

PAPER TRAIL

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

Edited by Steve Ketcham

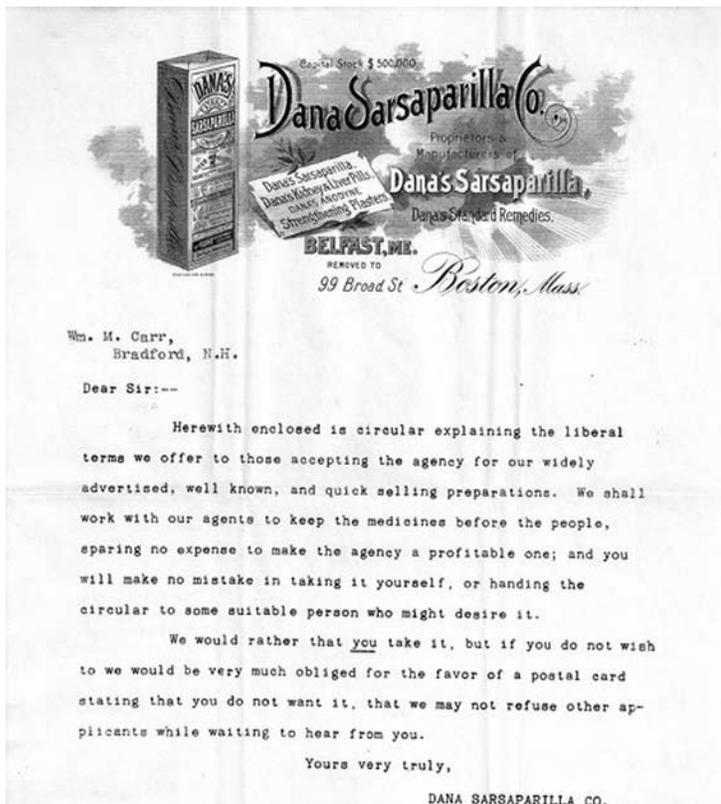


Dana's Sarsaparilla Company

In his book "American Sarsaparilla Bottles," John DeGraff lists Dana's Sarsaparilla as being very common. Shown here are some uncommon pieces of Dana's ephemera employed by Dana Sarsaparilla Company in the pursuit of new vendors for the



A Dana's Sarsaparilla business envelope, postmarked on both July 3 (obverse) and 4 (reverse), 1895.

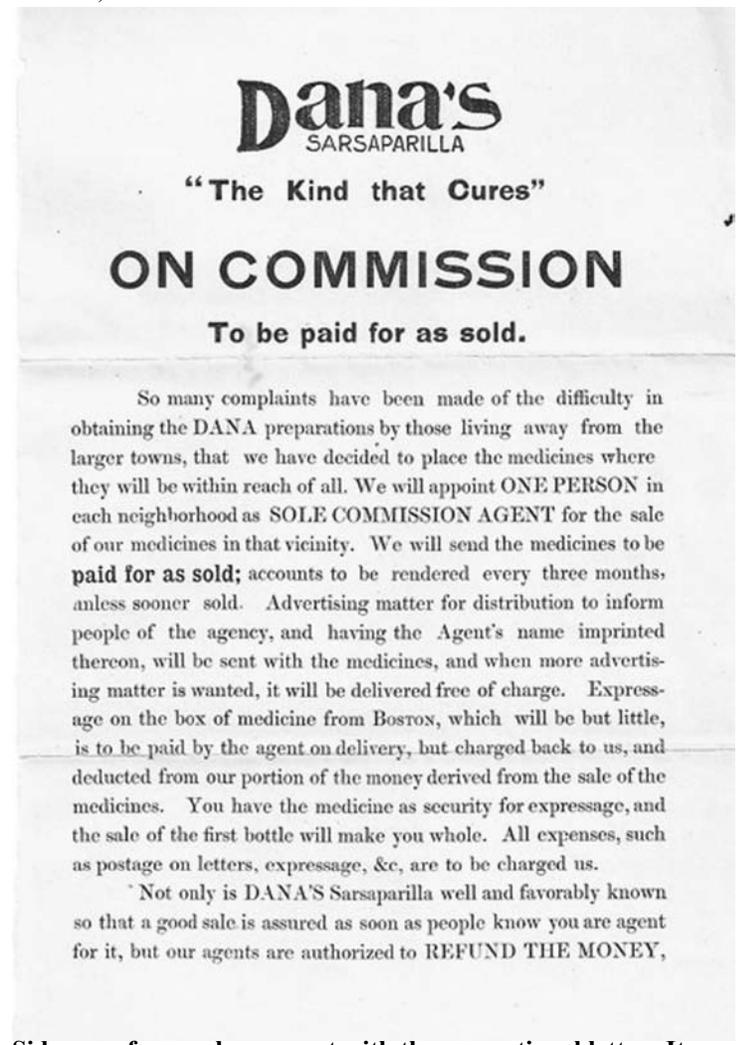


Dana's business stationery with letter promoting the products to a druggist in Bradford, New Hampshire.

company's various products. They provide some insight into the business practices of the patent medicine industry.

The full-sized piece of stationery, complete with a well-illustrated letterhead featuring an image of the package, carries a form letter sent by the company to a Wm. M. Carr of Bradford, New Hampshire. The letter urges Mr. Carr to consider selling the products offered by the Dana Sarsaparilla Company under the "...liberal terms we offer to those accepting the agency for our widely advertised, well known, and quick selling preparations."

The half-size flyer suggests that Dana's Sarsaparilla is "The Kind that Cures." It goes on to detail the liberal terms mentioned in the letter, and on the reverse of the flyer a list of prices for the various Dana products (Sarsaparilla, Cough Syrup, Pills, and Plasters) is found.



Side one of an enclosure sent with the promotional letter. It outlines the details of how the retailer will benefit from the sale of Dana's products.

as offered in our advertising books, for the first bottle, when it is returned with a statement that no benefit has been received; agents can charge such refunding to us. NO BENEFIT, NO PAY.

— Our prices to agents. —

- DANA'S Sarsaparilla: - - \$8.00 per dozen;
- DANA'S Cough Syrup: - - \$2.50 per dozen.
- DANA'S Pills: - - \$1.80 per dozen;
- DANA'S Plasters: - - \$1.80 per dozen;

The difference between these prices and those you sell the medicines for, is your commission. We mail a specimen of our advertising matter.

All we require is that the reputation for honesty of our agent be certified to by the Postmaster, or some person of known standing.

We attach order blank to be filled out and returned to us. If the requirements there stated are complied with, we will forward a supply of the medicines.

DANA SARSAPARILLA CO.,
99 BROAD ST., BOSTON, MASS.

SPECIAL ALLOWANCE TO SUCCESSFUL AGENTS.

When an agent's payments for medicines amount to THIRTY DOLLARS, we will give him, as premium, credit for THREE DOLLARS additional; thus making Thirty Dollars pay for Thirty - three Dollars worth of medicines at prices stated in the circular.

Side two of enclosure with listing of wholesale prices and details of a special allowance to successful agents. Notice the handwritten price mark ups of Dana's Pills and Dana's Plasters.

The envelope shown here was found with the letter and flyer intact within it. The same image featured on the letterhead is repeated in smaller scale on the envelope. Below the words "Belfast, Me," however, the envelope bears a rubber stamp that states the company has "Removed to Boston, Mass." This particular envelope carries a Boston, Massachusetts, July 3, 1895, postmark. The reverse bears a Bradford, New Hampshire, July 4, 1895, postmark (a surprising postmark date until we recall that Congress did not actually declare July 4 a national holiday until 1941).

Submitted by Steve Ketcham

"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:

s.ketcham@unique-software.com or Ph: (952) 920-4205

or mail it to:

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PO Box 24114, Edina, MN 55424

October 15 - 16, 2010 Antique Bottle & War Relic Show & Sale Moncks Corner, SC



Berkeley Industries Building, 132 Citizens Lane,
Just off the Intersection of Hwy 52 & Old Hwy 52

Friday, Oct. 15, Noon—6pm

Saturday, Oct 16, 9am—1pm

Admission: \$2

Children Under 10, Free with Adult



BBQ Dinners, Sandwiches, Cakes, Snacks

Dealer Space Available, Contact Libby:
843-761-0300 or e-mail
2010Shows@bciservices.org

Registration forms, show contract & directions are on our website
www.berkeleycitizens.org

2009 Show Photos

New Mexico Historical Bottle Society & Enchantment Insulator Club

23rd Annual Show & Sale

Insulators	Table Top Antiques	Bottles
Marbles		Barbwire
Collectibles		Advertising

☆ ALBUQUERQUE

St. Paul's United Methodist Church
9500 Constitution NE
Albuquerque, NM

September 25, 2010

Free Admission

**Hours:
8:30 am - 4 pm**

Free Parking

Contact:
Mike Gay
(505) 899-8755
Cdn102@comcast.net

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1024 Camino de Lucia
Corrales, NM 87048
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