

# Old Philmont #10

## Business – Part 3

To wind up this short series on ‘business’ in Philmont, I thought it appropriate to talk about advertising – actually more to show examples than talk !

The advertising around the turn of the Century (the last one) was more interesting than today’s efforts. In addition to regular newspaper advertising, many merchants used ‘Trade Cards’. In size somewhat larger than the common business card of today, and much more attractive ! Quite often two sided – one side perhaps in color showing people doing something, the other side perhaps showing an item, or advertising a business location, or both.



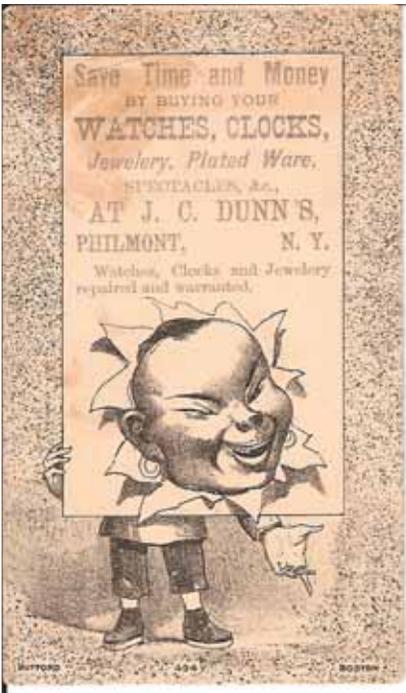
The Acme Soap card, Charles Smith, Dry Goods & Groceries advertised something everyone needed. Druggist Lockwood’s ‘Mandrake Pills’ offering a cure for everything may be a bit overstated.



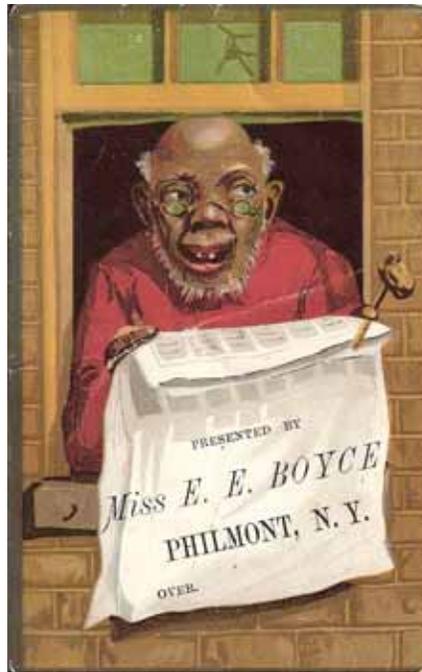
Spoor & Hollister offered ‘Forest Flower Cologne’. John I Spoor was a Civil War veteran, a lieutenant in the 120<sup>th</sup> New York Infantry. He was also the first President (Mayor) of Philmont.



Some other merchants and their wares follow:



Dunn's Watches  
& Clocks



Miss Boyce  
New Hair Store



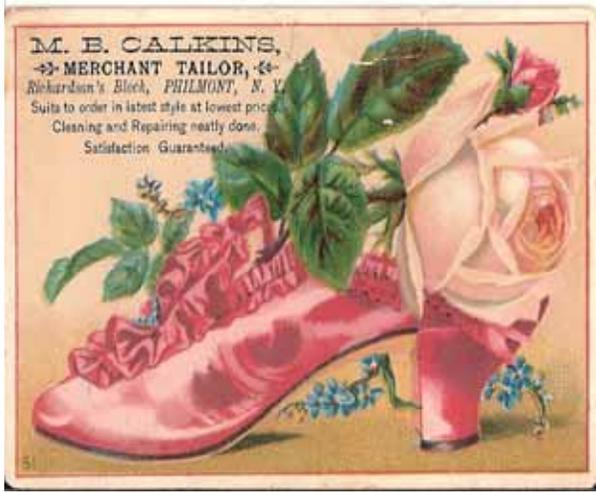
I. W. Merrill  
Printing



F. Lampman  
Boots & Shoes



C. F. Coons  
1883-1884  
Candy



M .B.Calkins  
 Merchant Tailor

F.E.Talbot—1910  
 Hardware

F. E. TALBOT  
 Hardware, Stoves and Paint  
 PHILMONT, N. Y.

1910	MARCH							1910
SUN	MON	TUE	WED	THU	FRI	SAT		
		1	2	3	4	5		
6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

PROMPT ATTENTION  
 GIVEN TO ALL ORDERS FOR BOOKS & PAPERS AT  
**THE PHILMONT NEWS DEPOT,**  
 E. J. HESLOR, Prop.

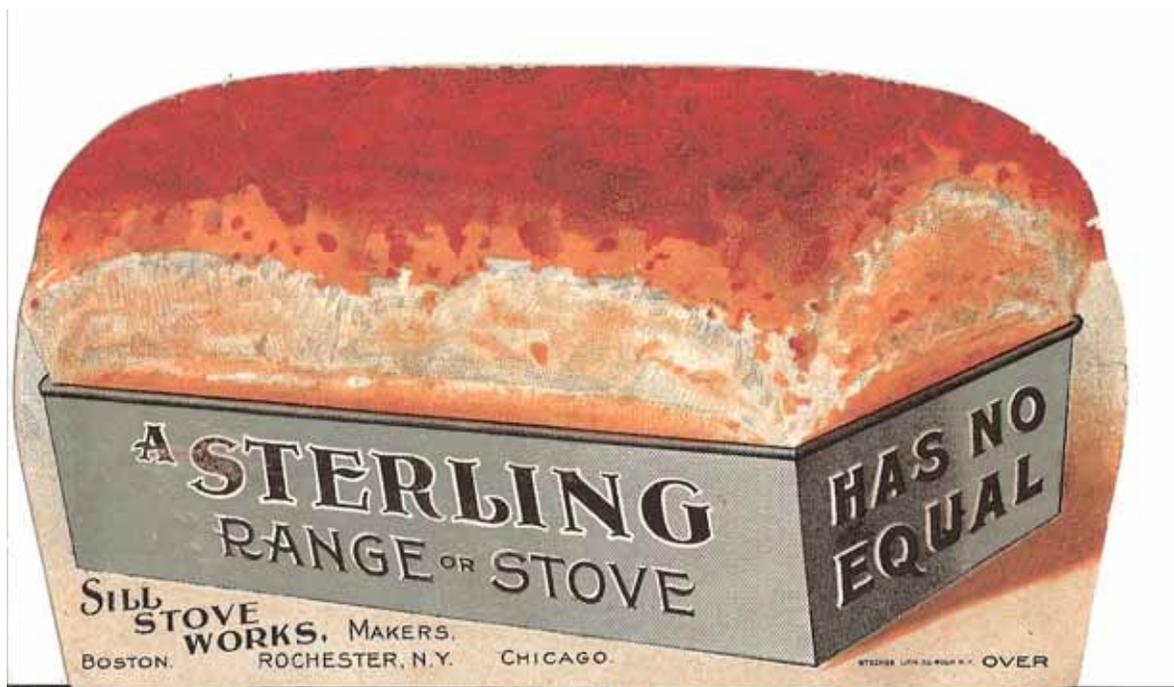
Philmont News Depot  
 E.J.Heslor

John Glasser took over from Frank Van Hosen  
Card dated 1902

Die cut trade cards are a bit unusual—they cost more ! The Greyhound ad for the New Home sewing machine is a good example. New Home produced more trade cards than most, but was a larger company. Sold in the Snyder Brothers store, just below the Vanderbilt Hotel.



The other die cut shown is the Sterling Stove—when people actually baked their own bread !!



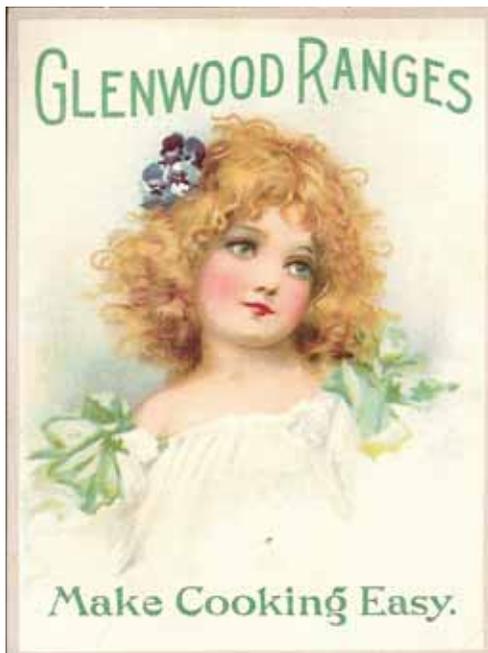
Advertisements for stoves were more prevalent than any other. Kitchen range or parlor stove, they were a real necessity of life (think—no electricity, no gas)



No less than three manufacturers are represented here, all sold by Philmont merchants.

Acorn Stoves and ranges, by M. Carney

Fuller & Warren Company  
By  
Geo. Baker



Glenwood Ranges  
By  
M. Carney Estate

By Charles R. Nichols