

The Carlisle Mercury

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Who originated 'sooty' Santa Claus?

by Warren R. Fisher Jr.
 From the Metro Associates Services, Inc. Christmas Greeting Service for 1974 we are reproducing this "cut" supposedly originated by A. Zeese & Co. of Chicago in 1891.
 As a reader familiar with the Carlisle Mercury during the Christmas season can quickly discern one of the "cuts" an electrotypic is our "sooty" Santa Claus. This particular "cut" has appeared each Christmas season in the Mercury as far back as I can remember, and though a history of how the Mercury came to use this particular electrotypic has been published, we don't remember or know when.
 Since the Carlisle Mercury has been microfilmed and having a microfilm reader we decided to put the machine to use. Not all issues of this newspaper were available to be microfilmed, so our research is a bit spotty.
 In the Dec. 14, 1897 issue we found Santa heading a one column hand set advertisement (all type matter was hand set in that day) for the "City Cash Store."
 Copying from the first paragraph: "Mr. Santa Claus presents his picture to the people this morning and begs to advise all the children and grown people that he will be on hand as usual on Christmas Eve."
 Degrading for a moment, the "City Cash Store" was founded according to our source in 1825 forty-two years before the Carlisle Mercury was first published. Going back to the file on the year 1880 we found this item concerning the "City Cash Store":
 James A. Chappel began business with Jas. F. Turman in 1846. In 1846 the firm became Jas. A. Chappel & Co. in 1849 it became Chappel & Turman. In 1856 was succeeded by Chappel, Bruce & McIntyre. In 1860 by Adams, Waugh & Feinig, and 1872 James A. Chappel and F.M. Peale succeeded to the business under the firm name of F.M. Peale & Co.
 According to the issue of Jan. 13, 1897:

1887.—On Tuesday morning, about two o'clock fire was discovered in the rear of the five two-story building belonging to F.M. Peale and occupied by Mr. J.A. Chappel as a drygoods store. It was completely burned to the ground.
 The Jan. 20, 1887 issue—James A. Chappel, City Cash Store Our friends will find it snugly housed in the large brick warehouse of Howard & Dunsmuir, near the passenger depot. Peale & Chappel.
 Now returning to "sooty" Santa Claus, his image next appeared in Dec. 20, 1888, 1889 and 89 films are missing. Carefully checking the 1891 film we were unable to find the old boy. (Note this is the year A. Zeese & Co. published their catalog of cuts).
 Dec. 15, 1892, he heads an advertisement for the J.A. Chappel Dry Goods Co. and again in Dec. 1893 for the same firm.
 From 1893 through the year 1903 the cut was featured each December by the City Store. That firm changed hands here from the J.A. Chappel to the J.A. Chappel & Co. in 1903. In the Dec. 25, 1902 issue Santa was used by The Mercury. In 1903 he returned to the City Store ad. Files from 1904 to 1910 are not available. The cut was not used in 1910 or 1911, but on Dec. 24, 1912 he adorned a plea "Subscribe To The Carlisle Mercury". (Said plea is just as appropriate today.)
 The first Santa Claus to appear (according to available files) were in the Dec. 11, 1913 issue and we are reprinting two:
 Dear Santa Claus
 I am a good boy I want you to bring me a game, I will leave a hole for you with 5 pennies and two 2 cent pieces.
 Robert George
 hunting shoes and hunting suit
 Dear Santa:
 I want you to please send me a sewing machine a little dog a pencil box, writing desk and paper to a little man that I like.
 The first Santa letters to appear under the "sooty" Santa Claus

see their Stock before
CITY CASH STORE.
 Mr. Santa Claus presents his picture to the people this morning and begs to advise all the children and grown people that he will be on hand as usual on Christmas Eve.
 In the same time he has opened his table at the City Cash Store where you can find a great variety of elegant and beautiful goods to the H-day even He
 Reproduced from Dec. 14, 1897 issue of The Mercury from the microfilm.
 will bow its head and Cinderella and also Jack and the Beanstalk, and if you please fix my play house and a drawing plate if you please sir.
 With much love
 Jeanette Coe
 The first Santa letters to appear under the "sooty" Santa Claus

electrotypic were in the issue of Dec. 18, 1913.
 Dear Santa,
 I hope you have a big doll, and doll buggy, I like red apples to please bring some oranges, bananas and raisins and candies, A B C book.
 Merry Christmas and Happy New Year.
 good night,
 Mable Steid
 As ever your little friend,
 One May Snapp
 Dear Santa—
 I want a sled and a doll a story book and a bed and plenty of nuts and some fruits and plenty of bananas and a baby buggy and plenty of fireworks and a box of paints and a dresser. Snow and plenty of apples and parrots and some oranges.
 Velma Ogden
 Dear Santa Claus
 Will you please go to Mr. Chappells and Times and get me a nice doll and a little piano and bring little sister Althea a little red rocking chair. Bring her a doll too also bring us candy apples Orange and Buns bring little Mable Elizabeth a little Doll and Teddy Bear you can just bring us any thing you want to with lots of Love from your little girl
 Viola F. Mens
 So much for Santa Letters of yesteryear. With this edition we again publish all Santa Letters that were received by our deadline. Though this edition is dated Dec. 26, 1974 it was prepared and mailed on Monday, Dec. 23.
 And still we've not solved the mystery, did the City Store originate the "sooty" Santa Claus or was it A. Zeese & Co.?
 Nelson A. Rockefeller was sworn in as the 41st Vice President of the United States Thursday night, Dec. 19, 1974. For the first time in the history of the nation both the President and a Vice President were chosen by Congress rather than by vote of the people.
 Gerald Ford was appointed Vice President by former President Richard Nixon in August 1973. Rockefeller was nominated in August 1974 when Ford became President Aug. 9, 1974 upon the resignation of Nixon on Aug. 8, 1974.
 EARLY COPY NEEDED
 Since New Year's Day is on Wednesday next year, news copy and advertising must be in the Mercury office no later than Friday, Dec. 27.
 This edition of The Carlisle Mercury will be printed and mailed on Monday.



**Rockefeller
41st Vice President**



CHILDREN ANTICIPATE the arrival of "Kris Kringle," also known as Santa Claus, in this large electrotypic reproduced from an 1891 specimen sheet of Christmas cuts offered by the A. Zeese & Co. of Chicago. As Kris Kringle prepares to descend the chimney of their home, the children, in box at bottom left, appear to be awake, perhaps in the hope of catching a glimpse of Santa.

Christmas 'Cuts' of 1891

For newspapers and other printers seeking appropriate cuts for Christmas illustrations, these and other examples were offered in 1891 by A. Zeese & Co. of Chicago.
 A handsome book of some 200 pages of examples was accompanied by this admission: "Parties who have no open account with us wish to say that a great deal of same bank draft or money order for amount of their purchases. Small packages can be sent safely and cheaply through the mail. If registered, a proper allowance should be made for postage (one cent per ounce), besides ten cents for registering."

Electrotypes offered in 1891 by A. Zeese & Co. of Chicago include a little cut (below) of Santa Claus climbing down a chimney. Illustration on right shows the angels appearing unto the shepherds in the fields on the first Christmas.



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No problem anticipated locally as Columbia gas sets cutback

Columbia Gas of Kentucky has announced a three-cutback in natural gas allocations for large industrial users—now making the total cutback 85 per cent.
 The cutback will be in effect at least until March and a Columbia spokesman said it could last through the summer. A national gas shortage was cited as the cause.
 Don Hasey, president of Blue Grass Industries, said Thursday he doesn't anticipate any real problem locally. He stated that Blue Grass Knitting uses gas to heat its boilers and periodically switches to fuel oil. But, even though utility bills switches to oil 80% of the time during December, the plant has needed to do so very little during December this year.
 About 50 industrial customers—including nearly every major industry in the Lexington area—are to be affected.
 Columbia Gas first announced a 35 per cent reduction, then added 50 per cent to that last month. Official announcement of a further 20 per cent cutback was made last week.
 The latest cut is effective next month.

star of wonder

By the light of the Christmas star enter your heart and home this season—filling them with lasting joy and peace. To our patrons we would like to express our thanks for the loyalty shown to us.

Warren R. Fisher
 James Coyle
 Jeanne Blumson
 Kay Fisher

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