

# BALSAM PILLOWS (15)

## OVERVIEW OF THE OBJECTS

**Repository:** Crandall Public Library.  
Folklife Center  
Glens Falls, NY.

**Creator:** Standard Supply Company, Otter Lake, NY

**Title:** Balsam Pillows (15)

**Dates:** Late 1980s – early 1990s

**Quantity:** 15 pillows

**Identification:** Folk Art & Artifacts

## BIOGRAPHICAL NOTE

The Standard Supply Company was a family business selling novelties, gifts, and souvenirs, and one of the major suppliers of balsam pillows in the Adirondacks from the 1920s until the 1950s. Three generations of the Norton family worked in the business. John A. Norton opened the shop in 1914, selling postcards of local scenes he photographed onto glass plate negatives, before he turned to balsam pillows in the 1920s. Standard Supply made its own silk-screened pillow covers, with the well-known stenciled designs and saying of John A.'s daughter. Over a ton of balsam was cut each week, to be used to fill the pillows or sold by the pound.

## INDEX TERMS

**Topics:** Folk Art  
Balsam  
Balsam pillows

**Places:** Adirondacks  
Otter Lake, Oneida, NY

**Important People:** Norton, John A.  
Norton family

**Form/Genre:** realia

## ADMINISTRATIVE INFORMATION

**Preferred Citation:** Balsam Pillows (15)  
Folklife Center  
Crandall Public Library  
Glens Falls, NY 12801

**Accession Information:** Collected by Todd DeGarmo, late 1980s – early 1990s.

**Processing Information:** Arranged and described by Erica Gonyea, 2019

## DETAILED DESCRIPTION OF THE OBJECTS

1.

Balsam Pillow “Approaching Blue Mt. Lake Adirondack Mts”  
Printed cover; “SSCo”  
10 inches x 14 inches

2.

Balsam Pillow “Approaching Lake George from the South Adirondack Mts”  
Unfilled, printed cover  
9 ¼ inches x 12 inches

3.

Balsam Pillow “Moonlight Memories Adirondack Mts”  
Unfilled, printed cover  
12 ½ inches x 17 inches

4.

Balsam Pillow “By the Light of the Moon Adirondack Mts.”  
Unfilled, printed cover  
17 inches x 21 inches

5.

Balsam Pillow “Guest. . .Lake George”  
Unfilled, printed cover, sewed to muslin cloth  
11 ¾ inches x 17 inches

Printed with poem:

“Guest

You are Welcome

here – Be at

your ease – Get

up when you’re

ready – Go to Bed

when you please.

You don’t have to

thank us. Or

laugh at our jokes.  
Sit deep and come  
often – You're One  
of the Folks."

6

Balsam Pillow "Balsam Spills Cure Nature's Ills Adirondack Mts."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

7

Balsam Pillow "Right From Nature Adirondack Mts."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

8

Balsam Pillow "Warden's Tower Adirondack Mts."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

9

Balsam Pillow "I Pine for Thee and Sometimes Balsam/Raquette Lake N.Y."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

10.

Balsam Pillow "From The Trail of the Lonesome Pine Indian Lake, N.Y."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

11.

Balsam Pillow "Right From Nature Raquette Lake N.Y."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

12.

Balsam Pillow "Fragrant Balsam Aids Pleasant Dreams Adirondack Mts."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

13.

Balsam Pillow "A Token From Me. Adirondack Mts."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

14

Balsam Pillow "Woodland Memories Raquette Lake, N.Y."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches

15

Balsam Pillow "Please Go Away and Let Me Sleep Indian Lake, N.Y."  
mailer, printed cover, unfilled, unsewed  
4 ½ inches x 6 inches