



**EMPIRE STATE
POSTAL HISTORY
SOCIETY**

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A MADISON ENTREPRENEUR

By Joseph Rowbottom

Life in rural, small towns often required some ingenuity, creativity, and plain old hard work in order to earn a living. A cover from Madison, N.Y., is a good example of this. Madison is a very small farming community, yet a hundred years ago Judson N. Burton ran a stamp and coin business there. The elaborate corner card in the upper left advertises that auctions were held regularly.

The printing on the lower left says “Save Money on Stationery Here.” Burton evidently was also a printer as he is offering 250 envelopes and letterheads for 75 cents “just to get you to try my work.” Next to the picture of the rabbit is written “Valuable Treatise on the Belgian Hare. All you should know, illustrated and handsomely printed in colors. Free to prospective buyers on receipt of stamp for postage. Have hares from \$1.50 up per pair. Write Judson N. Burton, Madison, N.Y.”

Other covers say he filled want lists, offered approvals, and sold stamp and coin supplies. So Judson must have been quite an entrepreneur. In addition to stamps, printing, and rabbits, I’m pretty sure he had two or three other irons in the fire to turn a buck. Gotta run. Think I’ll order a Penny Black and a pair of Belgians. Hope he won’t ship ’em in the same package.

