of the first decade by the expansion of rural free delivery.

One of the unusual details to be seen on pieces from the first decade was to find multiple cancels illustrating the path taken. In the first decade mail going any distance moved by railroad. **Figure 1** shows a picture post card sent from Granville, NY to Cleverdale, NY.

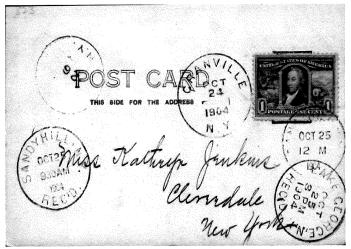


Figure 1. This picture post card, mailed on October 24, 1904 from Granville, NY to Cleverdale, NY, bears numerous transfer markings which detail the route it travelled to get to its final destination.

Figure 2. The reverse of the above post card is a real photo of the center of Granville, NY showing the National Bank Block.



As seen in Figure 2, it is a real photo post card showing the center of Granville, a

As seen in **Figure 2**, it is a real photo post card showing the center of Granville, a community on the Vermont border. The town had a population of 4000, which was large enough to have the current commemorative of the time, making the card an attractive specimen. Cleverdale is a hamlet on the east side of Lake George. While the distance as the crow flies is only about 25 miles or 40 minutes by auto, at that time there were few east-west roads between the Vermont border and Lake George.

The card shows five cancellations reflecting the procedure of the time for each postmaster who handled the transit of the mail to show his mark. The card was handled six times from point of origin to destination. It was carried on four lines of the Delaware and Hudson RR (twice on one line) and completed the journey by water. **Figure 3** illustrates this route on a current map. The card traveled north from Granville on Oct.24 to Castleton, VT and then west to Whitehall, NY. From there it went south paralleling the Champlain Canal to Fort Edward. It was then transferred to a spur line that went north west to Sandy Hill (now Hudson Falls). This was a transit point, the card arriving here on Oct.25 at 9:30AM. It was again cancelled at Sandy Hill at noon as dispatched, then traveling again by rail to reach Lake George by 3PM. The card traveled the remainder of the way by lake steamer, with at least one stop before reaching Cleverdale. It is presumed that the cancel showing the date "26" and "NY" was administered by the postmaster at Cleverdale.

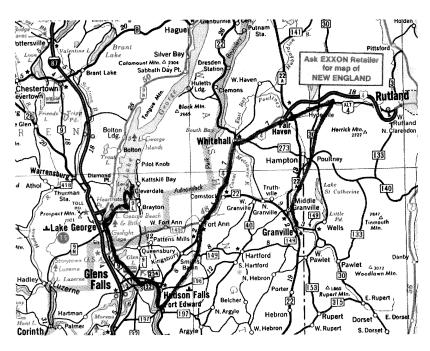


Figure 3. This map illustrates the routing that this post card travelled over the course of two days.

Postal history changes with the passing of time. The card just described was over seventy years old when it was obtained. I wondered what kind of service would be available seventy five years later. I started by combing post card dealer's stock for a like picture. While a real photo was not found, an almost identical printed picture was found and two acquired. By 1979 the card postage rate was ten cents. A card was prepared addressed to myself at Cleverdale as seen in **Figure 4.**

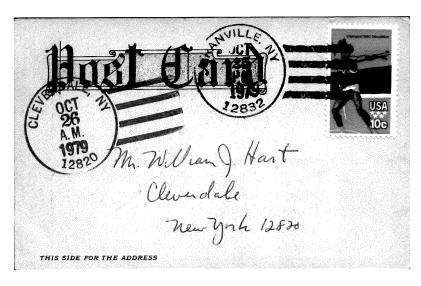


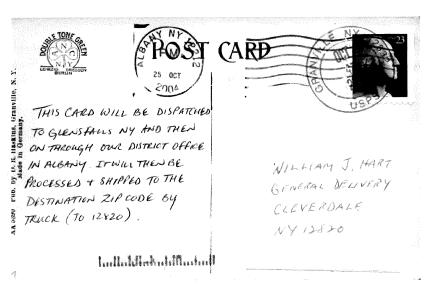
Figure 4. This is a post card mailed again in Granville and sent to the author in Cleverdale seventy five years later than the original post card seen in Figure 1.

The post card was sent along with a summary of the trip taken by the 1904 card to the Granville Postmaster. At the same time, I visited the Cleverdale post office, as I was living nearby, and explained to the postmaster my intent. On seeing the original card the later indicated that a relative of the addressee resided in Cleverdale.

The 1979 card will be seen to have received two four-bar hand cancels with appropriate Zip codes of Granville and Cleverdale a day apart. While I had anticipated an October 24th date, I received a brief note from the Granville Postmaster apologizing for the day late cancel as he was away and his assistant considered my letter too personal to open. The Cleverdale Postmaster provided details that at that time Glens Falls was the focal point where snail from Granville was sent by motor carrier for sorting and a star route carrier provided service to Cleverdale. So at this time one day service was the norm and the railroad was history.

As my original intent was to examine a one hundredth anniversary mailing, in 2004 I again prepared a summary of the original card and sent it to the current Granville postmaster along with the second example of the Granville picture card, now franked with 23 cents. This card can be seen in **Figure 5**.

Figure 5. This post card was prepared one hundred years after the original card and was again mailed from Granville to Cleverdale by the author.



The Granville Postmaster provided a brief description on the message side of the card of the routing the card would take. The card received a double circle dater from Granville with the day inverted and an Albany machine cancel on the same day, showing that this piece went thru the bulk mail handling system in Albany before getting back to Cleverdale. It probably did not get there until the next day.

A small surprise was found with this card as in **Figure 6**. Above the last store front at the right end of the building can be seen a sign for POST OFFICE. A blurred version is visible on the original real photo card. As I no longer lived in up-state New York the card was addressed to General delivery and an S.A.S.E. sent to the Cleverdale Postmaster.



Figure 6. Seen here is the same building illustrated in the real photo postcard shown in **Figure 2**. The Granville Post Office is located in the last storefront at the right of the building.

William J. Hart may be contacted at bill.nysph@gmail.com

NEW YORK TRANSIT MARKINGS

By: George McGowan

It seems that the practice of using "receiving" and "transit" back stamps have the same origin. From the Mobile Post Office Society we find the following.

The origin of Post Office transit postmarks begins with an act of Congress July 12, 1876, which provided as follows. "that the Postmaster General may designate offices at the intersection of mail routes as distribution or separating offices; and, where such offices are of the 3rd and 4th class, He may make a reasonable allowance to the postmaster for the necessary cost of clerical services arising from such duties, and the provisions of this act relating to and fixing the compensation of postmasters shall take effect on the first day of October next".

The handling of mail matter en-route, including that at separating post offices, was usually under the supervision of the General Superintendent of Railway Mail Services, (RMS). His general order #8, sec.3 of October 8, 1879 provides the following: "please politely urge upon the postmaster the advantages that will accrue to the service from their complying as far as possible with the following part of sec. 265, Postal Laws and Regulations' every postmaster, immediately upon receipt of mail will, if possible, place the postmark of his office upon every letter received in the mail, showing the date and hour of the day when the letters were received"

Elsewhere in the same order it was stipulated, "postal cards must be so postmarked on the address side and not on the side containing communication, see ruling 55"

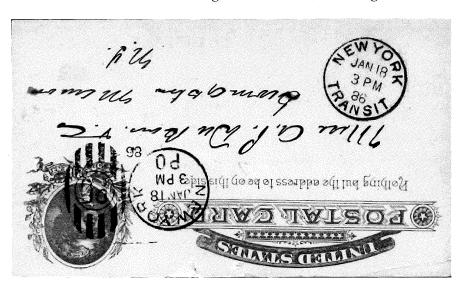


Figure 1. A beautifully struck NYC Transit mark correctly applied to the front of a postal card.

The Postal Laws and Regulations of March 3, 1879 specified the same treatment in sec.379 "and all letters received from other offices or post offices for delivery, or redistribution to other offices or post offices must be postmarked on the reverse side with the date and when possible, the hour on which they were received"

The Postal Service was under pressure to provide quick and timely service and receiving and transit back stamps made it easy to track the progress of an item through the system.

Many postmasters treated incoming mail, either for delivery or sorting and forwarding, the same by using the familiar receiving back stamp. However larger cities and the Railway Mail Service used the "transit" as it was intended. The practice of back stamping ordinary mail was ordered discontinued on May 8, 1913 by P. G. order 7107. Many receiving and transit markings continued for decades.

Therefore, "Transit" postmarks are defined as a backing postmark used to indicate the date and time a letter was handled by a separating office.

The Mobile Post Office Society lists the following 32 New York offices as using a "transit" postmark.

Albany	Brooklyn	Buffalo	Cananadagua
Canastota	Cooperstown	Fishkill	Hancock
Herkimer	Hicksville	Hornell	Hudson
Jamestown	Lockport	NYC	Niagara Falls
Olean	Oneida	Oneonta	Plattsburgh
Port Henry	Poughkeepsie	Rhinebeck	Rochester
Rome	Saratoga	Saugerties	Sherburne
Syracuse	Troy	Utica	White Planes

Unlisted as found by the author: Brewster



Figure 2. 1894 cover from West Somers, NY to Lynn MA with required receiving and transit back stamps.

For further information about this subject and or the Mobile Post Office Society, contact the author at geolotus 2003 @nycap.rr.com

WHAT A DIFFERENCE A COUNTY CAN MAKE

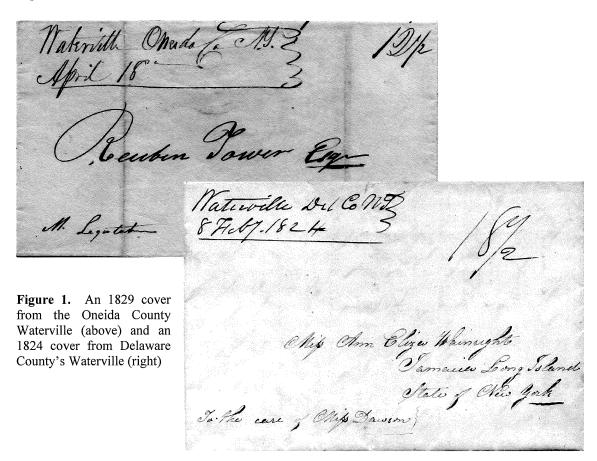
By: Glenn Estus

Have you noticed that on many 19th Century covers the addresses many times seem to include the county in which the addressee lived? How many of us today could name the county that we are sending letters to?

There was a good reason to include the county name. It would alert the postmaster of the sending office which mailbag to place the letter in: usually north, south, east, or west bags. This probably saved the postmaster time AND speeded up the handling of the letter.

However, sometimes there was another reason: to differentiate between post offices with the same name in the same state.

In the mid-1820s there were 2 post offices in New York State with the name of Waterville. One was in Oneida County and the other in Delaware County. Waterville (Oneida County) post office was established in 1822 and is still in operation almost 200 years later. Waterville (Delaware County) existed between 1822 and 1828. Today the Delaware County area is part of the town of Stamford. Examples from each post office are seen below.



Glenn Estus can be reached at gestus@westelcom.com

COLUMBIA COUNTY CORNER: RECENTLY SURFACED HUDSON CIVIL WAR PATRIOTIC ADVERTISING COVERS

By: George DeKornfeld

Figure 1 shows a pair of related covers mailed from Hudson, NY to Washington, D.C. during a most tumultuous time in our Nation's history. As is sadly often the case, the letters once accompanying these interesting envelopes are no longer available for historical research, so instead herein we will dissect what information can be gleaned off the covers themselves.

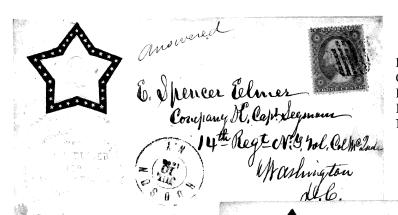


Figure 1. A pair of fancy patriotic Civil War covers mailed from Hudson, New York to E. Spencer Elmer, Company K, 14th Regiment, NY Volunteers.

Both covers have an embossed bust of George Washington surrounded by a blue, five-point star the outline of which each contains thirty-two negative five-point stars. The upper left cover is franked with a 3-cent dull red George Washington issue of 1857-61

Confany Sto, Oast Seymun 140 N.S. Holanter Regt Coe he Quade Mashington LLC.

whereas the lower right one is franked with a 3-cent rose Washington issue of 1861-62. In each case, the stamp is tied by a 17mm seven-bar circular grid obliterator and in each case, a 26.5mm Hudson double-circle date stamp (DCDS) is present. The first DCDS appears to be dated July 10, 1861 and although the last digit in the year is smeared, this year date fits both the stamp issue and the chronological history of events as outlined later in this article; the second cover is dated September 2(?), 1861, the year date confirmed by docketing on the front.

Each cover also has an embossed corner card reading: "Books & Stationery, E. P. L. Elmer, 129 Warren Street, Hudson NY" which on the lower envelope is orientated vertically.

Finally, each cover is addressed to: E. (Edw'd) Elmer Spencer, Company K, Capt. Seymour, 14 NY Volunteer Reg't - Col. McQuade, Washington, D.C.

Information on the names appearing on these covers is sparse, but what I was able to dig up on each appears below.

The Players:

The 14th New York Volunteer Infantry Regiment was raised at Hudson by Union Captain William H. Seymour on April 30, 1861, by combining with Company A out of Utica. Company A was lead by a Captain James McQuade who was elected Colonel on May 8, 1861. To put the urgency of the time in perspective, Fort Sumter had only been fired upon a few weeks earlier (April 12, 1861) and Union President Abraham Lincoln had put out his first call for volunteers on April 15th.

Rendezvousing in Albany, the newly formed 14th Volunteers marched southward, and it was the first Regiment to pass through Baltimore. These soldiers saw more than their fair share of action including Second Bull Run, Antietam, and Chancellorsville.

Second Bull Run, which took place August 28 - 30, 1862, at Prince William County, Virginia was also referred to as the Second Manassas by the Confederate Army. The Union Army, some 62,000 strong, was led by John Pope of the V Corps, 1^{st} Division, 2^{nd} Brigade. The Confederate forces were led by Robert E. Lee. The Union had 10,000 killed and wounded; the Confederates 1300 killed and 7000 wounded; an obvious Confederate victory.

Figure 2 shows a contemporary picture of the bridge ruins following the battle.



Figure 2. The ruins of the bridge at the site of the battle of the Second Bull Run.

The Battle of Antietam took place on September 17, 1862, in Maryland. It is also known as the Battle of Sharpsburg in the South. The North was led by George B. McClellan, while the South was led by Robert E. Lee. Although the North had higher casualties (12,401 as opposed to

the South's 10,316) this battle was considered a strategic victory for the Union albeit a tactically inconclusive one.

The 14th Volunteers also fought at Chancellorsville, April 30 – May 6, 1863, at Spotsylvania County, Virginia. The Union Army was led by Joseph Hooker (V Corps as above), while Robert E. Lee again led the Confederate forces. The losses were considerable on both sides of what was considered a Confederate victory. The Union tally was 1,606 killed, 9,672 wounded, and 5919 missing. The Confederate tally was 1,665 killed, 9,081 wounded, and 2,018 missing.

Figure 3 shows wounded Union soldiers being tended in the field in the aftermath of this battle.



Figure 3. Union wounded being treated after the Battle of Chancellorsville.

Originally mustered as a "two year" Regiment, the 14th left the battlefield on November 12, 1863 being transported to Washington on the Union steamboat *Monitor*. They reached New York State on November 14th, Hudson on the 15th, Albany in the evening of the 15th and finally Utica on the 20th. Having been met with spirited celebrations in each New York city they passed through, the 14th was mustered out on November 24, 1863. For the part they played in the war, the 14th New York Volunteers lost 100 men and had 275 wounded.

Our addressee, <u>Edward Spencer Elmer</u> enlisted as a Private on April 30, 1861 and was promoted to Corporal on July 1, 1862. When mustered out of the 14th Volunteers in 1863, he was commissioned to the rank of 1st Lieutenant of Company G, 159th Regiment of Columbia, and Dutchess Counties of New York. There he eventually became a Captain (February 1864 – December 1865). The 159th went to New Orleans on February 19, 1864.

Little information could be dug up on our sender, <u>E. P. L. Elmer</u>, an obvious relation to the addressee (possibly his father). He is listed as a 'local preacher' representing the Rhinebeck District in the "73" Session of the Methodist Episcopal Church New York Conference". The 1869 edition of the "Hudson Business Directory" lists him only by name and business address of 129 Warren Street. "Caspar's Directory of the American Book, News, & Stationary Trade" by Carl Nicholas Casper (Office of the Publisher's Weekly; New York; 1889) lists E. P. L. Elmer as "now deceased."

George DeKornfeld's "Columbia County Corner" is an ongoing series of articles regarding his interest in Hudson, New York and other Columbia County postal history. George may be contacted at Gdekornfel@fairpoint.net.

BROOME COUNTY POST OFFICES & POSTMASTERS: JULY 1, 1862

By: David E. Williams

Barker: Binghamton: Cascade Valley: Castle Creek: Centre Lisle: Centre Village: Chenango Forks: Colesville: Conklin Centre: Deposit: Doraville: East Maine: Glen Aubrey: Glen Castle: Harpersville: Hawleyton: Hooper: Kattelville Killawog: Kirkwood:	N. Harrington William Stuart S. Comstock Samuel E. Judd Anson A. Ransom Nelson Stow T. S. Rogers N. K. Williams J. V. A. Waldron Lucius P. Allen C. B. Doolittle Silas Brown Samuel S. Riley D. W. Raney Darius W. Pearsall Abram Coon Robert Hooper Calvin Shepherd J. J. Wheaton J. H. Doubleday	Milburn: New Ohio: Nineveh: North Colesville: North Sanford: Osborne Hollow: Ouaquaga: Port Crane: Randolph Centre: Sanford: Tracy Creek: Triangle: Underwood: Union: Union Centre: Upper Lisle: Vallonia Springs: Vestal: Vestal Centre: West Colesville:	Eld. H. Watson Harvey Miller Frank Edgerton William Lawton David De Vol Alonzo Everts Url T. Doolittle James E. Waite Alvin Griggs Orren Jacobs W. W. Davenport Dolph S. Whitney P. P. Underwood E. C. Mersereau John B. Smith Orlo J. Pratt Robert M. Grant Samuel B. Foster Ryas W. Price John W. Booth
C	J. H. Doubleday		John W. Booth
Kirkwood Centre:	Eli W. Watrous	West Windsor:	Daniel Phillips, Jr.
Lamb's Corners:	Edwin P. Smith	Whitney's Point:	Stephen Twiss
Lisle:	William V. Share	Windsor:	James R. Belden
Maine:	F. H. Marean		

Source: Post Offices in the United States With The Names of Postmasters Annexed, Government Printing Office, Washington, DC, 1862.

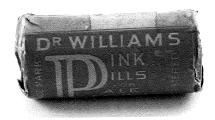
DR. WILLIAMS MEDICINE CO., SCHENECTADY, NY

By: Bob Bramwell

Dr. Williams Medicine Company compounded and sold what were known as patent medicines from the late 19th well into the 20th centuries. Popularity of patent medicines rose at a time when illness was attributed to "imbalance of the humors" – forces of earth, air, fire, and water embodied in blood, phlegm, yellow bile, and black bile. Doctors were expensive and not so well thought of as today due to the uncertainty of their results, but newspapers and postal delivery were inexpensive and universal. Literacy had also reached a high level, and catchy advertising combined with "testimonials" of miraculous cures placed in newspapers were effective sales tools for these self-prescribed tonics.

It was a fact, although little known, that about 80% of human illnesses were cured by the reaction of the body so most patent medicines (which in the United States were not patented but rather were simply trademarked product names) were formulated in such a way as to act benignly on the body. As Hippocrates may have written: first, do no harm but secondly, *do the old razzle-dazzle*! Alliteration was commonly used, no more so than in the case of Dr. Williams Pink Pills for Pale People.





The original Dr. Williams was a McGill University trained Canadian physician, William Jackson, who sold the rights to his Pink Pills for Pale People to another Canadian, George Taylor Fulford, in 1890 for \$53.01. Fulford, who had founded G. T. Fulford & Co. a few years earlier to sell patent medicines, made his fortune from the Dr. Williams business, eventually marketing Pink Pills for Pale People in 82 countries. The principle active ingredients, as the pills were formulated in the United States, were iron oxide and magnesium sulfate, which in fact was helpful to anemics (i.e. pale people), although many other claims were made for the pills in advertisements. From 1890, advertising for the Pink Pills was written by one man: John MacKensie. So successful was MacKensie that Fulford named him manager of Dr. Williams Medicine Company in 1892.

Why this Canadian businessman and successful aristocrat-politician would headquarter an important source of income in the U.S., and Schenectady, N.Y. to boot, may be explained by the fact that his international marketing effort was conducted through a partnership with an established "drug packer" named Willis T. Hanson. Hanson is described as "a New York distributor of patent medicines", but it is not clear that this is a reference to New York City. In 1916 the book "A History of Schenectady during the Revolution" was published by Hildreth &

Co., Brattleboro, Vt., written by one Willis T. Hanson. If these two Willis T. Hansons are the same, it is reasonable to think that G. T. Fulford & Co.'s global marketing partner was a resident of Schenectady with a bent toward historical research. A search of U. S. Census information confirms that Willis T. Hanson, born about 1859, resided in Schenectady in 1880, 1900 & 1920. This connection to Schenectady as a significant source of wealth may help explain why Fulford was the largest single shareholder of Schenectady's General Electric Company when he died in October 1905¹.

What makes the Dr. Williams Medicine Company interesting to a postal historian is the global reach of its marketing, production, and distribution as early as the mid 1890s. Letters in the thousands went out of the Schenectady post office. Of those that came back, two are in my collection.

The first was posted from Schenectady to a Sr. Carmona, Valparaiso, Chile.



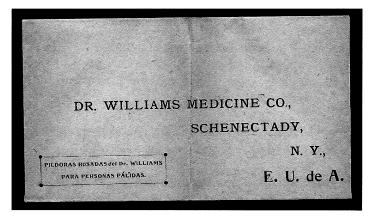
This envelope bears the following marks:

- 1. Schenectady, N.Y. 25mm circular date stamp (CDS) dated March 28, 1899 duplexed to a 32mm numbered ellipse;
- 2. Valparaiso, Chile *RECEPCION* (Reception) dated 4. V. 99. M10 (May 4, 1899 10 o'clock in the morning) far right on the reverse²;
- 3. Black letter "C" containing number 4(?), known as a *CARTERO* (Carrier) code and applied to any letter at the top of a bundle of mail to be delivered below address;

- 4. Purple pencil notation *nota* (note) on front and *no as no indicada* (no such number as indicated) on back added by carrier;
- 5. Valparaiso, *POSTE RESTANTE / CORRESPONDENCIA SOBRANTE* (Surplus Correspondence) dated 9. V. 99. 4T (May 9, 1899 4 o'clock in the afternoon) center of the reverse;
- 6. Purple pencil 671, crossed out by two black pen strokes;
- 7. Black ink number 18;
- 8. Black rectangle NON RECLAME / NO RECLAMADO (Not Claimed / Unclaimed);
- 9. Washington, D.C. CDS dated October 30, 1899 front right;
- 10. Rose red DEAD LETTER OFFICE. / F.D. dated October 30, 1899;
- 11. Purple RETURN TO WRITER / D. L. O. "pointing finger" front left;
- 12. Schenectady, / 1899 / N.Y. 22mm machine cancel of the International Co. dated October 31 at 9 AM top right on reverse.

The letter made its round trip to Chile and back in seven months; here's how it was handled [portions of the journey not represented by marks are described in red]: Dispatched from Schenectady March 28, 1899 to New York City for transfer to a contract steamer to Aspinwall, Panama – transfer via rail across the Isthmus to Panama City – loaded onto Pacific-based steamer for run down to Valparaiso; received Valparaiso May 4 and sorted for delivery according to route to Carrier 4; out for delivery, the carrier was unable to either locate the address itself or was unable to find Mr. Carmona at the address, noted this failure and returned the letter to the post office; send to Valparaiso DLO May 9th where it was logged and advertised as letter number 671 of the 2nd Quarter; unclaimed in the 2nd Quarter, the letter was logged and advertised as item number 18 of the 3rd Quarter; unclaimed in the 3rd Quarter the letter was marked No Reclamado and transferred to a contract steamer for the reverse trip to Washington via Baltimore or NYC; received in Washington, DC October 30th, thence to the DLO and immediately on to Schenectady.

This letter came into my collection with its original contents. There is a nice printed form letter, with the address, salutation, and closing applied by mimeograph machine³. Also in the returned envelope is a small sheet written in Spanish categorizing the digestibility of a wide variety of foods, a return envelope, seen here to the right, and the *pièce de*



résistance, the Pink Pills for Pale People instruction sheet in English, Spanish and Italian, seen here.

Para corregir algunos errores que existian en nuestra circular anterior adoptamos esta forma en Diciembre de 1897, agregando ademas las versiónes inglesa é italiana.

In DE Williams Medicine LET

DIRECCIONES PARA EL USO DE LAS

PILDORAS ROSADAS DEL DR. WILLI PARA PERSONAS PALIDAS.

Para Hombres y Mujeres-Jóvenes y Ancianos.

INFALIBLE PURIFICADOR DE LA SANGRE Y TÓNICO PARA LOS NERVIOS.

CURAN todas las enfermedades debidas á la pobreza y condición aguada de la sangre tales como la palidez y complexión amarillenta, debilidad general de los músculos, pérdida del apetito, abatimiento del espíritu, falta de ambición; anemia, Clorosis, palpitación excesiva del corazón, dificultad para respirar al mas mínimo esfuerzo, Frialdad de manos ó pies, hinchazón de los pies ó de las piernas, dolor en la espalda, dolor de cabeza nervioso, mareos, pérdida de la memoria, debilidad nerviosa, languidez, ruidos en los oidos y decadencia prematura. Curan tambien toda clase de debilidad en la mujer, la leucorrea, menstruación tardia ó irregular, supresión de la menstruación, histerismo, ataxia locomotriz, parálisis parcial, ciática, reumatismo, neuralgia, jaquecas, etc.

Se prestan muy especialmente para las enfermedades procedentes de los humores viciados de la sangre, como la escró-

Se pressua muy especialmente para las enjermenades procedentes de los numeros virtuados de las glándulas, llagas febriles, raquitismo, dolencias de las caderas, jorobas y deformidades adquiridas, caries de los huesos, erisipelas crónicas, tisis intestinal y pulmocar.

Vigorican la SANGRE y el SYSTEMA decaido por exceso de trabajo, sufrimientos, ó por los excesos é indiscreciones de la vida. Estan indicadas en la convalecencia de males agudos, como fiebres, etc., corrijen la pérdida de fuerza vital, la impotencia, espermatorrea y la debilidad genital.

ESTAS PILDORAS NO SON DE CARACTER PURGANTE. TAMPOCO SON UN CURALO TODO. No contienen nada que pueda causar perjuicio al mas delicado organismo y obran contra las enfermedades debidas á la depauperación ó condición aguada de la sangre ó al estado caquéctico de la misma.

Su acción es directa sobre la sangre á la cual restauran sus cualidades vivificantes asistiéndola en la absorción del oxígeno-el gran sostenedor de la vida orgánica. De este modo se restablece la sangre y queda abastecida de los elementos que le faltaban enriqueciéndose y enrojeciéndose, recobrando su facultad de nutrir los diferentes órganos del cuerpo y prestándoles actividad en el cumplimiento de sus funciones eliminando de este modo la enfermedad. Obran tambien por medio de la sangre sobre los órganos sexuales tanto de los hombres como de las mujeres.

Generalmente se comienza á sentir alivio á los pocos dias de tomar estas pildoras, pero el beneficio de una curación radical solamente podrá obtenerse cuando se hayan tomado en suficiente cantidad para enriquecer por completo la sangre.

DIRECCIONES GENERALES. - Antes de comenzar à tomar estas pildoras, cuidese he hacer funcionar el vientre tomando un laxante suave. Lo mejor es comenzar con una pildora despues de cada comida tomando la primera dósis despues de la comida del medio dia. Como estás pildoras son estimulantes, es mejor tomarlas siempre despues de comer. Despues de tomarlas por algunos dias (como dos semanas) auméntese la dósis á dos pildoras despues de cada comida por dos semanas más y en casos rebeldes deberán tomarse tres pildoras despues de cada comida hasta obtener la curación. Entiéndase que deben tomarse tres dósis cada dia, á saber: una despues del almuerzo, otra despues oniene la curación. Entiendase que decien toniarse tres dosis cada dia, à sacer, una después del animetro, com después del acena. Tómense suficientes alimentos y nutritivos evitándose tanto las comidas indigestas y grasosas como el exceso de alimentos líquidos. Suprimanse las sopas grasientas, potages, encurtidos, pan caliente ó fresco, frutas no maduras y exceso de té ó café. Hágase ejercicio al aire libre tan frecuentemente como sea posible. Báñese el cuerpo con frecuencia y frótese bien la piel con una toalla áspera. Manténgase el estómago al corriente.

Puede elegirse una dieta nutritiva entre los siguientes alimentos; carne fresca (exceptuando la de cerdo) pescado fresco, pollo, huevos, legumbres bien cocidas, pan (del dia anterior) y mantequilla, leche (poniendo en cada vaso una cucharada de agua de cal), arroz, harina de maiz y pudin de sagu,

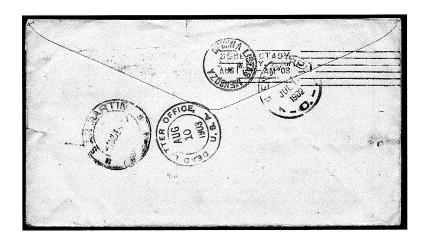
La dieta no es indispensable, pero sí es conveniente evitar lo que pueda causar indigestión.

DIRECCIONES ESPECIALES.—Las direcciones generales son suficientes para la gran mayoria de

los casos, paro pora otros, especialmente en las mujeres, se necesitan otras instrucciones. Léanse las siguientes:
SUPRESION DE LA MENSTRUACION. Ocasionada por resfrios ú otras causas tales como sustos, etc., exige
tomar las pildoras á grandes dósis y tomar todas las noches un baño de caderas preparado con agua caliente y mostaza, Debe tambien tomarse una taza grande de algun brevaje caliente y estimulante, como el té de gengibre, infusión de tallos de escoba amarga ó de poleo ó alguna otra hierba parecida todas las noches inmediatamente antes de acostarse.

The second envelope entered the post on June 19, 1902 and found its way back to Schenectady also through the Dead Letter Office:





This cover was in transit for over a year. Initially postmarked June 19, 1902 in Schenectady, the cover was addressed to a party in San Martin, Mendoza Province, Argentina. Arriving July 9 in San Martin (far left backstamp), Sr. Alonso was not to be found and the letter was sent to the provincial directory service (OFICINA LISTAS MENDOZA) where it was confirmed that Sr. Alonso was unknown to postal authorities.

The letter was then sent to the capital, BUENOS AIRES (far right backstamp), received Jul 17, 1902, where it appears to have been advertised (blue crayon markings?) for about a year. The letter was then sent to Washington, D.C., arriving August 10, 1903 (front lower left) and was immediately delivered to the Dead Letter Office. After being logged into the DLO, the letter was sent back to Schenectady arriving on August 11th at 8 a.m.

I encourage any members who have, or have seen, correspondence from or to the Dr. Williams Medicine Company to share images and information with me. I am especially interested to see evidence of the British Empire marketing. Contact me at rbramwell@nc.rr.com.

Endnotes

¹ There was a conspiracy theory put forward by a descendant that George T. Fulford was murdered by an agent of the Rockefeller family (whose wealth derived from the Standard Oil Company) because Fulford intended to fund Nikola Tesla's investigations into Free Energy (aka Energy Transfer by Waves in Space). The circumstances of Fulford's death are as follows: accompanied by their wives, Fulford and Willis Hanson were visiting Newton, Massachusetts. While riding in a chauffeur-driven motor car, the car side-swiped, or was side-swiped by, a streetcar, mortally injuring Mr. Fulford – but no one else in the car. Fulford's wealth may have gone beyond his investment in General Electric. On his death in 1905 he was reportedly intent on (or thinking of) buying the General Motors Company, although this may be apocryphal since GM thinks it was founded in 1908.

² The Valparaiso postal markings shown on the cover were produced by the Swiss manufacturer Gueller and were part of an order shown in Gueller's proof book, shipped 2 April, 1898:



³ Thomas Edison received the first of a series of patents in 1876 for "Autographic Printing" that led to Stencil Printing machinery. In 1887, Edison licensed his patented technology to Albert B. Dick, who trademarked the term "mimeograph" for his stencil printing machine. This connection to technology associated to the Edison Electric Co. of Schenectady, precursor of General Electric Co. may not be coincidental.

Post Note (Epilog)

The Dr. Williams Medicine Company of Schenectady, N.Y., continued in the patent medicine business for many years. In partnership with Willis Hanson, G. T. Fulford & Co. developed markets in Britain, France, Australia, New Zealand, Singapore, India and Burma in addition to the U. S. and South America. Local manufacturers were often found and Pink Pills for Pale People were regionally formulated to include elements that might appeal to people in those markets.

G. T. Fulford & Co. survived the death of G. T. Fulford, Sr. (GTF, Jr was born in 1902 and eventually entered into management of his father's company), but there were many slips and bumps as it went along. First, attitudes about non-formulary drugs changed with the "discovery" of germs and new ideas on how to treat disease. Then foreign trade was disrupted by World Wars I & II, and the introduction of the Income Tax in the United States hurt profits. But Fulford & Co. evolved its product line into what is now "over-the-counter" formulations and lines of cosmetics. The failure of an anti-inflammatory product line forced Fulford & Co. to sell off assets to the point where the company itself went into receivership in 1989.

Acknowledgments

To Roger Heath for images and information about the Gueller Company devices sold to Valparaiso P. O. To Ross Towle for interpretation of markings applied in Valparaiso P.O. attempt to deliver the letter and subsequently to attract Mr. Carmona's attention through advertising.

THE MYSTERY OF CAYUGA COUNTY HIGH NUMBER ROUTES

By: William J. Hart

Those readers who have done any research on the early use of cancels by rural free delivery carriers will be familiar with the reference "County Systems of RFD" by Edith Doane. She piqued the reader's interest by wondering how to account for markings with very high numbers for route designations¹. Based on available public documents and several collector sources she showed country-wide how a county system expanded and made more efficient the RFD system.

When it started experimentally in 1896 routes were selected by petition supported by the local Congressional representative. Following the success of a county-wide plan in Carroll Co., Maryland in early 1900, special agents of the P.O.D. were assigned to plan individual county systems. Coincidentally the issuing of hand canceling stamps for the carriers was started in mid-1900. In New York State ten counties were so organized in the period from 1900 to 1903, starting with Niagara Co. on November 15, 1901 with 42 routes. Each county obviously had different circumstances to be dealt with, as in population, geography, character of existing roads and the local economy. Also each had a few routes already operating.

Typically the routes were designated numerically in a "consecutive" order by the name of the distributing office, so that it was not necessary to renumber routes. But when there were a large number of routes being started a "cumulative" method of numbering was used starting with the county seat. Chautauqua Co. established September 15, 1902 had 86 routes.

According to Doane in early 1903 there was a "scandal" in the office of the First Assistant P.M.G. and the RFD program was transferred to the Fourth Assistant P.M.G. As a result any county plans under study were not completed and there seems to be no record following Genesee Co., established on May 1, 1903. In addition as of July 1, 1903 no more carrier hand stamps were provided, either as replacement or for new routes.

Reviewing the data of reported cancels by Harold Richow³ and details from the author's collection show unexplained high number routes for three other counties – Cayuga, Chemung, and Dutchess. One possibility is that an organized county system for each was prepared at the local level but not yet approved by the Department, for it is known from the P.O. Daily Bulletin that additional routes were approved in the second half of 1903. Had hand cancels continued to be issued their identity would have provided a record. Enough data was available for Cayuga Co. that a correlation was in order recognizing Auburn as the county seat.

The following chart (I) shows those Cayuga Co. offices that had RFD routes in the time period under question:

- A. These are the number of routes approved for each office as of June 30, 1903⁴. Each of these routes would have been eligible to be represented by an RFD hand stamp.
- B. These are the number of routes approved for each office as of December 31, 1903. The data is from unpublished research by the author based on the P.O.D. Daily Bulletin.
- C. High numbered routes reported by Richow
- D. High numbered routes from author's collection.
- E. High numbered routes from H. Sweeting's collection.

F. Combined high numbered routes in Cayuga Co.

Chart I: Cayuga Co. Manuscript Cancel summary

County	Office	Α	В	С	D	E	F
CAY	Atwater		1			#25	25
CAY	Auburn	8	9	#4,5,&8	#1,2,3,6&8		1,2,3,4,5,6&8
CAY	Aurora		2				
CAY	Cato	3	4		#49		49
CAY	Cayuga	2	2		#34		34
CAY	Ensenore	2	2		#30		30
CAY	Genoa	1	1				yes had deep
CAY	Ira		1				
CAY	King Ferry	2	2			#26	26
CAY	Locke	4	4		#20,21	#22	20,21,22
CAY	Martville	3	3		#52		52
CAY	Moravia	7	8	#14,16			14,16
CAY	Owasco		1	#11			11
CAY	Port Byron	4	5	#38,40	#39	#39	38,39,40
CAY	Sennett		1				
CAY	Union Springs	2	2	#33	#32		32,33
CAY	Weedsport	4	5				
	Total	42	53				

With the data in column F there is a limited correlation with the total number of routes in column B, since we have two higher numbered routes than 42, namely 49 for Cato and 52 for Martville. Plotting the offices represented in Column F on a map of Cayuga Co., results in a rough clockwise pattern starting with Auburn, Owasco, Moravia, Locke, and on to Martville. Such a map may be seen at the end of this article.

However, there is one further source of information. The author has suggested⁵ that since manuscript cancels were not an obligation once the hand stamps were not provided, some late starting routes may never be recognized with a cancel. So a search was started, involving inexpensive greeting post cards, looking for mailing addresses identifying rural route numbers – seeking those not reported in Richow's Encyclopedia or found in the authors collection. To date approximately 120 have been so identified, 12 of which are Cayuga Co. routes. These 12 represent new high numbered routes, which when combined with the known list fills in a significant number of gaps. These are presented in the next chart (II) as column G with column H1 as a composite of F and G. A subsequent chart (III) shows the offices listed in the route number order with the total routes known to have been approved at the end of 1903(B2) paired with the identifiable routes (H2). From here it is straight-forward to arrive at a probable sequence for Cayuga Co. that although never formally identified in Post Office documents was in practice used for a number of years.

Chart II: Cayuga Co. Manuscript and Address Summary

County	Office	В	F	G	H1
CAY	Atwater	1	25		25
CAY	Auburn	9	1,2,3,4,5,6,8	9	1,2,3,4,5,6,8,9
CAY	Aurora	2		28,29	28,29
CAY	Cato	4	49	47,48	47,48,49
CAY	Cayuga	2	34	35	34,35
CAY	Ensenore	2	30		30
CAY	Genoa	1			
CAY	Ira	1			44 mm
CAY	King Ferry	2	26	27	26,27
CAY	Locke	4	20,21,22		20,21,22
CAY	Martville	3	52		52
CAY	Moravia	8	14,16	13,18,19	13,14,16,18,19
CAY	Owasco	1	11		11
CAY	Port Byron	5	38,39,40	37	37,38,39,40
CAY	Sennett	1		10	10
CAY	Union Springs	2	32,33		32,33
CAY	Weedsport	5		Was 600 100	
	Total	53			

Chart III: Cayuga Co. High Route Number Sequence

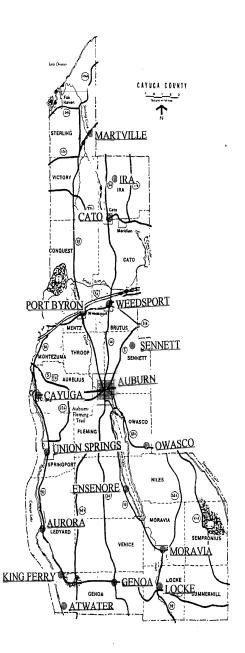
Office	B2	H2	Probable Sequence
Auburn	9	1 thru 9	1 thru 9
Sennett	1	10	10
Owasco	1	11	11
Moravia	8	13,14,16,18&19	12 thru 19
Locke	4	20,21&22	20 thru 23
Genoa	1		24
Atwater	1	25	25
King Ferry	2	26 &27	26 & 27
Aurora	2	28&29	28 & 29
Ensenore	2	30	30 & 31
Union Springs	2	32&33	32 & 33
Cayuga	2	34&35	34 & 35
Port Byron	5	37,38,39&40	36 thru 40
Weedsport	5		41 thru 45
Cato	4	47,48&49	46 thru 49
Ira	1		50
Martville	3	52	51 thru 53

To complete the Cayuga Co. story it would be appropriate to go back to the pre- July 1, 1903 status. Referring to Chart I column A shows those offices that received route approvals by the established procedure. The twelve offices had been awarded 42 routes all of which would have single digit route numbers. The reader should recognize that except for Auburn these numbers would be changed to the numbers identified in Chart III. The original 42 would have received the government issued hand stamps. In fact from the several sources used for this study 31 such cancels have been recorded. The author would like to thank Heather Sweeting for data contributed. The author would be please to obtain from any reader new data for Columns F and G.

Endnotes:

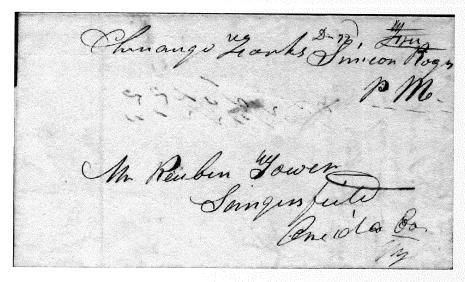
- <1>County System of R.F.D. by Edith Doane, p. 5
- <2> Ibid, p.25
- <3> Encyclopedia of RFD Cancels by Harold Richow
- <4> Excelsior Whole No.6, pg.7.
- <5> Excelsior Whole No.11, pg 9.

A map of Cayuga County showing the post offices that are referenced in Column F of Chart I.



COVER OF THE ISSUE

Submitted by David E. Williams



This cover has several interesting features that at first may not seem obvious. The cover bears a manuscript town marking of Chenango Forks, a date mark of D- 22, and a manuscript Free / Simeon Rogers / PM. Nothing too unusual until one opens the folded letter and finds the dateline of Chenango Forks Dec 22, 1821. The letter is signed by John B. Rogers, son of Simeon.

Simeon Rogers was the first postmaster at Lisle, NY, having been appointed in 1802, when Lisle was part of Tioga County. According to Kay and Smith, the Chenango Forks post office was not established until September 1, 1825, with John B. Rogers as its first postmaster. The American Stampless Cover Catalog lists a manuscript town mark from Chenango Forks dated 1821 (probably this cover, which is ex-Hahn). The Town of Lisle (or the State of Lisle, as its residents referred to it) was very large. My guess is, at the time, the Lisle post office was located near the area referred to as Chenango Forks, which is also where the Rogers family resided and where Simeon had established the first store in 1795. It is quite probable that Simeon wrote the common place name Chenango Forks rather than the official post office name of Lisle. Later in 1825, John B. Rogers, our letter writer, entered the mercantile business for himself. This coincides with his being named postmaster of the "official" Chenango Forks post office. Most likely the new post office was located in John's new store. It is believed that at that time the Lisle post office was moved to Lisle Village some 10 miles upstream from Chenango Forks on the Tioughnioga River. The author has two covers with manuscript Lisle Village town marks from October 1825 which seem to substantiate this.

Simeon Rogers did eventually become the postmaster of Chenango Forks. In *The National Intelligencer newspaper abstracts*, 1852 by Joan M. Dixon it states:

Simeon Rogers, now Postmaster at Chenango Forks, NY, has held the ofc (sic) of Postmaster for 50 years. The commission with the bold signature of Gideon Granger, then Postmaster Gen, is a curiosity at this day. Mr. Rogers was originally appointed Postmaster of Lisle, and was the only Postmaster in all the country, embracing the original State of Lisle, which has since been divided into so many towns. Mr. Rogers is over 90 years of age.