



Sourisseau Academy

Smith-Layton Archive presents:

When Letterheads Told a Story!
by Tom Layton

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Les Amis (The Friends)
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[97] **Hotel Montgomery: Classic vs. Lite!** - In 1912, San Jose's newly opened Hotel Montgomery introduced its letterhead, featuring three iconic images: an imposing view of the hotel building, a fanciful vista of stately redwoods against a mountain crest, and the logo of the Panama-Pacific International Exposition — still three years away! Nine years later the letterhead was a simple flourish, featuring the hotel name, address and an affirmation of its fireproof design. The Montgomery's 1921 move to simplicity signaled the end of a half-century tradition of letterheads and billheads printed with magnificent fonts and fantastic images showcasing scores of Santa Clara Valley commercial establishments.



[98] **The San Jose Mercury and Job Printing Office** - Artists and engravers came to California during the 1949 Gold Rush and stayed to create a flowering of letterheads and billheads. Designed to advertise local businesses, the high quality of the work provided a level of authenticity to their communications. In 1864, the San Jose Mercury and Job Printing Office, with its image of an American sailor presenting the *Stars and Stripes* and promising *Low Cash Prices*, was among many local printers in the burgeoning new market.

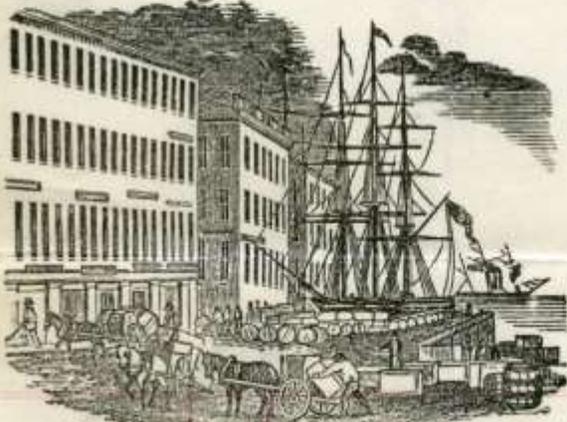
Payable in U. S. Gold Coin

San Jose, April 13 1865

Mr. J. O. Cook

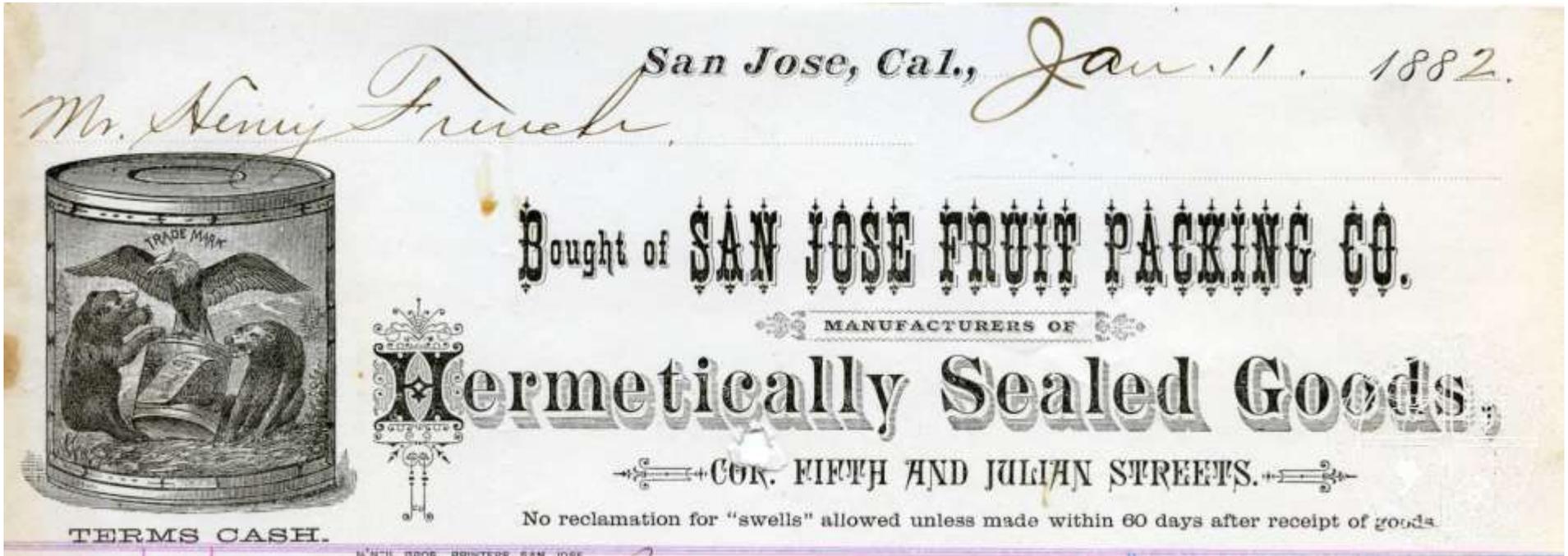
Bought of **E. AUZERAIS & BRO.**
Importers, Wholesale and Retail Dealers in
GROCERIES, PROVISIONS, LIQUORS, CIGARS,
HARDWARE, CROCKERY, BOOTS AND SHOES, CLOTHING, Etc.
Mariposa Store, Brick Building, Market Street.

ALL KINDS OF PRODUCE ALWAYS BOUGHT AT REGULAR MARKET PRICES.

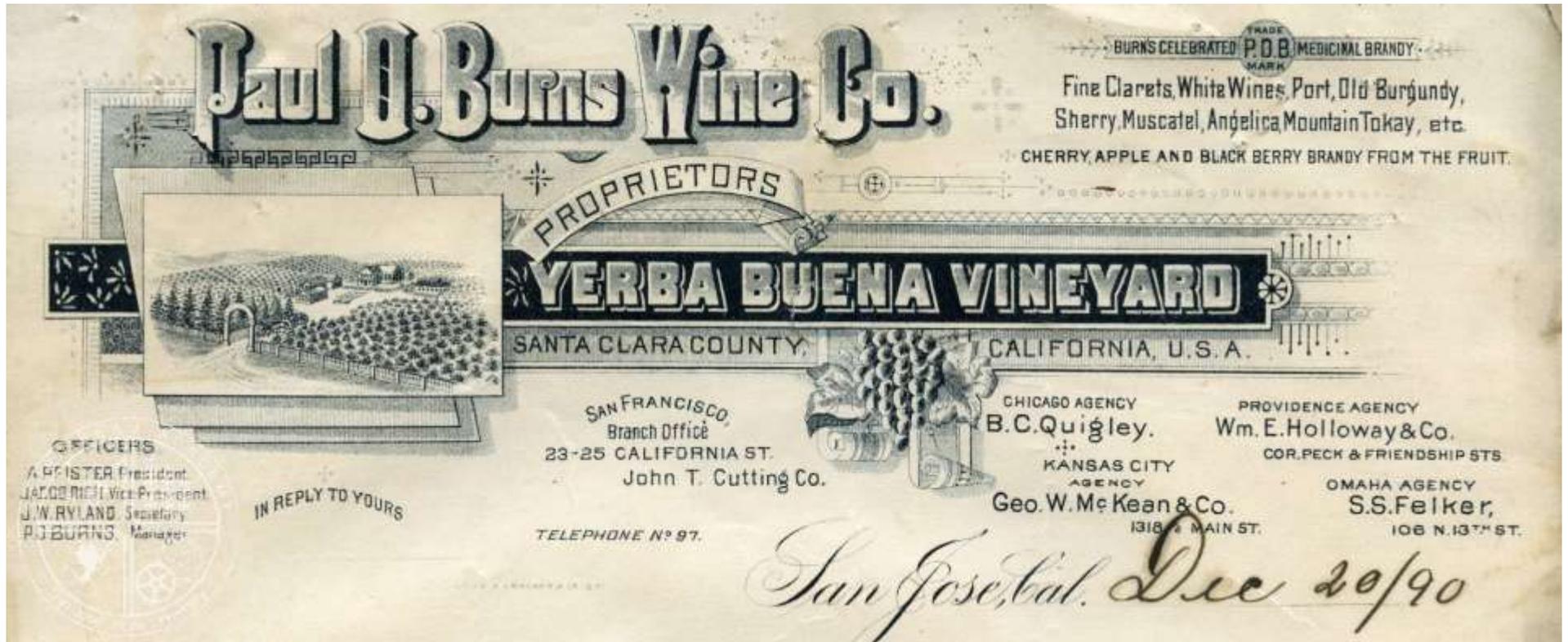


Towne & Bacon, Printers, 536 Clay Street

[99] *E. Auzeais & Bro.* - By 1865, brothers Edward and John Auzeais, owners of La Mariposa grocery store on San Jose's Market Street, had adopted a billhead featuring an image showing a pictorially impressive location on the San Francisco waterfront, suggesting where they imported *Groceries, Provisions, Liquors and Cigars* — *Payable in U.S. Gold Coin!*



[100] **Hermetically Sealed!** - Engraved copper plates enabled label printers to produce thousands of identical copies of complex images meeting the needs of large canneries. The San Jose Fruit Packing Company featured a can of *Trade Mark, Bears and Eagle, Hermetically Sealed* fruit on its 1882 billhead. It enabled the company to announce that it would not reimburse customers beyond 60 days from purchase for cans of fruit identified as *Swells* — cans that had ballooned from bacterial gases!



[101] **A Vineyard Vista** - In 1890, the Paul O. Burns Wine Company letterhead featured an image of their Santa Clara County *Yerba Buena Vineyard* in Evergreen, together with a listing of their agencies in Kansas City, Chicago, Omaha and Providence. Incorporated in 1886, it was the largest and perhaps the least successful wine company in San Jose. The company owned the entire city block at 7th and San Salvador and bought wine and brandy from many small producers, marketing under the Paul O. Burns label. The letterhead mentions eleven different wines and liqueurs, including cherry, apple and blackberry brandy, and their celebrated Paul O. Burns (trade mark) Medicinal Brandy! In 1892, Burns was arrested for embezzlement and the company was out of business by 1895.

W. RALEY. A. KRAUS.

STATEMENT.

San Jose Cal. June 15 1895

Mr L Winter

TO DR.



RALEY & Co.
WHOLESALE & RETAIL
DEALERS IN
**FOREIGN AND DOMESTIC
FRUITS**
GREEN & DRIED

FANCY GROCERIES,
FINE CANDIES,
&c. &c. &c.

LIMES,
BANANAS,
PINE APPLES,
SICILY LEMONS.

TAHITI
ORANGES
& COCONUTS
NUTS OF ALL KINDS.

95 EAST SANTA CLARA STREET.
OPPOSITE I. O. O. F. BUILDING.

TERMS. CASH.

TELEPHONE 49

PRINTED AND PUBLISHED BY W. RALEY & CO.

TROPICAL FRUITS
FRESH FROM EVERY STEAMER.

1895

[102] **Our Pacific Rim Traders - Oranges and Coconuts from Tahiti** - Local companies shipped exotic fruit to the port of Alviso, freshly imported from islands around the Pacific. The 1895 billhead for Raley & Company on East Santa Clara Street featured a tropical vista of palm trees, *Pine Apples* (yes, they looked like pine cones) and bananas, noting they are “*Fresh From Every Steamer*”.



[103] **The Employment of Elves!** - Noting their office at 12 North First Street is “Under the City Clock,” real estate agents Wooster & Ensign sold *City and Country Properties* — and *Fire Insurance*. What better image for their 1895 business envelopes than a vista across valley orchards to the distant Lick Observatory atop Mt. Hamilton. A local secret is revealed here as we see bewhiskered woodland elves, packing a gigantic cornucopia with fruitful bounty from the Valley of the Hearts Delight.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
August 2018

W. D. TISDALE, PRESIDENT
FIRST NATIONAL BANK OF SAN JOSE, TREASURER
O. M. TUPPER, SECRETARY

WHOLESALE & RETAIL
DEALERS IN
NATURAL ICE

LOCATION
OF WORKS ON
C. P. R. R.
AT FLORISTON AND
ROCKY RUN
AND AT
LOS GATOS
S. P. C. R. R.

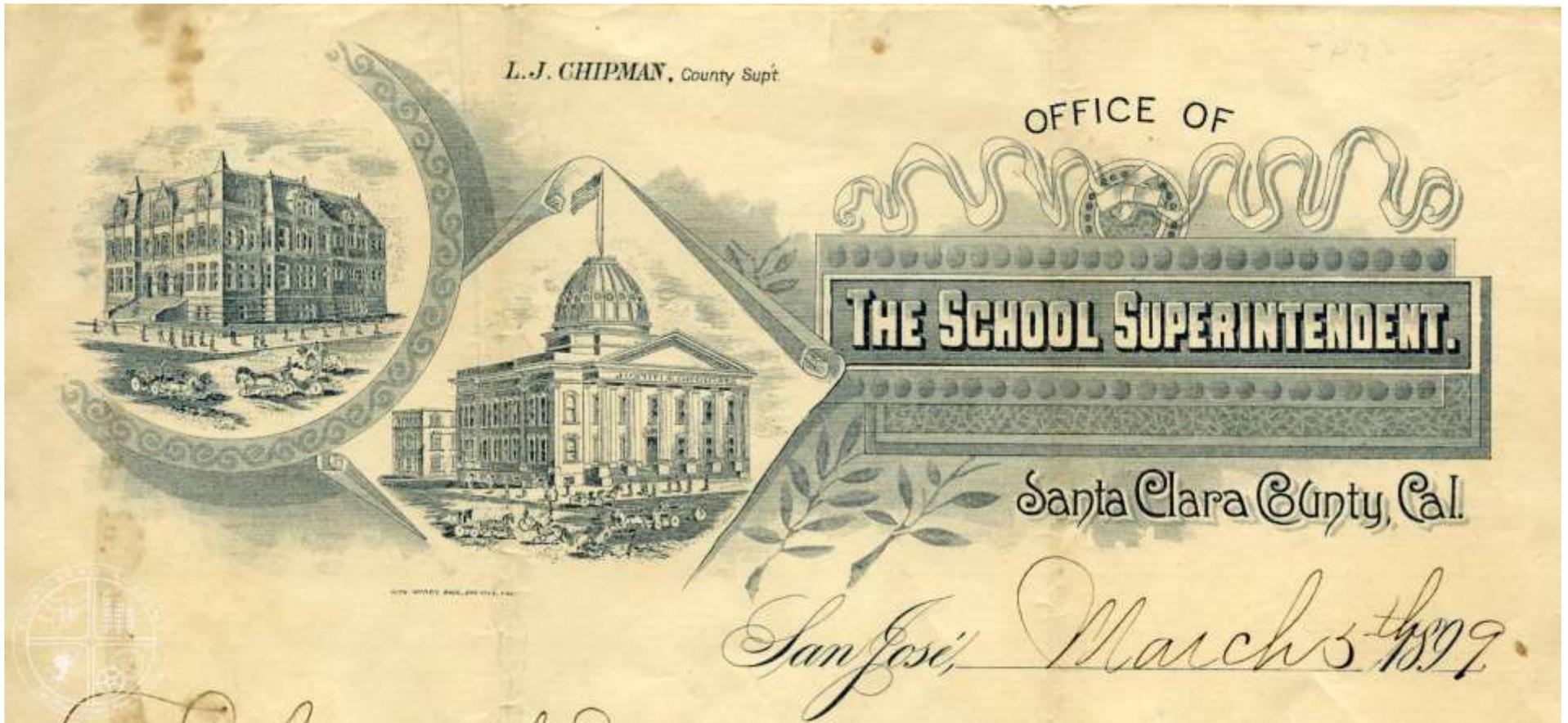
S. F. OFFICE & DEPOT
COR. 2ND & TOWNSEND STS.
TELEPHONE NO. 1348
S. H. SIMONDS, AGENT

LOS GATOS ICE COMPANY

PRINCIPAL OFFICE, 10 WEST SANTA CLARA ST.
TELEPHONE NO. 89.

San Jose, Cal. 1899

[104] **Ice from the Sierra Mountains** - Elves, fruit shippers, soda fountains and everyone else in Santa Clara Valley preserved their delectable fruit with *Natural Ice*, freshly cut in winter of 1890. Ice from the frozen Boca Lake in the Eastern Sierras was shipped by the Southern Pacific Railroad directly to San Jose's Los Gatos Ice Company at 10 West Santa Clara Street.



[105] **Worth a thousand words!** - Lemuele Jobe Chipman served as the Superintendent of County schools from 1877 to 1903. By 1899, he apparently realized that if a picture was worth a thousand words, he could use one-third of the space on his official stationery for images of the Santa Clara County Court House and Hall of Records to make an impressive visual statement — and still have enough space for his message and signature.



[106] **Waste Not – Want Not** - Pioneer farmer Campbell T. Settle organized the San Jose Farmer's Union in 1871 as a cooperative venture. A very thrifty organization, this 1882 billhead offers a restrained listing of its products and services including *Agricultural Implements, Groceries, Provisions*, with their assertion of their *Highest Market Price Paid for Produce*. Since it was a co-operative, members needed to pay promptly. Therefore the reason for the notice, “*All accounts are due on the first day of each month. If not paid promptly, interest will be charged.*”.

TELEPHONES:
SUNSET N^o 76. * PEOPLES 424.



The John Stock Sons.

IMPORTERS OF

**STOVES. METALS. PUMPS. MANTELS. GRATES.
TILES. GAS & OIL CHANDELIERS. ART GOODS.**

TINNERS, ROOFERS AND PLUMBERS.

GALVANIZED IRON CORNICES,
71-77 SOUTH FIRST STREET.

CLAWSON'S CHIMNIES
BYRON JACKSON CENTRIFUGAL PUMPS, GAS ENGINES,
BOYNTON'S HOT AIR FURNACES.

Sold to *Mr Henry French* San Jose, Cal. 1899

[107] **Stoves and Furnaces** - In addition to illustrating their First Street store and Bassett Street warehouse, *John Stock Sons'* 1889 billhead recorded the firm's progression from *Tinners, Roofers, Plumbers* (in very small print) to become importers of building supplies and the most modern mechanical devices, including *Clawson's Chimnies, Byron Jackson Centrifugal Pumps, Gas Engines and Boynton's Hot Air Furnaces!*



[108] **Photographs, too!** - As technology advanced, it became possible to reproduce photographs for placement on company letterheads; and in 1904, the Berryessa Fruit Grower's Union did exactly that. This carefully posed photo of a fruit-drying yard recorded virtually every employee for a much longer posterity than any of them might have imagined.

After maturity interest will be charged at the rate of 10% per annum payable in Exchange on San Francisco or New York. — Defective goods will be repaired or replaced without charge, but no claims allowed for labor or damages.

D. C. CRUMMEY, Pres.
D. P. SIMONS, V. Pres.
J. D. CRUMMEY, Secy-Treas.

Bean Spray Pump Co.

MANUFACTURERS OF

BEAN PATENT SPRAY PUMPS & NOZZLES

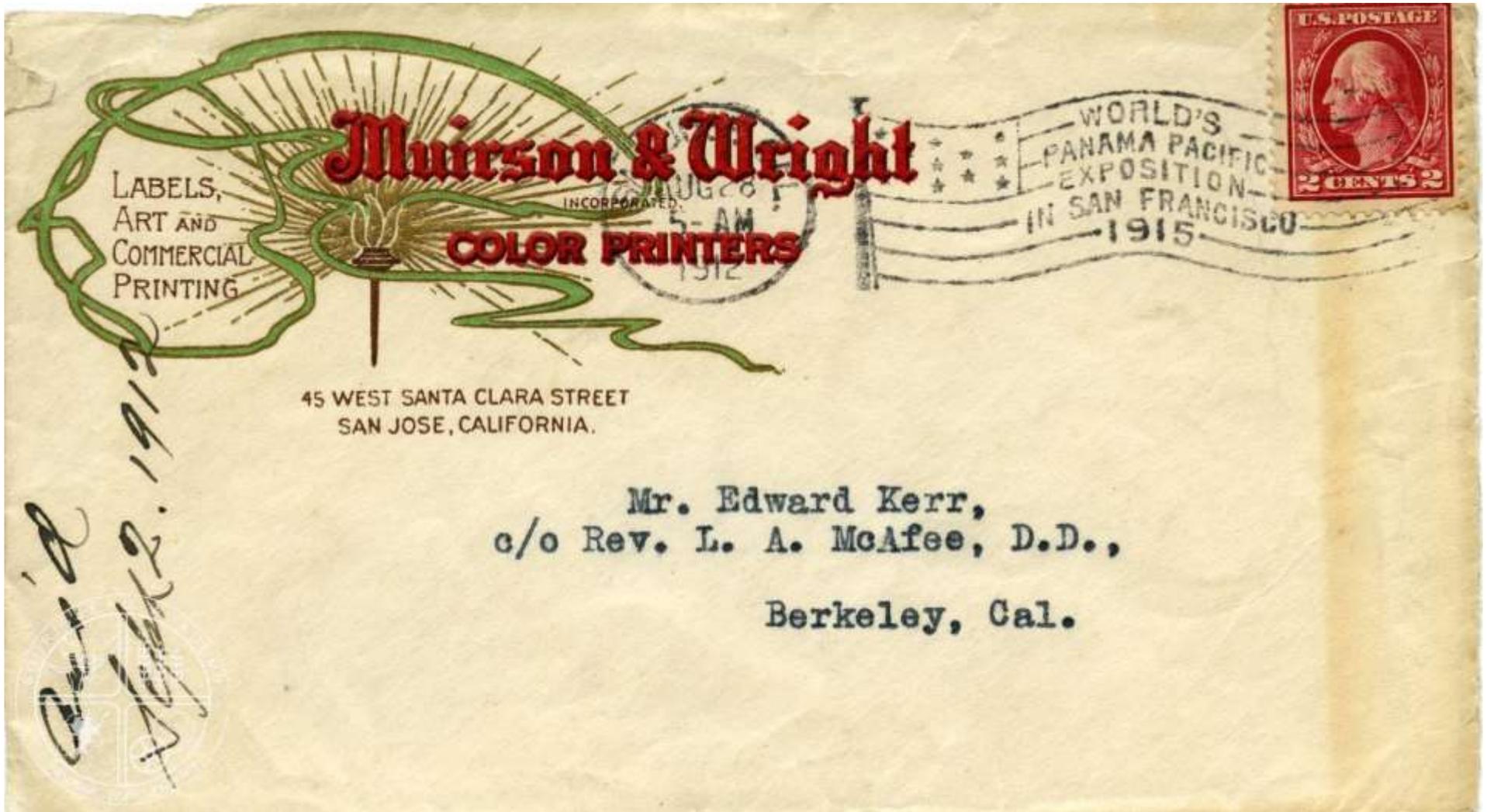
Jobbers of all kinds of
SPRAYING MATERIALS.

JULIAN & TERRAINE STS. San Jose, Cal.
TELEPHONE MAIN 785
Cable Address "BEANSPRAY"

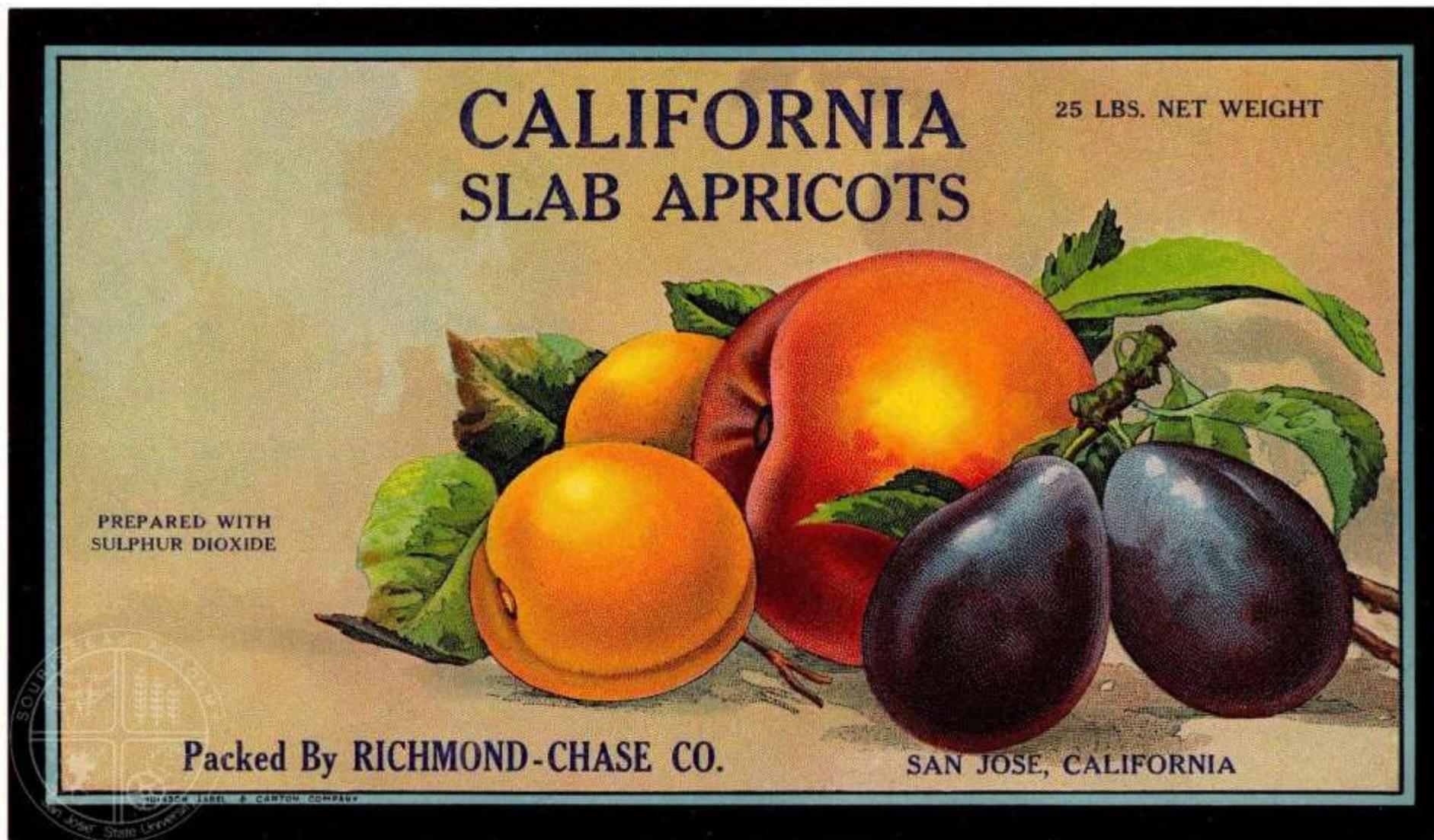
Sept. 9th, 1910.

An illustration showing a horse-drawn sprayer in an orchard. The sprayer is a large, wheeled machine with a tank and a pump mechanism. A man is standing next to it, holding a long nozzle. In the background, there are trees, a house, and a church steeple. The scene is set in a rural, agricultural landscape.

[109] **From Cunningham & Barngrover to F M C** - The Food Machinery Company changed names often during its early days. By 1910, the Bean Spray Pump Company's letterhead not only advertised their patented spray pumps and nozzles, but also illustrated their proper use in an orchard. This era was already the beginning of the end for lavishly illustrated letterheads and billheads. By the 1920s, many local companies were adopting simple logos. Following a merger in 1928 with Anderson-Barngrover, the letterhead had been reduced to only three letters — FMC — for the Food Machinery Corporation!



[110] **A New Printing Industry Emerges** - By 1912, local printers, such as the long-established firm of Muirson & Wright, were expanding their services. George Muirson and Theodore McKay Wright initially printed a wide range of items, everything from books to stationery. Then their work began to include a very specialized market — cannery labels. With artist Ralph Rambo's many clever designs, Muirson's fruit labels would eventually become collectors' items.



[110] **Art shipped Around the World** - Thereafter, the largest local printers were sustained by orders for millions of multi-colored labels for fruit and vegetable cans and shipping crates!