Advertising New Products III

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:

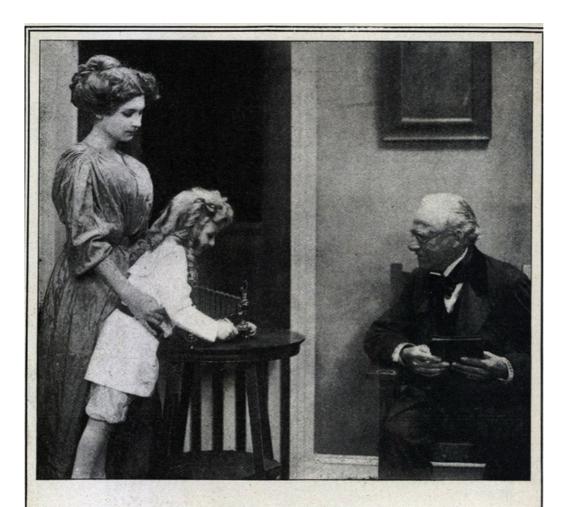
- Who was the target audience for the ads? Why did the manufacturer market its product to that audience?
- Why did the manufacturer suggest that people ought to buy its product?
- Why might each of these forms of advertising have been successful?

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.

1



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."

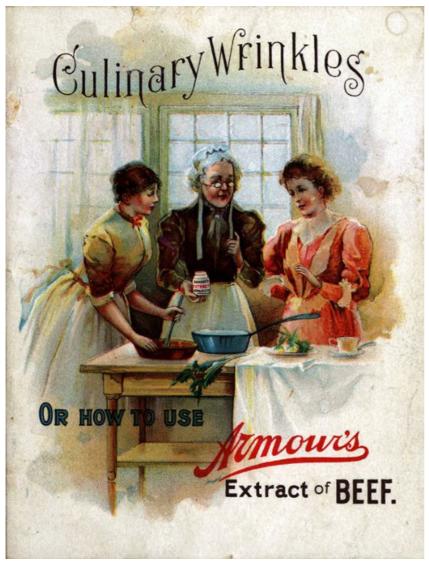
EASTMAN KODAK CO., ROCHESTER, N. Y., The Kodak City.

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.

[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.



THIS BRAND, "LITTLE KATIE," 9 inch 4's, is our specialty, and is a first-class Chewing To. bacco. We offer it in confidence that it is equal in all respects to any, and superior to some more noted and older brands, which sell at the same price, and some which sell for more money. If care in the manufacture, both as to quality of leaf used and workmanship, can make a tobacco what it ought to be, we have much claim on the trade's patronage.

Other leading brands:

"HALL'S MEDEIRA,"—Caddies—6 in. 7's.

"BOHANNON'S DELIGHT,"—Boxes—12 in. 3's.

"CAMPAIGN TWIST,"—Boxes—10 in. 6's.

"LOGAN'S PETS,"—Caddies—6 in. 12's.

"GOLD COIN,"—11 in. 4's.

They are all worthy the attention of those who want good goods.

Respectfully,

[5]

HALL & DANIEL.

Tobacco Manufacturers,

HIGKORY, N. G.

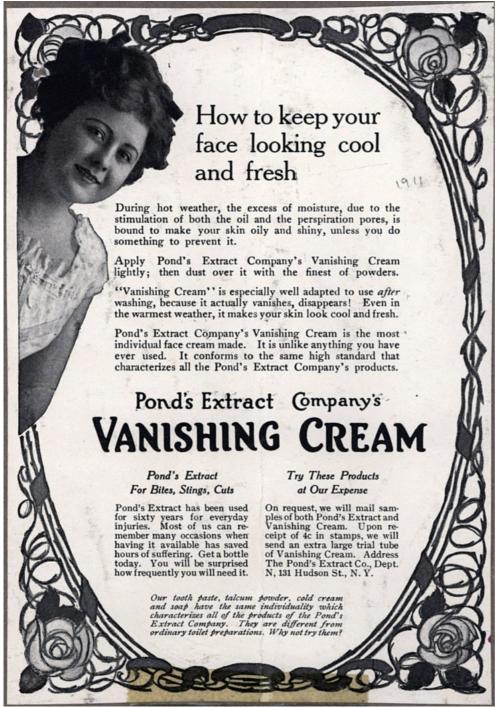
This card for "Little Katie" chewing tobacco advertised the products of Hall & Daniel Tobacco Manufacturers in Hickory, North Carolina.



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.



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.

[6]

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.

BASE BALL BATS.



Genuine Spaiding League Model Bats.made ist selected and season timber, oil finish. This finest and best balanced bat made and will harder usage than any other bat on the k. Each bat in a separate bag. Lengths, 33, md 36 inches, Each.





spalding's Black End "Axietree" Bat, made straight grained ash, improved models. The ever sold at anything like the price, and on-please amateur and professional alike. \$0.40







910. Spalding's Black End, Boys' Maple Bat, plais is with gilt stripes, a dandy bat for a few pennies ch.......\$0.04 Per dozen......\$0.4

BASE BALL MITTS.

ock includes all kinds, Catchers, Basemen's, In-Mitts, as well as Infielders' Gloves, all of the st that can be made. Special inducements to irchasing \$30,00 or more at one time. Our terms durs of \$5,00 or more are very liberal. C, O. D., to examination on receipt of one-fourth of order.

SPALDING'S CATCHERS' MITTS.

of our Mitts are furnished for either the right or hand. The Left Haud Mitt always sent unless rules ordered. No Throwing Glove furnished any of our Mitts this season.





of. The Left Hand Mitt always sent unless so ordered. No Throwing Glove furnished so ordered. No Throwing Glove furnished yo four Mitts this season.

No. 8912. Basemen's Mitt. This Mitt bearing the trade mark 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, the perfect of the control of

ofts. Acade \$5.00
3. The "Morrill" Mitt is after esign of the well-known ball r. John Morrill, and has bevery popular. It is made upout of finest quality drab skin, is very heavily padded the softest felt, and thumb it op paint to prevent ripping, extremely easy fitting mitt.

Base Ball Mitts,-Continued.

League Mitt. Is made throughout of specially and selected hogskin, making a strong and mitt, at the same time being very soft and It has our patent lace back and heavily pad-fade in rights and lefts. Each. \$3,75



No. 8915.



SPALDING'S BOYS' CATCH-

ERS' MITTS. No. 8919. Spalding's "Decker Patent"
Boys' League Mitt; face, edge strip
and finger-piece made of velvet
tanned deerskin, the back of fine hogskin, very soft and perspiration proof.
The heavy piece of sole 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........................... 31.80





10, 8922. Spalding's Boys' Mitt; front and back made of eeru 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.

SPALDING'S BASEMEN'S MITT.



No. 8921.

No. 8023. Basemen's Mitt, made of fine selected and specially tanned calfskin, extremely well made throughout aneadded to meet the special requirements of a baseman'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 guarty" trade mark is a sufficient guarty.

SPALDING'S BASEMEN'S AND INFIELDERS' MITTS.



Rase Rall Mitts.-Continued.

No. 8925. suede leather, nicely padded, and con-structed throughout in a most sub-stantial manner, making an exceedingly good mitt at a popular price. Made in rights and lefts. Each.....85e

BOYS' BASEMEN'S AND INFIELDERS'



No. 8927. Spalding's Boys' Baseme Mitt is made throughout of a good qu ity leather. It is well padded and ma a good and substantial mitt for be Made in rights and lefts, Each.....

INFIELDERS' CLOVE.



No. 8928. Inficiders' Giove 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 giove is perfect in all its details. Made in rights and lefts.





ant in pitching.
No. 8832. Aluminum toe plate, Each,
\$0.35
No. 8833. Brass toe plate. Each .18

SPALDING'S MASKS.



SPALDING'S BLACK ENAMELED

MASKS.





LEAGUE MASKS.

[7]

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

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

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 toworkers' pay and the cost of groceries [8] -- how much did these new items cost compared to necessities?

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