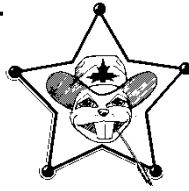


BEAVER



CHATTER

The Newsletter of the Prairie Beaver Regional Group of the British North America Philatelic Society, Ltd.
Chairman: **George Dresser** Treasurer: **John Furlong** Editor: **Vic Willson**
Volume 40, No. 2 Whole Number 144 July 2015

April 18 MEETING IN COLLEGE STATION

We will meet at the St. Mary's Catholic Center, Church Avenue, College Station, Texas 77840, meeting wing on the second floor, probably Room 207, but it should be easy to find. Map p.2

ILLUSTRATED MAIL – THE GOLD DUST TWINS – George Dresser

Illustrations on a company's outgoing mail were a popular form of advertising in the later part of the 19th and early part of the 20th centuries. These illustrated mail covers are fun to collect and also help dress-up most any postal history collection or exhibit. Some illustrations are very popular, for example, covers with fire arms and ammunition or patriotic themes are highly sought after and those in color are particularly desirable. Others prefer themes that are even more specialized, for example, your editor, collects covers with illustrations of chickens. (Go figure.)

The Canadian King Edward VII cover illustrated here would not be used by a company today in this era of political correctness and racial sensibilities. However, illustrations with this theme, soap, were used in much the same form up to and including the 1950s. A quick Goggle search of "The Gold Dust Twins" will turn up a large number of images used by the company on all sorts of product packages and advertisements in both Canada and the United States. These products and images are collectables in themselves and many are available for sale online and eBay. *Continued on p. 3*

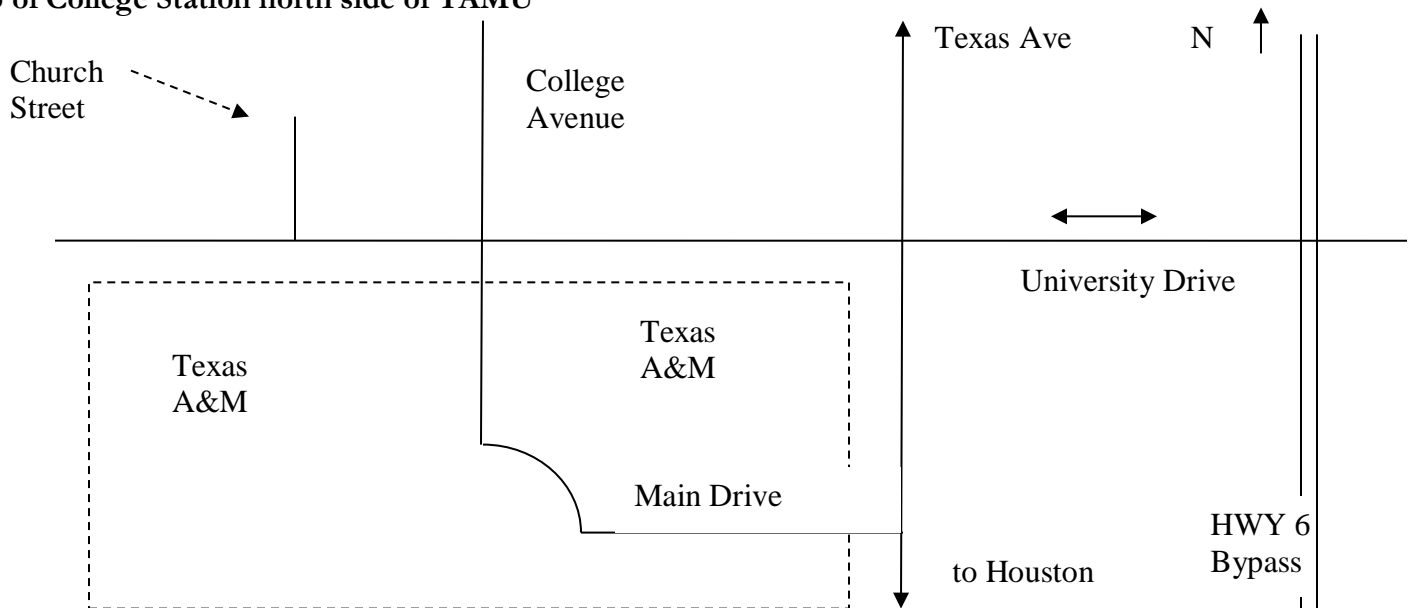


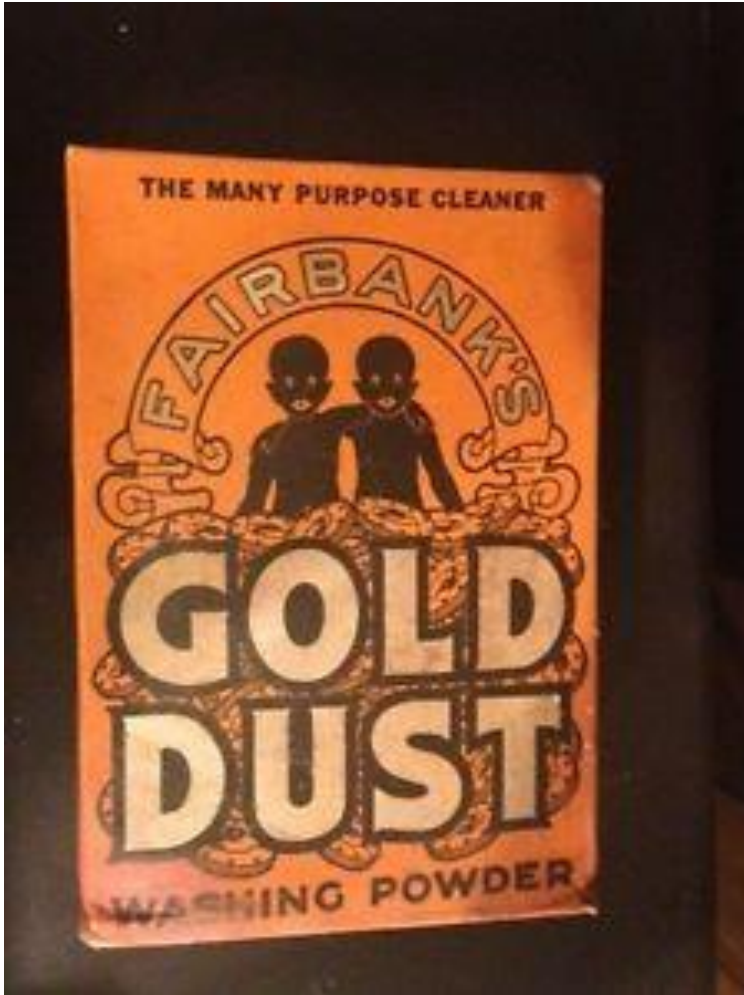
PRAIRIE BEAVER MEETING, April 18, 2015

SCHEDULE OF ACTIVITIES

8:45 - 9:00	Coffee, donuts, informal
9:00 - 9:15	Introductions
9:15 - 9:45	Book reviews- new BNAPS books, auctions
9:30 - 10:15	Swap, Sell, Buy, Trade
10:15 - 10:45	Presentation: "Illustrated Advertising on Private Post Cards During the Reign of King Edward VII- George Dresser
10:45 - 11:15	Swap, Sell, Buy, Trade
11:15 - 12:00	Clothesline Exhibit
12:00 - 1:00	Lunch
1:00 - 1:15	Business meeting
1:15 - 2:00	Presentation: Early US Revenues- Gary Giroux Parama
2:00 - 2:45	Swap, Sell, Buy, Trade
2:45 - 3:15	Presentation: Cross-Border Mail 1851-1875- Vic Willson
3:15 - 4:00	Swap, Sell, Buy, Trade; Silent Auction
4:00 - 4:30	US Stamp Quiz Competition
4:30 - 5:00	Wrapup
5:00	Leave for dinner at local venue

Map of College Station north side of TAMU





The following article copied from Wikipedia gives a history of the use of The Gold Dust Twins in marketing laundry products over more than 50 years of use.

“Gold Dust Washing Powder

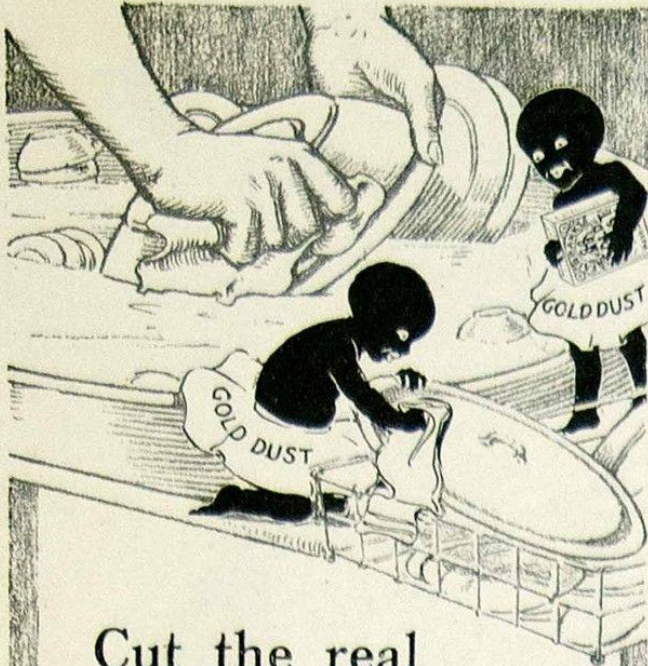
Gold Dust Washing Powder was an all-purpose cleaning agent first introduced in the late 1880s by the Nathaniel Kellogg Fairbank Soap Company based in New York City. Gold Dust was distributed in America by the Lever Brothers Company of Cambridge, Massachusetts. Its first regional success was in the Midwestern United States. Gold Dust Washing Powders had been marketed nationally since the mid-1890s, becoming a top-selling national brand by 1903. Gold Dust products were eventually marketed internationally (by Unilever) in Canada and Great Britain. The product lines' bright orange labels all prominently featured the Gold Dust Twins.

The Gold Dust Twins, 'Goldie' and 'Dustie', were the 'faces' of the Fairbank's Gold Dust Washing product lines. The original (circa 1892) version of the twins was a standard drawing of two young African-American children cleaning up together in a washtub. On the original containers, they are

simply pictured standing side-by-side behind a mound of gold coins, under an arch reading "Fairbank's" and over the "Gold Dust Washing Powder" text.

By 1900, the twins had been transformed into a cartoonish pair of caricature, bald, asexual black children shown wearing tutus emblazoned with the words "Gold" and "Dust". On product containers and in advertisements, they were often comically depicted, along with a huge stack of dishes in a washtub, with one twin cleaning, the other drying. The twins became icons following a 1903 national marketing campaign, with the slogan "Let the Twins Do Your Work". They became an easily recognizable trademark found in many, if not most, U.S. homes during the first half of the twentieth century. The Gold Dust Twins were drawn by E.W. Kemble, a staff artist for the Chicago Daily Graphic.

The Twins were featured in print, billboard, and specialty advertising and radio advertisements for over sixty years. "The Gold Dust Twins" was the name of a popular radio program which was first broadcast nationally in the US in 1929. Starring Harvey Hindemeyer and Earle Tuckerman as "Goldie" and "Dusty", respectively, the show was sponsored by Lever Brothers and Gold Dust Washing Powder. An early example of product tie-ins, the Gold Dust's advertising jingle became the show's theme song.



Cut the real work out of your dish washing—make your dishes quickly clean and pure with

GOLD DUST

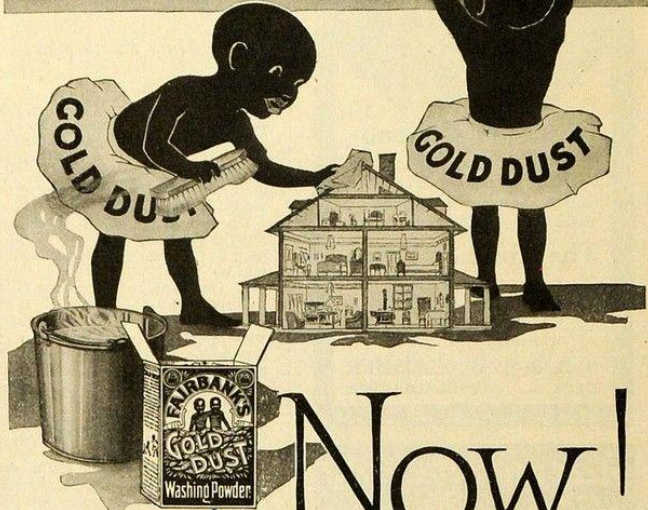
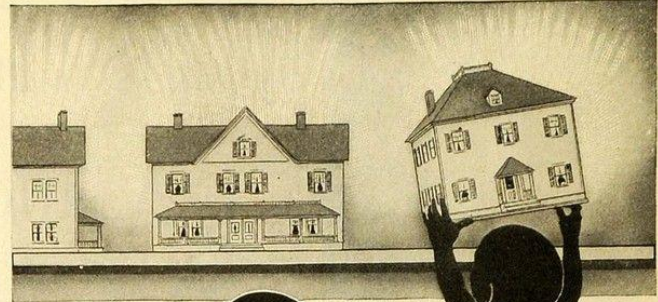
The common sense magic for cleaning everything.

5c and larger packages.

THE N.K. FAIRBANK COMPANY
CHICAGO



“Let the GOLD DUST TWINS do your work”



Now!

for Spring housecleaning

FROM cellar to attic apply this safe rule:

“Use GOLD DUST for all dirt you can't dust off or sweep up”

How quickly the clean floors smile up at you—defying you to spy a trace of grease! The closet shelves take a clean, springtime freshness. The refrigerator, too, enjoys being *extra* clean. Painted woodwork, finger-marked by the children, quickly responds to a gentle Gold Dust treatment.

Gold Dust quickly dissolves the grease—that is why millions of women have

- FLOORS—*spotless*
- LINOLEUMS—*greaseless*
- BASEBOARDS—*grimeless*
- CLOSET SHELVES—*freshened*
- BATHROOM—*sanitary*
- REFRIGERATOR—*sweet*
- KITCHEN SINK—*unclogged*
- COOKING UTENSILS—*sparkling*
- DISHES—*washed thoroughly clean*

But, for *real* Gold Dust results, be sure it is really Gold Dust you get.

THE N.K. FAIRBANK COMPANY

GOLD DUST

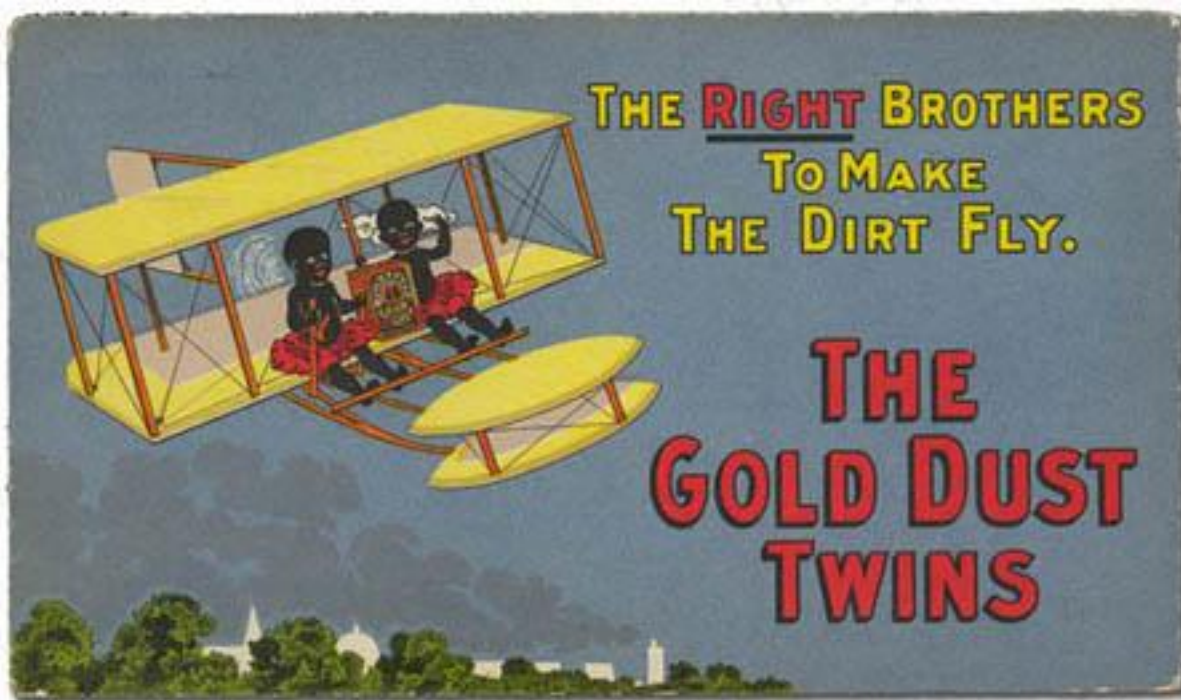
Let the Gold Dust Twins do your work

The products (along with Goldie and Dustie) were phased out by the mid-1950s, as national sensibilities began to change.

The Twins appear in the 2004 release, *C.S.A.: The Confederate States of America*, an alternate-reality British documentary about American life after the Confederates had won the American Civil War. A recreation of a "Gold Dust Twins" commercial, featuring purposely outrageous racial stereotypes, is shown as part of the 'mockumentary'."

The second cover pictured was an auction lot in a July 11, 2012 Daniel F. Kelleher Auctions, Sale 630, described as Lot 948, [SOAP] San Francisco, Gold Dust Twins, allover multicolored advertisement on 1910 cover, franked with 2¢ Washington coil, tied by a San Francisco machine postmark, very fine, estimate \$200-300. The lot sold for \$250 before premium.

The final illustrations found on the internet demonstrate how the Gold Dust Twins images were used on other marketing pieces.



Beaver Chatter is the unofficial newsletter of a bunch of BNAPS members who, through no fault of their own, happen to live in the state of Texas. Opinions expressed are those of the authors who like to put their thoughts, philatelically or otherwise, into writing. Unless noted, articles are the effort of the Editor. Distribution is free to BNAPS members in the area who find it worth their while to participate in the group's activities, to certain BNAPS officials, and to whoever strikes the Editor's fancy. Newsletters are available to editors of other publications who wish to exchange samples of their labors. Articles, opinions, and general BS are solicited for publication by anyone who cares to write, and contributors will be rewarded with a complimentary copy of *Beaver Chatter*. Submissions can be sent to Vic Willson, P.O. Box 10026, College Station TX 77842 or emailed to lloydwill@aol.com or v-willson@tamu.edu