

Industrial Revolution & Mass Communication

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Prof. L. Miller's Hair Invigorator,
FOR RESTORING GRAY HAIR TO ITS ORIGINAL COLOR.



For curing and preventing Baldness.
For removing Scurf and Dandruff.
For beautifying and making the Hair soft and curly.
In fact the only safe and effective compound of the kind in use.
Be sure and get the right article.

Prof. L. Miller's Hair Invigorator.
Price 25 cents per bottle.
Wholesale Depot, 56 Dey St., New York.
Also,
PROF. L. MILLER'S INSTANTANEOUS LIQUID HAIR DYE
Price 50 cents per box.
Warranted superior to all others.
Try them, and you will acknowledge the fact.

"CENTRAL PARK SKATE EMPORIUM"

SKATES OF ALL KINDS, from 25 cts. to \$25, and in fact everything in the Skating line (except ponds) in boundless variety, to suit all ages, sexes, tastes and purses. Parlor Skates.
CONOVER & WALKER, Hardware Dealers,
266-700 474 Broadway, between Grand and Broome Sts.

Ladd, Webster & Co.'s
IMPROVED TIGHT-STITCH SEWING MACHINES,
500 Broadway, New York.

Smith and Wesson's Seven-Shooter.



J. W. STORRS, Agent,
121 Chamber Street, N. Y.

THIS PISTOL is light, has great force, is sure fire, shoots accurately, can be left loaded any length of time without injury, is not liable to get out of order, is safe to carry. Every Pistol warranted.

CAUTION TO DEALERS.
Be sure and get those stamped "Smith & Wesson, Springfield, Mass.," none others genuine. All cartridge revolvers that load at the breech are infringements. Suits are commenced, and all such infringements will be prosecuted. Be sure the cartridges have Smith & Wesson's signature on each end of the box.
247-720

The Singer Sewing Machines.

IN order to place the **BEST FAMILY MACHINES** **IN THE WORLD** within the reach of all, we have reduced our **LETTER A, OR TRANSCONTINENTAL SHUTTLE MACHINES,** beautifully ornamented, to \$50.

Singer's No. 1 and 2 Standard Shuttle Machines

NOW WITHIN REACH ALL.

Grover & Baker
CELEBRATED NOVELTY
Sewing Machine
No family can afford without one.
495 BROADWAY, N



270-730

WORTHY.—DOCTOR HENRY, of New York continues to be successfully consulted Diseases of the Nerves or Skin, at his office, No. 11 Verley Place. If by letter, inclose a stamp for postage.

Patented November 1st, 1859



The measure
A, the dist
round the N
B to B, the V
C to C, the S
D to D, dist
around the B
under the arm
E to E, the l
of the Shir

F.Y.S

BALLOU'S
Patent Improved French Yoke
SHIRTS.
Patented November 1st, 1859.
A New Style of Shirt warranted to Fit
By sending the above measures per mail we can guarantee a perfect fit of our new style of Shirt, and return the price to any part of the United States, at \$12, \$15, \$18 &c., &c., per dozen. No order forwarded for less than half a dozen Shirts.
Also Importers and Dealers in MEN'S FURNISHING GOODS
BALLOU BROTHERS,
409 Broadway, N. Y.
Wholesale Trade supplied on the usual terms

FINKLE & LYON'S
SEWING MACHINES.
Our Machines took the highest medal at the F
the American Institute, with the highest premium f
Sewing Machine work.
They also took the highest premiums at the New.

CIGARS.
MANUFACTURED FROM PURE VUELTA ABAJO
SELECTED AND WARRANTED.
Calkins & Goodwin, Printers, 136 Washington Street, Boston.



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In the early 1800s, simple posters and advertisements composed of text alone were the standard. Imagery and lettering were limited to woodcut engravings, and the limited selection of letterpress graphics. Invented in the 1790s, lithography came into common use about fifty years later. The lithographic process allowed exact reproduction of the artist's marks and gestures, and hand lettering. Printers and advertisers were no longer limited to lettering available through letterpress type manufacturers and custom lettering achieved through engraving. Starting with chromolithography in 1837, artists painted or drawn composition could be carefully color separated and transferred

Left
Full page of newspaper advertising and cartoon
1861

right
Advertisement for Mahr
Anderson Cigars
1866
Lithograph and woodcut engraving
Anonymous

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Singer's No. 3 Standard Shuttle Machine, For Carriage-makers and heavy leather work. Price, complete, \$125.

Also, to complete the list, an **ENTIRELY NEW ARTICLE**, unequalled for manufacturing purposes; **NOSELESS, RAPID**, and capable of every kind of work! Price (including iron stand and drawers), \$110—cheaper at that in view of its value than the machines of any other maker as a gift.
0000 **I. M. SINGER & CO.**, 458 Broadway.

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The measures
A, the distance
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under the arm
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A New Style of Shirt, warranted to Fit. By sending the above measures per mail we can guarantee a perfect fit of our new style of Shirt, and return by express to any part of the United States, at \$12, \$15, \$18 &c., &c., per dozen. No order forwarded for less than half-a-dozen Shirts.
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BALLOU BROTHERS,
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Wholesale Trade supplied on the usual terms

FINKLE & LYON'S
SEWING MACHINES.

Our Machines took the highest medal at the Fair of the American Institute, with the highest premium for Sewing Machine work.
They also took the highest premiums at the New York State Fair, at the Mechanics' Fair, Utica, N. Y., the Philadelphia Institute, and so generally wherever exhibited.
Late office 503 Broadway,
REMOVED TO 438 BROADWAY

Tiffany & Co.,
LATE
TIFFANY, YOUNG & ELLER,
Fine Jewellery, Precious Stones, Watches, Silver Bronzes, Clocks, Rich Porcelain Articles of Art and Lace.
No. 550 BROADWAY, NEW YORK.
HOURS IN PARIS. **TIFFANY, REED & CO**

MUSICAL BOXES.

As the 19th century progressed, modes and devices of commercial communication grew more sophisticated. Behemoth companies with continuous-process machinery had massive amounts of products to sell, and moved quickly to stimulate consumption. Advertisements became more complex. Lithography gave artists complete control over type and image, and meaningful connections between the two began to develop. Posters for traveling shows, expositions, products, and cultural events lured customers with bright colors, animated text, as well as depictions of figures, animals and products ranging from fantastical to photorealistic. Text and lettering was freed from the tight constraints of the letterpress process, and took on dynamic form. Type often followed undulating curves and edges of an advertisement, or were boldly overlaid on highly refined drawings, and were accompanied by ornate symbols, intricate borders, and decorative elements.



1876 2014 GRADUATE THESIS: Advertising Type & Tobacco Spans: Llewellyn Hareley

left
Photograph of Street Advertising, New York
1876-77
John Thomson (Society)

right
National Democratic Banner of 1860
Illustrating John C. Beckwith
and Lane Joseph
Lithographic: Prax, Anonymous

Tobacco Labels & Packaging

As early as 1852, New York minister Henry W. Bellows put a fine point on the advertising machine, calling it, "a plan for letting people know what is to be had, and who has it, a scheme for creating wants by exhibiting ingenious means of supplying them, and thus developing new forms of labor and new markets for them." Don Draper would be proud.

Before the American Civil War, cigars and other tobacco products were sold in bulk, and weren't typically branded. As the popularity of these goods increased during and after the war, the government launched a tax program for tobacco, which required that packages be sealed with a stamp, taxed and sold as a unit. Drug stores and saloons began to create displays of open cigar boxes, allowing buyers to survey the selection at a glance. During the 1870s, as smokers became more cognizant of quality and brand, labeling, classification, and packaging emerged as crucial details. Tobacco industry grew at an unbelievable pace. By 1880, the U.S. was producing 2,500,000,000 cigars annually. The success of big tobacco meant an influx of advertising money, which would be used to fuel the

tobacco manufacturing machine for the next century. As tobacco companies grew, so did the types of products and number of specialty varieties. The printed matter evolved to reflect this assortment of choices. Tobacco advertisers produced inserts, trade cards, stamps, premiums and coupons that warranted collecting, and included them within product packaging. Labels were made for application on the outside and inside of cigar boxes, and collectible cards were used to separate rows of cigarettes in a pack. Only an industry experiencing unprecedented success could fund the army of artists and printmakers producing such an array of tiny, multi-color lithographic advertisement.

Even given the vast assortment of types, styles, flavors, and forms of tobacco products, the range of intricate, fantastical characters, images, and accompanying text which appeared in tobacco advertisements of the time is baffling. Lettering became more ornate and bolder still, while gold leaf accents and embossing were added for additional visual appeal. Never had there been such strange, beautiful, imagery created for commercial seduction and allure. Tobacco barons were focused on appealing to American men, and it wasn't long before

racy, suggestive images of scantily-clad women were incorporated into tobacco labels and advertisements to capture men's attention. Subjects including sports, hunting, and picturesque scenes of exotic locations were also common. Famous people, including politicians, began to appear on labels, indicating an endorsement or alignment with the company and its products (although these endorsements were usually constructs as well). Similarly, imagery which implied a certain quality or origin of the tobacco product was typically used to mislead. Foreign and historical figures, including Archimedes, Richard Wagner, Jules Verne, Joan of Arc, and Marie Antoinette, were also popular subjects. Other 19th century cigar box label subjects include African-American and Native Americans, animals (including human-animal hybrids), architecture, children, fantasy scenarios, industry and labor, Orientalism, science, seasonal themes, and transportation. Figures tend to be highly romanticized and idealized.

TOBACCO MACHINE

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National Democratic Banner of 1860
Illustrating John C. Breckinridge
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Ben Ali
Cigar Label
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Egyptian Princess
Cigar Label
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El Gran Señor
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INSTANT PAIN ANNIHILATOR



Neuralgia. Fig 3 Demon of Headache Fig 4 Demon of Weak Nerves Fig 5 Demons of Toothache



Instant Headache Annihilator
date
Lithographic Print, Anonymous



also known as a street photograph. Advertising Type & Tobacco Spellers. Illustrated by Hensley

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REMOVED TO 438 BROADWAY
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above
Photograph of Street Advertising, New York
1876-77
John Thomson (Scottish)

right
National Democratic Banner of 1860
Illustrating John C. Beckwith
and Lane Joseph
Lithographic Print, Anonymous

Ben Ali
Cigar Label
Lithographic Print, Anonymous

Egyptian Princess
Cigar Label
Lithographic Print, Anonymous

El Gran Señor
Cigar Label
Lithographic Print, Anonymous

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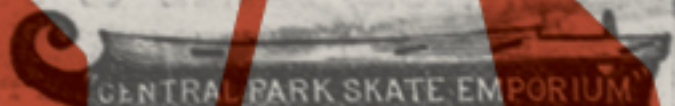
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FOR RESTORING GRAY HAIR TO ITS ORIGINAL COLOR.



For curing and preventing Baldness.
For removing Scurf and Dandruff.
For beautifying and making the Hair soft and curly.
In fact the only safe and effective compound of the kind in use.
Be sure and get the right article.

Prof. L. Miller's Hair Invigorator.
Price 25 cents per bottle.
Wholesale Depot, 56 Dey St., New York.
Also,
PROF. L. MILLER'S INSTANTANEOUS LIQUID HAIR DYE
Price 50 cents per box.
Warranted superior to all others.
Try them, and you will acknowledge the fact.



CENTRAL PARK SKATE EMPORIUM

SKATES OF ALL KINDS, from 25 cts. to \$25, and in fact everything in the Skating line (except ponds) in boundless variety, to suit all ages, sexes, tastes and purses. Parlor Skates.
CONOVER & WALKER, Hardware Dealers,
266-700 474 Broadway, between Grand and Broome Sts.

Ladd, Webster & Co.'s
IMPROVED TIGHT-STITCH SEWING MACHINES,
500 Broadway, New York. 0000

Smith and Wesson's Seven-Shooter.



J. W. STORRS, Agent,
121 Chamber Street, N. Y.

THIS PISTOL is light, has great force, is sure fire, shoots accurately, can be left loaded any length of time without injury, is not liable to get out of order, is safe to carry. Every Pistol warranted

CAUTION TO DEALERS.
Be sure and get those stamped "Smith & Wesson, Springfield, Mass.," none others genuine. All cartridge revolvers that load at the breech are infringements. Suits are commenced, and all such infringements will be prosecuted. Be sure the cartridges have Smith & Wesson's signature on each end of the box
247-720

The Singer Sewing Machines.
IN order to place **THE BEST FAMILY MACHINES** **IN THE WORLD** within the reach of all, we have reduced our **LETTER A, OR TRANSVERSE SHUTTLE MACHINES**, beautifully ornamented, to \$50.

Singer's No. 1 and 2 Standard Shuttle Machines, both of very general application and capacity, and popular both in the family and manufactory. Prices reduced, respectively from \$185 and \$150 to \$90 and \$100.

Singer's No. 3 Standard Shuttle Machine, For Carriage-makers and heavy leather work. Price, complete, \$125.

Also, to complete the list, an
ENTIRELY NEW ARTICLE, unequalled for manufacturing purposes; **NOSELESS, RAPID**, and capable of every kind of work! Price (including iron stand and drawers), \$110—cheaper at that in view of its value than the machines of any other maker as a gift.
0000 **I. M. SINGER & CO., 458 Broadway.**

Grover & Baker
CELEBRATED NOSELESS
Sewing Machines
No family can afford without one.
495 BROADWAY, N. Y.
270-730



WORTHY.—**DOCTOR HENRY**, of New York continues to be successfully consulted. Diseases of the Nerves or Skin, at his office, No. 10 Varley Place. If by letter, inclose a stamp for postage.

Patented November 1st, 1859.



The measures
A, the distance
round the Neck
B to **B**, the Yoke
C to **C**, the Sleeve
D to **D**, distance
around the Breast
under the arm
E to **E**, the length
of the Shirt

BALLOU'S
Patent Improved French Yoke
SHIRTS.

Patented November 1st, 1859.
A New Style of Shirt, warranted to Fit
By sending the above measures per mail we can guarantee a perfect fit of our new style of Shirt, and return by express to any part of the United States, at \$12, \$15, \$18 &c., &c., per dozen. No order forwarded for less than half-a-dozen Shirts.
Also Importers and Dealers in **MEN'S FURNISHING GOODS**

BALLOU BROTHERS,
409 Broadway, N. Y.
Wholesale Trade supplied on the usual terms

FINKLE & LYON'S
SEWING MACHINES.

Our Machines took the highest medal at the Fair of the American Institute, with the highest premium for Sewing Machine work.

They also took the highest premiums at the New York State Fair, at the Mechanics' Fair, Utica, N. Y., the International Institute, and so generally wherever exhibited.

Late office 503 Broadway,
REMOVED TO 438 BROADWAY

Tiffany & Co.,
LAYS
TIFFANY, YOUNG & ELLER,
Fine Jewellery, Precious Stones, Watches, Silver Bronzes, Clocks, Rich Porcelain Articles of Art and Lace.
No. 550 BROADWAY, NEW YORK.
HOUSE IN PARIS. **TIFFANY, REED & CO**

MUSICAL BOXES.

Manufacturers and custom lettering achieved through engraving. Starting with chromolithography in 1837, a artist's painted or drawn composition could be carefully color separated and transferred onto plates or stones (one for each color). Full color printed images flooded the visual language.

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