

ADVERTISEMENTS WERE MORE ENTERTAINING THAN COPY WAY BACK WHEN

A good overall picture of the business climate in a city can be sifted from the advertising if one examines the ads carefully.

Ads from old papers can be followed from decade to decade and reflect the changes that have taken place over the span of years.

Today we have Real Estate Agencies offering long listings of properties for sale.

In the early 1900's they were called LAND COMPANIES and an ad in a 1914 paper said: International Land Co. Real Estate, Farm Lands, Insurance and Loans. Carl Piffel, Manager. Fine, cut-over, very easy clearing hardwood lands from \$12. to \$20. Improved farms at from \$25. to @75. per acre on easy terms.

Potatoes were a big crop in the area and Big and Little Giant Diggers, best potato diggers made, were advertised by Adam Biederman. In small letters after his name it said, "He can give you some information that will astonish you."

Mother of School Girl tells how Lydia E. Pinkham's Vegetable Compound Restored Her Daughter to Health headed the ad for the patent medicine. Letters of testimony as to miraculous healing powers of various compounds were common advertising copy.

SMITH'S HARDWARE ran an ad that took up one fourth of the page and said: "GOING!, GOING! GONE! We will close out our entire stock of dynamite at ten cents per pound. All orders taken subject to stock on hand. Anyone who desires dynamite this fall cannot afford to miss this opportunity."

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Smith's ad explained to his customers that his reason for offering this special price is due to the fact that the Village Council has ordered us to remove all Dynamite outside the city limits. We have no powder house in which to keep our stock and it must be taken care of at once, hence the price of ten cents.

J. Y. Breckenridge, the local pharmacist ran an ad stating: Local people are surprised at the quick results received from simple buckthorn bark, glycerine, etc., as mixed in Adler-i-ka, the German appendicitis remedy. J. Y. Breckenridge states that this simple remedy antisepticizes the digestive system and draws off the impurities so thoroughly that A SINGLE DOSE removes sour stomach and constipation INSTANTLY.

MADDEN'S FRUIT STORE told the readers that in the hot old summertime nothing is so cooling, so palatable, so easily digested nor so stimulating as our homemade pure ice cream. Served in our ice cream parlor or you can buy it by the pint or quart to take home.

J.M. COLLINS in his 1914 advertisement said STOP BUYING COAL! Hot weather is here BUY ICE and keep cool. Also keep the milk sweet, etc. butter hard, etc. Buy Ice, Buy Ice.

The PINE CITY MILLING CO. advertised Golden Key Flour to make the bread that satisfies.

PINE CITY MERCANTILE CO. The Big Store, offered special

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prices on all summer goods while they last. Oxfords, pumps, millinery and straw hats, summer underwear and ladies, misses and childrens' dresses.

THE NEW BAKERY with Fred Kushke as proprietor sold bread tickets 24 for \$1.00.

A 1909 issue of the Pine County Pioneer ran an ad for the Farmer's Co-Operative Mercantile Co. for American Beauty Corset Week. Their ad read:

"Commencing next Monday and continuing for one week, we will give to every purchaser of an American Beauty Corset absolutely free a copy of the most popular pieces of music this year, the AMERICAN BEAUTY MARCH AND TWO STEP. This is one of those "catchy" selections that one involuntarily beats time to when it's being played. Bands and orchestras are adapting it for their use in the metropolitan cities. See our window display of these corsets. The best that corset intelligence has yet produced.

THE PINE CITY HARNESS SHOP, V.A. Bele, Prop. had hand made and custom harness always on hand, also a full and complete line of lab-robes, whips and all kinds of horse furnishings.

We keep on hand a supply of chsions, aprons, side curtains and tops for buggies. Buggy top repairing a specialty.

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