

## Capturing West Concord: The Whitney Pharmacy and souvenir postcards of West Concord



Over the past six months, Concord Free Public Library project archivist Janaya Kizzie has digitized and described the 890 postcards that comprise the Concord Postcard Collection, a collection of postcards related to Concord gathered by the library. Images (including some high-resolution images available for free attributed use), descriptions and an index of the postcards are

now available on the Library's special collections website:

<http://www.concordlibrary.org/scollect/postcards/index.html>.

The Whitney Pharmacy was a prominent producer of postcards featuring West Concord images and, starting in 1904, a purveyor of photographic supplies, making it a center for photography and photographs in West Concord. As a result, the Whitney Pharmacy was the largest producer of West Concord images in the Concord Postcard Collection, managing to capture images of ephemeral places and moments in the history of the town.

Pharmacists and proprietors John H. Snow and Charles Noll at the Whitney Pharmacy had the wisdom to reach beyond the typical role of the pharmacist and expand their business by making photographic materials and postcards available at their store.

They chose images that would appeal to people in the area, but saw beyond typical landmarks to the perspective of the traveler and resident; thus, we see what was iconic about everyday life in West Concord: the train station, the prison, the businesses, and Warner's Pond.

In bringing photography to the masses, postcards from the turn of the 19th century also give us, in the present day, the opportunity to see through the eyes of a people exploring the visual medium for the first time. Because even the most ordinary images were worth sharing, we have a unique memento of an ephemeral time in West Concord.

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## The Golden Age of Postcards

- Real photograph postcard: [Rexall Pharmacy], early 20<sup>th</sup> century.
- Postcard: "Concord River, from North Bridge, Concord, Mass." Detroit Publishing Co., 1908.
- Postcard: "There's a girl in Concord Junc. That's got me going." Co. A.B.R., early 20<sup>th</sup> century.
- Deaconess Hospital, Concord, Mass. The Rexall Store, Concord, J'ct., Mass. H. A. Dickerman & Son, Taunton, Mass.

## Postcards from the Whitney Pharmacy

- Postcard: "Island in Warner's Pond, Concord Junction, Mass." Whitney's Pharmacy. The Albertype Co., Brooklyn, N. Y., circa 1910.
- Postcard: "Colonial Inn, Concord, Mass. "Whitney Pharmacy, Snow & Noll, Proprietors, Concord Junction, Mass. H. A. Dickerman & Son.
- Postcard: "First Parish Church, Concord, Mass." Whitney's Pharmacy. The Albertype Co., Brooklyn, N.Y., early 20<sup>th</sup> century.
- Postcard: "Home of Ralph Waldo Emerson, Concord, Mass." The Whitney Pharmacy, Snow & Noll, Props., Concord, Junction, Mass. H. A. Dickerman & Son, Taunton, Mass., early to mid- 20<sup>th</sup> century.
- Postcard: "Boston Harness Co., Concord Junction, Mass." Whitney Pharmacy. The Albertype Co., Brooklyn, N. Y., early 20<sup>th</sup> century.
- Postcard: "Falls at Westvale Concord Jct., Mass." The Whitney Pharmacy, Concord, Junction, Mass., circa 1907.
- Postcard: "Strathmore Worsted Mills, Concord Junction, Mass." Whitney's Pharmacy, early 20<sup>th</sup> century.
- Postcard: "Officers' Row, Concord, Junction, Mass." [Also known as the White Ladies, now demolished] The Whitney Pharmacy, Snow & Noll Proprietors, Concord Junction, Mass. H.A. Dickerman & Son, Taunton, Mass., circa 1910.
- Postcard: "Continental Limited approaching Concord Junction Station, Concord Junction, Mass." The Whitney Pharmacy. Snow & Noll, Props., Concord Junction, Mass., early 20<sup>th</sup> century.

## Your local pharmacy

- Advertisement for the Whitney Pharmacy, Concord Directory 1905.
- Second Annual Banquet Massachusetts Rexall Club, Boston, 1912. Thomas Noll in attendance. *Pharmaceutical Era*, vol. 45, December 1912.
- Prescriptions filled by the Snow Pharmacy in Concord, including prescriptions from the Whitney Pharmacy, early 20<sup>th</sup> century.