

# 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 six newspapers and, with those earliest editions, advertisements were a fundamental feature. 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 to create. Once made however, the publishers often used the same ads for weeks until the businesses wanted different layouts.



## Selling History

### Advertisements of Leadville Jewish Businesses



## Exhibit Guide

Jews came to Leadville starting in the 1870s and early 1880s. They saw opportunities to meet the needs of the people, especially miners, in this quickly growing mining town. Many of the Jews were already well skilled and knowledgeable in establishing and running businesses. These business owners knew that sales were very important in order to stay in business. Therefore, many of them soon advertised in the early Leadville newspapers to drum up business and continued to do so throughout their business lives.



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

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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](mailto:longled@longled.cnc.net)

Updated: July 2015

**Temple Israel**  
**Frontier Synagogue & Museum**

201 West 4th Street  
 Leadville, Colorado 80461

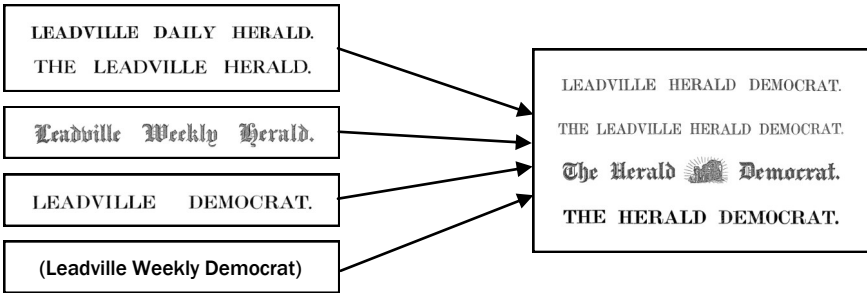
[www.jewishleadville.org](http://www.jewishleadville.org)

# Leadville Newspapers

Six newspapers began publication in 1879 and 1880 shortly after Leadville incorporated. Some of these papers changed or tweaked their names over time. By late 1885, four of the newspapers merged to form a new newspaper, The Herald Democrat, which still prints weekly editions. From 1886 on, three newspapers published in Leadville into the twentieth century.

THE DAILY CHRONICLE  
 THE EVENING CHRONICLE  
 Leadville Evening Chronicle.  
 THE EVENING CHRONICLE

Carbonate Weekly Chronicle.  
 Carbonate Chronicle.



# 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.

# Jewish Advertisements (Selection)

DRY GOODS, CLOTHING.

**PALACE FASHION**

READ! READ! EVERYBODY READ!

THE PALACE OF FASHION has now within its elegant premises for \$10. Positively Worth \$15. The Latest Style Ladies' Dress for \$10. Black Silk Dresses for \$20. Children's Dresses in Black Woolen from \$1.50 upwards. A Fresh Line of Hats, Buttons, Cuffs, and many more Goods Just Received Which We are Selling at Extraordinarily Low Prices.

OUR STOCK OF CLOTHING, SETS, FURNISHING GOODS, BOOTS AND SHOES IS NOW COMPLETE.

All are Cordially Invited to Call and Convince Themselves.

**FRANKIE & BUTLER.**

Leadville Democrat, February 12, 1881

JACOB SCHLOSS,  
 KENTUCKY  
**WHISKY DEPOT**  
 Strictly Wholesale!

HAVING BEEN awarded a premium with the WHISKY MANUFACTURERS OF NEW YORK, I am enabled to offer a large and superior stock of WHISKY, and also a large stock of GIN, and other liquors. ANY WHISKY purchased will NOT BEER unless it is from the above named distilleries.

Agents for the Celebrated Denver Koster Sausage Factory of P. Schlessinger.

424 Harrison Avenue, Leadville, Colo.

PEFFER & SENGFELDER,  
 PROPRIETORS OF THE  
**CARBONATE BAKERY.**  
 Cor. Harrison Ave. and Fifth St.,  
 (Overlooking Hall's large and fine store of Goods, Groceries, Fruit, Canned and Dry Goods of Various Kinds.)

**J. SCHLOSS,**  
 80 State, Near Harrison Avenue

Leadville Daily Herald, November 5, 1880

SOLE AGENTS FOR  
**JOS. SCHLITZ'**  
 Milwaukee Bottled Beer!

WOLF & SCHAYER,  
 Wholesale Dealers In  
 Straight Kentucky Whiskies!  
 FINE WINES AND CIGARS.

Manufacturers for the "BERNITZBERG" and "UNION LEAGUE CLUB" Whiskies, Antwerp and Redwisher Bottled Beer, Munich and Pilsener Beer, Champagne, Harke's Porter and Ale. Sole agents for the "LA FAVOR DE ORO" Cigars.

416 Harrison Avenue, Leadville, Colorado.

Leadville Herald Democrat, September 1, 1886

**SUGAR DAY!**  
 20 lbs. SUGAR  
 Granulated,  
 For \$1.00  
 ONLY ON  
**SATURDAY,**  
**June 29.**

We carry a complete line of staple and fancy groceries, the finest meats, fresh vegetables, fruits, etc.

**M. KAHN, 500 E. 10th St.**  
 Telephone, No. 115.

Leadville Herald Democrat, June 28, 1895

Special Notice.  
 Leadville, Colo., March 15, 1881.

We take pleasure in notifying the public that we have completed all our arrangements for celebrating the 100th Anniversary of the Independence of the United States, and the inauguration of the late President of the United States, Mr. Grover Cleveland, on the 4th of March, 1881.

We will entertain a grand and magnificent affair of the kind never before witnessed in this city.

**H. K. HARRISON,**  
 308 Harrison Ave.,  
 Leadville, Colo.

**The Leading Jewelers**  
**GOLDSTEIN & BRODIE.**

308 HARRISON AVE.  
 Opposite Columbia Hotel.

Leadville Democrat, March 23, 1881

SILVER. Spot - 67 1/2 30 Days 67 3/8	LEAD. \$8.00.
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**HERE IT IS!**

JOHN B. STETSON CO.

**THE MILLER NEW SPRING HAT**

This is a good cut of it. But you must see the original to appreciate it. Watch how quickly the stylish dressers about town take to it. We have it in three heights of crown, but the five-deep, that's the medium, with its fine brim and full crown, is the **SWELL HAT.** ONLY AT

**Sands Bros.,**  
 314-316 Harrison Ave. LEADING CLOTHIERS.

The Herald Democrat, February 16, 1896

**FIRE FIRE FIRE**  
 BUT NO SMALL-POX  
**MAY & SHOENBERG'S**  
 BUT NO SMALL-POX  
**FIRE WATER SMOKE FIRE**

Our adjustment of Loss with the Insurance Companies has been effected. We offer all Goods Damaged by Water, including

**CLOTHING!**  
 FURNISHING GOODS!  
 Hats, Caps, Boots and Shoes, Trunks and Valises.

At a Tremendous Sacrifice, Regardless of Former Value.

On all Goods Slightly Injured by Smoke or Dampness Reasonable Allowance will be Made

The fire which occurred on the night of February 2nd, through which our stock of goods was damaged, will be the cause of enabling the citizens of Leadville and vicinity, to purchase, and in fact everybody, to purchase a Suit of Clothes and other articles in our line of prices reduced in the amount of Leadville.

COME ALONG, YOU THAT WANT GOODS FOR LESS THAN HALF VALUE!  
 COME ALONG, YOU THAT WANT THE ALMIGHTY DOLLAR!  
 COME ALONG, YOU THAT WANT BARGAINS! TO

308 Harrison Avenue **MAY & SHOENBERG'S,** 308 Harrison Avenue  
**For the Present "Water and Smoke" Clothiers.**

Leadville Daily Herald, March 3, 1883

Leadville Daily Herald, December 11, 1880