

# Advertising new products

BY DAVID WALBERT

As industry boomed in the late nineteenth century, companies didn't only produce more of existing goods or produce them more cheaply — they began to manufacture entirely new kinds of products. But to sell these new products, companies first had to convince consumers that they needed them. The idea of advertising wasn't new, but this kind of advertising — explaining the uses of new products and *creating a demand* for them — was largely an invention of the Gilded Age.

As you look at these advertisements, ask yourself:

- Who was the target audience for the ads? Why did the manufacturer market its product to that audience?
- Why did the manufacturer suggest that people ought to buy its product?
- Why might each of these forms of advertising have been successful?

## Consumer technologies

In 1885, George Eastman Kodak introduced the first transparent photographic “film,” making photography possible and affordable for ordinary people. Early cameras were bulky and expensive, and developing photographic plates was a complicated, messy process. Now, for the first time, ordinary people could buy and use a camera. Kodak marketed his first camera in 1888 with the slogan “You press the button — we do the rest.”

When people had to pay a professional photographer to take their pictures, they posed formally and stiffly. Now families could take “snapshots” of holidays, picnics, and vacations. But to convince people to buy his camera, Kodak had to point that out to them. Manufacturers increasingly were developing products that didn't sell themselves — before they could sell their products, they had to convince people that they needed them.



**At Home with**  
**THE KODAK**

Make Kodak your family historian. Start the history on Christmas day, the day of home gathering, and let it keep for you an intimate pictorial history of the home and all who are in it. Make somebody happy with a Kodak this year—the pictures will serve to make many people happy in the years that follow.

Unless you are already familiar with Kodakery, you will find the making of home portraits much simpler than you imagine—so simple, indeed, that the novice often gets the credit of being an expert. To make it still simpler we are issuing a beautifully illustrated little book that talks about home portraiture in an understandable way that will prove helpful to any amateur. Whether you already have a Kodak or not we would like you to have a copy of this book.

Ask your dealer or write us for a free copy of "*At Home with the Kodak.*"

**EASTMAN KODAK CO., ROCHESTER, N. Y.,** *The Kodak City.*

Figure 1. Magazine ad for Kodak cameras, 1910.

## Convenience foods

Makers of new mass-produced convenience foods — such as packaged flour and oil, dry yeast, and baking soda — had not only to convince women to buy their products, but also to show women what to do with them. Just as companies put recipes on boxes today, manufacturers printed cookbooks showing off uses for their products.

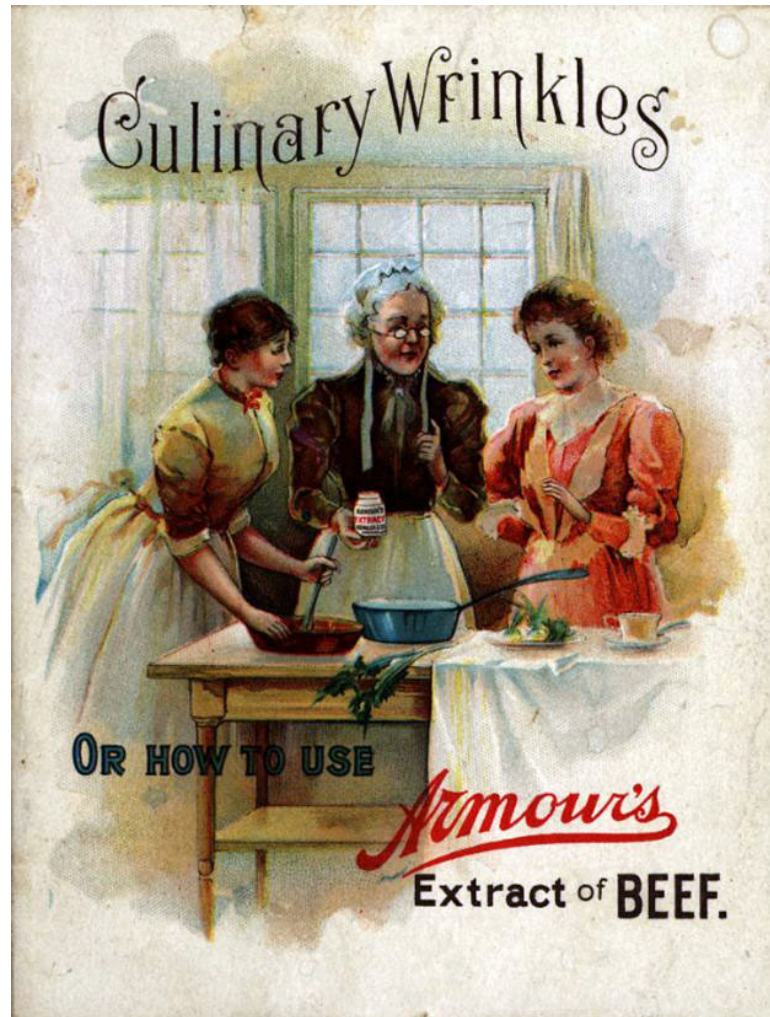


Figure 2. This cookbook included recipes calling for Armour's Extract of Beef, a canned beef broth.

## Tobacco cards

New tobacco factories turned out packaged chewing tobacco and mass-produced cigarettes, and these, too, had to be advertised. The first trading cards were used as advertising in 1875 — for tobacco products! They featured actresses, athletes, Indian chiefs, and even pictures of children.

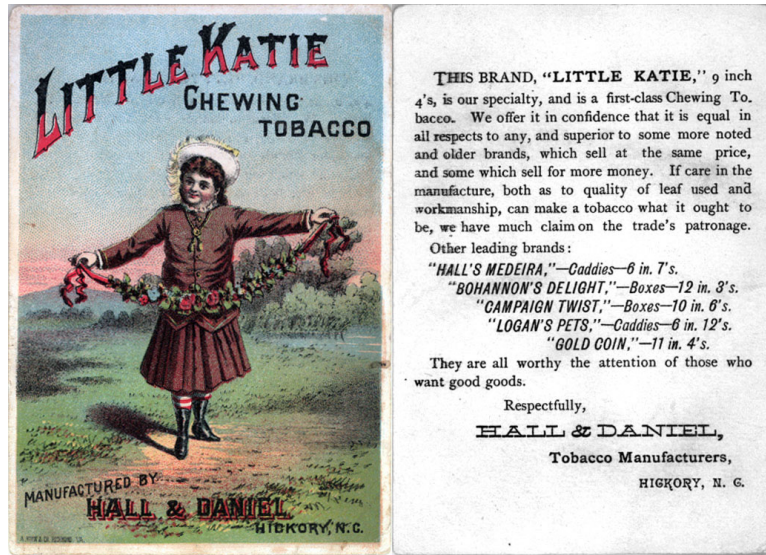


Figure 3. This card for "Little Katie" chewing tobacco advertised the products of Hall & Daniel Tobacco Manufacturers in Hickory, North Carolina.



Figure 4. Actresses appeared on cards for Gypsy Queen Cigarettes.

## Beauty products

Shortly after 1900, the Pond's Company introduced two new products aimed at women: Pond's Vanishing Cream and Pond's Cold Cream. To sell them, the company began an aggressive campaign to make sure that women knew exactly what the new products were for: Cold Cream was for cleansing, Vanishing Cream was to protect the skin. Because the entire concept of mass-produced beauty products was new to most women, the advertising was very detailed in its explanation and instructions.

How to keep your face looking cool and fresh

During hot weather, the excess of moisture, due to the stimulation of both the oil and the perspiration pores, is bound to make your skin oily and shiny, unless you do something to prevent it.

Apply Pond's Extract Company's Vanishing Cream lightly; then dust over it with the finest of powders.

"Vanishing Cream" is especially well adapted to use *after* washing, because it actually vanishes, disappears! Even in the warmest weather, it makes your skin look cool and fresh.

Pond's Extract Company's Vanishing Cream is the most individual face cream made. It is unlike anything you have ever used. It conforms to the same high standard that characterizes all the Pond's Extract Company's products.

**Pond's Extract Company's  
VANISHING CREAM**

*Pond's Extract  
For Bites, Stings, Cuts*

Pond's Extract has been used for sixty years for everyday injuries. Most of us can remember many occasions when having it available has saved hours of suffering. Get a bottle today. You will be surprised how frequently you will need it.

*Try These Products  
at Our Expense*

On request, we will mail samples of both Pond's Extract and Vanishing Cream. Upon receipt of 4c in stamps, we will send an extra large trial tube of Vanishing Cream. Address The Pond's Extract Co., Dept. N, 131 Hudson St., N. Y.

*Our tooth paste, talcum powder, cold cream and soap have the same individuality which characterizes all of the products of the Pond's Extract Company. They are different from ordinary toilet preparations. Why not try them?*

Figure 5. Magazine advertisement for Pond's Vanishing Cream, 1911.

## Mail order

Farmers, like city-dwellers, now bought most of what their families needed rather than making it themselves. But farmers couldn't shop at the new "five and dimes" and department stores cropping up in major cities.

In the 1890s, Chicago businessman Richard Sears, of Sears, Roebuck, & Co. watch makers, began selling his company's goods by mail-order to farmers. Sears saved money by buying goods in large quantities ("volume buying"), advertised them to farmers through a special catalogue, and shipped them by mail over the nation's growing network of railroads.

The first catalogs sold only watches and jewelry, but by 1895 Sears was selling shoes, women's clothing and hats, wagons, fishing tackle, stoves, furniture, china, musical

instruments, saddles, firearms, buggies, bicycles, baby carriages and glassware, as well. Now farmers, too, could participate in the new "consumer culture."

You may also want to compare the prices of these products to workers' pay and the cost of groceries<sup>1</sup> — how much did these new items cost compared to necessities?

**SEARS, ROEBUCK & CO., (Incorporated), Cheapest Supply House on Earth, Chicago.** 595

No. 8884. "Boys' Lively" Ball, a high bouncer, well made and durable. Our special price, each 5c; per dozen, 50c. Postage, 5c.

No. 8885. "Rockets" Ball, the best anywhere at twice the price. Each, 5c; per doz., 50c; postage, 5c.

No. 8886. "Dandy" Ball, made with a strong two-piece cover. Each, 5c; per doz., 50c; postage, 5c.

No. 8887. "Boss" Ball, a good one to knock around and is worth three times our price. Each, 5c; per dozen, 50c; postage, 5c.

**BASE BALL BATS.**

No. 8898. Genuine Spalding League Model Bats, made of finest selected and seasoned timber oil finish. This is the finest and best balanced bat made and will stand hardest usage than any other bat on the market. Each bat in a separate bag. Lengths, 32, 34, 35 and 36 inches. Each.....\$0.75

No. 8899. Spalding's Black End Wagon Tongue Bat. Genuine League quality, made of finest straight grained ash. Handle is roughened by a patent process, for a better grip. Details at twice our price. Each.....\$0.50

No. 8900. Spalding's Black End "Astro" Bat, made of finest straight grained ash, special instrument, the finest bat ever sold at anything like the price, and one that will please amateur and professional alike. Each.....\$0.40

No. 8901. Spalding's Black End "Antique" Finish Bat, made of extra quality ash. Very strong and well made. Each.....\$0.35

No. 8902. Spalding's Black End Willow Bat, very highly finished with shellac and polished. The best and strongest light bat ever sold. Each.....\$0.35

No. 8903. Spalding's Black End Boys' Astrotone Bat. A special grade that will give best satisfaction. Each.....\$0.30

No. 8904. Spalding's Black End "Youth's" Bat, stained and polished, and decorated with gilt stripes. Extra value and worth double the money. Each.....\$0.30

**BASE BALL MITTS.**

Our stock includes all kinds, Catchers, Basemen's, Infielders' Mitts, as well as Infielders' Gloves, all of the very best that can be made. Special inducements to clubs purchasing \$5.00 or more at one time. Our terms on all orders of \$5.00 or more are very liberal. C. O. D., subject to examination on receipt of one-fourth of order.

**SPALDING'S CATCHERS' MITTS.**

All of our Mitts are furnished for either the right or left hand. The Left Hand Mitt always sent unless otherwise ordered. **No Throwing Glove furnished with any of our Mitts this season.**

No. 8912. Basemen's Mitt. This Mitt being a special grade, is made of our highest quality goods, is sufficient guarantee that it is the most perfect glove in all its details that our past experience enables us to produce. The leather is of the finest quality adapted for that purpose, padding and workmanship of the very best and the additional feature of lace back make it—as we intend it shall be—the "Favourite" of Catchers' Mitts. Made in rights and lefts. Regular price, \$7.50. Our price, each.....\$5.00

No. 8913. The "Morrill" Mitt is after the design of the well-known ball player, John Morrill, and has become very popular. It is made throughout of finest quality drab buckskin, is very heavily padded with the softest floss and thumb laced to palm to prevent ripping. An extremely easy fitting mitt. Made in rights and lefts. Not faced back. Each.....\$4.50

**SPALDING'S BOYS' CATCHERS' MITTS.**

No. 8914. League Mitt. Is made throughout of specially tanned and selected hogskin, making a strong and durable mitt, at the same time being very soft and pliable. It has our patent lace back and heavily padded. Made in rights and lefts. Each.....\$3.75

No. 8915. The Spalding Mitt, face, sides and finger-pieces are made of velvet tanned deer skin, and the back of fine hogskin, making an exceedingly easy-fitting and durable mitt. It has our patent lace back and well padded. Made in rights and lefts. Each.....\$3.15

No. 8916. Spalding's "Decker Patent" Mitt is made exactly the same as our No. 8914 Mitt, with the addition of a heavy piece of side leather on back for extra protection to the hand and fingers, as shown in cut. It has as well the patent lace back and is extremely well padded. Made in rights and lefts. Each.....\$3.50

No. 8917. Spalding's Amateur Mitt is made of extra quality asbestos buck, perspiration proof and extremely tough and durable. It has our patent lace back, reinforced at thumb and well made and padded. Made in rights and lefts. Each.....\$1.50

No. 8918. The Spalding Practice Mitt. The face and finger-piece of our Practice Mitts are made of light brown tanned suede leather. The edge strip and back of extra tanned suede. It has our patent lace back, reinforced at thumb and substantially padded. Made in rights and lefts. Each.....\$1.75

No. 8919. Spalding's "Decker Patent" Boys' League Mitt, face, edge strip and finger-piece made of velvet tanned deer skin, the back of the hog skin, very soft and perspiration proof. The heavy piece of side leather on back affords extra protection to hand and fingers. It has the patent lace back and is extra well padded. Made in rights and lefts. Each.....\$1.50

No. 8920. Spalding's Boys' Mitt; face and finger-piece of mitt made of dark tanned leather, the back and edge strip of light tanned asbestos buck. It has our patent lace back, well padded and finished and reinforced at thumb. Made in rights and lefts, and little larger in size than our regular Boys' Mitts. Each.....\$1.25

No. 8921. Spalding's Boys' Mitt; front and finger-piece of this mitt are made of light brown tanned suede leather, the back and edge strip extra tanned. It is extremely well padded and nicely finished throughout, and has our patent lace back. Made in rights and lefts. Each.....\$1.00

No. 8922. Spalding's Boys' Mitt; front and back made of extra tanned leather, the edge strip of lighter tanned leather. Well made throughout, heavily padded and superior to any boys' mitt ever offered at the price. Each.....\$1.00

**SPALDING'S BASEMEN'S MITT.**

No. 8923. Basemen's Mitt, made of fine selected and specially tanned cat skin, extremely well made and padded to meet the special requirements of a basemen's mitt. It adapts itself nicely to the conformation of the hand without undue straining, and the addition of our patent lace back and "Highest Quality" trade mark is a sufficient guarantee of its quality and merits. Made in rights and lefts. Each.....\$3.00

**SPALDING'S BASEMEN'S AND INFELDERS' MITTS.**

No. 8924. Mitt, made of the very best and softest light tanned buckskin; the thumb and wrist are extra well padded with the highest quality felt, making it a very safe and easy fitting mitt combined with strength and durability. The mitt throughout is of the best workmanship, as indicated by our "Highest Quality" trade mark. Made in rights and lefts. Each.....\$2.50

No. 8925. Spalding's Basemen's and Infielders' Mitt is constructed throughout of velvet tanned deer skin and edges moreover bound. It is well padded with fine felt and carefully sewed and finished. Made in rights and lefts. Each.....\$1.90

No. 8926. Spalding's Basemen's and Infielders' Mitt, made of good quality suede leather, nicely padded, and constructed throughout in a most substantial manner, making an economy good mitt at a popular price. Made in rights and lefts. Each.....\$1.85

**BOYS' BASEMEN'S AND INFELDERS' MITT.**

No. 8927. Spalding's Boys' Basemen's Mitt, made throughout of a good quality leather. It is well padded and makes a good and substantial mitt for boys. Made in rights and lefts. Each.....\$1.40

**INFELDERS' GLOVE.**

No. 8928. Infielders' Glove is made throughout of selected velvet tanned buckskin, lined and correctly padded with finest felt. It fits the hand perfectly and our trade mark "Highest Quality" is a guarantee that the glove is perfect in all its details. Made in rights and lefts. Each.....\$2.25

**INFELDERS' GLOVES.**

No. 8929. Spalding's Infielders' Glove, made of suede leather, lined and padded with felt and carefully put together. Made in rights and lefts. Each.....\$1.50

No. 8930. Spalding's Men's Infielders' Glove, all leather, a substantial glove at a popular price. Each.....\$1.05

**BOYS' INFELDERS' GLOVES.**

No. 8931. Spalding's Boys' Infielders' Glove, quality and style as our No. 8929 in boys' sizes. Each.....\$0.95

**PITCHER'S TOE PLATES.**

Worn on toes of shoe and made for left or right foot. A valuable assistant in pitching. Each.....\$0.25

No. 8932. Aluminum toe plate. Each.....\$0.25

No. 8933. Brass toe plate. Each.....\$0.25

**SPALDING'S MASKS.**

Black Enamelled Sun Protecting Mask, No. 8934. Mask—Patented. Spalding's League—This is not only the "Highest Quality" mask made, but has also patent enameled which is formed by a piece of molded leather, securely fastened to top, forming a perfect shield to the eyes without obstructing the view or materially increasing the weight of the mask. Made of best soft annealed steel wire, extra heavy and black enameled, thus further preventing the reflection of light. The mask throughout is constructed of the very best material and has been highly endorsed by the leading catchers. Each.....\$1.00

**SPALDING'S BLACK ENAMELED MASKS.**

No. 8935. Patent Neck Protecting Mask has an extension at bottom giving absolute protection to the neck, without interfering in the least with the movements of the head. The wire is covered with black enamel to prevent the reflection of light. The padding is filled with soft hair and the face with finest imported dogskin, which being impervious to perspiration, always remains soft and pliant and to the face. Each.....\$1.50

No. 8937. Special League Mask, made of extra heavy and best soft annealed steel wire, black enameled, the padding filled with goat hair and covered with finest imported dogskin. Each.....\$1.50

No. 8938. Regulation League Mask, made of heavy soft annealed steel wire, black enameled, the padding well stuffed and faced with specially tanned, horsehide. Warranted first class and reliable in every particular. Each.....\$1.85

**REGULATION LEAGUE MASKS.**

No. 8939. This mask is of same style and quality as our No. 8938 mask, except that the soft annealed steel wire is bright finished. The padding is well stuffed and faced with specially tanned horsehide. Each.....\$1.75

**WE ARE SELLING AGENTS FOR THE CELEBRATED WINCHESTER REPEATING SHOT GUNS AND RIFLES, AND HARLIN REPEATING RIFLES.**

Figure 6. Page from the Sears Robuck Catalogue, 1897, advertising baseball equipment.

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1. See <http://www.learnnc.org/lp/pages/4716>.

## About the author

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David Walbert is Editorial and Web Director for LEARN NC in the University of North Carolina at Chapel Hill School of Education. He is responsible for all of LEARN NC's educational publications, oversees development of various web applications including LEARN NC's website and content management systems, and is the organization's primary web, information, and visual designer. He has worked with LEARN NC since August 1997.

David holds a Ph.D. in History from the University of North Carolina at Chapel Hill. He is the author of *Garden Spot: Lancaster County, the Old Order Amish, and the Selling of Rural America*, published in 2002 by Oxford University Press. With LEARN NC, he has written numerous articles for K–12 teachers on topics such as historical education, visual literacy, writing instruction, and technology integration.

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