

Old Windsor Locks Postcards: Group 3

by Mel Montemerlo

At the turn of the 20th Century, Windsor Locks was a growing little town with a bustling Main Street. Along Main Street, one could find a number of “confectionary stores”. These stores were sometimes called “ice cream stores” because they featured ice cream counters. Actually they sold a wide variety of items including: fruits, cigars, tobacco, groceries, confectionery, postal cards and toys. imported olive oil and other Specialties. That is the list of things that were sold by Patsy Coly in his confectionary store in the Mather Block on Main Street, which was on the 1913 Aero Map of Windsor Locks. The same types of things were sold in all of the confectionary stores.

There was another confectionary store on Main Street, belonging to Leo Viola, and another belonging to Patsy’s brother, Vito Colapietro. All of these stores sold post cards. Sometimes they had postcards specially made up for their town. There were manufacturers who made postcards which could be individualized for different towns and cities. Some were humorous. Some were romantic. Some were agricultural. Some were pastoral. Others were combinations of those, such as humorous and romantic. This era was known as the Late Victorian Period, which ran from about 1850 to about 1920. You can easily notice the Victorian influence on many of these postcards.

Many people collect these old post cards. There are a number of companies that specialize in them. They can be found on EBay or by doing a search on your computer’s browser, using the words “old Windsor Locks postcards”.

Here are three old Windsor Locks postcards in the humorous or in the romantic styles of the time. Later articles in this series in the Windsor Locks Journal will include more of these old postcards.

If you would like to see the article which has fifty of these old postcards, or any of my other articles on Windsor Locks history, you can find them on my website:
windsorlockshistory.com



