

Bethinking of Old Orleans

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ADVERTISING

The Medina Daily Journal dated Dec. 16, 1916 carries an informative article of the "First Advertising". According to this "The Egyptian gentleman who sought a runaway slave 3,000 years ago and advertised in a bit a papyrus for his recovery turned out the first piece of (known) advertising copy". The Egyptians knew nothing about moveable type nor the effects of different colors. These and thousands of other things along with modern technology that influenced the character of present advertisement were unknown. The high profile of Madison Avenue was indeed, yet to come.

The article goes on to say the Greeks... "gave us the idea of employing bands to attract attention, undoubtedly one of the most successful methods of drawing a crowd at any place and time." They too, were the first to have town criers who might also play a lyre of harp while mingling among people.

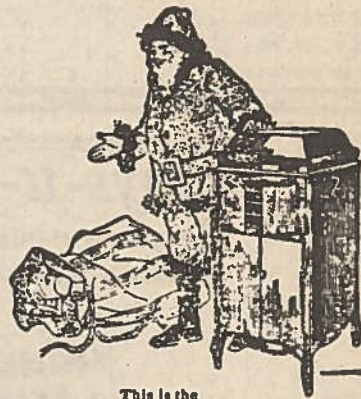
Likewise, the Romans advertised in many ways. They named their streets. Advertised shows, exhibitions and sale on terra cotta walls of public baths, acquainted the public with sales of estates and absconded debtors, and began the practice of notifying the Romans of articles lost and found and houses for sale and rent.

During the middle ages town criers shouted out the superior qualities of merchandise of all kinds. As time went on, Inns and taverns began to use distinctive signs and symbols to mark their products and services. With the development of the printing press, advertising took a great spurt forward. The use of posters came into vogue along with pamphlets. In 1622 the first real newspaper was printed in England which was the beginning of printed advertising as we have come to know it today. The first magazines to print ads were Godey's Lady Book and Petersons Magazine back in the early 19th century.

Now in the height of Christmas Shopping we are bombarded by advertising from all angles. Radio, TV and the computer play important roles the town crier once shouted about. Advertising to the Christmas shopper goes back a long way. Our ad represented here, is taken from the Medina Daily Journal dated Dec. 20, 1916. It's from the H. LeBaron Hartt Co. whose store was located on Main Street in Medina. "Santa Claus recommends the Victrola for Christmas" is the eye-catching phrase at the top. As you read on in the ad it's plain that some Victrolas were not all cheap in their time. We see the old wind-up type standing here next to a Santa Claus. Note the clever heart shaped logo in the ad to help identify the business - a good advertising promotion!

How sound reproduction has changed over the past eighty years! This Victrola played 78 RPM records. In fact, when I was a kid, you could still buy them. Then came the 45's and 33's 8-track tapes, cassettes and so on. In fact, in all our lifetime perhaps nothing has changed more greatly than sound reproduction.

The name H. LeBaron Hartt was well known in Medina years ago as a house furnisher and undertaker. According to Medina Here's To Our Heritage by Ed Grinnell, H. LeBaron Hartt was taken on as a partner along with Ernest Hill by Daniel D.



This is the Victrola XIV, \$150

Santa Claus recommends the Victrola for Christmas

He has delivered thousands and thousands of Victrolas and he knows how popular they are and how much pleasure they give.

A Victrola is his "one best bet." He is sure that it will be appreciated on Christmas and enjoyed for years to come.

All styles of the Victrola here now—\$15, \$25, \$40, \$50, \$75, \$100, \$150, \$200, \$250, \$300 \$350. Later on we may not be able to keep our line complete. The safe thing is to see about your Victrola today.

Date of delivery and terms can be arranged to suit you.



Medina's

House Furnishers



Undertakers

Funeral Directors

Auto Hearse and Auto Ambulance

Holredge sometime after 1903. "Later, Mr. Holredge retired and Mr. Hill sold his share to Mr. Hartt and the name changed to H. LeBaron Hartt Co. In 1925 David A. Barnes, a fellow Canadian, joined the company. He become manager in 1930 and after Mr. Hartt died in Sept. 1933, ran the company for the heirs, F Addison Hartt and Mrs. Ethel Helmcamp." In 1937 the company purchased the Charles Swett house on Pearl Street in Medina for a funeral home. In 1953 the furniture business and store were sold to Tom Hickey and Harvey Moore. The funeral home continues today as Barnes-Tuttle Inc.