

Advertisements reflect the times

1835 ads, from page A1

J.A. Cron, another new Bloomington merchant, informed the readers of the *Post* that his boot and shoe shop was on the southwest corner of the square "one door South of the room occupied by B.R. Byers." Presumably Cron made the boots and shoes by hand, since his ad proclaims that "He has just received a fresh supply of PHILADELPHIA CALF SKINS, OF THE FIRST QUALITY, with other articles which are not inferior to any that have ever been in this place."

In an ad warning their on-the-cuff customers, the Orchards sounded downright testy in speaking of themselves in the third person. "Pay they must have. Those who fail to comply with this request may expect to find their accounts in the hands of an officer by the first of January next." The Orchards — J. and S.M. — understood the reality of scarce currency. They were willing to be paid in corn, oats, wheat, pork or cash.

A. Owens must have been relatively confident about cus-

tomers knowing where they could find him, for there is no address in his ad. He boasted "almost every article in his line of business and in point of quality is inferior to none now offered in the western market." His general store included "iron, steel, nails, castings and groceries of every kind. We invite our old customers and the public in general to examine for themselves."

Publisher Deal, himself, informed potential subscribers and advertisers the costs of dealing with him. His newspaper — published on "an extra superroyal sheet — cost \$2 a year, but he was in a Catch-22 situation with his additional note — "No subscriptions will be discontinued until all arrearages are paid up." Ads of 12 lines or less cost \$1 for three publications and 25 cents for every subsequent insertion. Furthermore, the advertisers had to pay the money up front before publication. Deal's final bit of information for the public was "All letters and communications addressed to the Editor must be free of postage, or they will not receive attention."

Next and final week: Deal's Advice to the Troubled.