Advertisement Design

With the widespread use of the printing press, dissemination of news locally became easier and more accessible. By the late 1800s, any small town could have a local newspaper. Leadville started with five newspapers and advertisements were a fundamental feature even from the start. A printer manually assembled every article, every advertisement, and every page until publishers started using computers to lay out newspapers about a century later. In addition, the printer hand placed and assembled backwards each letter, line, and decorative element on the page. These pages needed to be backwards because the press printed in reverse, creating a mirror image on the paper. Articles that were mainly text were straightforward to assemble. However, advertisements that were more complex took more care and time to create. However, once made, the publishers often used the same ads for multiple issues.

Leadville Daily Herald, October 22, 1882

Leadville Daily Herald, December 3, 1882

- ♦ Please review and rate "Temple Israel" on TripAdvisor and on Yelp
- ♦ "Like" us on Facebook: www.facebook.com/TempleIsraelLeadville

To schedule a tour, reserve the synagogue for special events, make genealogical inquiries, or to make a contribution, please contact us.

Temple Israel Foundation
208 West 8th Street
Leadville, Colorado 80461
Office: 719.486.3625
Mobile: 303.709.7050
longled@longled.cnc.net

Updated: July, 2017

Selling History
Advertisements of Leadville Jewish Businesses

Exhibition Guide

Jews started coming to Leadville in the 1870s. Many saw opportunities to meet the needs of the people, especially miners, in this quickly growing mining town. Many were already well skilled and knowledgeable in establishing and running businesses. Knowing that sales were very important to stay in business, many of the Jewish business owners advertised in the Leadville newspapers to drum up business. These ads ranged from simple lines of text to half or full page ad placements.

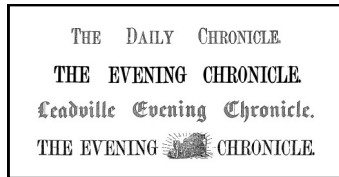*Scan this QR code with your phone or tablet to view this exhibit online.*

Temple Israel
Frontier Synagogue & Museum

201 West 4th Street
Leadville, Colorado 80461

www.jewishleadville.org
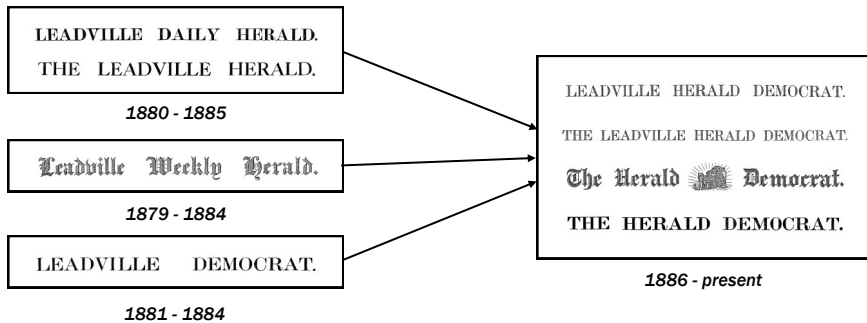
Leadville Newspapers

Five newspapers began publication shortly after Leadville incorporated. Some of these papers went by slightly varying names. However, starting in 1886, three newspapers merged to form a new newspaper, The Herald Democrat, which still prints weekly editions today. After 1886, three newspapers were left in Leadville with two continuing into the twentieth century and beyond.
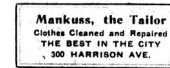
THE DAILY CHRONICLE.
THE EVENING CHRONICLE.
Leadville Evening Chronicle.
THE EVENING CHRONICLE.

1879 - 1898

Carbonate Weekly Chronicle.
Carbonate Chronicle.

1879 - 1987

LEADVILLE DAILY HERALD.
THE LEADVILLE HERALD.

1880 - 1885

Leadville Weekly Herald.

1879 - 1884

LEADVILLE DEMOCRAT.

1881 - 1884

LEADVILLE HERALD DEMOCRAT.
THE LEADVILLE HERALD DEMOCRAT.
The Herald Democrat.
THE HERALD DEMOCRAT.

1886 - present

Major Leadville Events

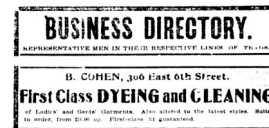|	
1878	Rich load of silver discovered from the Little Pittsburgh Mine.
1878	United States passed Bland-Allison Act authorizing the purchase of silver.
1878	Leadville became an incorporated city and held an election.
1890	United States passed Sherman Silver Purchase Act.
1893	After the Panic of 1893, the United States repealed Sherman Silver Purchase Act.
1896	(Jan-Mar), Ice Palace events.
1896	(Fall), Miners struck against the mining companies and the strike became violent and deadly.
1916	Colorado becomes dry 4 years before national prohibition.

Advertisement Types

SHERRY AND EGG!
WE RECEIVE WEEKLY SHIPMENTS OF FRESH EGGS FROM BUENA VISTA. WE SELL THESE EGGS AT
40c a dozen
We have just received a Shipment of the Finest
California Sherry Wine
MIX 'EM AND TRY 'EM. YOU'LL LIKE 'EM
Walpensky's Liquor & Grocery House
201 West Sixth St.   Phone Hemlock 98

Display Ads—As the most common ads, they ranged from one column wide to a full page and often within a box.

The Herald Democrat, February 8, 1920

Mankuss, the Tailor
Clothes Cleaned and Repaired
THE BEST IN THE CITY
300 HARRISON AVE.

The Herald Democrat, February 2, 1916

Business Card Ads—Similar to display ads, these are about the size of a business card with just basic business information and placed with other similar ads.

BUSINESS DIRECTORY.
REPRESENTATIVE MEN IN THEIR RESPECTIVE LINES OF TRADE.
B. COHEN, 306 East 6th Street.
First Class DYEING and CLEANING
of Ladies' and Gents' Garments. Also altered to the latest styles. Suits to order, from $5.00 up. First-class fit guaranteed.

Business Directory—Stacked under a heading, like "Business Directory" or "Liquor and Cigars", slim ads were for general business reference.
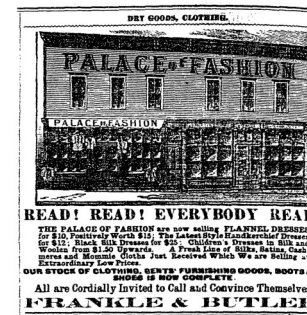
The Herald Democrat, January 1, 1902

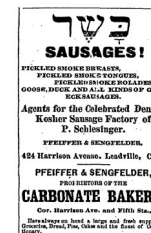**CLASSIFIED ADS**
SIX WORDS TO A LINE
First Insertion, per line . . . 10c
Each Subsequent Insertion, per line . . . 5c
Per Line, per month . . . .
TRANSIENT ADVERTISING MUST BE PAID FOR IN ADVANCE
FOR SALE
FOR SALE—Buffet, rugs, ice chests, dressers and other furniture. E. Sandusky, 213 Harrison avenue.

Classified Ads—Text ads were sorted under classified headings and usually used to sell something.

The Herald Democrat, August 17, 1922

Removal Notice
M. Mankuss, tailor, has moved to 3⁰ Harrison avenue. Best clothes cleaner in Leadville.

1914

Have Ed. Jackson make your suit!

1903

In-Line & Single Line Ads—These ads were all text of one or more lines. A business often put many throughout the pages of each paper. They were separated with divider lines.

DRY GOODS, CLOTHING.
PALACE OF FASHION
READ! READ! EVERYBODY READ!
THE PALACE OF FASHION are now selling FLANNEL DRESSES for $10, Positively Worth $15; The Latest Style Handkerchief Dresses for $12; Black Silk Dresses for $25; Children's Dresses in Silk and Woolen from $1.50 Upwards. A Fresh Line of Silks, Satins, Cashmeres and Momnie Cloths Just Received Which We are Selling at Extraordinary Low Prices.
OUR STOCK OF CLOTHING, GENTS' FURNISHING GOODS, BOOTS AND SHOES IS NOW COMPLETE.
All are Cordially Invited to Call and Convince Themselves.
FRANKLE & BUTLER.

Leadville Democrat, February 12, 1881

SAUSAGES!
PICKLED SMOKE BREAST,
PICKLED SMOKE TONGUES,
PICKLED SMOKE BOLOGNE,
GOOSE, DUCK AND ALL KINDS OF GAL-ECK SAUSAGES.
Agents for the Celebrated Denver Kosher Sausage Factory of P. Schlesinger.
PFEIFFER & SENGFELDER,
424 Harrison Avenue, Leadville, Colo.
PFEIFFER & SENGFELDER,
PROPRIETORS OF THE
CARBONATE BAKERY,
Cor. Harrison Ave. and Fifth Sts.,

Leadville Daily Herald, December 11, 1880

JACOB SCHLOSS,
KENTUCKY
WHISKY DEPOT
Strictly Wholesale!
HAVING made complete arrangements with the DISTILLERIES IN KENTUCKY, and best WINE GROWERS IN CALIFORNIA, and largest and best CIGAR MANUFACTURERS in NEW YORK, I am able to offer to the public a large and complete stock of goods at a KANSAS CITY and DENVER PRICES. OR, WAVE YOUR FREIGHTS AND BUY YOUR GOODS AT HOME. A trial will be a conviction. I have also been appointed sole agent, Leadville and vicinity, for Walton A. Levy's famous MT. LEVIN BRAND, which I am authorized to sell in marked kegs, direct from the brewery. Another good feature is the constant receipt of whiskies, such as ANDERSON, ASHLAND, PRIDE OF KENTUCKY and MONARCH AGENCY BRANDS, RYE CHAMPAGNES. Try my Goods and convince prices. I will warrant all goods as represented or money refunded. All orders from the country will be promptly attended to, and most earnestly City Trade.
J. SCHLOSS,
89 State, Near Harrison Avenue

Leadville Daily Herald, November 5, 1880