

Advertising Letter Holders

by Dave Johnson

A type of mining-related advertising collectible that has gone unpublished anywhere in the mining collectible community up to this time are coal mining company letter holders or letter clips. This type of advertising piece is not unique to coal mining companies, they have long been recognized by collectors in other fields. At advertising shows I have seen these pieces advertising beer, flour, automobiles, softdrinks, tobacco, clothing, medication, gasoline and motor oil, and a variety of other products.

Pictured here are three examples of these letter holders. The Central Pocahontas Coal Co., along with the Crystal Block Coal & Coke Co. of Welch, WV, mined Crystal Block Coal from mines at Capels in McDowell County, WV and the surrounding area.

The Black Star Cola Corp. of Alva, KY produced coal under the Black Star, Dixie Star, Clean Fork Red Bonnet, and Grapevine brand names. The Columbus, Ohio based New Pittsburgh Coal Co. produced Hocking brand coal from its Ohio mines.

These advertising pieces are just another item for mining collectors to watch for at flea markets and antique shows.

