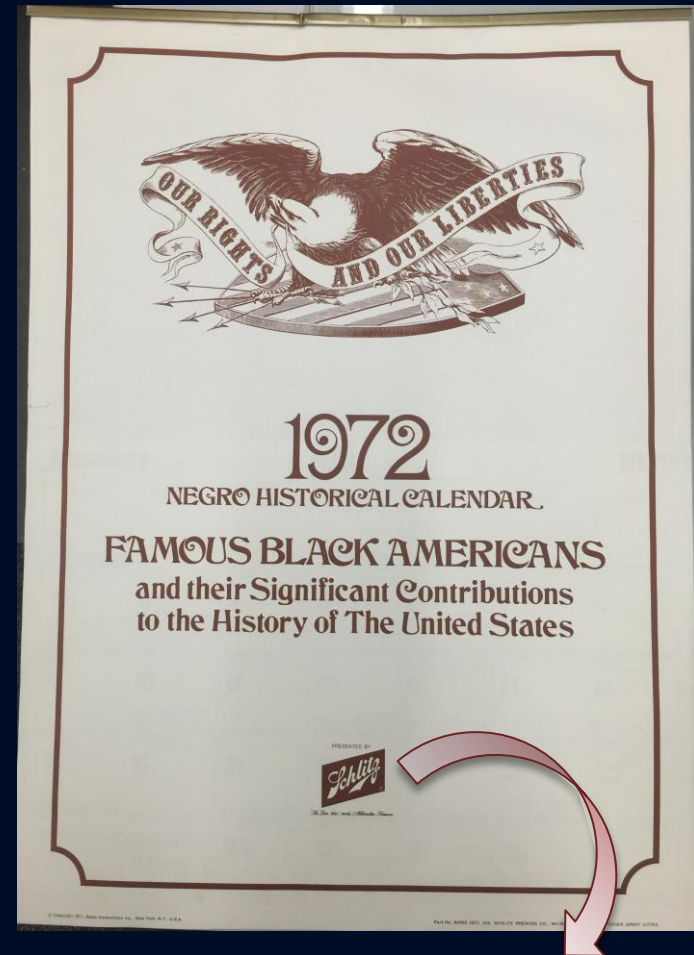
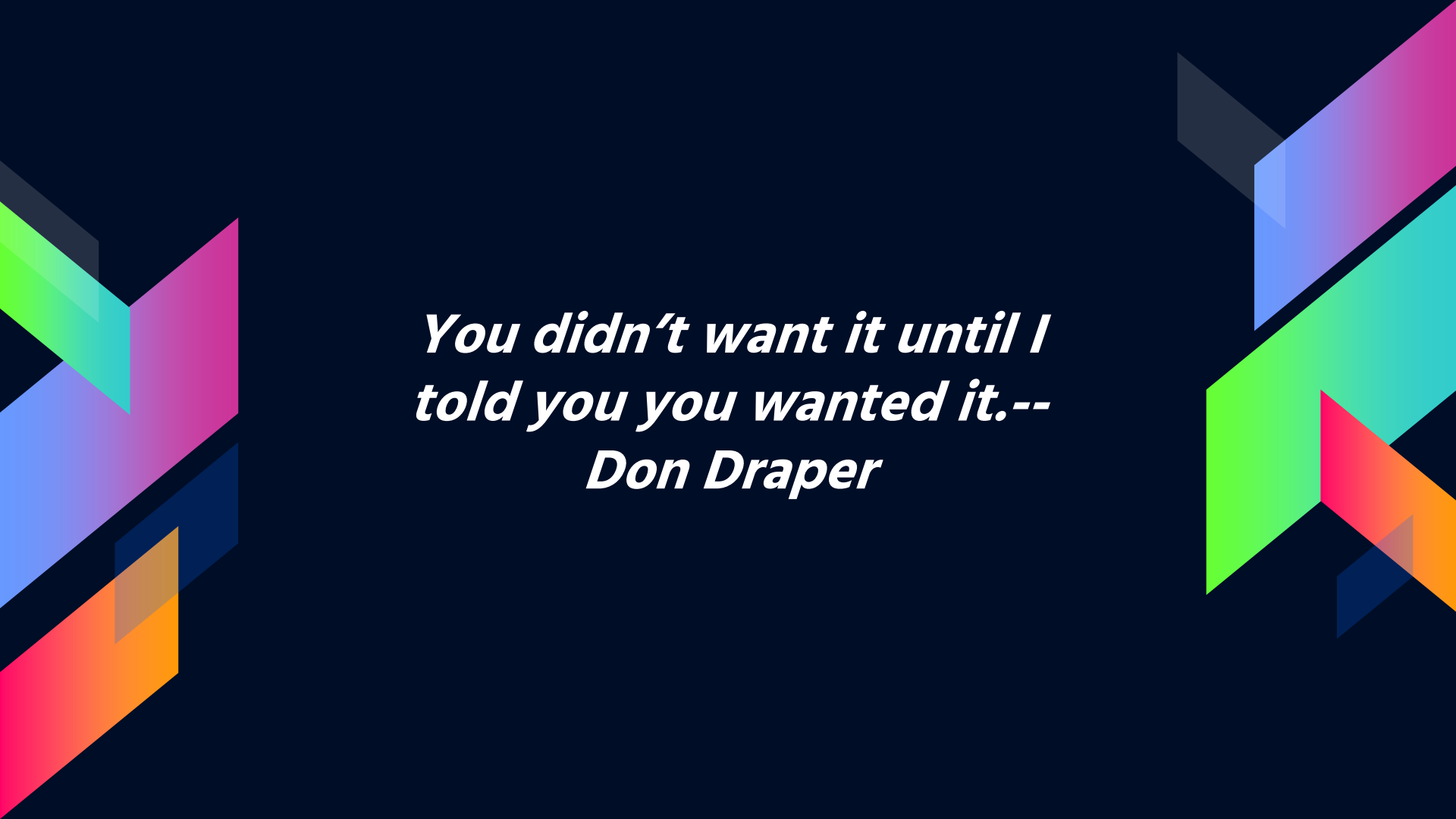


Buy Local: The Evolution of Advertising in Northern Illinois Commerce



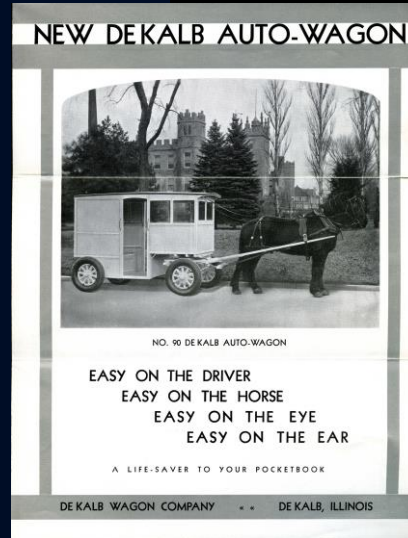
"The beer that made Milwaukee famous"



***You didn't want it until I
told you you wanted it.--
Don Draper***

Why feature ads?

- › Fun!
 - ❖ Change of pace
 - ❖ Better experience
 - › Visitors
 - › Staff



Why feature ads?

- › Simple
 - › Vast selection
 - › Fit scope to your collections
 - › Everyone is familiar with the topic



Why feature ads?

- › Low resource cost
- › Staff time
- › Display accessories



HISTORICAL SKETCH

Founders of the Kable Printing Company, Harry G. (1880-1952) and Harvey J. (1880-1931) Kable were born in New Lanark, Illinois, the sons of John and Elizabeth (Speicher) Kable. At two they moved to Mt. Morris where they spent the rest of their lives. After a public school education Harvey went to Mount Morris College, graduating in 1898. Both men were active in their community with Harry being a member of the Masons, Moose, Kiwanis Club, and the Lutheran Church, as well as serving on the board of the Mount Morris Building and Loan Association.

In 1898 the brothers began their successful venture into the printing business. This firm, known as Kable Brothers Printings, began in an attic loft. By 1901 they were able to take on a partner, A.H. Rittenhouse; in 1904 these men incorporated the Kable Brothers and Rittenhouse Company with an initial capitalization of \$15,000. The partnership lasted only two years. During the years prior to the 1929 Depression the Kable Brothers Company specialized in printing fraternal society papers, developing techniques and services which made the company well-known in this field. While attempts were made to diversify by selling electrical current through the Mount Morris Electric Light Company from 1909-1912, and by printing waxed bread wrappers in 1913, the brothers found that the printing of magazines and journals was more profitable.

Following the Great Depression the Kable Brothers Company continued its expansion moving into rotogravure printing to meet growing demands. To facilitate distribution of its products, the company started the Kable Printing Company, expanding into new markets. In 1957 the Kable Printing Company became a wholly owned subsidiary of Western Publishing Company in Racine, Wisconsin. This gave Kable further exposure with offices in New York and Chicago.

The Kable Company is a large concern printing magazines such as Sports Afield, Women's Day, and Family Circle; journals including The Vinetation, the Voice of St. Jude, The American Lutheran, and the War Cry; catalogs stamp collecting books and books and stamps as well as other publications.

Over the years the Kable Company has renamed itself and is now referred to as Kable

RC 20 - Kable Printing Company

Label information can be pulled from finding aids

A black silhouette of a woman in profile, facing right. She has her hair in a high ponytail and is wearing a dark dress with a white pearl necklace. Her right hand is raised towards the face of a man whose silhouette is partially visible in front of her.

EVERYWHERE

A black silhouette of a man in a suit, seen from the back. He is sitting in a chair, leaning back with his arms outstretched. A small white object, possibly a cigarette, is visible in his right hand.

MAD MEN

Monthly Statement.

DE KALB, ILLS.

M *Miss Anna Gliaden*

In Acct. with **C. W. GARNER,**

DEALER IN

Drugs and...

Medicines.

Groceries,
Crockery,
Glassware.

Sep	3	1 Paste	25
		1 Powder	25
		Bananas	5
4		Soap	5
17		Gasoline	14
29		Vase	40
Oct	7	Candy	5
29		Candy	20
		Soap	5
Nov	7	1 Paste	25
		Candy	5
8		Perfume	35
17		Oranges	40
		Cookies	30
		Crackers	10
		Nuts	30
22		Soap	5

324

Rec'd Payment,

C. W. Garner



lers



H. U. MEYERS, Oph.D.

SCIENTIFIC OPTICIAN

T D F N P B O E

If you cannot read above letters at a distance of ten feet, you need glasses. Try each one separately.



These circles are all equally black and clear. If you can read above letters at a distance of ten feet, you have eyes at a distance of 10 inches. Try each eye separately.

For those cases HEADACHE and NEURITIS which the proper glasses will relieve. I make a specialty of difficult cases.

PRICES REASONABLE - EXAMINATION FREE.

Bell Phone 45-K DeKalb, ILL.

The
JOU
OF THE ASSOCIATION

A man in
worth \$12.
was farmer
clerk got a
few of many
\$1,000 for
ter, \$2 for
her kinds if
particulars.
m, Mass.



CASH BUYERS' 1

WITH W
YOUR
With outfit of 1
42" FOOT
Machinery you
pete with Fact
power, both in q
The only compl
y hour
business a
Send for catalog
W. F. & J
959 Ruby S

in any
& indus-
furnish.
y hour
business a
Send for catalog
W. F. & J
959 Ruby S



How

Die, etc.,

anyone on recd
postage. Address
Get. Savdum

STATEMENT

Rochelle, Ill., *Jan. 1* 194 *7*

M. *H. W. Caldwell*

in account with

LEARN'S DAIRY

Paul D. Learn, owner

Phone 68

Route *C*

Page *106*

BILLS PAYABLE ON OR BEFORE 15th OF MONTH

PREVIOUS BALANCE

35 Quarts Milk	@ 18	6.30
Pints Milk	@	
7 1/2 Pints Coffee Cream	@ 23	1.61
3 1/2 Pints Whip. Cream	@ 35	1.05
7 Cheese	@ 21	44
1 Buttermilk	@	17
Chocolate Drink	@	
	@	
	@	
	@	
	% Tax	19
Total for Month		9.74

1/8/46
Paul D. Learn

"Learn

to drink

the best"

Grand Total

CREDIT

Balance Due

RADWAY'S READY RELIEF
Stops Pain

Don't cry, Mamma has Radway's now

RADWAY'S PILLS
RESTORE HEALTH AND RENEW VITALITY.

R.R.R.
RADWAY'S READY RELIEF

The most certain and safe Pain Remedy in the world that instantly stops the most excruciating pains. It is truly the great

CONQUEROR OF PAIN
and has been more good than any other remedy.

FOR SPRAINS, BRUISES, RACRACHES, PAIN IN THE CHEST OR SIDES, HEADACHE, TOOTHACHE, OR ANY OTHER INTERNAL PAIN, a few applications rubbed on by the hand act like magic, sending the pain to instantly sleep.

FOR COLDS, BRONCHITIS, PNEUMONIA, CONGESTIONS, INFLAMMATIONS, BRUISES, RACRACHES, LUMBAGO, SCIATICA, PAINS IN THE SMALL OF THE BACK, ETC., more extended applications are necessary to effect a cure.

ALL INTERNAL PAINS, PAINS IN THE THROAT OR STOMACH, CHOLERA, SPASMS, RACRACHES, NAUSEA, VOMITING, HEADACHES, NERVOUSNESS, NEURALGIA, RICK, HEADACHE, DIARRHOEA, COLIC, PLEURALGY, FALTING STOMACH, are relieved instantly and quickly cured by taking internally a half to a teaspoonful of Ready Relief in half a tumbler of water.

With RADWAY'S PILLS there is no better cure or preventive of FEVER AND AGUE.

50 cts. per Bottle. Sold by Druggists.

Dr. RADWAY & CO., 32 Warren St., N. Y.

SEE THAT THE NAME RADWAY IS ON THE WRAPPER.

Boy Scouts of America

Distributed to Encourage Better Citizenship

DE KALB
Burdette design for Today
DE KALB, ILLINOIS

Season's GREETINGS
1946

THIS SACK IS FROM
KEIR & COOPER FINE GROCERIES

POWERS & McGIRR
CLOTHING AND SHOES

1 Door West Of Commercial Bank Building

BUY YOUR CLOTHING AT C. SCHUYLER

MEATS! For The Best Style in

SHOES! Both Men's and Women's

DRY GOODS at the lowest prices

SHOES at the lowest prices

WISWALL & WILKINSON
Hanging Housefurnishings

WANT TO SEE US?
We are at the corner of P.S. Main and Tenth Streets. Talk to us before making your next shopping trip.

POWELL & KENNEDY
Sixth and Main Sts.



FOR SALE IN THIS PARK

BOTTLING WORKS, Inc.

Calendars
2 Desks
20 Pens
20 Glens

SMALL FRY

FOURTH STREET MOTOR SALES
FACTORY TRAINED MECHANICS

PHONE 41 DE KALB, ILL.

"Care Will Save Your Car"

DECEMBER 1946	
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	

DECEMBER SERVICE SPECIAL

Remove Cylinder Head
Remove All Gaskets
Refill Valves
Remove Valve Seats
Grind Valves in Seats
Clean and Refurbish Carburetor
Clean and Tune Distributor
Clean and Adjust Spark
Plug
Clean Fuel Pump
Check Ignition Timing
Adjust Fan Belt
Check Oil Water Connections
Tune Motor

ALL FOR ONLY \$7.95

Oldsmobile Sixes-7⁵⁰ Labor
Oldsmobile Eights-11⁰⁰ Labor

FOURTH STREET MOTOR SALES
Phone 41 De Kalb, Ill.

The Best Place in Town to Buy a GOOD Used Car

Expert Home + Auto Radio Service

POST CARD

Peter S. Kavadas
728 N. L. St.
City



Planning an exhibit:

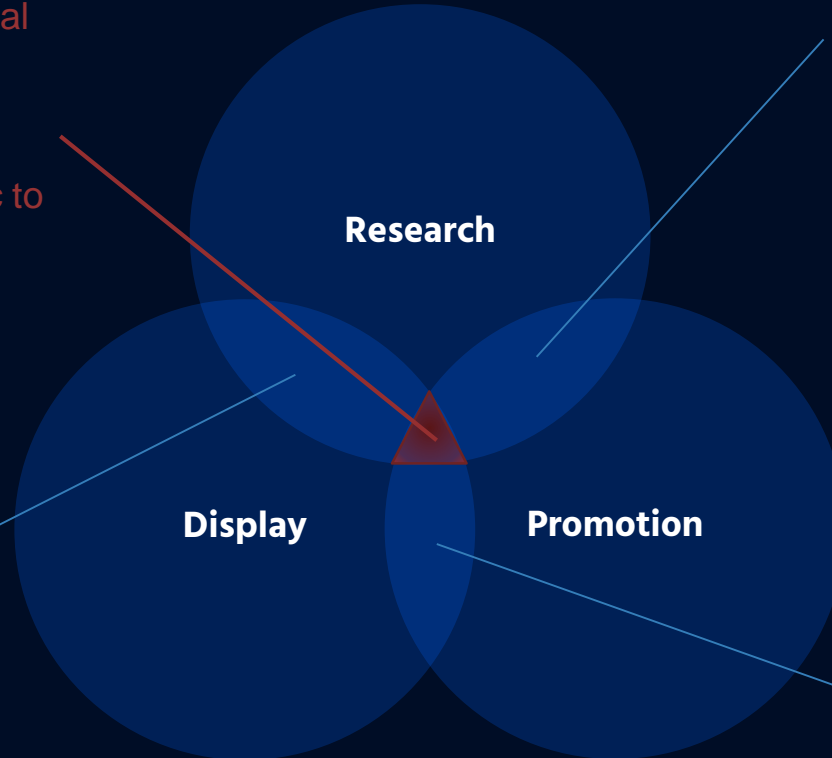
Tips & Tricks

Courtesy of Roy Export Company Establishment

Creating a successful exhibit

Balance of creating visual interest and providing information to target audience with proper promotion, driving traffic to the exhibit

Well attended and informational, but fails to hold visitors' interests



Supplies good information and has creative displays, but does not draw in visitors

Well attended exhibit and visually interesting, but lacks in information catered to audience

Planning

- > Do your research
 - ❖ Topic
 - ❖ Audience
 - ❖ Items for display
- > Plan ahead
 - ❖ Goals
 - ❖ Deadlines

Display

- › Be creative with the layout



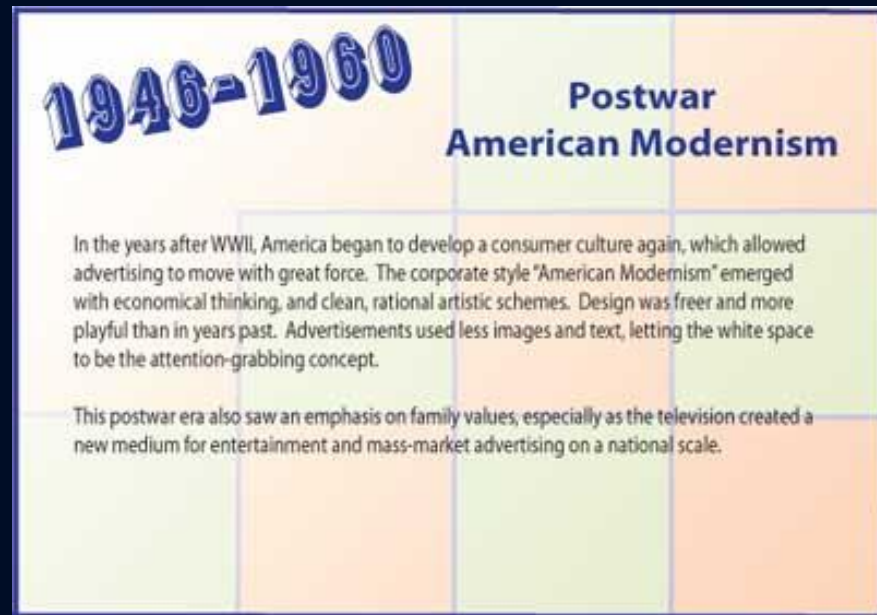
Display

› Use your space



Display

- Readable labels
 - ❖ Font style and size
 - ❖ Thick backing for durability
- Prep ahead of time
 - ❖ Bookmark and strap pages
 - ❖ Exhibit cart



Series labels can support decorative borders;
some busy or colorful backgrounds

Promotion

- › Coordinate opening with local or national events
- › Partnerships



OCT
6-8

**Chicago Open Archives:
Yours to Explore**

CAA's 2016 "Chicago Open Archives: Yours to Explore" is a three-day opportunity, October 6-8, 2016, to invite interested participants to connect with local archives during American Archives Month. Look for the intent to participate form in your inbox next week!

PHOTOGRAPH BY JOSEPH AARON CAMPBELL, CHICAGO HISTORY MUSEUM

This poster features a photograph of a woman standing in a long aisle of a library or archive, surrounded by tall shelves filled with books and documents. The text is overlaid on the image, with the date 'OCT 6-8' in a blue box at the top left. The title 'Chicago Open Archives: Yours to Explore' is in large, bold, white letters. Below the title, a red box contains the event details. At the bottom, a small credit line reads 'PHOTOGRAPH BY JOSEPH AARON CAMPBELL, CHICAGO HISTORY MUSEUM'.



National Archives Month 2011

**FIND IT
IN THE ARCHIVES**

An archives is a place to go to FIND information. But rather than finding it in books as you would in a library, when you visit an archives you gather information firsthand: from letters, diaries, photos, maps, reports, audio and video recordings, and other primary sources.

FIND your way to an archives and discover history! There are national archives, state archives, city archives, community archives, business archives, church archives, and more. Chances are there's one nearby that would welcome your visit. So make archives a part of your world!

SAA SOCIETY OF AMERICAN ARCHIVISTS
www.archivists.org

This poster for National Archives Month 2011 features a collage of historical documents and photographs. The title 'National Archives Month 2011' is at the top. Below it, the main heading 'FIND IT IN THE ARCHIVES' is in large, bold, white letters. The text describes the value of archives and encourages visitors to find local archives. At the bottom, the Society of American Archivists (SAA) logo and website are displayed.

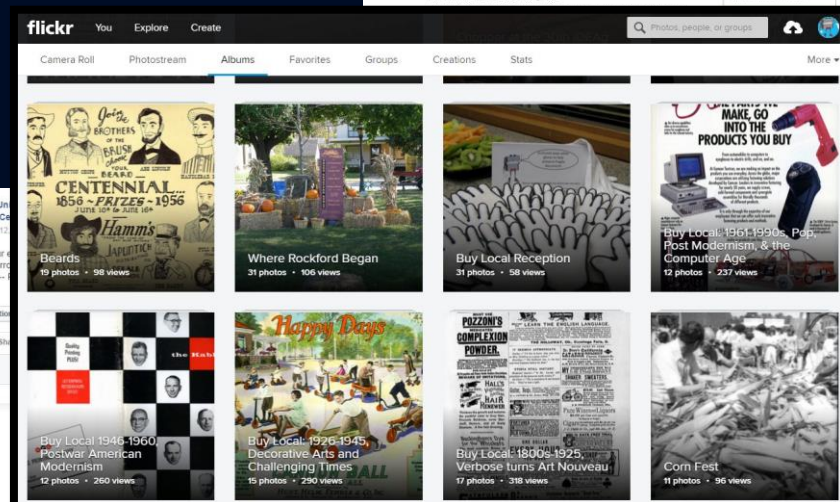
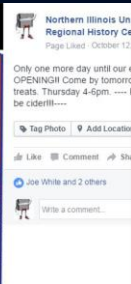


**OCTOBER is
American Archives
Month**

This poster has a dark background with a large, stylized leaf graphic on the right side. The text 'OCTOBER is American Archives Month' is written in a bold, sans-serif font, with 'OCTOBER is' in white and 'American Archives Month' in yellow.

Promotion

- Press release
- Social media
- Online exhibit



Promotion

- Increasing attendance
 - ❖ Opening reception, speakers, films, etc.



BUY LOCAL		
The evolution of advertising in northern Illinois commerce		
<p>In honor of National Archives Month</p> <p>THE REGIONAL HISTORY CENTER PRESENTS</p> <p>BUY LOCAL</p> <p>The evolution of advertising in northern Illinois commerce</p> <p>On display throughout October in the foyer of Founders Memorial Library at Northern Illinois University</p> <p>Please join us for the exhibit's grand opening Thursday, October 13, 2011 4pm-6pm</p> <p>Reception and light refreshments in the Regional History Center, Founders Memorial Library—Room 400</p> <p>http://libguides.niu.edu/buylocal</p>		

Key Concepts

Create a
timeline and
stick to it

Promote your
exhibit

Be creative and
keep it fun

Credits

- › [The Circus](#) from Roy Export Company
Establishment on [British Film Institute](#)
- › Presentation template by [SlidesCarnival](#)