

Maine Historical Society

**Coll. 2236
Franklin Variety (Portland, Me.).
Collection
1963-1973**

Accession Number: 2006.068

Processed: July 2006 by Lauren Webster, American and New England Studies graduate student (University of Southern Maine)

Access: Unrestricted

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Size: 3 linear feet (six boxes)

Scope and content note: The collection contains three complete years of invoices for the Franklin Variety Store: 1963, 1968 and 1973 as compiled by the Portland Business Corporation, an accounting firm. Five cartons of Franklin Variety records were processed of which three complete years, the first, middle and final, were saved as a representative sample. The records are organized chronologically by year and within each year are organized alphabetically by business.

Historical note:

The collection provides a window into an American institution: the local general store; where the staples of milk, bread, candy, cigarettes and beer could be purchased and where the odd birthday card or coloring book could be procured. During business hours, the Franklin Variety or the Franklin Pharmacy as it was sometimes called, provided its customers with the necessities and frivolities of life. From medical supplies to toys and tinsel the Franklin Variety stocked its shelves with goods from wholesalers primarily located in the vicinity of Greater Portland and the general Southern Maine area.

Corporations and businesses like H. P. Hood and Son, Coca Cola Bottling, and Jordan's Meats make up a significant portion of the invoices, while a wide variety of small companies like the Calco Company (greeting cards) and Lekousi's Pies make up the rest. The Variety's 1963 Maine tax documents are included in the collection, as are a couple of slips donating to the United Fund, handwritten payroll stubs, and invoices for insect extermination and refrigeration maintenance. The following companies, which were either based in Maine, or had offices in Maine, are represented in the collection:

The American Tobacco Company
Armour and Company
B. D. Stearns, Inc.
Benson & Sullivan Co.
Bicknell Photo Service.

Boston Fruit Co.
Burbank Douglass & Co.
Calco Company
Casco Bottling Company
Central Maine Power Co.

Children's World, Inc.	The National Cash Register Co.
The Coca Cola Bottling Plants, Inc.	National Distributors, Inc.
Cumberland and York Distributors	Nappi Distributors
Cushman Baking Co.	New England Sanitation Systems, Inc.
Days Jewelry Store	New England Telephone
Dirigo Distributors, Inc.	New England Telephone & Telegraph Co.
E. G. Foden Co., Dr.	North Country
Erickson's Refrigeration Service	Northern Utilities Inc.
Eskay Art Co.	Penguin Sales Co.
E. T. Brown, Inc.	Pepsi-Cola Bottling Co.
Fidelity Television & Electric Co.	Philip Morris U.S.A.
George S. Carrington Co.	Pio Beverage Company
H. E. Murdock Co., Inc.	Portland Distributors, Inc.
H. P. Hood Inc.	Portland Gas Light Co.
H. P. Hood & Sons	Portland News Company
Humpty Dumpty Potato Chip Co., Inc.	Press Herald – Express
The Jayson Co.	Rogers Baking Co.
J. D. Cliff Co.	Sealtest Foods North East New England I. C.
J. E. Goold & Co.	Seltzer & Rydholm, Inc.
J. J. Nissen Baking Co.	State Paper Company
Jordan's	Sulkowitch Hardware Co.
King Cole Foods, Inc.	Tally's Whole Sale Tobacco Co.
La Touraine Coffee Co., Inc.	TV Cartoon Toys
Leavitt & Parris, Inc.	United States Garage
Lekousi's Pies	Unity Sales Co.
Long Libby & Hanson Co.	Weinman Brothers
Maine Cash & Carry Co.	W. J. Montgomery
Morse, Payson & Noyes Insurance	Yankee Distributors
National Biscuit Co.	

The Punsky Family owned the Franklin Variety, located on the corner of Franklin and Middle Streets at 88 Middle St. in Portland, Maine. Samuel S. Punsky's name appears most often on receipts and invoices, though the signatures of Goldie and Charles Punsky can also be found. Samuel Punsky, son of Myer Joseph and Ester Alfred Punsky was born in Portland and died there in 1981. He was a member of the Etz Chaim Synagogue and was interred at the Mt. Sinai Cemetery. His brother, Charles E. Punsky predeceased him on June 7, 1980 at the age of 86. Charles Punsky was also a member of the Etz Chaim Synagogue and served as a deputy Sheriff in Cumberland County for many years until retiring in 1971. Goldie Punsky, Charles' wife, died in 1975. Goldie and Charles had three children, a son Melvin who died in 1988 and two daughters, Leona and Shirley. Samuel lived with his niece Shirley on Vesper St. until his passing at the age of 79.

The Portland Business Corporation was originally located at 37 Casco St., Portland but later moved to 20 Carmichael Ave. in Falmouth Foreside.

Provenance: Nan Cumming and Drew Masterman donated this collection to the Maine Historical Society in January 2006, after they found the records in their newly purchased house on Vesper Street in Portland.

Inventory:

Box 1

Folder 1: 1963 Invoices A - B
Folder 2: 1963 Invoices Ca - Cum
Folder 3: 1963 Invoices Cushman Baking Co.
Folder 4: 1963 Invoices D - E
Folder 5: 1963 Invoices H. P. Hood & Sons
Folder 6: 1963 Invoices Hu - J
Folder 7: 1963 Invoices K - L
Folder 8: 1963 Invoices N

Box 2

Folder 1: 1963 Invoices P
Folder 2: 1963 Invoices Rogers Baking Co.
Folder 3: 1963 Invoices S
Folder 4: 1963 Invoices Tally's Whole Sale Tobacco Co.
Folder 5: 1963 Invoices U - Y
Folder 6: 1963 State of Maine Tax Return and City of Portland Receipt

Box 3

Folder 1: 1968 Invoices A - Co
Folder 2: 1968 Invoices Cu
Folder 3: 1968 Invoices D - H
Folder 4: 1968 Invoices J - K
Folder 5: 1968 Invoices L - M
Folder 6: 1968 Invoices N
Folder 7: 1968 Invoices P

Box 4

Folder 1: 1968 Invoices Rogers Baking Co.
Folder 2: 1968 Invoices S
Folder 3: 1968 Invoices Tally's Wholesale Tobacco Co.
Folder 4: 1968 Invoices U - Y
Folder 5: 1968 Payroll Slips
Folder 6: 1968 City of Portland receipt, United Fund Stub, 2 unmarked slips, Portland Business Corporation mailer

Box 5

Folder 1: 1973 Invoices B. D. Stearns and Benson & Sullivan Co. part 1

Folder 2: 1973 Invoices Benson & Sullivan Co. part 2

Folder 3: 1973 Invoices Benson & Sullivan Co. part 3

Folder 4: 1973 Invoices Bi - C

Folder 5: 1973 Invoices D – H. E. Murdock Co. Inc.

Folder 6: 1973 Invoices H. P. Hood Inc.

Box 6

Folder 1: 1973 Invoices J

Folder 2: 1973 Invoices K - L

Folder 3: 1973 Invoices M - N

Folder 4: 1973 Invoices P

Folder 5: 1973 Invoices S - T

Folder 6: 1973 Invoices U – Y, United Way Stub, Portland Business Corp. Mailer