



EMPIRE STATE
POSTAL HISTORY
SOCIETY

APS UNIT 28

www.esphs.us

Meets twice annually

Membership info: George McGowan
PO Box 482, E. Schodack, NY 12063-0482
geolotus2003@nycap.rr.com, 518-479-4396



ADVERTISING COVERS SHOW AREA'S GROWTH

By Gerald Wiley

During the latter nineteenth and the early twentieth centuries advertising covers were widely used by those having merchandise or services to sell, messages to convey or ideas to promote. A collection of these covers is an ideal way for anyone interested in the the development of an area to follow its history, such as my hometown — Watertown.

This Jefferson County city once was a busy hub of numerous industries, including paper mills and the manufacture of sewing machines, carriages, and automobiles.

Davis Sewing Machine Company was founded in 1868 to manufacture an improved machine, invented by Job Davis, shown on the cover mailed from Clayton in 1882 (top left). The company moved to Dayton, Ohio, in 1889 and later, under a different name and ownership, built Huffy bicycles and power lawn mowers before moving to Mexico.

H. H. Babcock Company was founded in 1845 to build wooden pumps and underground wooden water pipe. It later made windmills and iron pumps shown on the 1882 cover (top right). Before closing in 1928, it built automobiles and pickup and delivery trucks.

The D. S. Brown Company made horse collars and harnesses. The cover at the lower left was mailed in 1915 by a dealer in Depauville. The Neverslip Tin Cover Co. envelope was mailed in 1901. Although manufacturing is still carried on in Watertown, horse collars and tin covers are no longer made there. As the fellow once said: "progress happens." ■