

# A Guide to the Zeno Bakery Postcard, 1937 SC 0023

Zeno Bakery Postcard  
1937



## Title Statement

A Guide to the Zeno Bakery Postcard, 1937 SC 0023

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## Publication Statement

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## Profile Description

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## Descriptive Summary

### Unit ID

SC 0023

### Unit Date

1937

### Language

English .

### Abstract

The Zeno Bakery Postcard, 1937, portrays Jimmie Packard, an African-American baker in a white chef's coat and baker's hat, as "Zeno's Singing Baker." The postcard, dated February 24, 1937, is addressed to Mrs. Pearl Allen of South Vernon, Massachusetts.

**source**

Cohasco, Inc.

**Extent**

0.08 cubic feet 1 legal folder

**Repository**

James Madison University Libraries Special Collections

## Administrative Information

**Access Restrictions**

Collection open to research. Researchers must register and agree to copyright and privacy laws before using this collection. Please contact Research Services staff before visiting the James Madison University Special Collections Library to use this collection.

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**Acquisition Information**

Special Collections acquired this item at auction from Cohasco, Inc. in January 2016.

**Preferred Citation**

[identification of item], [box #, folder #], Zeno Bakery Postcard, 1937, SC 0023, Special Collections, Carrier Library, James Madison University, Harrisonburg, VA.

## Bio/Historical Note

Zeno Bakery was owned and operated by Edward Zeno in Bellows Falls, Vermont from the 1930s to 1945. The bakery featured its "singing baker," Jimmie Packard, as an attraction. The bakery was in operation until Zeno's death on September 10, 1945. There were various court cases surrounding the bakery, most involving "adulteration of bakery products," which constitutes having ingredients which were deemed impure.

## Scope and Content

The Zeno Bakery Postcard, 1937, portrays Jimmie Packard, an African-American baker in a white chef's coat and baker's hat, as "Zeno's Singing Baker." Packard is sitting on a stool with an acoustic guitar. He is featured with a grand piano and a microphone. The front of the postcard is inscribed with the following message: "Sincerely Zeno's Singing Baker Jimmie Packard."

The back of the postcard features lyrics to the Zeno's Bakery theme song, set to the tune of "Little Brown Jug." The postcard, dated February 24, 1937, is addressed to Mrs. Pearl Allen of South Vernon, Massachusetts. The postal location stamp indicates an origination of Bellows Falls, Vermont.

## Keywords

Postcards -- United States -- 20th century

Photographic postcards

Cohasco, Inc.

## Bibliography

"Zeno Information Wanted." Ancestry.com Message Boards. Accessed November 10, 2016. <http://boards.ancestry.com/thread.aspx?mv=flat&m=77&p=surnames.zeno>.

## Arrangement

The postcard is housed in one legal folder.

## Description of Subordinate Components

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### **Zeno Bakery Postcard**

**Unit Date** 1937

**Mixed Materials [1000885757]** 1 (box)

**Container** 1 (folder)