

Lebanon Stamp Collectors Club

April, 2021

Number 21



Mulready Envelopes

By Dick Colberg

It seems like in the past 2-3 months there has been a lot written, and Zoom meetings held, on the subject of the Great Britain Penny Black. They are a favorite of mine, don't get me wrong. But, there's a parallel story about which not as much has been written. That story is of the first postal stationery – the Mulready envelope.

We all know about Sir Rowland Hill and his proposal of one penny postage. In December 1839, a proposal was made to Rowland Hill for the introduction of postal stationery to accompany the penny black and two pence blue stamps. William Mulready, R.A. (Royal Academy (of artists)) was proposed as the designer of the envelopes and letter sheets. Two days later Mulready had a design.

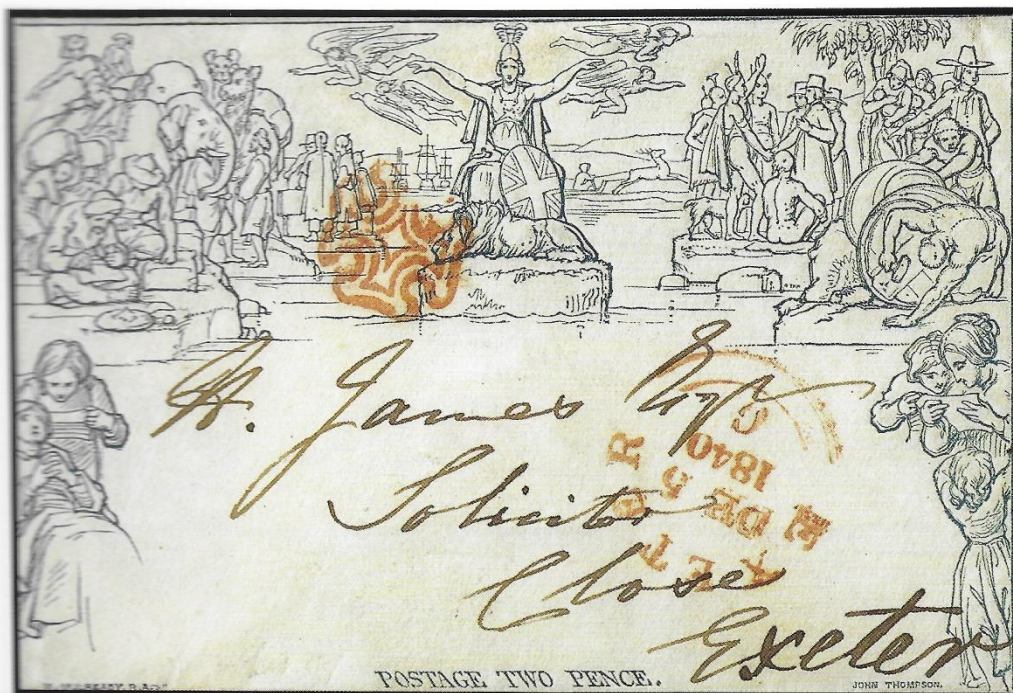
It was a romantic conception of the worldwide benefits of cheap postage. Britannia, with shield depicting the Union Jack and with the British Sea Lion at her feet, is shown presiding over the ocean and dispatching a winged messenger to each of the four points of the compass. Below the messengers there are sailing ships on the left and on the right a Laplander on a sleigh drawn by a reindeer. Farther to the left we see Oriental groups: Chinese with pigtailed, laden camels, elephants, someone writing a letter and a child apparently reading some bad news to a bedridden parent. To the far right we have a group probably representing William Penn

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negotiating with some Red Indians, women and children under a palm tree, a planter supervising the heading up of two casks and finally, a mother reading a letter of good news to her children. Artistically, an excellent design but hardly practicable for its purpose.

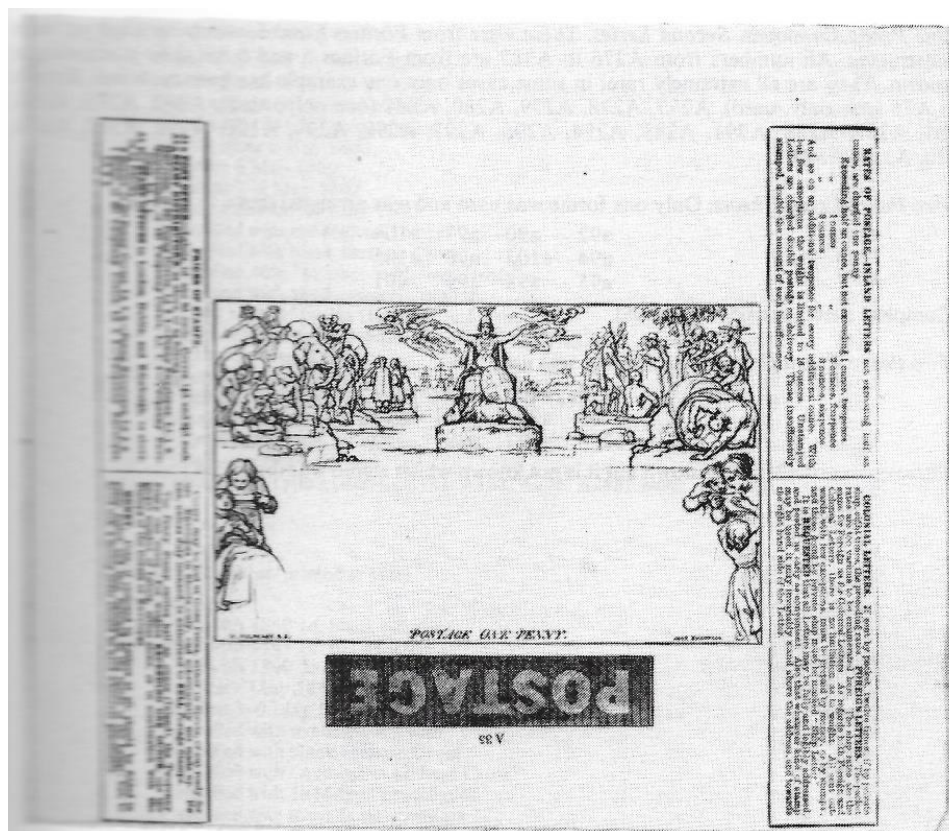


While the official first day of issue was May 6, 1840, the envelopes were unofficially available as early as May 1st. The piece shown above is cancelled on May 2, 1840.



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Shown above is the Two Pence envelope. The design was the same as the one penny, but the color was blue instead of black. The postage rates were 1 penny for ½ ounce and 2 pence for 1 ounce. For weights above 1 ounce, postage stamps had to be added to make up the rate.



In addition to the envelopes, letter sheets for the 1 penny and 2 pence rates were also available. However, as these were printed in large sheets of 12 letter sheets, one had to buy 12 and cut them apart on one's own. Shown above is a 1 penny letter sheet, reduced in size.

The advent of the Mulready was not exactly a rip roaring success. In fact, the design was greeted with ridicule, abuse and derision; so much so and so quickly that within a week of the first day of issue Rowland Hill was writing "I fear we shall be obliged to substitute some other stamp for that designed by Mulready, which is abused and ridiculed on all sides".

The ridiculing of the Mulready design was not confined to words. Numerous caricatures appeared lampooning the issue in typical Victorian style. These make an interesting addition to any collection. They can be considered to be the forerunners of the host of propaganda and pictorial envelopes which followed them in later years. The caricatures were made by numerous artists, many anonymous. Shown below is one such item.

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This is "Fores Comic #1". Fores did a number of series; at least ten of them.

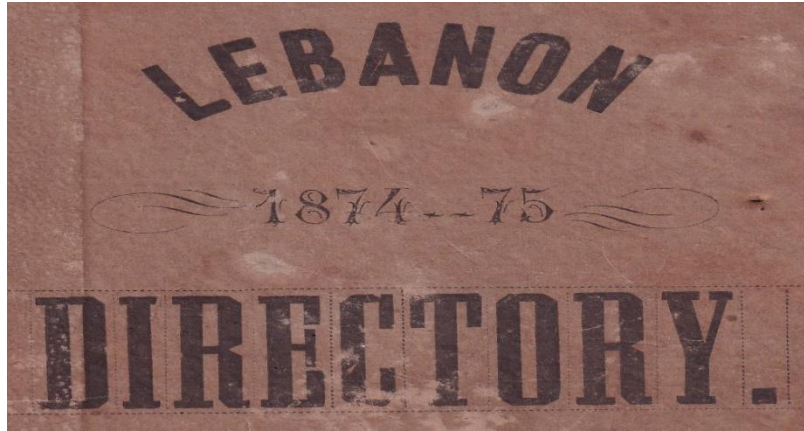
And, sure as God made little green apples, these caricatures would lead to a whole spate of envelopes meant to convey a message, I thought the following envelope from 1879 was particularly appropriate in the COVID era.



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The 1-penny and 2-pence envelopes were withdrawn from sale in January 1841 and April 1841 respectively.

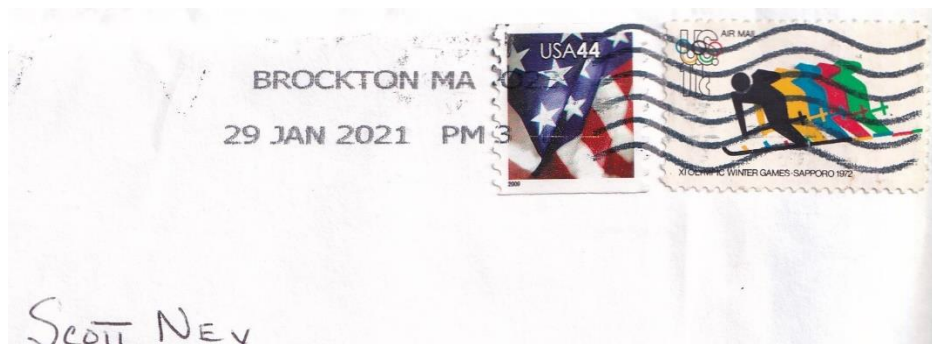
****Don't forget to read the follow-up to Dick's popular article about appraising your stamp collection, in the March number of the *American Philatelist*, p. 246 – Scott Ney**



Lebanon City Directory 1874 – 1875

Published at about the same time as the Beers Atlas, the Lebanon Directory compiled by Weaber, Maguire, Clouse, Ulrich, & Breslin is a worthy companion to the Beers Atlas, but is much smaller in scope than the 1869 county directory, listing only businesses and residents of Lebanon Borough.

This edition again contains advertisements, but there are only 49 listed in the index to advertisers in this book. On the plus side, all of the advertisements are for businesses located in Lebanon (the 1869 directory was printed in Philadelphia, and contained ads for Philadelphia businesses). There are ads for three druggists, two of whom peddled their own patent medicines: Dr. George Ross had his "hair restorer", and (Dr.?) D.S. Raber had his "American All-Healing and Strengthening Plaster", which was marketed to treat more ailments than I will list here (the ad is reproduced in all of its grand bombast below). The particular copy I own once belonged to L.H. Rohrer, who is listed as a Merchant Taylor at 745 Willow Street. – Scott Ney



From Mike Marino in Hershey to me in Lebanon, Via Brockton, Massachusetts

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D. S. RABER,
DEALER IN
Drugs, Medicines, Chemicals, Fancy and Toilet Articles. Toilet
Soaps, Brushes, Perfumery and Essences, Dye Woods
and Dye Stuffs, Pure Wines and Liquors for
Medical Use, Patent Medicines, &c.,
Physicians' Prescriptions carefully compounded at all hours.

The American All-Healing and Strengthening Plaster.

NO FAMILY SHOULD BE WITHOUT
THE AMERICAN
ALL HEALING AND STRENGTHENING
PLASTER
PREP. BY **D. S. RABER**
DRUGGIST & CHEMIST,
LEBANON PA.

Wherever this Plaster has been used it has been gaining favor and maintained the reputation it has so justly acquired for the speedy relief and cure for the following affections :
Pain or Weakness of the Chest, Affections of the Kidneys, In Nervous Diseases, Stitches, Pain in the Back,
ALSO
Rheumatism, Lumbago, Neuralgia, Toothache, Headache, Carbuncles, Boils, and all kinds of Sores, Cuts, Bruises, Sprains, Slight Fractures, Sore Breasts, and all other Glandular Affections, &c.

Retails at 25 Cents. Orders solicited and promptly filled. Address,
D. S. RABER, Proprietor,
841 CUMBERLAND STREET, LEBANON, PA.
Beware of imitations sold by some Druggists and other unauthorized persons.
Copyright secured according to law.

Calendar of Events (courtesy of the PSLC)

We are planning in 2021 to hold **Virtual Bi-Monthly Meetings**, which shall begin promptly at 6:30 PM and run for ~90 minutes via Zoom video conferencing. For details to attend these meetings please contact Paul Petersen via email (pcpetersen@comcast.net) or call +1 (717) 299-5640. We usually hold a brief business meeting led by President DiComo, followed by our keynote speaker(s) and a Show & Tell, where Members & Guests can share in a few minutes their favorite stamp, cover, or other philatelic item(s) and take a question or two. We look forward to seeing you! And it is never too late to start planning ahead – speakers are requested. Please contact Paul Petersen.



April 14: *Revenues: Carte-de-Vistas*, by Bill Schultz.

The carte de visite (French:[kɑʁt də viziˈt], visiting card), abbreviated CdV, was a type of small photograph which was patented in Paris by photographer André Adolphe Eugène Disdéri in 1854, although first used by Louis Dodero. Each photograph was the size of a visiting card, & such photograph cards were commonly traded among

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friends and visitors in the 1860s. Albums for the collection and display of cards became a common fixture in Victorian parlors. The immense popularity of these card photographs led to the publication and collection of photographs of prominent persons. The presentation will focus on a series of historical CdV's related to West Chester PA in the form of a philatelic revenue exhibit.

April 28: *"Doc, I need a drink": Events and Revenues Leading to the Prohibition*, Ron Leshner.

This will feature the taxation of legal alcohol during National Prohibition. It will include some prescriptions for medicinal alcohol, sacramental wine, and industrial or non-beverage alcohol. The story of National Prohibition includes a chapter of one state that thought they could allow the sale of alcohol if they taxed it and another chapter on some efforts to discourage home brewing by taxing malt.

May 12: *Canada/British No. America (BNA)-Union and Confederate Postal Cross Border Correspondence during the U.S. Civil War*, Ron Majors. The United States Civil War was an uneasy time of relationships between pre-Confederation Canada and both the Union and the Confederacy. The border was virtually open and there were Canadians living in both the Northern and the Southern States. However, once the war commenced, President Lincoln imposed a blockade of the Southern Coast and merchandize and mail to/from the South to Canada (and other countries) virtually stopped. Although mail from the Union and Union-occupied Southern cities was barely affected, there were only a few (and extremely difficult) methods where mail could be delivered to/from the South such as blockade runners, flag of truce, prisoner of war exchange, hand carried, etc. I will talk about how postal communications between Canada and the Union and Confederacy were affected before, during and after the war. Using illustrated and non-illustrated covers and letters, I will show the sentiment of the general public during this time as well typical and atypical means of correspondence that took place. In addition, over 50,000 Canadians fought in the war and communications by military personnel sent cross border and even within Canada/BNA helps to understand the more personal side of the War. Patriotism flourished during the Civil War and beautifully illustrated patriotic covers were an important symbol used to reflect support and many examples will be shown during this presentation.

- **May 26:** *Mail Wrappers: An Introduction, Foreign & Domestic*, by Cemil Betanov.

Market Square

This is a place for announcements or "ads" for members of the Lebanon Stamp Collectors Club. Please email them to the editor at stnst2@aol.com.

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DR. ROSS'
HAIR RESTORER,
IS A SUPERIOR PREPARATION FOR
Baldness, Gray Hair, Dandruff, Tetters, Itch-
ing of the Head, and for Preventing
the Hair from Falling Off.
AS A
HAIR DRESSING.
It has no equal, changing dry, rough and wiry hair to a beautiful, soft,
silken, smooth and glossy appearance.

IT IS NOT A DYE,
But will positively change gray hair to its original color.
The large and increasing demand for this RESTORER is conclusive
evidence of the high favor in which it is held by the public. We pre-
sent a few of the many certificates we have received :

INDEPENDENCE, Iowa, Feb. 15, 1873.
DR. GEO. ROSS :—The people say that your Hair Restorer is the best
they ever saw or used. Elder J. C. KEPFORD.

DIVINITY SCHOOL, 39th and Walnut Sts., Phil'a., Pa., }
January 9th, 1872. }
DR. GEO. ROSS.—Dear Sir : The two bottles of your hair preparation,
or Restorer, that I tried did more toward restoring my hair than any
other preparation I have used. I desire you to send me several bottles
more by express. GEO. W. JOHNSON.

MYERSTOWN, Pa., Jan. 28, 1874.
DR. GEO. ROSS.—Dear Sir : I deem it my duty to make the following
statement : Only in the fall of 1869 my hair suddenly began to fall from
the crown of my head, and in a short time I had two spots about two
inches in diameter entirely bald ; I was then induced to try your invalua-
ble Hair Restorer, and am happy to say it did all it was recommended to
do. I have now a splendid growth of hair. One bottle did the work.
M. A. GHERST.

Is better than any other, as a trial will prove. Do not be persuaded
to use any other "said to be just as good." If your druggist has none,
send to the proprietor.

Price, One Dollar per Bottle ; Six Bottles for Five Dollars.
Sent by express on receipt of money.
PREPARED AND SOLD, WHOLESALE AND RETAIL, BY
Dr. Geo. Ross & Co.,
Opposite Court House, LEBANON, PA.

Dr. Ross' Drug Store, "Opposite the Court House", was at 806 Cumberland Street. This location can be seen on the postcard above. In the street view from the northeast corner of 8th and Cumberland Streets, the old courthouse is on the right, just outside of the frame. George Ross' drug store across the street was gone, and F. W. Woolworth's 5 & 10 cent store occupied the building. A century later, Liberty Tax Service is the current tenant. — Scott Ney