

The Ephemera Corner in La Posta
by Kurt A. Sanftleben

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LA POSTA: THE JOURNAL OF AMERICAN POSTAL HISTORY

IT'S A LONG, LONG WAY FROM HERE TO MEXICO

U.S. Army Airmail
During the 1916-17
Mexican Border Campaign



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Figure 2: Pony Express cover franked with only one dull red, Type II 3-cent Washington stamp (Scott #26) canceled with a New York City postmark dated July 1.



By Kurt A. Sanftleben

“Kill the Rattlesnake” – Exuberant California Unionism and the Pony Express

California politics had long been dominated by pro-slavery Democrats until the presidential campaign of 1860 when their party split into two factions, one led by Illinois Senator Stephen A. Douglas and the other by Vice-President John C. Breckinridge.

This schism allowed the state’s Republicans to eke out a plurality win for Abraham Lincoln who captured California’s four electoral college votes despite winning only thirty-two percent of its popular vote.

Although Democrats had controlled Southern California and Tulare County, and were a significant force in San Joaquin, Santa Clara, Monterey, and San Francisco counties, after the South Carolina militia bombarded Fort Sumter in April 1861, California’s Republicans and pro-Union Democrats began to form an alliance against the secessionists.

In late May, following a duel between state assemblymen in which Charles W. Percy was killed by secessionist Daniel Showalter, Unionist tempers ran hot, and Southern sympathizers, to include the Los Angeles Mounted Rifles, a pro-Confederate militia group, began to leave the state.¹

It was in this environment that John “Johnnie” Ware, who is identified in some San Francisco city directories as a porter² (i.e., coleporter/colporteur, or a traveling salesman of religious books, pamphlets, and subscriptions), wrote to the Reverend Thomas B. Fox, the editor of the *Christian Examiner*, a Boston-published national Unitarian newspaper, in June 1861.

“Johnnie” Ware may well have been a relative of the famous Unitarian minister and mentor of Ralph Waldo Emerson, Henry Ware Jr., who had previously

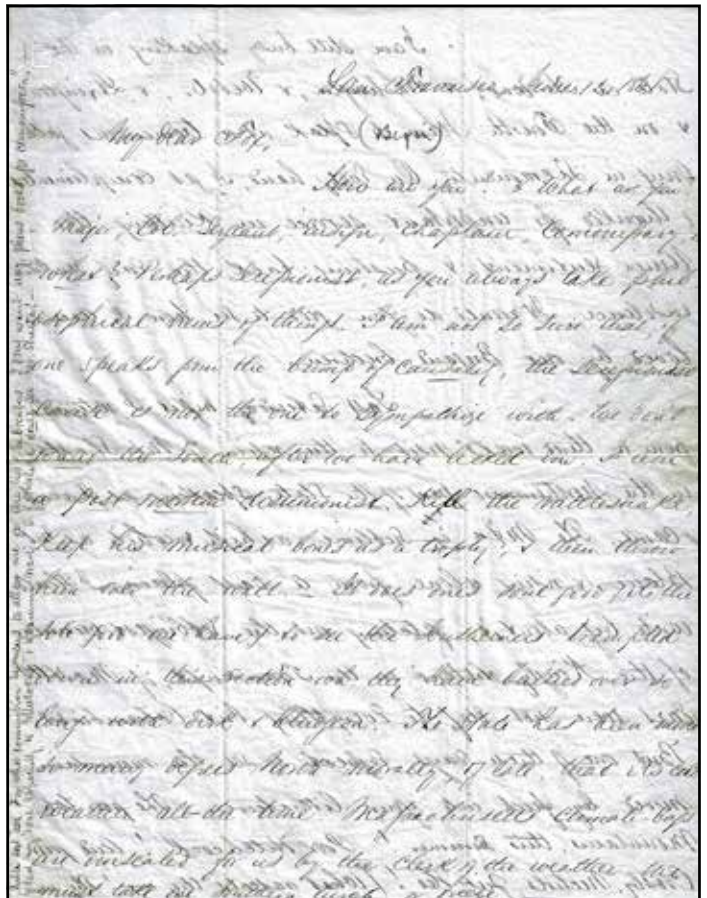


Figure 1: Letter from John “Johnnie” Ware to the Reverend Thomas B. Fox datelined “San Francisco, June 12, 1861.”

served as the editor of the *Christian Examiner*.³

In his letter (Figure 1), Johnnie Ware presses Fox for his payment due, noting “Julia says ‘ask



Figure 3: A map showing the Pony Express routes through western California.

for what commission be relayed to allow me for the list of subscribers. I don't want any pious books for commission."

Considering the letter cost him two dollars to send by Pony Express, Ware must have been anxiously anticipating his remuneration. In the letter, Ware also humorously, but vehemently, declares his pro-Union stance and relates how the political climate in California had shifted:

My Dear Fox, How are you? & What are you? Major, Col., Sergeant, Ensign, Chaplain, Commissary, or what? Perhaps Secessionist, as you always take philosophical views of things.... I am not so sure that... the secessionist cause is...the one to sympathize with. We don't want the South after we have licked 'em. I am a post mortem dicessionist. Kill the rattlesnake. Keep his musical bones as a trophy, then throw him over the wall. It does one's soul good...to see the Southerners transepted [i.e., crucified] in this section where they have bullied over [us] so long with dirk and bludgeon. The State has been moved so many degrees North morally, of late, that it's cold weather all the time....I am still busy speaking in the State on The War, and Washington, & Webster, & Lexington & on the Fourth I am to speak at a tremendous gathering in Sacra-mento. On Every Hand, I get complimented & thanked for important service in knitting the Union Sentiment & pushing back the early Southern insolence. It would do you good to see how I am loved by our Brigand-brethern. . ."

Ware's letter is datelined "San Francisco, June 12, 1861," and its cover (Figure 2) is annotated "Pony Express." Interestingly, it was franked with only one dull red, Type II three-cent Washington stamp (Scott 26) that was canceled by a New York City postmark dated July 1. That is curious, but explainable.

This envelope had been enclosed within another while it traveled eastward via the Pony Express. Since Pony Express mail departed San Francisco only on Wednesdays or Saturdays, Ware's letter must have been dispatched on June 12, June 15, or possibly June 19 for it to have reached New York by July 1.

Regardless of mailing date, it would have left San Francisco via steamship bound for Sacramento. There, it was placed on a train to Folsom for further transport by a Pony Express rider. Upon arrival in New York, the interior envelope was removed from its exterior cover, postmarked, and sent on to Boston.

A similar interior Pony Express cover, also from John Ware to the Reverend Fox, was auctioned as Lot 628 at Seigel Auction 1217 in March 2020.^{4,5}

Pony Express Routes from San Francisco to Folsom, California

Eastbound mail was transported by steamer from San Francisco to Sacramento and by rail between Sacramento and Folsom (Figure 3).⁶ From Folsom it was carried by Pony Express riders. The Solano House Station and Gillespie's Store Station were occasionally used during the transportation of westbound mail before the railroad connection was established at

Folsom if a rider missed the steamboat connection at Sacramento and needed to continue on to San Francisco by horseback.⁷

Pony Express River Steamers

River steamboats from the California Steam Navigation Company carried Pony Express mail between San Francisco and Sacramento from April 3, 1860, to November 20, 1861. Five vessels were used to provide this service, the *Antelope* (Figure 4)⁸, *New World*, *Eclipse*, *Queen City*, and *Chrysoopolis*.⁹

Pony Express Riders

“In a little while all interest was taken up in stretching our necks and watching for the ‘pony-rider’—the fleet messenger who sped across the continent from St. Joe to Sacramento, carrying letters nineteen hundred miles in eight days! Think of that for perishable horse and human flesh and blood to do! The pony-rider was usually a little bit of a man, brimful of spirit and endurance (Figure 5).¹⁰ No matter what time of the day or night his watch came on, and no matter whether it was winter or summer, raining, snowing, hailing, or sleeting, or whether his “beat” was a level straight road or a crazy trail over mountain crags and precipices, or whether it led through peaceful regions or regions that swarmed with hostile Indians, he must be always ready to leap into the saddle and be off like the wind! There was no idling-time for a pony-rider on duty. He rode fifty miles without stopping, by daylight, moonlight, starlight, or through the blackness of darkness”

Mark Twain in *Roughing It*.¹¹

Endnotes

- 1 California Department of Parks and Recreation. n.d. “California in Time: The Fight over Slavery through the Civil War.” https://www.parks.ca.gov/?page_id=27748 Accessed April 13, 2022.
- 2 US. City Directories, 1822-1995 at Ancestry.com. n.d. “Ware, John.” <https://www.ancestry.com/search/collections/2469/> Accessed April 10, 2022.
- 3 Biographical Dictionary of America, Volume 10. n.d. “Ware, Henry.” https://en.wikisource.org/wiki/Page:The_Biographical_Dictionary_of_America,_vol._10.djvu/329 Accessed April 10, 2022.
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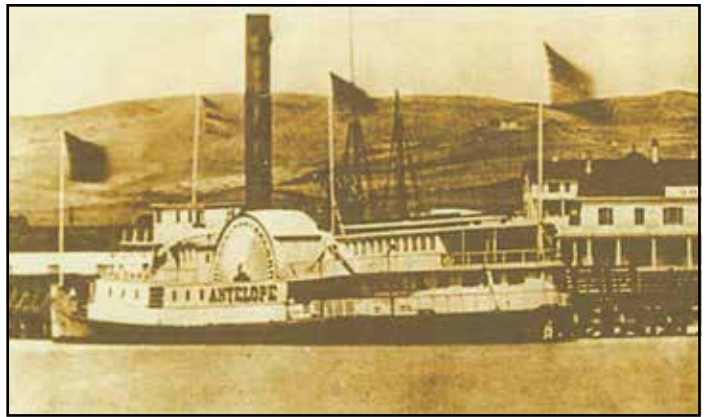


Figure 4: The California Steam Navigation Company Steamer *Antelope*.

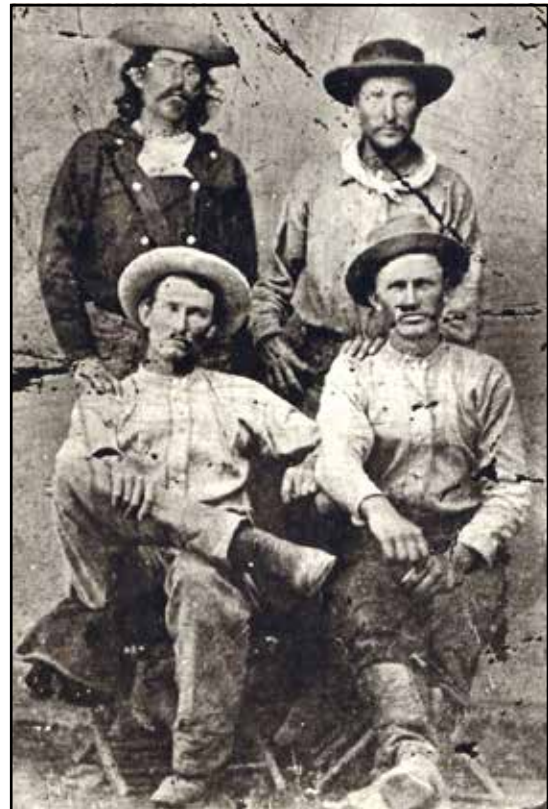


Figure 5: Four Pony Express riders: Billy Richardson and Johnny Fry (standing left to right) and Charles Cliff and Gus Cliff (seated left to right).

- 9 The Historical Marker Database. n.d. “Pony Express River Steamer *Antelope*.” <https://www.hmdb.org/m.asp?m=15702> Accessed June 10, 2022.
- 10 Ernest and Elaine Hartnagle. Original tintype from the Martin E. Ismert Collection. “Riders Pony Express.” n.d. https://commons.wikimedia.org/wiki/File:Riders_Pony_Express.jpg Accessed June 10, 2022.
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An Early Coca-Cola Advertising Cover for “The Brain Tonic and Intellectual Soda Fountain Beverage”

By Kurt A. Sanftleben

On May 1, 1889, a full-page advertisement in *The Atlanta Journal* proclaimed that the Asa Candler drug company had become the “sole proprietors of Coca-Cola ... Delicious. Refreshing. Exhilarating. Invigorating.”

At the time, Candler had just purchased that right for \$238.98 from John S. Pemberton, another Georgia druggist who had created the modestly popular local concoction several years earlier. Recognizing the drink’s potential, Candler purchased its “full ownership” for \$2,300 in 1892. Soon, he liquidated his pharmaceutical business and, in partnership with his brother John, Pemberton’s former bookkeeper-partner Frank Robinson, and two others, devoted all his effort into marketing the drink.^{1,2}

With Candler’s marketing acumen, which included promoting the product as a “Brain Tonic” in addition to being a refreshing beverage (Figure 1) and the distribution of thousands of coupons (Figure 2) offering a free “glass...at any fountain (Figure 3) of any dispenser offering Coca-Cola,” sales exploded. Contributing to its growth was the drink’s distinctive logo created by Robinson in bold Spencerian script.³

Willie’s Letter

It was shortly after Candler became Coca-Cola’s “sole proprietor” that, in October 1889, a new employee “Willie,” penned a letter to his sister informing her of his recently acquired job managing the retail aspects of Candler’s business, no doubt so Candler could concentrate on marketing Coca-Cola (Figure 4).

Willie’s four-page letter is contained in its original and very early Coca-Cola advertising envelope, dated October 5, 1889. The cover shows “Asa G. Candler & Company, Wholesale Druggists, 47 Peachtree St. Atlanta, Georgia” as the return address (Figure 5) and has one of the earliest Coca-Cola script logo advertisements on its back flap: “The Brain Tonic and Intellectual Soda Fountain Beverage, Coca-Cola, Recommended by all who have used it” (Figure 6).

The letter reads in part:

“Mr. Candler made me an offer of \$50 for the month, with the understanding of raising my wages when he had found me out, & what I would be worth to him. . . . What do you think of my taking this position? .



Figure 1: A 19th Century Coca-Cola advertisement.



Figure 2: A coupon for a free glass of Coca-Cola.



Figure 3: An advertising card for Coca-Cola soda fountain urns.



Figure 4 (Below): Willie’s letter to his sister and its cover.

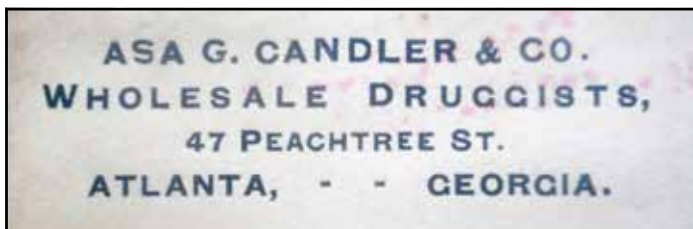


Figure 5: A close-up of the cover’s “Asa G. Candler & Company” corner return address.

... I have charge of the Retail Department. I put up all the Prescription work & take charge of the retail trade. Hope I will like it... .”

One can’t help wondering if Willie did, indeed, like his new job and if he became wealthy as the company’s distribution system rapidly expanded with the opening of manufacturing plants in Dallas, Chicago, and Los Angeles, allowing Candler to proclaim in 1895 that “Coca-Cola is now drunk in every state and territory in the United States.”⁴



Figure 6: A close-up of the “Brain Tonic” advertising slogan on the cover’s backflap.

Dr. John Stith Pemberton

Since poor communications had delayed the news of Gen. Robert E. Lee's surrender, Lt. Col. John Stith Pemberton (Figure 7)⁵ rode out to the bank of the Chattahoochee River with his 3rd Georgia Cavalry Battalion to engage Union forces at Columbus, Georgia, in the last battle of the Civil War on April 16, 1865.⁶ There, in hand-to-hand combat with a Union cavalryman, he suffered both a gunshot wound and a near fatal saber slash.



Figure 7:
John Stith Pemberton.

Although Pemberton recovered, like many other Civil War veterans, he was plagued by a resulting addiction to morphine, the only available medication that could make his pain bearable. Settling in Columbus, Pemberton set about creating a less dangerous substitute for the opiate.

After discovering a French medicinal wine, *Vin Mariani*, which was laced with an extract from cocoa leaves, Pemberton added two additional ingredients, kola nut extract (caffeine) and damiana oil (an aromatic supposed-aphrodisiac), and in the 1880s began marketing his new cocaine-based tonic as Pemberton's French Wine Coca (Figure 8).

However, as it became clear that Georgia was soon to become a "dry" state, Pemberton altered his remedy, omitting the wine and adding additional flavorings; the result was a new syrup that his bookkeeper-partner, Frank Robinson, christened Coca-Cola.

Pemberton began selling jugs of his syrup to druggists, and the first glass of Coca-Cola was served at Jacobs' Pharmacy in Atlanta, where on May 8, 1886, Pemberton's syrup was mixed with carbonated water and pronounced "excellent."^{8, 9, 10}

Today, it is difficult to imagine a world without Coca-Cola. That, however, could have easily been the case if communications had been just a little faster in the closing days of the Civil War or if Pemberton had not been wounded in that war's last battle.

Endnotes

- 1 "The Asa Candler Era" at the Coca-Cola Company website. n.d. <https://www.coca-colacompany.com/company/history/the-asa-candler-era>
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- 3 "Frank Robinson, creator of the Coca-Cola logo" at the Coca-Cola Art Gallery website. 2008.



Figure 8: An ad for Pemberton's French Wine Coca.

<https://cokeart.wordpress.com/2008/06/05/frank-robinson/>

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- 9 "John Stith Pemberton: American pharmacist John Stith Pemberton (1831-1888) was the inventor of Coca-Cola" at Encyclopedia.com. n.d. <https://www.encyclopedia.com/history/encyclopedias-almanacs-transcripts-and-maps/pemberton-john-stith>
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Figure 1: A Siberian intervention cover sent by Private Kiddie from Hakodate, Japan, to his family in Oakland, California, while he was enroute to Vladivostok, Russia.

Siberian Intervention Mail Sent from Hakodate, Japan, While Enroute from San Francisco to Vladivostok aboard the U. S. Army Transport *Logan*

By Kurt A. Sanftleben

Following the Russian Revolution in the fall of 1917 and the resulting Bolshevik government's peace treaty with the Central Powers, the Entente faced a major crisis as Germany had been freed to concentrate all of its forces in the west and no longer had to fight a two-front war.

Additionally, the 50,000-member Czechoslovak Legion, which had fought with the Entente became stranded in territory controlled by the Soviets and began to fight its way east to Vladivostok through Bolshevik forces along the Trans-Siberian Railway.¹

As a result, and in concert with other Allied powers, primarily Japan, President Wilson dispatched 10,000 American soldiers along with a contingent of railway professionals to keep the railroad open, assist

the Czech Legion, and protect allied supplies that had been shipped to Vladivostok for use by Czarist Russia to fight the Germans.

Gen. William S. Graves, the commanding general of the 8th Division was placed in charge of the American Expeditionary Force that included two regiments from the Philippines, the 27th and 31st Infantry, as well as several thousand volunteers from the 8th Division at Camp Fremont, California.²

The Figure 1 cover bears the return address, "Pvt David Kiddie/A.E.F/Siberia" and is free-franked "Soldiers/Mail/U.S.A." It is addressed to Andrew Kiddie of Oakland, California, and bears a manuscript annotation "Censored/F.G. Nevato/1st Vo. Inf.". It is franked with a 10-sen Japanese stamp that has been



Figure 2: A postcard showing the U.S. Army Transport Ship (LSAT) *Sheridan*.



Figure 3: A postcard view of the port of Hakodate.

canceled with a September 23, 1918, Hakodate, Japan, circular postmark. A Japanese transit postmark from Tokyo is dated September 26, 1918.

Lieutenant Navato's use of "It Vo. Inf" and Kiddie's family member's address in Oakland, strongly suggest that both he and Kiddie were volunteers from Graves' 8th Division.

U.S. Army Transport Ships (USATs) were used to transport the 31st Infantry Regiment from its home station in the Philippines to Vladivostok. In August 1918, the USAT *Sheridan* (Figure 2) and USAT *Logan* sailed to San Francisco where they picked up the 8th Division volunteers, including Kiddie.³

It wasn't long after the ships departed the United States on September 2 when the *Logan* lost the use of two propellers, slowing down the convoy. The slow pace, rough seas, anti-submarine zigzagging, bad food, and masking after a diphtheria scare made the voyage near intolerable.

By the time the ships reached Japan, fuel was running low, so both pulled into Hakodate (Figure 3), one of Japan's closest ports to Vladivostok (Figure 4), for coal on September 22.

The troops were overjoyed to escape the transports when granted shore leave to visit the town (Figure 5), and while some went sightseeing, many, including officers and NCOs, immediately headed to the bars where liquor was plentiful.

What resulted, the second "Battle of Hakodate," was one of the most embarrassing drunken riots in the history of the army. Courts-martial began as soon as the men returned to their ships and continued until September 24. Eighteen captains and lieutenants were found guilty of unbecoming conduct and confined to their quarters until they could be returned to the United States and dishonorably discharged.⁵

Kiddie apparently behaved himself as a later letter (Figure 6) shows he was reassigned to D Company, 31st Infantry, which was located in Harbin, Manchuria,

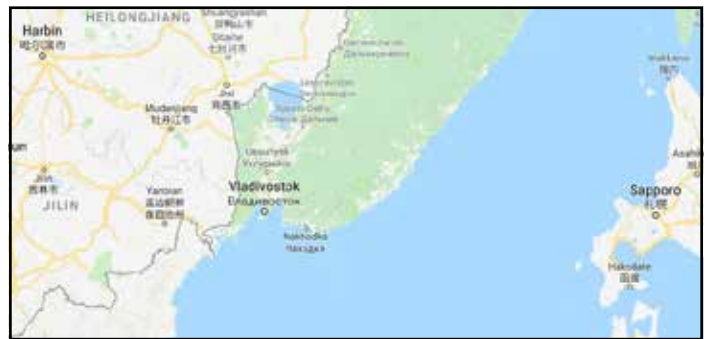


Figure 4: A map showing the locations of Hakodate, Vladivostok, and Harbin, Manchuria, the location of Private Kiddie's ultimate assignment.



Figure 5: A postcard view of Hakodate's main street.

The First Battle of Hakodate

The First Battle of Hakodate was fought from December 1868 through June 1869 between the last remnants of the Tokugana shogunate under the rebel samurai banner of the Ezo Republic against the newly formed modern forces of the imperial government. After losing half their force, the last samurai surrendered to the Meiji government on June 27, 1869.⁸ For Tom Cruise fans, *The Last Samurai*, was loosely based on the exploits of French Army Capt. Jules Brunet, and the Battle of Hakodate.⁹

to protect the headquarters of the U.S. Russian Railway Service and ensure the Chinese Eastern Railway, a shortcut between Chita on the Trans-Siberian Railroad and Vladivostok, was kept open.⁶

Soldier mail prior to the U. S, Army Post Office's arrival in country on September 25 is known as "forerunner" mail and was sent through Russian, Chinese, and, less frequently, Japanese civilian postal systems.

So, in this case, Kiddie's cover, mailed while on shore leave in Hakodate, is something of a pre-forerunner. Only thirty forerunner covers are known to exist, ten of which are held by the Smithsonian,⁷ and this appears to be the only extant Hakodate cover from the voyage as none are recorded in Van Dam's classic reference, *The Postal History of the AEF, 1917-1923*, nor are any listed as having ever appeared at auction by the Stamp Auction Network, Worthpoint, Live Auctioneers, or the Rare Book Hub.

Endnotes

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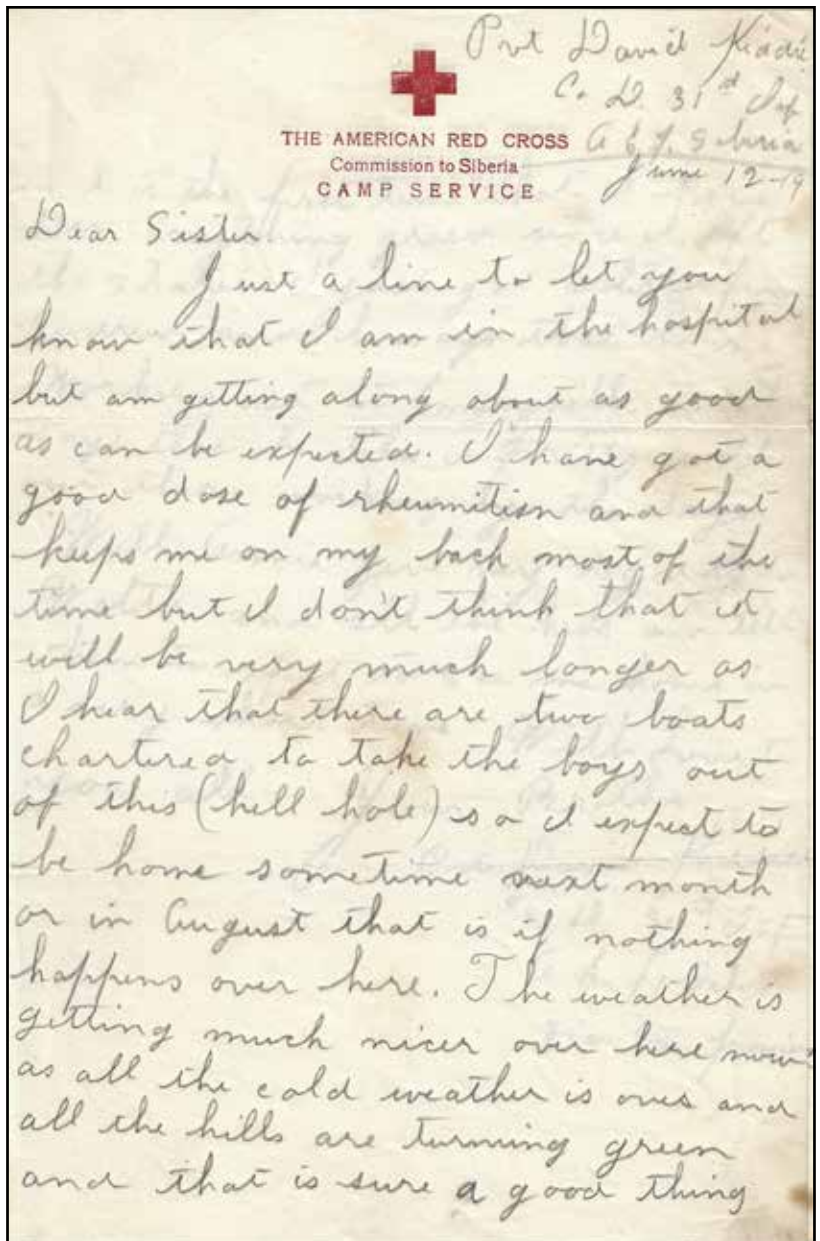


Figure 6: The return address from a later letter by Private Kiddie identifies him as a member of Company D, 31st Infantry Regiment.

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(Kurt A. Sanftleben, Virginia Beach, Virginia, is a retired Army officer and former director of the Marine Corps Research Center at Quantico, Virginia. He and his wife Gail sell rare and unusual paper Americana online, via catalog, and at book fairs and stamp shows. E-mail him at: info@read-em-again.com)



Figure 2: A rare *Lightning Express* transcontinental cover franked with a three-cent green Washington stamp (Scott 158) that was canceled with a circular postmark reading “Jarrett-Palmer’s/Special Fast Trans-Continental Train” and is dated “New York/June/1-1876/12.10 A.M.” It bears an advertising corner card from Leon & H. Blum, New York City dry goods merchants and an oval June 4, 1876, receiving handstamp from “E. Rass & Co./San-Francisco.”

Transcontinental Mail Delivered by Jarrett & Palmer’s Non-Stop Theatrical Lightning Express

By Kurt A. Sanftleben

Although the term “Lightning Express” had been used to describe fast train service since the mid-1850s,¹ it gained a special meaning in 1876, when a special transcontinental *Lightning Express* (Figure 1)² captured the attention of the nation while transporting a theatrical troupe from New York to San Francisco in record-breaking time for an opening night performance of Shakespeare’s *Henry V*.

The journey, which was covered by newspapers throughout the country took less than eighty-four hours and the train’s arrival in Oakland generated nationwide excitement that would not again be matched until Charles Lindbergh landed the *Spirit of St. Louis* in Paris fifty years later.

In addition to its thespian troupe, the *Lightning Express* also carried a small amount of mail that received a special slogan cancellation documenting the transcontinental journey (Figure 2). Not surprisingly, examples of these rare covers are highly prized by collectors.

Lucius Beebe—the renowned author, gourmand, photographer, railroad historian, syndicated columnist, and all-round social raconteur—vividly described the journey in his railroad classic, *The Age of Steam*.

Figure 1 (Right): A *Lightning Express* train leaving the station.



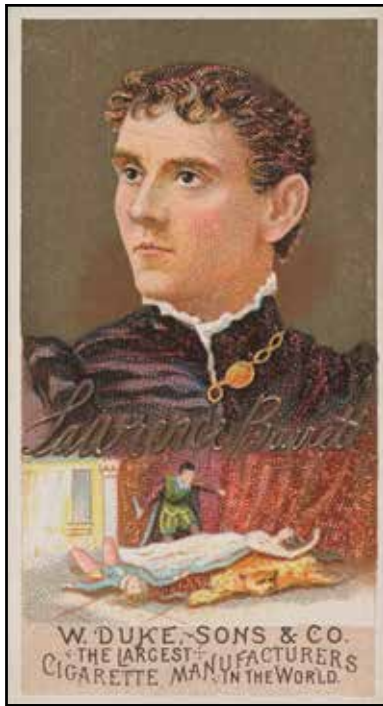


Figure 3: A Duke tobacco card showing Lawrence Barrett, the celebrated actor who was starring in Jarret & Palmers production of Henry V.

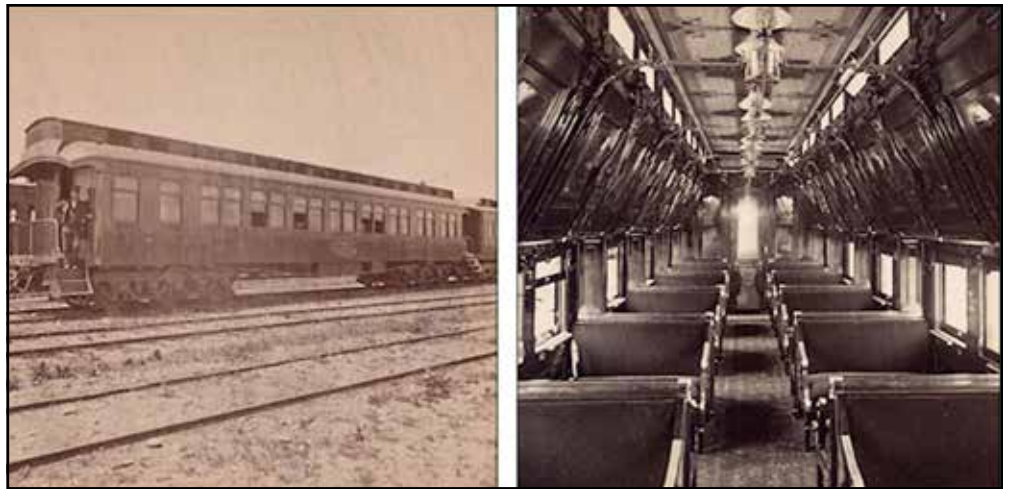


Figure 4: Stereocard images of the Pullman Palace Car, Marlborough from Watkins' New Series of Pacific Views.



Figure 5: Central Pacific Railroad Locomotive #149, The Black Fox, and its crew that pulled the Lightning Express from Ogden, Utah to Oakland, California, on the final leg of its journey. (Railway and Locomotive History Society)

“The Lightning Express was chartered by Henry Jarrett of Jarrett & Palmer, managers of the Booth Theater in New York, to transport the celebrated Lawrence Barrett (Figure 3)³ and a distinguished supporting cast in time for the opening night of Henry V at McCullough’s California Theater in San Francisco.

The project instantly caught the fancy of the public and fantastic newspaper coverage was accorded the train’s departure . . . over the rails of the Pennsylvania (and then) the Chicago & North Western, Union Pacific, Central Pacific route to California.

The actors rode in ornate splendor aboard the Pullman Palace Hotel Car, Marlborough (Figure 4),⁴ while a commissary car carried appropriate food and drink and the scenery rode in a conventional baggage car.

All across the continent, the train’s passing was the occasion for the wildest excitement and at Reno, nearing the end of its run, its approach was greeted with an exclamatory display of rockets and other artifices de feu.”⁵

After its passengers arrived by ferry from

Manhattan, the *Lightning Express* left Jersey City’s Pennsylvania Railroad Station at 12:40 a.m. on June 1 and made its first stop in Pittsburgh at 10:58 a.m.; traveling the 440 miles in ten hours and eighteen minutes.⁶

Lest you scoff, the same trip on Amtrak today takes ten hours and fifty-three minutes.⁷

When it reached Ogden, the Central Pacific Railroad assumed responsibility, and Locomotive No. 149, *The Black Fox* (Figure 5)⁸ pulled the train on its final 875-mile leg to Oakland.⁹

There, a small crowd had gathered to watch its arrival (Figure 6),¹⁰ and at least one witness dashed off a postal card from Oakland to his family back east (Figure 7)¹¹ that reads, in part:

“The ‘Jarrett & Palmer’ lightning train arrived at S.F. Safely at about 10 o'clock this morning, having half an hour to spare from their schedule time of 84 hours from New York. Great feat, & everyone here is enthusiastic over it, though few want to try it themselves! Tomorrow's papers will give details—will send.”

Ever the gourmet, Beebe took special care in

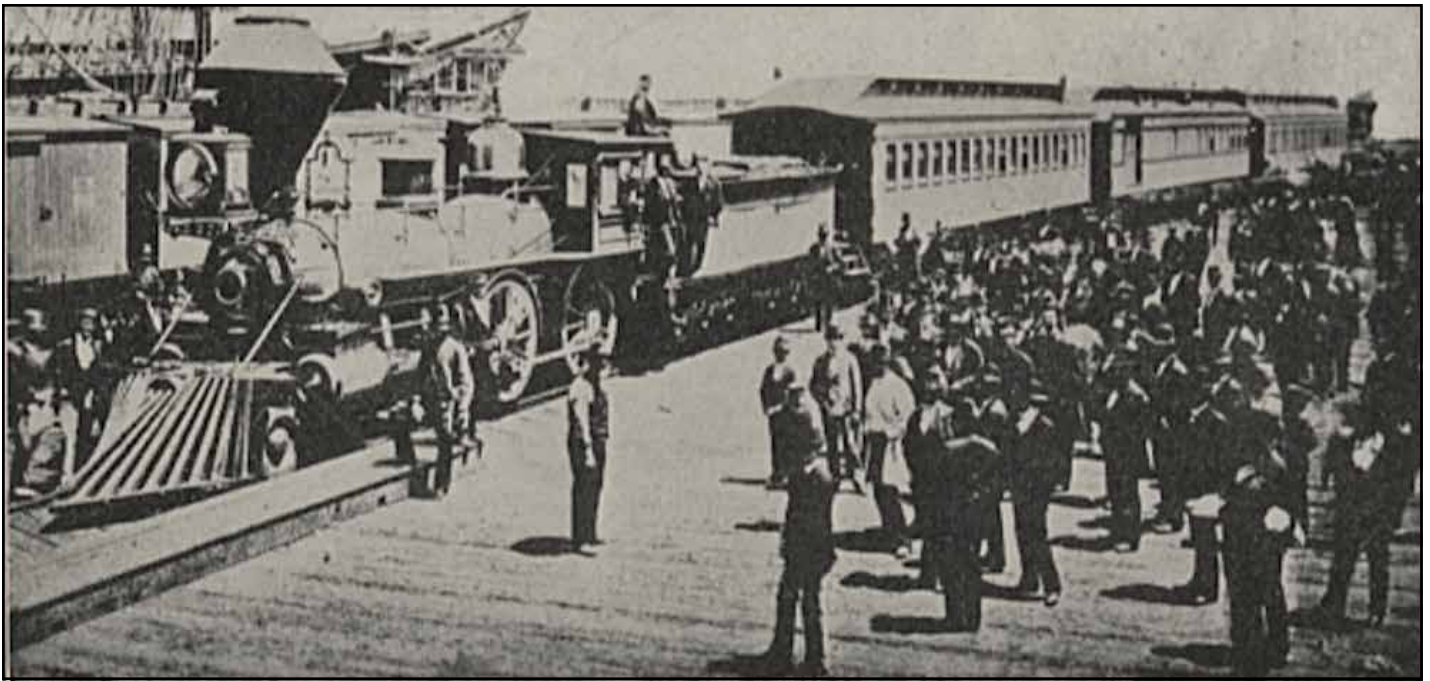


Figure 6: The Jarrett & Palmer Special at the Oakland Wharf on June 4, 1876. (Railway and Locomotive History Society)

reporting that from Oakland:

“The sooty actors, weary but triumphant, [ferried across the bay and] were met at San Francisco by Warren Leland, the manager of the eye-popping Palace Hotel and taken to a breakfast of grilled salmon, cucumber salad, filet of Beef Bearnaise, cutlets of Minden lamb, escaloped veal, partridges sautéed in champagne, grilled Mallard duck, asparagus, strawberries and three kinds of eggs, shirred, with mushrooms, and rum omelets. ...”¹²

On the evening of June 4, Jarrett & Palmer’s *Henry V* starring Lawrence Barrett opened on schedule in San Francisco to a sold-out house.

Endnotes

- 1 “Michigan Central Railroad,” Chicago: *Western Railroad Gazette*, Volume 1, Number 28, May 30, 1857, p. 1
- 2 Unidentified artist, Detail from American Railroad Scene: Lightning Express Trains Leaving the Junction, (New York: Currier and Ives, 1876).
- 3 “Lawrence Barrett,” Tobacco trade card from the “Great Americans” series (N76), (Durham, North Carolina: W. Duke Sons & Co., 1888).
- 4 “Pullman Palace Car, Marlborough” and “Pullman Palace Car, Marlborough. Interior View.” #s 3313 and 3314. (San Francisco: Watkins’ New Series of Pacific Coast Views, [1876]).
- 5 Lucius Beebe, *The Age of Steam*. (New York: Rinehart & Company, 1947), p. 161.
- 6 David L. Joslyn, “The Jarrett and Palmer Special.” *Railway & Locomotive History Bulletin* (now *Railroad History*). Vol. 11., 1926. pp. 31-38. <https://www.jstor.org/stable/43516819>. Accessed July 15, 2022.
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- 8 “C.P. ‘Black Fox’ and crew that manned her on the Jarrett and Palmer Special,” From David L. Joslyn, “The Jarrett and Palmer Special.” *Railway & Locomotive History Bulletin* (now *Railroad History*). Vol. 11., 1926. p. 35. <https://www.jstor.org/stable/43516819>. Accessed July 15, 2022.



Figure 7: A one-cent postal card (Scott UX3) datelined “Oakland June 4th” that was used to report the arrival of the *Lightning Express*. It is canceled with a circle of Vs handstamp and a San Francisco postmark.

Founded in 1921, the Railway and Locomotive History Society is the oldest railroad history group in North America. Visit rlhs.org for membership information and back issues of its journal.

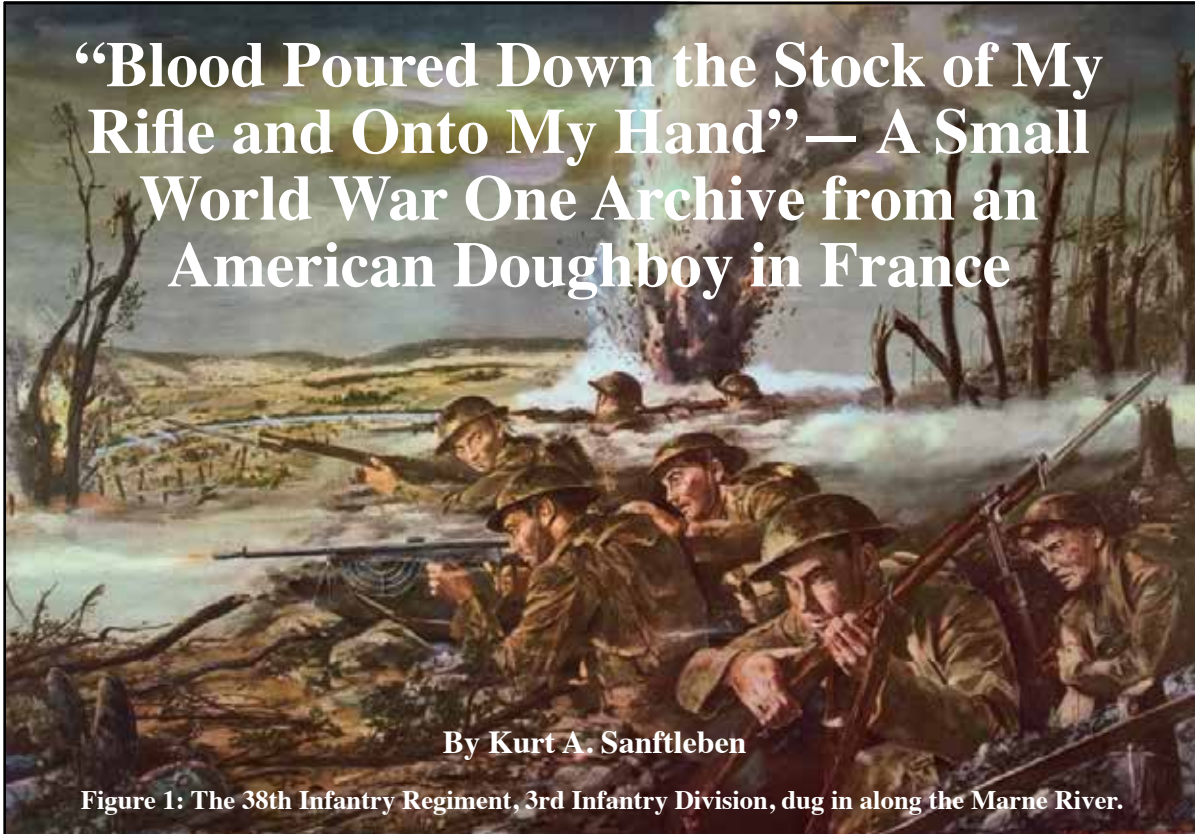
- 9 Joslyn.
- 10 “The Jarrett & Palmer Special arriving at Oakland Wharf, June 4th, 1876.” From David L. Joslyn, “The Jarrett and Palmer Special.” *Railway & Locomotive History Bulletin* (now *Railroad History*). Vol. 11., 1926. p. 36. <https://www.jstor.org/stable/43516819>. Accessed July 15, 2022.
- 11 Charlie J. Plumb, Postal card sent to C.M. Plumb, Esq., datelined Oakland, June 4.
- 12 Beebe.

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“Blood Poured Down the Stock of My Rifle and Onto My Hand” — A Small World War One Archive from an American Doughboy in France

By Kurt A. Sanftleben

Figure 1: The 38th Infantry Regiment, 3rd Infantry Division, dug in along the Marne River.



Herbert T. Wild immigrated to Massachusetts with his family in 1914 as a 17-year-old and declared his intention to become a U.S. citizen in 1918 just before enlisting in the United States Army in February 1918. He was assigned to Company I, 38th Infantry Regiment, 3rd Infantry Division and fought with that legendary unit throughout the war.¹

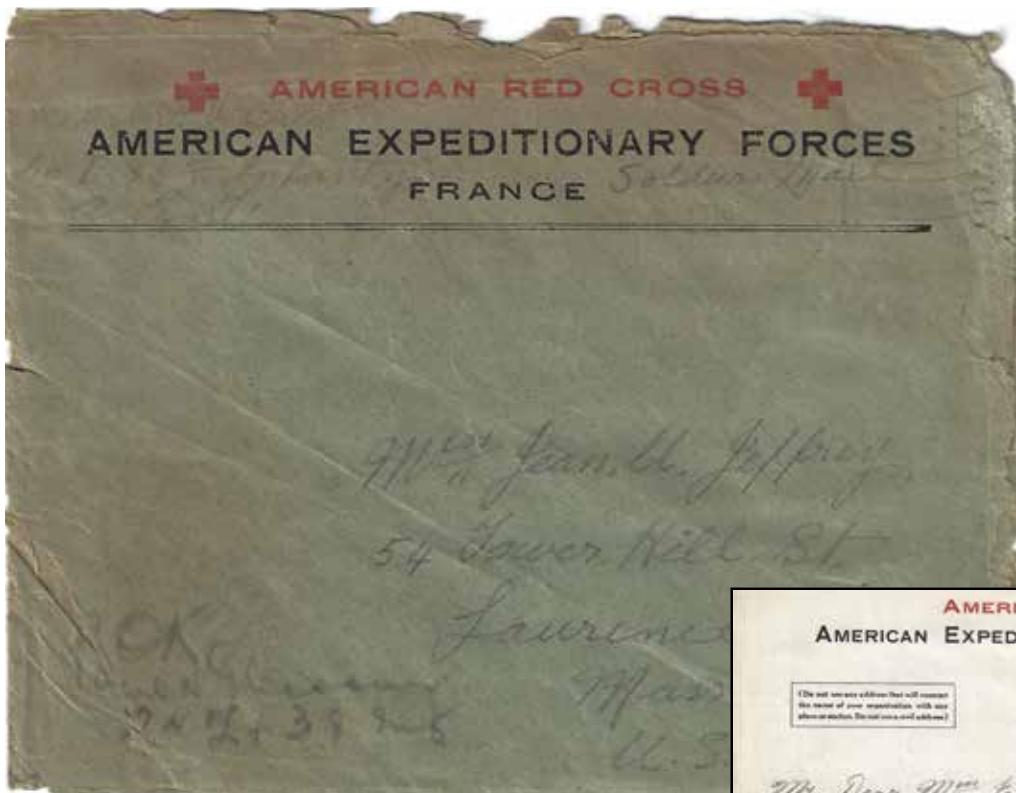
On July 15, 1918, when the outcome of the war was still very much in doubt, the German army launched “The Second Battle of the Marne,” a massive assault along the Marne River not far from Chateau-Thierry in an all-out effort to drive through the thin Allied lines and capture Paris. The key crossing point was at the village of Mezy.

When given the mission to defend the crossing, the U.S. Army’s untested 3rd Infantry Division dug into the frontline just 200 yards from the riverbank (Figure 1)² where its Commanding General, Joseph T. Dickman, famously declared, “*Nous resterons là!*”

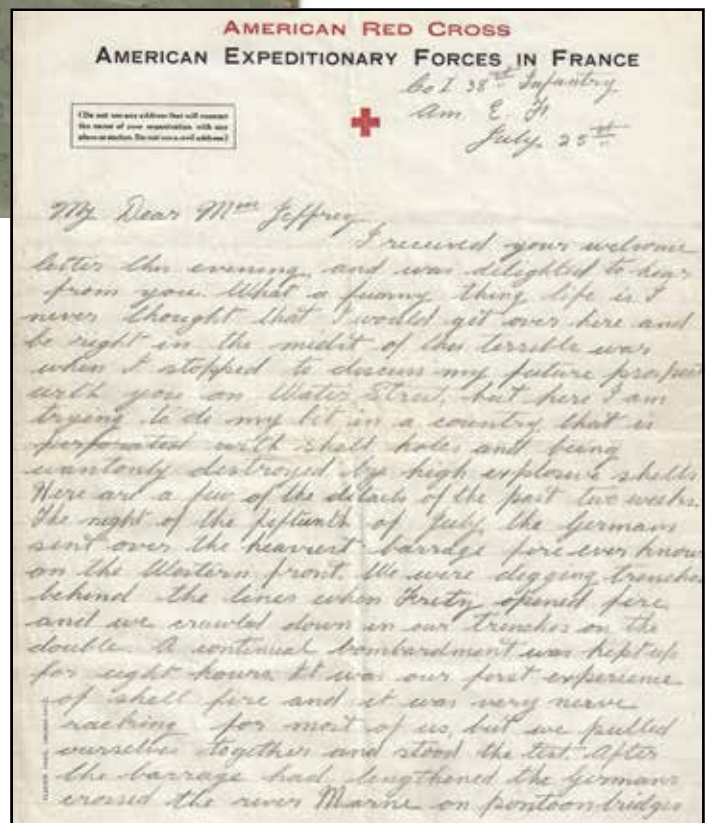
Figure 2: A newspaper clipping reporting Wild’s heroics at the Second Battle of the Marne.



Figure 3: The Croix de Guerre presented to Wild. The bronze star affixed to its ribbon indicates that it was awarded to him personally for his valorous act at the Marne River. As an aside, the 3rd Infantry Division is the only American unit to have twice been awarded the Croix de Guerre as a whole, once in World War I for its defense of the Marne River and once in World War II for the Battle of the Colmar Pocket.



Figures 4: Wild's July 25 letter to Miss Jenny Jeffrey along with its mailing envelope.



(We shall remain here!), meaning, of course, that he would not allow the German juggernaut to pass.³

Initially, the Boche⁴ launched a three-hour artillery barrage as German stormtroopers began to swarm across the river on boats, rafts, and pontoon bridges. Almost immediately, the French 125th Division on Dickman's flank fled to the rear, and only the 3rd Infantry Division stood between the spearpoint of the German assault and Paris.

Dickman reoriented some of his 38th Infantry Regiment to cover the abandoned front while the 3rd Machine Gun Battalion's 200 machineguns poured destructive fire on the enemy as it attempted to cross the Marne. The machine gunners held fast, repulsing six attacks, while the 38th squeezed those Germans who had entered the abandoned French lines against the river where they were decimated by the division's artillery. The last German offensive of the war failed, and Paris was saved.

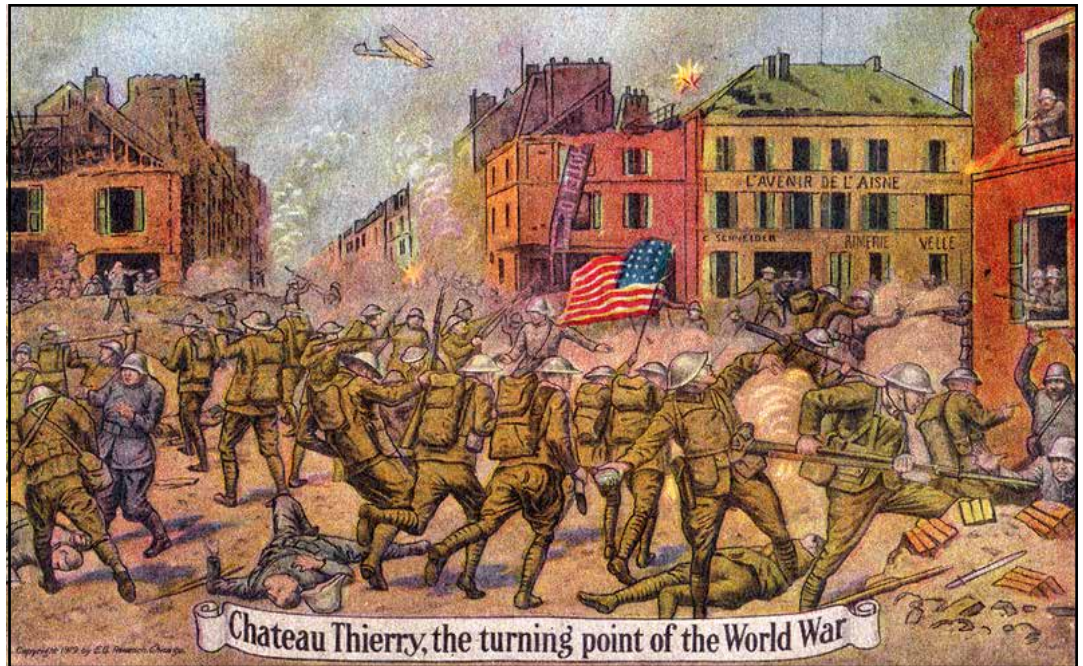
General John J. Pershing declared the 3rd Infantry Division's stand on the Marne River as "one of the most brilliant pages in our military annals."^{5,6,7}

On that day, during hours of intensive German bombardment, casualties in the 38th mounted, so with shells bursting around him, Wild volunteered to brave the shrapnel on foot and retrieve more desperately needed stretchers and first aid supplies from caches in the rear. For this he was personally recognized by General Pershing.

As reported in the accompanying newspaper clipping (Figure 2)⁸ announcing Wild's belated receipt of the French Croix d' Guerre (Figure 3)⁹ for bravery:

"Corporal Wild was a 'runner' at the time he was cited.... The line had been a barrage of fire for eight consecutive hours and there were many wounded men. The little town of Connigis was the central target. Aid in the shape of stretchers and first aid men were sadly needed for the wounded men. Herbert Wild volunteered to go for it. He claims it was a strange sensation to be running through a town that was fairly crumbling about one's feet. The major to whom [he] reported declared that he did not know whether the officer who allowed him to come or the soldier himself was the bigger fool but Corporal Wild got what he went for and so was instrumental in saving a great many lives of the wounded men."

Figure 5: Postcard depicting hand-to-hand fighting with bayonets and grenades at Chateau-Thierry.



In a letter dated July 25 and enclosed in a cover with an indistinct flag cancellation from Army Post Office (APO) 2 in Paris sent to Miss Jenny (Jeannette) U. Jefferey, a schoolteacher friend back home,¹⁰ Wild modestly recounted the action (Figure 4).¹¹

“I never thought I would get over here and be right in the midst of this terrible war.... The night of the fifteenth of July the Germans sent over the heaviest barrage fire ever known on the Western front. We were digging trenches...when Fritz opened fire and we crawled down in our trenches on the double. A continual bombardment was kept up for eight hours...but we pulled ourselves together and stood the test.... The Germans crossed the river Marne on pontoon bridges but were quickly driven back.... We were moved on to another sector (where) we drove the Germans back about three kilometers where we held the front line until we were relieved.... It was the greatest experience of my life.... Our regiment is going to have the Croix de Guerre attached to its colors for the bravery of the troops. We were highly praised by French officials of high ranks, but I am sorry to say that we lost good men in the battle.”

Within days of saving Paris, the 38th Regiment was again thrust into battle along with other regiments of the 3rd, 28th, and 32nd Divisions. The Americans force-marched to Chateau Thierry in driving rain, many without food or sleep for two days.

There, at about 4:30 a.m. on the morning of the 18th, the Americans led the Allied advance behind a rolling artillery barrage. The attack took the Germans by surprise; instead of typical trench warfare, the aggressive attack relied on direct charges, eventually

driving the Germans from their positions (Figure 5). By the 22nd, the battle was over, and the will of the German army had been shattered. Although the war would continue for another four months, Chateau Thierry was its turning point.

As German Chancellor Georg Hertling later noted:

“At the beginning of July 1918, I was convinced, I confess it, that before the first of September our adversaries would send us peace proposals.... That was on the 15th. On the 18th even the most optimistic of us knew that all was lost. The history of the world was played out in three days.”¹²

In his second letter to Jenny Jefferey, written from a base hospital and dated October 1918, that is enclosed in a cover postmarked November 5 from APO 798 at Meaves-sur-Loire, Wild recounted his part in the battle (Figure 6):¹³

“I have had some terrible experiences since I came over here. No one knows what the boys are going through.... We try to do our duty cheerfully even though it is gruesome at times.... My duty has been the cause of me killing three Germans that I know of. One I killed with my bayonet and two with a hand grenade. Of course, you are shooting at them almost incessantly but we never know if we kill them unless you get near enough to use our bayonets and hand grenades. It is terrible to see the enemy so near that you see the blood lust in each other’s eyes. I killed my Germans at Chateau Thierry. We were ordered to take a nest of machine guns that were situated in a shell torn house. I was put in charge of a squad of men and the lieutenant attacked from one



Figures 6: Herbert Wild's October 31, 1918, letter to Miss Jenny Jeffrey, along with its mailing envelope.

direction and I from another. We advanced...with bayonets fixed and in thrusting position.... We crept cautiously along the sides of the house and just as we reached the door a German walked right out... onto the point of my bayonet before he realized we were there.... (I pushed) my rifle forward giving him full benefit of the cold steel at the end of it. His blood poured out and down the stock of my rifle and onto my hand. It seemed to send me mad and just at that moment the lieutenant gave the order to charge. We went into the house and threw hand grenades into every room, shutting the door before the grenades exploded and opening them after.... They did their work well. Too well for the Germans who had their machine guns trained...on Americans.... Not a German came out of that house alive.”

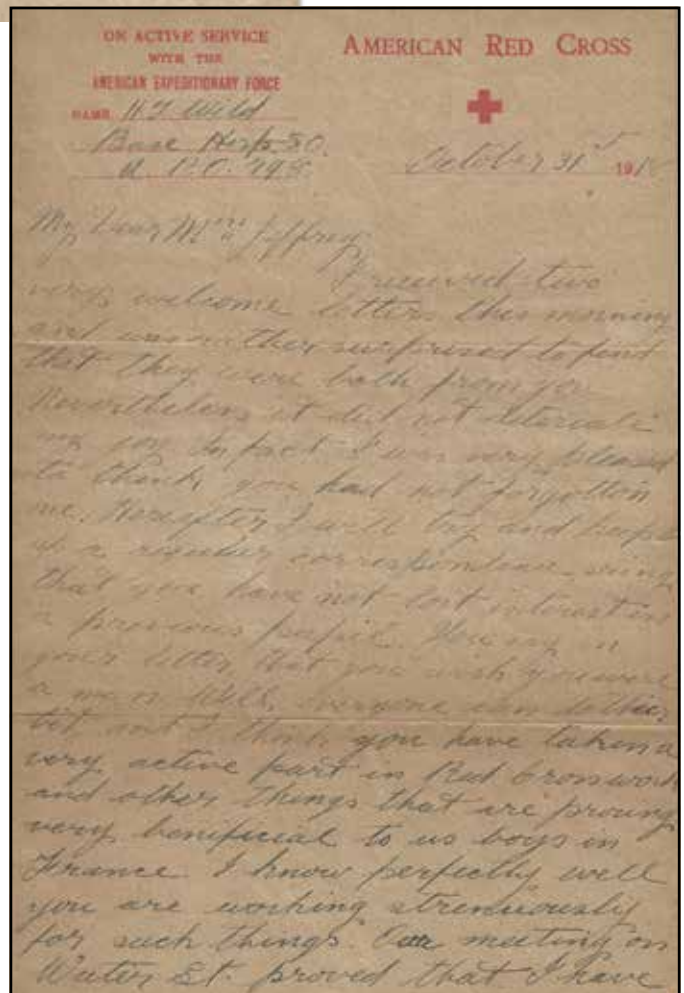
Unlike the Germans in the machine gun nest, Corporal Wild survived the war. He was discharged on August 27, 1919, after becoming a naturalized citizen the day before.

He settled in North Andover, Massachusetts, where he became a carpenter. He married and had two children, a boy and a girl. Wild lived to be 82, dying in 1979.¹⁴

For the heroic action that saved Paris from all but certain capture by the German Army both the 38th Infantry Regiment and the 3rd Infantry Division received official U.S. Army Special Designations “Rock of the Marne” and “Marne Division” which they still proudly bear today.¹⁵

Endnotes

1 Herbert T. Wild, Genealogical Records at *Ancestry.com*. <https://www.ancestry.com/family-tree/person/tree/12701375/person/911705361/facts>. Accessed March 10, 2021.



2 Department of the Army. “The Rock of the Marne” DA-Poster 21-42 from U.S. Army in Action. (Washington, D.C.: U.S. Government Printing Office, undated).

3 “Major General Joseph T. Dickman,” at *Weapons and Warfare*. <https://weaponsandwarfare.com/2021/01/27/major-general-joseph-t-dickman/>. Accessed Mar 15, 2021.

4 “There are many different terms used for German soldiers... . The terms ‘Hun’ and ‘Boche’ were...in use throughout the war. Boche is said to have derived from a slang French word *caboché* meaning rascal. Others suggest the term ‘cabochon’ relates to

- 'head' and especially a big thick head. It seems to have been used in the Paris underworld from about 1860, with the meaning of a disagreeable, troublesome fellow." Michael Noble. "Why 'Boche'?" October 24, 2014: The Centre for Hidden Histories: Community, Commemoration and the First World War. <http://hiddenhistorieswwi.ac.uk/uncategorized/2014/10/why-boche/>. Accessed July 7, 2021.
- 5 Marshal Eric Ludendorff, *The Two Battles of the Marne*, (London: Thornton Butterworth, 1927), p. 225.
 - 6 Richard W. Stewarts, *American Military History, Volume 2* (Washington, D.C.: Center for Military History, 2005), p. 34.
 - 7 "Major General Joseph T. Dickman"
 - 8 "Belated Citation for Private Wild: Youngest of Four Boys in Service Receives Award from General Pershing," Unidentified newspaper and date.
 - 9 "Croix de Guerre." Wikipedia. https://en.wikipedia.org/wiki/Croix_de_Guerre. Accessed March 10, 2020.
 - 10 Jenny (Jeannette) U. Jeffrey," Genealogical records at *Ancestry.com*. <https://www.ancestry.com/discoveryui-content/view/68225276:6061>. Accessed March 10, 2021
 - 11 Herbert T. Wild, Letter to Miss Jeffrey. France: Company I, 38th Infantry Regiment, July 25, 1918.
 - 12 Steven C. McGeorge and Mason W. Watson. *The Marne: 15 July – 6 August 1918*. (Washington, D.C.: Center for Military History, 2005), p. 76.
 - 13 Herbert T. Wild, Letter to Miss Jeffrey, Base Hospital 50 APO 798 (Meaves-sur-Loire, France). October 31, 1918.
 - 14 Wild. Genealogical Records.
 - 15 "Lineage and Honors" and "Special Designations" at the U.S. Center of Military History <https://history.army.mil/html/forestruc/orghist.html>. Accessed April 2, 2021.
 - 16 "History of the 3rd Infantry Division (Mechanized) 'Rock of the Marne'" at The Society of the 3rd Infantry Division website: <https://society3rdid.org/3rd-division-history>. Accessed May 3, 2022.
 - 17 Sgt. William Griffin, "The History of the 3rd Infantry Division" at the Defense Visual Distribution Service (DVIDS) website: <https://www.dvidshub.net/video/849411/history-3rd-infantry-division>. Accessed May 3, 2022.

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The 3rd Infantry Division

The 3rd Infantry Division was organized November 21, 1917, for service in World War I, and over the last 105 years it has become the most decorated divisions in the United States Army. It first saw combat at the Marne River in July 1918 where it earned both its nickname, "Rock of the Marne" and its motto, "*Nous resterons là*" ("We shall remain here). Later, it played a major role in the St. Mihiel and Meuse-Argonne offense that struck the mortal blows to Imperial Germany.

During World War II, it was the only division to fight in all ten of the campaigns in the African and European Theaters. It completed four amphibious landings, and served nearly 600 consecutive days in combat, the most of any American force. It first fought in North Africa in 1942, invaded Sicily, broke the beachhead siege at Anzio in Italy, landed at St. Tropez in France in the "forgotten D-Day" invasion, advanced through the Rhone Valley and Vosges Mountains, and reached the Rhine River by late November. It cleared the Colmar Pocket early in 1945 and after crushing German forces during the Battle of the Bulge, the division broke through the Siegfried Line and seized Nuremberg, the birthplace of Nazism, and captured Berchtesgaden, Hitler's Eagles Nest.

The movie, *To Hell and Back*, was based on the autobiography of Audie Murphy, a member of the 3rd Division and America's most decorated soldier.

Throughout the Korean War, the division was known as the Eighth Army's "Fire Brigade" for its rapid responses to emerging crises.



Figure 7: The 3rd Infantry Division shoulder sleeve patch and distinguished unit insignia. Below: Rocky the Bulldog.

During the Cold War, it was assigned to the U.S. Army Europe's VII Corps and stationed in West Germany near the Czechoslovakian border. During that time, Walt Disney personally designed the division's beloved logo, Rocky the Bulldog.



The unit served in Operation Desert Storm, and Operation Iraqi Freedom, and deployed to Afghanistan several times between 2012 and 2017.

Currently, as the "Hammer of the XVIII Airborne Corps" and part of the country's premier strategic response force, the division consists of two brigade combat teams, a combat aviation brigade, a division artillery brigade, and a sustainment brigade.^{16, 17}

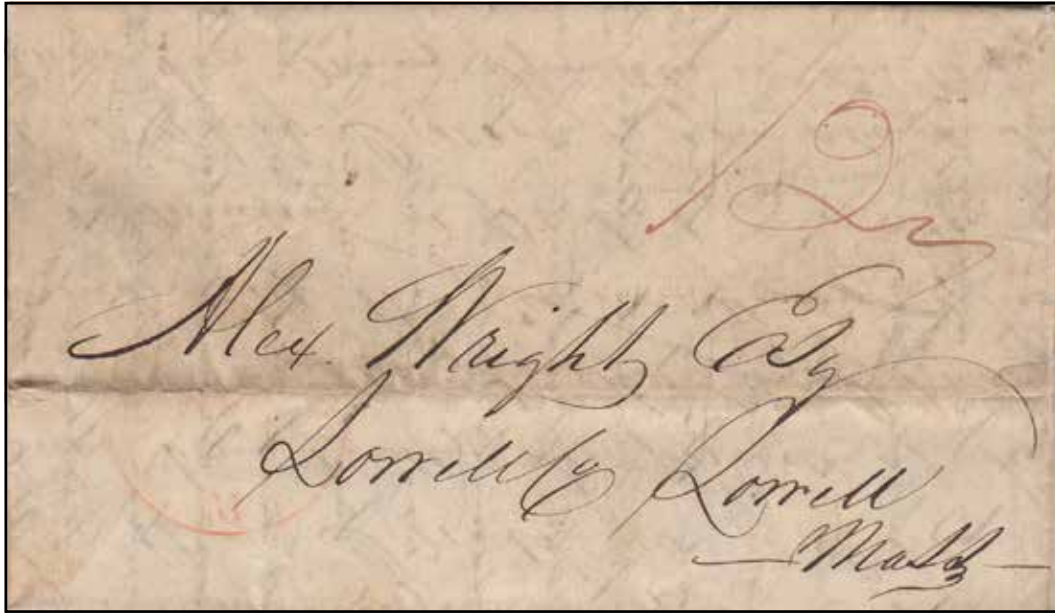


Figure 1 (above and below): An 1843 stampless letter from Northampton to Lowell, Mass.

Animal Magnetism and the New England Textile Industry

By Kurt A. Sanftleben

“They shook her & screamed at her ears, throw’d cold water on her face...but the more they done, the more she wouldn’t wake.”

So reported an associate of Alexander Wright, a Lowell, Massachusetts, carpet merchant who had fallen under the spell of Charles Poyen whose demonstrations of Animal Magnetism, or mesmerism as it was also known, had taken New England by storm.

In this letter to Wright (Figure 1),¹ his associate, A. Crane, related his attendance at a party where a mesmerism demonstration had gone awry.

“I was invited one evening to a sing & I soon discovered that the Magnetism was to be part of the story. [One of two young men] was the operator, who it appears was very green in the business and hard at work in an adjoining room, had seen Poyen. ...Sure enough there were two women in a state of Magnetistic Sleep...the most perfect sound sleep that I ever witnessed. ...One was an elderly girl; [he] could make her sit up strait & get her to sing a little languidly. ...After sundry if not very interesting experiments, he told her to wake but... nothing would do. [I knew] by his appearance that he was frightened. [Her sister] asked if he could not wake her & he told her he could not [and this]

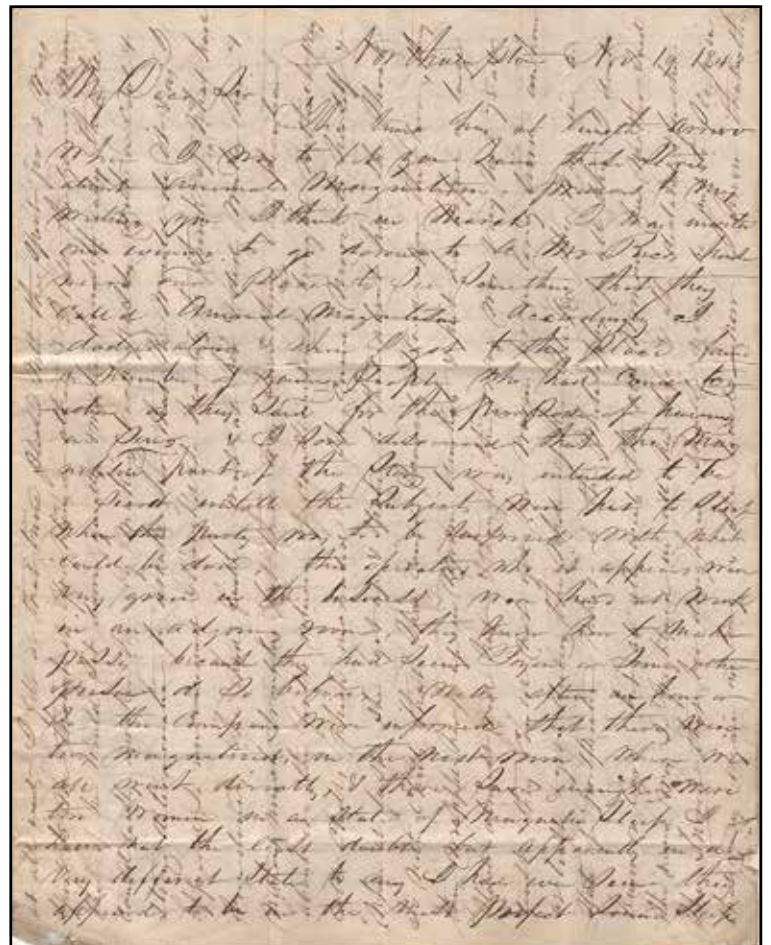
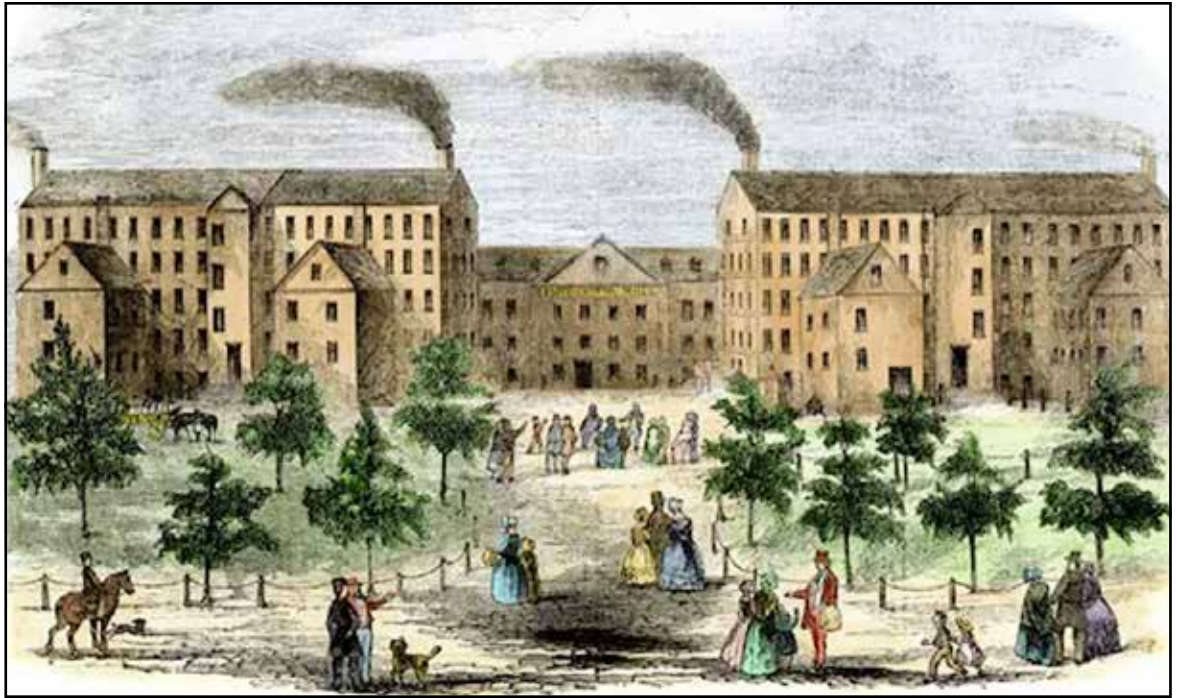


Figure 3:
The Boott Cotton Mills at Lowell, Massachusetts.



alarming intelligence was directly spread [by] howls that Emily was asleep perhaps to wake no more. ...They shook her & screamed in her ears, throw'd cold water on her face & rubb'd her over...but the more they done, the more she wouldn't wake. ...[At last] her return to consciousness brought with it very cold chills...She shook so that she could scarcely stand. They wrapped her in warm blankets & put her before a large stove almost red hot for an hour at least. ...”

In 1832, while Charles Poyen was a young medical student in Paris, he was stricken with a debilitating condition that crippled his digestive process. Following months of agony, he found relief after visiting a physician whose mesmerized assistant recommended a method of treatment. Fascinated, Poyen began to study Animal Magnetism in earnest. To improve his health, he relocated to a family sugar plantation in the French Caribbean. While there, he observed planters using a form of mesmerism to help control enslaved workers and suppress their inclination to revolt. This convinced Poyen that mesmerism could be used in a factory setting (Figure 3),² and he relocated once more, this time to New England. There, he hoped to convince textile mill owners to use his services as a mesmerist to improve productivity.³

By then, most mills had replaced their old water-powered looms that could be operated by child labor with Francis Cabot Lowell's pirated version of Edmund Cartwright's "power loom" technology from the United Kingdom (Figure 4)⁴ These new looms were too complex to be operated by children, so young, unmarried women were recruited to become "Mill Girls" (Figure 5).⁵

In his very first demonstration, Poyen successfully

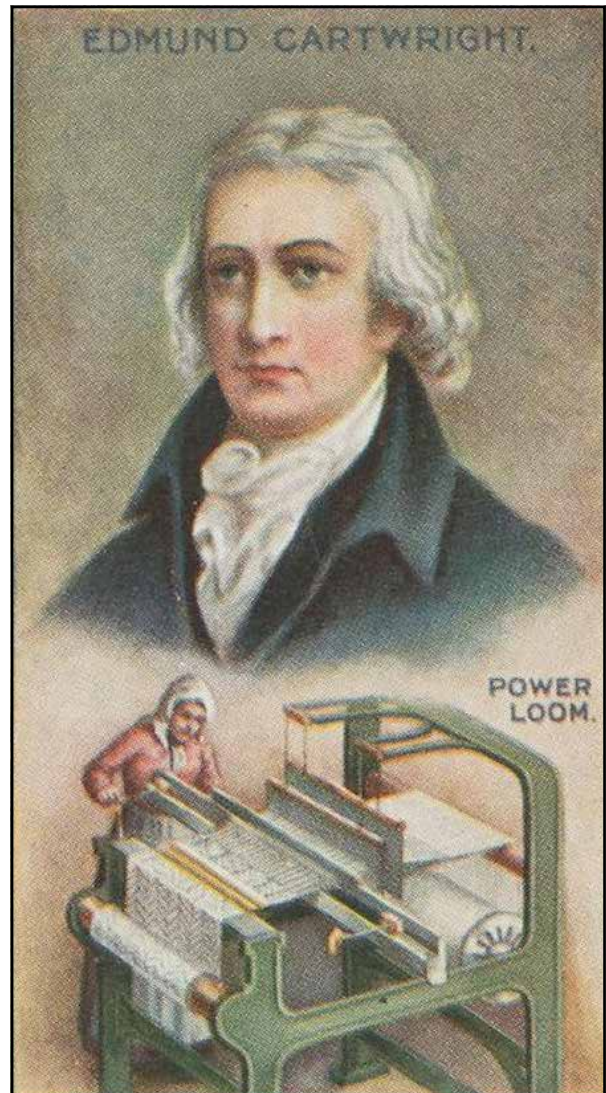


Figure 4: A collectible tobacco card issued by R. & J. Hill, Ltd. showing Edmund Cartwright and his Power Loom (Series 21-40, #32, 1908).



Figure 5: A broadside recruiting young women to work in the textile mills.

mesmerized a mill girl, Cynthia Gleason, whose “body failed to comply with the factory bell’s rhythms, so Poyen used animal magnetism to bring her back into line.’ Magnetic somnambulism, an enchanted... state, was the technique Poyen used...to make her ‘preternaturally punctual’ for work.”⁶

Gleason soon became Poyen’s first assistant, and together they put on exhibitions in which, once under his control, Cynthia was unable to be roused even by placing smelling salts under her nose, pricking her skin with needles, or clanging bells and firing pistols next to her ears. It was only Poyen who could release her from the trance.

Gleason also began making oracular announcements during their sessions, including providing physicians help with their most difficult cases. After eight months, Poyen claimed that out of 200 diagnoses, Gleason had only erred two or three times.⁷

Poyen’s demonstrations fascinated the public and soon, it seemed, “everyone wanted to mesmerize or be mesmerized.”⁸ At one of his sessions, Poyen was approached by Alexander Wright who had become so enthralled that he offered the use of his home as a base where Poyen could conduct his public “experiments.” When Poyen resumed his tour through New England, Wright remained interested in mesmerism, learned to practice it himself, and encouraged practitioners that he knew to report observations of others’ work.⁹



Figure 6: Animal Magnetism—mesmerizing a patient, circa 1750.



Figure 7: A daguerreotype of a mid-nineteenth century mesmerist passing his hands over his subject.

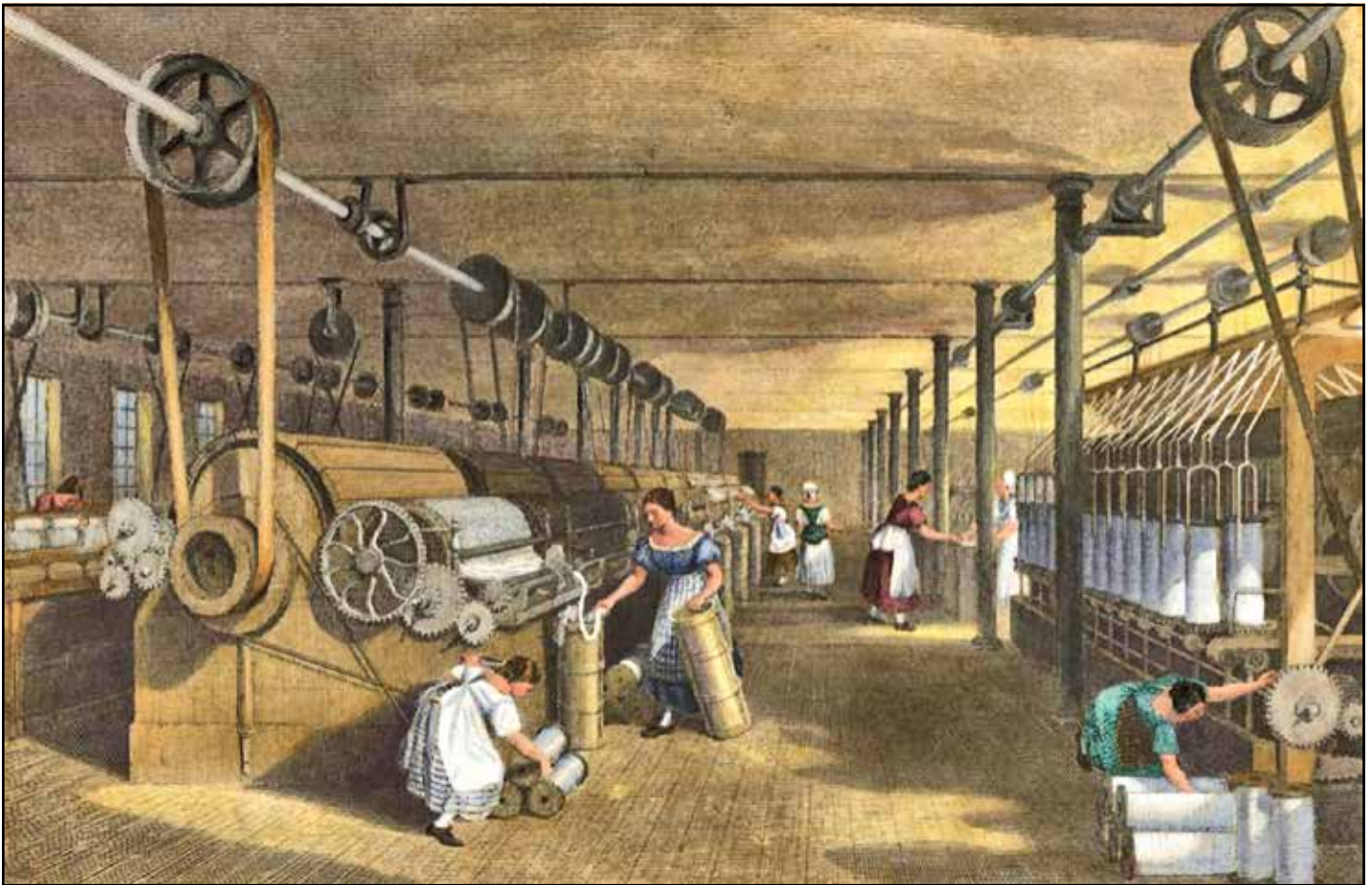


Figure 8: *Carding, Drawing and Roving, Cotton Factory Floor* by James Tingle, circa 1830.

Poyen's new 'science' was also met with considerable skepticism, not just from the scientific world, but the literary community as well.

Ralph Waldo Emerson decried mesmerism in a lecture, *Demonology*, as an "inquiry pursued on low principles...a black art." Nathaniel Hawthorne depicted mesmerists as manipulative frauds in *The House of Seven Gables* and *The Blithedale Romance*.

Not to be outdone, Herman Melville crafted his terrifying image of Captain Ahab using crossed harpoons imbued with his "magnetic life" to compel Pequod crewmen to join his psychopathic quest for vengeance upon Moby Dick. Worse, sensationalist pamphlets began appearing at newsstands; one, *The Confessions of a Magnetiser: being an Expose of Animal Magnetism*, described mesmerist's molestation of females under his spell.¹⁰

By the 1860s, the public's fascination with Animal Magnetism had all but vanished, and the scientific world had completely dismissed the existence of "mesmeric energy."

However, some physicians theorized that these trance-like states were the result of "protracted ocular fixation" which could possibly prove useful in medical and psychological treatments, and the scientific study of hypnosis began.¹¹

Animal Magnetism

"Animal magnetism" (Figure 6)¹² was the name given by an eighteenth-century German doctor, Franz Mesmer, to an invisible force that he believed was within all living things, including humans, animals, and vegetables.

He believed that this "magnetizing force" could be harnessed by practitioners if they passed their hands over patients' bodies, placing them into trances, after which they would be healed (Figure 7).¹³

Beginning in 1836, this pseudo-science took New England, especially Massachusetts, by storm when French mesmerist Charles Poyen toured the region performing theatrical "mesmeric" demonstrations in which he and an assistant diagnosed diseases on stage.

In addition, Poyen mesmerized audience volunteers after which they would become insensitive to pokes and pricks, locate hidden items, and read the minds of others. Upon waking from their trances, the subjects would have no recollection of what they had done.

Poyen's biggest supporter was a Lowell carpet salesman, Alexander Wright, who opened his home for Poyen to conduct public demonstrations.

Poyen also taught mesmerism to interested people, and by the early 1840s, between twenty and thirty mesmerists were practicing in New England.¹⁴



Figure 9: An issue of the *Lowell Offering*, a monthly periodical that showcased poetry and fiction written by the “factory girls” who worked in Lowell’s textile mills.

Mill Girls

The young unmarried women, known as “mill girls,” (Figure 8)¹⁵ who replaced child labor on the factory floor were mostly recruited from nearby farms and villages and worked between twelve and fourteen hours each day, six days a week.

Although oppressive when viewed from today’s perspective, the mill girl system was considered quite progressive at its time. It had been unheard of for young women to enter the workforce outside of their homes, but after signing a one-year contract, these mill girls were “freed of the farm” and relatively well paid, \$2 per hour, which was enough to buy clothes, send money home, and put aside some savings.

They received dormitory housing, were offered educational and training opportunities, and encouraged to flourish their creatively (Figure 9).

Initially, everyone was happy; mill owners, working girls, and the public. John Greenleaf Whittier celebrated the system, “Acres of girlhood...The young,

the graceful...Who shall count [their] vocation as otherwise than noble and ennobling?”

However, attitudes soured during the economic downturn of the mid-1830s when mill owners attempted to reduce costs by cutting wages. In response, the young women organized what became the first American labor union, the Factory Girls Association, and, over time, their “turn-outs,” i.e., strikes, were partially successful in forcing mill owners to accept their demand for reduced working hours.

Despite some lingering dissatisfaction, young women continued to flock to the mills, and when Charles Dickens toured Lowell in 1842, he was impressed, reporting that “the rooms in which they worked were as well ordered as themselves. In the windows of some there were green plants, which were trained to shade the glass; in all, there was as much fresh air, cleanliness, and comfort as the nature of the occupation would possibly admit.”¹⁶

Endnotes

- 1 Stampless letter from A. Crane. Northampton to Lowell Massachusetts. This three-page folded letter is datelined, Northampton Nov. 19, 1843, and bears a manuscript “12½” cent rate mark (for 80-150 miles). The letter has been cross-hatched, i.e., the author wrote twice on each page at right-angles, saving both paper and postal charges.
- 2 Handcolored clipping from the front page of *Gleason’s Pictorial* magazine, Boston, May 29, 1852.
- 3 Eric T. Carlson, “Charles Poyen Brings Mesmerism to America,” *Journal of the History of Medicine*, April 1960, pp. 122-123.
- 4 Mary Bellis, “Francis Cabot Lowell and the Power Loom.” <https://www.thoughtco.com/francis-cabot-lowell-the-textile-revolution-1991932>.
- 5 I.M. Boynton, Agent for Procuring Help for the Mills., “Mill girl recruitment poster,” Young American Republic. <http://projects.leadr.msu.edu/youngamerica/items/show/717>.
- 6 Matthew Wills, “Mesmerizing Labor” online at *JStor Daily*, January 18, 2022. <https://daily.jstor.org/mesmerizing-labor/>.
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Figure 1: The unfolded front and interior of a spectacular 1893 illustrated A.A. Vantine advertising cover.





Figures 2: A detail of the mailing panel for the Figure 1 A.A. Vantine illustrated advertising cover.

“The Most Interesting Store in the World”

By Kurt A. Sanftleben

Born in 1821, Ashley Abraham Vantine followed the Gold Rush to California, not to make his fortune in the gold fields, but to get rich from the miners who tried to do so. He opened a successful general merchandise business in San Francisco and later at a branch in Marysville.

While living in California, he developed an appreciation for Asian ceramics and cloth. He returned to New York City in 1869 and opened an “Oriental goods business...first on Broadway near Eighth-street,” later twice relocating up the block to 831 and 879 Broadway (Figures 1 and 2).¹

Vantine had opened his store at just the right time, After the gloomy years of the Civil War, New Yorkers, although their familiarity with Japanese and Chinese goods was limited, had just begun to fill their homes with decorative objects, and the market was ripe for articles



Figure 3: A postcard view showing the main floor of Vantine's Oriental Store.

displaying a “refined taste,” including wall hangings, pictures, decorative pottery, and other “elegant” brick-a-brac.

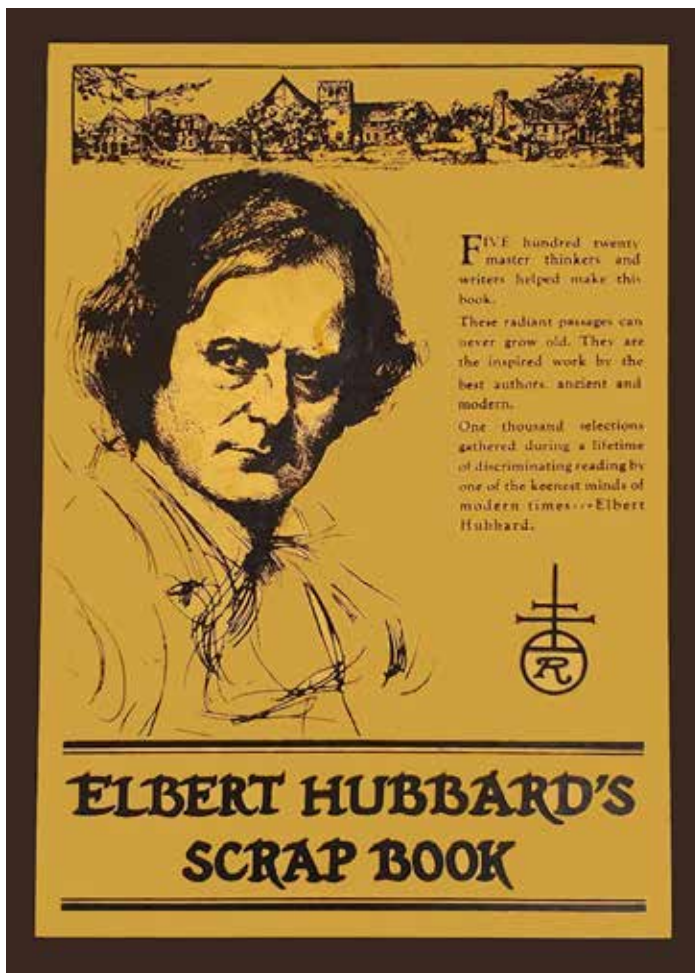


Figure 4: BA box for *Elbert Hubbard's Scrap Book*.

Although, the first day's sales, which totaled only \$50, were disheartening, sales soon exploded, and Vantine began importing thousands of items from his astounded Asian suppliers. Customers were fascinated by the variety of goods he displayed.²

Indeed, the store's inventory was amazing. It included clothing, ceramics, toys, objets d'art, incense, perfume, furniture, and more (Figure 3).

Elbert Hubbard, the celebrated arts and crafts expert (Figure 4), best described Vantine's as:

*"A bazaar, an object-lesson, a sermon, a school, a fair, an exposition – store. There's only one objection to the place, that it exhausts your stock adjectives. I have known Vantine's for a quarter century. I used to stand outside the show-windows and look long, also longingly, at the beautiful things displayed."*³

As his business had grown, Vantine took on two successive partners, James F. Sutton and James I. Raymond and incorporated as A.A. Vantine and Company. Vantine retired in 1887 but the company lived on⁴ and, in time, moved to much larger uptown quarters at the corner of Fifth Avenue and 39th Street (Figure 5).



Figure 5: A 1917 A.A. Vantine business cover displaying the company's colorful trademark.

When America's passion for Japanese and Chinese goods began to wane as the 20th century progressed, Vantine's shifted focus and added many products from Egypt, India, Turkey, and Persia.

Subtly announcing the change, the company, which had heretofore been known as "The Japanese Store" or "The Most Interesting Store in the World," (Figure 6) rebranded itself as "The Oriental Store."⁵

To meet an ever-increasing nationwide demand for its goods, the company began issuing mail order catalogs in 1914 (Figure 7). The Vantine store in New York closed in 1921, however the company continued to sell perfumes until the 1940s.

Unfortunately, the A.A. Vantine & Company story ends on a disturbing note. Although the transactions are murky, by 1926 the notorious gangster Arnold Rothstein (of Black Sox fame and immortalized by F. Scott Fitzgerald as Meyer Wolfsheim) gained control of the company's name and used it to front an international drug smuggling business.

New York customs officials, who were used to seeing the Vantine company receive products from all over the world, scarcely gave Rothstein's shipments a second glance. After Rothstein was murdered two years later (Figure 8), investigators discovered that



Figure 6: An A.A. Vantine advertisement cut from an unidentified magazine.

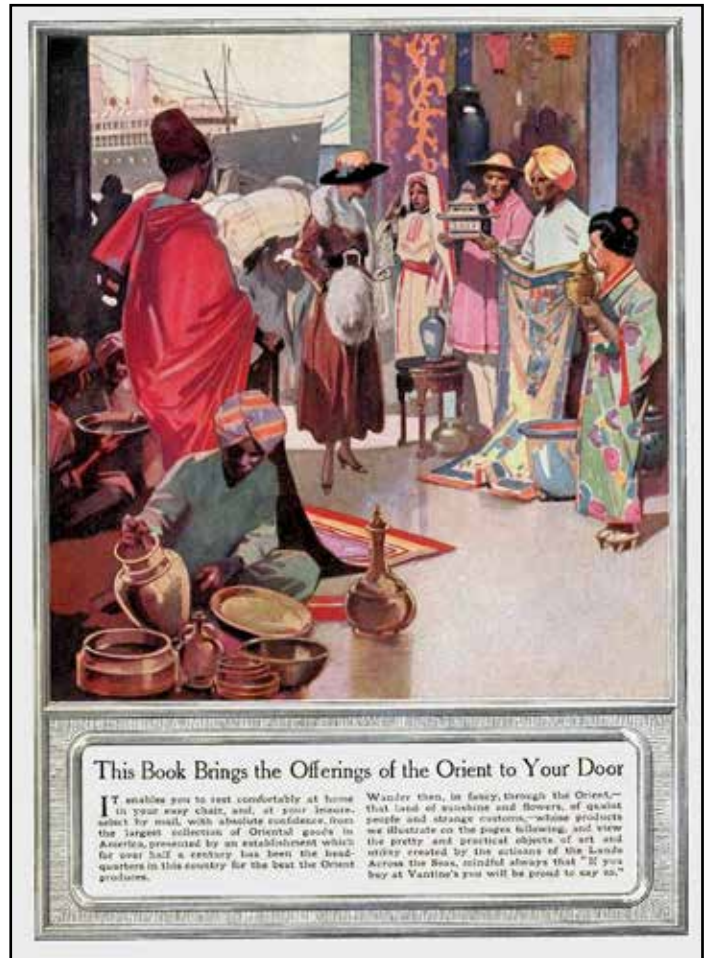


Figure 7: A page from a 1917 Vantine mail order catalog.

his minions had been stuffing the pottery in those shipments with opium, cocaine, heroin, and morphine, and the business closed for good.⁶

Endnotes

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Figure 8: An undated International Newsreel Photo showing Rothstein's body being removed from New York's Polyclinic Hospital into a waiting hearse.

Figure 1: A real photograph postcard showing “The Ruins of Columbus, N.M. after being Raided by Pancho Villa.”

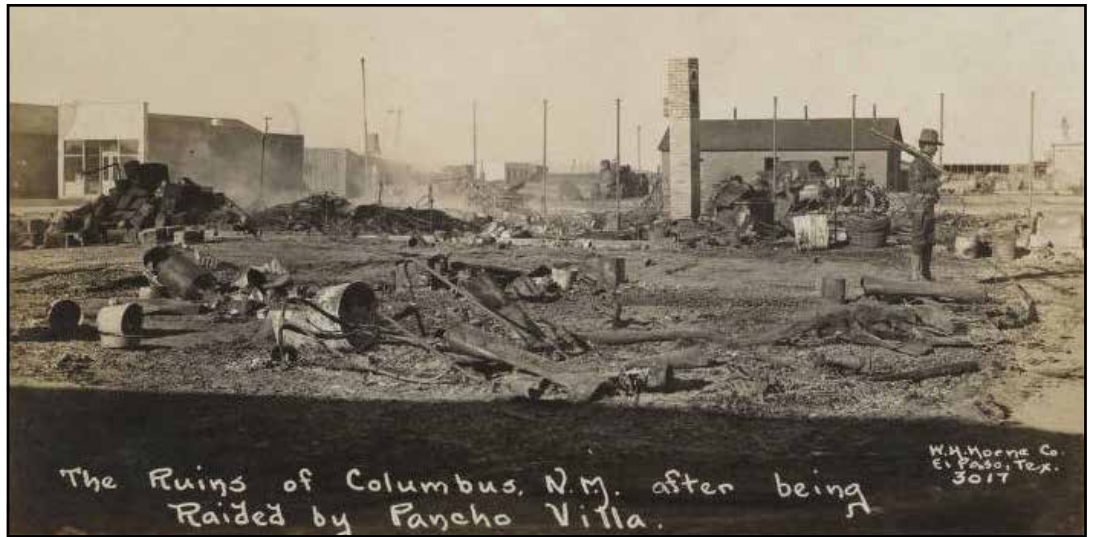
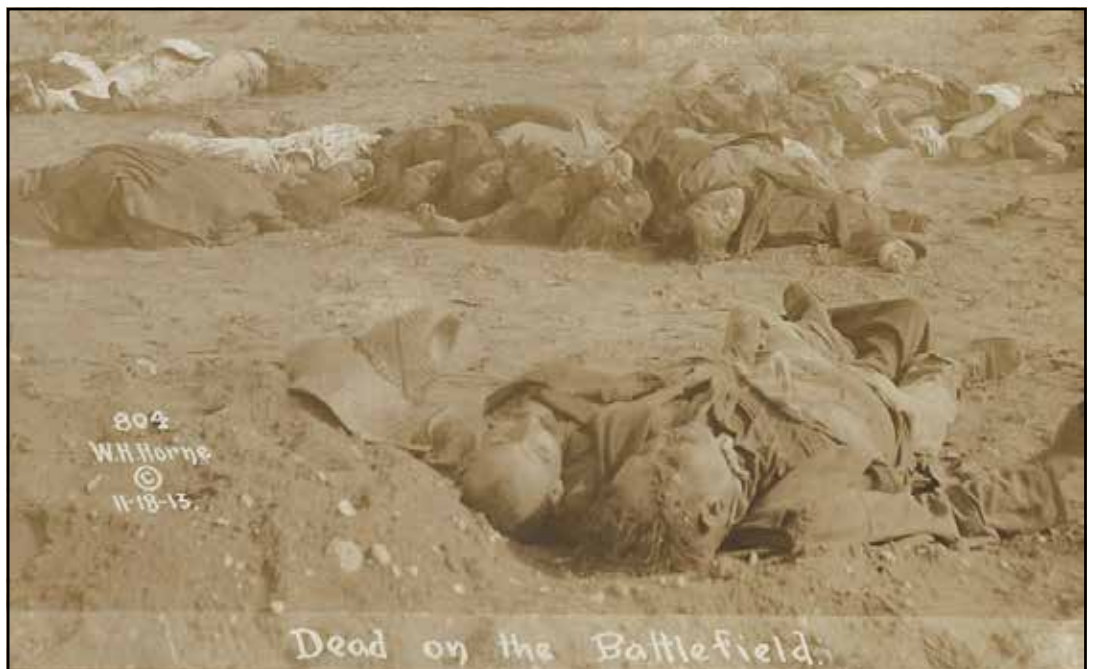


Figure 2: A real photograph postcard showing the “13th Cavalry in Military Parade, El Paso, Texas.”

Figure 3: A real photograph postcard showing Villistas lying “Dead on the Battlefield.”



U.S. Army Airmail During the 1916-17 Mexican Border Campaign

By Kurt A. Sanftleben

By the end of 1915, revolutionary instability in Mexico had progressively become a major concern of the United States following the assassination of President Francisco I. Madero by political opponents, the arrest of U.S. sailors during a port call in Tampico,¹ and the slaughter and mutilation of seventeen U.S. mining engineers enroute to open the Cusihiuriachic silver mines at the request of President Carranza.²

Still, it wasn't until Francisco (Pancho) Villa and his band of 500 to 1,000 men invaded New Mexico and infamously raided the town of Columbus on March 8, 1916 (Figure 1)³ that the United States took action. Although elements of the 13th Cavalry (Figure 2)⁴ successfully repulsed the attack (Figure 3),⁵ there were twenty-four American casualties, fourteen military and ten civilians. The American public was outraged, and the music industry was quick to fan the flames:

*"Now our nation is at war in the land of Mexico,
The Stars and Stripes have been abused so now we
have to go,
To take the bandit Villa whether living or is dead,
The blood of dear Americans is hanging on his
head." (Figure 4)⁶*

Patriotic fervor ran high (Figure 5)⁷ and President Woodrow Wilson immediately ordered General John J. Pershing to organize a punitive expedition of nearly 10,000 men to neutralize the threat (Figure 6).⁸

In total, five cavalry regiments, four infantry regiments, and supporting artillery and engineer units crossed the Rio Grande to participate in the campaign (Figure 7).⁹ Although the Villista threat was eliminated, Villa, himself was never captured. By the time Pershing and his troops were withdrawn in February 1917, as Wilson's concerns about possible U.S. entanglement in the European war increased, nearly the entire Regular Army and most of the National Guard had either participated in the incursion or had been deployed to defend the southern border from the Gulf of Mexico to the Pacific Ocean.¹⁰

One of the most interesting facets of the expedition was that it included the first real use of aircraft in an American military campaign. The theater of operations



Figure 4. Sheet music for *It's a Long, Long Way From Here to Mexico*.

stretched southward from the border for about 400 miles to Parral (Figure 8),¹¹ and the Army was eager to see how its new Signal Corps air service could help.

To that end, the entire American air force, the Army's 1st Aero Squadron and its eight JN-3 Curtiss Jenny airplanes, were deployed to assist in Villa's capture. The squadron, which was based in San Antonio, Texas, was dispatched to Columbus, arriving by train on March 15.

On the eighteenth, it began its flight to Pershing's base camp at Casa Grande Mexico. Unfortunately, high winds, poor maps, lack of repair parts, and severe terrain hampered the deployment, and only five aircraft completed the trip in serviceable condition the following day (Figure 9).¹²



He Played Villa!



Figure 6: A “Still Coming” political cartoon print showing General Pershing stomping Villista snakes.

Figure 5 (Left): “He Played Villa” postcard.

Once there, the pilots soon discovered that their airplanes lacked the power necessary to fly high enough to reconnoiter the mountains where Villa’s force was hiding. Further, sand and aridity damaged engines and propellers, and it became apparent that all the planes would soon become inoperable.

So, the squadron commander, Capt. Benjamin D. Foulois, limited their use to transporting communiques and mail until all were no longer flyable. Although experimental and special airmail flights had occurred since 1911, it wasn’t until the Jennies began these regular one-day trips between Columbus and soldiers in Mexico that the first recurring U. S. airmail service began.¹³

During this short period, one officer assigned to the 13th Cavalry Regiment, Lt. C. (Clarence) Lininger, took advantage of the airmail service whenever he could. A prolific writer, Lininger’s letters were usually transported overland. However at least four times, he sent mail to his wife that began with a flight from a dusty outpost in Mexico.¹⁴

Lininger’s earliest airmailed letter (which once sold at a Siegel Auction¹⁵) from a “camp in the field on

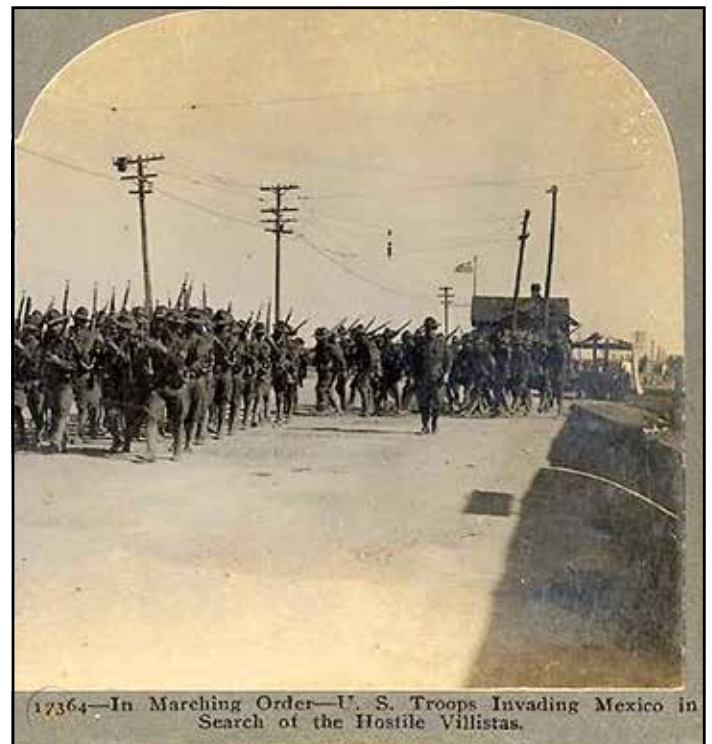


Figure 7: A stereoview showing the U.S. Infantry crossing the border at the beginning of the Punitive Expedition.

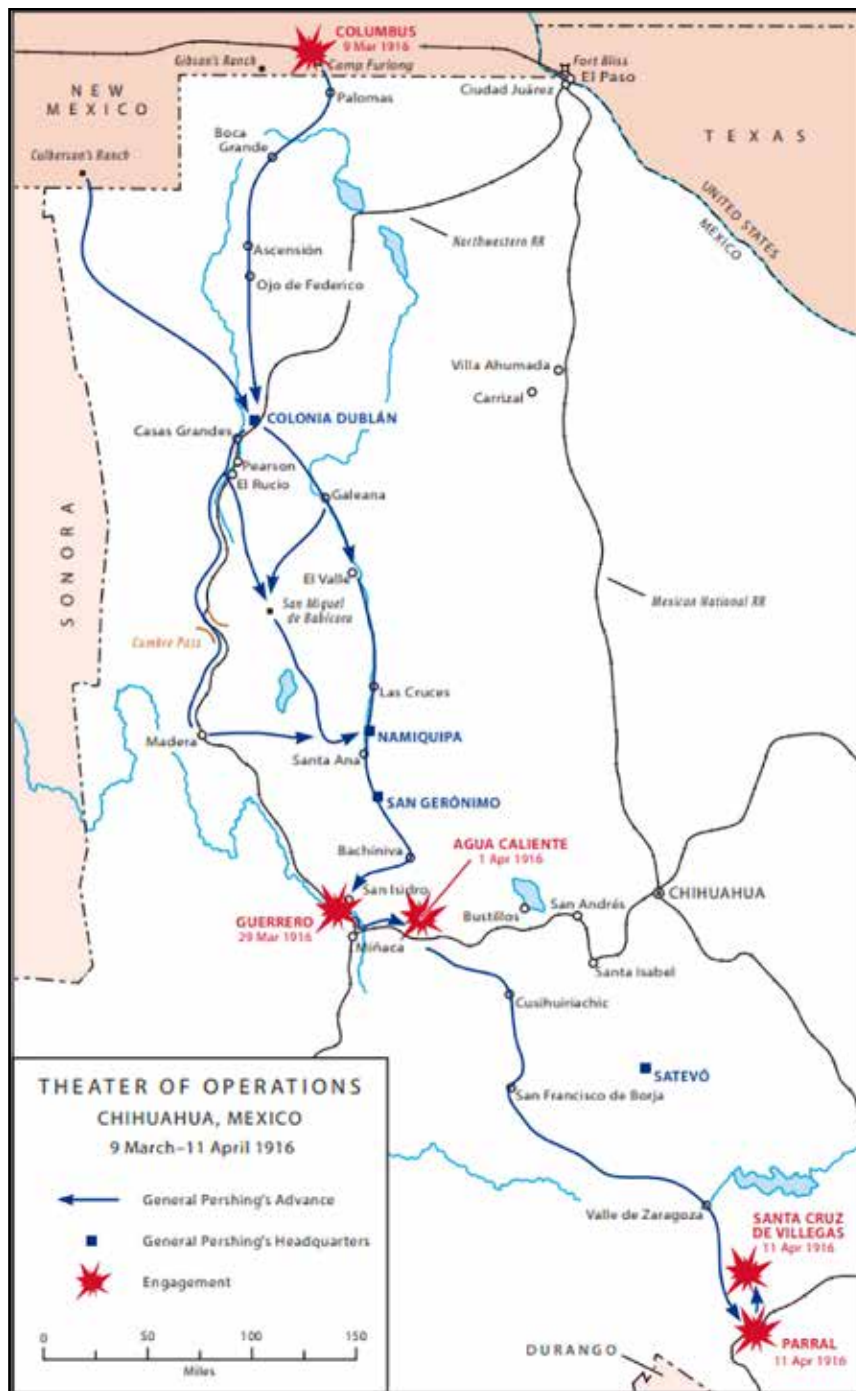


Figure 8: A map of the theater of operations.

the banks of the Casa Grande River” was postmarked in Columbus on April 5 (Figure 10). It contained a detailed description of the earliest days of the campaign, including the arrival of Foulois’s airplanes.

“We arrived here yesterday afternoon and found Gen. Pershing here [with] some detachments.... Villa, natives hereabouts say he is about a 100 miles south trying to recruit, but without much success.... We followed his trail...finding dead horses, discarded articles, campfires, etc. ...Contacts along the road say Villa took up to Columbus some 500 men and that he brought back some 300. He certainly got a

drubbing....Yesterday about 8 a.m. five of our aeroplanes flew over us and landed here. One of these was partially wrecked last night and the aviator injured; Bowen I think, in landing. They say they find the conditions here pretty good in the calm mornings and evenings except that at this altitude, they find the air light and they have to use more power....”

By April 20, only two aircraft were barely functional. Airmail service ceased, and the squadron was ordered to return to Columbus to await the arrival of new planes.

Until they did, little flying was done as, “During the months of May, June, and July, constant troubles and difficulties were encountered with defective propellers, motor parts and defects in construction.”

Once the new planes were flying,

“the Squadron carried on extensive experiments with an automatic camera... in aero-reconnaissance.”¹⁶

Leninger letters from September shed light on when airmail service resumed. One also made it clear that only officers could send mail by airplane.

One, dated September 14 from Vado de Fusiles, was postmarked in Columbus the following day (Figure 11). Only an airmailed letter would have been able to reach Columbus and be postmarked within twenty-four hours. Army trucks of the time which only averaged eight to fourteen miles-per-hour would have taken at least three days to reach Columbus from most places in the theater of operations.¹⁷

In another, dated September 23 from Dublan, Leninger wrote “Will try to get this off by an aviator in the morning.” He did, and three days later on the twenty-sixth, Leninger noted that only officers were allowed to send letters via airmail, “I sent you a letter this am by aeroplane....About every other day aeroplanes carry to or from Columbus officers first class mail.”

Interestingly, his letter of the twenty-sixth was transported by “truck train” and did not reach Columbus until three days later.

Lininger’s final airmail letter was sent from Colonia Dublan on the twenty-seventh, which he closed noting “Will take this now to the aviation camp to mail....” It was postmarked in Columbus on the twenty-ninth.



Figure 9: A real photograph postcard showing the “Squadron of Military Airplanes being used in the campaign against Pancho Villa.”

Figure 10: Mail sent by Lininger, who made use of an El Paso ice cream company’s advertising envelope, from Casas Grandes, Mexico, via aircraft to Columbus and then on by ground to Fort Riley, Kansas.

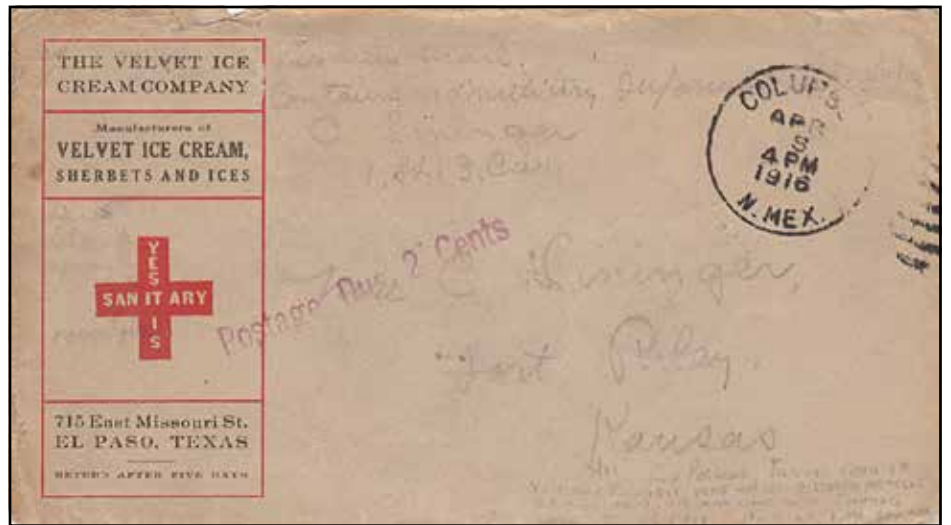


Figure 11: Flown mail sent by Lininger from Vado de Fusiles, Mexico, via aircraft to Columbus and on to Fort Riley, Kansas, by ground.



Lt. Charles Lininger

Lt. Charles Lininger continued his Regular Army service until 1943 and retired as a brigadier general from the New York National Guard in 1949. He received the Distinguished Service Medal for heroism during the punitive expedition. His certificate reads:

“Lieutenant Lininger, while in action at Parral, Mexico, on 12 April 1916, proceeded under fire to the rescue of a dismounted man of his command who was in danger of falling into the hands of the enemy, and, taking him up behind him on his horse, carried him to safety.”^{18, 19}

Benjamin Delahauf Foulois

Benjamin Foulois’s (Figure 12) career was even more impressive. He went on to command the Airplane Division of the Signal Corps and received the Distinguished Service Medal as a brigadier general during World War I when he served as American Expeditionary Forces’ Chief of Air Service. He retired in 1935 as a major general after serving as the Chief of the Army Air Corps.²⁰

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- 5 Unidentified photographer. “Dead on the Battlefield.” (El Paso, Texas: W. H. Horne Co., 1916).
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- 13 Miller, Roger G. *A Preliminary to War: The 1st Aero Squadron and the Mexican Punitive Expedition of 1916* (Washington, D.C.: Air Force History and Museums Program, 2003) pp. 1-33.
- 14 Sanfleben, Kurt A. “An important archive of about 180 letters and real photo postcards from a decorated cavalry officer



Figure 12: An Air Force Hall of Fame biography card for Maj. Gen. Benjamin Delahauf Foulois illustrated by Milt Caniff.

- detailing campaign life during the U.S. Army’s Punitive Expedition. . .” Catalog 20-1-Winter 2020. (Montclair, Virginia, 2020) Items: 12 and 32.
- 15 “Sale 1090 (Lot) “2283 1916, Columbus, New Mexico, Mexican or “Punitive” Expedition into Mexico (AAMC 92). Flown Velvet Ice Cream Company of El Paso advertising cover to Fort Riley Kan.. ” (New York City: Robert A. Siegel Auction Galleries, Inc., 2014)
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 - 20 “Major General Benjamin Delahauf Foulois” at the U.S. Air Force website. <https://www.af.mil/About-Us/Biographies/Display/Article/107091/major-general-benjamin-delahauf-foulois/>
(Kurt A. Sanfleben, Virginia Beach, Virginia, is a retired Army officer and former director of the Marine Corps Research Center at Quantico, Virginia. He and his wife Gail sell rare and unusual paper Americana online, via catalog, and at book fairs and stamp shows. He can be contacted by e-mail at: info@read-em-again.com)



Figure 1: A map showing the segments of the Pennsylvania Main Line of Public Works from Philadelphia to Pittsburgh.

The Allegheny Portage Railroad: 'A Splendid Piece of Work'

By Kurt A. Sanftleben

Although the public had long known about the fertile river valleys that lay to the west of the eastern seaboard, America's westward expansion did not begin in earnest until after the War of 1812 when both British and Native American dangers had been eliminated.

As western agricultural produce became available in eastern markets along with western demand for eastern manufactured goods, it became apparent that fortunes could be made if a quick, reliable, and economical east-west transportation system could be found to replace the month-long wagon trek between coastal cities and the growing inland breadbasket.

Although river travel offered a possible solution, flooding, dry seasons, rapids, and waterfalls presented major challenges. The solution, which had been well-known since ancient times was the use of canals complete with locks, spillways, and towpaths.

The first was the Erie Canal, completed in the mid-1820s, that connected New York City with central Ohio and the Great Lakes, after which New York harbor soon eclipsed Philadelphia as the nation's busiest seaport and trade center. Far-sighted Pennsylvanian merchants in Philadelphia and Pittsburgh recognized the threat posed by the Erie Canal long before it was completed and heavily lobbied their state legislature to establish a competitive canal system of its own. A commission determined that could be done by building a multi-part system, the Pennsylvania Main Line of Public Works,

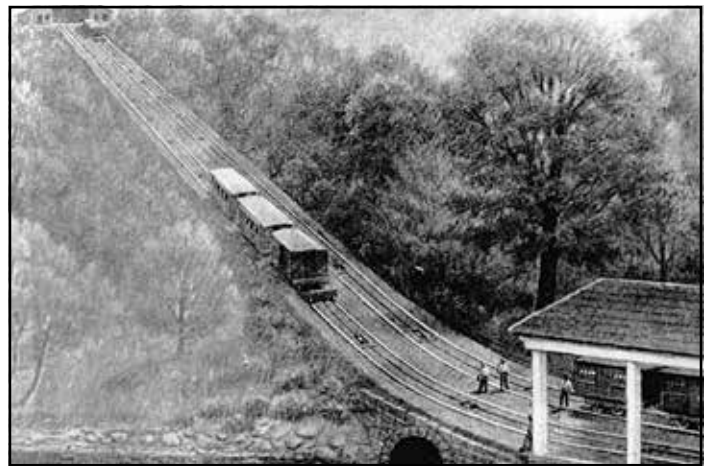


Figure 2: A postcard showing an unattributed sketch of an Allegheny Portage Railroad funicular with ascending and descending train cars, date unknown.

(Figure 1) that included a railroad from Philadelphia to Harrisburg, a canal from Harrisburg to Hollidaysburg at the eastern base of the Allegheny Mountains, and a second canal from Pittsburgh to Johnstown on the western edge of the Alleghenies.

Work began on those segments while study continued as to how best to cross the mountain range. By 1831, after the state determined that a series of alternating funicular-driven inclined planes (Figure 2) and horse teams (Figure 3) would best fill the bill, work began on the Allegheny Portage Railroad began.¹

The Figure 4 1835 stampless folded letter from Charles Harris at Ebensburg, Pennsylvania, to his brother, Pliny, in Winthrop, Maine), describes the rail trip over the mountain in detail (Figure. 5). Excerpts include:

“You are aware probably, that Penn. is considerably ahead of any other state in...her public improvements. [The Main Line linking] the Atlantic & the great valley of Mississippi is the most important. This includes the Railroad from Phila to Columbia . . . next a Canal to Hollidaysburg...hence, the Portage Rail Road across the Alleghany mountains to Johnstown...and from thence, a Canal to Pittsburg.... It has been very expensive to the State...2 million dollars....

“I will give you a hasty description of the Portage....

When this route was first surveyed, it was proposed to construct a Canal the whole way by means of a Tunnel through the base of the mountain, about four miles. This design however was soon given up...and the present R Road proposed. [It is] about 25 ft wide, & has a double set of tracks. There are five Inclined Plains on each side of the mountain—the greatest angle of inclination with the horizon is about six degrees,...a rise and fall of nearly 26 hundred feet. Cars are drawn up by means of stationary engines at the head of each plane of 30 or 35 horse power (Figure 6). The most interesting parts of the work that I observed in passing along, were the Tunnel through a spur of the mountain (Figure 7), and a Viaduct across the Conemaugh a small river on the western side. [A] Tunnel is 900 ft in length, cut through a solid rock arched only a short distance at each end. The Viaduct is built of a kind of sand stone—has a single arch of 80 ft span....

“The [line runs] through an entire wilderness. The eye...is arrested...by the dense and almost impenetrable forests on either side,...by the lofty peaks of the Alleghenies rising to the clouds, and again by the deep ravines winding among hills.... At the Summit there is a fine house of public entertainment, a store, and a number of shantees which give the appearance of a little village (Figure 8) Here the passing traveller might spend a day or two very agreeably...to breath the luxury of the mountain air, and find it perhaps as beneficial as a trip to Saratoga or the White Sulphur. The sportive individual too might find amusement....Game is plenty. Turkey & Pheasants are numerous, and you may sometimes observe the timid deer trip carelessly along as if unmindful of the passerby. Travellers, if they desire it can seldom miss a good dinner of Venison....

“The Rail Road is a splendid piece of work and shows what

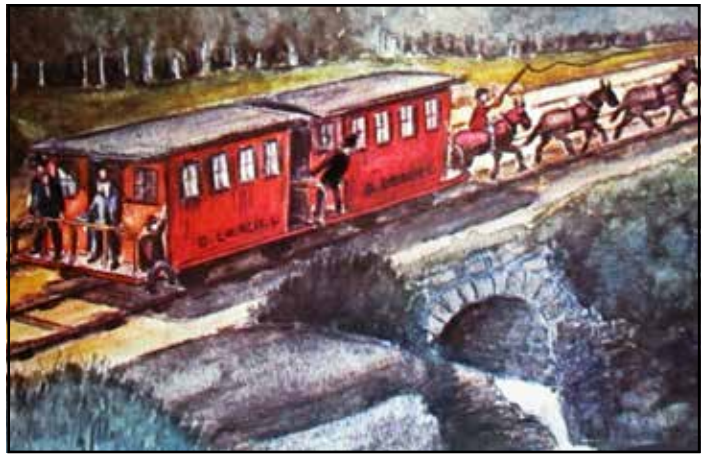
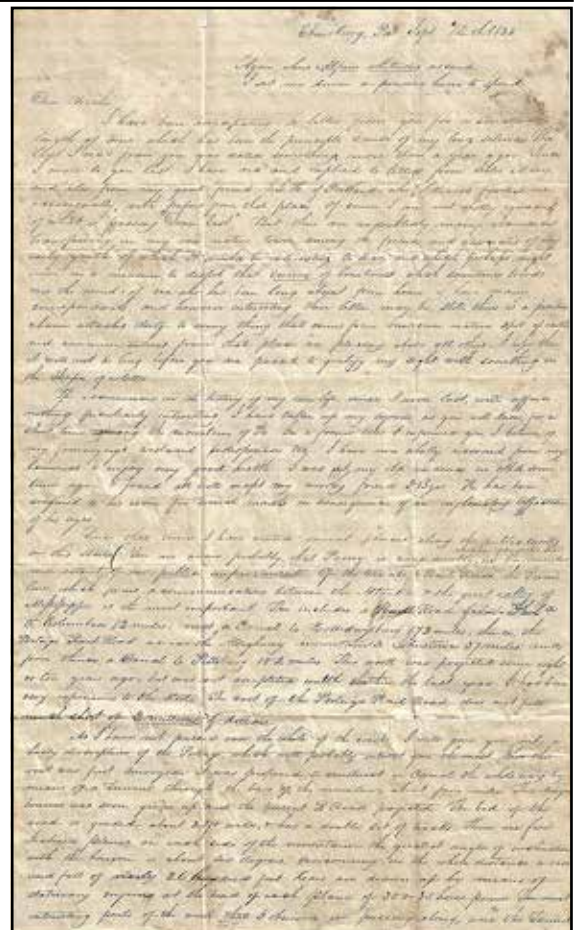


Figure 3: A postcard showing a Philip J. Hoffman watercolor image of horse-drawn Allegheny Portage Railroad cars. Boston: Plasitchrome, circa 1970s.??1870s



Figures 4 and 5: An 1835 stampless folded letter from Charles Harris at Ebensburg, Pennsylvania, to his brother Pliny in Winthrop, Maine.

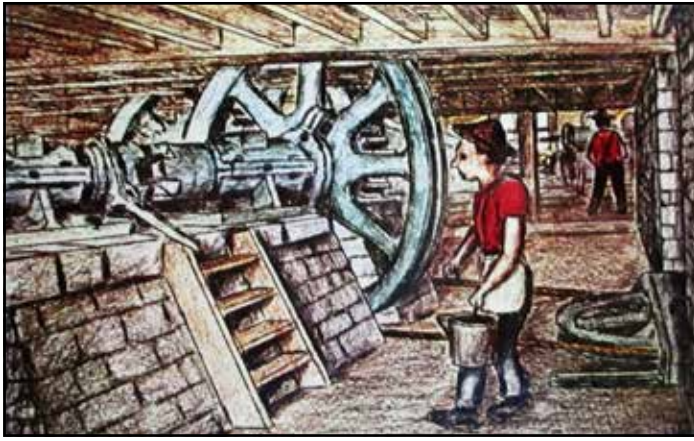


Figure 6: A postcard showing a Philip J. Hoffman watercolor image of vertical steam-driven sheave wheels that hoisted railcars up an Allegheny Portage Railroad inclined plane. Boston: Plasitchrome, circa 1970s.



Figure 9: A postcard showing a Phillip J. Hoffman watercolor of canal boat sections loaded on flatcars. Boston: Plasitchrome, circa 1970s.



Figure 7: An early 1900s real photograph postcard of a portal for the 901-foot-long Staple Bend Tunnel, the first railroad tunnel built in the United States.



Figure 8: A postcard showing a George W. Storm watercolor of the Lemon House tavern and train station at the summit of the Allegheny Portage Railroad. Boston: Plasitchrome, circa 1970s.

ingenuity and labors can accomplish. The deep excavations, the high embankments, the tunnel, viaduct, & culverts present to the view, a work of vast labour and expense, and must command the admiration of every beholder, not merely for the execution, but the boldness of the design....”

Indeed, the Allegheny Portage Railroad was a marvel of its time. It opened in 1834, only a year before this letter was written. As attested to by Harris, the all-weather line rose along saw-toothed, straightaways where animal teams and locomotives pulled both freight cars and flats loaded with specially constructed canal boat sections (Figure 9) that could be connected and disconnected by flexible couplings along slightly inclined narrow-gauge tracks.

At intervals along the route there were five sections of much steeper trackwork where the cars were attached by thick rope, and later iron cables, to stationary steam-engine-powered windlasses that did the heavy lifting.

The railroad’s 901-foot-long Staple Bend Tunnel was the first railroad tunnel built in the United States. The Allegheny Portage Railroad remained in operation until 1854 when advances in locomotive technology made east-west rail travel more economical than transport by canal.²

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