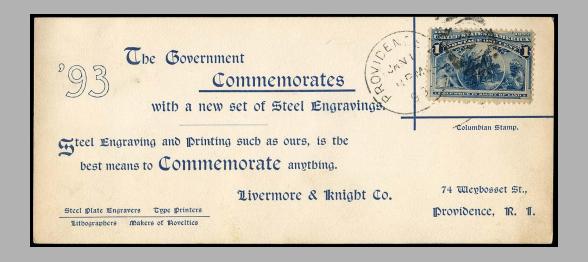
Livermore & Knight Co. Providence, R.I.

Printed Matter Advertising Cards 1891-1918

© by Bob Toal

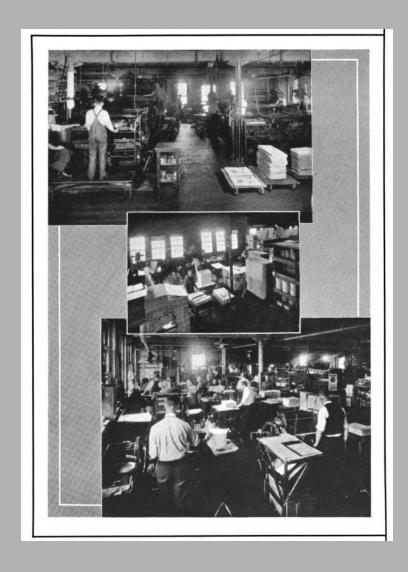


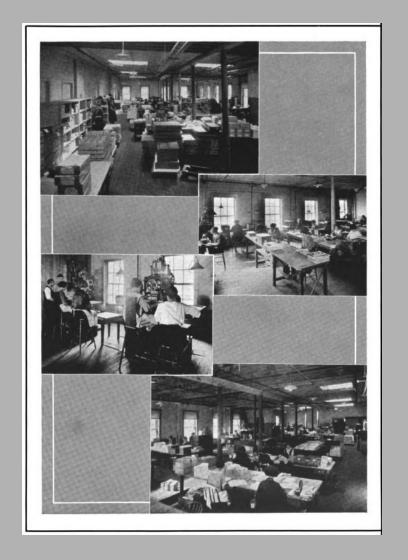


Printed Matter – 1 cent per 2 ounces



L & K – Advertising agency with complete printing and publishing plant.





Location of one or more advertisers who have used services of L & K Co. by 1925

L & K business evolution

- Frank Davenport Livermore Engraver
- Richard Dexter Knight Lithographer
- Knight began 1875; Partnership 1883; Incorporated 1892
- Location 42 Pine St. Providence, R.I. until flood of 1954
- Salesmen offices New York, London, and later Boston
- Pres: F. Livermore (1919), R. Knight (1922), Howard N. Knight (brother)
 1922 -1931 (pub. history of L&K in 1925), Howard Knight (son of Richard Dexter Knight) 1931-1951
- Richard Brayton Knight-1952 until 1971 (dissolved 1985)
- Livermore and Knight Labels United Kingdom 1998-2003

L & K Direct Mail Trailblazers

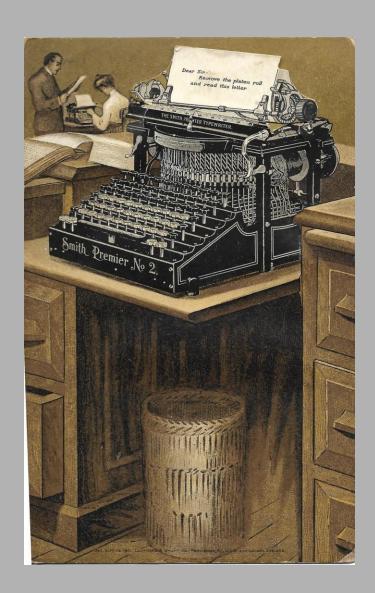
Fifty Years

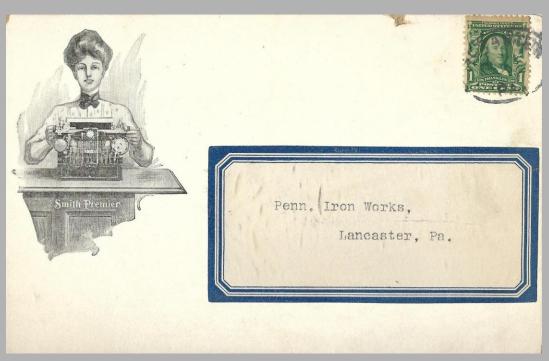
of the

Pioneer Spirit

The few pieces of what we now term "direct mail" matter then in existence were stiff and unattractive. Mr. Knight saw in them an opportunity to do more than ordinary printing. He saw the possibility of dressing the customer's ideas in attractive garb. Furthermore, some day he would not only print the customer's ideas—he would furnish the ideas to the customer.

Smith Premier No. 2 Typewriter-circa 1905







Do You Know It?



Have You Proven It?

Thousands Do and Have.

The Smith Premier Typewriter is the best typewriter made



EST from every point of view. Its characteristic feature is its complete, straightline keyboard. It has a key for every character, thus doing away with the awkward necessity of holding down a shift-key when capitals or certain figures are desired. Because of this keyboard, the amount of wear on type-bars is equally distributed, as no one type-bar is required to carry

more than one type to the printing point. The keys are arranged in straight lines, vertically and horizontally, so that when the hands are in natural position over the keyboard, there is but a straight-forward, up-and-down, or side-to-side motion. No confusion; no inaccuracy; as must be the case with a keyboard whose keys are placed in zig-zag position one from the other. For "touch" typewriting, the quickest, surest, most modern method, there is no machine like The Smith

Premier.

In short—by using The Smith Premier—the World's Best Type-writer—

Time is saved
Energy is saved
Wear and tear on the machine is saved
Confusion, inaccuracy, and mistakes are saved
Money is saved

These are not idle arguments—they are positive advantages to every typewriter user.

The Removable Platen Roll, original and exclusive with The Smith Premier, is also a feature—but that's another matter. We'll talk that over with you some other time, perhaps, but what we want to impress upon you now, is the value of our complete keyboard. May we not demonstrate it to you? No obligation to buy.

The Smith Premier Typewriter Co.

Home Office and Factory,

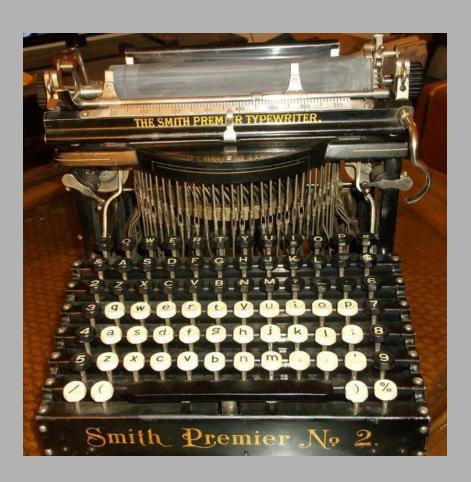
SYRACUSE, N. Y., U. S. A.

Branch Office, 1 Arcade, Scranton, Pa.

REMOVED TO 507% LITIDEN ST



Smith Brothers made shotguns then in 1886 typewriters



Smith Typewriter

- SP #2 made 1896-1908
- Under stroke typewriter (blind)
- Double Keyboard
- "Premier" name a hit

Typewriter industry –

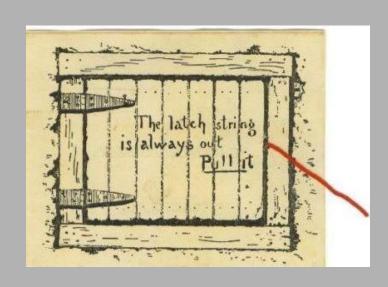
- Standard keyboards 1895
- Front stroke typewriter 1896
- Under stroke typewriters became passe over time

Direct Mail Novelties 1891 to 1918

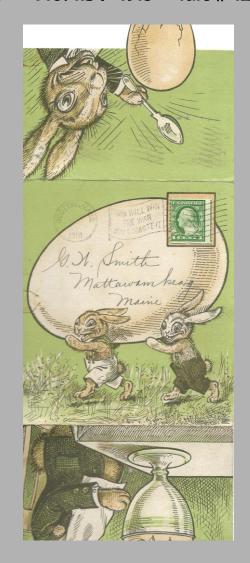
No Number 1891 No. 13 - 1892 Earliest Numbered

No. 1154- 1918

last # 1218







Not all numbered items are mailable cards



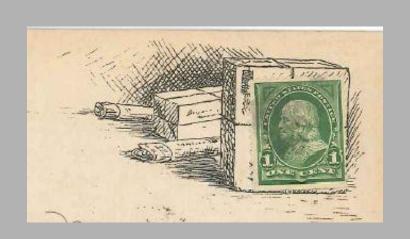
L&K name - printed on card

- Some cards no numbers
- Most cards numbered –
 Range #13 1154 (1218)
- Dates not sequential
- Same card ads differ
- Patent applied for vs
 Copyright vs. All rights reserved (varies)



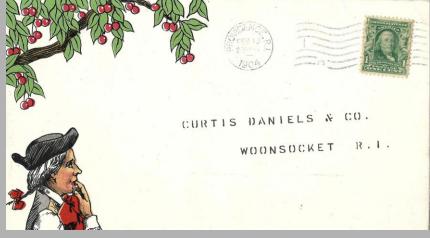


Stamp box art moved to left circa 1904









Auction catalogues often omit numbers and L&K as printer

Lot 1053 ⊠

(Post Card) Illustrated Fold-Out Advertising Cards, 1903-12, four different tri-fold clasp cards bearing caricatures & products opening to various ads or brochures (one with personal message), includes "The Thinker" and Colonial Dress, Hammering Nail and Embalming Fluid in Bag, each frank with 1¢ green with a range of townmarks; few minor card flaws, Very Fine.

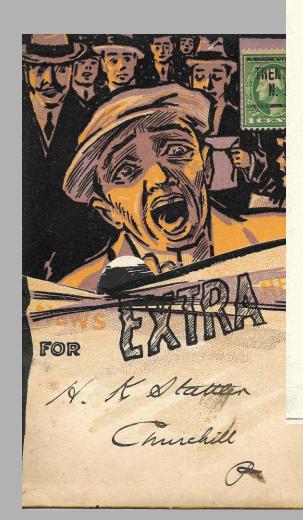
Estimate \$150 - 200.

L & K Collecting

Loyal following of Collectors – supply and demand factors

- Entire field completion?
- Collect pre 1898 L&K cards (pioneer cards)
- Topical Collectors theme on card (front and back) or product in the ad text: bicycles, telephones, CWF, etc.
- State Collectors- based on specific advertiser
- Current News headlines are desirable

European War – Fall suit sale!



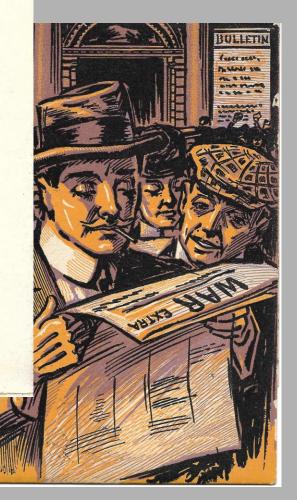
EXTRA! EXTRA! JUST OUT!

Here is an "extra" invitation for you to get in touch with our superb collection of Men's, Young Men's and Boys' Clothing for fall and winter.

During this European struggle, we intend to maintain the confidence of our customers by our ability to "deliver the goods" at all times.

The way to do this is

TO SHOW YOU!



Styles of Cards

- Regular size with printed ad others with add on pouch and ad insert
- Letter cards perforated end tab or notch
- Bi and Tri folds with printed ads or enclosures
- Die Cut cards
- Long and oversized cards varieties
- Mechanical cards moving parts or intricate
- Single cards with blank backs
- Trade cards
- Look a likes exist Foreign and US

1. Regular size cards



Il wool and a yard wide"





THE HUB. SOLE AGENTS. A RECORD BREAKER! YOUNG BROS.' HATS "NONE BETTER MADE" BETTER BROS. FALL AND WINTER, '97='98. "NONE STYLES BETTER NOW THAN NONE READY EVER HATS. \$3.00 AND \$4.00 THE HUB ... HATTERS TO THE PEOPLE ... SOLE AGENTS GLUCK BUILDING. THE HUB. SOLE AGENTS.

Gluck Building fire 1959- Spencer House fire 1892- American Hotel fires 1863-5



The price for 500 is \$10, 1,000 \$15, and each additional thousand ordered at the same time \$12. This price is net; there is no discount.

We make a large line of such circulars, but this is a cute one for you to use. Write us.

.

Livermore & Knight Co.

Head Office and Factory
PROVIDENCE, R. I.

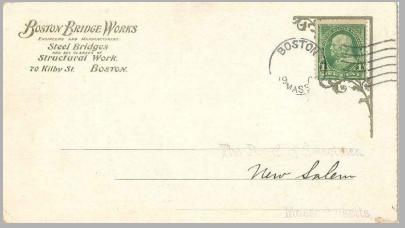
SALESMEN'S OFFICES, NEW YORK AND BOSTON.



2. Letter Card style – tear along edge









Cathode Rays - posted May 1896





Y means of the CATHODE RAYS, we are enabled to examine the wonderful organism of the human system, but we are not enabled to discover the vital force which supplies it with its motive power. Could the

CATHODE RAYS

be applied to the Needham Pianos and Organs, we would be enabled to discover the most wonderful organism, and be surprised at its simplicity, but would still be unable to discover the vital force which gives to the music its more than life-like sweetness. We could ascertain its mechanism, but could not understand the genius which makes the Needham Instruments excel all others in tone and action.

Then without the use of CATHODE RAYS, but by the application of the naked eye alone to the price list, the reason is at once made plain why the Needham Instruments are always in demand, and why the Needham Agents are always prosperous.

For further cathode rays on this subject, address

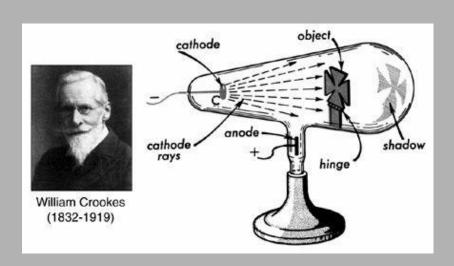
THE NEEDHAM PIANO & ORGAN CO.

36 East 14th Street

New York City.

VERTER YOU MILE BUY WITH NYC 1896 YT PINGET LOV ALCUL TER

X-Rays discovered Nov. 8, 1895





- Roentgen one of many studying cathode rays
- Noticed a florescent screen9 feet away lit up
- Covered tube and still lit up
- Put hand in front of screen and tube and saw his bones
- Took x-ray of wife's hand and did experiments
- Wrote paper submitted
 December 28, 1895

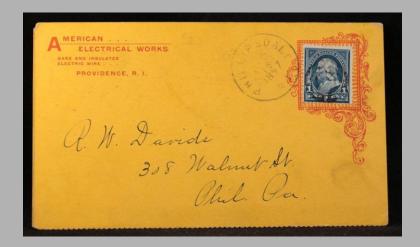
First medical x-ray in US Feb 1896

- Front page news in US about x-rays Jan 1896
- Eddie McCarthy fell ice skating Jan. 19, 1896
- Had left wrist x-rayed
 at Dartmouth Feb. 3rd
- The rest is history

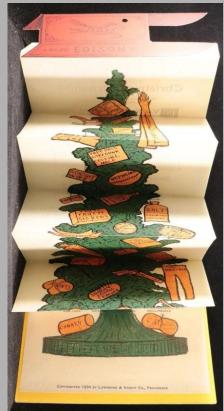




American Electrical Works 1897 Ad

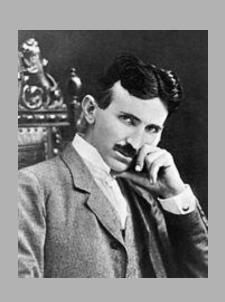








War of the Currents





- Tesla worked with George Westinghouse on AC current projects
- Edison was pushing DC current infrastructure

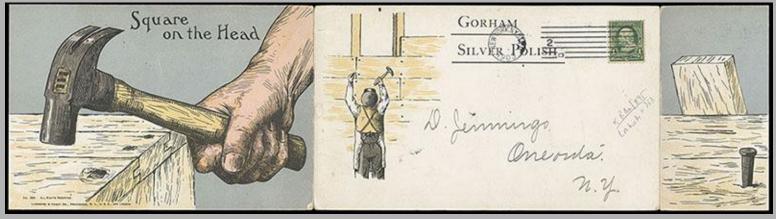
Niagara Falls power
 plant project of 1893 –
 2 phase AC won out

3. Bi Fold cards with printed ads



4. Tri fold cards with printed ads







A WIRELESS

TEAR OFF HERE

This slip must be presented in order to secure tickets which will be on sale on or after August 28, at cashier's desk, E. J. Hickey Co., or at the dock on the evening of the moonlight.



Boat leaves foot of Griswold St. at 8.15 sharp

Tri fold card - Marconi

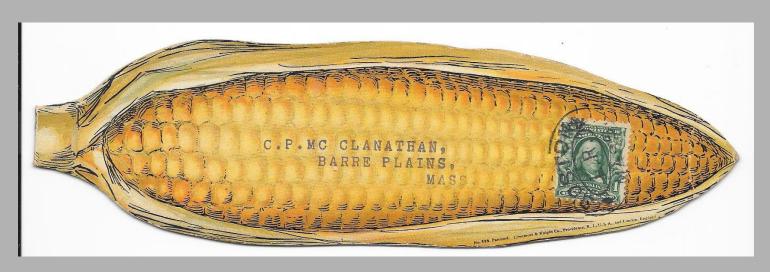


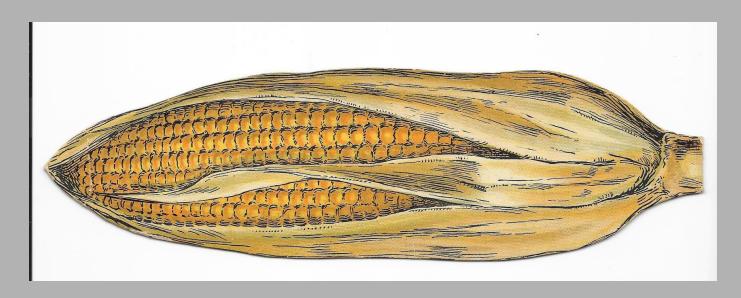
Wireless Telegraphy

- Various researchers investigating for years
- Marconi Italian but went to England to get his patent June 1896
- Nov. 8, 1899 installed equipment on St. Paul
- December 17, 1902 transmission across the Atlantic

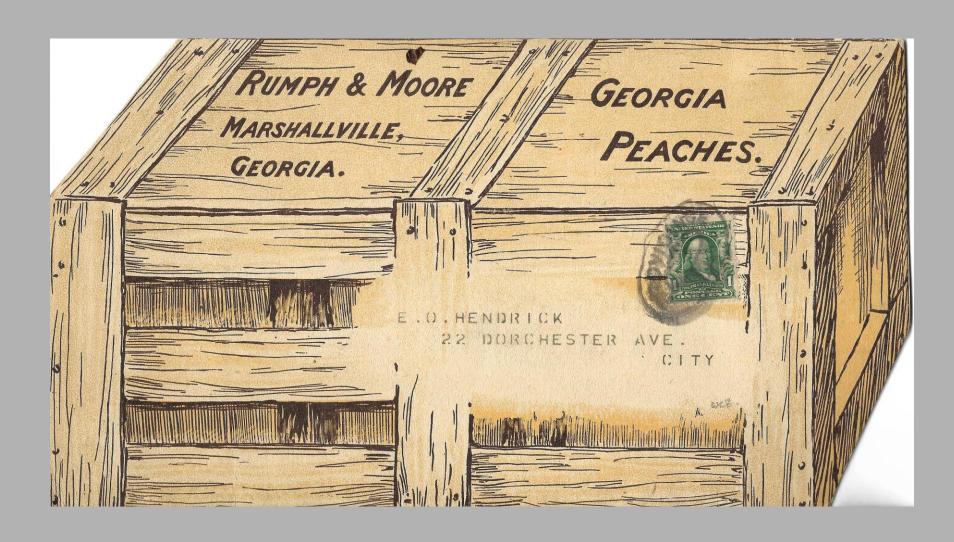


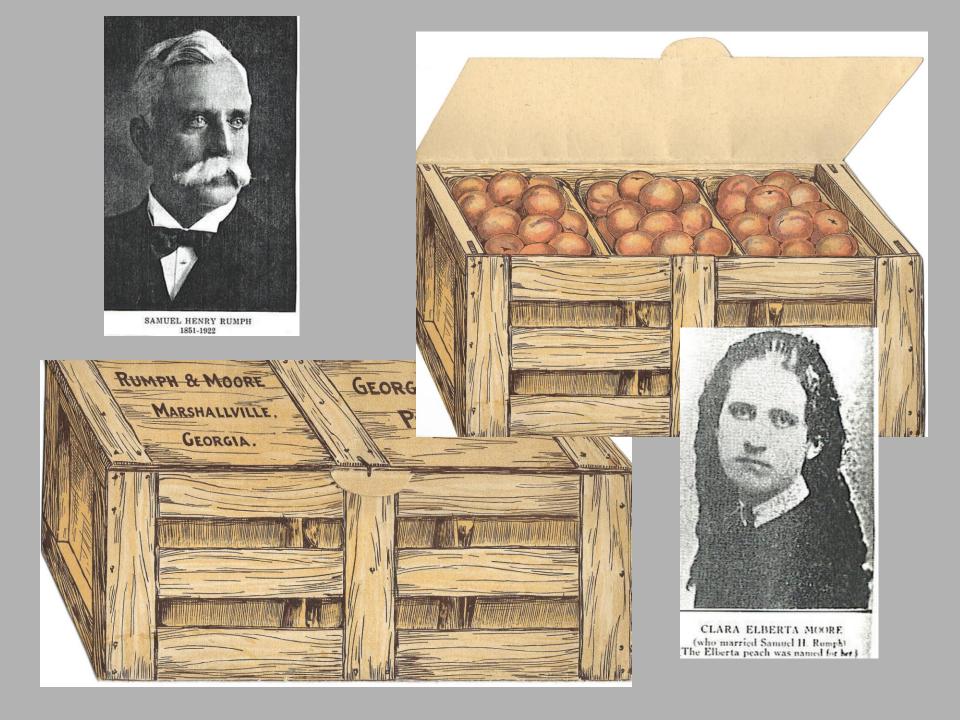
5. Die Cuts





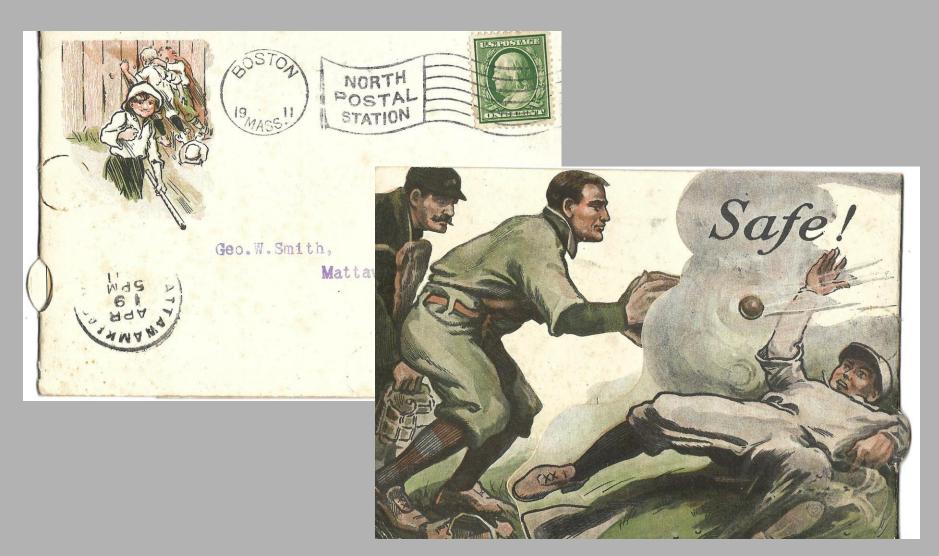
Die cuts - Georgia Peaches







Tri fold - die cut flap

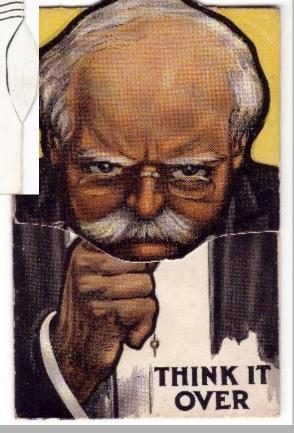




Partial Die Cut









Spanish American War victory





OUR NEW POSSESSIONS.

CUBA Columbus discovered Cuba in 1492. The island is more than 750 miles long and 31 to 140 miles wide, and has an area of 28,50,000 acres, of which 17,000,000 are uncleared forests and about 2,000,000 are under cultivation. The export of sugar is one-fourth the world's crop. Tobacco and coffee are produced in large quantities. Havana and Matanzas are the principal commercial ports. The present population is about 1,610,000 people; about 950,000 Cubans (white), 500,000 colored, 150,000 Spaniards. Nearly every nation is represented on the island.

The Mawaiian or Sandwich islands, a group of eight inhabited and four unimhabited islands, in the North Pacific Ocean, were discovered by Captain Cook in 178. Hawaii, the name by which the group is designated, is taken from that of the largest Island, Hawaii, and is the name adopted by the inhabitants. The other name was given to it by Captain Cook, the discoverer, in honor of the Earl of Sandwich. From Honolulu, the capital, the distance to San Prancisco is 1,000 miles. By the capital take in 1878 the population of the whole group amounted to 35.00 which 4,600 were pure Hawaiians, balance being of we nationalities and half-castes. Temperature will vary during 1,000 from about 679 to 50%.

MANILA

the capital of Luson and the Philippine Islands,
was founded by Legaski in 1532. The climate is
healthful, the mean temperature being about 82.6 Fahr. The hot
season prevails from March to the end of June. The rest of the year
may be said to be showery and stormy. Manila hemp, sugar, cigars
and coffee are the chief articles of export. The population is
walled town in 1830 was 13,000, and that of Binondo and the suburbs
the complete one.

PORTO RICO

Porto Rico, one of the West Indies, discovered by Columbus in November, 1495, is to 8 miles long and 37 miles broad, and has an area of 3,359 square miles. Besides the two staples—sugar and coffee—tobacc, cotton, rice, maize, as well as oranges, cocoanuts and other tropical fruits are commonly cultivated. In 1880 the population was 754,313, the white population being nearly one-third larger than the colored.

LADRONES

Ladrone or Mariana Islands, a chain of fifteen islands in the North Pacific Ocean, with a total area of about 417 square miles; eleven are uninhabited, four are inhabited. The total population is roughly estimated at 8,000.

Islands limate is The hot the year ir, cigars

ties, disr, 1493, is p square s, cotton, pal fruits

> of fifteen i, with a ted, four

LET THE EAGLE SCREAM!

THE WAR IS OVER! VICTORY IS OURS!
PEACE HAS COME!

efforts in the cause of freedom are crowned with grand success. It is proper that our enthusiasm should have full sway, and then, like the good, hard-headed, common-sense people we are, let us settle down to business and prepare for the prosperity which is at hand. Now is the time to place your orders for DRESSINGS, STAINS, INKS, NEW METHOD BLACKING, CEMENTS AND WAX, and be ready for the large Fall business sure to come.—Patriotically and commercially yours,

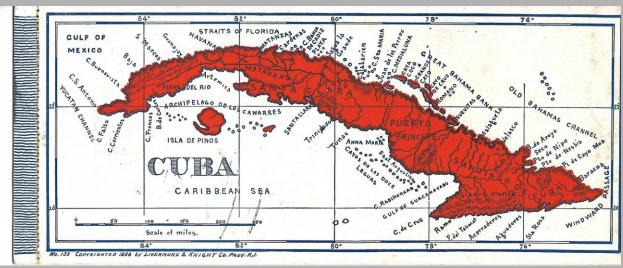
C. L. HAUTHAWAY & SONS,

SEND FOR OUR NEW CATALOGUE.

346 CONGRESS ST., BOSTON, MASS., U. S. A.

Spanish American War - 1898



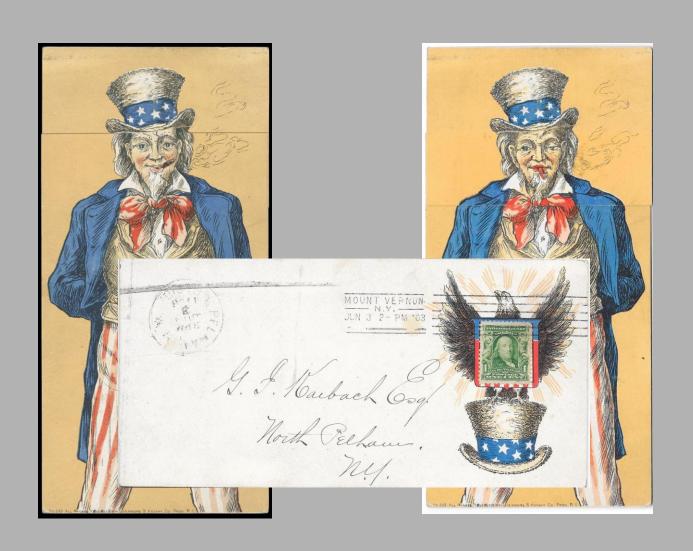


Klondike gold rush - 1896-1899





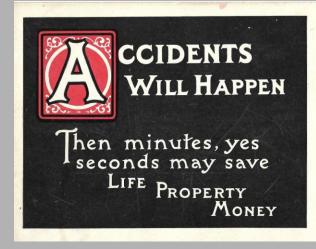
Patriotic - Uncle Sam

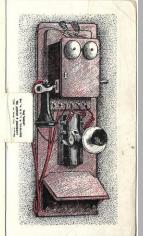


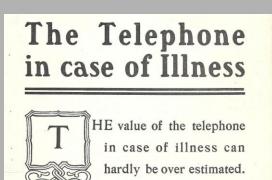
Why you need a Telephone?





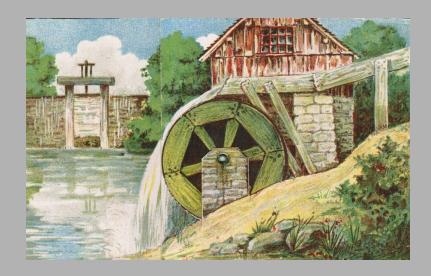


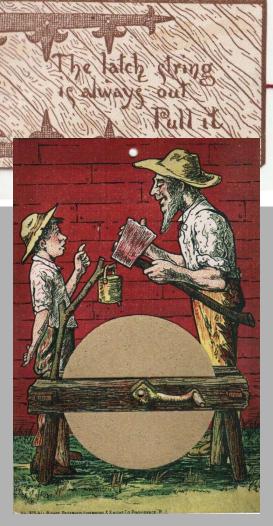




7. Mechanicals







Now what is usually kept under lock and key? Valuables!

So it is in this case—under this lock and key.

This case contains valuable pointers regarding the

PEN-DAR METAL LOCKER



if you want to provide your employes with a secure and healthful place to keep their clothes it can best be done by the use of the Pen-Dar Metal Locker.

Reasons why the PEN-DAR METAL LOCKER is the best-

- Being of open metal work they afford free circulation of air.
- 2 They are germ proof—no convenient corners in which vermin or foreign matter of any nature may lodge.
- Being fire proof they will reduce insurance rates.
 They are time savers. No looking for mislaid articles.
- 5 They afford each employe with distinct and separate accommodation.

Don't you think they will help your business? Save time, trouble and confusion in your shop or office? Give more comfort to your employes?

They are a distinct advantage to clubs if only the ventilation standpoint is considered.

For further information, etc., address

Edward Darby & Sons Company

MANUFACTURERS

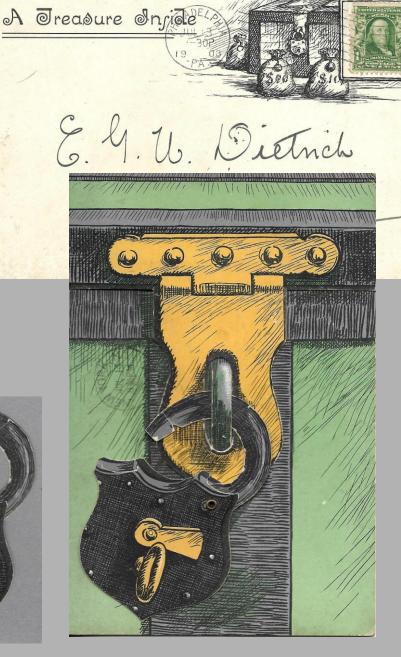
233-235 Arch Street PHILADELPHIA, U. S. A.



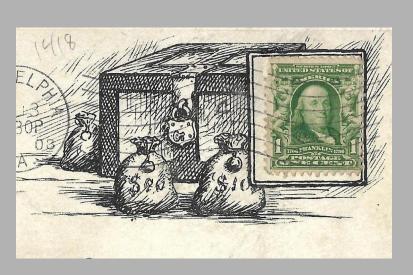
PADLOCK AND KEY

Released at last!
The key is found!
The lock is sprung!
The treasure box is open and the treasure is found!





Padlock Mechanical Ad Card

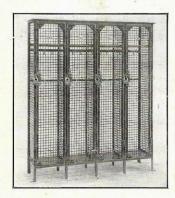




Now what is usually kept under lock and key? Valuables!

So it is in this case—under this lock and key.
This case contains valuable pointers regarding the

Pen-Dar Metal Locker



if you want to provide your employes with a secure and healthful place to keep their clothes it can best be done by the use of the Pen-Dar Metal Locker.



Down With Huerta - circa 1914







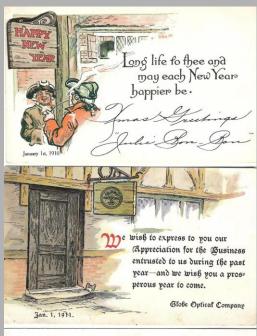
Victoriano Huerta – Mexican Military Officer and President of Mexico by Coup

- Office Feb 1913- July 1914
- Coup Backed by Germany and US (Taft)
- President Wilson did not recognize, allowed arms sales to rebels
- Huerta fled to Spain
- Later attempt to regain power with German aid, arrested by US. Died in custody Jan. 1916





8. Single cards with blank back Some with add ons



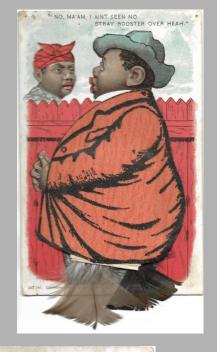


COPYRIGHT, 1909, BY LIVERMORE & KNIGHT CO., PROVIDENCE, R. I. No. 777.



"Stereotypes"











"Stereotypes"



FIFTH ANNUAL TOURNAMENT THE ALL GOLD MEET AT WALTHAM OF THE A. C. C. AND MASS. DIV. L. A. W. MEMORIAL DAY, MAY 31, 1897.

Each year the race tournament held under the auspices of the Associated Cycling Clubs of Boston and Vicinity in conjunction with the Spring Meet of the Massachusetts Division of the L. A. W., has proven a brilliant success, and one of the most interesting features of the Spring meet. It is with much personal gratification that we make the announcement that the tournament at Waltham, Most of the configuration of the season what Springfield is the vicinity of Boston, and the better to be under the configuration of the season what Springfield is a talently by a number of them. No tournament on that day offers a more valuable list of prizes. Every prize offered by the promoters will be solid good, and, moreover, have an actual gold value to the amount advertised.

Until the day of the meet Reserved Seats are for sale only at the store of F. Abraham & Son, 25 Court Street, Boston. Price 50 cents. Applications by mail will receive prompt attention. It will be well for clubs and large parties desiring to sit in the same section to make an immediate application; by so doing a good seat is assured. Arrangements have been made for special trains and the special rate of 20 cents round trip to Riverview, (bicycle carried free) where the Waltham track is located. Moreover, admission to the race meet this year will be half price to all L. A. W. members. These 25 cent admission tickets will be placed on sale at L. A. W. headquarters, May 29th. Buy your reserved seats at once and your admission tickets later. Such is the popularity of the A. C. C. meet that the grand stand is practically sold a week before the tournament. We recommend your immediate application for seats. The press endorsements of the A. C. C. tournament last year will in themselves be the guarantee that a high standard of excellence and superiority is a feature of the A. C. C. ARTHUR K. PECK, MANAGER. tournaments.

F. S. MCCAUSLAND, JR., PRESIDENT A. C. C. J. EMORY TIPPETT, CHIEF CONSUL MASS. DIV. L. A. W.

PRIZES: \$1300 in gold medals and cash. Special features and record attempts by the world's champions, and the following events: 1. novice, 1 mile, amateur; 2. 1/3 mile open, amateur; 3. 1/2 mile handicap, amateur; 4. A. C. C. championship, special race, open to A. C. C. amateurs and college riders only; 5. 1 mile, school boys race, open to members of any High or Latin school in the state; 6. 1/2 mile open, professional; 7. 1 mile open, professional; 8. 1 mile handicap, professional.

We take pleasure in inviting amateurs from the following colleges to ride in the college race and other amateur events, viz: Harvard University, Vale, Princeton, Tufts, Cornell, Boston College, Boston University, Columbia, Massachusetts Institute of Technology, Holy Cross College. The right to invite other colleges to participate is reserved. A cordial invitation is herewith extended to members of any High or Latin school in the state to enter the school boys race and other amateur events (said contestants to be over 15 years of age).

PRESS NOTICES A. C. C. Meet of Last Year.

Boston Post. "Bicyclists are Boston Post. Dicyclasts are cheered. Over 20,000 spectators present." "Amid the wild plaudits of thousands the annual bicycle races of the A. C. C. were lost and won." "Too much can hardly be said of the management

Boston Globe. "The new met-alithic oval was the focus point of every eye in the country whose owner cared anything about cycle racing, and 14,000 owners were present in person to see The Grandest Afternoons Sport ever put up in Massachusetts or the East, with the possible exception of Springfield,"

Journal. "Certainly a grand success, not only from a financial standpoint, but the satisfaction afforded the patrons. The first race had hardly started before

the sign standing room only was lung out. About a thousand were necessarily accommodated by being allowed to take a standup seat in the large oval."

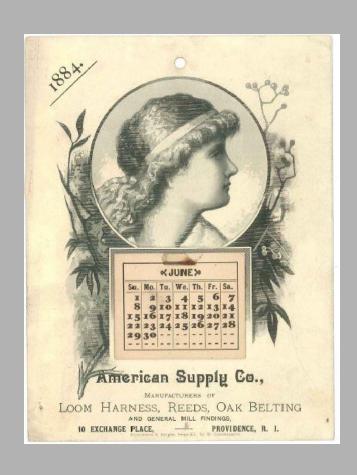
Bostos Berald. "Big and enhusiastic Crowd and Exciting Racing." "The leasure of the mountain worthy of inspection, representing, as if did, every condition of humanity, from the rich to the poor, the enthusiastic to the cynfe, and who vied with each to the cynfe, and who vied with each Not only did they appland, but they even howed with delight, and some fairly jumped out of their seats with excitement over some of the close finishes." "But greater interest lay, and to the credit of the A. C. C. it can justiple said there never were such interesting events held in this section.

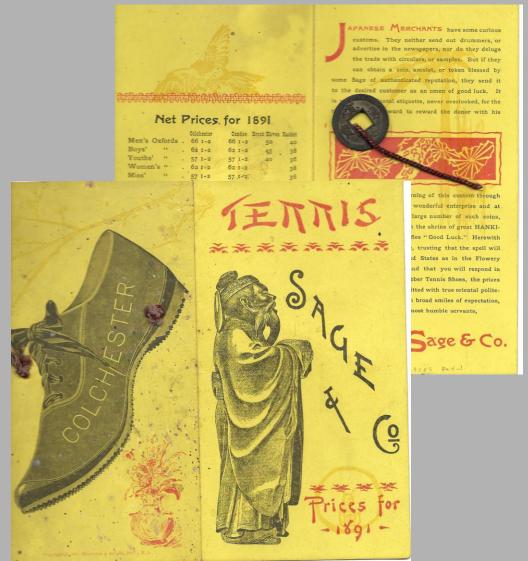


Showing the attendance at the A. C. C. Meet at Waltham Track, Waltham. Why not secure your tickets now and see the grand tournament there in the afternoon of Memorial Day.

From Beston to Waltham is a delightful ten mile ride on one's bloycle. There will be facilities inside the grounds for the checking of wheels.

9. L&K Trade Cards





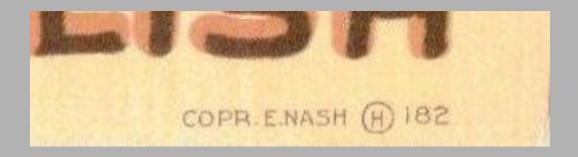
10. Look a Likes - Foreign



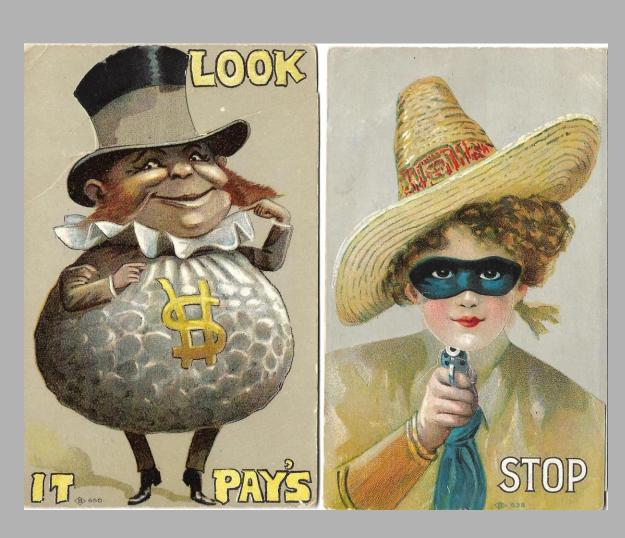
Henderson Litho Tri folds – circa 1904



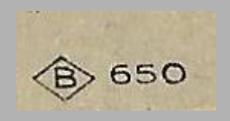




Sheldon Press Tri folds – circa 1910







Livermore & Knight Co. 1883-1985

