

**"There's a Reason"**  
 why so many discriminating smokers always ask for  
**The IMPERIAL 10 Cigar**  
 OR  
**MAX NO. 10, 5c**  
 —made in a sanitary factory  
 —by expert workmen  
 —from the best of tobaccos  
 —we keep the quality up  
**Edgerton Cigar Co.,** Manufacturers, Edgerton, Wisconsin.

# The evolution of newspaper advertising

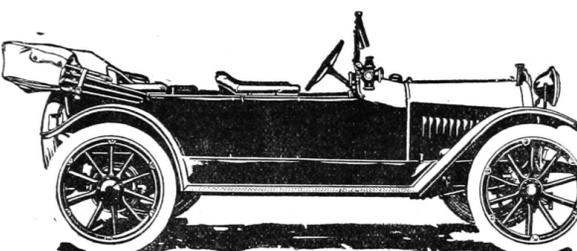
Just like the articles and photos that have filled newspapers for well over a century, the advertisements that have funded the newsprint industry can also be held up as uniquely representative of the culture and norms of the eras in which they

were produced. Ads from even a couple decades ago can seem odd upon perusal by the modern eye. But jump back a half-century or a full century and many ads become exponentially more peculiar and humorous. Some ads, such as those for tobacco products, can even be considered offensive to today's dominant sensibilities. So, on these two pages, witness the contrasting styles of the ads that have been found in what is now the Edgerton Reporter, starting on this page with some from exactly a century ago (July 1914). On the follow-

ing page, find ads from exactly 50 years ago (July 1964). Also, of course, take great notice

of the ads at the bottom of the pages. They are aimed precisely at the eyes of the 2014 audience.

**The Beautiful New HUPMOBILE**  
 The Car of the American Family



**"32" H. P. Touring Car \$1050 f. o. b. Detroit**  
 With Electrical Starter, Oversize Tires and Other Optional Equipment, \$1200 f. o. b. Detroit

**SURPASSING** in many respects all previous standards obtained by this famous car, the 1914 Hupmobile thoroughly merits our conviction that it's the best car of its class in the world.

The new touring car has as regular equipment electric horn, rain vision ventilating windshield, silk mohair top with envelope, Hupmobile Jiffy curtains, speedometer, cocoa mat in tonneau, rear shock absorber, Prest-O-Lite tank, gas headlights, oil side and tail lamps, tools. Trimmings black and nickel. Body color black, running gear scarlet lake with black stripe on wheels.

The additional equipment—optional at a very moderate cost—comprises the Westinghouse two-unit electric starting and lighting system; 16 c. p. headlights, adjustable for focus; combination electric and oil side and tail lamps; 100 ampere hour storage battery; over size 33x4 inch tires; demountable rims; one extra rim and tire carrier.

**Edgerton Motor Co.**  
 LAMPMAN & BROWN, Props.  
 Tel. No. 39 Edgerton, Wis.

**The FREE**  
 [Invented and patented by W. C. Free]  
 The World's Best Sewing Machine



By all means buy the best. It is the cheapest in the end. Buy the machine that runs lighter, sews faster, makes a better stitch and is more beautiful than all other machines—The FREE sewing machine—the latest and most improved sewing machine.

**\$1 Cash and \$1 per week**

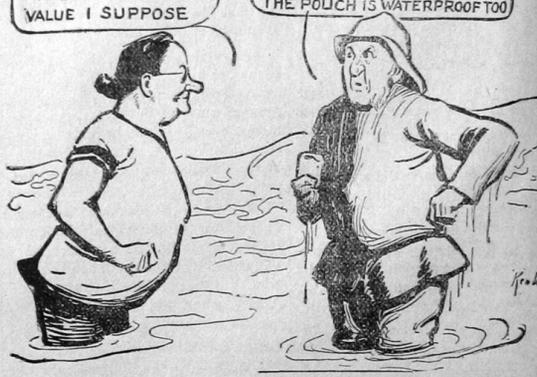
Don't buy any other machine until you have seen The FREE. Notice the Rotoscillo and Toggle-link movements, positive feed, rotary spool-pin, automatic drawer lock, head latch, belt guards, etc. Any wood you desire.

The FREE is insured for five years against loss by fire, water or any other accidental misfortune

**Pringle Bros. Co.**  
 Write for illustrated booklet.

THAT WAS A HEROIC RESCUE YOU JUST MADE, SOMETHING OF VALUE I SUPPOSE

YOU JUST BET IT WAS: MY NEW POUCH OF THE REAL TOBACCO CHEW THE POUCH IS WATERPROOF TOO



THE GOOD JUDGE AND THE LIFE SAVER

**YOU feel better, get more comfort from a small chew of "Right-Cut" than you ever did from twice the size chew of your old kind. It's the Real Tobacco Chew.**

You don't have to grind it. It's a ready chew. Short-shred, cut fine so the flavor comes. Seasoned and sweetened just enough. Rich, sappy, mellow tobacco. So pure and full-bodied that less than a quarter your old size chew keeps you comforted and tobacco satisfied.

The Real Tobacco Chew  
 10 Cents a Pouch  
 ASK your dealer today. If he doesn't sell "Right-Cut," send us 10 cents in stamps. We'll send you a pouch.



WEYMAN-BRUTON COMPANY  
 50 Union Square, New York

*We guarantee it to be pure chewing tobacco and better than the old kind.*

**Dolls and Toys**  
 Something the children need all the year round. Character Dolls—the

**Hard-to-Break Kind**  
 Baseball Jim Whistling Dick Cheerful Jane  
 Naughty Marietta Pajama Pete Romper Boy  
 Campbell Kids, etc.

**25c to \$2.00 each**  
 Fancy Dressed Dolls ..... 25c and up  
 Bisque Dolls ..... 50c. 10c. and 15c.  
 (The kind the girls like to dress themselves)

We do not pack our Toys away but have them ready to show at any time.

**FRANK ASH**

**ARTICLES BRANDED**  
**OUR VERY BEST**  
**O.V.B.**  
 ARE MADE WITH AN ACCURATE KNOWLEDGE OF THEIR VARIOUS REQUIREMENTS, OF THE BEST MATERIAL BY EXPERIENCED WORKMEN



**Hain, Livick & Arthur**  
 The Progressive Hardware Store.

**Protect Your Animals**  
 By Applying  
**Swift's Dairy Cow Fly Death**

Kills flies, mosquitoes, lice, mites, vermin and all insect pests. Will not stain the hair nor blister.

**Price 75c per gal.**

**DEAN SWIFT**  
 Phone 204, Edgerton, Wis.  
 The Rexall Store

*Congratulations, Edgerton, as you celebrate Tobacco Heritage Days. I want to thank my customers for your loyal patronage for over 30 years. We appreciate your business.*

**THE UNDERCOVER SHOP**  
 CUSTOM CANVAS GOODS

305 E. Madison Ave., Milton, WI 53563 608-868-4089

**Come See Us at Edgerton's 43rd Tobacco Heritage Days**

**Did you know:** Spending quality family time together greatly reduces the chance that your child or teen will drink, smoke or abuse drugs.



FOR A HEALTHY COMMUNITY  
 Find us on Facebook!

Visit us at our booth in Central Park on Saturday 7/19 from 9am - 2pm for some fun activities, free goodies, and great information!!

**We hope to see you there!**

www.edgertoncoalition.org

**Come Enjoy Edgerton's Tobacco Heritage Days...**  
 We hope you'll make us your locally owned, independent hometown bank!



(L to R) Back row: Bob Cullen, Steve Hein, Dan Honold, Tony Astin.  
 Front row: Teresa Kersten, Marisa Walton, Karon Speer, Collette Hunt.

**Bank of Edgerton**  
 A Branch of the Bank of Milton  
 Member FDIC

102 N. Main Street, Edgerton, WI (608) 884-9622 www.bankofmilton.com

**Best Wishes to Edgerton... Celebrating our 43rd annual TOBACCO HERITAGE DAYS!**



We are proud to be a part of this wonderful community.



Serving Southern Wisconsin and Northern Illinois for over 100 years!

**NELSON-YOUNG LUMBER COMPANY**  
 EDGERTON EVANSVILLE DEERFIELD  
 (608) 884-3316 (608) 882-4960 (608) 764-8608  
 visit us at any of our locations or at www.nylumber.com