

PAPER TRAIL

a feature showcasing the contributions
of "Bottles and Extras" readers

Edited by Steve Ketcham



Though this might appear to be the reverse of a three by five inch trade card promoting Dr. Seth Arnold's Cough Killer, it is not. The ad is printed on stock just slightly heavier than tissue paper. It was clearly not meant to last as it did for roughly 100 years. Its interest to collectors is found in its promotion of Cough Killer, to be sure. But the interest goes further. Here is a patent medicine ad which promotes the collecting of souvenir spoons! As the first line suggests, "SOUVENIR SPOONS ARE ALL THE RAGE." By purchasing a bottle of Dr. Seth Arnold's Cough Killer and presenting this coupon, the consumer was rewarded with an "extra silver plated SOUVENIR TEA SPOON...." One wonders just what this souvenir spoon might commemorate? What, if anything, was engraved in its bowl? Do examples still exist? How many were eventually used to serve a dose of Cough Killer? If you have any further information on this subject, please share what you have with us and we will see that it is published here.

Submitted by Steve Ketcham

SOUVENIR SPOONS ARE ALL THE RAGE.

You will be presented with an extra silver plated SOUVENIR TEA SPOON, by delivering this circular to your DRUGGIST or STORE KEEPER within a few days, and purchasing a bottle of

Dr. Seth Arnold's Cough Killer.

THE OLD RELIABLE AND GUARANTEED REMEDY FOR
COUGHS, COLDS, HOARSENESS, ASTHMA, INFLU-
ENZA, La GRIFFE, WHOOPING COUGH, BRON-
CHITIS, or IRRITATION of the THROAT,
and all INFLAMMATION of the
CHEST and LUNGS.

DO NOT FAIL TO TRY THIS WONDERFUL REMEDY.

* DR. SETH ARNOLD MEDICAL CO., *

158 Park Avenue, Woonsocket, R. I.

Mathias Gedney began his Minnesota pickling business in 1881. Prior to that date Gedney worked at two pickling works in Illinois. He also participated in the California gold rush .

Once Gedney settled into the pickle business in Minnesota, he never looked back. His business eventually outgrew its north Minneapolis home and Gedney moved the operation to Chaska, Minnesota. According to an 1893 article in the St. Paul Trade Journal, the company was producing 30,000 barrels of vinegar a year. The article also stated that the company was making "more than 20,000 barrels of home made or spiced, sweet, mixed and chow

chow, American style and English style pickles...." The goods were reportedly packed in "wooden barrels, halves, kegs, pails, and buckets, and in gallon, half-gallon, quart, pint, and half-pint jars of the best quality and neatest patterns."

Pictured here are four Gedney bottles with labels. To tie his products to the area and build local loyalty, Gedney used a local landmark. Each label depicts Minnehaha Falls, a Minneapolis favorite. Though the falls are present on all labels, note how each bottle's trademark differs from the others. Gedney also used local names for his pickles, producing both Minnehaha and Hiawatha brands. While the bottles themselves are not unique or unusual, the appeal of the



Gedney Standard Pickles bottle.



Three Gedney bottles: Olives, Catsup, and Sweet Pickles.

eye-pleasing labels makes each example a nice addition to any food bottle collection.

The Gedney firm continues in business today. It remains in Minnesota and is still family owned. In addition to the Gedney line of pickles, the pickler also makes products for Del Monte and Archer Farms (Target).

Some information for this piece was borrowed from "The Bottles, Stoneware, and Advertising Jugs of Minnesota, Volume 1." Ron Feldhaus, editor. Other information taken from the Gedney web site.

Submitted by Steve Ketcham



Embossing found on Olive bottle.



Embossing on reverse of Gedney Standard Pickle bottle.



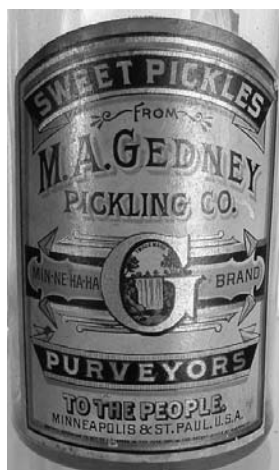
Close up of Gedney pickle fork.



Sweet Pickle bottle embossing



Eight-inch pickle fork embossed with Gedney advertising.



Sweet Pickle label detail.



A closer look at the Standard Pickle bottle



Close up view of Catsup label.

"Paper Trail" is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

E-mail your contribution to:
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