



# NJPH

The Journal of  
**NEW JERSEY POSTAL HISTORY SOCIETY**  
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No 3

Whole Number 151

August 2003

## ~ Spectacular NJ Advertising Cover ~



**Only one of many produced by Daniel F. Beatty of Washington, NJ ~ see p.82**

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**NEW JERSEY POSTAL HISTORY SOCIETY, INC.**

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or enter "NJPHS" in your browser's search window and go from there.

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**PRESIDENT'S MESSAGE**

It is with great regret that we note the passing of our Society's treasurer, Bob Zanoni. Bob passed away from cancer on July 25 at the too young age of 58. We especially remember Bob's exhibit of his Battleship New Jersey collection of postal history at NOJEX'02 as part of the show's "Celebration of Freedom" theme that year. Later that summer we spent many hours together manning the Society's booth at the APS Show in Atlantic City. We enjoyed seeing Bob at NOJEX'03 which was held over this past Memorial Day weekend without any hint of illness. His untimely passing has left a void in our philatelic family.

We also mourn the loss of long time Society member Gary Dubnick who passed away on July 16, at the age of 43 from a pulmonary embolism. Gary was a collector and dealer of first day covers and post cards. He was active in the Molly Pitcher Stamp Club and was a regular visitor to NOJEX. We will miss him.

The position of Society treasurer needs to be filled. The treasurer maintains the Society's checkbook, and CD's, collects annual membership dues and issues quarterly financial reports. If you would like to be considered for this position, please let me know.

We have recently reviewed a draft of the update which Don Chafetz is preparing of the New Jersey stampless cover listings originally authored by Bill Coles some 20 years ago. Don is still waiting to hear from a number of Society members with significant holdings. Please provide a scan or photo copy with year date for any new markings, colors, time of use, etc. Don can be reached by email at [intrepid@adnc.com](mailto:intrepid@adnc.com) or by mail at 1943 Altozano Drive, El Cajon, CA 92090.

ROBERT G. ROSE

**IN MEMORIAM:  
ROBERT J. ZANONI**

The New Jersey Postal History Society mourns the death of our Treasurer for many years. Robert J. Zaroni, 58, died at his home in Riverside on July 25, 2003. Those of us who saw him at NOJEX in May would not have anticipated that this would be our last meeting. It was discovered shortly thereafter that he had an aggressive cancer which took him very quickly.



*At NOJEX, May 2003 NJPHS meeting: - Gene Fricks, Vice-President, left and Bob Zaroni, Treasurer, right.*

He was born in Trenton, and had been the purchasing agent of the Burlington County Board of Chosen Freeholders in Mount Holly for the last 13 years. Previously, he had been a purchasing agent at Zurbrugg Memorial Hospital in Riverside, and Thomas Jefferson Hospital and Hahnemann Hospitals in Philadelphia, PA.

Philatelically, Bob gave of his time freely to several different stamp collecting and postal history organizations, all of which will miss him greatly. Besides being Treasurer of the New Jersey Postal History Society, he was Secretary of the Merchantville Stamp Club; and a member of the Riverfront Stamp Club. He was always a presence at NOJEX, and also at MERPEX, where he generously manned the NJPHS table for several years. He was well-known in postal history circles as the expert on the Postal History of the USS Battleship New Jersey [BB-16, 1906-1923, a battleship of the "Great White Fleet" era, as well as BB-62, 1942-1999] and other ship-related philately. He won a silver medal for his exhibition at NOJEX 2002 of BB-16 material. Bob also dedicated his time to studying and preserving local Riverside and New Jersey State history. He will be sorely missed in philatelic circles.

He always had a ready smile and his sense of humor endeared him to all who knew him. He was a member of Trinity Church in Delran and chairman of the NJ Association of County Purchasing Agents. He is survived by Marion, his loving wife of 36 years; his daughters Aileen and Cathryn Zaroni; and his brothers Carl, Thomas and Ray Zaroni. Bob also leaves behind innumerable friends who will certainly miss his kindness, generosity and unforgettable sense of humor.

Contributions in his memory may be made to the Samaritan Hospice, 5 Eves Dr., Marlton, NJ 08053.

**NEW JERSEY POSTAL HISTORY SOCIETY. INC.**  
NOJEX 2003 - SECAUCUS, NJ - MAY 25, 2003



The 31st annual meeting of the New Jersey Postal History Society was held on Sunday, May 25<sup>th</sup>, 2003, at 12 noon at the NOJEX show at the Crowne Plaza in Secaucus. The meeting was called to order by President Robert G. Rose at 12:05PM. Officers present were Bob Rose, President, Gene Fricks, Vice-President, Bob Zanoni, Treasurer, and Jean Walton, Secretary.

The Treasurer's Report was presented by Bob Zanoni, and follows below. It is clear from this that we operate on a close financial line, and despite some generous donations, depend heavily on dues to cover the basic expenses of our journal. Bob Rose reported that membership has slipped by about a dozen members, so that we now have only 80 paid members.

This was followed by some discussion of how we might attract new members. Mark Sommer suggested that we advertise in various New Jersey publications - particularly those with some history connection. We need to keep our membership up and members are encouraged to enlist new members [One new membership and two renewals were picked up at the NJPHS table at NOJEX.] Membership forms are available from the Secretary, and are also easily printed off the website for any member wishing to enlist a new member. Ways to cut postage were also discussed, but few viable solutions were found.

Bob Zanoni raised the possibility of bringing the Southard material together into one publication, and Bob Rose indicated that this was "in process." Our hope for State money in the form of grants to accomplish this have evaporated with New Jersey State budget deficits and cutbacks, so whether there will be funds available when we are ready to publish remains to be seen.

At the conclusion of the business meeting, Len Frank gave a very interesting talk on the Organ and Piano Manufacturers of Washington, New Jersey, showing an outstanding collection of the material to those in attendance. Those present in addition to the officers were: Arne Englund, Walter Parshall, Mark Sommer, Nathan Zankel, Len Frank, and a visitor, Don Bowe.

The meeting was concluded around 3:00PM.

Respectfully submitted,

May 28, 2003

Jean R. Walton, Secretary

**TREASURER'S REPORT: YEAR TO DATE: JAN 1, 2003 THROUGH APR 25, 2003**



**Balance Sheet**

**Balance Brought forward**

12/25/02 \$4,293.36

**Receipts**

|                              | Actual          | Budget            | Variance from Budget |
|------------------------------|-----------------|-------------------|----------------------|
| dues FY 2003                 | 435.00          | 975.00            | (540.00)             |
| donations FY 2003            | 100.00          | 100.00            | 0.00                 |
| advertisements FY 2003       | 0.00            | 0.00              | 0.00                 |
| auction donations            | 73.79           | 0.00              | 73.79                |
| literature sales             | 8.12            | 100.00            | (91.88)              |
| interest earned              |                 |                   |                      |
| Checking account             | 14.47           | 91.00             | (76.53)              |
| Certificates of Deposit int. | 16.78           |                   | 16.78                |
| misc.                        | 0.00            | 25.00             | (25.00)              |
| <b>Totals</b>                | <b>\$648.16</b> | <b>\$1,291.00</b> | <b>(\$642.84)</b>    |

| <b>Membership 2003</b> |    |
|------------------------|----|
| Total members          | 31 |
| Paid in FY 2003        | 29 |
| Life members           | 2  |

+\$648.16

**Expenditures**

|                   | Actual          | Budget            | Variance            |
|-------------------|-----------------|-------------------|---------------------|
| postage           | 129.00          | 425.00            | (296.00)            |
| printing:         |                 |                   |                     |
| literature        | 0.00            | 100.00            | (100.00)            |
| Journal           | 167.16          | 1,300.00          | (1132.84)           |
| misc expenditures | 0.00            | 45.00             | (45.00)             |
| MERPEX            | 0.00            | 100.00            | (100.00)            |
| <b>Totals</b>     | <b>\$296.16</b> | <b>\$1,970.00</b> | <b>(\$1,673.84)</b> |

-\$296.16

Year to date 04/25/03

\$4,645.36

**Certificates of Deposit**

|                             | Value             | Purchase | Due date | Interest earned |               |
|-----------------------------|-------------------|----------|----------|-----------------|---------------|
|                             |                   |          |          | 2002            | 2003          |
| Delanco Federal Saving Bank |                   |          |          |                 |               |
| 0119000445 6 month          | 1,020.71          | 12/25/99 | 6/23     | 24.06           | \$0.00        |
| 0121001025 1 year           | 1,023.16          | 12/25/99 | 6/25     | 34.00           | \$4.30        |
| 0121001026 1 year           | 1,023.16          | 12/25/99 | 6/25     | 34.00           | \$4.30        |
| <b>CDs Totals</b>           | <b>\$3,067.03</b> |          |          | <b>\$92.06</b>  | <b>\$8.60</b> |

**Total Balance on hand**

**04/25/03**

**\$4,645.36**

**Submitted by Robert J. Zanoni**

\*\*As the date of annual meeting at NOJEX preceded the month-end report date, the year-to-date figures through 4/25 were supplied. Bob became ill and was hospitalized shortly after, so we do not have a further report.

## THE ORGAN CAPITAL OF THE WORLD: Part I

### Manufacture in Washington Borough, Warren County, New Jersey

By Len Frank

*The town of Washington, New Jersey in Warren County had an extraordinary life in the 19<sup>th</sup> Century, which would not be readily apparent to a current visitor. Between 1870 and 1920, it was known as the Organ Capital of the World. This was not based on one organ manufacturing facility, but several. Now these huge facilities are gone, and little physical evidence remains, except for a street named Beethoven which intersects Railroad Avenue, and a building on the corner of Broad and Washington, once known as the Beatty Building.*

*Piano and organ popularity grew as a consequence of its inexpensive availability to the average citizen. Preceded by claviers, spinets, and melodeons, it was the family entertainment center of its age. In 1886, 7 of 10 school pupils were taught to read music, and it is estimated that the next most common family purchase after the kitchen stove was a piano or an organ, much like today, we would purchase a television. The piano and organ industry began its decline with the invention of the phonograph and the radio, which filled the same purpose.*

*The companies which made organs in Washington employed a large part of the population. The Beatty Organ Company boasted telephones and electric lights only a few years after their invention, elevators, modern steam engines, and a whistle that it is said could be heard from Bethlehem in Pennsylvania to Lake Hopatcong in New Jersey.*

*Anyone who has searched for New Jersey advertising covers has surely come across one or two from Daniel F. Beatty and perhaps some from Cornish & Company. This is because both of these companies believed in mass marketing and selling directly to the public. Huge amounts of mail were generated, making Washington in the 1880's the third largest post office in revenues in the state, after Newark and Jersey City.*

*Daniel F. Beatty, and Joseph B Cornish stand out for their contributions to this industry. Both started with nothing and created "empires," both were active in politics and held a position of stature in the community. Beatty however would suffer huge losses due to a fire, and overextend himself financially in rebuilding, ending up in poverty by the time of his death at age 65, in New York City in 1914. Cornish - more fortunate financially - expanded until the industry itself began to give way to the newer technologies. He died in 1910 with a fortune intact. His business continued another 10 years in the hands of his son.*

*Len Frank treated those who attended the NJPHS meeting at NOJEX with a talk covering all these companies which produced organs in Washington, and an array of material that is unequalled. For those who could not be present, we give an overview here and begin with Part I [Daniel F. Beatty] and follow with Part II in the next issue [Joseph B. Cornish]; we'll examine how these two men grew to fame and will follow with Part III, covering the various other organ manufacturers that also operated at the same time in Washington. Much of this material is EX Albert Spencer [See APS Journal American Philatelist Dec. 1996, pp 1114-1118]. Len has added to this and it is truly a spectacular collection. Ed.*

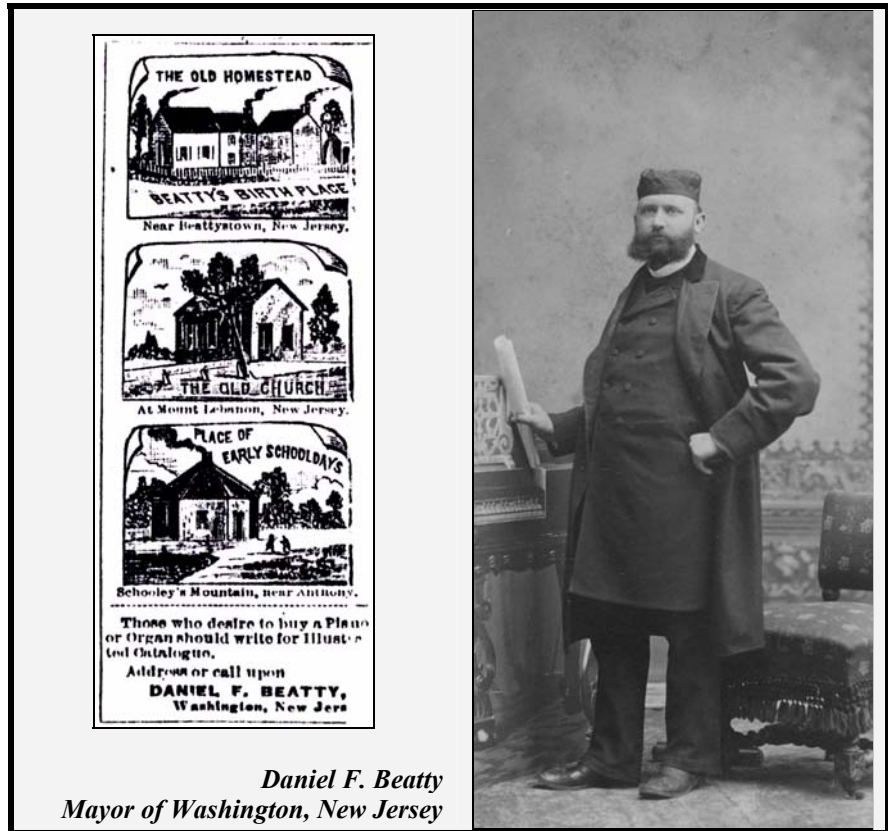
*I wish to thank Bob Rose who suggested that I write this article, and Jean Walton, who helped put it together, for all their assistance and encouragement. Len Frank*

\*~\*~\*~\*~\*~\*~\*~\*~\*~\*

**DANIEL FISHER BEATTY**

In 1879, Daniel F. Beatty, who had already become well known for his mail order sale of organs made by others, and who was to become known as “The Organ King,” began producing his own organs - first in a building at the corner of Broad Street and W. Washington rented from Alleger, and then in 1880, in a large new factory located on Railroad Avenue and Beatty Street. This facility burned down in September 1881 and was quickly rebuilt the following year to even larger specifications and with state-of-the-art equipment. He had offices in New York City that were connected with Western Union Leased Wire Facilities, to his factory and offices in Washington. Beatty boasted that he spent \$400,000 in one year for advertising.

At Washington, he kept both a private railroad car and an English carriage with a driver, for his personal transportation needs. In 1878, he made his first of three trips overseas which he publicized for the benefit of his business.



*Daniel F. Beatty*  
**Mayor of Washington, New Jersey**

*Daniel F. Beatty was born August 14, 1848, on the summit of Schooley's Mountain in Lebanon Township, Hunterdon County, New Jersey, the third of ten children. In his youth, Daniel showed considerable interest in music and was in the church choir of the Methodist Episcopal Church, where he also acted as a sexton. In 1869, he bought a melodeon and sold it the following day at a profit. This started him selling organs door-to-door from a wagon. He kept an old-fashioned melodeon which was an inspiration to him at his old homestead.*

*Beatty was considered to be a natural genius in business. He organized his business to sell directly to customers, thus eliminating the middleman. He was well known for his advertising, which included mail, newspapers and magazines. Mailing expenses were known to be at the rate of \$72,000 per year; this was the third largest post office revenue expenditure in New Jersey; the only two other post offices in New Jersey with more were Newark and Jersey City. Beatty was thirty-one years old in 1879 when he was first elected mayor of Washington Borough. He served five terms. He was married in 1885 to Emily H. Barnes of Annandale, and his bride accompanied him on one of his three trips abroad to promote his organ sales. Throughout his business years, he was known for his generous donations. After the loss of his business, he and his wife moved to New York City, where he died, in reduced circumstances, at the age of 65, in a New York City hospital in 1914.*



*An 1870's Beatty advertising cover. At this point in time, Beatty was not manufacturing his own organs, but selling organs manufactured by Alleger. The building pictured, which would become the Beatty Building in 1878, was in fact the home of Allerger, Bowlby & Co. at the corner of Broad St. and Washington Ave.*

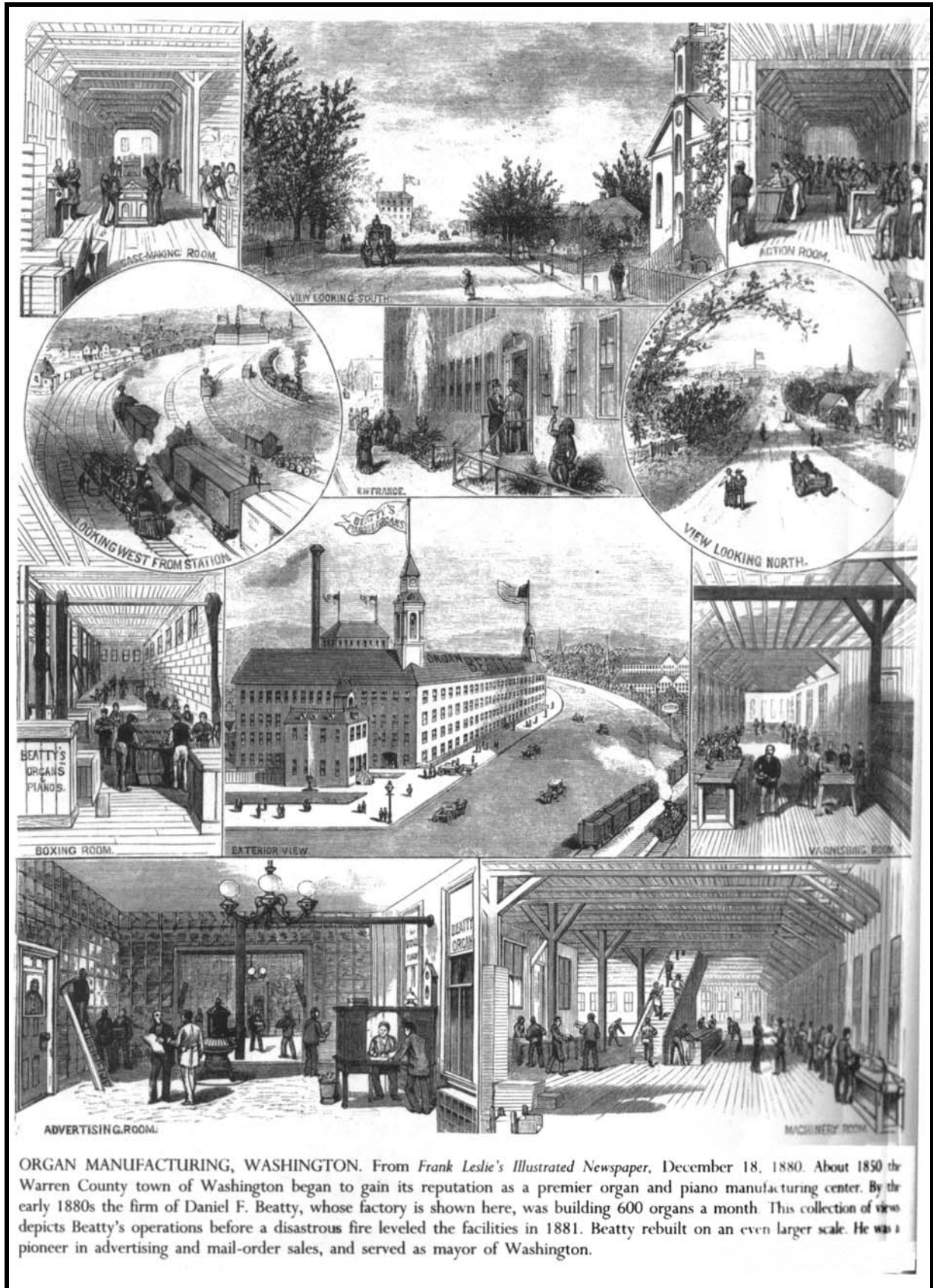
*Beatty mailed advertising covers and literature to postmasters, sign makers, attorneys, judges, school-teachers - anyone who might be interested in buying an organ. He offered schemes to earn a "free" organ for yourself, by providing lists of prospective buyers; every sale earned you another piece of your own organ.*

*Here we show representative covers of various advertising styles; examples of the same cover in different colors [i.e. green, blue, gray] and variations in text are in the collection.*

In 1880, Beatty was known to have the largest organ factory in the United States. The factory was U-shaped, and was 165 feet by 40 feet with two wings of 80 feet each. On the first floor was the engine room, the "trap-work" department, where the intricate wire and metal work was prepared, and where packing and shipping were done. The second floor housed thirty woodworking machines including scroll sawing and carving, and a drying room. In the west wing, on the third floor were the offices of the superintendent and secretary. Also, here were the incidental finishing and inspecting operations. On the fourth floor, the cases were put together, and in its west wing was the varnishing room and other areas that were used to put the new reeds in shape. The building was heated by steam. Its five floors contained fifty seven thousand square feet.

A fire of September 21, 1881, destroyed this factory as it was fought by bucket brigade. The facility capacity, prior to the fire, was one thousand organs every month, employing four to five hundred men. There was an elevator, a paging system, telephones and forty persons keeping books. The fire loss was evaluated at \$125,000 - \$200,000. Insurance coverage was only \$66,000. Citizens encouraged Beatty to rebuild in Washington. He agreed to rebuild with their help, providing the town built public water facilities to fight future fires. By October, the town raised \$25,000 of the needed \$50,000. The factory was rebuilt in record time, this time even larger, in an E-shape, using 100 men and \$7,200 in man-hours donated by the community. By December, large advertisements keyed a new style organ "The Mozart," with twenty-seven stops, to sell at \$65. Maximum production was reached in 1882.





ORGAN MANUFACTURING, WASHINGTON. From *Frank Leslie's Illustrated Newspaper*, December 18, 1880. About 1850 the Warren County town of Washington began to gain its reputation as a premier organ and piano manufacturing center. By the early 1880s the firm of Daniel F. Beatty, whose factory is shown here, was building 600 organs a month. This collection of views depicts Beatty's operations before a disastrous fire leveled the facilities in 1881. Beatty rebuilt on an even larger scale. He was a pioneer in advertising and mail-order sales, and served as mayor of Washington.



*An 1878 Beatty Piano & Organ cover. Beatty was now manufacturing his own organs in the old Alleger Building [hence the "Factory Established 1856" logo]. Cover is pale blue green. [Similar cover exists in gray.]*



*This 1880 cover in pale blue green shows the first factory Beatty built on Railroad and Beatty Streets. This location near railroad lines greatly facilitated shipping.*

However, as a result of his losses and the cost of building a huge new facility, the company became insolvent in 1883. In 1884, the company went into receivership and was reorganized as The Beethoven Organ Company with John J. McDavitt as president and Charles W. Tuttle as secretary and treasurer. Beatty agreed to stay on and help restart operations and sales, as manager, in an attempt to repay his creditors.



1880 cover showing the first Beatty factory on Railroad Avenue. Note the U shape, with two wings.

Reverse of the 1880 cover - Beatty advertised in every way he could think of - including using the backs of envelopes.



This cover, used December 14, 1881, shows the rebuilt factory, and was used before the factory was completed. Note the E shape, with three wings.

The new factory rebuilt after the fire boasted electric lights, telegraph lines, and a mammoth 500 horsepower steam engine.

Water was also supplied to all floors, necessary for some of the work, but more importantly, greatly decreasing the possibility of fire.

A free coach was available to bring visitors from the railroad station. A switchback connected the factory to the main train lines.

Note the Beatty Building on Washington Ave. houses a large music hall, in addition to Beatty's private offices. Beatty had his own printing press, and a large advertising department, which doubtless prepared this 1884 booklet and the many other advertising pieces for which he was known.

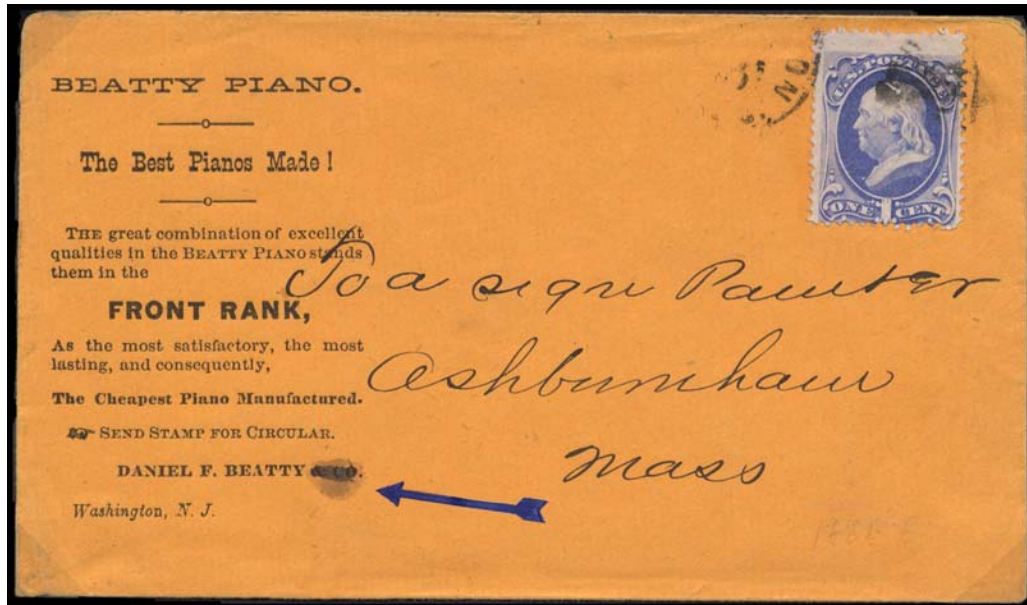
The "whistle" (or "gong") is also pictured. The steam from one boiler was required to blow it.

[from a 16 page 1884 booklet advertising Beethoven organs]

**DANIEL F. BEATTY'S**  
**MAMMOTH ORGAN AND PIANO-FORTE ESTABLISHMENT.**

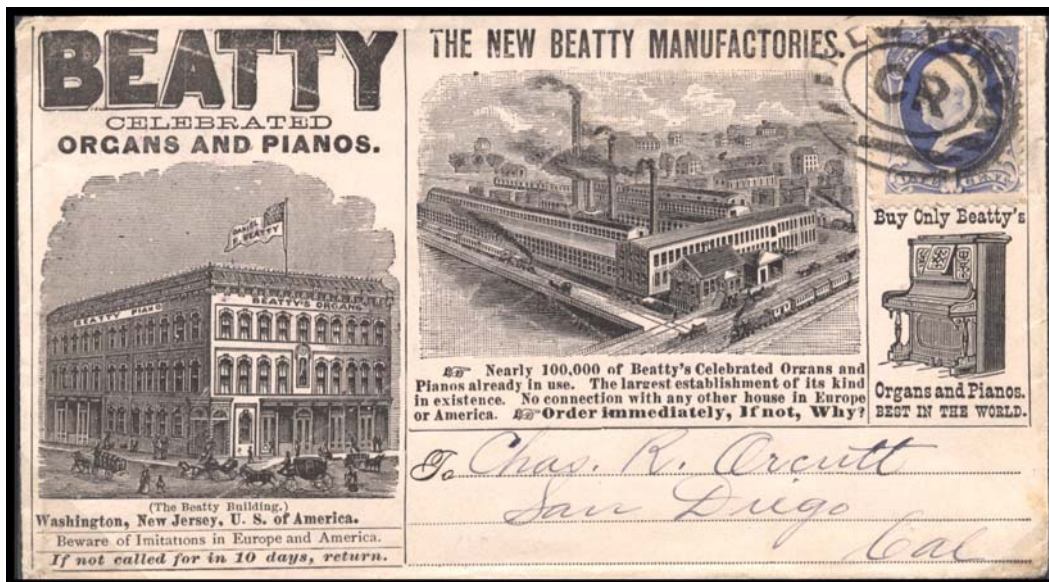
**CORNER RAILROAD AVENUE AND BEATTY STREET,**  
 Washington, Warren Co., New Jersey, United States of America.

Beatty's fortunes now took another downturn. He was indicted for mail fraud, but managed to avoid trial. The business was officially sold, in 1886, to The Beethoven Organ Company, for \$60,000. The new company's facilities were capable of making 200 organs per month with 100 employees. Several years passed before Beatty and his wife moved to New York City, where he worked as a Beethoven Piano and Organ representative.



Note above that “& Co.” has been inked out. In 1884, the Beatty Company went into receivership. The company was reformed as the Beethoven Piano and Organ Company. Beatty remained largely in charge until 1886, when all assets were sold to the Beethoven Piano & Organ Company

Beatty again became a salesman, for the Beethoven Company. He maintained an office in The Fifth Avenue Hotel in New York City and continued to sell organs and pianos, but was no longer an officer in the company he had created. Note the NYC cancel on the cover below. He continued to use stationery which gave the impression that he still had a large factory. Note this factory view is not identical to the 2<sup>nd</sup> Beatty plant.



ORGAN CAPITAL OF THE WORLD: WASHINGTON, NJ PART I~ by Len Frank

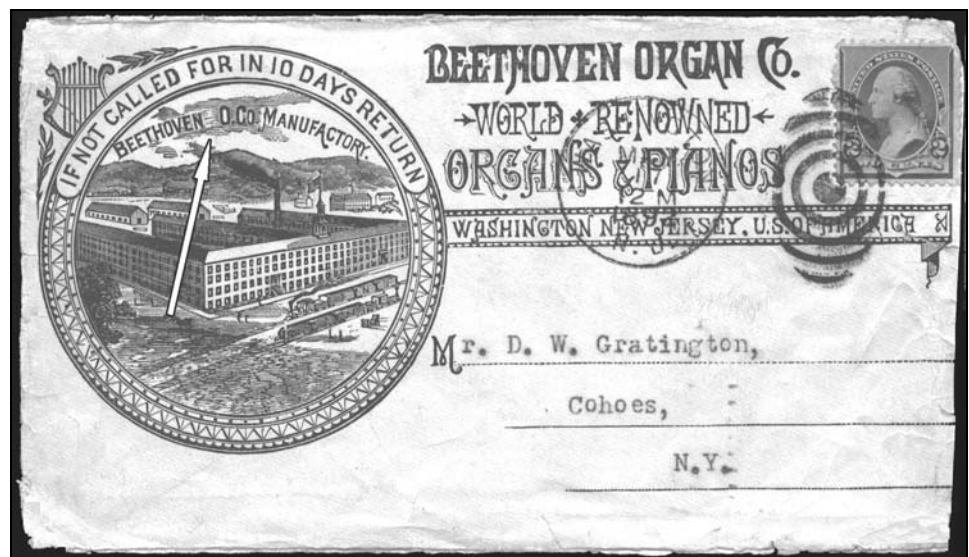
The Beethoven Piano [P.] Organ [O.] Company prepared covers of its own, and the letterhead on letters now read John J. McDavitt, President, and Chas. M. Tuttle, Secy-Treas. Later covers indicate that the name became the Beethoven Organ Company. The top cover is from January 1892 & the lower cover is from May 1892.

Note similarity to Beatty covers; however, the downtown "Beatty Building" has been removed from the vignette.

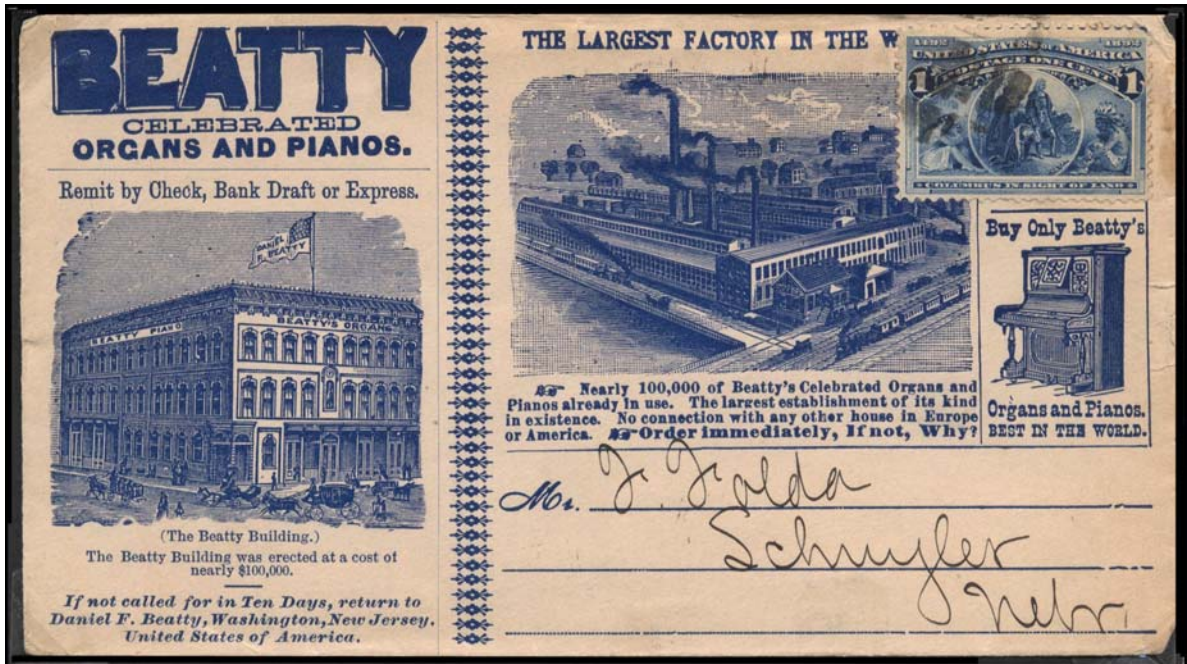


An 1895 letterhead from the Beethoven Organ Company, showing John J. McDavitt, President, and Chas. M. Tuttle, Secy-Treas.

Note the 'P' has been removed and the name now reads Beethoven O. [Organ] Co. Manufactory.



*This 1893 Columbian 1¢ cover is one used by Beatty. Despite continuing to advertise as before, Beatty never fully recovered financially from the collapse of the Beatty Organ Company.*



*The Beethoven Organ Company was sold to the Needham Company in the 1890's, for whom they had been making organs for many years. It operated as such until 1915, when it was sold to the John Sommer Company - which made faucets and piano backs. The extensive factory built by Beatty burned a year later, in 1916.*



*This late use of a Beethoven Organ cover [Sept 17 1900] shows that Needham continued to use the Beethoven name.*

**ORGAN CAPITAL OF THE WORLD: WASHINGTON, NJ PART I~ by Len Frank**

**To Patrons.**

There are Thousands who desire a Pianoforte, but who would never order direct from an Advertisement. You should order the Pianoforte and sell to them at the Regular Price, **\$297.50.**



*View of New Style, No. 2023.*

**SQUARE GRAND, New Style, No. 2023.** Magnificent Rosewood Case, all Round Corners, elegantly finished. **Three Unisons.** Weight, when boxed, over 1,000 lbs. Seven one-third (7 1/3) Octaves; Full Agraffe Scale; beautifully carved legs and lyre; heavy serpentine and top mouldings all around case; back finished same as front; Beatty's very latest full iron frames, bars and extra braces; improved new scale, overstrung Bass, French Grand Action, Fret Desk, Carved Pedals, solid Rosewood Mouldings, Ivory Key Fronts, Capped Hammers, and every improvement which can in any way tend to the perfection of the instrument has been added. This instrument is a magnificent Pianoforte. In presenting this instrument to the world at the very low price, I do so with an eye to the future, knowing that its introduction in any locality will result in making many sales. Its style must be admired. Catalogue Price, \$297.50. (See Beatty's latest Illustrated Catalogue, page 22.)

Remit me only **\$175.00** and I will box and ship you this beautiful Grand Square Pianoforte, including Stool, Cover, Book and Music. If you do not want to accept this Offer now, write me your reasons why. Let me hear from you anyway.

Address **DANIEL F. BEATTY, Washington, New Jersey.**

*From an 1883 Beatty brochure advertising pianos.*

Suitable for the Parlor, Chapel, Lodge, Church, or Sabbath School.

**THE FAMOUS BEETHOVEN ORGANS** } *The Most Popular Cabinet Parlor Organ Ever Built.*

PRICE NOW ONLY **\$125.00.** Ten (10) Full Sets Golden Tongue Reeds.

27 Stops



Dimensions—Height, 75 ins.; Length, 45 ins.; Depth, 24 ins.

**NEW STYLE; HANDSOME SOLID BLACK WALNUT CASE; With Organ Bench No. 9000, and Music Book.**  
It Contains 27 STOPS, 10 FULL SETS GOLDEN TONGUE REEDS.  
The above Case is built from the choicest seasoned Black Walnut, and is finished in the very best manner

*From an 1884 Beatty brochure advertising the Beethoven model organ.*

G-Form 35-B. A.F.R. WILMINGTON, Station, 7/14 1884

No. 361  
 M. E. C. Bellman  
 For Freight from North per Manifest No. 92.5  
 Car No. \_\_\_\_\_

| WEIGHT.          | RATE. | AMOUNT. |
|------------------|-------|---------|
| 340              | 14    | 4 8     |
| Expenses.....    |       | 10 C.   |
| Commissions..... |       | 1 50    |

Received Payment for the Company, 1884  
 H. B. Crawley (Agent)

*The bill of lading at left shows the cost of shipping one boxed organ weighing 340 lbs. from Washington, N.J. to Carleton, Pa. in 1884 ~ \$1.50!*

Next issue we will show some of the many beautiful Cornish organ and piano advertising covers, and continue the saga of the rise and fall of the Washington, N.J. organ & piano industry.

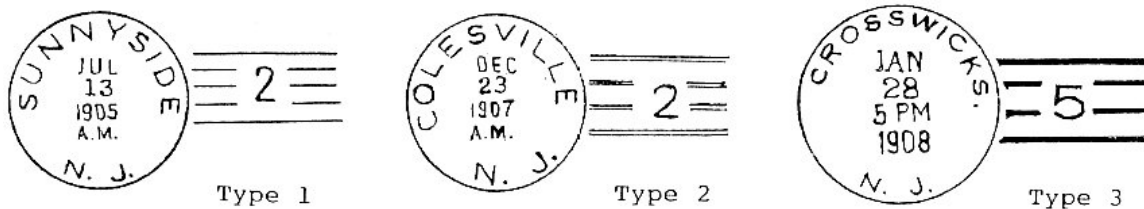


## NJ DOANE CANCELS - "QUESTIONABLE" TOWNS

By Arne Englund

Recently, the existence of Doane cancels from several towns which have appeared for years in listings of NJ Doanes has been questioned. Some of the listings go back a dozen or more years, and reports of Doane usages may not have been accompanied by photocopies, and therefore have not been confirmed.

Named for Edith Doane, who was an early researcher of these cancels, "Doanes" occur in three types, the primary difference being in the "killer" bars (see illustration).



The type 1 cancel, the earliest of the three, was only distributed for one month - in September of 1903. This cancel contains 5 thin "killer" bars with a number in them. The type 2 cancel, the distribution of which began in the fall of 1903 and continued into the summer of 1905, contains 4 pairs of thin lines with a number in them. This cancel was distributed for 22 months, and is the most common style of the three. The type 3 cancel was distributed from July 1905 until the fall of 1906 (16 months). This cancel has 4 bars which are thicker than the type 1 bars, and which also have a number in them. Type 3's are quite similar to what we call "4-bar" cancels, the handstampers issued by the P.O. Dept. subsequent to the Doane types. These subsequent 4-bar cancels, however, do not have numbers in the bars. Each of the three Doane types were the canceling device issued to newly established P.O.'s during the stated periods. Old offices requesting new equipment were also issued Doanes.

The postmarker which produced what we now call "Doanes", was a rubber handstamp. The Post Office Dept. was aware of the often faint and incomplete postmarks made by the current metal handstamp devices, and as early as Dec. 1899 had begun testing a new type of canceller with the Rural Free Delivery Service.

According to the REPORT OF THE POSTMASTER GENERAL, dated June 30, 1904, most of the roughly 11,000 devices distributed thus far, had been issued to small 4th class offices with P.O. receipts not exceeding \$500 annually. Some also went to larger 4th class offices and even 2nd and 3rd class offices which requested them, and according to the report, it was felt that the cancellers could be used to great advantage in offices with receipts of less than \$1000 annually. The number in the killer bars represents the postmaster's compensation in hundreds of dollars for the year previous to issuance of the canceller. New offices received a device with a number "1."

## NJ DOANE CANCELS - "QUESTIONABLE" TOWNS ~ Arne Englund

Comprehensive listings of Doane cancels from 37 states and possessions can be found at the Doane website, which is maintained by Gary Anderson. The web address is: <http://www.doanecancel.com>. Within the site, the NJ listing, for which I'm the coordinator, can be found at: [http://www.doanecancel.com/new\\_jersey\\_doanes.html](http://www.doanecancel.com/new_jersey_doanes.html).

One of the other Doane website state coordinators, who also collects New Jersey Doanes, recently asked if I have an example of a Califon, N.J. Doane. He had begun to question whether or not the Califon Doane actually exists. I do not have one, but I sent him scans of a couple of Califon 4-bars from February 1908 which were actually earlier than the LKU (latest known use) for the Califon Doane, as well as an earlier "steel" cancel from Mar. 21, 1906 (which did not look in dire need of replacement). I then asked Jean Walton, who lives close to Califon, if she has an example. She said that she has some Califon 4-bars, none of which she could "coax into being a Doane". She also sent me a scan of a Sept. 16, 1907 Califon 4-bar - right in the middle of the "reported" Califon EKU (earliest known use) and LKU dates (things are beginning to look a bit slim for our Califon Doane!). Both Jean and the other Doane website coordinator suggested trying yet another collector who lives not far from Califon. He told me that while he has "quite a number" of Califon 4-bars (he's also a collector of local postcards), he does not have a Califon Doane. We've thus decided to remove Califon from the listing on the website, and put a "watch" on it.

The existence of Doanes from three other towns is also in question. The earliest NJ Doane list that I can find is a revision by Bill Coles dated December 1991, and the sole listings for the Green Village and New Gretna Doanes are on that list. No new listings from either town have been reported since that time. A couple of subsequent NJ Doane lists refer to both of these as "Not Confirmed". Also, Scullville has for years been listed as having two types - a (type)1/(numeral) 2 - reported 14 Apr 1904(EKU) - 22 May 1907(LKU). There is also listed a Scullville 3/2 with a single report of 14 Apr 1906 (it seems ironic that it's in question and that the EKU for both types is "14 Apr"). This could perhaps be an early misreading and reporting of the type1 EKU.

Therefore, would anyone have an example, with a readable number in the killer bars, from any of the following towns?

CALIFON, N.J. 3/4 - EKU: 13 AUG 1906 LKU: 25 MAY 1908

GREEN VILLAGE, N.J. 2/5 - 16 APR 1909 (Only Listing)

NEW GRETNA, N.J. 2/2 - ?? ??? 1906 (Only Listing)

SCULLVILLE, N.J. 3/2 - 14 Apr 1906 (Only Listing)

Anyone with an example or info on these Doanes can contact me at: [alenglund@aol.com](mailto:alenglund@aol.com) or Arne Englund, P.O. Box 57, Port Murray, NJ 07865. You can also contact Gary Anderson through the e-mail link at the Doane website.

**Reference:** Helbock, Richard W. & Anderson, Gary. *UNITED STATES DOANES. A CATALOG OF DOANE CANCELLATIONS*. Revised, Second Edition. La Posta Pub., 2002.

## NEW JERSEY CLASSICS FEATURED AT RECENT AUCTION SALES

By Robert G. Rose

On June 12, 2003, Matthew Bennett, Inc. conducted a public auction of the Guido Craveri collection of the 1847 Issue “featuring small town usages.” Arranged alphabetically by state, New Jersey usages accounted for 13 covers in the sales including ten 5 cent (Scott #1) covers and three of the four genuine usages of the 10 cent (Scott #2).

Craveri, a European collector with substantial financial resources, has amassed a remarkable and unparalleled collection of the 1847 Issue over the last decade which is said to number several thousand covers in total. Craveri was a significant buyer at the Robert A. Siegel Auction of Brad Arch’s collection of 1847’s in June, 2000. For the most part, the prices realized for the New Jersey covers in the Craveri sale were lower than the levels reached in the Arch sale.

For example, two 5 cent usages from Newark, the first to Trenton and the second to Philadelphia brought \$650 and \$525 respectively in the Craveri sale. In the Arch sale they brought \$1,200 and \$800 respectively. A 5 cent New Brunswick usage tied with a black grid sold for \$2,900 while a similar usage in red brought \$1,300. In the Arch sale, these two covers sold for \$3,500 and \$2,600, respectively. A 5 cent Princeton with a green “5” in octagon cancel which originally was part of the Coles collection sold for \$1,600 against the Arch hammer price of \$3,500.

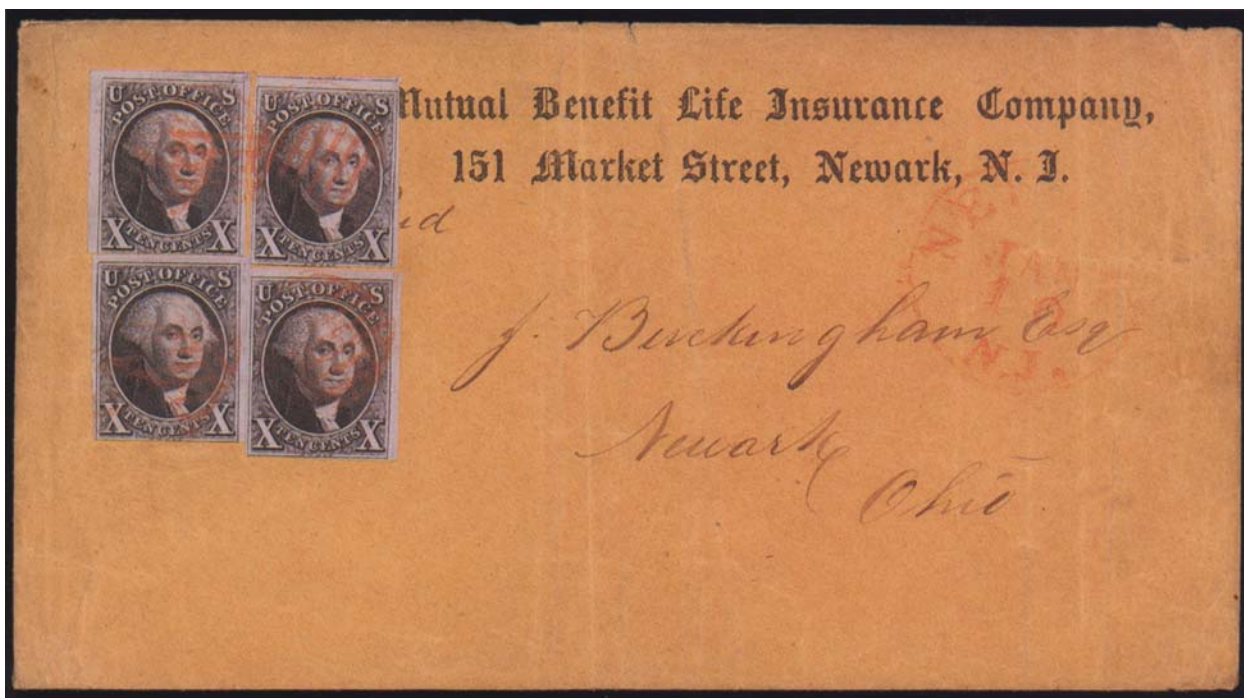


Fig. 1

Perhaps the most disappointing performance came with the 10 cent stamp. Two of the three covers failed to find buyers at the sale. The remarkable usage of four 10 cent stamps arranged in the form of a block on a "Mutual Benefit Life Insurance" advertising envelope from Newark to Ohio was the featured cover in the Craveri sale and was illustrated on the catalog's cover (*Fig. No. 1, above*). It carried an estimate of \$30,000-\$40,000 which was consistent with its 1994 realization of \$34,500 in a Christie's Auction sale. It failed to find a buyer. Only one of the two 10 cent covers to Twinsburg, Ohio in the Craveri sale was sold. Both were originally purchased by Craveri in the Arch sale. The 10 cent on buff cover sold for \$2,600 against the Arch realization of \$5,700. The second, on a bluish folded letter failed to meet the reserve and was passed. (*See Fig. 2, below.*) It had sold previously in the Arch sale for \$7,500. Both Twinsburg usages had originally been part of the well-known Creighton C. Hart collection and were purchased by Arch in a Robert Kaufman Auction in April, 1990 for \$8,500 and \$5,000, respectively.

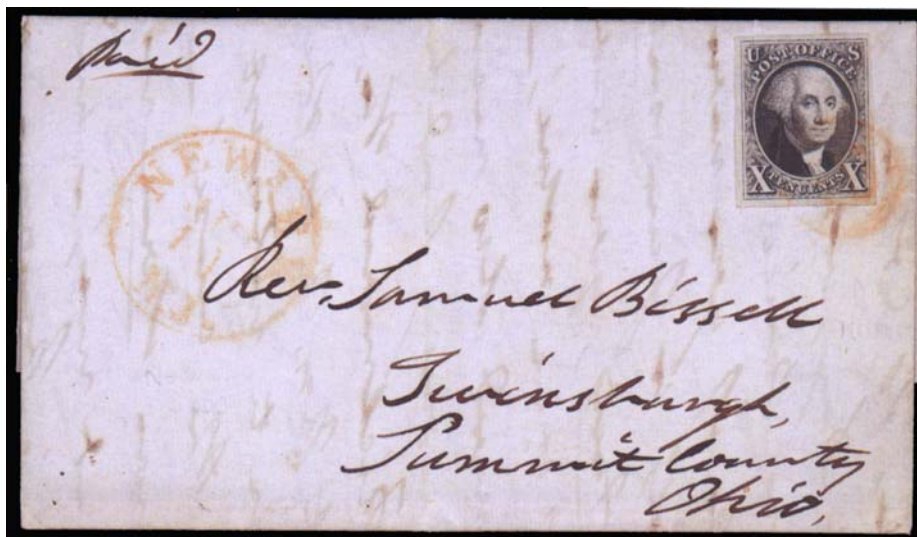


Fig. 2

Perhaps these realizations reflect the absence of competition among classic collectors seeking to build a New Jersey collection of usages. If so, based on their scarcity, those that sold were purchased at most reasonable prices.

### More Lieutenant English Correspondence: Trenton to Hong Kong:

A month earlier, the Robert A. Siegel "Rarities of the World Sale" featured several heretofore unknown 1851 Issue covers from the Lieutenant Earl English correspondence used from Trenton to Hong Kong aboard the U.S. Sloop Levant. Several of these covers were illustrated in the May 2003 issue of *NJPH*. The most prominent in the sale, which was featured on the front cover of *NJPH*, included the only known use from New Jersey of a 10 cent Green, Ty. IV (Scott #16) in combination pair with a 10 cent Green, Ty. II, (Scott #14) and a 1 cent Blue, Ty. IV (Scott #9) which sold for \$9,000 against an estimate of \$5,000-\$7,000 (Illustration No. 2). A combination pair of 10 cent Green, Tys. II and III (Scott #14 & 15) with a 1 cent Blue, Ty. IV (Scott #9) sold for \$4,500 against an estimate of \$2,000-\$3,000. Four other covers with 10 cent pairs in combination with a 1 cent Blue to make up the 21¢ American packet rate brought from \$1,000 to \$2,100 based on condition. A single 5 cent usage (Scott #12), slightly cut-in on

three sides, sold for \$2,100. The English correspondence continues to represent the single most important source of New Jersey usages of the 5¢ and 10¢ 1851-56 Issue and has greatly enriched reported New Jersey usages of this classic issue.

Illustrated below are two additional covers from this correspondence which were not included in the auction.



*Fig. 3 shows a pair of 10 cent Green, Ty. III (Scott #15) used in combination with a 1 cent Blue, Ty. IV (Scott #9), all tied by a red Trenton, N.J. postmark on a November, 1856 cover to Hong Kong, paying double the 21¢ rate, the balance paid in cash and noted with a manuscript "21."*



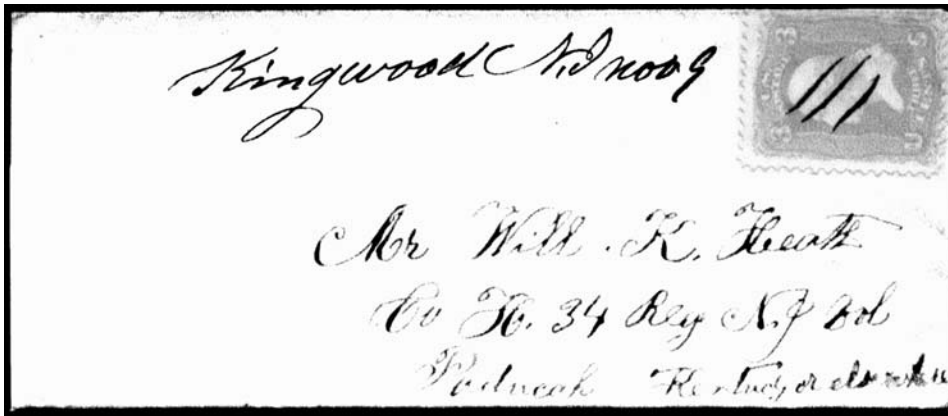
*Fig. 4 shows a 10 cent Green, Ty. I (Scott #13) used together with two 10 cent Green, Ty. III (Scott #15) singles, all tied by red Trenton, New Jersey postmarks on a June, 1857 cover to Hong Kong, paying double the 21¢ rate with three 10¢ stamps, the balance paid in cash and noted with a manuscript "12."*

CIVIL WAR CORRESPONDENCE: Private William K. Heath

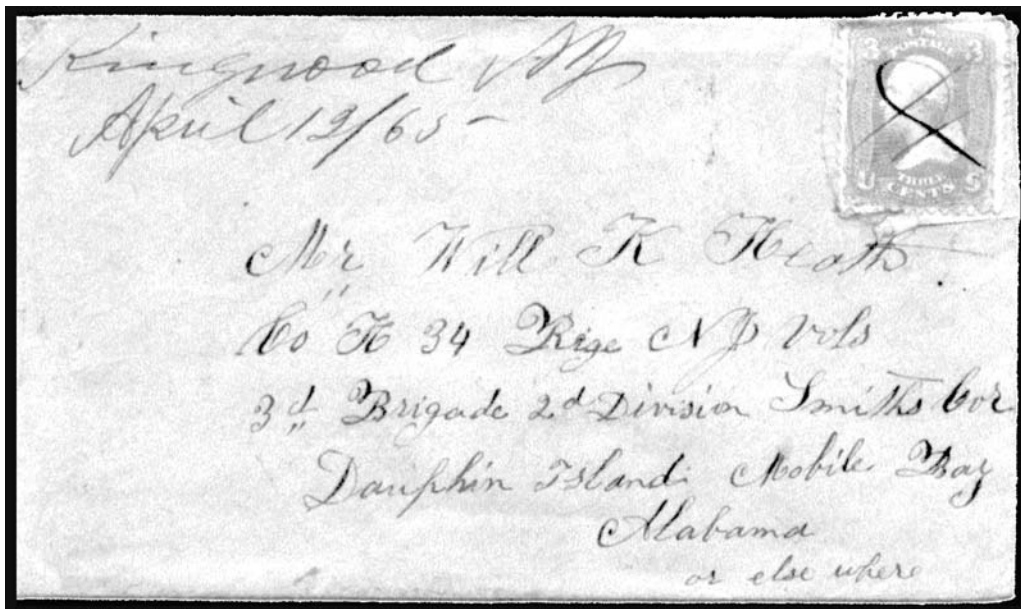
By Jim Walker

Private William K. Heath of Kingwood, Hunterdon County, New Jersey mustered in to Company H, 34 Regiment Infantry-Volunteers on August 30, 1864 for one year service. He left Draft Rendezvous, Trenton, N.J. with other replacements for the 34th which was in the vicinity of Eastport, Mississippi.

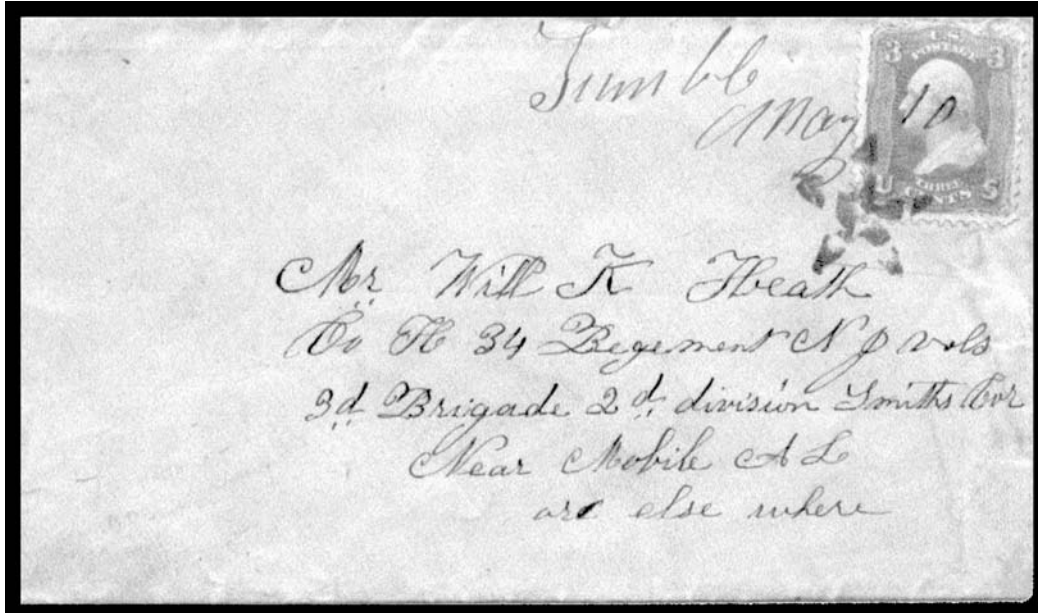
The first cover, canceled Kingwood, N.J. Non 9 (1864) is addressed to Heath at Paducah, Kentucky .



In February of 1865 the 34th as part of the Sixteenth Army Corp proceeded to New Orleans for an expedition against Mobile, Alabama. The second cover with manuscript cancel from Kingwood dated April 12, 1865 is addressed to Heath at Dauphin Island, Mobile Bay "or else where." The reference to Smith's Corp in the address refers to General A. J. Smith commanding the Sixteenth Corp.



The last cover is manuscript canceled May 10, (1865) with a segmented star killer from Tumble, located near Kingwood on the Delaware River. It was discontinued in 1902.



Private Heath mustered out of the army on June 6, 1865 and lived for many years in the Kingwood area.



**NEW MEMBERS & THEIR INTERESTS:**

**Bowman, John D.**, P.O. Box 382436, Birmingham, AL, 35238-2436, email [jdbowman@atlantabroadband.com](mailto:jdbowman@atlantabroadband.com), locals, carriers, independent mails, expresses

**Maulding, Hawkins V.**, 165 Mendham Rd. E., Mendham, NJ, 07945, town cancels

**Merritt, Hugh**, P.O. Box 139, Towaco, NJ, 07082-0139, email [hughtowaco@optonline.net](mailto:hughtowaco@optonline.net)

**O'Connor, Timothy**, 16 Kenilworth Circle, Wellesley, MA, 02453, email [timothyconnor@attbi.com](mailto:timothyconnor@attbi.com), 17th, 18th Century

**AND SOME RETURNING FRIENDS:**

**Krievins, Victor B.**, P.O. Box 555, Abington, PA, 19001, Dealer

**Yannotta, Mike**, 415 Monmouth Avenue, Leonardo, NJ, 07737, stampless [any cty]; DPOs [any era/county]

## NJPHS EBAY AUCTIONS

By Arne Englund

On June 8th the New Jersey Postal History Society held another auction on eBay, the online auction site. There were 53 lots listed under "Postal History" by the seller ID "NJPHS". Of these, 18 (33 percent) sold, which is a bit below the reported eBay sales average of 40%. This was not nearly as successful as the first two auctions, which had sales of 75% and 66%. While several members consigned a good amount of material (one member had over 30 lots - Thanks!), we did not have quite the variety that was in the first two sales. For instance, there were not many dpo's or manuscript cancels, no patriotics or rpo's, and only one lot of stampless covers.

The highest priced item in the auction was a lot of 4 Ocean County covers/cards 1890-1919 inc. DPO's, which sold for \$55.92. There were a number of group lots in the sales. Among those that sold were Warren County, New Brunswick machine cancels, NJ Doanes, and NJ Misc. There were also about a dozen large lots of mid-late 20th century covers grouped by county starting at \$9.95. Five of these sold. There were again some repeat high bidders, and of course, some new buyers. Thanks again to all who participated in the auction.

We will have the next eBay auction on Sept. 21. We've received material already for this auction, and actually have enough to make up an auction of 50 or so lots. Among the lots to be included are:

DELAWARE STATION 3c grilled 1860's  
JERSEY CITY 6c & 3c Banknote on Ad Cover w/overall illus. Back  
CINNAMINSON double-ring violet 1886 #210  
HACKETTSTOWN c.1875 Centenary Collegiate Institute Ad Cover 3c Bknt.  
NEW BRUNSWICK 1839-40 Several SFL's datelined "Rutgers College"  
JOHNSONBURGH Insurance Ad 1880's #210  
LOWER SQUANKUM 1895 Registered  
STATE OF NEW JERSEY Overall 1860's #65x2  
HAINESBURG 1881 3c Banknote  
ANNANDALE 1887 #205 pair & #213 Registered

We can still use items for the Sept. 21 auction, or for upcoming auctions. Items for the Sept. auction should be received by Sept. 1. I'll also send an e-mail reminding members of both dates. If you would like to submit material, please contact me via e-mail at: [alenglund@aol.com](mailto:alenglund@aol.com) or by regular mail at: Arne Englund, P.O. Box 57, Port Murray, NJ 07865.

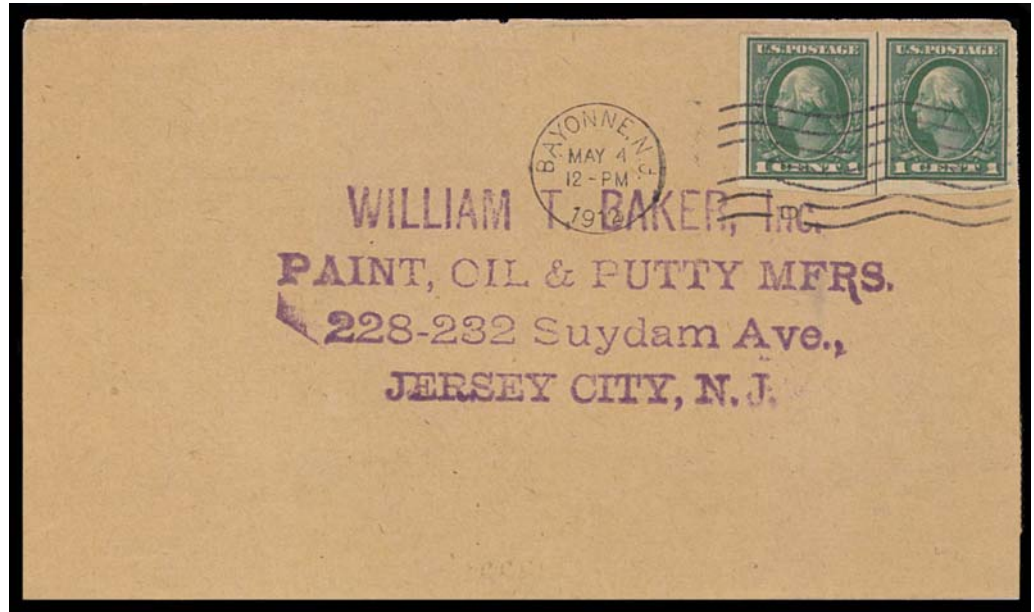
Material may be sent to me at the above address. Please try to consign lots with a minimum bid or reserve of at least 9.95 - similar items that would only sell for a few dollars grouped into one lot are fine. Also, please remember to include a check to cover the listing fee for each lot, and return postage for any unsold lots. Listing fee for items under \$10.00 is .30 per lot; under 25.00 is .55 per lot, etc. Reserve lot fees are more. Once fees are deducted, consignors receive approximately 80% of the selling price of an item. See the eBay website or the last few issues of NJPH for a more complete outline of the fees.



# THE WILLIAM BAKER COVERS

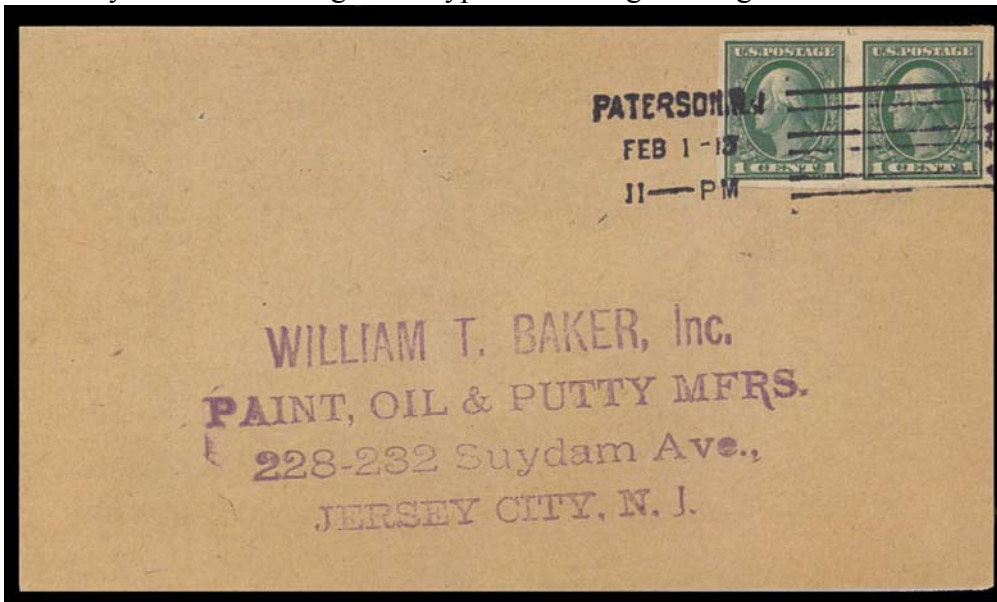
By Gene Fricks

A large number of covers addressed to the William Baker paint manufacturer in Jersey City seem to exist in collections and dealers' stocks. What distinguishes these covers is the use of imperforate varieties of U.S.



stamps. I have seen Baker covers with imperf 1c Wash-Franks, the 1909 Lincoln, Hudson-Fultons and Alaska-Yukons.

I surmise that the stamps were affixed to envelopes meant to be returned with orders to Baker for paint supplies, or perhaps to expedite payments. The use of imperf stamps suggests that the Baker firm may have been using some type of vending/affixing machine. The covers exist with a wide



variety of New Jersey cancels, mostly from the northern part of the state.

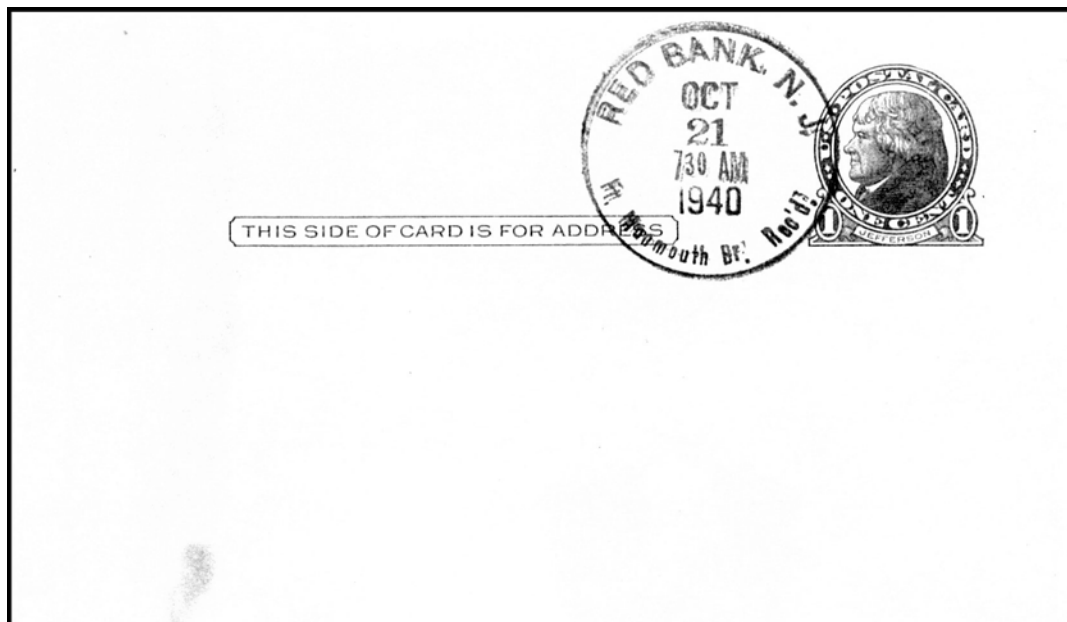
A possible alternative explanation would have someone at Baker sending (or delivering) franked envelopes to a variety of locations in North Jersey to obtain cancels.

While plausible, the probability seems low. Cancel collecting early in the 20<sup>th</sup> century was not at all popular nor widespread. Coupling this focus with the use of philatelically interesting frankings would certainly have placed the sender well in advance of the stamp collecting herd of the day.

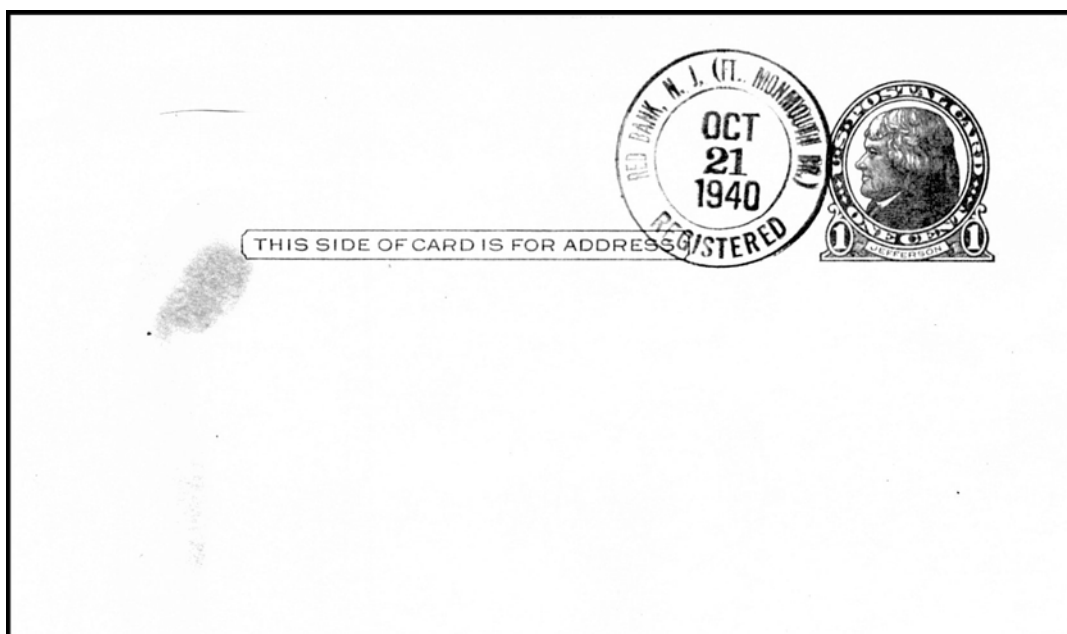


FORT MONMOUTH BRANCH, RED BANK NJ FDCs

By Gene Fricks



Two nice First Day Cancels from the fort Monmouth Branch of the Red Bank Post Office, October 21, 1940



## NEW JERSEY PRIVATE EXPRESS COMPANIES: Part 2 Some South Jersey Express Companies

By Bruce H. Mosher

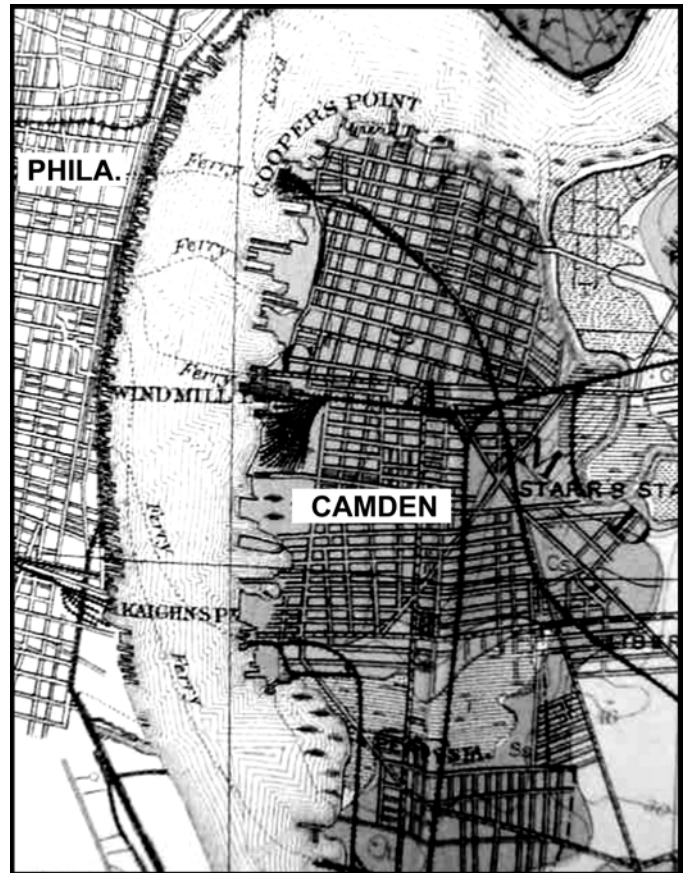
© 2003 Bruce H. Mosher

*[Continued from the May 2003 NJPH (Vol. 31, no. 2, Whole No.150)]*

In Part 1 we discussed the history of the private expresses on the Morris & Essex Railroad in northern New Jersey (a couple of corrections to Part 1 are at the end of this article). In this article we'll move further south and focus on nine of the early private expresses that operated in the southern portion of the state. Some of the known express companies that operated in South Jersey were part of fairly large organizations. Others appear to have been relatively small and short-lived. Four of the expresses discussed here were known railroad subsidiaries; the other five may have transported their parcels and mail independent of the railroads. The nine South Jersey expresses are addressed in alphabetical order.

Many expresses that operated in South Jersey had offices in Philadelphia, which was one of the large eastern port and railhead cities that had a definite need to distribute arriving express goods destined for towns in South Jersey. Similarly, many individuals and companies in South Jersey wanted to express their goods to and through Philadelphia since it was a major eastern shipping port and railway depot.

Before 1926 (opening year of the Delaware River—now the Benjamin Franklin—Bridge between Camden and Philadelphia) there were no bridges across the southern part of the Delaware River. Back then, express vehicles and express messengers were carried across the River by ferry boats. At least seven different ferries crossed the River in the mid-1860s and ferries continued as the major crossing vessel into the 20th Century (see Figure 2-1). Additional crossings to South Jersey were provided by steamboats out of Philadelphia to Cape May via the Delaware River. These ships undoubtedly were also used by express messengers to deliver express mail and parcels between New Jersey and Philadelphia.



*Figure 2-1. Ferry crossings between Philadelphia and Camden in 1915.*

## Blood's Camden Express, 1850

The famous Blood's City Despatch (known historically as a Philadelphia Local Post) maintained a branch office in Camden, New Jersey for the pickup and delivery of letters and packages across the Delaware River. The following notice appeared in the Philadelphia *Public Ledger* on Tuesday, April 2, 1850<sup>1</sup> :

*"CITY AND CAMDEN EXPRESS. The proprietors of BROWN'S CITY and BLOOD'S CAMDEN EXPRESS have completed their arrangements, and are now delivering Marketing and Packages of all kinds throughout Philadelphia and Camden. Citizens of Camden availing themselves of this medium, [may] send their goods from any part of Philadelphia by Brown's Express, to the Wharf, thence through by Blood's Express to any part of Camden, or vice versa from Camden to Philadelphia."*

This is the extent of our knowledge about Blood's Camden Express. More information might be found in contemporary Camden business directories, if such were published and can still be found.

## Camden & Atlantic Express Co., 1870?–1896

Early in March 1852, New Jersey granted the Camden & Atlantic Railroad Company a charter to operate a railroad to Atlantic City. In 1853, the Camden & Atlantic (C&A) Railroad began its first run from Camden to Haddonfield, and in October it reached Long-A-Coming (present day Berlin). By mid-1854 this road extended through the Pine Barrens to Atlantic City. The C&A Railroad brought Atlantic City within a three-hour train excursion for

Philadelphians, who no longer needed to endure a two-day ride in an open stagecoach to reach a bathing beach. More pertinent to this article, this road eventually afforded one-hour express transportation between Philadelphia and Atlantic City, including the ferry time across the Delaware River. During the C&A Railroad's early operations, there were twelve stations between Camden and Atlantic City along the road's route as shown in Figure 2-2.

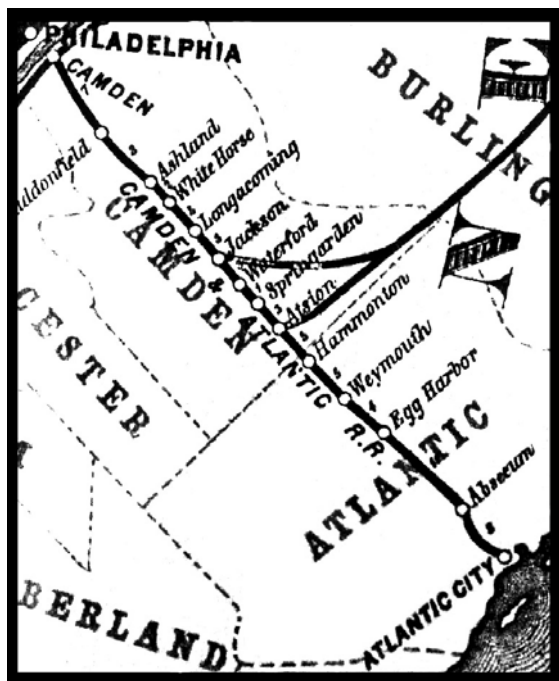


Figure 2-2. 1863 Camden & Atlantic Railroad route<sup>2</sup>.

The earliest known record of the Camden & Atlantic Express Company was in 1870.<sup>3</sup> An earlier start of this express company may have occurred, but we do know that there was no express company working on the Camden & Atlantic Railroad in 1863.<sup>4</sup> The Philadelphia business directories began listing a city Camden & Atlantic Express office in 1873,<sup>5</sup> and then annually thereafter until 1896.

We don't know if the Camden & Atlantic Express Co. (C&AX) issued any business labels, because none have been reported at this time. Also, no contemporary C&AX-related covers have been seen, but no doubt they were in use during this Company's 25+ years of existence. The only known C&AX paper-artifact that has survived is the 1888 express receipt shown in Figure 2-3. This receipt was used to document the November 21, 1888 consignment of \$13.00 by E. Somers of Absecon (Atlantic County) for express forwarding to the Snyder Harris B & Co. in Philadelphia. The "Shippers Count" notation at lower left indicates that E. Somers provided the '\$13.00' definition for this shipment and receipt. This followed common express practice for that era; the shipper almost always was required to state the contents of the shipment, especially when currency was the express matter to be delivered.

The illustrated C&AX receipt is designated as "Form 1001" in the upper left corner, and this express form is representative of customized shipping receipts that were used by many other express companies in the 19th Century. According to the title on this receipt, this express was officially known as the "Camden & Atlantic Railroad Company's Express" in the 1880's.

G-Form 1001.  
A. P. R.

**CAMDEN & ATLANTIC RAILROAD COMPANY'S EXPRESS.**  
**EXPRESS FORWARDERS.**

\$ 13.00

Received from *E. Somers* *Absecon 11/21 1888*  
to be forwarded to *Snyder Harris B & Co*  
at *Pha* sealed, and  
alleged to contain (and to be forwarded only as) \$ *13.00* and to be  
delivered to said *Snyder Harris B & Co* only on surrender of this receipt therefor.  
If it shall at any time appear that the real value thereof exceeds said alleged value, then said  
depositor shall pay to the said RAILROAD COMPANY Ten Dollars for every one hundred  
dollars of said excess of value, but without any liability by said Company for each excess.

It is a part of the consideration of this contract, and it is agreed that the said Railroad Company ARE FORWARDERS ONLY, and are not to be liable or responsible for any loss or damage while being conveyed by the CARRIERS or AGENTS to whom said property may be by said Railroad Company entrusted, or arising from the dangers of Ocean or River Navigation, Railroads, Steam, Fire in Stores, Depots, or in transit, or from any cause whatever, unless in every case the same be proved to have occurred from the fraud or gross negligence of said Railroad Company or their servants; and if the same is entrusted or delivered to any other express company or agent (which the said Railroad Company are hereby authorized to do), such company or person so selected shall be regarded exclusively as the agent of the depositor, and as such alone liable; and the Railroad Company shall not be in any event responsible for the negligence or non-performance of any such company or person, nor in any event shall said Railroad Company be liable for any loss or damage, unless the claim therefor shall be presented to them in writing at their said office, within thirty days after the time when said property has or ought to have been delivered. It is further agreed that said Railroad Company shall not in any event be liable for any loss or damage or detention caused by civil or military authority, or by rebellion, insurrection or riot.

For the Proprietors,  
*Shippers Count J. M. Chaffey*

Camden & Atlantic Railroad Company's Express,  
FERRY BUILDING, FOOT OF VINE STREET, PHILADELPHIA.

Figure 2-3. 1888 Camden & Atlantic Express Co. receipt.

An old report was found that states the C&AX was also doing business on two other South Jersey railroads. In 1887<sup>6</sup>, the C&AX worked on the Philadelphia & Atlantic City Railroad (a narrow gauge road that was built in 1877 to compete with the Camden & Atlantic), and on the Williamstown & Delaware River Railroad (1883–89)<sup>7</sup> that ran from Atco to Glassboro. The Philadelphia & Atlantic City Railroad route is shown in Figure 2-8 when it was called the ‘Atlantic City Railroad.’

The Camden & Atlantic Railroad merged with the West Jersey Railroad in 1896 to form the West Jersey & Seashore Railroad. That merger most likely coincided with (or may have triggered) the demise of the C&AX since the West Jersey Express Company was already doing business on the West Jersey Railroad. This supposition is supported by noting that the last Philadelphia business directory listing for the C&AX was in January 1897<sup>8</sup>.

### **Davis’ Express, 1888–1918+**

The Davis’ Express was established in 1888 according to its surviving label shown in Figure 2-4. This express had main offices in both Philadelphia and Camden and conducted substantial expressing across the Delaware River. The first recorded Davis’ Express cites service to Wilmington in 1887 from a 720 Chestnut Street office address in Philadelphia.<sup>9</sup> This may have been a predecessor to the Figure 2-4 referenced Davis’ Express, or it may have been a completely different and short-lived operation.



(DVSX-L1<sup>10</sup>)

*Figure 2-4. Black on manila, 64x46 mm, imperforate label, ca. 1914*

In 1890, we find the first Davis’ Express listing<sup>11</sup> that is believed to be the same business that the Figure 2-4 label espouses. An express office at 16 North Delaware Avenue was listed for this express in 1890 and this correlates well with the later 10 North Delaware Avenue office address on the label. It certainly was not uncommon for old city business directories to initially list a new express company a couple of years (i.e., two years later for Davis’ Express) after it started doing business. Davis’ Express is further characterized by its business longevity as it continues to be found in Philadelphia directories through 1918, the last annual that has been reviewed.

In the 1899 Philadelphia directory we find the first mention of Camden express service by Davis' Express.<sup>12</sup> This leads us to speculate that Davis' Express started as a Philadelphia only operation that expanded into across-the-river Camden service around the turn of the Century. In subsequent business directories, this express is variously listed as "Davis' Express Co.," "Davis' Camden Express," and "Davis Express." The 10 North Delaware Avenue office address on their label initially appears in the 1914<sup>13</sup> directory and is their main office location in annual listings through the 1918 directory. Thus, the Figure 2-4 label was probably issued in 1914 or shortly thereafter. No other Davis' Express labels, nor any attributable express covers or shipping receipts, have been reported at this time.

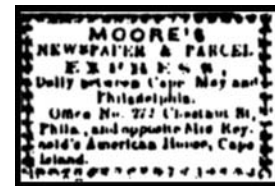
### Moore's Express, circa 1849

Information about Moore's Express was initially learned from a Mekeels' newspaper report describing this company's only reported cover and label. The Mekeels' article reads as follows:<sup>14</sup>

*"Having visited Cape May, N. J. since early manhood and owning a cottage at that point for many years, we were naturally interested in a cover just shown us by Donald M. Steele. The letter written from Philadelphia on August 20, 1849, is addressed to a well-known Philadelphian then in Cape May. The letter is addressed to "Cape Island" and in the lower left hand corner we note a stamp or label measuring 1 3/8" x 15/16" printed in black on light green paper reading in nine lines "Moore's Newspaper and Parcel Post Express daily between Cape May and Philadelphia. Office No. 272 Chestnut St., Phila. and opposite Mrs. Reynolds American House, Cape Island."*

*"What we cannot understand is why these express labels are not recognized as "locals" for they clearly indicate prepayment of a fee for transporting a letter. This may be due to the fact that no figure of value is indicated. If one will check the illustrations of local issues in Scott's catalogue it will be seen that many of the stamps are without denominations. We have had quite a few covers in this manner and when they were carried as letters and letters alone, the label certainly indicates payment of postage."*

There was no illustration accompanying this article, but a later rendition (of very poor quality) of the Moore's Express label (and cover description) appeared in a 1987 catalog.<sup>16</sup> The 1987 report states that this express cover contains a manuscript "7¢" notation. This marking could have been entered by the Moore's Express agent as the express charge for delivery. The label illustration (see Figure 2-5) is of such poor quality that the inscription on it is not clearly discernible unless it is examined with the Mekeels' report as reference. Hopefully, this Moore's Express cover still exists in someone's collection, however, the present owner is unknown to us.



(Copied from ASCC Vol. II; MOOX-L1<sup>15</sup>)

**Figure 2-5. Moore's Newspaper & Parcel Express label, ca. 1849**

The Moore's Express messenger may have carried the 1849 letter to Cape May while riding a stagecoach from Camden, or alternatively by traveling on a Steamer from Philadelphia. Conveyance by rail doesn't seem possible since there were no trains to Cape May until August 1863 when the West Jersey Railroad began passenger service.

A search of the 1848–50 Philadelphia business directories does not reveal any information about this express, nor does it list any express company with an office at 272 Chestnut Street during those years. This is not to say that Moore's Express didn't exist, nor that it did not have an office in Philadelphia; this express just doesn't appear in contemporary Philadelphia directories. We would note, however, that the express listings in the 1848–50 Philadelphia directories are characterized by being large companies (for that era) that operated to other major eastern cities; no 'local' or small express companies were even mentioned. This directory documentation approach may explain why Moore's Express was not found.

Searches of Cape May historical files have also been fruitless for confirming the existence of Moore's Express. Incidentally, Cape Island seems to be an alternate name for the city of Cape May in the mid-1850's. Beginning sometime in the 1860's, the name 'Cape May' became prominently used for the city's name, and 'Cape Island' disappears from common use.

### **New York, Vineland & Southern Express, circa 1870s?**

The only meager information that has surfaced about the New York, Vineland & Southern Express (NVSX) is seen on the label shown in Figure 2-6. This label is in fairly poor condition, but it clearly shows there was an express office in Vineland, New Jersey from which this company transported express matter. The 'cancellation' on this label appears to be the number "60" written with an ink brush. If this is true, and based on prevailing 19th Century express practices, this 'cancel' can be interpreted as the recording of a sixty-cent express fee for transporting whatever merchandise the label was pasted on. This large an express charge would indicate that a package of some sort had been transported by the NVSX.

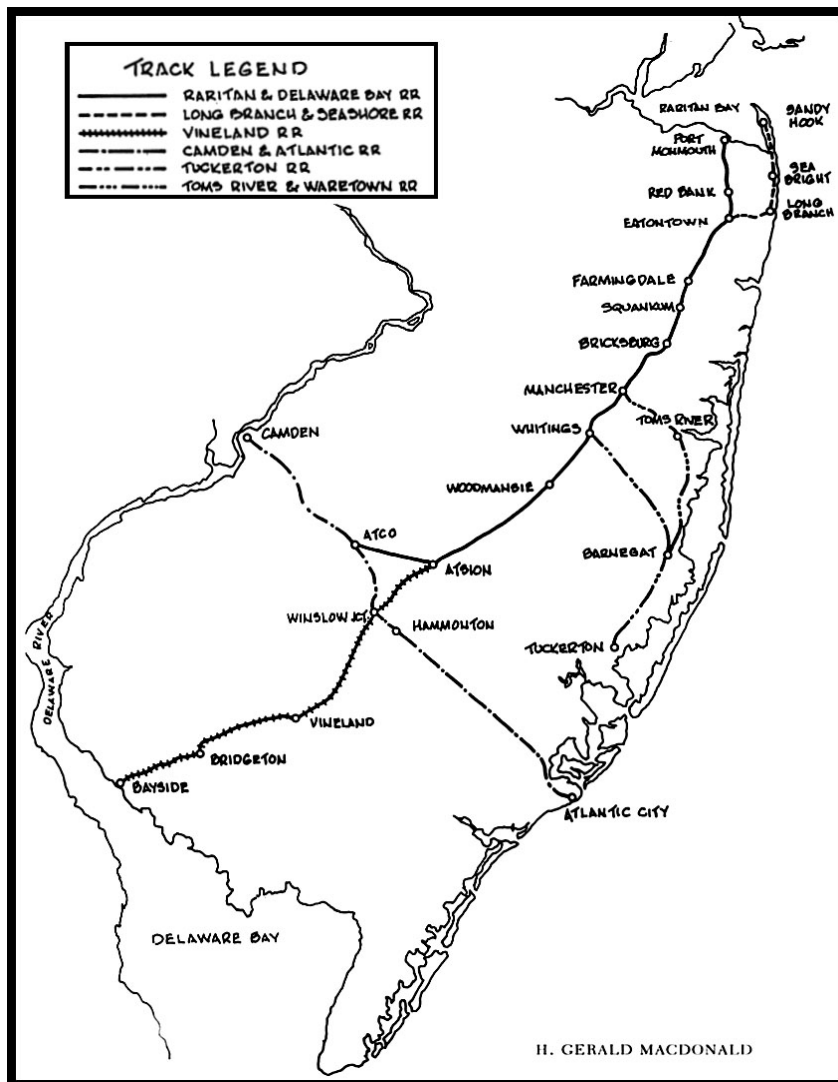


(NVSX-L1<sup>17</sup>)

*Figure 2-6. NVSX black on green, approximately 90 x 57 mm, imperforate label.*



The New York (City) connection of this company is rather easy to discern, but the ‘Southern’ route and terminus are more difficult to pin down. The Raritan & Delaware Bay Railroad (1860–69),<sup>18</sup> that became part of the New Jersey Southern Railroad (1869–79),<sup>19</sup> is one possible northern connection for the NVSX. The Raritan & Delaware Bay connected with the Vineland Railroad (1870–72)<sup>20</sup> at Atsion (see Figure 2-7) to provide a possible southern NVSX route. The New Jersey Southern acquired the Vineland Railroad in 1872, thus providing it with continuous track from Port Monmouth (maybe close enough to New York for the NVSX?) in the north, to Bayside on the south, near the mouth of the Delaware Bay (the “Southern” end of the NVSX?). Based on these rail routes, it is possible that the NVSX ran their express business via the New Jersey Southern Railroad in the 1870’s, but this is just convenient speculation. The actual NVSX route may never be determined since it appears to have been a very small express company whose business records were probably destroyed long ago.



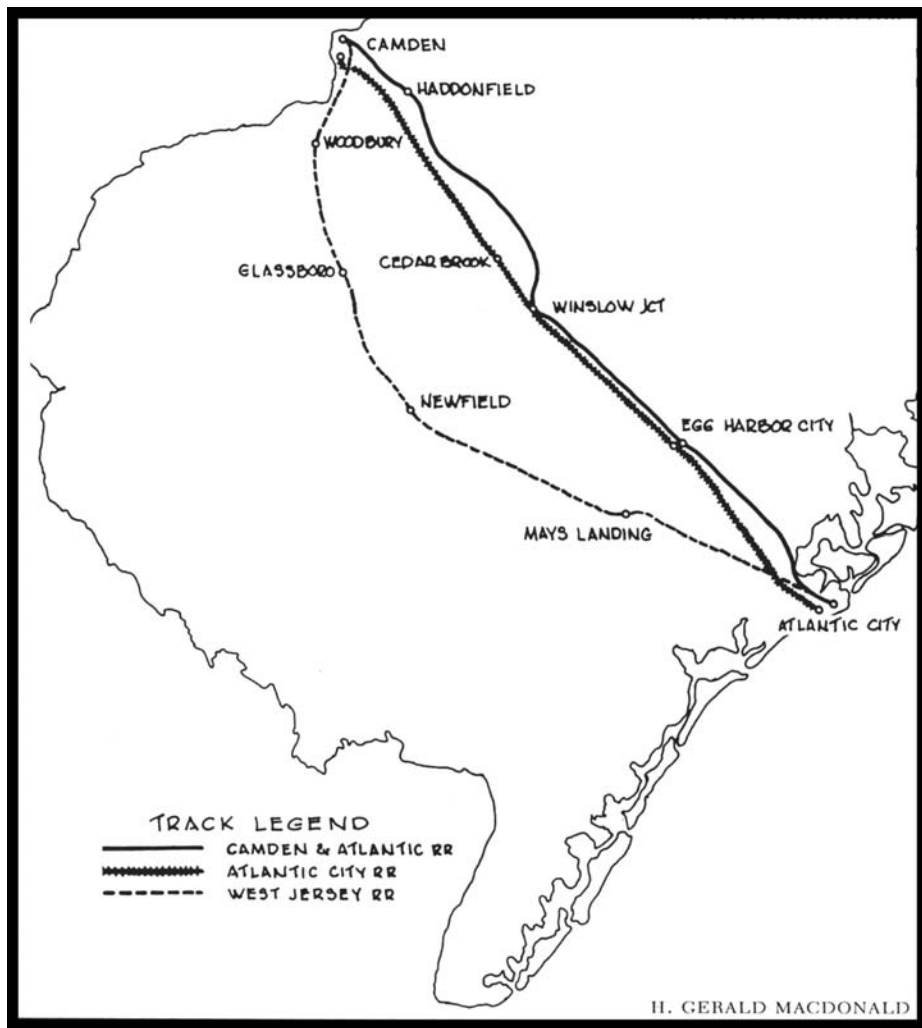
(Adapted from *Railroads in New Jersey*<sup>21</sup>)

Figure 2-7. Early rail route from Raritan Bay to the southern part of the Delaware River.

**Philadelphia & Atlantic City Express Co., 1883–87**

The Philadelphia & Atlantic City Express Co. first appeared in the January 1884 shippers guide<sup>22</sup> which indicates it was probably in operation in 1883 in order to be printed in the 1884 annual. The Philadelphia & Atlantic City Express Co. appears to have been a subsidiary of the Philadelphia & Atlantic City Railroad. In fact, this express is listed as the ‘Philadelphia & Atlantic City Railroad Express Co.’ in some Philadelphia directories.

As mentioned earlier, the Philadelphia & Atlantic City Railroad was a narrow gauge road that was built in 1877 to compete with the Camden & Atlantic Railroad, whose route it mostly paralleled. This route is shown in Figure 2-8 after the Philadelphia & Atlantic City became the Atlantic City Railroad. The Philadelphia & Atlantic City Express Co. (P&AX) is listed in Philadelphia directories up to, and including, 1887. Express duties on this road may have been taken over by the Camden & Atlantic Express Co. about 1887. No P&AX labels, covers, or shipping receipts have been reported, although they were probably issued and used during the four-year tenure of this company.



(Copied from *Railroads in New Jersey*<sup>23</sup>)  
**Figure 2-8. The competing Camden to Atlantic City railroads.**

## Philadelphia & Reading Railroad Express Co., 1873–87

Information in old Philadelphia business directories provides an estimate of the lifetime of the Philadelphia & Reading Railroad Express Company (P&RX). The earliest entry was found in the 1873 edition,<sup>24</sup> the last P&RX entry was located in an 1887 directory.<sup>25</sup> The P&RX was a department within the Philadelphia & Reading Railroad Co. Unfortunately, the business directories do not identify the specific railroads on which the P&RX ran their express business. We did, however, find that in 1887, the P&RX was credited with operating on the Williamstown & Delaware River Railroad<sup>26</sup> in New Jersey. The Williamstown & Delaware River was the property of the Philadelphia & Reading Railroad at that time.

In 1886 the P&RX enjoyed express privileges on the Philadelphia & Atlantic City Railroad.<sup>27</sup> The tenure of the P&RX on this road appears to have been short-lived, perhaps only one to three years. The termination date of this liaison is not exactly known, but the Camden & Atlantic Express was reportedly on the Philadelphia & Atlantic City road in 1887; maybe working alongside the P&RX, or maybe as the replacement for the P&RX.

There are no reported P&RX labels, covers or shipping receipts that specifically show New Jersey duty. However, general use shipping labels, such as shown in Figure 2-9, could very well have been used in conjunction with P&RX's South Jersey express operations.

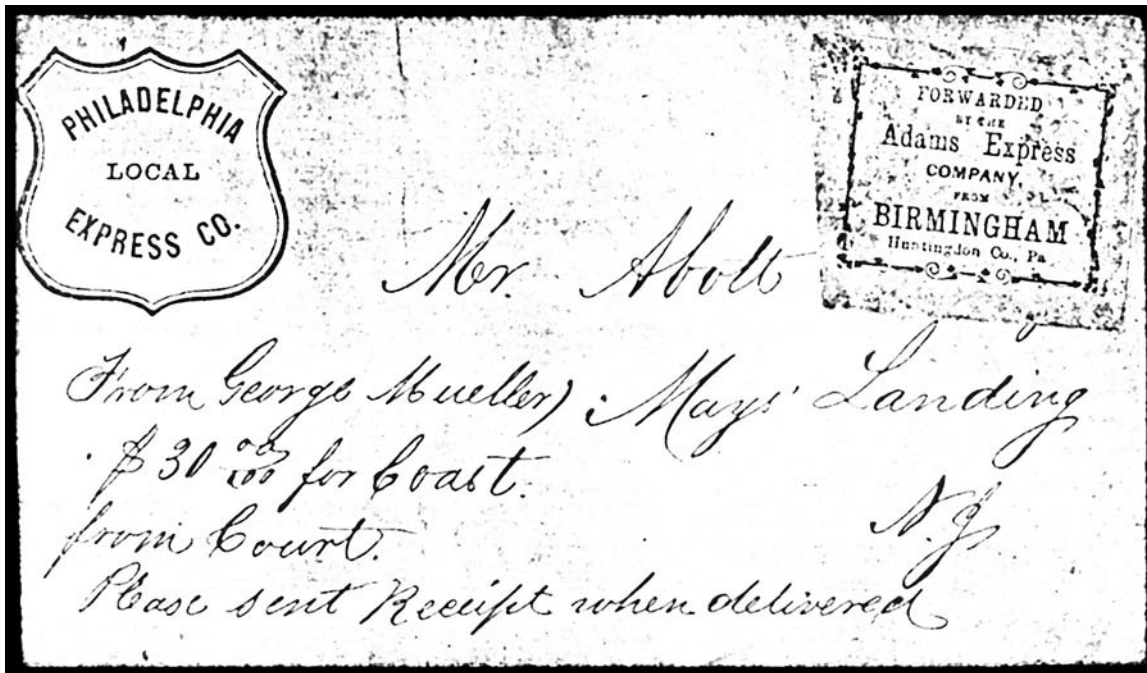


(P&RX-L10<sup>28</sup>)

Figure 2-9. P&RX green on buff, 38x29 mm, perforated 12.75 label.

## Philadelphia Local Express Co., 1856–1918+

The Philadelphia Local Express Co. first appears in the 1856 Philadelphia Business Directory<sup>29</sup> with no mention of a New Jersey office. This company was probably devoted to the Philadelphia metropolitan area at inception and for many years immediately thereafter. It wasn't until 1887 that we find mention of express service to Camden by this company.<sup>30</sup> However, the Figure 2-10 cover bears a Philadelphia Local Express Co. (PHLX) corner card, is addressed to Mr. Abott in Mays Landing, N. J. and this cover appears to have been used earlier than the late 1880's. The cover was originally given to an Adams Express Co. agent in Birmingham, Huntington County, Pennsylvania and then was subsequently transferred to the PHLX for final delivery. The Adams Express label on this cover is suspected of being an 1860–70 usage.



(Courtesy Frank Q. Newton, Jr.; PHLX-C1<sup>31</sup>; ADX-L205<sup>32</sup>)

Figure 2-10. Early PHLX cover to Mays Landing.

This cover was probably transported by messenger on a ferry that crossed the Delaware River to Camden, and then perhaps by stage to Mays Landing. The first passenger train service into Mays Landing didn't begin until 1880 when West Jersey Railroad trains steamed into town via the West Jersey track route shown in Figure 2-8. If this cover was delivered to Mays Landing after 1880, it could have been carried by messenger from Camden aboard a West Jersey Railroad train. At this time we do not know exactly when the PHLX began expressing into South Jersey.

The PHLX provided money and freight express service to the Jersey Shore in at least the towns of Atlantic City and Long Branch, as evidenced by the inscription on their Figure 2-11 label. This PHLX expanded-express routing most likely didn't occur until regular rail service was instituted from Camden to each of these cities. No doubt the PHLX also provided express service to other towns that were among the normal passenger stops for the railroads the PHLX used.

The PHLX was still in business in 1918 according to one contemporary Philadelphia business directory.<sup>33</sup> By way of familiarization, several of the existing Figure 2-11 labels are known as horizontal tete-beche pairs. This is the only PHLX label that has been reported.



(PHLX-L1<sup>34</sup>)

Figure 2-11. PHLX black on orange, 40x24 mm, imperforate label.

The last PHLX year of operation is unknown at this time, however, we do know that all major railroad-hosted U. S. express companies were consolidated into the American Railway Express Company on July 1, 1918. Perhaps the PHLX business ended around this same time.

### **Williamstown & Delaware River Express Co., circa 1887**

The Williamstown & Delaware River Railroad initially ran between Atco and Glassboro in 1883 and remained in business until 1889. It became part of the Atlantic City Railroad (owned by the Philadelphia & Reading Railroad) in March 1889. One reference has been seen that indicates this road operated its own Williamstown & Delaware River Express subsidiary in 1887.<sup>35</sup> Perhaps the Williamstown & Delaware River Express was in business during several of the six years the railroad operated under the Williamstown & Delaware River name. No labels, covers or shipping receipts have been seen from this express company.

Additionally, the Camden & Atlantic Express and the Philadelphia & Reading Express were reported as working on the Williamstown & Delaware River Railroad in 1887. Three co-existing expresses on the same road was somewhat unusual. There probably was a changeover of express responsibilities in 1887 that would explain two of the simultaneous express listings. In addition, maybe one or more of the contemporary express reports was outdated, or just erroneous.

### **Corrections to Part 1**

At the top of page 48, the statement that the Sussex Railroad was previously part of the Morris & Essex Railroad does not appear to be historically correct. The 'original' Sussex Railroad was sold to the Delaware, Lackawanna & Western Railroad on July 15, 1881.

On page 51, the American **Railway** Express Company is erroneously documented as the American Railroad Express Company.

*(This report will be continued in the February 2004 NJPH)*

*Bruce Mosher's 223 page "Catalog of Private Express Labels and Stamps" is available from the author at P.O. Box 33236, Indialantic, FL 32903 for \$37.00 postpaid. U.S. Checks or Money Orders will be accepted.*

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<sup>1</sup> Roth, Steven M, "Blood's Despatch Revisited," *The Penny Post*, Nov. 1991, pp 21-22.

<sup>2</sup> Barrington, W., *New Railway Guide Containing all the Rail Roads in Pennsylvania & N. Jersey etc.*, 1863.

<sup>3</sup> Campbell, R. A., *Campbell's Shippers Guide and Travelers' Directory, etc.*, 1870, Express Index page

<sup>4</sup> *Lloyd's Railroad, Telegraph & Express map of the United States and Canadas from Official Information*, 1867, [July 1863 inset information used].

<sup>5</sup> Gopsill, James, *Gopsill's Philadelphia Business Directory for 1873*, p. 208.

<sup>6</sup> *Rand, McNally & Co.'s Improved Indexed Business Atlas and Shippers' Guide*, 1887, p. 12.

- 7 Edson, William D., *Railroad Names*, 1999, p. 98.
- 8 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1897*, p. 230.
- 9 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1887*, p. 209.
- 10 Mosher, Bruce H., *Catalog of Private Express Labels and Stamps, 2002*, p. 64.
- 11 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1890*, p. 247.
- 12 Boyd, S. Fred, *Boyd's Co-Partnership and Residence Business Directory of Philadelphia City*, 1899, p. 1092.
- 13 Boyd, S. Fred, *Boyd's Co-Partnership and Residence Business Directory of Philadelphia City*, 1914, p. 1637.
- 14 "Philadelphia-Cape May Express, 1849," *Mekeels Stamp News*, Sept. 16, 1955, p. 2.
- 15 Mosher, p. 108.
- 16 Philips, David G., Editor in Chief, "Moore's Express-c. 1849," *American Stampless Cover Catalog, Volume II, Fourth Edition*, 1987, p. 26.
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- 18 Edson, p. 77.
- 19 Edson, p. 66.
- 20 Edson, p. 95.
- 21 Cunningham, John T., *Railroads in New Jersey The Formative Years*, 1997, p. 189.
- 22 Bullinger, Edwin. W., *The Mercantile Agency Special Edition of Bullinger's Postal and Shippers Guide for the United States and Canada etc.*, January 1884, p. 7.
- 23 Cunningham, p. 107.
- 24 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1873*, p. 208.
- 25 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1887*, p. 210.
- 26 Rand, McNally & Co.'s *Improved Indexed Business Atlas and Shippers' Guide*, 1887, p. 15
- 27 Reid's and Price Lee & Co's *Consolidated Railroad Guide etc.*, Nov. 1886. p. 434.
- 28 Mosher, p. 130.
- 29 McElroy's *Business Directory*, 1856, p. 764.
- 30 Gopsill, James, *Gopsill's Philadelphia Business Directory for 1887*, p. 210.
- 31 Mosher, p. 130.
- 32 Mosher, p. 11.
- 33 Boyd, S. Fred, *Boyd's Co-Partnership and Residence Business Directory of Philadelphia City*, 1918, p. 1597.
- 34 Mosher, p. 130.
- 35 Rand, McNally & Co.'s *Improved Indexed Business Atlas and Shippers' Guide*, 1887, p. 15.



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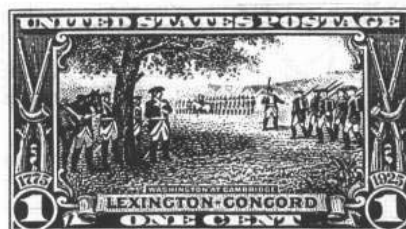
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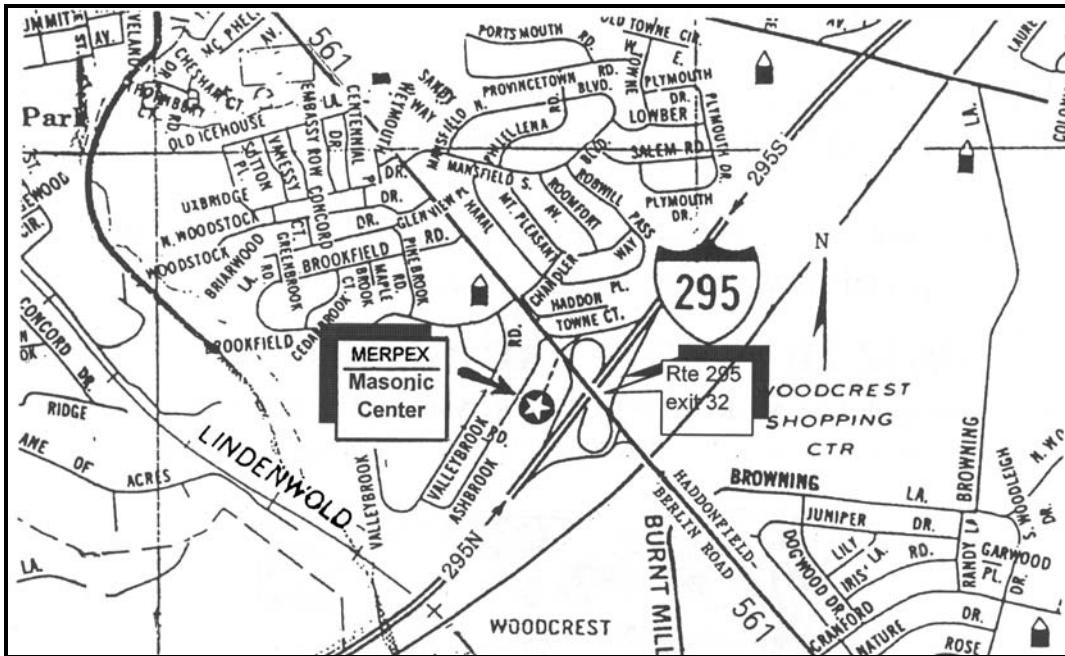
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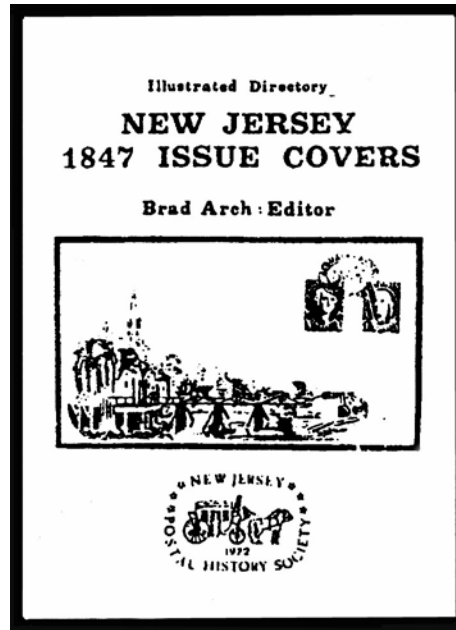
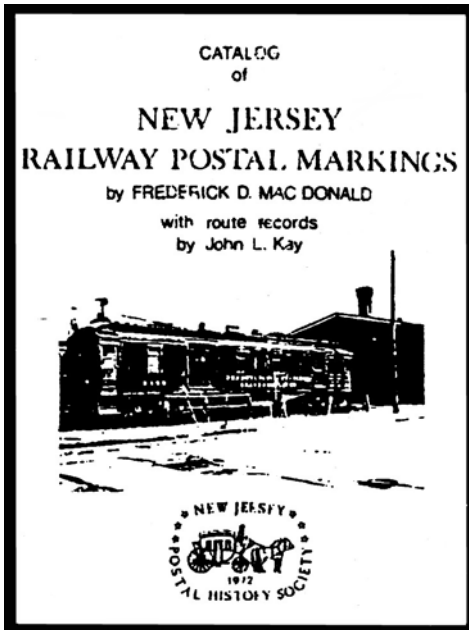
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