

Advertisements reflect the times

In his satirical book: *The New Purchase*, Baynard Hall, the Indiana Seminary's first professor, had made fun of the dress of such prominent Bloomingtonians as Andrew Wylie, seminary president, and others.

It was customary for tiny villages on the frontier to have only the most essential business establishments in the beginning — general stores, blacksmiths and grist mills. By 1835 advertisements in the *Bloomington Post* reflected that the village had prospered to the point where the locals could think in terms of some refinements. One ad announces that Daniel Fulk had "commenced the above business (tailoring) in Bloomington, Indiana, in the shop formerly occupied by A. Labertew."

Furthermore, Funk boasted of having the "latest fashions from Philadelphia." The remainder of



Looking back

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his message assured potential customers that his work "will be executed in the most fashionable and durable manner and by close attention and experience in business."

Nearly every ad in *Marcus Deal's Post* carefully includes the exact location of the business. Considering that most of the merchants were clustered around the courthouse square, one wonders if directions were really necessary.

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