

Browsing the Web: Bringing Proprietaries to Life

By John F. Dunn

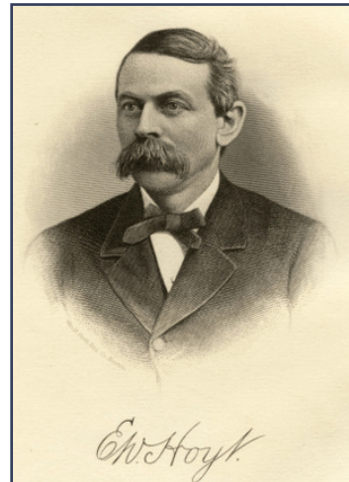
(Separately this month in StampNewsOnline, we view the Match section of the Match section of the Scarsdale Collection of Private Die Proprietaries. In our February 8 edition of Mekeel's & STAMPS we covered a section that featured Perfumery stamps, including the 1¢ black imperforate of W. Hoyt & Co., Sc. RT6b. Our sharp-eyed graphics and web manager, Marianne Cariddi, noticed that it had been located just across the border from us, in Lowell, Mass., did some online browsing. One thing led to another and she suggested the article that follows. JFD.)

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First, from <http://www.cliffhoyt.com/ewhoyt.htm> we learn this about Hoyt & Co. and its founder.

“Eli Waite Hoyt was born in Alexandra, N.Y., on September 5, 1838. His parents moved to Lowell, Massachusetts, around 1846 when E. W. was about eight years old.... in 1851 at the age of 13 he initially worked in the apothecary shop of E. A. Staniels at the corner of Central and Middlesex Streets. By 1863, when Mr. Staniels died, he succeeded to the full business.



“The cologne which was to make the name Hoyt famous was first developed for sale in his apothecary shop....The cologne

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initially was only sold in \$1.00 bottles, with sample vials filled with cologne freely distributed to create an increased demand. By 1877, the production of the German Cologne became so all consuming that Hoyt sold the apothecary shop...so that Hoyt & Co. could devote their full time and energy to producing and selling cologne....



A traveler for E.W. Hoyt's German Cologne Circa 1890. (Travelers were salesmen who went from store to store taking care of Hoyt's retail customers.)



50¢, 24¢ and \$1 bottles of Hoyt's German Cologne. There was no actual connection with Germany or any resemblance to German cologne. During World War I, the name "German" was changed to "Eau de Cologne"

"Freeman Ballard Shedd...was the marketing genius behind the products produced by E.W. Hoyt and Co....The original \$1.00 bottle limited distribution since it was more cologne than most people needed (or wanted). Shedd designed a distinctive round bottle with the indented panel for use with the cologne and provided both the \$1.00 and a new 25¢ trial-size bottle. This trial-sized bottle proved to be a huge success and business expanded quickly. The date when the trial-sized bottle was introduced is estimated to be in the early 1870s, since a medium-sized (50¢) bottle was introduced in 1876.

"The second major product sold by E.W. Hoyt & Co. was Rubifoam... due to the brilliant red color of the product...for the Teeth. It was introduced in 1887...." (See page 3.)



Front & back of a Rubifoam bottle. Notice the Proprietary revenue stamp on the back, which appears to be a 5/8¢ stamp (possibly Sc. RB35) with “E. W. H & Co. / Feb. 1915” overprint.



(Computer enhanced image of the stamp to bring out the overprint)

The lengthy online article then goes on to cover in great depth and with many illustrations the use by E.W. Hoyt & Co. of Perfumed sample cards, explaining, “The first method of advertising, sample vials of cologne, proved to be expensive. Around 1871, Shedd developed the concept of soaking trade cards with cologne and freely distributing the cards both as advertising and samples. During the history of Hoyt's cologne, over 50 unique cards were created....The images are naturally slightly dark because the cards were lightly stained by being soaked in cologne....

“...The first cards were just text printed in black ink; later other colors of ink were used....Anyone who has ever soaked Hoyt's cards out of a scrapbook will attest that the statements about fragrant, lasting, permanent, everlasting etc., are not exaggerations.”

One thing led to another and various illustrated cards were created, including scenes from, “Toodles,” a popular play of the time, “Girl in the Rose” cards, calendar cards and Japanese fans, all in color and promoting Hoyt’s products. On page 4 we conclude this section with one of the Calendar cards and refer you to the website for the full display of Hoyt promotional devices.



<http://www.cliffhoyt.com/ewhoyt.htm>

A. Dougherty Playing Cards

Next we come to another Proprietary stamp from the Scarsdale Collection, this one Scott RU4e, the 5¢ blue on Experimental Silk Paper. If you go to

<http://www.wopc.co.uk/usa/dougherty/index> you



will learn of the growth of this Playing Card maker and many of the designs that made it world famous. Briefly here, "Andrew Dougherty was born in Donegal in Northern Ireland in 1827. He started his playing card business in New York in 1848....Dougherty soon prospered on his own, changing his address several times as he moved into better premises. Dougherty died in

1905 at the age of 78 and his sons continued to run the business in New York until 1907 when the United States Playing Card Company purchased it. USPCC kept the Dougherty business operating independently until 1930 when it was combined with the New York Consolidated Company to form Consolidated-Dougherty Card Co. Inc., a division of USPCC.

On page 5 we illustrate sampling of Dougherty cards and refer you to the website for many more examples.



Left to right, playing cards circa 1851 (when Dougherty was in partnership with two brothers named Coughtry); a “Spanish style” card circa 1876 (notice the corners have miniatures of the cards so that players could hold the cards in a fan and still see what they had in their hand); and circa 1947 as the Consolidated Dougherty Card Co., using a similar Ace of Spades design to that used on the 1864 Playing Card revenue stamp.

You Can Do the Same

There is a good chance that if you select any of the companies that issued Private Die Proprietary stamps you may well find all sorts of information and illustrations browsing the web that will bring the companies and their colorful founders to life.

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