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Ida Hulery Fletcher and the Portland School of Astrology

There is a proliferation of online and print tertiary resources providing information on the Portland School of Astrology and its alleged founders Ida Hulery Fletcher, Llewellyn George, and L.H. Weston. When compared, there is a lot of inconsistent information found in these resources. Most state that Llewellyn George founded Llewellyn Publications and the Portland School of Astrology in 1901.¹ Indeed, George's own publications state such.² Some sources describe Llewellyn George, L.H. Weston as joining forces with Ida Hulery Fletcher, all students of William H. Chaney, to establish the school.³ Even more resources omit Weston and Fletcher altogether, placing the establishment solely on George. When Fletcher is mentioned, it is only in passing. Part of this problem may lie in the fact that source material is either hard to access, lost, or nonexistent. However, when all of the evidence that does exist is pieced together, new conclusions on the School's origins and the role Ida Hulery Fletcher played can be established.

In order to fully discover who Ida Hulery Fletcher is, knowledge of her family and background, which is key to some of the decisions she made, will begin the narrative. Tracking the location of Chaney, Fletcher, George, and Weston throughout the years will also be explored to determine a possible

¹ Donald Michael Kraig, "110 years of Llewellyn. Part 1," *Llewellyn Worldwide* (blog), April 14, 2011, <http://www.llewellyn.com/blog/2011/04/110-years-of-llewellyn-part-1/>, (accessed April, 26, 2017); Donald Michael Kraig, "110 years of Llewellyn. Part 2," *Llewellyn Worldwide* (blog), April 21, 2011, <http://www.llewellyn.com/blog/2011/04/110-years-of-llewellyn-part-2-2/>, (accessed April, 26, 2017); Donald Michael Kraig, "110 years of Llewellyn. Part 3," *Llewellyn Worldwide* (blog), April 21, 2011, <http://www.llewellyn.com/blog/2011/04/110-years-of-llewellyn-part-3/>, (accessed April, 26, 2017).

² Llewellyn George, *Student Chart Reader of Horoscope Indications* (Los Angeles: Llewellyn Publishing Company, 1934), 295.

³ Carl Llewellyn Weschcke, *The Truth About the History of 20th Century Astrology: From the Prediction of Fate to the Management of Destiny*, Llewellyn's Vanguard Series (St. Paul, MN: Llewellyn Publications, 1989), 1.

pedagogical lineage. Lastly, the developments of the new school and publishing company will be threshed out to help define the role and involvement of each individual in question.

Setting the Portland Stage: The Hulery Family

John Michael Hulery was born in Ohio on October 17, 1827 to descendants of a Pennsylvania Dutch family. When he was approximately one, his father, Michael Hulery (1800-1843), would move the family to Delphi, Indiana. John Michael grew up on a farm, and at age nine, would begin to learn the carpenter trade from his father. For the next seven years, John Michael would become a skilled carpenter. Thrust into adulthood with the father's passing; he would take over the business at the age of sixteen. At the age of twenty-one John Michael would marry Martha A. Davidson (1834-1873) on June 17, 1848, and establish his own cooperage business during the same year.⁴

In the year 1853 the West was calling. John Michael, Martha, their daughter Mary E., son John Winfield, Martha's parents, and many others of the Davidson's clan would set off on the journey to Oregon under Capt. Vincent Scott McClure of the Lost Wagon Train of 1853.⁵ Many of the Davidsons had already migrated to the West and word of the land would certainly have been known to them. They would travel via the Cascades by way of Meek's Cut-off, the first train taking this route before taking Elliot's Cut-off near Vale, Oregon.⁶ The Hulerys and Davidsons would arrive at Harrisburg, Lane County in the Willamette Valley in that same year. Ida Ann Hulery would be the first child born in their new home on April 7, 1854 near Eugene, Oregon. Not long after she was born, John Michael would move the family to Portland in the fall of 1855. In 1856, a second son, George W. (1856-1918) was born. Another son, William Edward (1860-1920) would be born two years later on October 23, followed by

⁴ Indiana marriage index entry uses Ullery.

⁵ Leah C. Menefee, *Immigration Roster Elliott Cut-Off 1853 & 1854, Immigration Registration Umatilla Agency-1853, 1854 Roster of Macy Train-Cut-Off* (Albany, OR: Richard R. Milligan, 1984), 13-14, 28-29.

⁶ Ibid., iii; H.O. Lang, ed., *The History of the Willamette Valley Being a Description of the Valley and its Resources, With an Account of its Discovery and Settlement by White Men, and its Subsequent History: Together with Personal Reminiscences of its Early Pioneers* (Portland, OR: Himes & Lang, 1885), 807, <http://catalog.hathitrust.org/api/volumes/oclc/16739827.html>, (accessed April, 26, 2017).

Frank Lawrence (1861-1937), Grant (1863-1876), Eva Josephine “Josie” (1865-1947), and Minnie (1869-?) who must have passed away at an early age.⁷ That same year on July 13, 1869, John Michael and Martha would lose their oldest daughter Mary E., to consumption. Their last child, Charles Walter Hulery (1872-1908) would be born on March 27.

While in Portland, John Michael would work as a cooper until about 1858 when he would take up a drayage enterprise, Hulery & Co., along with raising, buying and selling horses in a partnership with A. Taylor of A. Taylor & Co. In 1860 he would open the Union Race Course 2 1/2 miles east of Portland, which provided a free place to train horses for racing; a very popular sport during this time. In 1865 he partners the livery business with John P. Ladd (1825-1903) forming Ladd & Hulery. On March 14, 1871 he would dissolve his livery partnership with A. Taylor. He moves to Yamhill County, served as County Commissioner in 1872, but appears to not stay long before returning the Portland and engaging in the cooperage business again. Martha, in her last years, was in constant battle with health issues and would pass away on August 17, 1873. In 1874, John Michael would remarry Mary E. Williams; a marriage that would last only six years before they divorced in Polk County in 1880. On June 19, 1876, his son Grant would pass away at age twelve in Vancouver, Washington. He will stay in the Portland until about 1880 where he is then found in Amity running a saloon. According to his own account, he would run the saloon for twelve years, which would be from 1874 to 1886, showing an overlap with Cooperage listings in the directories. John Michael was definitely living in what is now historic Grant, Sherman County in the Rufus region with his son Frank Lawrence in 1886 where he provides a personal account of his life.⁸ His health beginning to fail in his last year, he passed through Portland on October 4, 1904 and visited with

⁷ Assuming Minnie did pass away and tradition holds with the naming of children after the recently deceased, it is possible that she died sometime before Minnie Louise Hulery was born August 20, 1895 to Frank Lawrence Hulery and Sarah A. Graham Hulery. This is only one possibility and theoretical at best.

⁸ *An Illustrated History of Central Oregon, Embracing Wasco, Sherman, Gilliam, Wheeler, Crook, Lake and Klamath Counties, State of Oregon* (Spokane, WA: Western Historical Publishing Company, 1905), 490-1, <https://archive.org/details/illustratedhist00shav>, (accessed April, 26, 2017).

Ida on his way to winter with his youngest daughter, Eva Josephine Hulery Bray. He would die at Eva's home a few weeks later on October 22, 1904 in Oakland, California at the age of 78.⁹

The Hulery children, like their father, were well accomplished. John Winfield was associated with several painting businesses.¹⁰ In 1896, he would travel to Salem for three months, having been hired for painting by Secretary of State Kincaid as well as painting the first building at the University of Oregon.¹¹ He would partner with Benjamin Fehnemann (1855-) in 1884 to organize a dance school in Eugene, Oregon with weekly socials.¹² He was a member of the Knights of the Maccabees, Eugene Tent no.52. George Hulery was involved with the local baseball team as well as allegedly running an illegal gambling house. Edward Hulery was well known in livery business, and frequently raced horses. Frank Lawrence would also be in the livery business owning Phallmont Livery Stable in Wasco.¹³ In short, the name Hulery was well known and the Hulerys were considered prominent in each of their respective cities. Such activity is indicative of all the generations of Hulery descendants. The Hulery prestige would be important for Ida as her story unfolds.

Ida Hulery Fletcher

⁹ "Births - Marriages - Deaths," *San Francisco Call*, October 24, 1904, p. 10.

¹⁰ John W. would be partners with several people in the paint business: P.F. Baxter (dissolved partnership March 1 1886); followed by a partnership with H. Black forming Black & Hulery (dissolved September 10, 1894); Hulery & Jenkins; and lastly, Hulery & Russell (dissolved July 14, 1902 with John's retirement).

¹¹ "John W. Hulery," *Oregonian* (Portland, OR), December 6, 1931, p. 8.

¹² "Dancing School," *Eugene City Guard* (Eugene City, OR), November 22, 1884, p. [5].

¹³ *An Illustrated History of Central Oregon*, 490.



Figure 1. Portrait of Ida Hulery Fletcher probably taken between 1874-1890 while married to Almond Fletcher. Image courtesy of Fletcher's great grandson Randy Fletcher.

Ida Hulery Fletcher, like all of the Hulerys, would be an outgoing and active individual (figure 1). She was educated at Central Public School on Sixth Street. She is listed on the eighth grade graduation ceremony as giving a declamation demonstrating the characteristic confidence found in her siblings.¹⁴ Years later she would serve as Secretary to the Society for Ethical Education, an organization interested in character education in public schools.¹⁵ These activities suggest an active engagement in the Portland community.

On March 5, 1874 Ida Hulery married Almond Smith Fletcher (1852-1927) in Dayton, Oregon where they would make their home on a farm. The Fletchers would have two children: Corral L., born on January 20, 1877 and Earl Bliss born July 10, 1878. Corral died October 18, 1882 at the age of 5. Earl would become a farmer like his father moving to South McMinnville and later to Hebo, Oregon. Earl passed away September 21, 1943 in Tillamook, Oregon.

¹⁴ "School Exhibition," *Morning Oregonian* (Portland, OR), June 22, 1867, p. [3]; a declamation titled "Reply" at the end of term ceremony held June 21, 1867 and reported June 22, 1867.

¹⁵ "Teachers to Instruct in Kindliness," *Oregon Daily Journal* (Portland, OR), February 5, 1907, p. 2.

Ida and Almond divorced on March 11, 1890 due to Almond's infidelity.¹⁶ He would marry Altamira Ernestine "Alta" Trowbridge, the housekeeper, October 15 of the same year. Where Ida is living between 1890 and 1895 is unknown, but the 1895 county census has her living in Multnomah County, and in the 1900 census she is boarding at 313 1/2 Washington Street in Portland. More than likely, she returned immediately to the familiar territory of Portland after the divorce as she would have a network of friends she grew up with. Perhaps she went in hiding from being distraught over the divorce, but she is not listed in any of the city directories until 1899. Society notices in the papers shows a Mrs. Ida Fletcher attending a wedding in 1897 but no other information about her has been found before the 1899 directory and 1900 census. Social norms would, however, dictate that she be listed as widowed. She chose to maintain her marriage status up until the day she died in order to not face the discrimination typical of being divorced. She would also maintain a label 'widowed' or the marital form of address 'Mrs.' in annual directories and those she was acquainted with addressed her as such. It should also be noted that as early as 1906 Ida chose to go by her maiden name, I. Hulery Fletcher and only rarely would you find Ida, mostly found in advertisements for the School.¹⁷ As already noted, the Hulery name was certainly recognized and respected. Choosing to go by Hulery immediately showed the public that the Portland School of Astrology is a Hulery enterprise and those prominent people in the Hulery circles would take notice. What better way to tap into that prestige when starting a business by establishing that association. The author would also suggest that using a masculine name like I. Hulery Fletcher removes

¹⁶ Randy Fletcher, email to author, December 16, 2015.

¹⁷ A tabulation of the advertisements reviewed from 1906-1912 for this article showed I. Hulery Fletcher used 19 times and only 4 times with Mrs. Ida Hulery Fletcher. Beginning 1913 until just prior to her death, the form Mrs. Ida Hulery Fletcher was used exclusively. However, this full form of name used during the years 1906-1918 was by Lucy A. Mallory, a personal acquaintance and publisher of *The World's Advance Thought and The Universal Republic*. Most city directories used Ida H. Fletcher with some exceptions. Guy Frost, "Chronological census of addresses for Ida Hulery Fletcher, Llewellyn George and the Portland School of Astrology, 1899-1918" (unpublished manuscript), October 19, 2016, Excel file, MS/150/3, Guy Frost Faerie Faith Papers, New Age Movements, Occultism, and Spiritualism Research Library, Archives and Special Collections, Valdosta State University, Valdosta, GA, <http://hdl.handle.net/10428/2705>, (accessed April, 26, 2017).

the gender aspect from the equation eliminating any prejudice against women entrepreneurs for those that leaned toward that inclination and were uninformed.

Portland as a Place of Spirituality

William Henry Chaney

During the latter half of the nineteenth century, the Pacific Coast was hailed as a Mecca for spiritualism and “Advance Thought”. Fulmer Mood suggests that Emma Hardinge, a spiritualist traveling the West Coast sounded a bell for one of America’s most famous astrologers: William Henry Chaney (1821-1903).¹⁸ Whether true or not, Chaney would have been eager for change of locale due to his experiences in New York. Before expanding on the New York incident, a little on Chaney’s life is worth exploring.

Chaney was born in Chesterville, Maine.¹⁹ He was a restless young man, probably owing to his father dying when he was young and having to move from farm to farm trying to find his niche. But farming was not in his blood. He explored seamanship briefly by enlisting in the Navy in 1839 and deserting July of 1840, was a school teacher, studied law for ten years, and always moving from one place to another. In 1866 New York, Chaney met a famous American astrologer, Luke Broughton (1828-1898); a meeting that would have a profound impact on Chaney’s life. Chaney was so enamored with Astrology that he became Broughton’s star pupil leading to Chaney teaching and promoting astrology like no one before him. Chaney was articulate and a great defender of astrology, which sometimes got him in trouble including an imprisonment for twenty-eight weeks in 1867 while in New York. But Chaney was not daunted and the possibilities of what the West had to offer made him take notice.

¹⁸ The book in question is Emma Hardinge, *Modern American Spiritualism: A Twenty Years’ Record of the Communion between Earth and the World of Spirits*, 3rd ed. (New York: Emma Hardinge, 1870), 438-458; 477-481, or one of the other editions first published in 1869 with 2nd and 3rd editions coming out in 1870.

¹⁹ Fulmer Mood, “An Astrologer from Down East,” *New England Quarterly*, 5, no. 4 (October 1923): 769.

As Mood's research shows, Chaney was always one to move frequently so without blinking an eye, he packed up his belongings (sans wife) and migrated to California. Here Chaney would stay some seventeen years, living in various locations along the Pacific Coast all the while teaching and promoting astrology.²⁰ During this time, the study of Astrology appears to have been treated the same as other disciplines.²¹ The West coast was fertile ground for eager seekers of knowledge in the spiritual and astrological arts. In 1888 we find "Prof. W. H. Chaney, the Oregon astrologist" living with "a rich admirer" in New Orleans.²² This arrangement does not seem to last very long as he is found teaching astrology classes in St. Louis by May of the same year. Chaney would publish some of his most important astrology works while in St. Louis: the three known issues of *Chaney's annual, with the Magic circle astrological almanac* (1889-1891), *Chaney's primer of astrology and American Urania* (1890), and *Chaney's astronomical ephemeris of the planets' places for 1890*. By July 30 1894, Chaney has moved again and can be found teaching astrology classes in Chicago.²³ Although he continued to move frequently while in Chicago, it will be the last city he lives in before passing away on January 8, 1903.²⁴

Training the Trainers: The Chaney Connection

Some sources claim that Ida Hulery Fletcher was trained by William H. Chaney. This claim can be supported due to the timing being right. While Chaney moved from place to place along the West coast, he taught classes, lectured and became well known as an astrologist.²⁵ Chaney was actively teaching and lecturing in the Portland or Salem regions from 1871 to 1886, with a brief interruption in the

²⁰ Ibid., 789.

²¹ The advertisement section of the Morning Oregonian would place the Portland School of Astrology in between classes for Portland Business College and private tutoring for college prep courses in algebra, French, Latin, etc. "Educational," *Morning Oregonian* (Portland, OR), January 1, 1908, p. 15.

²² "He is Not Dead," *Weekly Oregon Statesman* (Salem, OR), April 27, 1888, p. 5.

²³ "Millennium Said to be Impossible," *Chicago Daily Tribune*, July 30, 1894, p. 11.

²⁴ Mood, *Astrologer*, 794; "Horoscope Forecasts His Death." *San Francisco Call*, January 12, 1903, p. [1].

²⁵ Mood, *Astrologer*, 793.

early 1870s of a return to living in California. He lectured and taught astrology, often close to where Ida was living in Dayton. Lucy A. Mallory (1843-1920) states in her *The World's Advance Thought and The Universal Republic* that Chaney “taught us the rudiments of Astrology, in 1874.”²⁶ According to Fletcher’s obituary in the *Oregon Daily Journal*, she was always “interested in astronomy and astrology.”²⁷ It is not inconceivable that she would have sought out anything that was happening spiritually in the area and Chaney was certainly in close proximity.

Llewellyn George’s whereabouts are also hard to place. Carl Llewellyn Weschcke says George moved to Portland, Oregon in 1898.²⁸ There is an L. George working as a machine hand for the Oregon Furniture Manufacturing Company in the *Portland City Directory of 1899-1900*. Regardless, if George also studied with Chaney, it would have been in Chicago, where George grew up. Chaney would establish two schools of astrology in Chicago and George would have had to take notice. If George studied with Chaney, it would have been between 1894 and 1898 if George did indeed move to Portland in 1898. In this scenario, it is possible that Chaney shared his Pacific Coast experiences with him, which peaked his interest and gave him the incentive needed to move West.

Lewis Herman Weston (1862-1945) was also said to be living in the Portland region. Like George and Fletcher, it is difficult to pinpoint when he was there. According to tertiary biographies in reference sources, Weston was born December 27, 1862 on a farm near Burrows, Cass County, Indiana. He left home at an early age with the aim of becoming a printer. Weston may have been a recluse, or had a similar inclination as Chaney moving constantly from place to place as few sources list him and his whereabouts. In the 1880 census there is a Lewis Weston working at a printing office in Battle Creek, Michigan. The 1900 census has a Lewis Weston living in Cosmopolis, Washington with the correct place

²⁶ Mallory appends to this article a reminder of who Chaney is and his importance to its readers. Prof. W.H. Chaney, “Peace and Good Will,” *World’s Advance Thought and The Universal Republic*, n.s., 15, no. 1 (March 1902): 13-14, http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v15_1902-1903_partial.pdf, (accessed April 26, 2017).

²⁷ “Mrs. Ida Hulery Fletcher,” *Oregon Daily Journal* (Portland, OR), May 17, 1919, p. 2.

²⁸ Weschcke, *Truth About 20th Century Astrology*, 1.

and date of birth working as a carpenter. The 1901 *Polk's City Directory* for Portland lists a Louis H. Weston working as a printer for A.S. Hawk and boarding at 127 Sixth Street. In 1902, Weston filed for a patent for his Cryptograph placing him in Holbrook, Oregon, which is about 15 miles northwest of Portland.²⁹ In 1903, Weston filed for another patent for a typewriter attachment with an address in Deer Island, Oregon, which is to this day, a small unincorporated town along the Oregon-Washington border.³⁰ The Portland School of Astrology started publishing his short-run periodical *Astrolite* providing P.O. Box 201, Portland, Oregon as a mailing address. Newspaper articles of 1909 and 1910 carrying his story fixing the date of the crucifixion also place him in Portland. This constant movement appears to be indicative of Weston's life and perhaps restlessness, and is no wonder he is not listed in many city directories.

Another difficulty with Weston is the statement in reference sources that he began studying astrology around 1890 with Chaney and Broughton.³¹ It is unlikely he studied with Broughton as he was in New York during this time, unless Weston is living in New York. However, if Weston was in Oregon during the same time that Chaney was in the mid 1870s up until the early 1880s, he, like Fletcher, could have been aware of his astrology classes and participated. It is also not inconceivable that, as fellow students of Chaney, acquaintances would have been made during this time. But this does not account for the 1890s date. Weston would have to be living in St. Louis from 1888 until 1894 or before when Chaney was there, or living in Chicago and studying with Chaney about the same time as George was living there. These last two scenarios are not very likely. Until evidence emerges of Weston's whereabouts during the 1880s and 1890s, pinpointing who, when, and where he studied with will remain speculative.

²⁹ Lewis Herman Weston, Cryptograph, US Patent, 723,566, filed August 6, 1902, and issued March 24, 1903.

³⁰ Lewis H. Weston, Type-writer attachment, US Patent 753,184, filed October 24, 1903, and issued February 23, 1904.

³¹ James Herschel Holden, *Biographical Dictionary of Western Astrologers* (Tempe, AZ: American Federation of Astrologers, 2012), s.vv. "George, Llewellyn" "Weston, L(ewis) H(erman)"; Weston's entry also states he studied astrology with Chaney and Broughton in New York in 1890, which we know is false as Chaney was living in St. Louis during this time.

Some tertiary sources also state that Weston taught George, or they studied together.³² George in his preface to Weston's second edition of *The Fixed Stars in Astrology* leaves it open to interpretation stating they occupied the same building and "our interests being mutual, a close friendship developed and we spent considerable time every day ... discussing methods and applications of astrology."³³ This edition was published while Weston was still alive. If George did study under Weston, why wouldn't he acknowledge that in the preface instead of being so vague? Regardless, in all likelihood George learned the printing trade from Weston during the time Weston and George are both in Portland and at the same time the School was established, but further involvement cannot be firmly established until evidence presents itself.

Taking the above into account then, the likely pedagogical lineage of the five would be, in sum, thus. Broughton taught Chaney while he was in New York in the mid 1860s, which is well documented. Chaney travels to the West Coast, winds up living at various times in Salem and Portland teaching classes along the Pacific Coast. It is here he would have taught Fletcher in the mid 1870s to early 1880s. George may have studied with Chaney between 1894 and 1898 when they were both living in Chicago. Assuming Weschcke has the date correct of George moving to Portland in 1898 it gives George just enough time to get settled in and find employment.³⁴ George would have certainly attempted to seek out kindred spirits and the possibility of meeting them in Lucy A. Mallory's reading room is likely. Mallory has already been mentioned above regarding Chaney. Along with her monthly publication, she provided a "free reading room, at 501 Yamhill street. . .open to all, from 9 a.m. to 5 p.m. It contains most of the leading publications in the New Thought."³⁵ In addition, frequent meetings were held on a variety of subjects

³² Ibid, *Weston*, 747.

³³ Weston, L.H., *The Fixed Stars in Astrology* (Los Angeles, CA: Llewellyn Publications Press, 1937), 5.

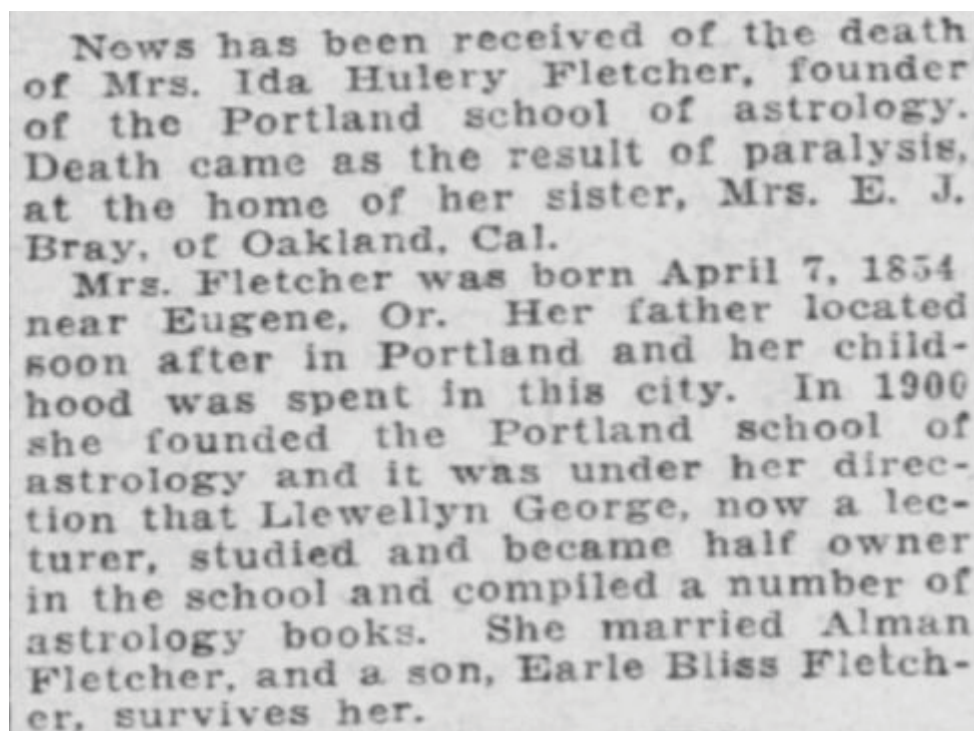
³⁴ Weschcke, *The Truth About 20th Century Astrology*, 1.

³⁵ Lucy A. Rose Mallory, "The World's Advance-Thought Free Reading Room," *World's Advance Thought and The Universal Republic*, n.s., 23, no.1 (May-June 1909): [2],

from “soul culture and spiritual unfoldment,” vegetarianism, and even an afternoon of silent meditation.³⁶

It would be here that George and Weston could have met Fletcher and learned that she was starting an astrology school and decided to enroll as students. The supporting evidence that George took classes from Fletcher comes from her obituaries.

Two Portland newspapers ran an obituary for Fletcher with both stating that she was the one that started the Portland School of Astrology (PSA) in the year 1900.³⁷ The longer obituary (figure 2) from the *Morning Oregonian* provides details of George’s involvement in the school. “In 1900 she founded the Portland School of Astrology and it was under her direction that Llewellyn George . . . studied and



http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v23_1909-1910_partial.pdf, (accessed April 26, 2017).

³⁶ “The World’s Advance Thought Meetings,” *World’s Advance Thought and The Universal Republic*, n.s., 23, no. 1 (May-June 1909): [16],

http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v23_1909-1910_partial.pdf, (accessed April 26, 2017).

³⁷ “Mrs. Ida Hulery Fletcher,” *Oregon Daily Journal* (Portland, OR), May 17, 1919, p. 2; “Obituary,” *Morning Oregonian* (Portland, OR), May 17, 1919, p. 10.

Figure 2. The longer obituary from the May 17, 1919 issue of the *Morning Oregonian* for Ida Hulery Fletcher describes Llewellyn George's involvement with Portland School of Astrology.

became half owner.” That would mean that George received his Chaney teachings from Fletcher rather than directly from Chaney in Chicago.³⁸ The shorter obituary from the *Oregon Daily Journal* says “she was well known to many people in Portland and the Northwest.” If we take these statements as true, then there is no doubt who founded the School as both obituaries are different and each suggests being written by people she was acquainted and knew of her endeavors. So what accounts for all the discrepancies, including from George? After the turn of the century the facts become more generous.

The Development of the School

Sometime around 1901-02, Fletcher would move from 313 1/2 Washington Street to 291 1/2 Morrison Street in the same building that George was living. This would be a strategic move for Fletcher as one who has just established a school. If Fletcher did indeed teach George, then she would learn that George himself was gifted in teaching and an articulate writer. In order to lay out firm groundwork for the School, it would make sense to be close to your employee. The first known mention of the School, the Portland College of Astrology, would come in March of 1904. The School was offering “‘Lessons in practical modern astrology,’ compiled, illustrated and written by Lewellyn George.”³⁹ Astrology was not the only part of the business as Fletcher called herself a palmist in the 1903 city directory, which may also be a clue as to how she survived financially after the divorce. From this first time period, 1900-1905, no source materials for the School have come to light apart from the lone 1904 ad for lessons.

Fletcher and George would both move to 266 Clay Street in 1905 where they would stay for about four years.⁴⁰ Here the team would make significant developments for the School as well as lay the

³⁸ The possibility that George took astrology classes from both Chaney in Chicago and Fletcher in Portland is valid.

³⁹ *World's Advance Thought and The Universal Republic*, n.s., 16, no. 4 (March 1904): 63, http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v16_1903-1904_partial.pdf, (accessed April 26, 2017).

⁴⁰ “Society Personals,” *Sunday Oregonian* (Portland, OR), October 09, 1904, p. 21. Ida's father, John Michael Hulery, would visit with Ida on his way to winter with Josie Bray (Mrs. W.B. Bray) in

foundation for the printing component of the business. In May of 1906, George copyrights his first work *Better than Magic*, an annual work that would eventually become known as *The Planetary Daily Guide for All*, *The Moon's Sign Book* and through what appears to be by popularity, just the *Moon Sign Book*.⁴¹ This work is the first volume to establish the name Llewellyn George in the larger public's eye when it was placed in the hands of the Library of Congress through copyright registration. More importantly, a key element to George's writings is that they were written in layman's terms making them completely accessible to "anyone with ordinary education and ability."⁴²

George was keen in not casting a horoscopes for people, but to provide in the clearest way possible, through his publications, textbooks, and eventually a correspondence course "how to know them without intricate calculations or casting a horoscope. For all purposes what to do and how to do it."⁴³ This is an important departure from many other astrologers of the time. Many would teach how to do it, but they would also do it for you for a fee. George had been developing sequenced lessons aimed at beginner astrologers ranging with as many as ten lessons in 1905, before stabilizing to seven. These lessons would become a key component to George's home-study course, the *Astrologian Outfit*. The idea that this esoteric knowledge could be had by anyone gave George competitive edge.

Making his publications accessible to all is a major factor and key concept in the descriptions of works and courses and would certainly be noticed by the average reader. Readers would not need to

Oakland, California. He has been living in Rufus for the past nine years. John Michael Hulery would die a few weeks later.

⁴¹ Library of Congress. Copyright Office, *Catalogue of Copyright Entries: Part 1: Books; Dramatic Compositions; Maps and Charts; Index*, n.s., 1, July-December 1906, no. 12 (September 20, 1906), (Washington: Government Printing Office, 1906): 470, <https://hdl.handle.net/2027/hvd.32044049966476>, (accessed April 26, 2017).

⁴² *World's Advance Thought and The Universal Republic*, n.s., 16, no.10 (January 1905): [159], http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v16_1903-1904_partial.pdf, (accessed April 26, 2017).

⁴³ "Better than Magic-Planetary Day and Hour Book," *World's Advance Thought and The Universal Republic*, n.s., 20, no.11 (April-May 1906): [175], http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v20_1905-1906_partial.pdf, (accessed April 26, 2017).

worry about missing out on new or revised publications because every publication had either an up to date list, a short entry, a long entry making up several pages, or any combination of advertisements in the publications. George made sure people knew what, when, where, and why to buy his books and what each contained to help their everyday life or business.

The year 1906 also saw the publication of Weston's first book *The Fixed Stars in Astrology*, followed two years later by Weston's short run periodical *Astrolite* which has already been mentioned. On the *Astrolite*'s back cover is an advertisement for the Portland School of Astrology on 608 Fourth Street. The second issue of February 1908 also lists I. Hulery Fletcher as the Director and Treasurer and Llewellyn George as Instructor and Secretary. In all advertisements for the School, Fletcher is listed as either Director and/or Manager and George is more often than not just listed as Astrologian and occasionally instructor or Principal. These labels are telling. They suggest a clear role in the organization of the School with George being partner and Fletcher running 'her' company. However, it should also be noted that these advertisements were for books and journals written by George and published by the Portland School of Astrology. All advertisements would usually bear his name because they were his published works.

It is difficult to say when they moved from 266 Clay street to 608 Fourth Street as advertisements overlap in the later months of 1907 and early 1908. In November 1907, the first advertisement appears with the 608 Fourth Street address. Prior to this time the School and the Press worked out of the home at 266 Clay; a place where George and Fletcher were boarders. Could the emergence of 608 Fourth Street for business purposes be a prelude to further progress in the enterprise?

Beginning September 1908, advertisements began appearing with the Advance Thought Publishing Company coupled with the first time use of P.O. Box 573. The choice of Advance Thought Publishing Company is interesting considering there were at least three more publishing companies with almost identical names: one in Chicago and one in New York and Lucy A. Mallory's called World's

Advance Thought Publishing Company.⁴⁴ Under this name, Lucy A. Mallory, a spiritualist and an acquaintance of Fletcher and George, published a newspaper called *World's Advance-Thought and The Universal Republic*. Regardless, it is Fletcher's and George's first attempt to give the publishing arm of the School a formal name; a name that certainly is a reflection of the times.

Advertisements under Advance Thought Publishing Company would shed light on just how firmly established the enterprise had become. Quarter page advertisements state they are “Booksellers, Buyers, Exchangers, and Importers.”⁴⁵ In order to achieve all of these endeavors, a larger facility, even if just a house, would be required and 608 Fourth Street appears to have served that purpose. The exchange component would help further sales by putting in the hands of publishers and printers their works, which, as “Importers” implies, had become international. In addition to advertisements and reviews of publications (figure 3), other publishers became distributors of everything the Portland School of Astrology produced, running their own advertisements in their publications stating “we are agents for all the books, booklets, astrological pamphlets, forms or blanks for The Portland School of Astrology, and as per advertisement of The Advance Thought Publishing Co.”⁴⁶

The P. S. A. Bulletin, progressive, scientific, altruistic. Published by The Advance Thought Publishing Co. of Portland, Ore. Yearly subscription, domestic, 10 cents; foreign, 15 cents. This little monthly contains brief delineations and pointers on the business outlook, per Planetary Influence and Natural Law.

Figure 3. One of the review ads for the *Bulletina* showing The Advance Thought Publishing Co. as publisher found in the June 1909 issue of *The Occidental Mystic and Occult*, p. 27.

⁴⁴ “Press Notes,” *Record-Union* (Sacramento, CA), September 29, 1888, p. 4.

⁴⁵ “Advance Thought Publishing Co.,” advertisement in *Occidental Mystic and Occult*, 1, no.12 (September 1908): 28, http://www.iapsop.com/archive/materials/occidental_mystic_and_occult/occidental_mystic_v1_n12_sep_1908.pdf, (accessed April 26, 2017); *Occidental Mystic and Occult* was a monthly periodical edited by Frank D. Hines of the Occidental Mystic and Occult Publishing Co. in Denver, Colorado. Hines would run advertisements from August 1908 until at least September 1910.

⁴⁶ *Ibid*, 27.

The use of this name would last approximately two years.⁴⁷ But even more significant would be the emergence of another seminal work by George: a monthly periodical titled *The Astrological Bulletina* that began in October 1908. It is with this title that the naming of the press would be determined and firmly establish Llewellyn George in astrological history. Producing an annual publication is one thing, but adding on a monthly in another. All of these developments for the School and Publishing component would explain the need for a P.O. Box in order to create a stable business address.

The *Bulletina* became widely popular. The first issue was only eight pages and in one year had transformed into forty-eight pages. Lucy A. Mallory gave an energetic review of the *Bulletina* in the August 1909 issue of her newspaper, *The World's Advance Thought and The Universal Republic* “‘The Astrological Bulletina’ is meeting with great success . . . It gives the favorable and unfavorable nature of each day of the month, besides other useful information . . . All the labor on it--printing, type-setting and binding--is done by the proprietors themselves.”⁴⁸ It will not be the last time she provides such a noteworthy description. In the October 1909 issue, she ends the one year anniversary review with “The publishers have now a new press, run by an electric motor, and printed and bind the ‘Bulletina’ on the premises, and are prepared to do all kinds of job work.”⁴⁹ Mallory is certainly excited a new printing press has been acquired and is ready for business. This also trumpets the state of the economic adventure;

⁴⁷ The author has not been able to ascertain if Advance Thought Publishing Company was used in the months of October and November 1910 because all resources are not available. It is not present on the 1910 edition of the *A to Z Horoscope Delineator*; there are only three other known publications from this short time period: the *Planetary Daily Guide* for 1908 and 1909; and all the monthly issues of the *Astrological Bulletina*. None of these resources have been consulted due to being inaccessible. The 1908-1909 issues of the *Astrolite* by Westrup do not have it. Lastly, if George revised any of the lessons during this time period, it is unknown by the author and if they carry this imprint.

⁴⁸ “The Astrological Bulletina,” *World's Advance Thought and The Universal Republic*, n.s., 23, no. 2 (August 1909): 31, http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v23_1909-1910_partial.pdf, (accessed April 26, 2017).

⁴⁹ “Anniversary of ‘Bulletina’,” *World's Advance Thought and The Universal Republic*, n.s., 23, no. 3 (October 1909): 48, http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v23_1909-1910_partial.pdf, (accessed April 26, 2017).

business is booming! A review for the *Planetary Daily Guide for All, 1911* ends with “we take pleasure in recommending this work to the new investigator...for this fast becoming popular science” providing a clue to the public’s interest in astrology.⁵⁰ Fletcher would place an advertisement on March 31, 1909 in the *Morning Oregonian* to sell the old printing press.

On November 15, 1908, an advertisement for a furnished cottage in Portland Heights was printed in the *Sunday Oregonian*. With business doing so well, Fletcher and George, along with another teacher, Arthur W. Neale, would move to house number 476 Davenport Street.⁵¹ Neither George nor Fletcher are mentioned in the 1908 city directories, probably due to all the moving taking place. In retrospect, it makes sense; a new mechanized press needs a new home and Fletcher made that happen. In the 1910 Census, Fletcher, George and Neale are listed as teachers, with a fourth border that is unemployed.⁵² In the ten year time span, the School and teachers would go from a centralized location in a crowded boarding house to their own residence.

Returning to the *Astrological Bulletina*, the Bulletina Publishing Company starts to appear in advertisements in 1911. Here again it appears the public won out as with the *Moon Sign Book*. When advertisements did not state the name directly, a variation was used in the narrative “from the press of the Astrological Bulletina” or “P.S.A Bulletin.” The *Planetary Daily Guide for all “Better Than Magic” 1911* was “issued annually by the P.S.A. Bulletina Publishing Co.” and many publications and advertisements would use this form as well.⁵³ George and Fletcher were trying to associate any publications, either written by George or by others, with the popular *Bulletina* and it appears to have worked.

⁵⁰ “On the Reviewing Desk,” *Seattle daily times*, March 19, 1911: p. 59, p. 7.

⁵¹ Neale in the 1911 city directory is listed as a printer.

⁵² Department of Commerce and Labor. Bureau of the Census. *Thirteenth Census of the United States: 1910-Population*, Oregon, Multnomah, Portland, Ward 52, District 0167: 31-32, Ancestry Library.

⁵³ Llewellyn George, *Planetary Daily Guide for All “Better Than Magic” 1911*, 5th ed. (Portland: P.S.A. Bulletina Publishing Co., 1910).

It is at this point in history something happens during the month of October 1911 between Fletcher and George. In a notice printed in the *Morning Oregonian* (figure 4), George states that as of October 30, 1911, he has severed ties with the Portland School of Astrology.⁵⁴

Miscellaneous.

NOTICE—On October 30, 1911, I dissolved partnership with I. Hulery Fletcher and severed my connection with the Portland School of Astrology, and I am not responsible for any dealings of the above-named. Llewellyn George.

Figure 3. The first notice printed in the March 3, 1913 issue of *The Oregonian* with George stating his dissolvent with the Portland School of Astrology.

It is interesting to note that this notice is printed three days in a row on Monday March 3 through Wednesday March 5, sixteen months after the fact. Previously, in the British periodical *Old Moore's Monthly Messenger* for February 1912, it is reported that "Mr. Llewellyn George has severed his connection with the Portland School of Astrology, but that Mr. I. Hulery Fletcher will continue as Director and Instructor of the Portland School of Astrology and Publishing Co.," one whole year before it is printed in the local paper.⁵⁵ People familiar with the School, Fletcher and George had to of wondered what was going on and perhaps were even making inquiries. George was prompted to clarify locally that he was no longer involved in Fletcher's school and publishing operations. The last known advertisement with George associated with the school is also from this month and year.⁵⁶ George moves out of 476 Davenport into his own place at 504 Patton Street and opens P.O. Box 638 for business purposes. This is the penultimate piece of evidence that George did not establish the School, after all, why would you give

⁵⁴ "Miscellaneous," *Oregonian* (Portland, OR), March 3, 1913, p. 13.

⁵⁵ *Old Moore's Monthly Messenger*, (February, 1912), p. 87.

⁵⁶ "Book Reviews," *Bible Review: Advanced Esoteric Thought* 10, no.1 (October 1911): 47, http://www.iapsop.com/archive/materials/bible_review/bible_review_v10.pdf, (accessed April 26, 2017).

up something you created, especially as the school and its association with Llewellyn George had virtually become synonymous.

It is the year 1912 that we first see publications with the imprint of Llewellyn Publishing Company and George's new school, Llewellyn College of Astrology. Stating that 1901 is the year that Llewellyn Publications was established is misleading at best. Rather, George began printing his work in the form of lessons in 1901, having been first hired by Fletcher and later made partner as her obituary states. Llewellyn publications would not be formed until January 1912. The November and December 1911 issues of the *Astrological Bulletina* still have the imprint of Portland School of Astrology.

George knew he could not continue his teaching and publishing activities without help, however, and in November of 1911, a replacement for Fletcher would be found in his younger step brother, Griffith Ewart Abrahams (1880-1947), or Griff for short. Up to this point Griff was still living in Chicago working as a clerk for a furniture company.⁵⁷ Within a month, Griff would be living with George in Portland.

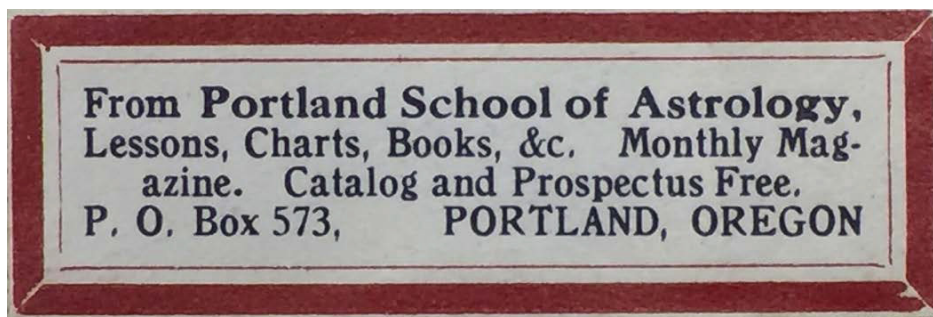


Figure 5. Bookseller Label placed in the new edition front endpaper of *A to Z Horoscope Delineator* published in 1913 by George's new venture and sold by Ida Hulery Fletcher after the split. Llewellyn George, *A to Z Horoscope Delineator*, 3rd ed. [i.e. 2nd], (Portland, OR: Llewellyn Publishing Co., 1913), MS/150/1, New Age Movements, Occultism, and Spiritualism Research Library, Archives and Special Collections, Valdosta State University, Valdosta, GA.

The final pieces of evidence that Llewellyn Publishing Company did not change its name from the Portland School of Astrology and Bulletina Publishing Company is that Fletcher does continue her

⁵⁷ George must have been very convincing in his plea, as Griff and his fiancé, Helen Hannah Holt (1887-1967), moved to Portland. They would be married November 27, 1911 in Multnomah County. Griffith Ewart Abrahams would shorten his last name to Abrams upon relocating to Oregon, although marriage records use the fuller form.

business enterprise. Fletcher modifies the name of the School to be Portland School of Astrology and Publishing Co., which she uses until about December 1914 (figure 5). Advertisements announce the intent to publish a new magazine, which does not seem to ever come to fruition. But it does imply that she retained the printing press, which would also make sense if it was hers to begin with. However, to the best of the author's knowledge, no publications came out of the School after George left. Between the years of 1915 and 1918 Fletcher still advertises teaching and selling publications, at 476 Davenport Street, but appears to have given up P.O. Box 573 and closed the School after 1915. Fletcher's and George's advertisements would reside in the same publications for several years, sometimes on the same page, sometimes even adjacent to each other. Lucy A. Mallory must have been sympathetic to Fletcher's plight as twice she wrote praises of her and her skills, the last in January of 1915.⁵⁸

The last advertisement found for Fletcher is from February 1918. This may be due to Fletcher falling ill. Shortly after, however, there was also a change developing politically. Previously, a city ordinance from June 10, 1908 attempted to regulate "fortune telling, palmistry and cognate practices," but appears to have been largely ignored.⁵⁹ On June 6, 1917 another ordinance would pass which was a change in perception to all things occult. Titled "An ordinance on public morals and decency, and declaring an emergency." This seven page document not only made fortune telling and palmistry illegal, but also those physically handicapped from begging for money, exhibitions portraying diseases, gambling houses, betting, prostitution, personals in publications, to name but a few, all lumped together.⁶⁰ A posting in the *Morning Oregonian* describes the change in attitude best when reminding people of the July 1, 1918 "Idlers" ordinance that described "Idlers, Gamblers, Bucketshop employees, Racetrack

⁵⁸ "Mrs. Ida Hulery Fletcher," *World's Advance Thought and The Universal Republic*, n.s., 27, no. 2 (January 1915): 28, http://www.iapsop.com/archive/materials/worlds_advance_thought/worlds_advance_thought_v27_1914-1916_partial.pdf, (accessed April 26, 2017).

⁵⁹ Portland, OR, Ordinance 17968 (June 10, 1908).

⁶⁰ Portland, OR, Ordinance 32928 (June 6, 1917).

employees, Fortune tellers, Clairvoyants, Palmists, [and] Bartenders” as “Non-Useful Occupations.”⁶¹ As such, it was only a matter of time before Llewellyn George would begin to look elsewhere for his school and publishing company; Lucy A. Mallory would discontinue her paper in 1918. Fletcher must have been very grieved at the turn of events that transpired during this time. When Fletcher is mentioned again in print it will be her obituaries fifteen months later. She would die from paralysis on May 7, 1919 at the home of her sister, Eva Josephine Bray, in Oakland, California, the same place her father would go for his last days.

In Conclusion

It is clear that Fletcher and George had a partnership in running the Portland School of Astrology. It was Fletcher however, that originally had the vision of the potential George would make for her School. George’s claim to have started Llewellyn Publications in 1901 cannot be supported; rather definitive evidence contradicts this claim. George appears to have used this date to add longevity to his business, thereby giving it more clout. Philip Graves of Astrolearn has noted the discrepancies between George’s claim of having started the school in 1901.⁶² In addition, auction researchers at WorthPoint described succinctly the employment of George in the School and the 1912 date for the establishment of Llewellyn Publishing Company.⁶³ George appears to have taken advantage of the situation after relocating his new school and publishing company to Los Angeles. The origin of establishment date comes from the first issues of *Astrological Bulletin* in the early 1920s published in Los Angeles. His name had always been associated with the Portland School of Astrology and with Fletcher having passed

⁶¹ “July 1 Fixed as Date of Enforcement of New Order—Many Lines of Non-Useful Occupations are Affected,” *Morning Oregonian* (Portland, OR), May 24, 1918, p. 1.; this ordinance, popularly known as the “Idler’s Ordinance,” came a little less than a year after we entered World War I and was an effort of Mayor George L. Baker (1868-1941) to mandate that men eligible for enlistment to do so or get a job.

⁶² Philip Macartney Graves. “On the Origin of the Llewellyn Publishing Company,” *Astrolearn Astrology Library* (blog), December 1, 2014, <http://www.astrolearn.com/astrology-articles/llewellyn/>, (accessed April 26, 2017).

⁶³ WorthPoint, “Astrological Bulletin Annual Llewellyn George Lot of 3 1946-9 Astrology Occult.” accessed September 4, 2016, <http://www.worthpoint.com/worthopedia/astrological-bulletina-annual-525090625>, (accessed April 26, 2017).

away the year before, there was no one to dispute it. Perhaps Weschcke, the purchaser of the company in the early 1960s, confessed that he “is only truly qualified to write about the past forty”⁶⁴ meaning he too was missing the facts for the company he now owned. And of course he wouldn’t have the business records for the first two decades because they were not George’s to take after he left the company. To give George credit where credit is due, the School would not have been what it was without George and his teaching and writing skills. However, Ida Hulery Fletcher achieved much and by believing in George’s abilities, provided just the vehicle he needed for his many accomplishments, which would continue in his new Los Angeles location.

⁶⁴ Carl Llewellyn Weschcke, “In the Beginning,” *New Worlds of Mind and Spirit* (March/April 2001): 2.