

GERMANTOWN CRIER



The Marketing of Germantown in 1927. See p. 72

**Stepping into the Twentieth Century:
Glimpses of Germantown before World War II**

PROMISES, PROMISES: Advertising Hits Its Stride

Nothing distinguishes the 20th century from its predecessors more sharply than the advent of advertising. Not that merchants and manufacturers had not previously peddled their wares in print, but they did so in "squares" of ten lines or less, without sketches, and with limited variety of typefaces and sizes. The announcement below at right comes from Advertising Circular, "published weekly, distributed gratuitously" in Germantown; issue of Saturday, Nov. 12, 1864.

Sometimes an art, sometimes a monster, ranging from the refined to the strident, advertising and its siamese twin, public relations, came to dominate the media of their transmission. One may have only as much news and entertainment -- and sometimes only the kinds of news and entertainment -- as advertisers will pay for. New ethical standards have had to be developed to control the power of advertising. "Truth in advertising" has become a rallying cry; incursions of commercialism into the arts are fiercely fought, though funds are sought from business; billboards are forbidden along parkways. In the first few decades of this century, however, the voice of the pitchman, though growing louder, had still an agreeable naivete.

RATES OF ADVERTISING.

For 1 square of 10 lines or less, 3 insertions, - - - - - \$1 00
 " each subsequent insertion, per square, - - - - - 25

TERMS STRICTLY CASH.

All orders for transient advertisements must be accompanied by the money.

This Circular is designed as an advertising medium for the business men of Germantown and vicinity, and will be distributed gratuitously in the railroad trains leaving the depot, and also through the town.
 Advertisements received at any time during the week, at TAMAR'S Cheap Job Printing Office, over Weiss' Coal Office.

The collage features several distinct advertisements:

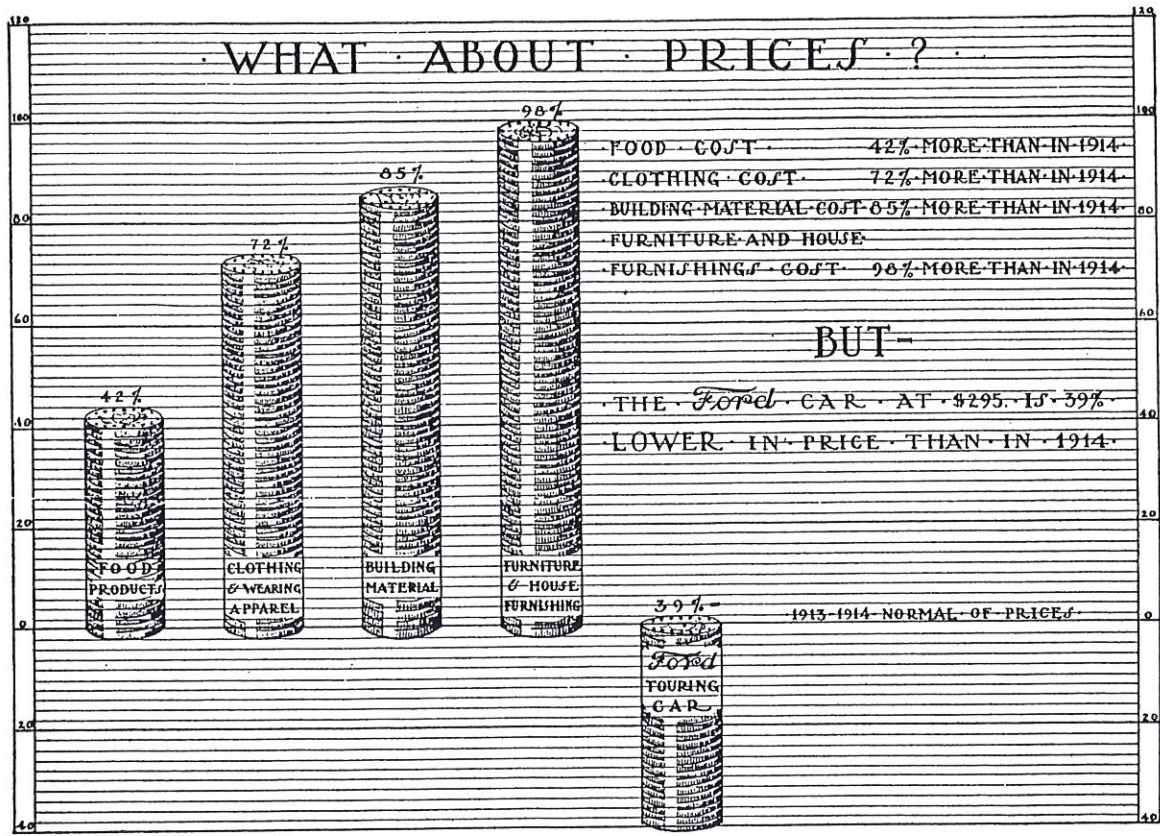
- NATIONAL BANK OF GERMANTOWN**: Founded 1814, Philadelphia, 5500 Germantown Avenue at School Lane, December 31, 1926. Includes a balance sheet with assets like Loans and Investments and liabilities like Deposits.
- Opening our new Millinery Salon**: Featuring Advance Fall Chapeaux after the Parisienne. Located at 5610-5612 Germantown Ave.
- PERMANENT WAVING**: Advertisement for hair services.
- DR. LEBLANC'S OPTOMETRIC**: Advertisement for eye care.
- PELHAM TRUST COMPANY**: Statement of Condition of Close of Business January 30, 1926. Includes a detailed balance sheet with assets like Loans and Investments, and liabilities like Deposits.
- ASHES APPAREL SHOP**: Advertisement for clothing.
- The Unusual Women's and Misses Spring Coats**: Advertisement for coats, priced at 39.50 and 49.50.
- McCALLUM MANOR**: Advertisement for a residential property at McCallum Street, Germantown.
- Galena Homes**: Advertisement for real estate.
- Unusual Opportunity**: Advertisement for a business opportunity, priced at \$16,600.
- Claydon Priestman**: Advertisement for a business opportunity.
- Y.W.C.A. CAFETERIA**: Advertisement for a dining establishment.
- WANT FURS**: Advertisement for fur goods.
- Imported Tapes and Novelties**: Advertisement for a shop.
- LIONEL ELECTRIC TRAINS REPAIRED**: Advertisement for a repair service.

The Evening Bulletin sent Harry L. Hawkins to Germantown on January 11, 1927, to address the Germantown Business Association, meeting at Alden Park Manor, on the benefits of advertising in its pages. The Bulletin sent with him a well-illustrated hard-cover brochure, from which we reproduce the frontispiece.

Our cover illustration reproduces the cover of the same brochure.

"SHOP IN GERMANTOWN"

Examples of advertisements of Germantown merchants reproduced from the columns of *The Evening Bulletin*. Your active participation in the newspaper advertising campaign will make money for you.



The Automobile was developing into the car -- a homely, useful contraption within the reach of ordinary people, not merely for the gentleman of leisure. Ford points out, in an analytical manner, that its touring car has actually declined in price, while necessities have increased over the ten-year period from 1914 to 1924.

Cars also require regular maintenance, and Lloyd's Brake Service bombarded its customers with colorful postcard reminders. Mrs. I. P. Willits saved her junk mail from 1929-1931, and eventually gave it to the Germantown Society.

What a difference!

A PLEASURE TRIP
can give you real pleasure only when you feel the security that sure-footed braking can give you!

LLOYD'S BRAKE SERVICE
217 WEST RITTENHOUSE STREET
PHILADELPHIA, PA.
TELEPHONE GERMANTOWN 4100

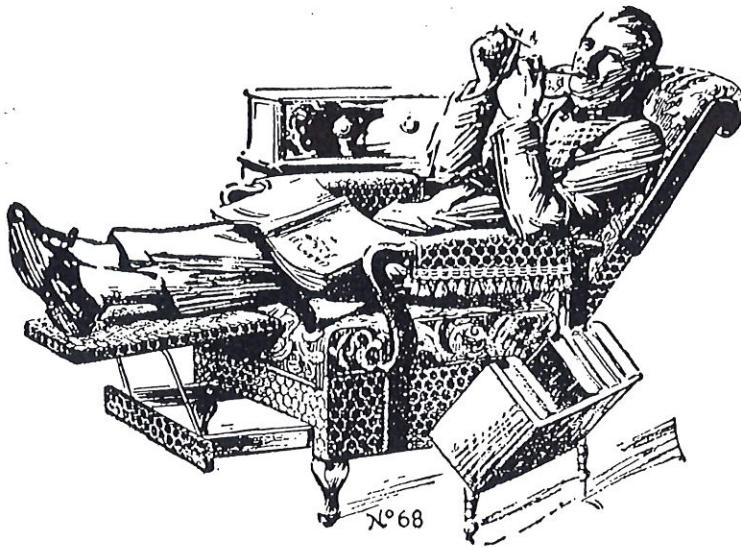
We guarantee a first-class re-lining job at a very reasonable price.

WE SERVICE ALL BRAKES

Raybestos

BRAKE LINING

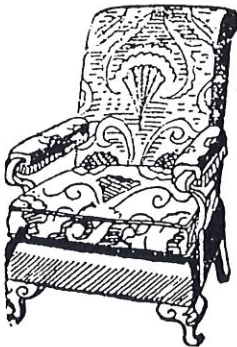
Division of Raybestos



Cogswell Chairs

Of perennial beauty, the Cogswell type of chair will fit into any kind of home with that ease which marks the true aristocrat. Its beauty and comfort make it always a welcome addition.

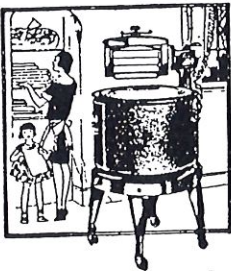
\$29.50



Comfort . . .

is always a good selling-point, especially around Christmas. The Pennsylvania Furniture Company's colored brochure for December, 1929, promoted an early version of the recliner. We are not convinced of the comfort, but we like the price.

Electrify Your Laundry



with an
**ABC
"44"
Electric
Washer**

and an

ABC Electric Ironer

This Extra-Capacity Electric Washer and the Finger-Tip Control Electric Ironer will help you to save week after week. Washer, \$70 cash. Ironer, \$89.50 cash. Only \$5 down for either . . . 18 months to pay.

**PHILADELPHIA
ELECTRIC COMPANY**
41 West Cheltenham Avenue

Convenience and Economy. . .

could be relied on to attract the housewife. Schuck and Philadelphia Electric regularly advertised in The Beehive, a Germantown "booster" magazine published by Fleu & Fetterolf from the teens through the thirties. While durability of appliances was emphasized, new improvements were constantly paraded to tempt the purchaser.

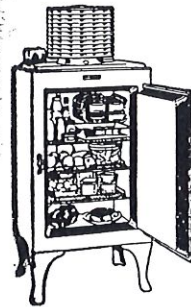
GENERAL ELECTRIC



ALL-STEEL REFRIGERATOR

Now!

A four year guarantee



The General Electric Refrigerator is All-steel construction. Every corner welded. Built for a life time of trouble free service. The simple current saving mechanism is hermetically sealed in the steel walls of the Monitor Top.

Down payments as low as \$9.00
30 months to pay balance

SCHUCK ELECTRIC

POWER—LIGHT—RADIO

46 Germantown Avenue Ger. 2934-2935

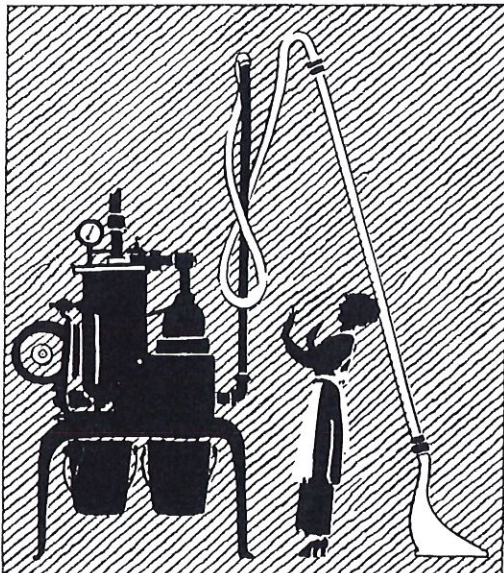
Open Every Eve. Unlimited Parking Anytime



"Merely getting the work done is not a sufficient reason for owning task-saving machinery"

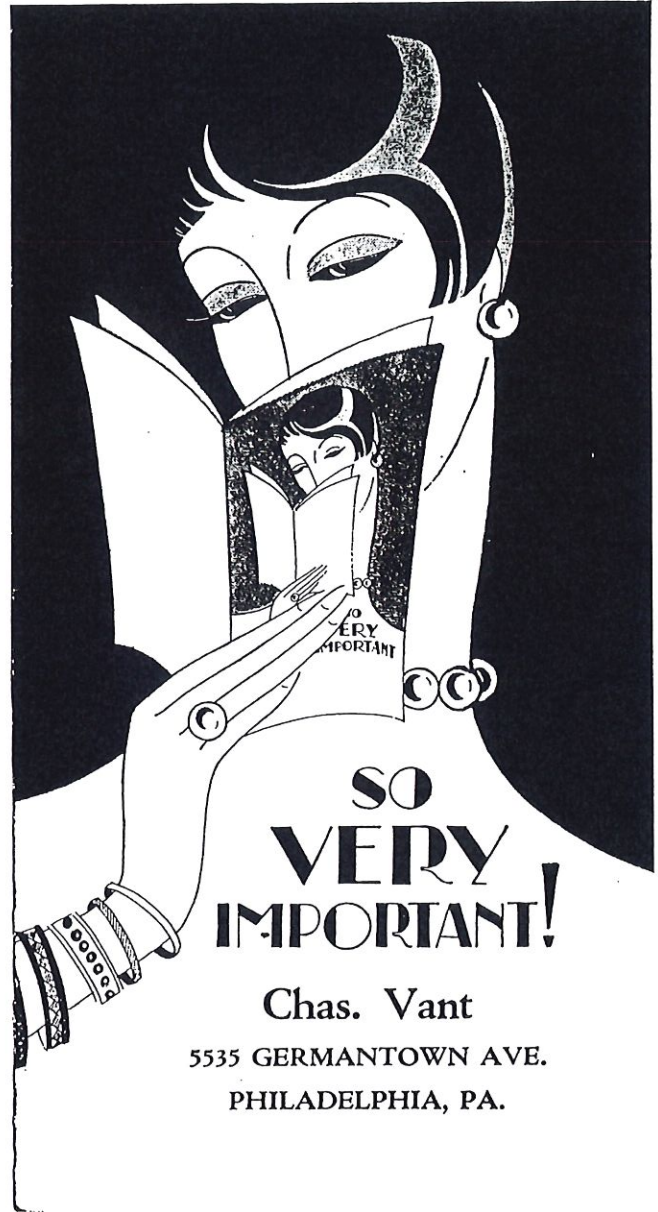


The Domestic Engineer



"Use labor-saving machinery wherever you can, but use it with discretion"

But . . . the housewife must be reminded that the time she saved should be put to good use. We like the humor and understatement of Philadelphia Electric Company's Bulletin (Vol. X, No. 3, September, 1915), and its artist's gentle spoofing.



**SO
VERY
IMPORTANT!**

Chas. Vant

5535 GERMANTOWN AVE.
PHILADELPHIA, PA.

And . . . we like the stylish cover of the brochure (probably provided to him by his suppliers of cleaning fluid, etc.) used by Mr. Vant. What was so very important, of course, was that Milady should have her furs professionally cleaned and stored.

A Cordial Invitation for the few...

The Alden Park Meat Market discreetly informed its clientele that they could expect "the choicest Filet of Prime Beef, Fresh Killed Squabs, Broilers, Fancy Capons, Sweet Breads, Calves' Liver and all the other Fancy Dressed Meats ... whether you purchase for banquet or family of two."

A Grand Opening for the many...

The Food Fair, Germantown's first supermarket, announced itself on January 27, 1937 with full-page ads in heavy type, and another page of "planted" news stories. In its vast new building (still standing, at Germantown & Haines, on the site of the former YMCA), it boasted air conditioning, a clean fresh color scheme of white and green, a luncheon counter, and parking for 1,000 cars at least! Jobs were anticipated for 100 persons, Germantowners preferred, and real estate values were hopefully expected to rise in the neighborhood. Not all of these promises came true; in fact, this market soon had to close for remodeling. But then came a Grand Re-opening in October of 1942, with even greater savings, new equipment, new displays.

The Management
of the
Alden Park Meat Market
Extends to You
A Cordial Invitation for
Inspection on the eve
of Opening
Wednesday, January 28th
Nineteen Thirty-one
From 7 to 10 o'clock

Guaranteed Savings of 10% to 50%
IN OUR
14 Complete Food Departments!

Fourteen complete departments all on one spacious floor — offering a variety that will amaze you! — all perfectly arranged for your greater shopping convenience. It's newer than tomorrow itself! As modern and up-to-date as twentieth century facilities can possibly make it! — and with the Food Fair's low overhead, the lower prices are passed on to you! Every department is packed full of finest quality **NATIONALLY KNOWN** foods—offered to you at savings of 10% to 50%

THE FOOD
QUALITY FOODS
America's Greatest

Now All GERMANTOWN and VICINITY Can Buy QUALITY FOODS at LOWER PRICES!

QUALITY MEAT DEPT.

SCRAPPLE
Made by one of Philadelphia's Leading Packers.
2 lb 15c

In the Food Fair's huge Meat Departments you will find quality that ranks "top." Government Inspected Beef only—is brought to you — at truly big savings!
NUMBER ONE QUALITY — GENUINE SPRING LAMB SHOULDERS 12c
RACK and NECK OF LAMB 10c

QUALITY CUTS—YOUNG STEER BEEF
Chuck Roasts 14c
EXTRA CHOICE CENTER CUTS 18c

Felin's FRESH SAUSAGE 21c

FRESH TENDER PORK LOIN ROASTS 17c
TENDERLOIN END 20c

SWIFT'S BRANDED (Your guarantee of quality tenderness)
Rump & STEAKS 23c

GRAND OPENING SPECIALS EFFECTIVE

TREMENDOUS VARIETY!
Variety reigns in this huge "Help Yourself" Grocery department. Your choice is never limited. Hundreds upon hundreds of items from which you make your selection. Every glance suggests a new menu to you — and every selection thrills you with its variety!

SELF-SERVICE — Help Yourself!

BOSCOL or MAXWELL HOUSE COFFEE 25c
FOUND VACUUM CAN

RINSO SOAKS CLOTHES WHITER
LARGEST BOX 17c

Sauer Kraut 2 15c
Tuna Fish 2 25c
Red Salmon 17c
Tender Peas 3 10c

CRAX "Delmonte" or "Fyne Taste"