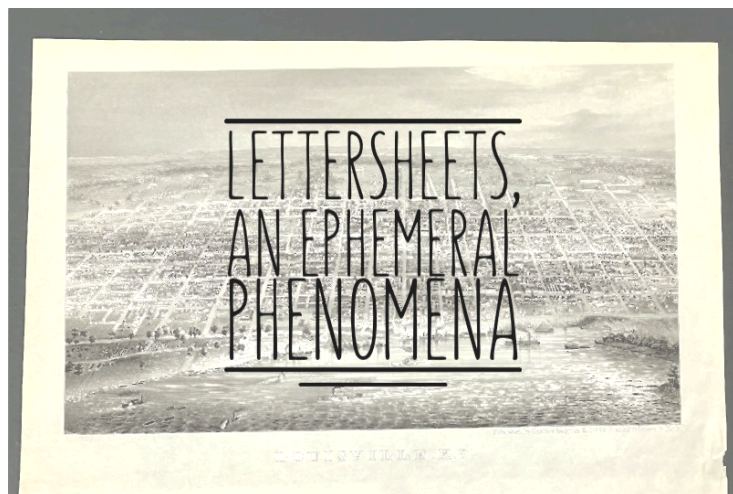
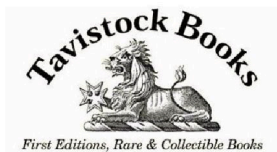




I find lettersheets to be an interesting subset of US Postal history, with the term encompassing a sheet of paper that could be used for correspondence, then folded & mailed, *sans* envelope. In explanation, envelopes were not used much before the second half of the 19th century, because most countries' postal rates calculated for the extra sheet of paper that made up the envelope, thereby increasing the cost of mailing when an envelope was used.

Our list this week focuses on privately produced pictorial lettersheets, most herein published by Charles Magnus, of New York City. These lettersheets, predominantly showing bird's-eye views and city / street scenes, were created to comply with, yet circumvent, those previously mentioned postal regulations.

Magnus [1826 - 1900] himself was an intriguing individual, perhaps best remembered today for his color lithographs of city views, song sheets, maps, patriotic covers and, of course, lettersheets, as offered herein.

Finally, you'll note, in the listings, I often cite "Milgram", which refers to James Milgram's AMERICAN

ILLUSTRATED LETTER STATIONERY 1819 - 1899 [Lake Forest: 2016]. Milgram an oft-cited expert on U.S. postal history, and this an excellent reference for anyone wishing to make a deeper dive into this fascinating genre of 19th C. United States ephemera.

In any case, we hope you enjoy browsing this week's iteration of our biweekly FS lists.

V.



1. LOUISVILLE. The Premier Industrial Location of America. Louisville Gas and Electric Company. 311 West Chestnut Street. Louisville, KY.

[Lettersheet].

Louisville: Color Lithography - Courier Journal, Lith. [1927]. Single sheet. Recto with promo verbiage extolling the Louisville attributes advantageous to business; verso with typed letter announcing "The First Fall Meeting of the Advertising Club. Monday, August 29th 1927, 12:15 P. M." Recot with 3 color images of Louisville: falls at the river, downtown, and the city's river landing [featuring 3 paddle-wheelers]. 10-3/4" x 8-3/8". Now housed in a clear archival mylar sleeve. 3 horizontal fold-line. Age-toning. Light edge-wear. Withal, a VG - VG+ example. Item #51762

Price: \$35.00



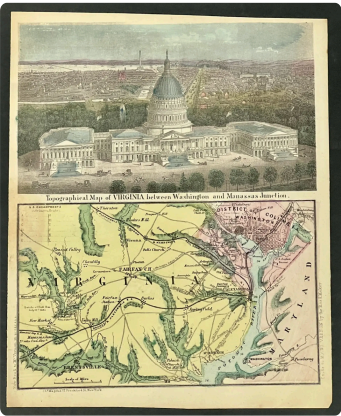
2. Schützenhalle, Festhalle und Gabentempel des dritten Amerikanischen Bundes-Schiessens. [Shooting hall, festival hall and gift temple of the Third American Federal Shooting].
[Lettersheet].

[New York]: C. Magnus, 61 Bowery, (n. d.). Ca 1868. Bifolium, unused. Illustrated lined letterhead with image of two wooden buildings, possibly in Jones' Woods. At left is a small building with a German flag atop it. At right, is a two storey building with wrap-around verandas, flying the American flag. People walk along the park near the buildings. The bottom image is of people standing in front of a very long building

with two small sheds in front of it. 10-5/16" x 8-7/16". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. A VG+ example. Item #51848

A Schützenfest is a traditional festival or fair featuring a target shooting competition in the cultures of Switzerland, Germany, Austria and the Netherlands. At a Schützenfest, contestants compete based on their shooting abilities, for example, by shooting at a wooden representation of an eagle. The competition's winner becomes the Schützenkönig ("king of marksmen") until the following year's competition. Research shows "the 3rd New York meeting took place in 1868 between June 12th and July 6th in Jones Wood which was situated on the East River between 66th and 75th Streets." Jones's Wood became the resort of working-class New Yorkers in the 1860s and 70s, who disembarked from excursion steamers and arrived by the horsecars and then by the Second Avenue Railroad, to enjoy beer, athletics, patriotic orations and rowdy entertainments that were banned by the prim regulations of the city's new Central Park Today, the site of Jones's Wood is part of Lenox Hill, in the present-day Upper East Side of New York City [see the Wikipedia article on the Woods, it has a fascinating history].

Price: \$75.00



3. VIRGINIA. Topographical Map of Virginia between Washington and Manassas Junction.
[Lettersheet / U S Civil War].

New York: Chs Magnus, 12 Frankford St. (n. d.). Ca 1861 (per the OCLC record for the LOC copy). Milgrim Magn.Lg.F.LS-3A. Single sheet, unused. Sheet recto with 2 hand-colored images: the top with the U S Capitol Building, the bottom with the "Topographical Map of Virginia between Washington and Manassas Junction." Relief shown by hachures. Depths shown by soundings. Cf Milgrim Illustrated Letter Stationery, p. 271 for image. 9-11/16" x 8". Now housed in an archival mylar sleeve. Unused. Age-toning, with small spot of discoloration to verso right side center. A VG copy. Item #51845.1

Lettersheet shows Union and Confederate positions at "Battle of Bull Run, July 21st 1861." In right margin at bottom: Guide to Mount Vernon by the Road Maker. Includes index of "U.S. encampments at Arlington Heights"

Price: \$125.00



4. UNITED STATES - FIREMEN.

[Lettersheet].

New York: Charles Magnus & Co, 12 Frankford St. (n. d.). Ca 1858 - 1860. Milgram NY-LS-20. Single sheet, unused. Verso blank. Sheet recto with a hand-colored image [5-3/4" x 7-7/8"] at top. Image depicts of a group of firemen standing outside with their fire engine, near their fire house, which is decorated with American flags. A larger, Greek Revival style building is seen to the left. The sign above the fire house reads "Eagle Hose Co. No. 2. Organized Oct. 1831." See Milgram p. 68, where this lettersheet is pictured. 10-9/16" x 8-5/16". Now housed in an archival mylar sleeve. Unused. Age-toning, primarily to extremities. A VG+ copy. Item #52287

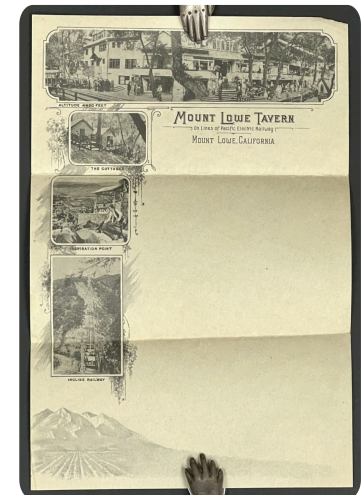
From the AAS record, we find Charles Magnus & Co. was at the 12 Frankfort Street location from 1858 until 1860.

Price: \$150.00

5. MOUNT LOWE TAVERN. On Lines of Pacific Electric Railway. Mount Lowe, California.

[California Lettersheet].

(n. p.): (n. d.). Ca early 20th C. Single sheet, 8-15/16" x 5-15/16". Verso blank. Unused. Illustrated with 4 b/w half-tone images: the Tavern [captioned "Altitude 4420 Feet"] and 3 summit scenes ["The Cottages", "Inspiration Point" & "Incline Railway"]. Now housed in a clear archival mylar sleeve. Hint of age-toning. Lacking tip of upper right corner. Two faint horizontal fold-lines. A VG - VG+ copy of this rare survivor. Item #51936



"Ye Alpine Tavern (as it was first named), the fourth and last hotel built by Professor Lowe, welcomed over three million visitors in its forty-one years of operation. Opened in 1895, the resort was destroyed by fire in 1936." [Mt Lowe digital history site].

Price: \$125.00



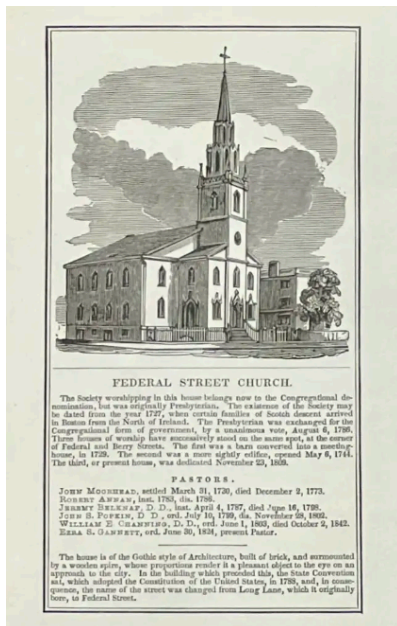
6. MAP Of The CITY Of ALBANY.

[Lettersheet].

New York: Chs Magnus lith, (n. d.). Ca mid-1850s. Bifolium, unused. Lithographed color map [4-3/4" x 8"] of Albany at top of sheet. 10-5/16" x 8-7/16". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. A VG+ example. Item #50795

From an AAS record, we find: "From 1854 to 1857 and subsequently [post-1860], Charles Magnus is not listed as having a company but as an individual."

Price: \$75.00



7. FEDERAL STREET CHURCH.

[Lettersheet].

Boston ? (n. d.). Ca 1860s. Date from listed pastors, Gannett pastor until 1871. Single sheet, folded once vertically, to form 4 pages. Upper left side of sheet with a large image of the church at top, underneath a short history of the church, it's pastors [Ezra Gannett listed as "present pastor"] & architecture of the building, 9-3/4" x 7-5/8". Now housed in a clear archival mylar sleeve. Unused. Hint of age-toning. Some penciled dealer notes to bottom of page 4. A VG+ coopy. Item #51763

The Federal Street Church (established 1729) was a congregational Unitarian church in Boston, Massachusetts. Organized in 1727, the originally Presbyterian congregation changed in 1786 to "Congregationalism", then adopted the liberal theology of its fifth Senior Minister, William Ellery Channing, (1780–1842). For most of the 18th century the church was known as the Long Lane Meeting-House. In 1788, state leaders met in the relatively spacious building to determine Massachusetts' ratification of the United States Constitution. Thereafter the church renamed itself the Federal Street Church in honor of the event.[1] In 1803, it called Channing as its minister who defined "Unitarian Christianity" and launched the Unitarian movement, making the Federal Street Church one of the first to define itself as Unitarian." [Wiki].

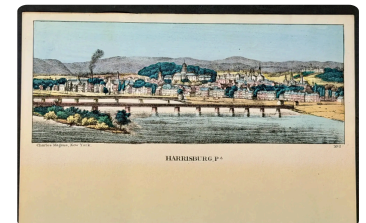
Price: \$75.00

8. HARRISBURG, PA. No. 2.

[Lettersheet].

New York: Charles Magnus, (n. d.). Ca 1861 - 1865. Milgrim HA-LS-2. Bifolium, so 4 pages. Pp 2 - 4 blank. Sheet recto with a hand-colored image [3" x 7-7/8"] of Harrisburg at top. Cf. Milgrim, p. 39, where this lettersheet is pictured. 10-5/8" x 8-3/8". Now housed in an archival mylar sleeve. Unused. Age-toning, primarily to extremities. A VG+ copy. Item #52288

Price: \$145.00





9. The MERCHANTS EXCHANGE. N. YORK.

[Lettersheet].

(n. p.): (n. d.). Ca 1860s (?). Milgram NY-LS_21. Bifolium, so 4 pages. Pp 2 - 4 blank. A hand-colored lithographed image [4-1/8" x 8"] of the Exchange at top. Cf. Milgram p. 69, where this lettersheet is pictured. 10-5/8" x 8-3/8". Now housed in an archival mylar sleeve. Unused. Age-toning, primarily to extremities. A VG - VG+ copy. Item #52303

Price: \$75.00



10. MILWAUKEE.

[Lettersheet].

New York: Published by Charles Magnus, (n. d.). Ca mid-1850s. Bifolium, unused. Lithographed panoramic image [4-1/2" x 7-3/8"] of Milwaukee at top of sheet. Under image at left: "Exec by G. G. Lange Darmstadt" 11-5/8" x 9-1/8". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. Lange credit mostly obliterated. Withal, a VG+ to Nr Fine example. Item #50663

From an AAS record, we find: "From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$75.00

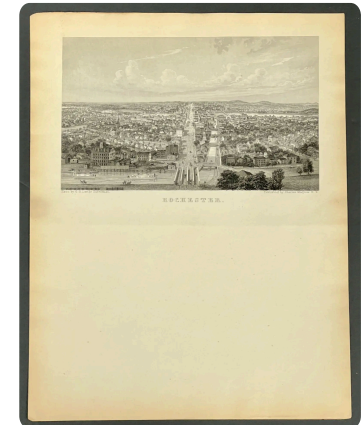
11. ROCHESTER.

[Lettersheet].

New York: Published by Charles Magnus, N. Y., (n. d.). Ca 1860s. Single sheet, unused. Lithographed image [4-1/2" x 7-1/2"] of Rochester, N.Y. with canal boats on the Erie Canal in the foreground. Under image at left: "Exec by G. G. Lange Darmstadt" 11-5/8" x 9-1/2". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. Withal, a VG+ to Nr Fine example. Item #51837

From the AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$95.00





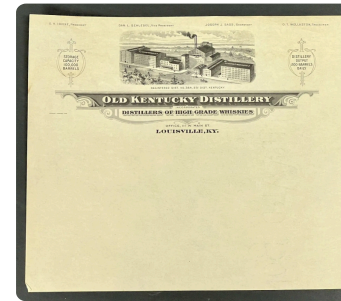
12. KINGSTON, LAKE ONTARIO (Ontario See);

[Lettersheet]. Bartlett, William - Artist

New York: Published by Charles Magnus & Co., 12 Frankfort Street, (n. d.). Ca 1858 - 1860. Bifolium, unused. Lithographed panoramic image [4-1/2" x 8-13/16"] of Kingston Lake at top of sheet, after an original sketch by William Henry Bartlett, ca 1840. 11-1/8" x 8-1/2". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. Withal, a VG+ example. Item #50664

From the AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$75.00



13. OLD KENTUCKY DISTILLERY
Incorporated. Distillers of High Grade
Whiskies. Storage Capacity 100,000
Barrels. Distillery Output 200 Barrels
Daily. Office, 111 W. Main St. Louisville,
KY.

[Kentucky Lettersheet / Billhead]. Irvine, O. H. -
 President

[Louisville ?]: Courier - Journal Lith, (n. d.). 1st printng (presumed), not found on OCLC. Ca 1909. Single sheet, printed recto only. Watermarked, "HERALD BON[D]" Lithographed image of the Distillery & associated buildings, including 4 US Bonded warehouses & "Govt Office" 7-1/4" x 8-1/2". Now housed in an archival mylar sleeve. Unused. Age-toning to paper. Lower left corner slightly crinkled. Overall, a VG+ example of this rare survivor. Item #51451

Date inferred from the watermark, cf. Watermarks and Brands Used in the American Paper Trade, L.D. Post, 1909, p. 34.

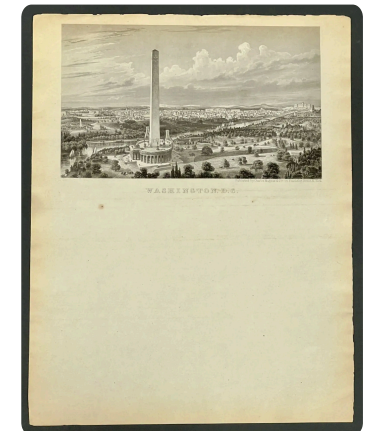
Price: \$95.00

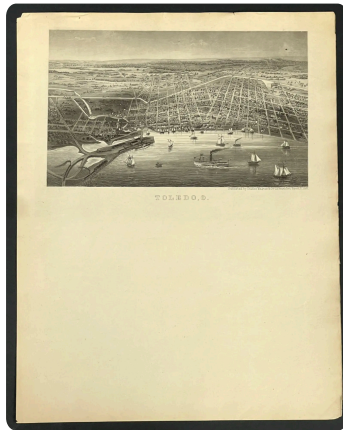
14. WASHINGTON D. C.

[Lettersheet].

New York: Published by Charles Magnus & Cie, 12 Frankfort St. (n. d.). Ca 1858-1860 (per the AAS record for this lettersheet). Single sheet, unused. Sheet recto with lithographed image [4-1/2" x 7-1/2"] of the Washington Monument at top. 11-3/4" x 9-1/4". Now housed in an archival mylar sleeve. Unused. Age-toning, some minor edge-rash. A VG copy. Item #51846

Price: \$75.00



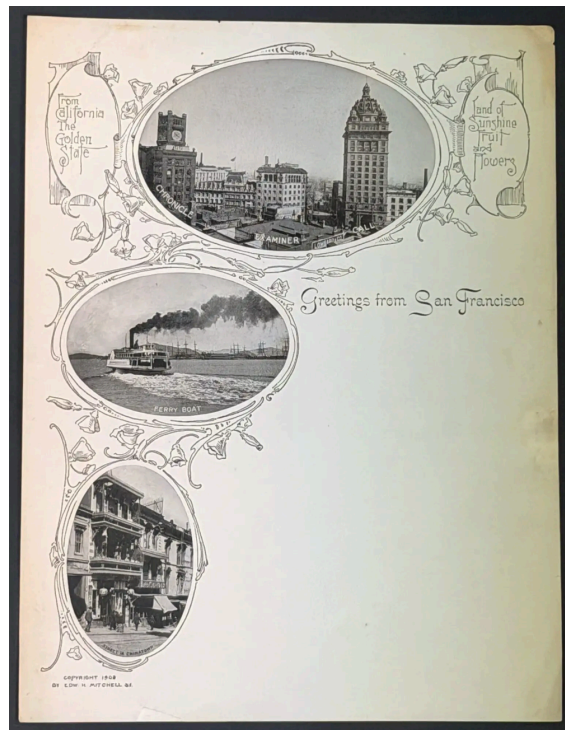


15. TOLEDO, O.

[Lettersheet].

New York: Published by Charles Magnus & Cie, 12 Frankfort St. (n. d.). Ca 1858-1860 (per the AAS record for this lettersheet). Single sheet, folded once, to form 4 pages. Sheet recto with lithographed bird's-eye image [4-1/2" x 7-1/2"] of Toledo at top. 11-1/2" x 9-1/4". Now housed in an archival mylar sleeve. Unused. Age-toning, some minor edge-rash. A VG copy. Item #51847

Price: \$75.00



16. GREETINGS From SAN FRANCISCO. From California The Golden State Land of Sunshine Fruit and Flowers.

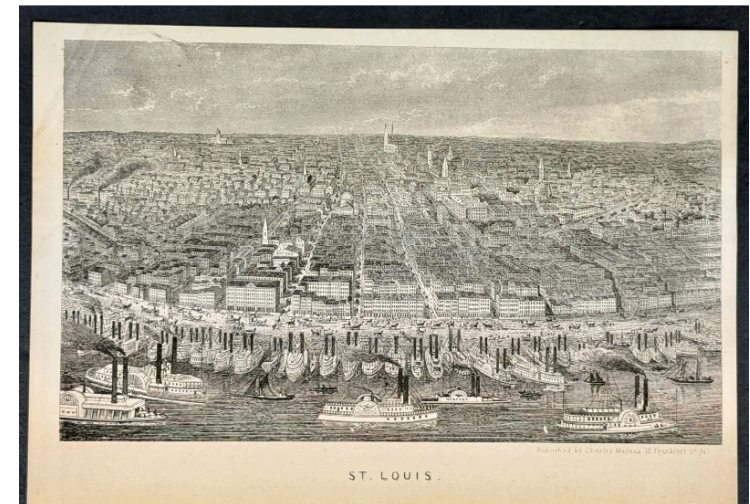
[California Lettersheet]. Mitchell, Edward Henry [1867 - 1932] - Publisher.

San Francisco: Edw. H. Mitchell, (1902). 1st printing (presumed). Single sheet, blank verso. Illustrated with 3 captioned oval b/w half-tone photographic images: (1) image of 3 SF newspaper buildings, the Chronicle, Examiner & Call; (2) Ferry Boat & (3) Street in Chinatown 11" x 8-1/4". Now housed in a clear archival mylar sleeve. Unused, though some modest edgewear & age-toning. Smudge to right edge. Very Good. Item #52300

Scarce ephemeral San Francisco lettersheet from the beginning of the 20th C issued by this San Francisco businessman who was one of the most prolific postcard publishers on the western coast of the United States during the early 20th C.

While Mitchell's postcards are routinely found today offered in the divers on-line commercial markets, we find no lettersheets currently on offer, nor any past sales records for these.

Price: \$95.00



17. ST. LOUIS.

[Lettersheet].

New York: Published by Charles Magnus & Co., 12 Frankfort Street, (n. d.). Ca 1858 - 1860. Not found in Milgram. Bifolium, so 4 pp. Lithographed b/w image [4-3/8" x 7-5/16"] of St. Louis at top of sheet. 9-3/4" x 7-7/8". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. Withal, a VG+ example. Item #52304

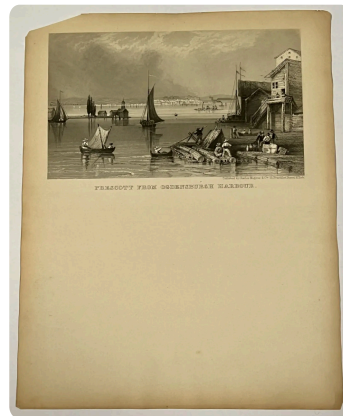
From the AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$145.00

18. PRESCOTT From OGDENSBURGH HARBOUR;

[Lettersheet]. Bartlett, William - Artist

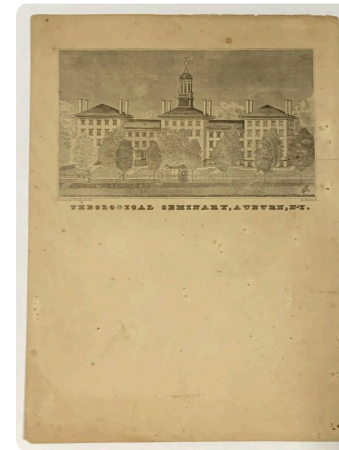
New York: Published by Charles Magnus & Co., 12 Frankfort Street, (n. d.). Ca 1858 - 1860. Bifolium, unused. Lithographed panoramic image [4-1/2" x 7-5/8"] at top of sheet, after an original sketch by William Henry Bartlett, ca 1840. 11-5/8" x 9-1/5". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear & soiling, with a corner clip to top left. Withal, a solid VG example. Item #50711



From an AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

A larger version of our ID #50710.

Price: \$75.00



19. THEOLOGICAL SEMINARY, AUBURN, N.Y.

[Lettersheet]. Todd, G. N. [d. 1887] - Artist

[Auburn, NY ?]. Ca 1840s? Bifolium, so 4 pages. Engraved image [3-3/4" x 6-1/4"] of the Seminary at top of p. 1. Drawn by G. N. Todd, executed by E. Hurd. 10-1/4" x 7-11/16". Now housed in an archival mylar sleeve. Unused, though age-toned, a bit of spotting & light extremity wear. Very Good. Item #50527

Auburn Theological Seminary was established in Auburn, New York, by action of the Presbyterian Synod of Geneva on 16 August 1818. It obtained a charter from the New York State legislature on 14 April 1820 as a post-baccalaureate theological seminary, and it matriculated its first students in 1821. From its inception, the seminary drew support from beyond the Presbyterian Church. Its charter stipulated that "no student of any Christian denomination shall be excluded," and the first class of eleven students represented eight denominations. The Roman Catholic bishop from Boston, Bishop Chevereux, donated books for the school's library." [Wiki]

Todd, the artist, an 1842 grad of the institution.

Price: \$75.00



20. BIRDS EYE VIEW OF The CITY OF PHILADELPHIA With ENVIRONS. Philadelphia mit Umgebung aus der Vocelperspective [italized caption under primary title]

[Lettersheet]. Serz, John [c. 1810 - c. 1878] - Engraver.

New York: Published by Charles Magnus & Co., 12 Frankfort Street, (n. d.). Ca 1858 - 1860. Milgram PH-LS-2. Bifolium, so 4 pp. Lithographed b/w image [4-1/2" x 7-1/4"] of Philadelphia at top of sheet. "Engd by Serz. Philada." See Milgram p. 77 for where this lettersheet is pictured. 10-1/2" x 8-5/16". Now housed in an archival mylar sleeve. Unused. Age-toning. Light edge-wear. Withal, a VG+ example. Item #52305

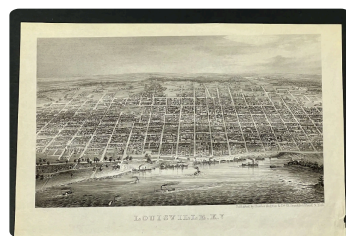
From the AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$175.00

21. LOUISVILLE, KY.

[Lettersheet].

New York: Published by Charles Magnus & Co., 12 Frankfort Street, (n. d.). Ca 1858 - 1860. Single sheet, unused. Lithographed image [4-1/2" x 8-13/16"] of Louisville at top of sheet. Under image



at left: "Exec by G. G. Lange Darmstadt" 11" x 8-5/8". Now housed in a clear archival mylar sleeve.

Unused. Age-toning. Light edge-wear. Lange credit much faded. Withal, a VG+ example. Item

#50440.1

From the AAS record, we find: "The firm of Charles Magnus & Co. is listed at this address in New York directories from 1858 to 1860. From 1854 to 1857 and subsequently, Charles Magnus is not listed as having a company but as an individual."

Price: \$95.00

Thanks for looking! As always, happy to answer any questions or take any orders.

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