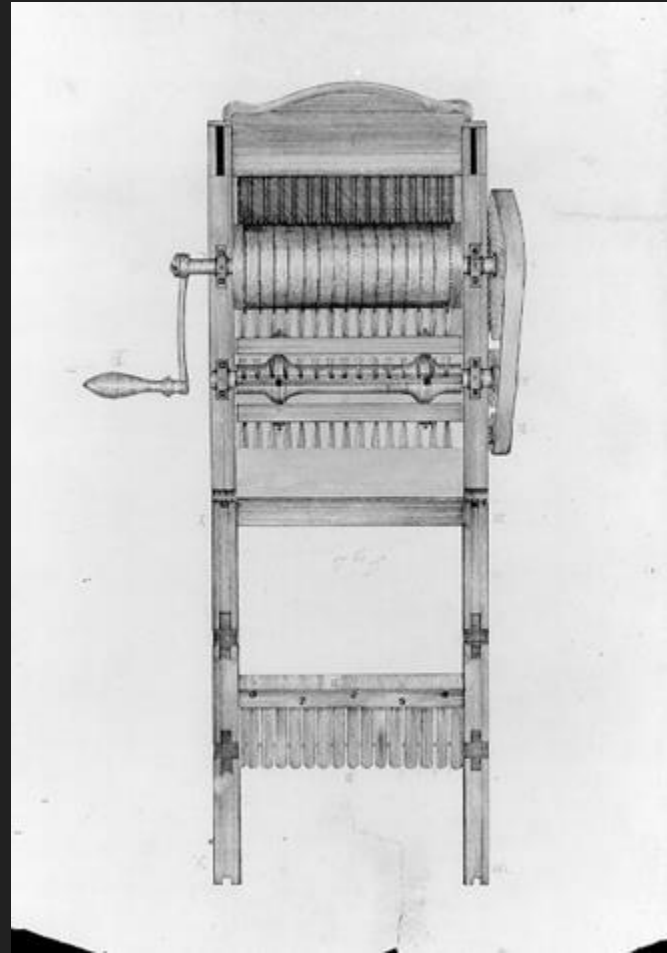


The Cotton Gin

Ready to invest in the fabric of the future? Look no further than cotton!
After all, it is...

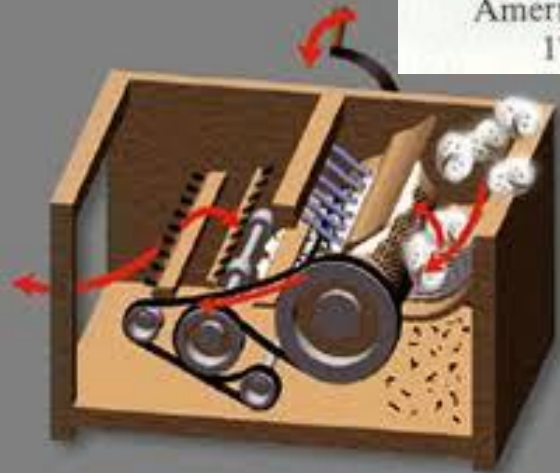


What Is It?

- Eli Whitney has invented a machine that quickly removes cotton plant seeds from the valuable cotton fiber
- Much faster than removing the seeds by hand
- Allows more cotton to be produced faster to be shipped off & made into clothes & other fabric
- Higher quality cotton than cotton picked by hand
- Produces 50lbs of cotton per day!



Eli Whitney
American Inventor
1765-1825



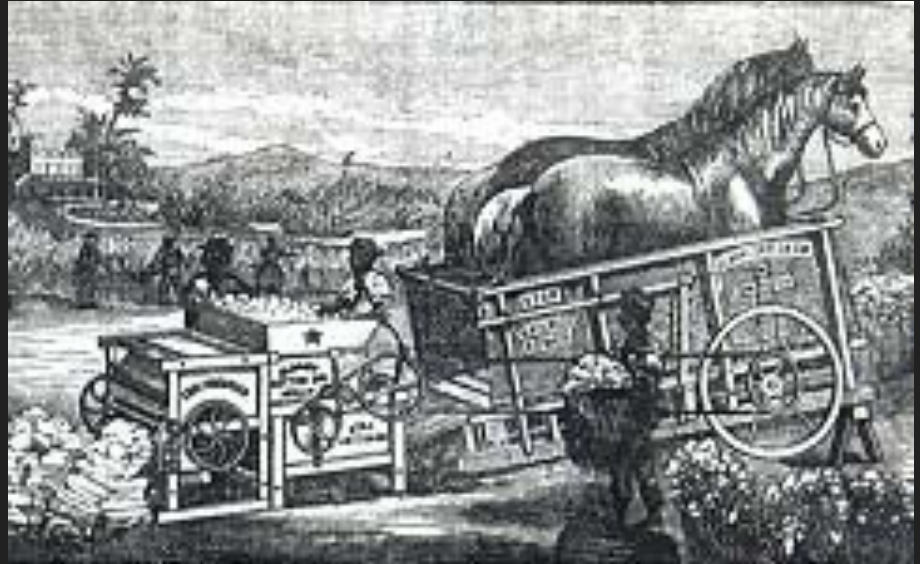
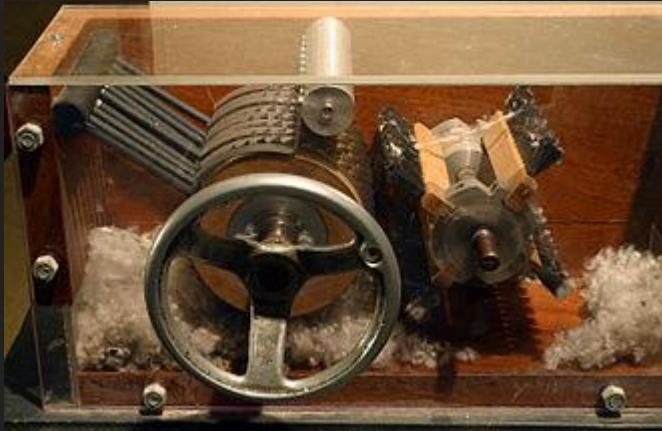
The Opportunity of a Lifetime...

Farmers today are desperately searching for a way to make cotton profitable. It takes one slave 10 hours to produce one pound of cotton! But with the cotton gin, 2 slaves can produce 50 pounds of cotton in a single day! Cotton producers in the southern US and in the British West Indies (Caribbean) will pay top dollar for these machines.

Versatility

There are two affordable versions of the cotton gin

- A small, hand-cranked gin for easy, small scale use
- A large gin that can be powered by horse or water power for large scale production

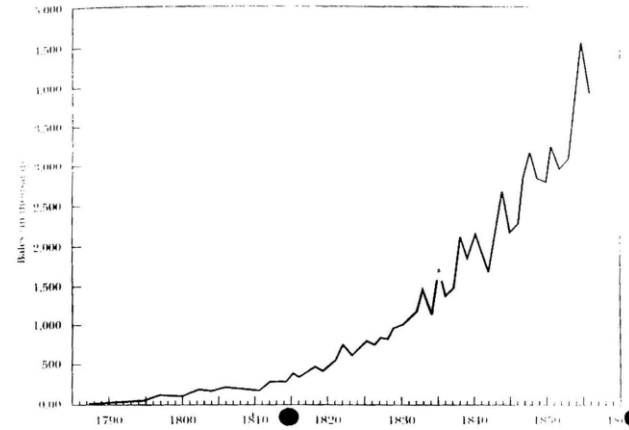


Why Invest?

- New factory & mill systems in Britain & the US are increasing global demand for cotton in the textile industries
- Canals, railroads & roads make transportation of cotton to northern manufacturers easy
- Transform cities like Charleston, New Orleans, & Mobile into new centers of trade & shipping

FIGURE 11.2

The Course of Cotton Production, 1791–1861



Year	Cotton Production	Slave Population
1800	100,000 Bales	900,000 Slaves
1810	200,000 Bales	1,200,000 Slaves
1820	400,000 Bales	1,500,000 Slaves
1830	700,000 Bales	2,000,000 Slaves
1840	1,400,000 Bales	2,500,000 Slaves
1850	2,100,000 Bales	3,300,000 Slaves
1860	3,900,000 Bales	4,000,000 Slaves

Invest today & see the US surpass the British as the world producers of cotton!



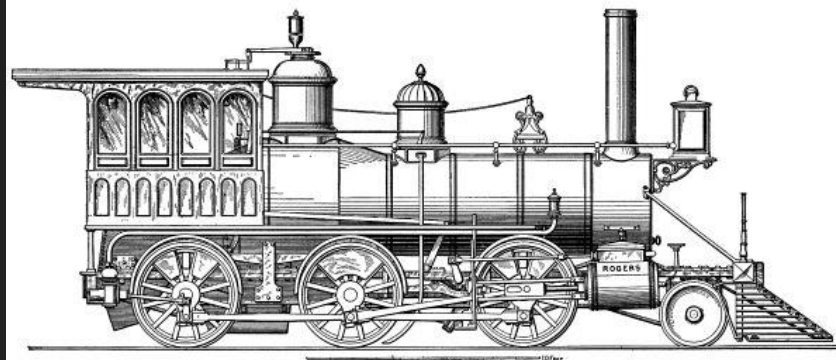


FIG. 19.—FIRST MOGUL ENGINE, BUILT AT THE ROGERS WORKS, 1863—NEW JERSEY RAILROAD AND TRANSPORTATION COMPANY.

The Railroad & Locomotives

Looking for an even faster mode of transportation to further expand the commercial economy and travel?
Look no further than the railroad!

What's a Locomotive, you ask?

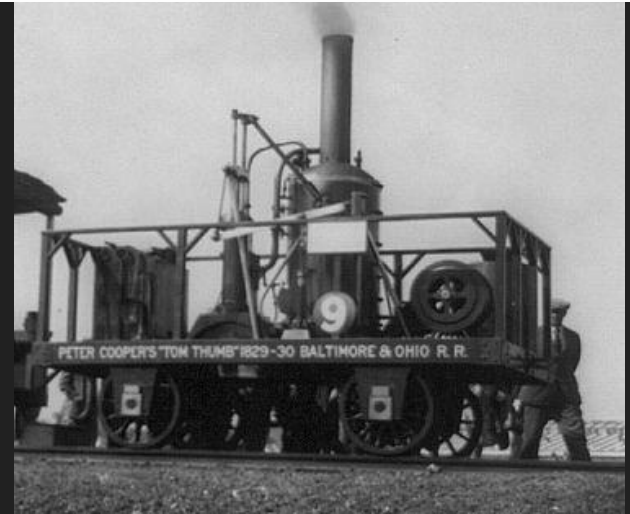
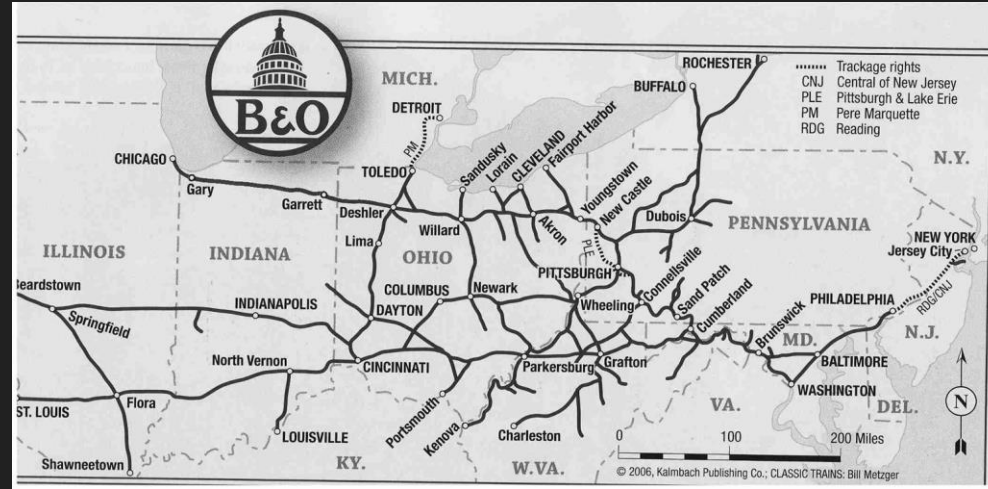
Only the best new mode of transportation available! No more relying on horsepower and old wagons and carriages. Locomotives utilize new, high powered steam engines to revolutionize land travel

No waterway? No problem! Railroads can be built anywhere



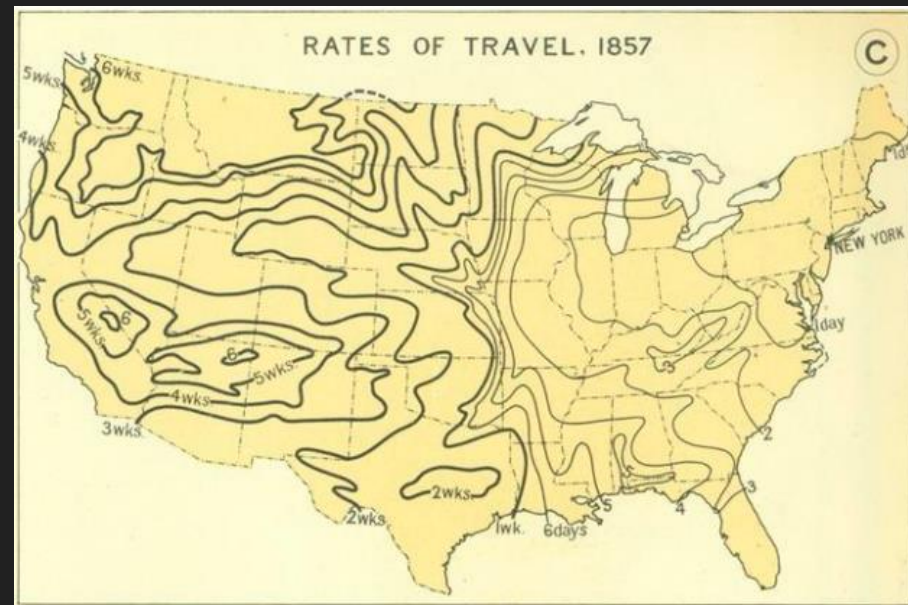
Peter Cooper & John Stevenson have perfected English locomotive technology, already demonstrating the usefulness of steam locomotives.

Now is the time to get in early on this investment! The B&O Railroad has just opened in 1830, linking Baltimore with the Ohio River. More railroad track will soon follow, crisscrossing & linking the country.




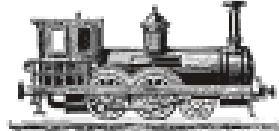
Why Invest in Railroads?

- Less costly, time consuming, and labor intensive to build than canals
- Railroads can go where boats & carriages can't!
- By 1850: 9,000 miles of railroad track crossing the United States drastically reducing transportation time.
- Reduce travel & shipping time & cost
- Demand for railroads will only increase as the country and economy grow!



Comparison of Transportation Rates from the 1932 *Atlas of Historical Geography*

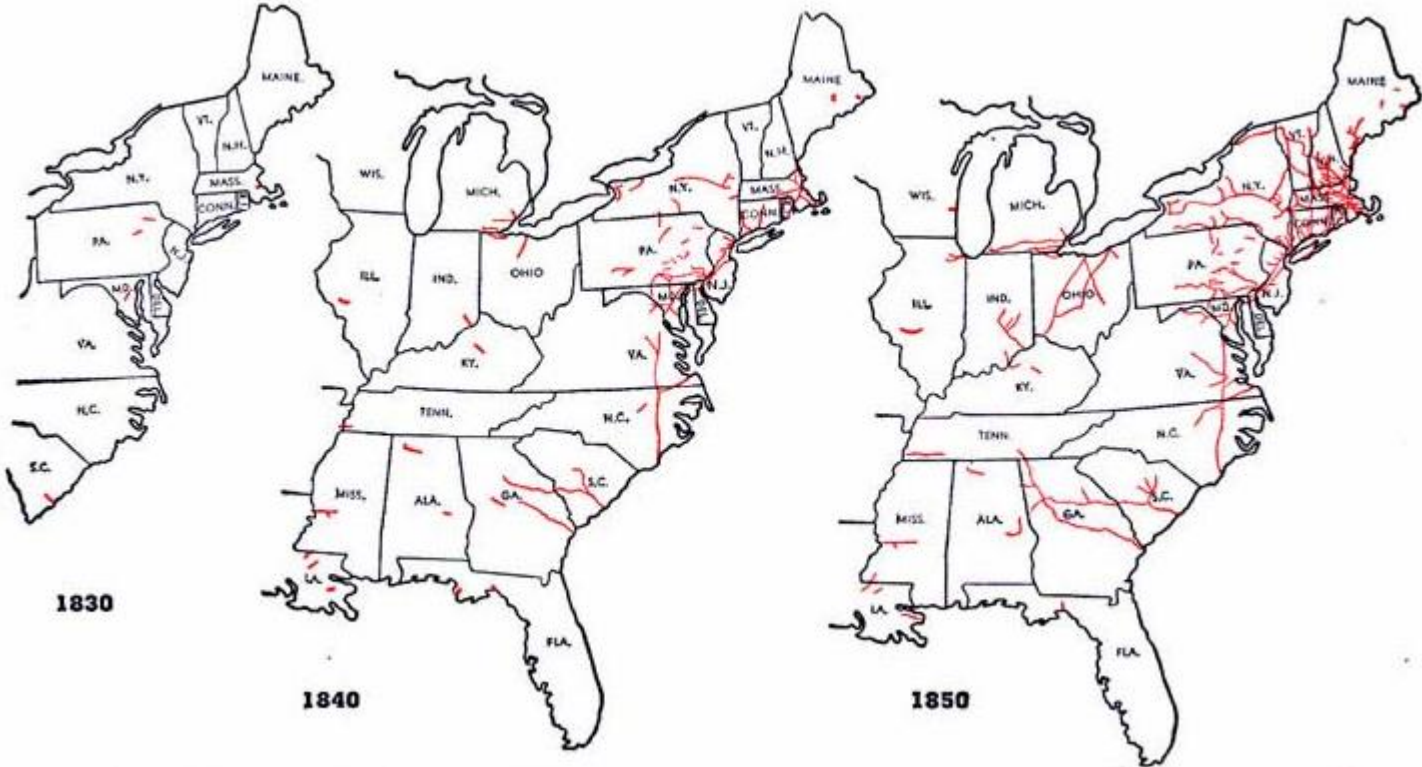
Transportation Costs: 1800 vs 1850

	1800	Type of Transportation	1850
Land	30 ¢		15 ¢
	not invented		4 ¢

Before the
railroad...
expensive
and SLOW

After the railroad...Way
Cheaper and FAST

Expansion of Railroads: 1830-1850



Why Invest in Railroads

With the railroad, travel time across the country is greatly reduced--no more horse and carriage!

Want the latest fashion trends from New York, but stuck living in Ohio? Trying to sell your products to consumers across the country? No problem! Railroads can connect even the furthest, most distant parts of the country!

JUNE 15th, 1867.

NEW YORK Central DOUBLE TRACK RAIL ROAD

LEAVE BOSTON AT

5-15 A. M., Arrive in Albany **1.00**
P. M., Buffalo **12 A. M.**,
Suspension Bridge **12.20 A. M.**

8-30 A. M., Arrive in Albany **4.45**
P. M., Buffalo **6.30 A. M.**,
Suspension Bridge **6.50 A. M.**

2-30 P. M., Arrive Albany at **10.40**
P. M., Buffalo **1.30 P. M.**,
Suspension Bridge **2.00 P. M.**

8-30 P. M., Arrive in Albany **5.25**
A. M., Buffalo **7.30 P. M.**,
Suspension Bridge **7.30 P. M.**

Office, 69 Washington St., Boston.

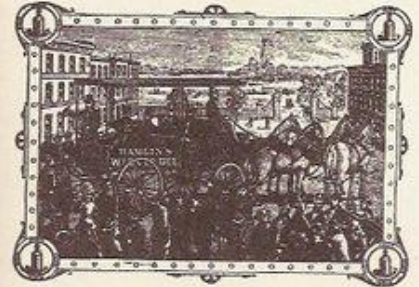
WM. L. DOYLE,
Gen'l Pass. Agent, Albany.

J. A. FAIRBANKS,
Passenger Agent, Boston.

HAMLIN'S WIZARD OIL

THE GREAT MEDICAL WONDER.

There is no Sore it will Not Heal, No Pain it will not Subdue.



HAMLIN'S COUGH BALSAM

PLEASANT TO TAKE
MAGICAL IN ITS EFFECTS.

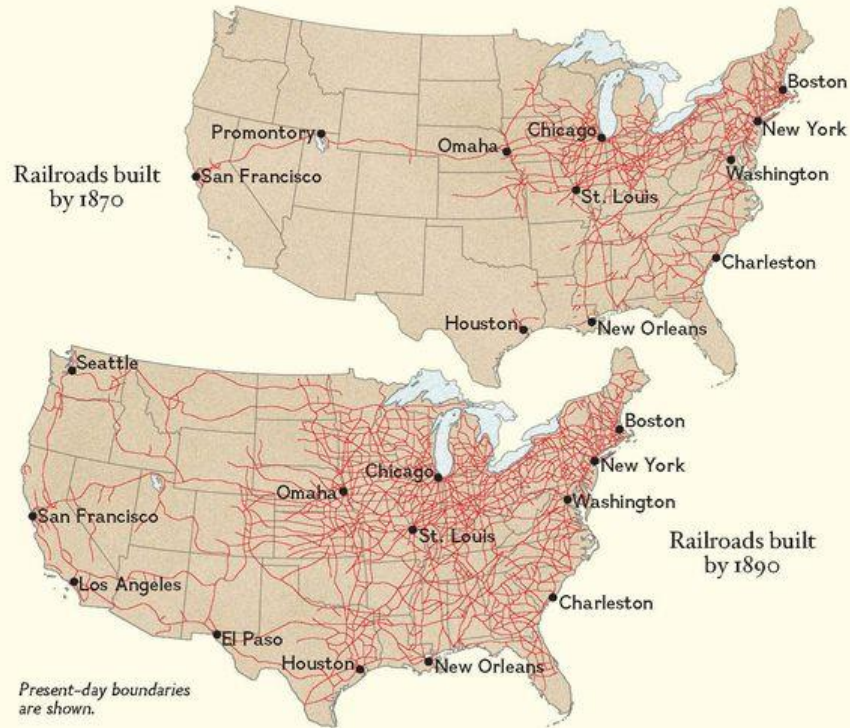
HAMLIN'S BLOOD & LIVER PILLS

For Liver Complaint, Constipation,
AND ALL
Disorders of the Stomach and Digestive Organs.

PREPARED AT THE LABORATORY OF
HAMLIN'S WIZARD OIL COMPANY, CHICAGO, ILL.

Railroads: The Future of Expansion

The use of railroads will only grow in the future as the nation expands West and adds new land. Your investment will see growth of at least 30% by 1890!



Interchangeable Parts

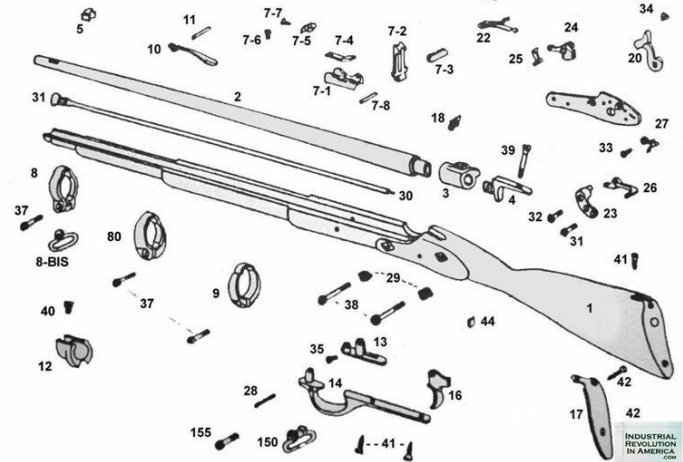
Eli Whitney is at it again! After his monumental success with the cotton gin, he has developed a revolutionary system for manufacturing.

What Is It?

Don't you hate when the trigger of your pistol or the hand wheel on your sewing machine breaks, causing you to take it to a repairman or buy an entirely new gun or machine? With Eli Whitney's Interchangeable Parts, those days are long gone!

Identical, pre-manufactured parts will replace custom, hand-made parts so that they can easily be swapped out and replaced. Now if you break part of a gun or machine, you just swap out the broken part rather than the whole thing!

2. **Interchangeable parts:** identical components that can be used in place of one another in manufacturing. Advantages?

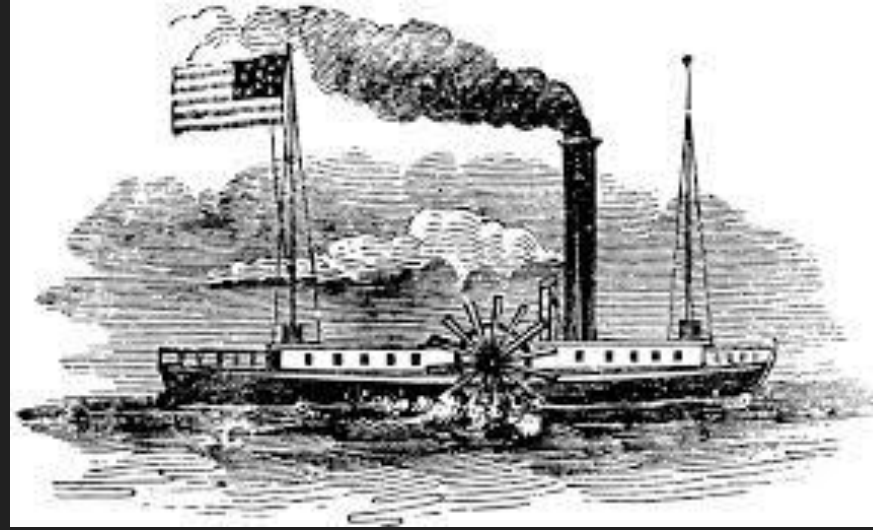


Why Invest?

- Groundbreaking innovation for the future of manufacturing
 - Ever hear of the assembly line? Interchangeable Parts will make factory, assembly line manufacturing possible by replacing the need for skilled workers
 - 1 unskilled worker will be able to do the work of 10 skilled craftsmen, saving time & money!
 - Division of labor: each worker can now have 1 specific task or job, making workers more efficient!
 - Products will become cheaper to make & buy, benefitting producers & consumers!
- Broken items can easily be repaired or replaced
- New inventions & technologies will invest in interchangeable parts in order to improve their own products, increasing profits from interchangeable parts



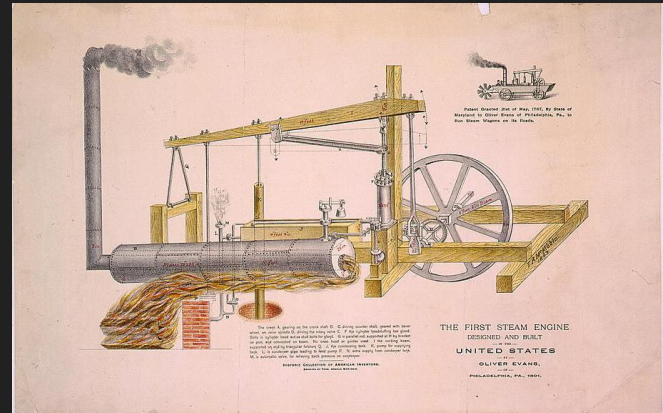
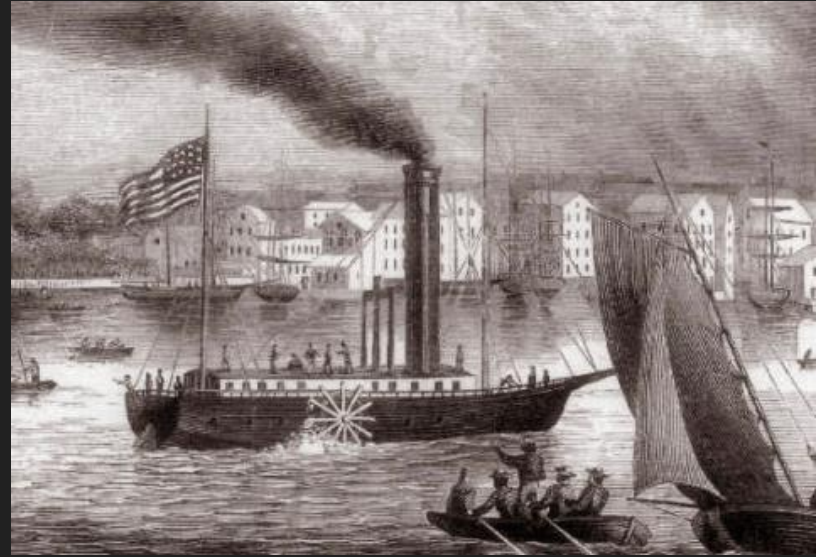
The Steamboat



Wouldn't it be nice to be able to travel *against* a river current, instead of always having to rely on the current to travel downstream? Go rogue; go upstream with the steamboat!

What Is It?

- In 1807, Robert Fulton successfully developed the Clermont steamboat
- Transport passengers AND goods up and downstream, making water transportation even cheaper and faster!
- Steamboats use steam engines to power themselves, rather than relying on manpower (rowing) or the flow of currents--go upriver for once!
- The new high pressure steam engine is smaller, faster & more efficient, making it an ideal power source



Revolutionize Travel & Trade

Sick of it taking days to travel to the city? Got goods or crops you need to get to market? The steam boat will change the way you travel and trade!

Hear the testimony from Robert Fulton himself:

“On Thursday, at nine o'clock in the morning, I left Albany, and arrived at the Chancellor's at six in the evening. I started from thence at seven, and arrived at New York at four in the afternoon: time, thirty hours; space run through, one hundred and fifty miles, equal to five miles an hour!”

Why Invest?

This distinctly American innovation will transform the American economy forever by allowing new trade connections & access to distant markets.

Water travel remains the fastest & easiest mode of transportation, especially with new canal projects linking major trade cities.

Trade & travel will be revolutionized. In 1820, shipping 1 ton of cargo is \$100, but by 1835, shipping via steamboats costs just \$4 per ton!

MORNING LINE.
LEAVES N. YORK TUESDAY, THURSDAY, AND SATURDAY, 7 o'clock, A.M. FOR ALBANY, TROY, AND INTERMEDIATE LANDINGS. From the Steamboat Pier, FOOT OF BARCLAY-STREET. Passage \$1.00. LEAVES ALBANY MONDAY, WEDNESDAY, AND FRIDAY, 7 o'clock, A.M.

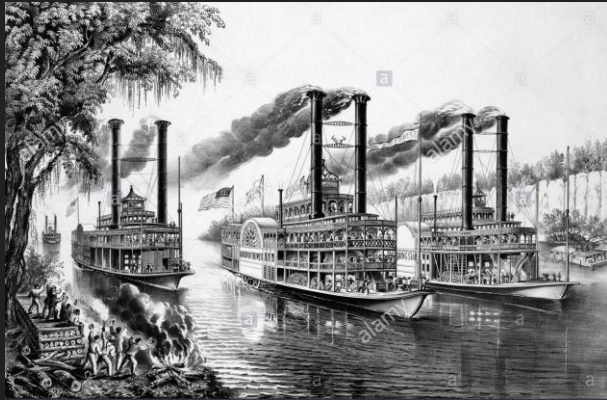
The New Low-Pressure Steamboat





TROY,
Captain A. GORHAM,
May 10 *Tuesday* Morning, at 7 o'clock.

For Passage, apply at the Office, foot of BARCLAY-STREET, or on Board.

The image is a historical advertisement for a steamboat service. At the top, it reads 'MORNING LINE.' Below this, it specifies the route: 'FOR ALBANY, TROY, AND INTERMEDIATE LANDINGS.' The departure point is 'From the Steamboat Pier, FOOT OF BARCLAY-STREET.' The fare is 'Passage \$1.00.' A central illustration shows a steamboat with a single smokestack emitting a plume of smoke, sailing on a body of water. Below the illustration, it identifies the vessel as 'The New Low-Pressure Steamboat' and lists the captain as 'Captain A. GORHAM.' The departure date and time are given as 'May 10 Tuesday Morning, at 7 o'clock.' At the bottom, it provides instructions: 'For Passage, apply at the Office, foot of BARCLAY-STREET, or on Board.'

Transportation Costs: 1800 vs 1850



	1800	Type of Transportation	1850
Land	30 ¢		15 ¢
	not invented		4 ¢
Water	7 ¢		1 ¢
	not invented		1/2 ¢

Cost to Transport One Ton (Cents per Mile)

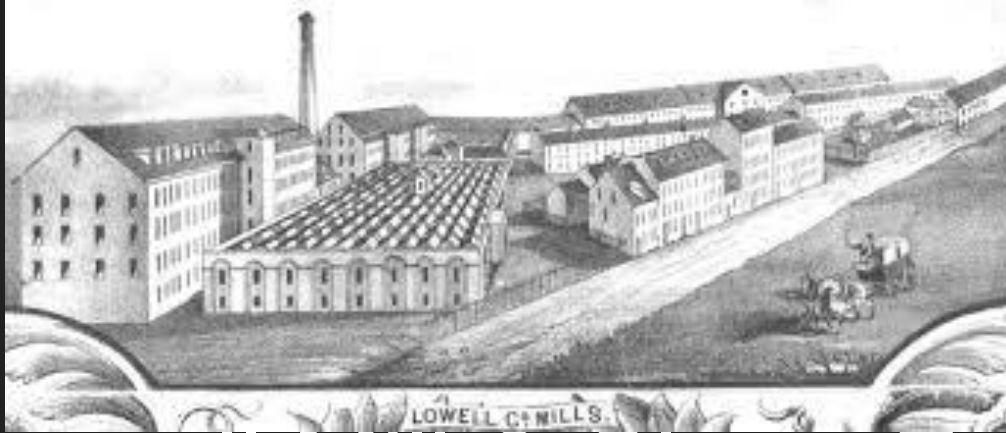
Steaming Ahead...Future Growth & Potential

Steamboats will become the travel & trade choice of the future, going where railroads & carriages can't!

This new mode of transportation will allow for the westward expansion of the country through rivers & across oceans.

Steamboats will expand commercial and passenger traffic, transforming lake, river and even ocean travel. The Great Lakes, Mississippi River, Ohio and Missouri Rivers and Atlantic Ocean will soon be home to hundreds of steamboats, opening new business & job opportunities.





The Lowell Mill & Slater Factory System

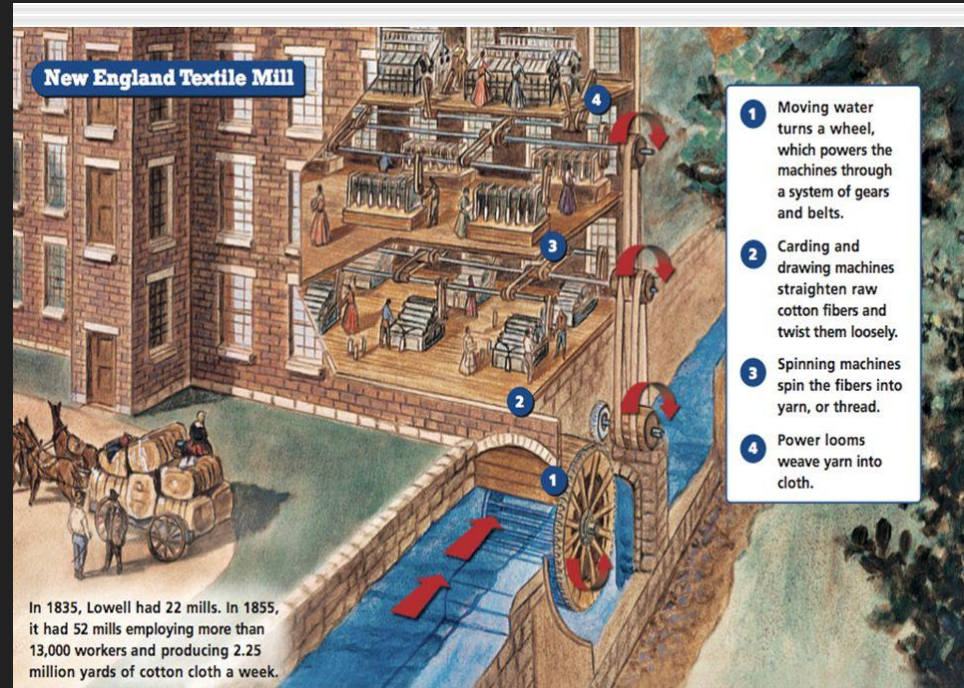
Tired of trying to make all your clothes, candles & other daily necessities in the discomfort of your own home? Want to get that daughter of yours off the farm, out of the house & making money? Look no further than the American Factory System & Lowell Mill!

What Is It?

Samuel Slater & Francis Lowell have smuggled the secrets of Britain's booming textile factory system to America to create a US factory system that will rival Britain's!

Lowell & Samuel Slater have revolutionized the factory system by combining the latest innovations with developments in employment & labor

Worried about cost? Don't! These new factories & mills use water power, harnessing energy from rivers that drastically reduce costs of production.



Proven Success: Slater & Lowell's Textile Mills

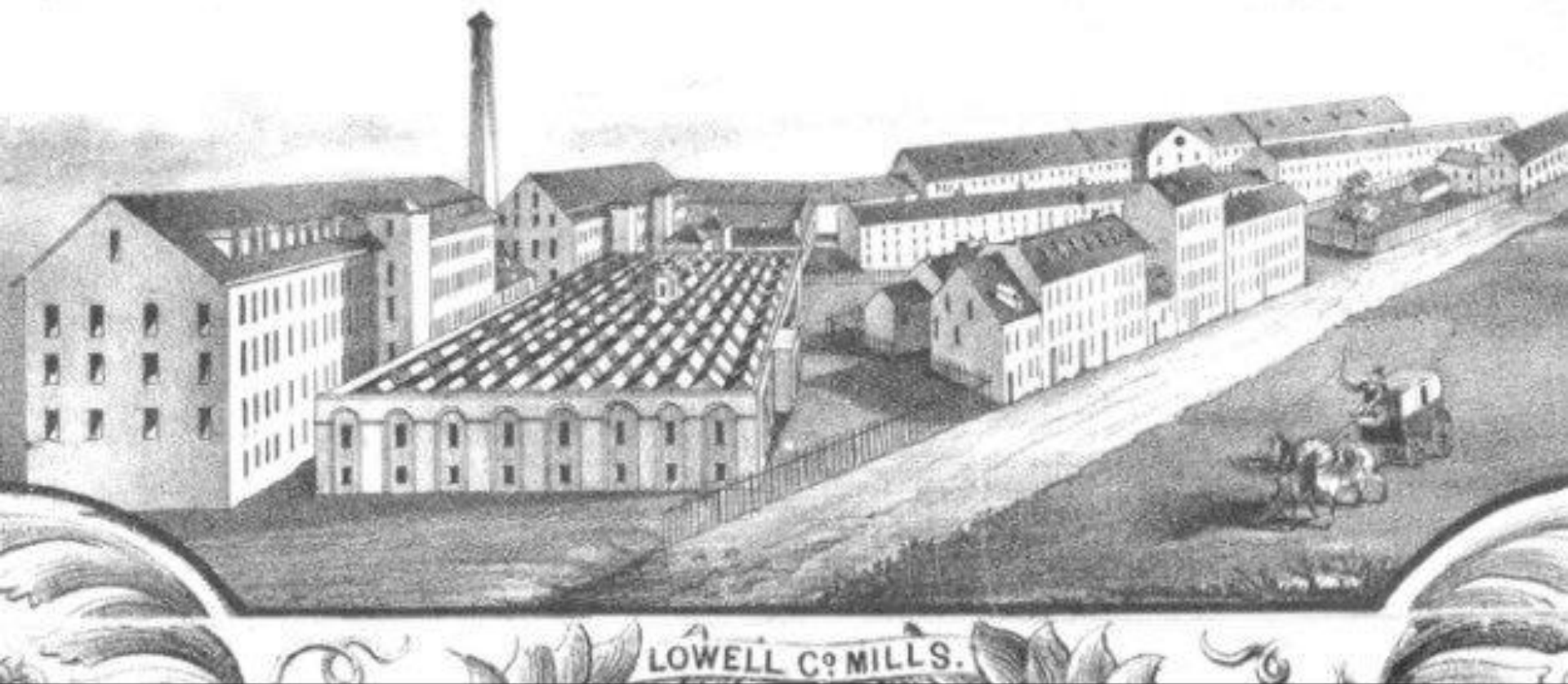
Samuel Slater has established fully mechanized, water-powered, cotton spinning mills throughout New England!

Meanwhile, Francis Lowell is dominating the textile industry at his Lowell Mill in Massachusetts

- Forget the old “putting out system” that paid rural families to produce finished goods with raw materials (textiles)
- For the first time, all parts of making goods occur inside the factory, saving time & money!
- Mill workers live in company housing on site, allowing supervision & communal living



A Lowell Mill Community: Factory, Home, Community





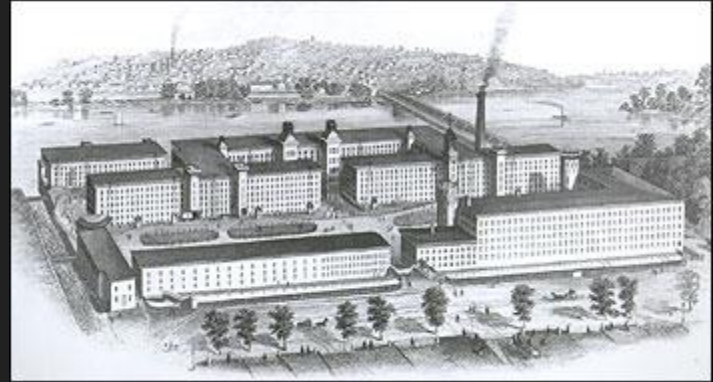
Drawn by J. W. Barber—Engraved by J. B. Barber, New Haven, Conn.

EAST VIEW OF LOWELL, MASS.

The above is an eastern view of the central part of Lowell as seen from the elevated ground on the Dracut or northern side of Merrimack river. The entrance of Concord river into the Merrimack is seen on the left.

Why Invest?

- With booming cotton production, factories & mills will become more necessary & profitable, turning cotton from the South into clothing & fabric to be shipped throughout the country & world!
- New improvements in technology will only make it easier & cheaper to get raw materials & ship finished products
- These factories are the beginnings of the American Industrial Revolution that will pave the way for the future of American industry & economic growth!



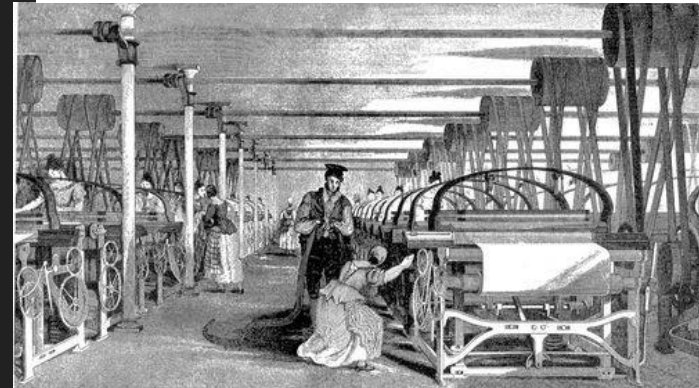
COTTON MILLS, 1820s

Get in on a growing industry!



Why Invest?

- Women & immigrants will operate the looms & machinery, working for low wages & reducing costs!
 - Women from farms & rural areas can find work outside the home & provide extra income for their families
 - Immigrants will flock from Europe for the abundance of job opportunity
- Workers will live in dorms at the factory, allowing employers to regulate their labor & keep an eye on the young, impressionable women who come to work in the factories



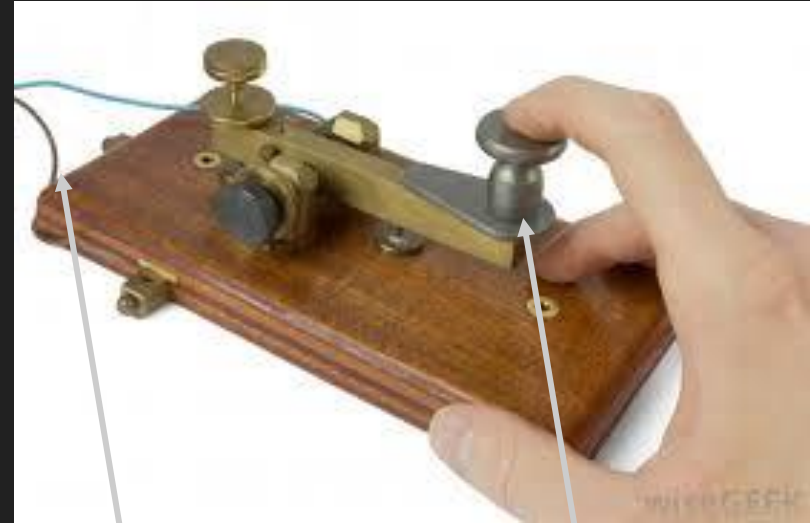
The Telegraph

Tired of waiting weeks to get your mail or hear about the latest election results?? Invest in Samuel Morse's Telegraph and watch your profits grow almost as fast as telegrams travel!



What is the Telegraph & How Does it Work?

- Invented by Samuel Morse
- Transmits (sends) electrical signals over a wire connecting stations
- Uses Morse Code: a set of dots and dashes to each letter of the English alphabet and allowed for the simple transmission of complex messages across telegraph lines.
- simple to use! All you need is a key, battery & wire connecting stations
 - Simply push the operator key to send signals



Wires

Operator Key

So What? Why Should I Invest?

- Why wait weeks to send & receive letters? Stop reading news that is weeks old by the time it reaches you!
- Revolutionize business! Need something for the farm? Order it by telegram!
- Long-Term Growth: The Final telegram was sent in 2006--That's 162 years of business!
- A chance to revolutionize communication
 - The first transoceanic telegraph cable is laid in 1858, making communication between the US and Europe possible in a matter of minutes, not months!
- Order crap FROM A CATALOG! You don't even have to go to your local shoemaker or trapse all the way to the city for that new cotton shirt you've been eyeing.



CATALOGUE No. 13.

Spring and Summer, 1875.

Cheapest Cash House
IN AMERICA.

Montgomery Ward & Co.,

[The Original Grange Supply House.]

246, 248, 250 252 & 254 KINZIE ST.,

CHICAGO, ILL.

Please Read This Article Before Ordering.

CIRCULAR.

In offering you this (our 13th) Catalogue, we feel called upon to thank our friends for their kind support. We have now, in consequence of liberal patronage, reduced our prices on every article where there was any chance to do so (as you will find by comparing), and have added largely to our list.

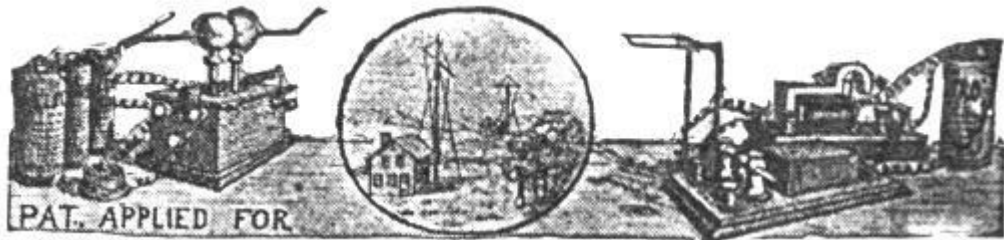
You will find full instructions regarding the manner of making out your orders, etc., on the succeeding pages, which we desire you will follow, and thus avoid, as nearly as possible, all delays, errors and misunderstandings.

So What? Why Should I Invest?



- Facilitate the growth of other industries
 - Newspapers, shipping companies, businesses will all benefit from faster, easier communication
 - Not to mention the use by governments!
- No more fighting battles 2 weeks after a war has ended (we're talking to you, Andrew Jackson)

This is a historical advertisement for 'THE FIRST TELEGRAPHIC INSTRUMENT'. The central focus is a photograph of a large, complex mechanical device with a prominent cylindrical component, likely a magnet or coil. The device is mounted on a wooden base. Surrounding the photograph are several text elements: 'THE FIRST TELEGRAPHIC INSTRUMENT' in large letters at the top, and technical specifications on the left and right: 'LENGTH 16 INCHES', 'WIDTH 6 INCHES', 'HEIGHT 7 INCHES' on the left; and 'DIAMETER OF MAGNETS 3 INCHES', 'WIDTH OF PAPER - 1 1/2 INCHES', 'WEIGHT 20 POUNDS' on the right. Four circular portraits of men are placed around the device, with their names and dates: 'ALFRED VAIL 1834' (top left), 'S. F. MORSE 1844' (bottom left), 'S. F. MORSE 1844' (bottom right), and 'CITRUS H. FIELD 1855' (bottom right). A block of text at the bottom provides a historical account of the instrument's development and use, mentioning its first operation in 1844 and its use in the telegraph line between Washington and Baltimore. The advertisement is signed 'Frank R. Mendenhall' at the bottom right.



WIRELESS TELEGRAPH

The "Telimco" Complete Outfit, comprising 1 inch Spark Coil, Strap Key, Sender, Sensitive Relay, Coherer, with Automatic Decoherer and Sounder, 4 Ex. Strong Dry Cells, all necessary wiring, including send and catch wires, with full instructions and diagrams, \$8.50. Guaranteed to work up to one mile. Send for Illust. Pamphlet & 64-page catalogue.

ELECTRO IMPORTING CO., 32 Park Place, New York

A TRAVEL TIP
FOR WORLD'S FAIR
VISITORS



TELEGRAPH! On business or pleasure you will make your trip more enjoyable for yourself as well as the folks at home (and business associates, too) if you send them a daily

WESTERN UNION
TOURATE
TELEGRAM

Only **35¢** FOR FIRST
15 WORDS

TO ANY WESTERN UNION POINT IN U. S.
ADDITIONAL WORDS FOR FEW CENTS MORE