

PO'OLEKA O HAWAII



The Semi-Annual Journal of the Hawaiian Philatelic Society

Number 93

January 2022

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Editor's Notes

By Greg Chang, Editor

Aloha! Welcome to the January 2022 edition of the *Po'oleka O Hawaii*.

It has been almost two years since the COVID-19 restrictions have been put into place. Slowly things are returning to pre-pandemic conditions.

WESTPEX 2021 was held later than usual, July instead of April. We had a nice turnout for our Meet and Greet session. Our guest speaker, Dennis Jackson, did a presentation on collecting Hawaiian Postal Cards. At the close of the meeting, our society celebrated its 110th anniversary with a cake.

The main article in this edition is by Jonathan Humble on the Hobron Drug Company Covers. Presented are the various covers used by the company throughout the years.

Another article covers butterflies and moths. Except for two mentioned, all can be found on the Hawaiian Islands.

The final article is again by Jonathan Humble on the Hawaiian Fertilizer Company.



As usual, I am in need of articles or items of interest to publish. It would be nice to have items contributed by our society's members. Also, your feedback is always welcome.

Mahalo!

Greg Chang

Editor



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The Hobron Drug Company Covers

*By Jonathan Humble
Life-APS, Life-HPS, Life-PSS, USSS*

Collecting envelope advertising has always been an interesting, if not a surprising, hobby. In the 19th century we can find many examples of how a company would use spectacular and even colorful advertising on company envelopes and stationery just to get our attention. In this article we will take a look at many of the Hobron Drug Company covers which were used by the company from 1894 - 1900.

The Hobron Drug Company began first as the Hobron, Newman & Co. which was incorporated on September 21, 1891. At that time Mr. Thomas W. Hobron and Mr. E. R. Newman were the principals. They opened their store in downtown Honolulu, on November 16, 1891. This was a central location that had high pedestrian and carriage traffic in addition to the crossroads for two street car lines in Honolulu. On May 31, 1894 Mr. Hobron purchased Mr. Newman's stock, and the name of the company was changed to Hobron Drug Company, Ltd. by August that same year. Mr. Hobron was the President, Mr. E. O. White, the Treasurer, and Mr. W. J. Forbes, the Secretary.

The Hobron Drug Company was originally located on the corner of Fort and King streets in Honolulu, Oahu,

Hawaii. The building was a very ornate two-story, wood frame, Romanesque-revival style building with a wrap-around porch over the public sidewalk on the first floor, and an ornate cupola at the corner of the building. This was a building designed to be a very prominent and recognizable landmark in Honolulu. It was described in the newspaper as being "...fitted up with a new office, with French plate mirrors to





Hobron Drug Co. interior

Photo credit (5): Paradise of the Pacific Monthly Journal

make it resplendent. There is a handsome brass cashier's window. Some 2000 feet of new shelving has been put in...." [1] as seen in the photo above.

It should be noted that Thomas W. Hobron was a man with pedigree. His father, Thomas H. Hobron, was recognized in Hawaii and in the United States for several accomplishments. A native of New London, Connecticut, Mr. T. H. Hobron became identified with the East Maui sugar trade (i.e. Paia Sugar Company) industry, built a railroad that connected the Kahului port with the plantations on Maui, was a recognized yachtsman, and served as a postmaster of the Town of Kahului. Similar to his father, T. W. Hobron was brought up through the ranks which his father had laid out by being appointed to various company boards and philanthropic ventures in Hawaii.

The company specialized in many lines of goods. This can be seen on the advertising on the envelopes as well as advertising in the many newspapers in Honolulu at that time. Some of the goods they, as wholesale agents, represented and sold to the general

public, which we Americans may recognize, included: Welch's grape juice, Beeman's Pepsin Gum, Hire's Root Beer, Nestle's Infant Food, Colgate's soaps, Kodak, etc.

In recognition of the changing population and urban sprawl, in 1902 Mr. Hobron moved the store from Fort and King Streets and created two new stores. The new downtown store was located at the head of Fort

Street in an existing building referred to as the Ehlers Block. This store was twice the size as the previous store at King and Fort Street. Mr. Hobron advertised the building as the "Yellow Store" because of the exterior color. The second new suburban location was larger and located at Fort and Beretania Streets, in what was referred to as the "Sach's" building in order to serve customers outside the city limits. However, it should be noted that advertised covers of the Hobron Drug Company appear to be non-existent from 1902 to 1906.

The focus of this article is to categorize, in known dated order, the Hobron Drug Co. covers that are typically found in the philatelic market today. When viewing the various examples, please notice the differences in the type of pre-printed envelope, color of the paper, type style and even the types of advertising (e.g., pre-printed versus handstamp). What is most curious during this research is that the examples of covers spanned only a short period of time (e.g., six years, between 1894 to 1900) when compared to the fifteen-year history of the drug company. In addition,

while this list may not be exhaustive, these printed advertisement examples are intended to be a useful resource for the collector.

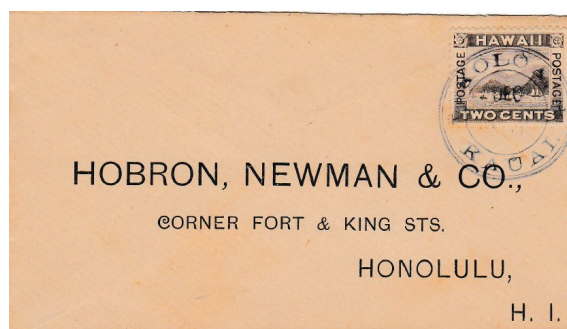


Figure 1 - 1894

Figure 1 is being classified as 1894, however the actual date of printing is not known. While in 1894 the name officially changed from the Hobron, Newman & Co. to the Hobron Drug Co. this author speculates that this December, 1895 postmarked envelope was used because there was still a stock of pre-addressed envelopes available from the previous Company partnership. Notice in this example that the address is merely a street intersection and not a specific building numbered address. This 1894 envelope is a beige colored baronial type envelope that measures: length 139 mm (5.5 in.) by height 79 mm (3.125 in.).

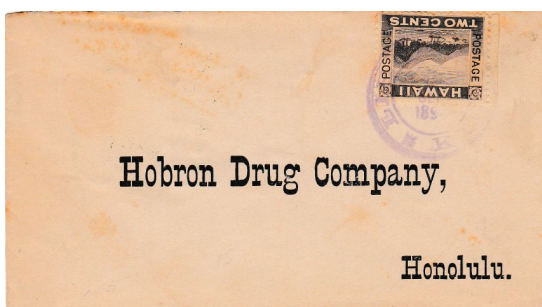


Figure 2 - 1894 & 1895

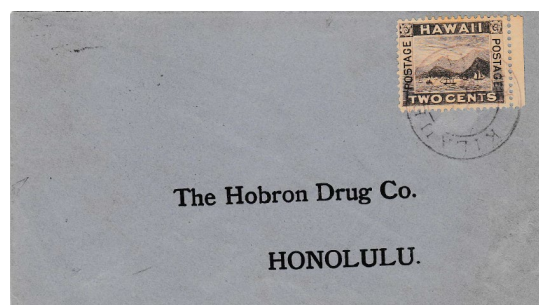


Figure 3 - 1895, 1896 & 1897

In Figures 2 and 3, there is neither a building address nor a street intersection location shown on the envelopes in the previous example. Both are baronial type envelopes that measure: length 139 mm (5.5 in.) by height 79 mm (3.125 in.). Figure 2 is a light beige color, and Figure 3 is a light blue color. It should also be noted that for this variety, it is not unusual to find examples where the company name and street address are not squarely printed onto the face of the envelope, such as illustrated in Figure 3.

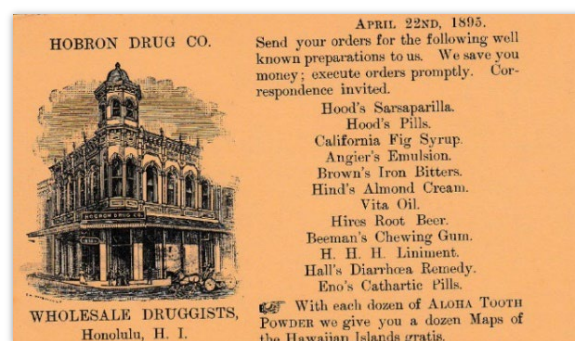


Figure 4 - Scott UX8 Postal Card

In 1895, the company imprinted onto the reverse side of a Hawaii Scott #UX8 (Figure 4) a drawing of the likeness of the store plus a list of their exclusive items for sale. This postal card was forwarded to the Kekala Store in Kekala, Kauai, which was most likely one of many distributed to other stores in Hawaii. At the bottom of this list is the "Aloha Tooth Power" which is discussed below.



Figure 5

On the reverse side of an October, 1895 envelope is this handstamp advertisement (Figure 5). A Honolulu newspaper noted that “...*The [Hobron Drug] company has put on the market a new dentifrice called the “Aloha Tooth Powder.” which has an immense sale. The name has been incorporated. It is put up very attractively and compares favorably with anu imported from the United States....*” [2] The Hobron Drug Co. sold this powder exclusively from 1894 to 1905. The handstamp measures 38 mm (1.5 in.) in diameter, out-to-out at the end of the spurs, and whose color is “bright rose” when measured using the Stanley Gibbons stamp color key. The handstamp has many varieties of clarity and boldness due to it being a handstamp (human application inconsistencies) versus being pre-printed using a printing press.

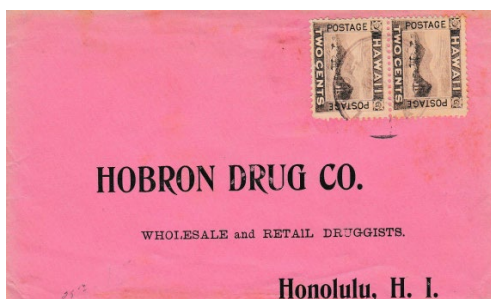


Figure 6 - 1895

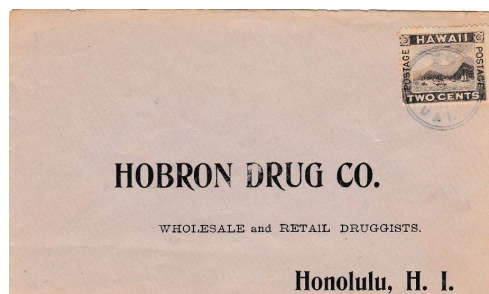


Figure 7 - 1895

In 1895 and 1896 (Figures 6, 7, & 8) the company name and street address has been typeset with stylized fonts. Also, it is not unusual for these envelopes to see the company name and street address not squarely printed onto the face of the envelope. The 1895 (Figure 6 and 7) pink and beige colored baronial type envelopes measure: length 152 mm (6 in.) by height 88 mm (3.5 in.). The 1896 (Figure 8) is a blue colored baronial type envelope that measures: length 139 mm (5.5 in.) by height 79 mm (3.125 in.).

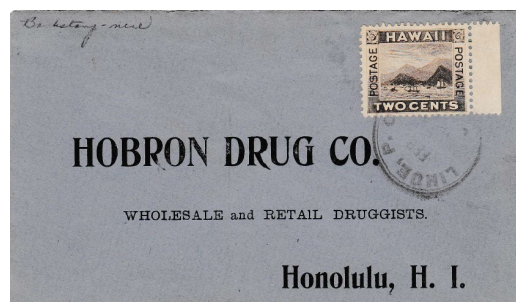


Figure 8 - 1896

Next are the Putnam’s Cherry Cough Comfort series envelopes: This medicinal product made its appearance in 1895 by the Hobron Drug Co. who were identified as the exclusive agents. Putnam’s was advertised as “*The modern family cough medicine: cures the coughs and colds that harass humanity....one dose relieves: several cure...*” [3] Later on in 1900 we find that Putnam’s curing capabilities also included “*...cures coughs, colds, croup, asthma, bronchitis, and all affections of the throat*

and lungs....stop the cough in time and stay consumption..." [4] What was even more remarkable is that even up to the end of Hobron's in 1906, the price for the two sizes sold remained at 25 and 50 cents, respectively.

In Figure 9, the 1895 envelope illustrates the advertising in the return address space. In order to stand out, the envelope is a non-traditional pink color with black lettering. The envelope dimensions are not known.



Figure 9 - 1895

Photo Credit (3): Post Office in Paradise

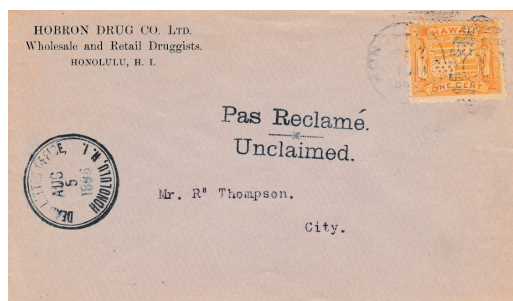


Figure 10 - 1896 (Front)



Figure 10 - 1896 (Rear)

In the 1896 (Figure 10) we have an envelope with a pre-printed return address in black

ink on the front, and on the reverse the advertising is a single color, red. The envelope is a light grey colored baronial type envelope that measures: length 152 mm (6 in.) by height 88 mm (3.5 in.). This return address type style/font is thinner than the other 1896 type fonts that are also found on light beige envelopes, as seen below.

You may have noticed from the examples that the covers with the Hobron return addresses also have return handstamps that have been applied by the Honolulu post office. For example, as shown in the examples in this paper there are the following: Meyer & Harris #754 "DEAD LETTER OFFICE", #755 "RETURN TO WRITER", and the #767 "Pas Reclame/Unclaimed". For whatever reason in the philatelic market, these envelopes with return handstamps appear to be more common on the return addressed envelopes (Figure 11).

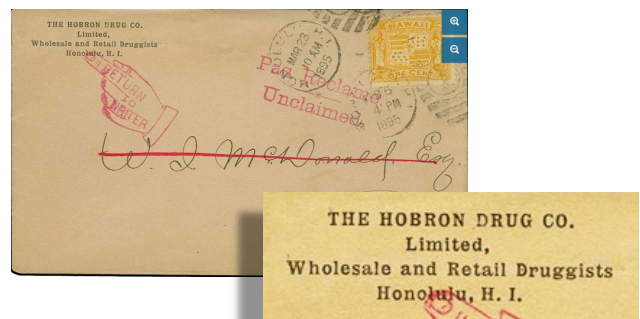


Figure 11 - 1895

Photo credit (4): Matthew Bennet © 2015

Figure 12 is a plain envelope with the return address only. Notice it is the full company name "The Hobron Drug Co. Limited" versus the other versions shown in this article. The envelope paper color and dimensions are not known.

In Figure 12, the 1896 envelope contains the pre-printed return address with a different interpretation of the company name. The

1896 example is a light grey colored baronial type envelope that measures: length 165 mm (6.5 in.) by height 86 mm (3.375 in.) with bold type font style.

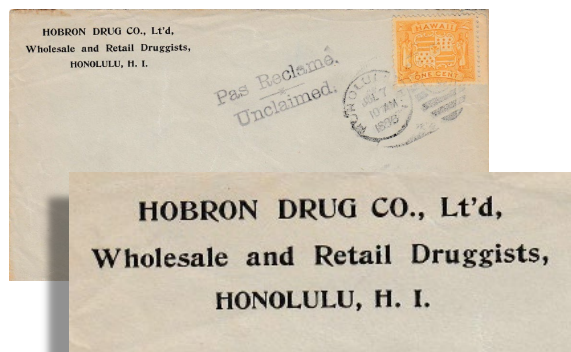


Figure 12 - 1896

In the Figure 13 example, the return address is printed in a highly stylized font, and is substantially larger in font size than the other examples with return addresses. The advertisement on the rear is printed in the single-color blue.

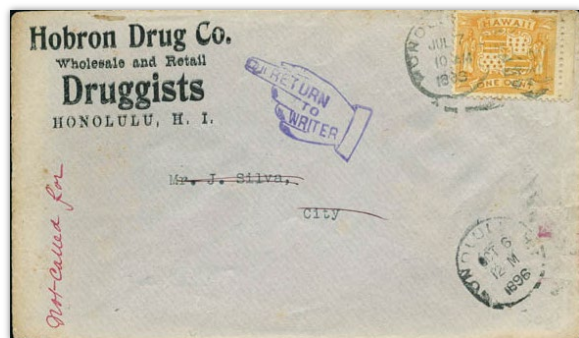


Figure 13 – 1896 Alhambra (Front)

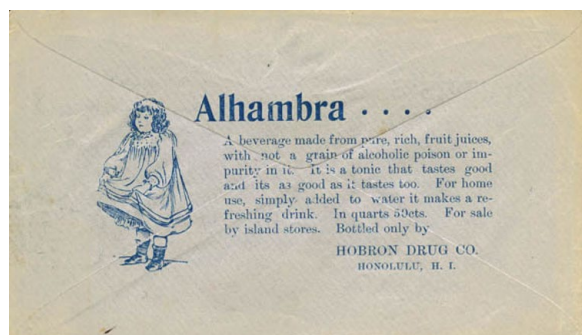


Figure 13 – 1896 Alhambra (Rear)

Figure 13's envelope paper color and dimensions are not known. Alhambra was a soda fountain drink that was marketed solely by the Hobron Co. It appears to have had a short life only being available from 1895 to 1896, based on advertisements in the Hawaiian newspapers.

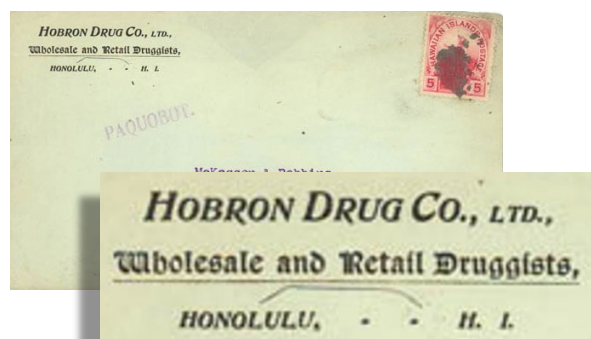


Figure 14 – 1896

Photo credit(2): Daniel F. Kelleher Auctions © 2012

In Figure 14 above, the 1896 envelope contains the pre-printed return address with the full company name; however, the name also includes the abbreviation "Ltd." Note that the type of font used is a slanted-stylized type of font lettering versus the previous editions. The Hawaiian stamp used is the five-cent Scott #76 with both a ship circle-grid cancel on the stamp plus a straight-line "PAQUOBOT." handstamp (Hoskings type: 991 San Francisco). The envelope paper color and dimensions are not known.

In Figure 15, a post office box is used for the first time as the return address on the envelope. The example is a dark beige colored baronial type envelope that measures: length 152 mm (6 in.) by height 88 mm (3.5 in.).

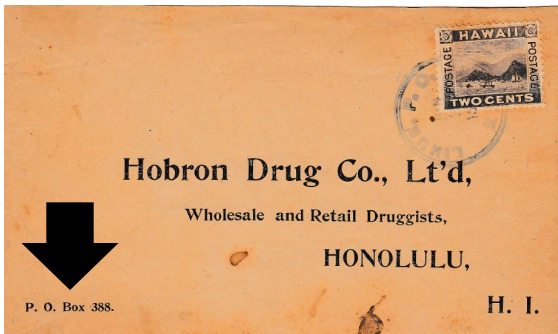


Figure 15 – 1896 & 1897

Below, this 1898 envelope (Figure 16) contains both the pre-printed return address in the upper left-hand corner as well as a multi-color advertisement for Pepsin Sticks. Unlike the previous examples which were single color advertisements, this envelope contains two colors (i.e., red and yellow) with white and black used as tints and hues. The color gray is achieved through a line type shading process. The is a beige colored baronial type envelope that measures: length 162 mm (6.375 in.) by height 86 mm (3.375 in.).

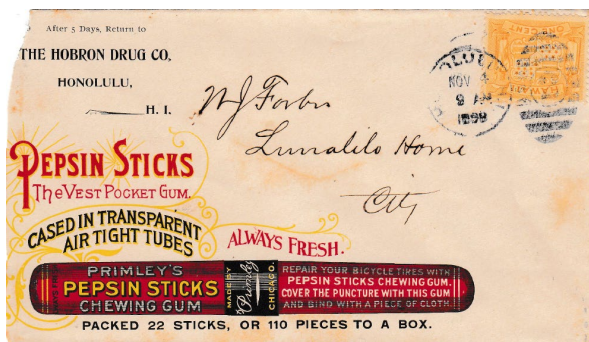


Figure 16 - 1898 & 1900

While this was an expensive printing it is speculated that Primley's, as part of the promotion of their product, provided pre-printed envelopes to their distributors for use in advertising their product. This is verified by Pepsin envelopes sent to other distributors, such as those shown to the right.



Figure 17 – Buck Reiner Co.

Figure 18 – Deane Bros. & Lincoln

Since the medical community found that “pepsin” was the chief digestive enzyme in one’s stomach, a chemical which broke down proteins into polypeptides (short chains of amino acids), many companies and druggists (Figures 17 and 18) were getting on the proverbial band wagon by creating drinks, gum and elixirs to sell which contained pepsin. As a result, “Pepsin” was also popular in other products, such as: the Honolulu Drug Companies, Pepsin breath perfume, the Hollister Drug Company’s sale of Beeman’s Pepsin Gum, and the Arctic Soda Water Works who manufactured Pepsin cherry tonic.

During the week of August 12, 1906, the Hobron Drug Company, Ltd. ceased to exist. Mr. Hobron sold his franchise to the Benson, Smith & Company which was located at Fort and Hotel Streets, in Honolulu.

Mr. Hoborn cited in the newspapers that for some time he has been “...desirous of retiring from the drug business as a personal enterprise. He will still retain interest in the trade, becoming a stockholder to some extent in Benson, Smith & Co....” [5] So, in 1906 the company, which served as a staple and institution in Honolulu,

closed its doors.

Today, gone are all of the old wood and masonry low-rise buildings of the 19th Century, and only modern buildings populate the King and Fort Streets area. That area is now populated by primarily banks and financial institutions, some of whose building footprints take up an entire city block. Surrounding the institutions are the atypical support shops, such as: restaurants,

retail and coffee houses. Fort Street, once a bustling horse-drawn carriage thoroughfare which contained a street car line, has been transformed into a pedestrian mall which is closed off to vehicular traffic and has been renamed “Fort Street Mall.” King Street is updated from a dirt street into a paved one-way, five-lane automobile thoroughfare serving the modern vehicles.

Photo credits:

- (1) City and County of Honolulu, Hawaii, Historic Photograph Collection, Copyright © 2017, photograph originally taken by Frank Davey, circa 1900.
- (2) Daniel F. Kelleher Auctions, LLC., Us, British & worldwide”, Daniel F. Kelleher Auctions, LLC, Sale 633, December 12-14, 2012, Lot 1199.
- (3) Hawaiianstamps.com, Auxiliary Marks - Private Sender Marks - Local Mail Advertising Covers, Post Office In Paradise, Copyright © 1999 – 2004.
- (4) Matthew Bennett, “Gordon Bleuler Collection – Hawaii U.S. Used in Hawaii, advertising, Misc.”, Matthew Bennett International, 221 Columbus Avenue, Boston, MA, 02116, January 19-21, 2005, Sale 284, Lot 2004.
- (5) Paradise of the Pacific. A Monthly Journal Devoted to Hawaiian Interests, P. O. Box 26, Honolulu, Hawaii, February, 1895, page 25. (Source: Google Books <https://books.google.com>)
- (6) Schuyler Rumsey, “The Gary Peters Collection of Hawaii”, Schuyler Rumsey Philatelic Auctions, 47 Kearny Street, San Francisco, CA, 94108, March 18, 2016, Lot #296.


Bibliography:

- [1] Daily Bulletin, The, Published by J. W. Robertson & Co., Honolulu, Hawaii, December 22, 1892, page 4. (Source: Library of Congress, Washington, DC)
- [2] Daily Bulletin, The, Published by J. W. Robertson & Co., Honolulu, Hawaii, February 7, 1895, page 4. (Source: Library of Congress, Washington, DC)
- [3] Hawaiian Star, The, Published by the Hawaiian Star Newspaper Association, Ltd. Honolulu, Hawaii, August 14, 1895. (Source: Library of Congress, Washington, DC)
- [4] Pacific Commercial Advertiser, The, Published by the Hawaiian Gazette Company, Honolulu, Hawaii, January 11, 1900. (Source: Library of Congress, Washington, DC)
- [5] Pacific Commercial Advertiser, The, "Sunday Advertiser", Published by the Hawaiian Gazette Co. Ltd., Volume IV, No. 189, August 12, 1906. (Source: Library of Congress, Washington, DC)

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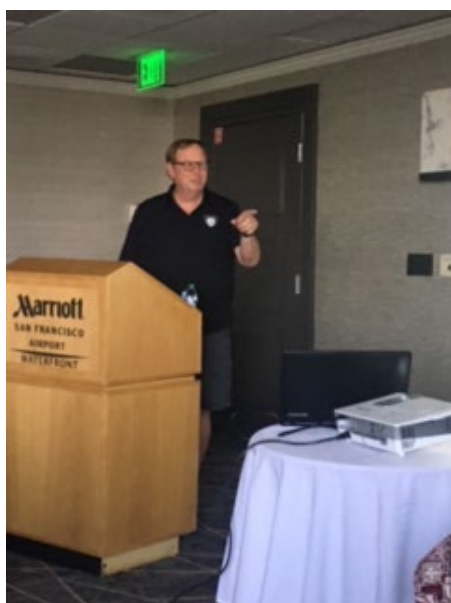
WESTPEX 2021

By G Chang



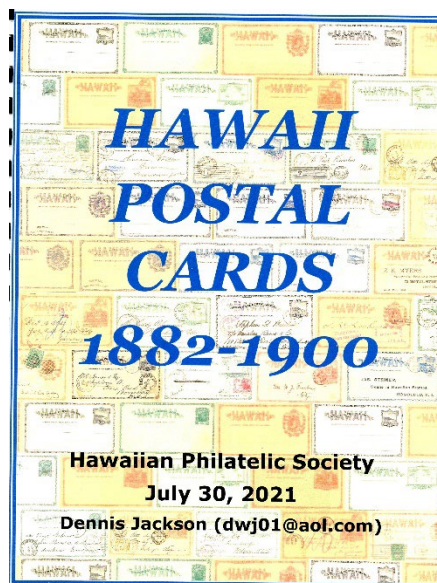
As a sign we are recovering from the pandemic, WESTPEX was once again held in the San Francisco Bay Area this past from July 20 to August 1, 2021.

Once again, the Hawaiian Philatelic Society held a Meet and Greet session Friday, July 30th in the afternoon. There were 18 people in attendance.



Dennis Jackson presenting Postal Cards of Hawaii 1882 to 1900

The meeting's featured presentation was by Dennis Jackson on "Hawaiian Postal Cards 1882 – 1900." Dennis noted the difference between a postal card vs. a post card. He went through the history of Hawaiian postal cards from the kingdom of Hawaii to the Territory of Hawaii.



Cover of the presentation handout

Following the presentation, attendees were treated with chocolate covered macadamia nuts and served a piece of HPS 110th anniversary cake.



HPS 110th Anniversary Cake



Meeting Guests



Howard Kadohiro addressing the guests

The talk of the show was Lot 2149 from the Schuyler Rumsey Auction. An Ulupalakua postmark sold for \$21,000.



Schuyler Rumsey Auction Lot 2149

Finally, congratulations to Rich Malmgren for winning one of the top awards at WESTPEX.



After Meeting Dinner

Hawaiian Butterflies and Moths

Information from *Hawaii-Post.com*

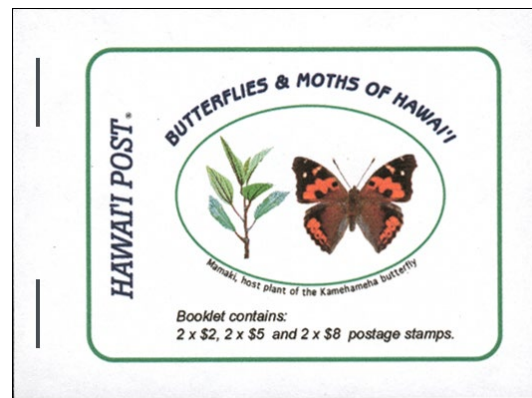
In July 2003 and October 2011, Hawai'i Post issued two sets of stamps depicting butterflies and a moth that can be found on the Hawaiian Islands. All but the last butterfly noted in this article are native to the Hawaiian Islands.



The Kamehameha Butterfly (*Vanessa tameamea*) named after King Kamehameha I of Hawai'i is the state's official insect. Its Hawaiian name is "**Lelepele o Hina**" and measures up to 3 inches across and has a colorful design to the wings in reddish brown and orange. The male and female vary only slightly in color which is most pronounced in the color of the upper wing's spots. The female's spots are white or light orange as depicted on the stamp. The spots on the male are all orange. This butterfly is found on all the Hawaiian Islands except Kaho'olawe.



The Kamehameha Butterfly is also shown in US Scott # 4474 as part of the Hawaiian Rain Forest sheet issued in 2010.



It's host plant is Mamaki, the native nettle (*Pipturus albida*) found on the sides of mountains. The Mamaki plant is depicted on the booklet cover.



The Blackburn's Blue Butterfly (*Udara blackburni*) Hawaiian name is "**Koa Pulelehua**". This butterfly is mostly found in the vicinity of Koa trees (*Acacia koa*) on all the Hawaiian Islands except Kaho'olawe. It is a small butterfly and usually measures about an inch across. The upper wings are usually brown-gray in color. The one depicted on the stamp is from the island of Kaua'i where they are known with shades of purple. The underside of the wings is iridescent green as shown in the inset on the stamp.

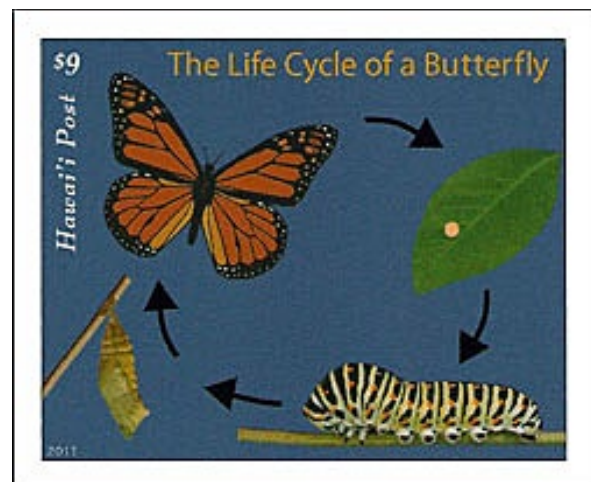


The Fabulous Green Sphinx moth (*Tinostoma smaragditis*) has the Hawaiian name of "**Wahine Omao**" which translates as "Green Woman." It is only found on the island of Kaua'i and is an endangered species, with only a few sightings over the last 100 years. It is a large moth measuring about 3 1/2 inches across. The upper wings are green and sometimes have a black spot on each side (as depicted on the stamp). The lower wings are dark brown. The antennae is very large. The host plant is unknown.



Three stamps, a souvenir stamp, and a booklet were issued in the second set in 2011. The second set has only one butterfly that can be found in Hawai'i. The Monarch Butterfly (*Danaus plexippus*) is native to North and South America, but spread throughout much of the world in the 1800s through human introduction.

The life cycle of the Monarch butterfly as well as typical butterflies is shown on the stamp below.



First the butterfly starts out as an egg which is usually laid on leaves, then a caterpillar, then a pupa before becoming a fully-fledged butterfly.



The Monarch butterfly is also on US Scott # 4462 that was issued in 2010.

Two other butterflies appear in the series that are not found on the Hawaiian Islands.



The Blue Mountain (*Papilio ulysses*) butterfly, also known as the Blue emperor butterfly, is from the Papilionidae family. This large butterfly is endemic to Australia, New Guinea and other Pacific islands. It has a wingspan of about five to six inches. The butterfly is used as an emblem of tourism in Queensland, Australia



Finally, the Chestnut Tiger (*Parantica sita*) butterfly of the Nymphalidae family. It is found across Asia from Pakistan to Japan.

For those topical collectors of butterflies on stamps, it is interesting to note that the first postage stamp in the whole world with a butterfly on it was issued by the Kingdom of Hawai'i in 1891.



The 2¢ stamp (above, Scott #52) shows Queen Lili'uokalani with a butterfly brooch in her hair. The stamp was issued in 1890. The brooch was one of the Queen's prized possessions which she bought in London

while attending England's Queen Victoria's Golden Jubilee in 1877. The brooch contains over 150 diamonds, with 2 rubies for the eyes.



Image from the Honolulu Star Advertiser



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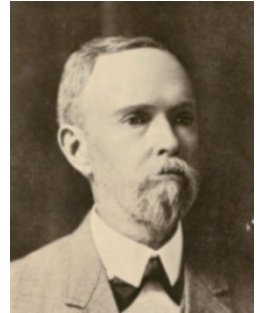
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Hawaiian Fertilizing Co.

By Jonathan Humble
Life-APS, Life-HPS, Life-PSS, USSS

The Hawaiian Fertilizing Company was one of two large fertilizer companies in the Hawaiian Islands. Originally starting as a bone mill operation by Mr. G. J. Waller, a proprietor of a store that supplied Oahu with various selections of meats, it was sold to Amos Francis (Frank) Cooke in 1888. Mr. Cooke was the son of Amos Starr Cooke, who partnered with Samuel Northrup Castle in the famous merchant partnership of Castle & Cooke. Photo of Mr. Cooke is shown on the right (1).

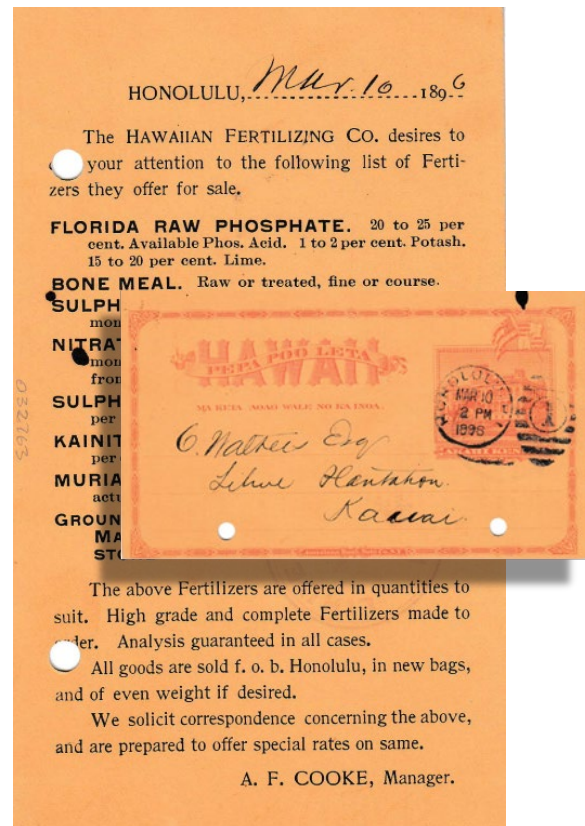


Mr. Cooke, through his experience in working for his father at Castle & Cooke and as manager of the Pacific Navigation Company, used this business acumen to expand the company's products as shown on the postal card (right). The company supplied the Hawaiian Islands with phosphate, bone meal, sulfates, nitrate of soda, potash, lime and other fertilizers. His clients were primarily the agricultural and sugar cane farms and plantations.

Like many merchants in Hawaii, the one cent Scott Hawaii UX8 (131.5 mm x 72.5 mm frame) postal card became an effective way to advertise, in addition to advertising in newspapers. This card was sent to the Lihue Plantation near Lihue, Kauai. The postmark is a Davey type 231.72 Honolulu, Hawaii postmark dated March 10, 1896.



Photo of Iwilei Building (2)



Eventually, the franchise had to move from the bone mill building in Kaliki Kai Honolulu to a larger facility. Mr. Cooke leased land in Iwilei where he expanded the operation to have a larger building (Photo (2)) and land to accommodate a greater inventory of fertilizers to satisfy the demand by a greater number of customers. The building, as shown left, is the newer facility.

[1] Iweilei is a suburban neighborhood located near the coast of Honolulu, Hawaii just across the Honolulu Channel from what we know today as Sand Island.

By 1900, Mr. Cooke retired from the business and focused his attention on both

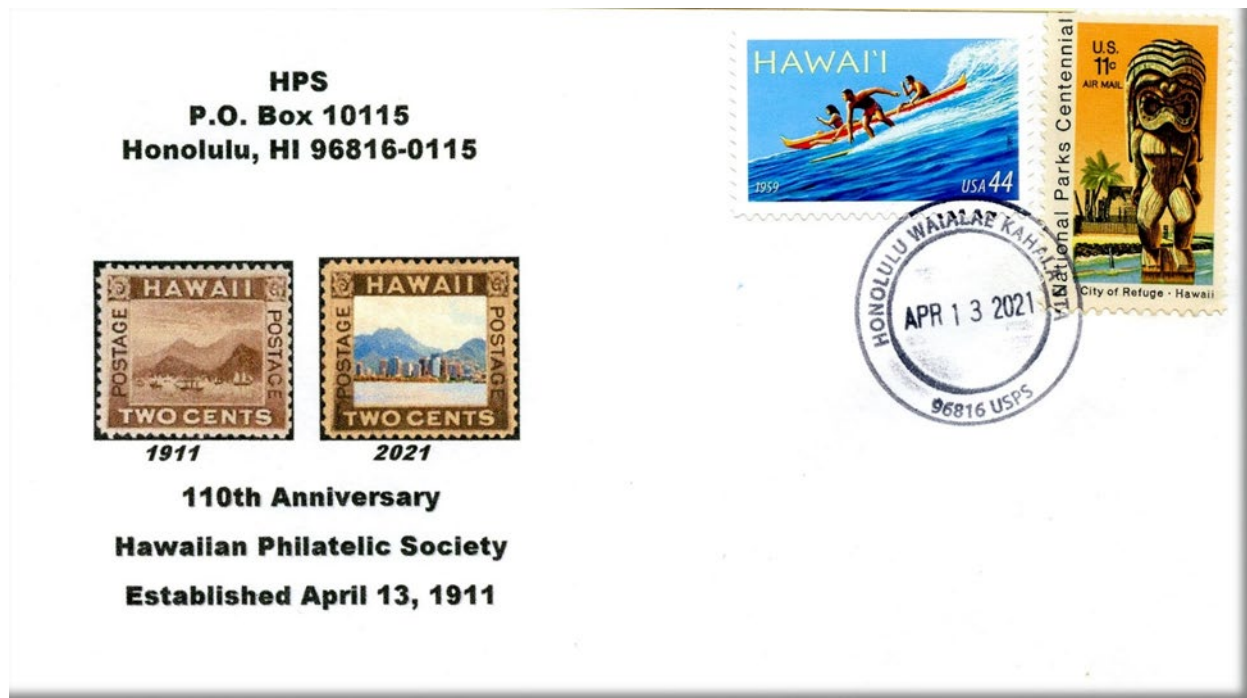
real estate and his new company called the Palolo Land & Improvement Company in Palolo Valley Honolulu. He enjoyed his hand in real estate until 1931 when he passed away, leaving a wife and two daughters.

Photo Credits:

- (1) Siddall, John William, "Men of Hawaii-Volume 2," Honolulu Star Bulletin, Ltd., Honolulu, Hawaii, 1921, Photo of Amos F. Cooke Page 98.
- (2) Young, Peter T., "Hawaiian Fertilizing Company," Images of Old Hawai'i, Peter T. Young, Ho'okuleana, LLC, Fort Collins, CO, Copyright © 2012-2021.

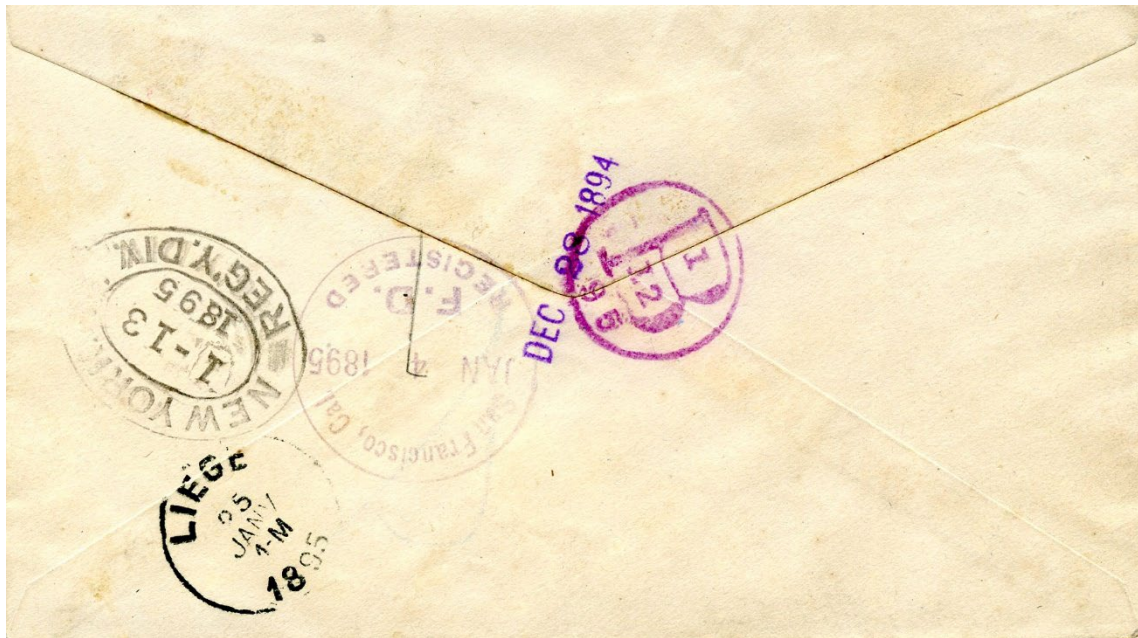
Bibliography:

- [1] Young, Peter T., "Hawaiian Fertilizing Company," Images of Old Hawai'i, Peter T. Young, Ho'okuleana, LLC, Fort Collins, CO, Copyright © 2012-2021.



Potpourri

Missing postage – Here is another cover with a missing stamp that was mailed in December of 1894. What is most likely the denomination of the missing stamp? Let us know what you think...



Pick Me ()



Pick Me ()



Pick Me ()



Pick Me ()



Pick Me ()

None of the above ()

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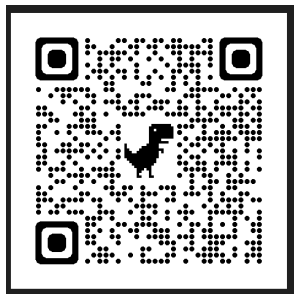
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Cover Illustration: [US 804 with Honolulu Pre-Cancels](#)

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Monthly Meeting

The Hawaiian Philatelic Society meets from 7 PM to 9:30 PM on the second Monday of each month at the St. Louis Alumni Association Club House in central Honolulu. Each meeting includes a short business session, a program or slide presentation and an auction of about 100 lots. We invite you to attend, meet your fellow members, enjoy the program, and talk stamps. The public is welcome at all our meetings and we encourage you to become a member.

