

TAKE IT 2 THYSELF

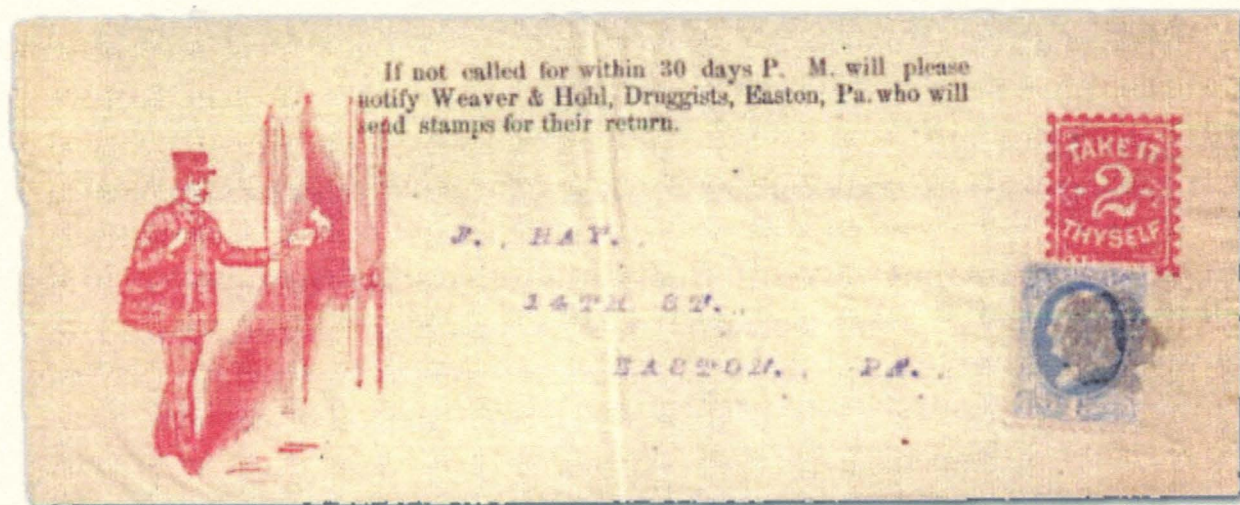
This bogus “stamp” is actually a decorative label printed on wrappers or envelopes in the late 1880s. It is known in at least three different designs, all with the same “TAKE IT / 2 / THYSELF” text layout.

The label is known printed in blue, red, and black. The red labels exist on wrappers that feature an illustration of a mail carrier delivering a letter. These wrappers are known with printed return addresses for two companies: Weaver & Holh, druggists from Easton, Pennsylvania; and Dr. Kilmer & Co., a druggist from Binghamton, New York.

A photocopy of a Weaver & Holh wrapper is featured below as an example.



BOGUS
TYPE I
BLACK
ON MANILA



PHOTOCOPY OF WRAPPER - FROM THE CLIFF ALEXANDER COLLECTION
PUBLISHED: PENNY POST VOL. 20, NO. 2

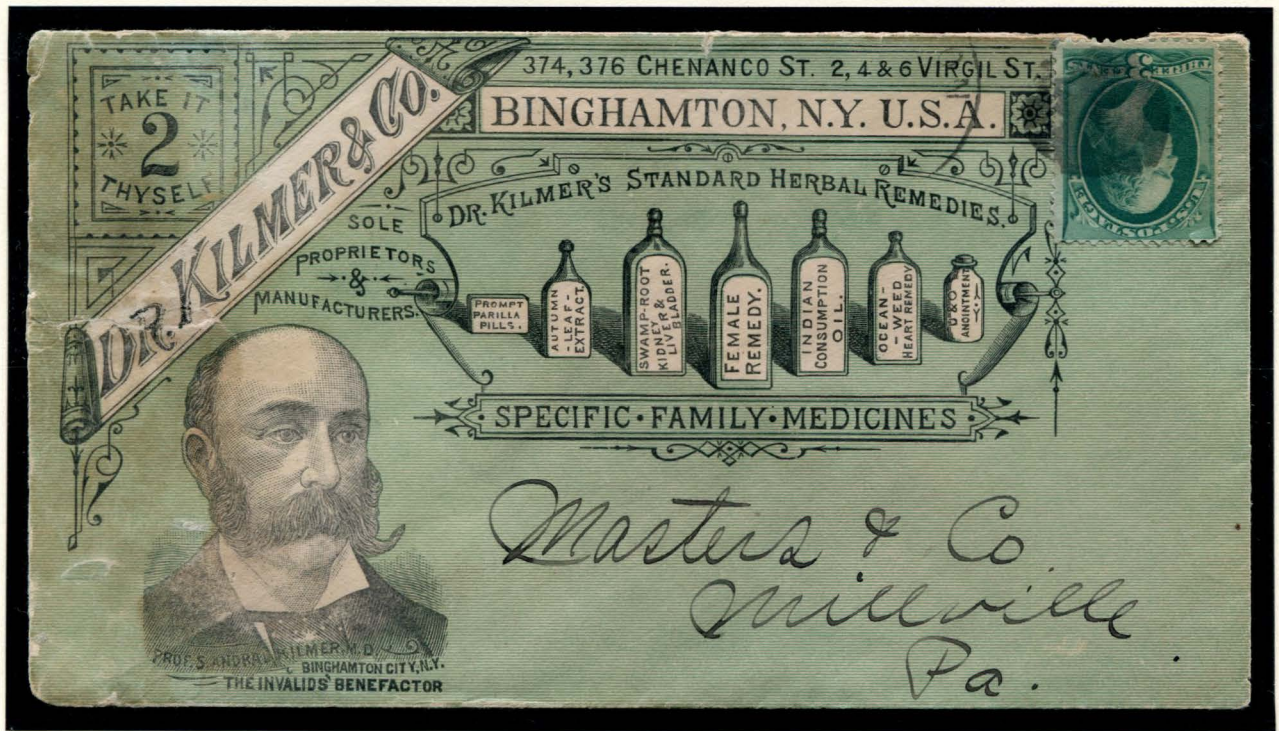
Theories regarding the meaning of “Take It 2 Thyself[®]” are described by Cliff Alexander in his 2012 article on the labels. One theory is that it refers carrying your own mail. Another theory is that it holds religious significance, referring to passages in the *Bible* or the Egyptian *Book of the Dead*.

TAKE IT 2 THYSELF

The cover below is an all-over printed advertising envelope for Dr. Kilmer & Co. that includes a "Take It 2 Thyself" stamp illustration in the upper left corner. Dr. Kilmer & Co. was one of the two known companies to use the "Take It 2 Thyself" label wrappers.

Dr. Kilmer & Co. was a drug company most famous for advertising the Swamp Root Tonic developed by Dr. S. Andral Kilmer. This tonic and his "Female Remedy" were popular drugs in the late 1800s. The company prospered until the Pure Food and Drug Act of 1906.

The stamp design on this cover is a different design from the previous example, with different decorative ornaments and text in black (rather than negative).



BOGUS - TYPE III
BLACK & GREEN ON WHITE
DR. KILMER & CO. ADVERTISING COVER
- MAILED WITH -
207 : 3¢ BLUE GREEN
BLACK INK SMUDGE CANCEL & PARTIAL CDS

A line on the reverse indicates that the envelope was produced by the Hudson Valley Paper Company in Albany, New York. This line is blacked out.

Dr. Kilmer & Co's Printing Department.

~~Hudson Valley Paper Company, Albany, N.Y.~~
PHOTOCOPY OF LINES ON REVERSE