

ZUR 393k:

Effects of Mass Media

Raymond Williams, “Advertising: The Magic System”
Sut Jhally, “Advertising as Religion”

Outline:

1. preliminaries: Maslow’s hierarchy, fragmentation, use value vs. exchange value, materialism
2. four stages of advertising (Williams)
3. four patterns of advertising (Jhally)

final exam study guide and rules

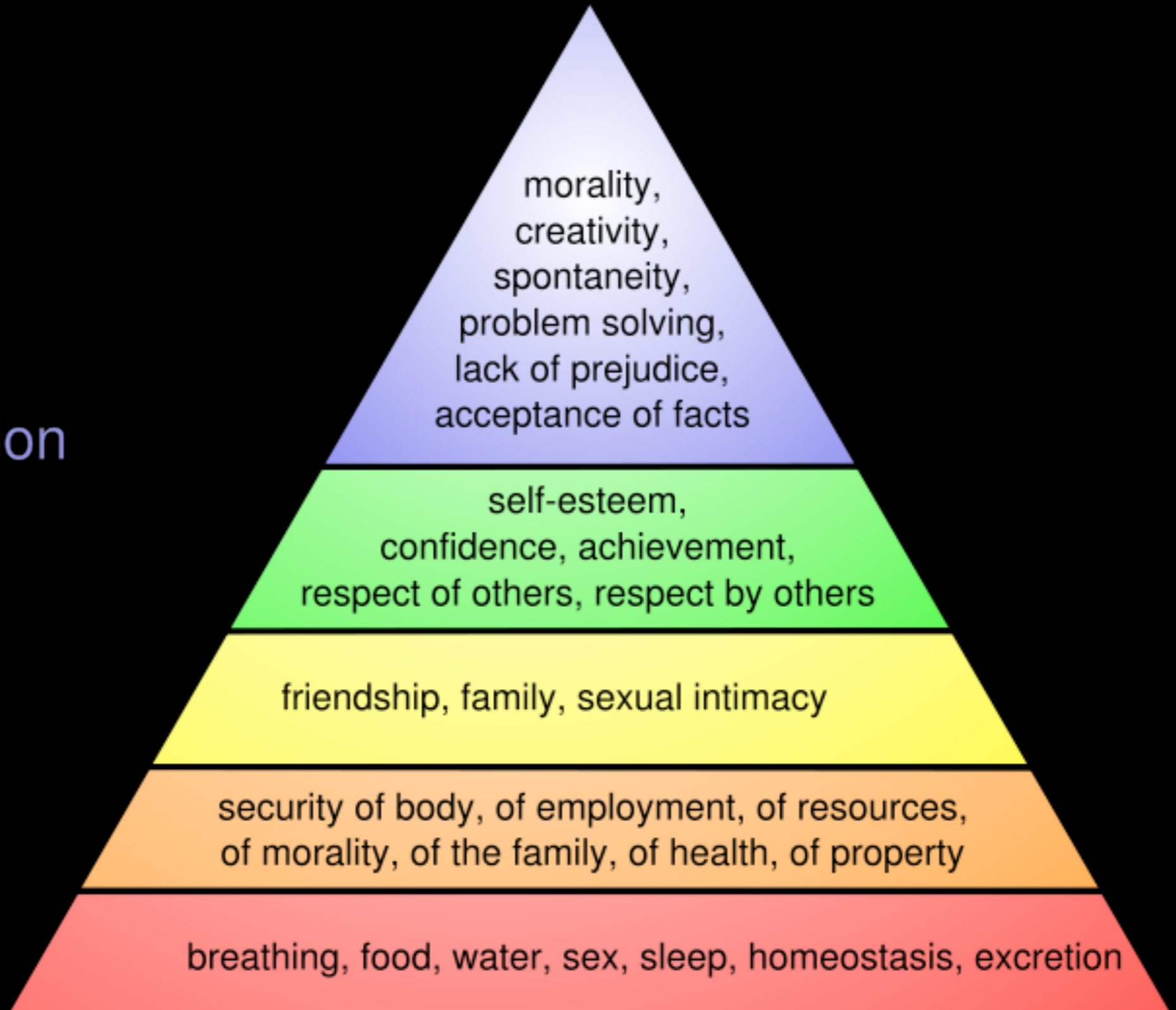
Self-actualization

Esteem

Love/Belonging

Safety

Physiological



most ads work by blending/blurring levels

The Literary Digest for November 5, 1921 47



10 to 15 Minutes From Package To Table

They're all thankful for
ARMOUR'S OATS

Mother smiles because she can put them on to cook when she starts the coffee—they're both done at the same time.
Father says of course they're good to eat, but he likes 'em because they give him substantial energy for a day's work.
And the most important member of the household—she isn't interested in the fact that they're one of the greatest body builders known. Her eyes sparkle just because she likes that good oat flavor.

Armour's Oats cook perfectly in 10 to 15 minutes

Get them at your grocer's
ARMOUR GRAIN COMPANY
CHICAGO

Makers of Armour's Government Cream—
Oats, Corn Flakes, Postum Flakes,
Macaroni, Spaghetti, Noodles



ARMOUR'S OATS
COOK PERFECTLY IN 10 TO 15 MINUTES
ARMOUR GRAIN COMPANY
CHICAGO



TAKES UP WHERE MISTLETOE LEAVES OFF

Tell your jolly elf how to make the holidays truly delicious. Have him bring suitably indulgent original Godiva Liqueur, creamy Godiva White Chocolate Liqueur, or perfumed Italian Cappuccino Liqueur. Let them inspire you.


GODIVA
Liqueur

Enjoy our quality responsibly.


©1998 Godiva Liqueur Co., Baltimore, MD 21204 and the Design of the Woman on Mistletoe are trademarks of Godiva Chocolatier, Inc. in N.Y. Godiva Belgium S.A. and other names. Product availability varies by market. For delivery this holiday season, please call 1-800-236-4373.

Found in Mom's Basement

bold dark chocolate. light golden cookie. soulmates.



PEPPERIDGE FARM
every taste has a feeling.™



LITTLE BLACK DRESS, HERE I COME.



MESQUITE CHICKEN SALAD 



Now, eating right is just your style, thanks to Applebee's® and Weight Watchers. Together, they've created ten tempting new dishes that fit within the Weight Watchers' POINTS® System.* Available only at Applebee's.

EATIN' RIGHT NEVER TASTED SO GOOD™


*POINTS® values are part of the Weight Watchers POINTS® Weight-Loss System. Product POINTS® values may slightly vary by region. At participating locations. WEIGHT WATCHERS® and POINTS® are registered trademarks of Weight Watchers International, Inc. and under license. ©2004 Applebee's International, Inc.



Six Pack that melts a girl's heart. Dove chocolate



“sex sells”

- not “sex” found in ads, but “sexuality”
- not a physiological need, but -- in Maslow’s terms -- love/belonging or self-esteem needs

tab energy: fuel to be fabulous



missfriemonth · 12 videos

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3

3,541

7 0



Like



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Add to



fragmentation and objectification

- *sexuality* defined narrowly
- sexualized body is fragmented and turned into an object of the gaze



HOTNESS COMES IN ALL SHAPES AND SIZES.

Levi's **curve ID**
NEW CUSTOM FITS FOR WOMEN.
IT'S ABOUT SHAPE, NOT SIZE.
[LEARN MORE](#)



CHANEL N°5
INTRODUCING THE NEW DELUXE SPRAYS. SUPERBLY SLEEK.



GO NATURAL
SKYY Infusions Citrus
ALL NATURAL CITRUS



SFYS



Ready to look years younger?

AMINO COLLAGEN C
with HYALURONIC ACID



Did you notice that she has no belly button?

Wonderbra

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BE PROUD

**OF YOUR BODY SCAN:
GO VEGAN**

VISIT PETA.ORG TO LEARN WHY A VEGAN DIET IS THE BEST CHOICE FOR YOUR HEALTH, THE ENVIRONMENT, AND ANIMALS

PETA



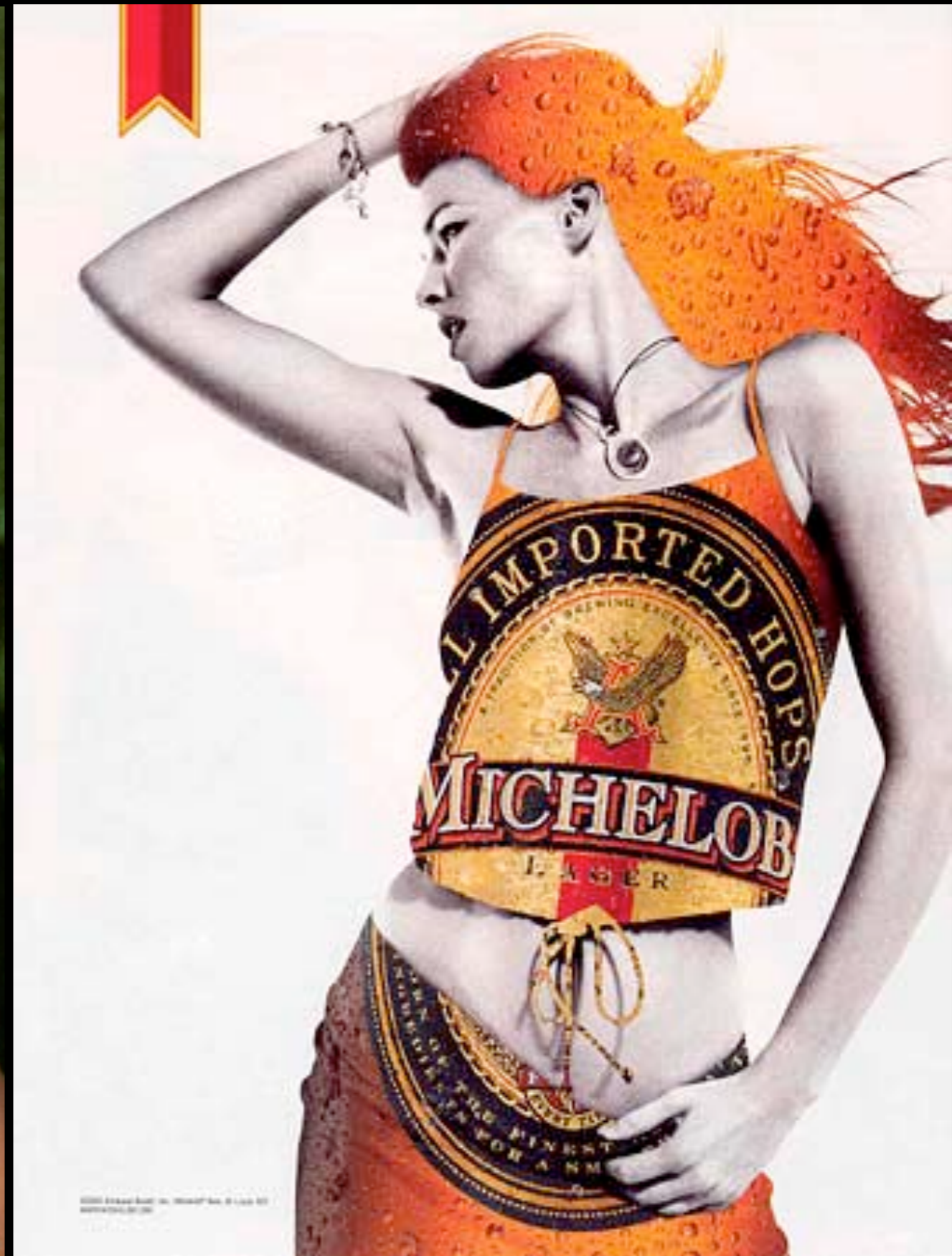
The perfect tan.

Tanqueray® A singular experience.™

For a 20" x 26" poster of ad, send 15 check or money order (no cash) payable to: Perfect Tan Print, P.O. Box 4314 / Spout, NY 11791-4314.



www.fmd1.com

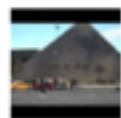


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Bottoms Up!



Heineken Light- Pussy Cat Dolls




youngadman · 21 videos

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30

27,142

 15  7



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TV Ad for Fiat 500 Abarth



AutoMotoNewsTV · 839 videos

 **Subscribe**

419

867,675

 2,153

 101



Like



Download ▾

About

Share

Add to



What's in your martini?

"#1 Tasting Vodka"
- Reader's Digest

"Superb-Highly Recommended"
- Wine Enthusiast

"Gold Medal Winner"
- 2002 San Francisco World Spirits Competition

Three Olives
VODKA

Imported from England

www.threeolives.com

What's in your martini?

"#1 Tasting Vodka"
- Reader's Digest

"Superb-Highly Recommended"
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www.threeolives.com



DOLCE & GABBANA

“use value” vs. “exchange value”



- use value linked to the physical properties of the object, e.g. its material function or utility

“use value” vs. “exchange value”



- exchange value involves a transaction, turning an object into a commodity to be bartered or sold

“use value” vs. “exchange value”



The cost of a jolt

One association of specialty coffee sellers provided this breakdown of the cost of a double cappuccino.

Selling price: \$ 3.75

INGREDIENTS		
	Cost	%
Coffee (@ \$4.20/lb)	.21	5
Dairy(5 fl oz)	.40	10
Cup/lid/sleeve	.07	2
OVERHEAD		
Labor	1.35	36
Rent	.37	10
Marketing	.17	5
General & administrative	.75	20
Operating profit	\$.43	11

NOTE: Due to rounding, percentages do not add up to 100

Source: Specialty Coffee Association of America

The Chronicle

- exchange value is abstracted from use value, but usually tied to the amount of (invisible) labor required to produce the commodity

“use value” vs. “exchange value”



- exchange value is abstracted from use value, but usually tied to the amount of (invisible) labor required to produce the commodity

WHAT YOUR COFFEE SAYS ABOUT YOU



ESPRESSO

You're friendly and adaptive. You actually like the taste of coffee, a rare but admirable trait.



DOUBLE ESPRESSO

You're practical and hard-working. You like knowing that one shot just doesn't do it for you anymore.



TRIPLE ESPRESSO

You're enthusiastic but obsessive. You've been awake since the late 90's.



MOCHA

You're fun-loving and creative. You hate the taste of coffee, but you need the pick-me-up, so you improvise.



LATTE

You're reflective but often indecisive. In a world of unknowns, you like the safe pick.



CAPPUCCINO

You're warm-hearted but oblivious at times. Your friends have to remind you to wipe the foam off your lip.



MACCHIATO

You're traditional and reserved, but for the most part, you hate foam mustaches.



ICED COFFEE

You're assertive and outspoken. You don't let seasons dictate how you live your life. Also, you like straws.



AMERICANO

You're calm and conscientious. You enjoy the simple things in life, like picnics in the park, birds chirping, and watery coffee.



FRAPPUCCINO

You're happy and energetic. You claim to love coffee, but really, you just love ice cream.



COFFEE-TO-GO

You're serious and focused. You believe when the going gets tough, the tough get cardboard sleeves because the cups too hot.



ESPRESSO

You're clever, annoying, or both. You knowingly or unknowingly mispronounce eSpresso. Either way, I hate you.


materialism



Madonna - 01. Material Girl





✧Madonna HD Audio✧

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1,796,463

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 4,626  135

materialism

“The problem I sensed was not hedonism, but the lack of it, and not materialism, but the spread of indifference toward a material world where things were reduced to disposable commodities”
(T.J. Jackson Lears, 1994, p, 6)



npr

PLANET MONEY MAKES A T-SHIRT

The world behind a simple shirt,
in five chapters.

BEGIN

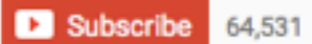
<http://apps.npr.org/tshirt/#/title>




Introducing: Planet Money Makes A T-Shirt



NPR 



 64,531

53,553

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 130  1

<https://www.youtube.com/watch?v=r2Zod7Sd3rQ&list=PLp-wXwmbv3z8aAJrhyttiQPMiKy0WVJym>



DO
SOMETHING
.ORG

Hey girl,



Recycling one ton of plastic saves 7.4 cubic yards of landfill space, almost as much space as you take up in my heart.

RECYCLING MATTERS. HELP PASS IT ON.



DO
SOMETHING
.ORG

Hey girl,



Recycling one glass bottle saves enough energy to run an energy efficient CFL bulb for 20 hours, but nothing lights up my life like you.

RECYCLING MATTERS. HELP PASS IT ON.

STAGE ONE: Simple Announcement

- full page with no white space
- emphasis on information: e.g. product type, characteristics, price, location

CARD COLLECTORS.—A handsome set of cards for 3c. stamp. A. G. BASSETT, Rochester, N. Y.

Foreign Stamps. Agents wanted to sell approval sheet on Com. 25 per ct. Geo. W. Green & Co. Medford, Mass.

STAMMERERS and all interested, send for circulars, Am. Vocal Inst. 103 Waverly Pl., N. Y.

100 SCRAP BOOK PICTURES, 10c.; 100 Transfer Pictures, 10c.; 20 Gem Chromos, 20c.; or the lot for 25c. Name this paper. H. E. SLAYTON, Montpelier, Vt.

MAIDEN'S VOW and 99 Songs, words and Music, for 12c.; 100 Horseshoe, Floral & Bird Chromo Cards, 15c. L. HATHAWAY, 339 Washington St., Boston, Mass.

AGENTS Can make money selling our Family Medicines. No Capital required. STANDARD CURE CO., 197 Pearl Street, New York.

Agents Wanted. Sells rapidly. Particulars free **CAS 50** S. M. SPENCER 112 Wash'n St. Boston, Mass.

56 Chromo and Advertising Cards, 56 styles for Card Collectors, 15c., postpaid (stamps taken); 72 styles, 20c.; 100 styles, 30c. W. H. MOORE, Brockport, N. Y.

600 PER CENT. PROFIT MAKING INK EXTRACTS. Produces best Ink instantly. All colors. Luminous Ink shines in the dark. Complete directions for all, 35 cts. Horace Chilton, Chelsea, Mass.

OUR SCRAP BOOK PACK. Put up expressly for Card Collectors. Contains 50 Elegant, Large, Chromo Advertising Cards. All the new designs complete in sets, embracing Gold, Silver and different bright-colored tints, &c. Postpaid for 10 3-cent stamps. CHAS. FARRELL, 152 W. 28th Street, New York.

ELEGANT IMPORTED CARDS.

One beautiful Silk Fringed Birthday Card 20 cts.; ten little Birthday beauties, 10c.; ten Scripture Text, 10c.; ten Reward, 10c.; 30 fine white Gold Edge Cards name on, 10c.; All five, 50c. F. M. SHAW & CO., Jersey City, N. J.

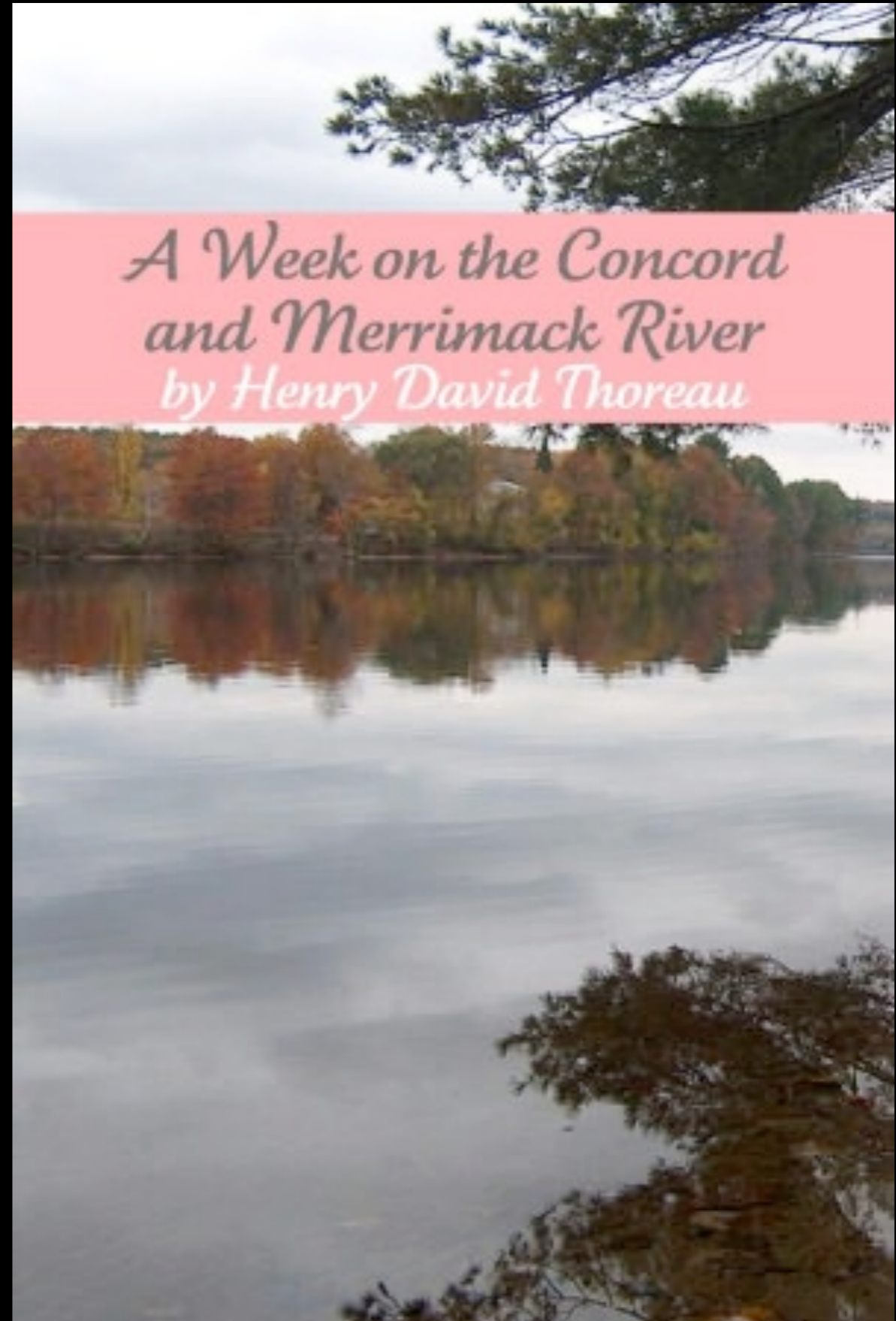
BOY WANTED in every town. A smart one can make money easy. A good chance for ladies also. Send stamp for confidential offers. No humbug. Address GEO. W. DOWNS, Newark, N. J.

24 SHEETS best writing paper, 10 cts.; 25 envelopes 10 cts. 12 ivory tip lead pencils, 30 cts.; 4 beautiful colored pictures, 13x18, 50 cts.; 1 pretty engraving, 15 cts. Take the lot for \$1, and I will add 50 cts. in goods, all postpaid. Address H. F. GILNACK, So. Manchester, Ct.



Henry David Thoreau
(1817-1862)

1849



I sat up during the evening, reading by the light of the fire the scraps of newspapers in which some party had wrapped their luncheon; the prices current in New York and Boston, the advertisements, and the singular editorials that some had seen fit to publish.... I read these things at a vast advantage there, and it seemed to me that the advertisements were greatly the best, the most useful, natural, and respectable. Almost all the opinions and sentiments expressed were so little considered, so shallow and flimsy, that I thought the very texture of the paper must be weaker in that part and tear the more easily. The advertisements ... were more closely allied to nature, and were respectable in some measure as tide and meteorological tables are.... For commerce is really as interesting as nature.

(H.D. Thoreau, *A Week on the Concord and Merrimack Rivers*, 1849, 150-51)

STAGE TWO: Early Illustrations

- maintains emphasis on product information
- woodblock prints added
 - depictions of product
 - metaphorical associations

JUST OUT.
NEW STOVE PIPE SHELF.
 One agent made \$1400.00 in 56 days.
 Boxing & Freight Free. J. E. Shepard
 & Co. Cincinnati, O. & Kan. City, Mo.

CARD COLLECTORS! READ!
 I am getting up a pack of 100 Elegant Large Chromo Cards, embracing Gold, Silver and different bright colored tints, and all of the latest designs, price 50 cents, post-paid.
 Address C. TOLLNER, Jr., Brooklyn, N. Y.

PAYSON'S INDELIBLE INK.
 No preparation and only a common pen needed. Superior for decorative work on linen. Rec'd Centennial MEDAL and Diploma. Sold everywhere

THE OLD RELIABLE CENTENNIAL CEMENT.
VAN STAN'S STRATENA!
 Best in the world for MENDING ALL KINDS of MATERIAL. Druggists say so. GET the GENUINE. Full name blown in bottle. Stronger than Glue.

LADIES! A BOOK OF INSTRUCTIONS AND PATTERNS for Artistic Needle-Work, Kensington Embroidery, etc. Tells how to make 20 Stitches, including South Kensington, Outline, Persian, Tent, Star, Satin, Janina, Filling, Feather, etc. Sent by mail for 12 3-cent stamps. J. F. INGALLS, Lynn, Mass.

FOR FRYING FISH AND OYSTERS
OLIVE BUTTER
 Has no equal. More wholesome and economical than lard and is free from the pungent odor usual to Cooking Oils. containing Valuable Recipes and Instructions how to use OLIVE BUTTER, by the Principal of the Philadelphia Cooking School, mailed free, upon application. WASHINGTON BUTCHER'S SONS, Philadelphia, Pa.

THE AMERICAN LEVER;
THE FAULTLESS CUFF AND COLLAR BUTTON.
 Perfectly Simple!
 Simply Perfect!
 None genuine without the famous Horse Shoe and Clover Trade Mark.
 For sale by retail dealers throughout the United States.




WANTED, 10,000 LADIES to plant my Flower Seed, crop of 1882, 50 to 500 seeds in pkts.; 3 1/2 pkts., including the following, which are alone worth \$1, all for \$1: Aster, Truffauts Peony Fl., 10c.; Balsam, Camelia Fl., 10c.; New Emperor, Larkspur, 10c.; New Godetia Lady Albemarle, 10c.; Mirabilis, Follis Varagatis, 10c.; Lobelia C. P. Compacta, 10c.; Vinca, alba, 10c.; Cockcomb Glasgow Prize, 10c.; Verbena, 1st quality mixed, 10c.; Petunia, striped, 10c.; Pansy, large Fl. mixed, 10c.; and 21 other varieties worth \$2.00; 3 of above for 10c., with list of new Plants and Seeds. LESTER W. MANN, Florist, Randolph, Mass., Box 102.

DRY GOODS
 BY MAIL!
 Over three-quarters of a Million in Stock. All bought for cash, and sold at lowest city prices. Dress Goods, Silks, Shawls, Trimmings, Hosiery, Upholstery, Fancy Goods, Ladies' Dresses, Wraps, Underwear, Ties, Laces, Gents' Furnishing Goods, Infants', Boys' and Girls' Outfits, &c. Samples, information, and "SHOPPING GUIDE," free on application. COOPER & CONARD, 9th & Market St., Phila.
 Please say where you saw this Advertisement.



HALE'S HONEY
OF HOREHOUND AND TAR,
THE GREAT COUGH REMEDY,
 For Children as well as Adults.
 Cures all COUGHS, COLDS, DIFFICULT BREATHING AND AFFECTIONS OF THE THROAT, BRONCHIAL TUBES and LUNGS
 Children derive great benefit from its soothing properties when suffering with Croup and Whooping Cough. Sold by all druggists.
 C. N. CRITTENTON, Proprietor, New York.
Pike's Toothache Drops cure in one minute.



FREE For trial, 6 packets choicest Flower Seeds to any address for 6 cents postage. We make this offer to give you an idea of the superiority of our seeds, and to introduce them into thousands of new homes this season. We made the same offer in the COMPANION last year, and hundreds have written that our seeds are the best they ever planted. Send in the 6 cents postage and test them for yourselves. This offer is made only to COMPANION readers, and must be accepted immediately. We will send 3 choice new vegetables instead of the flowers, if ordered, on same terms, or both to one address for 12c, but cannot divide or change the package. Address, NOW, C. W. DORR & CO., Seed Growers, Des Moines, Iowa.

D. M. FERRY & CO'S
 ILLUSTRATED AND DESCRPTIVE AND PRICED
SEED ANNUAL
 FOR 1883.



Will be mailed FREE to all applicants, and to customers of last year without ordering it. It contains about 175 pages, 600 illustrations, prices, accurate descriptions and valuable directions for planting 1500 varieties of Vegetable and Flower Seeds, Plants, Fruit Trees, etc. Invaluable to all, especially to Market Gardeners. Send for it!
SNAKES AS LIFE-DESTROYERS.
 The loss of life in India due to the ravages of venomous snakes is almost incredible. Yet Consumption, which is as wily and fatal as the deadliest Indian reptile, is winding its coils around thousands of people, while the victims are unconscious of its presence. Dr. R. V. Pierce's "Golden Medical Discovery" must be used to cleanse the blood of the scrofulous impurities, for tubercular consumption is only a form of scrofulous disease. "Golden Medical Discovery" is a sovereign remedy for all forms of scrofulous disease, or king's-evil, such as tumors, white swellings, fever sores, scrofulous sore-eyes, as well as for other blood and skin diseases. By druggists.

While the boiling be
 Filling the spoils the Tea.



TEA CLUB ORDERS.
 We are now, and have been for six years, offering PREMIUMS of Gold Band, Moss Rose and White Tea and Dinner Sets, Silverware, Japanese Goods, etc., as inducements to order in large quantities, or get up Clubs for our TEA and COFFEE. Teas of all kinds from 30 to 75 cts. We would be pleased to send you full Price and Premium List upon request by postal.
GREAT LONDON TEA COMPANY,
 801 Washington Street, Boston.

SANDS TRIPLE (3) MOTION WHITE MOUNTAIN ICE-CREAM FREEZERS.
 Can, outside and inside Beaters, turning opposite to each other, making a perfect mixer. No zinc in contact with cream, but tin instead. Simple in construction and perfect in results. Over 300,000 in use. Tube water proof. Packing Tube and Cans, all sizes, wholesale and retail. Send for Catalogue and price-list of this celebrated Freezer.
White Mountain Freezer Co.,
 NASHUA, N. H.



THE SURPRISE SHIRT.

SOLE MAKERS,

SAMPSON AND CO.

Six for 45s., 51s., 63s.



CALCUTTA FLANNEL.

A new material for
Shirts and Pyjamas,
does not shrink.



HOSIERS, GLOVERS, TAILORS.

All Goods marked in Plain Figures. Illustrated Price Lists.

FIVE PER CENT. DISCOUNT FOR CASH.

130, OXFORD STREET, LONDON, W.
(NEAR HOLLES STREET.)

BARGAINS FROM THE MILLS.
LOVELY DRESSES FOR SPRING AND SUMMER.

The Height of Fashion for 1889.

ABSOLUTELY

AT FIRST COST AND AT FIRST HAND.



A PRECIOUS BURDEN.

HENRY PEASE & CO.'S SUCCESSORS, Spinners and Manufacturers, The Mills, Darlington, will forward to any address, Free, on Approval, a Large Box of Entirely New Patterns, comprising upwards of a Thousand Varieties of the latest styles of Fine Wash Dress Fabrics of the most regular and beautiful description, surpassing all previous productions from the Darlington Mills. Prices so with all pockets, ranging from a few shillings for a full dress length.

Entirely New Weavings of the latest Darlington Zephyr and Skirtings, together with the Gold Medal Merinos, Cashmeres, and Cross-way Serges, for which the Darlington Mills enjoy a world-wide reputation.

DRESSMAKING BY A COURT MODISTE.

To meet the requirements of Ladies wishing their own materials made up, Messrs. HENRY PEASE & CO.'S SUCCESSORS have established a special Department under the charge of a Court Modiste of great experience, gained in the best workrooms in London and the Continent. Perfect Fit and the latest fashionable style guaranteed.

Any length of material cut, no matter how short, and any article not approved exchanged within seven days. All goods are warranted equal to sample. Carriage Paid on all Orders to any Railway Station in Great Britain, and to Dublin, Belfast, Limerick, Cork, & Waterford.

HENRY PEASE & CO.'S SUCCESSORS,
Spinners and Manufacturers,
THE MILLS, DARLINGTON.

IZOD'S PATENT CORSETS ARE THE BEST.

Prepared by a New and Special Scientific Process.

IZOD'S CORSETS



Medical opinion recommends them for the Health. Public opinion all over the world unanimous that they are unsurpassed for Comfort, Style, and Durability. Sold all over Europe, and everywhere in India and Colonies. Name and Trade-Mark Anchor on every pair and box. Ask your Draper or Out-fitter for IZOD'S make; take no other, and see you get them, as bad makes are often sold for sake of extra profit. Write for our sheet of drawings.

E. IZOD & SON,
30, Milk-street, London.
Manufactory: LANDFORD, HANTS.

FOR SCHOOL WEAR.



In Soft Robert Cadmore
Bergs, Plain Colours,
20 24 28 32 36 40
21 25 29 33 37 41

BRADY MADE, in good Stout and Warm Woolen
Cloth, at the following exceedingly low prices:
20 24 28 32 36 40
21 25 29 33 37 41
Ladies should not delay ordering this Garment, as
Mrs. BENGOUGH has only a limited number, and
will not again be able to offer so cheap a line.
MADE TO ORDER, in superior French-bound Satin,
20 24 28 32 36 40
21 25 29 33 37 41

20 24 28 32 36 40
21 25 29 33 37 41

Mrs. BENGOUGH is making a speciality of CHILDREN'S MILLINERY, in which she is showing some exceedingly pretty Novelties.

Orders to be accompanied by P.O.O., made payable to E. BENGOUGH.

**MME. BENGOUGH, 13, NORLAND TERRACE, NOTTING HILL, W.,
and 244, OXFORD-STREET.**

1882

THE "ERMYNTRUDE."

I am now making this Mantle,
in Black and all Colours, of
the NEW CANVAS CLOTH,
trimmed profusely with Wool,
Guipure Lace, and Ribbon
Bows, lined through with Silk,
3½ GUINEAS.

Or in Broche Velvet Gauze,
handsomely trimmed with
Chantilly Lace,
5 GUINEAS.

May also be had
in OTTOMAN or
BROCHE SILK.



This Mantle can be made
complete and perfect fitting
without a personal inter-
view; all required is that
our measurement form
should be properly filled up.

(Copy of Letter.)
The —, Kinloch Moirart,
Argyllshire.
Six.—The mantle arrived
quite safely by Thursday's
steamer, and I am very
much pleased with it. It is
ALL YOU ADVERTISE. If I
have an opportunity, I shall
most certainly recommend
your firm.—Yours, truly,
B. L.—

Patterns and Form of Measurement to be had on
application to

W. P. STOCKBRIDGE,
204, 206, & 262, OXFORD-STREET, W.

(1885)

MADAME DOWDING,
8 & 10, CHARING CROSS ROAD (Opposite the National Gallery, Trafalgar Square),
Ladies Tailor, Corsetiere, and Court Dressmaker.



No. 1—THE MARLBORO.



No. 2—THE MILNER.



No. 3—THE KITCHENER.

A 36in.
B 24in.
C 36in.
D 9in.
E 4in.
F 10in.
G 5in.



No. 5—THE HUNTING BELT.



No. 4—THE CARLTON.



No. 6—THE SLEEPING BELT.



No. 7—THE QUEEN OF CORSETS.



No. 8—THE BULLER.



No. 9—THE IMPROVED REJANE CORSET.

The new belt... For day and evening wear...
No. 1—The Marlboro'...
No. 2—The Milner...
No. 3—The Kitchener...
No. 4—The Carlton...
No. 5—The Hunting Belt...
No. 6—The Sleeping Belt...
No. 7—The Queen of Corsets...
No. 8—The Buller...
No. 9—The Improved Rejane Corset...
All these corsets are made in all materials...
1899



TO BE WORN THREE TIMES IN THE WEEK.

Madame A. T. ROWLEY'S
TOILET MASK
(OR FACE GLOVES)

It is a natural beautifier for bleaching and preserving the skin and removing complexional imperfections. It is soft and flexible in form, and can be worn without discomfort or inconvenience. It is recommended by eminent physicians and scientists as a substitute for injurious cosmetics. COMPLEXION BLEMISHES may be hidden imperfectly by cosmetics and powders, but can only be removed permanently by the Toilet Mask. By its use every kind of spots, impurities, roughness, etc., vanish from the skin, leaving it soft, clear, brilliant, and beautiful. It is harmless, costs little, and saves pounds uselessly expended for cosmetics, powders, lotions, etc. It prevents and removes wrinkles, and is both a complexion preserver and a beautifier. Illustrated Treatise, with full particulars, post free, 3 stamps. MRS. A. T. ROWLEY, THE TOILET MASK CO. 139, OXFORD STREET, LONDON, W.



I.C. "PRINSA."

White, 6/11, 8/11, 10/11, 25/-.
Black, 8/11, 12/11, 25/-.

"THE PRINSA" Corset has been specially designed and made in Paris to meet the requirements of the present day. It gives more support and pressure than any other corset. It produces a perfectly flat front from the waist downwards. This is obtained by a scientific method of cutting the fronts, and a crossing arrangement of the bones, which give the desired graceful effect, combined with perfect comfort in all positions, sitting or standing. The shortest, as well as the tallest, can wear this corset with perfect ease.

The well-known "SÉVRES," "ÉOLANTINE," "SYLVIA," and other styles in "I.C." Corsets, at all prices from 8/11 upwards.

OF DRAPERS AND LADIES OUTFITTERS.

WHOLESALE ONLY—
SHARP, PERKIN, AND CO., 21, Old Change, E.C.

1896



Ladies & Children's
STOCKINGS.
VESTS. COMBINA-
TIONS, BODICES, &c.

ALL KINDS OF WOMEN'S UNDERWEAR, IN EVERY MATERIAL, KEPT IN STOCK AT WHOLESALE PRICES. SEND FOR ILLUSTRATED DESCRIPTIVE PRICE BOOK OF 116 PAGES (FREE).

ADDRESS—
VINCENT BAILEY & CO.,
Hosiery and Underwear
Manufacturers and Agents,
7, Wood St., LONDON, E.C.

SINGLE GARMENTS SOLD.

1890s

STAGE THREE: Catch-phrase

- phrase matched with product to enhance memory/association
- tactic pioneered with patent medicines

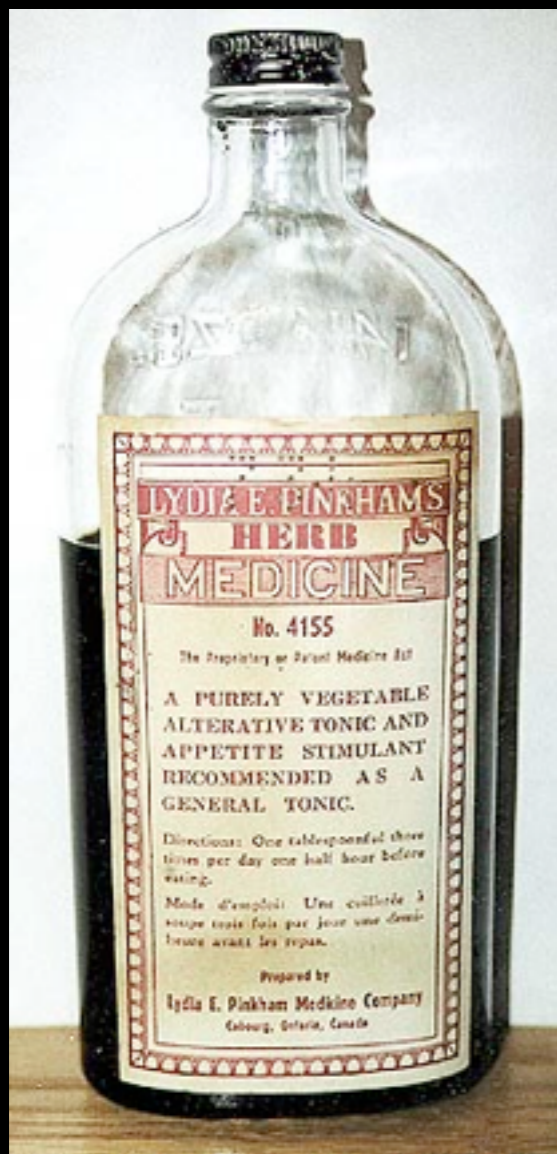


Patent Medicines

a.k.a. *nostrum remedium* (“our remedy”)

- mass-produced product in search of a national market
- questionable efficacy, “secret” ingredient(s)
 - opium extracts, cocaine, morphine, laudanum, grain alcohol
- “female complaints” = pregnancy (tansy, pennyroyal for self-induced abortion)





Keep
the
Glow
of
Radiant
Health



Sparkling eyes and smiling lips speak of health and vitality. Clear skin attracts. The healthy active girl is both happy and popular. Perhaps you are not really ill yet when the day's work is done you are too tired to enter into the good times that other women enjoy. For extra energy, try Lydia E. Pinkham's Vegetable Compound. It tones up your general health, gives you more pep—more charm.



Remember that 98 out of 100 women report benefit. Let it help you, too.

**Lydia E. Pinkham's
Vegetable Compound**

CITY DRUG STORE
210 S. W. 10th St. Oklahoma City, Okla.
**Lydia E. Pinkham's
Vegetable Compound
Tablets!**



FOR THE CONVENIENCE OF BEST MONDED DRUGS, PINKHAM'S VEGETABLE COMPOUND IS NOW SOLD IN TABLET FORM. EACH BOTTLE CONTAINS 10 TABLETS OR 55 BOLES ABOUT THE SAME NUMBER OF BOLES AS IN A BOTTLE OF LIQUID MEDICINE

Chocolate Coated
Carry your medicine with you. Take it regularly wherever you are.

JUST AS EFFECTIVE
AS THE LIQUID
COMPOUND

Lydia E. Pinkham
Medicine Company
Lynn, Mass.



**Come into the
KITCHEN**

TRYING ORDEALS FOR WOMEN.

Mrs. Pinkham Tells How Women May Avoid Painful Examinations.

To a modest, sensitive, high-strung young woman, especially an unmarried woman, there is no more trying or painful ordeal than the "examinations," which are now so common in hospitals and private practice.

An examination by speculum, or otherwise, is sometimes a positive necessity in certain stages of many diseases peculiar to women, so at least it is declared by the profession. This would not be the case if patients heeded their symptoms in time.

If a young girl's blood is watery, her skin pale and waxy looking, her lips colorless, bowels torpid, digestion poor, her ears and temples throb and she is subject to headache, begin at once to build up her system with Lydia E. Pinkham's Vegetable Compound. Do not allow her to undergo a physical examination.

Here is a letter from a young lady who requests that her name should not be used, but gives her initials and street number so that any inquiry addressed to her



Maturity — Maternity — Middle Age

At these three trying periods a woman needs Lydia E. Pinkham's Vegetable Compound. Give it to your daughter when she comes to womanhood. Take it for strength before and after childbirth. Take it to tide you over Change of Life. Take it whenever you are nervous, weak and rundown.

98 out of 100 Women Report Benefit

"My daughter Irene is 18. She used to stay in bed one and a half days at her period. She was nervous, her head ached, her right side and back hurt, she felt sick at her stomach but did not vomit. I had to have something to help her and the druggist suggested Lydia E. Pinkham's Tablets. They relieved the severe pains, she is not nervous and she sleeps better." — Mrs. J. E. Macy, 219 N. Indiana St., Greencastle, Indiana.

"I have taken Lydia E. Pinkham's Vegetable Compound at maturity, maternity and middle age. I am now 68 years old and I am well. I get up at six in the morning and go to Mass. I do all my own work. Whenever I don't feel well I get a bottle of the Compound. I advertise it to everybody because I know it is good." — Mrs. Angeline Asper, 216 North Champlain St., Burlington, Vermont.



Ask Your Own Neighbors
About This Medicine



Sold by Drug Stores
Everywhere

A medicine which has the written endorsement of nearly 800,000 women must be good. Give it a chance to help you, too. Take it regularly for best results.



"No Backache Now"

"I have five children and a large house to attend to, besides church affairs. Last summer I was weak and rundown, and suffered so with my back. Six bottles of the Vegetable Compound helped me wonderfully. I do all my work now, sew for others and have no backache. If every woman would only take this medicine four times a day regularly there would be fewer pained faces." — Mrs. G. M. Ketel, 2358 N. Allegheny Ave., Portland, Oregon.

Lydia E. Pinkham's Vegetable Compound

THE MEDICINE YOUR MOTHER AND YOUR GRANDMOTHER DEPENDED ON



"HOW OLD I LOOK, AND NOT YET THIRTY!"

Many women fade early, simply because they do not take proper care of themselves. Whirled along in the excitements of fashionable life, they overlook those minor ailments that, if not checked in time, will rob them of **Health and Beauty**. At the first symptom of vital weakness, use

LYDIA E. PINKHAM'S Vegetable Compound

The roses will return to your cheeks, sallow looks depart, spirits brighten, your step become firm, and back and head aches will be known no more. Your appetite will gain, and the food nourish you. The Compound is sold by all Druggists as a standard article, or sent by mail, in form of Pills or Lozenges, on receipt of \$1.00.

For the cure of **Kidney Complaints**, either sex, the Compound has no rival.

Send two 2-cent stamps for Mrs. Pinkham's beautiful 88-page illustrated book, entitled "**GUIDE TO HEALTH AND ETIQUETTE.**" It contains a volume of valuable information. It has saved lives, and may save yours.

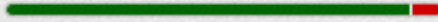
Lydia E. Pinkham Med. Co., Lynn, Mass.

Like Dislike Add to Share Download ▾ Flag Print

7,837 

Uploaded by [russelldavies](#) on Jun 4, 2006

all sorts of advertising archetypes brought to life in one fantastic scene

 13 likes, 1 dislike

The Hucksters (1947)

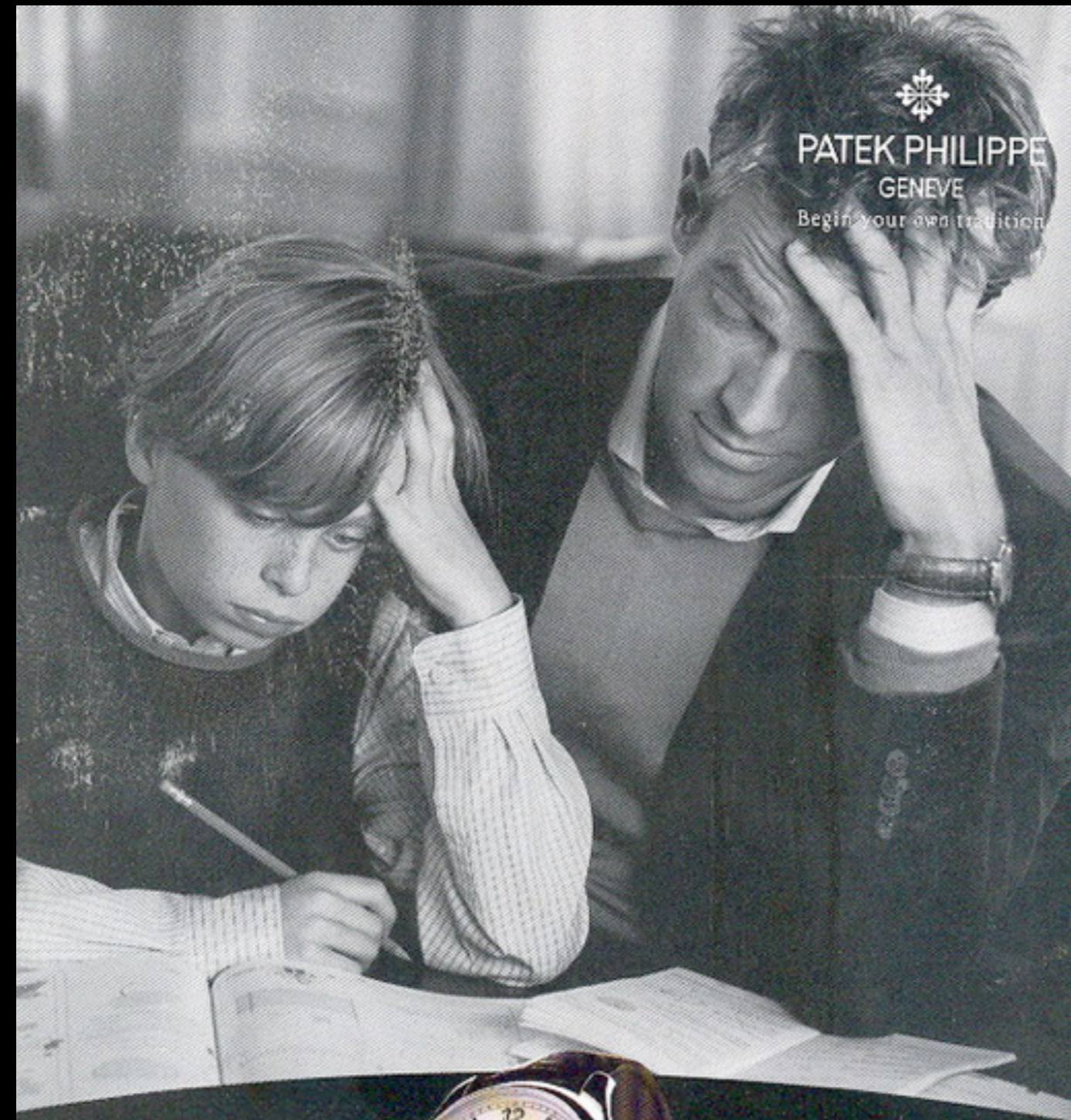
parity products

- no real difference in terms of efficacy
- advertisers attempt to create emotional differences via branding, e.g. differences in what a product means





PATEK PHILIPPE
GENEVE
Begin your own tradition



You never actually
own a Patek Philippe.



You merely look
after it for the next
generation.



The patented Annual Calendar displays
day, month and date, which only
needs resetting once a year. A sapphire
crystal back reveals the self-winding
movement which, like all Patek Philippe
mechanical watches, is distinguished by
the Geneva Seal. Ref. 5146G.

Patek Philippe Geneva.

Tel. (41) 22 884 20 20. www.patek.com



GREEN
CROSS

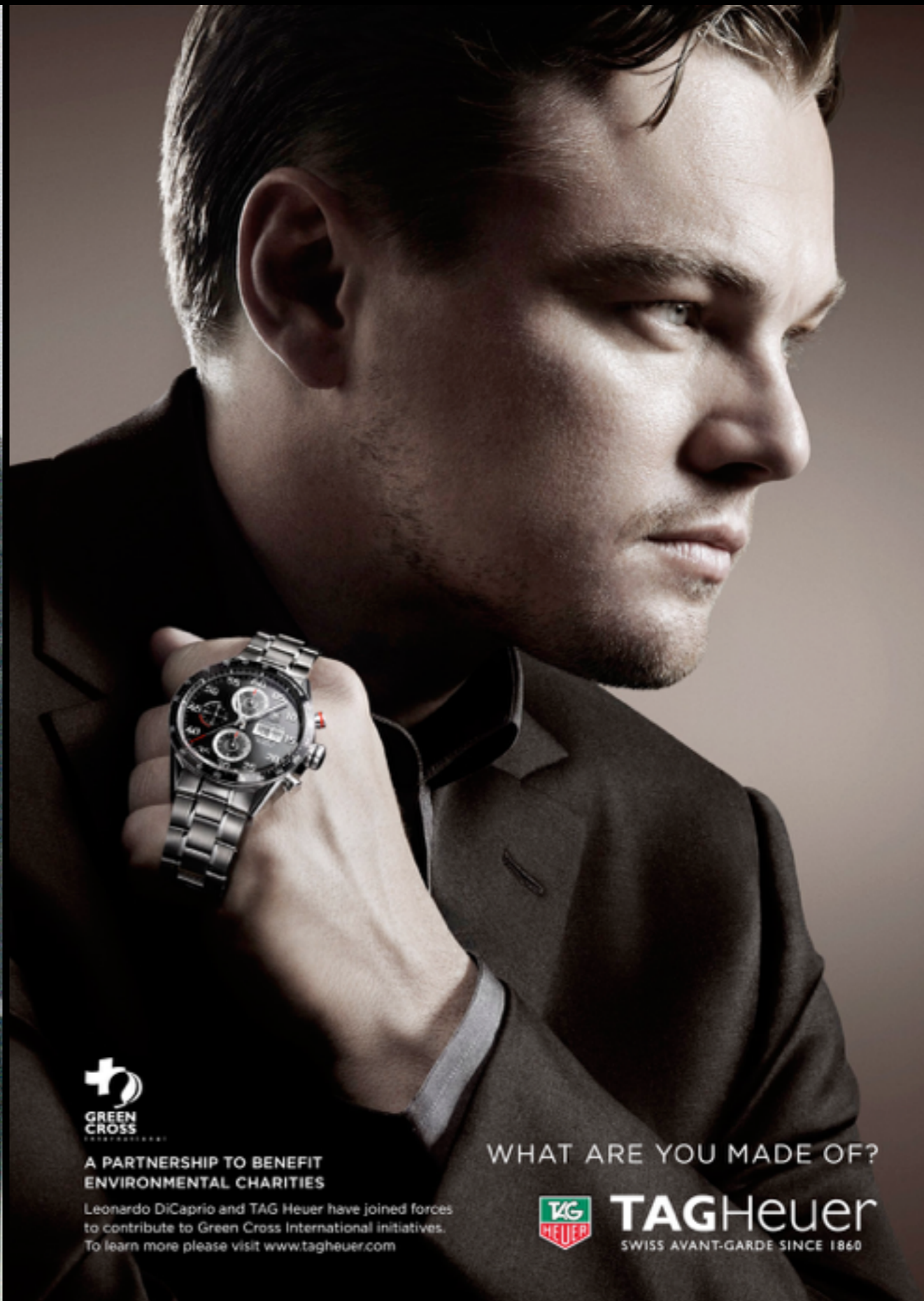
A PARTNERSHIP TO BENEFIT
ENVIRONMENTAL CHARITIES

Leonardo DiCaprio and TAG Heuer have joined forces
to contribute to Green Cross International initiatives.
To learn more please visit www.tagheuer.com

WHAT ARE YOU MADE OF?



TAGHeuer
SWISS AVANT-GARDE SINCE 1860



it's about time

less is definitely not more when it comes to nylon and Swatches. in fact, when the swiss company asked us to style a shoot with their colorful creations, we just piled and layered them on.... and on. hey, the more the merrier.



head
case

Headband: Swatch
Swimsuit: Swatch
Nylon: Swatch
Swatches: Swatch

Vote
for Nylon's
Swatch
photoshoot at:
swatch.com



knock
'em
out

Watches: Swatch
Bracelets: Swatch
Nylon: Swatch
Swatches: Swatch

STAGE FOUR: Attack Personal Relationships

- “psychological warfare”
- aim: make consumers feel insecure about themselves (body, hair, clothing, etc.), their relationships with others (social acumen, acceptability), and the health and well-being of their children



Will Your Hair Stand Close Inspection?

Is it soft and silky, bright and fresh-looking full of life and lustre

YOUR hair, more than anything else, makes or spoils your whole appearance.

It tells the world what you are.

Wear your hair becomingly; always have it beautifully clean and well kept, and it will add more than anything else to your attractiveness and charm.

Beautiful hair is not a matter of luck. You, too, can have beautiful hair.

Beautiful hair depends almost entirely upon the way you shampoo it. Proper shampooing is what brings out all the real life and lustre, all the natural wave and color and makes it soft, fresh and luxuriant.

When your hair is dry, dull and heavy, lifeless, stiff and gummy, and the strands cling together, and it feels harsh and disagreeable to the touch, it is because your hair has not been shampooed properly.

When your hair has been shampooed properly, and is thoroughly clean, it will be glossy, smooth and bright, delightfully fresh-looking, soft and silky.

While your hair must have frequent and regular washing to keep it beautiful, it cannot stand the harsh effect of ordinary soaps. The free alkali in ordinary soaps soon dries the scalp, makes the hair brittle and ruins it.

That is why discriminating women, everywhere, now use Mulsified coconut oil shampoo. This clear, pure and entirely greaseless product brings out all the real beauty of the hair and cannot possibly injure. It does not dry the scalp or make

the hair brittle, no matter how often you use it. If you want to see how really beautiful you can make your hair look, just follow this simple method.

A Simple, Easy Method

FIRST, wet the hair and scalp in clear warm water. Then apply a little Mulsified coconut oil shampoo, rubbing it in thoroughly all over the scalp, and throughout the entire length, down to the ends of the hair.

Two or three teaspoonfuls will make an abundance of rich, creamy lather. This should be rubbed in thoroughly and briskly with the finger tips, so as to loosen the dandruff and small particles of dust and dirt that stick to the scalp.

After rubbing in the rich, creamy Mulsified lather, rinse the hair and scalp thoroughly—always using clear, fresh, warm water. Then use another application of Mulsified, again working up a lather and rubbing it in briskly as before.

You will notice the difference in your hair even before it is dry, for it will be soft and silky in the water.

Rinse the Hair Thoroughly

THIS is very important. After the final washing, the hair and scalp should be rinsed in at least two changes of good warm water. When you have rinsed the hair thoroughly, wring it as dry as you can, and finish by rubbing it with a

towel, shaking it and fluffing it until it is dry. Then give it a good brushing.

After a Mulsified shampoo you will find your hair will dry quickly and evenly and have the appearance of being much thicker and heavier than it really is.

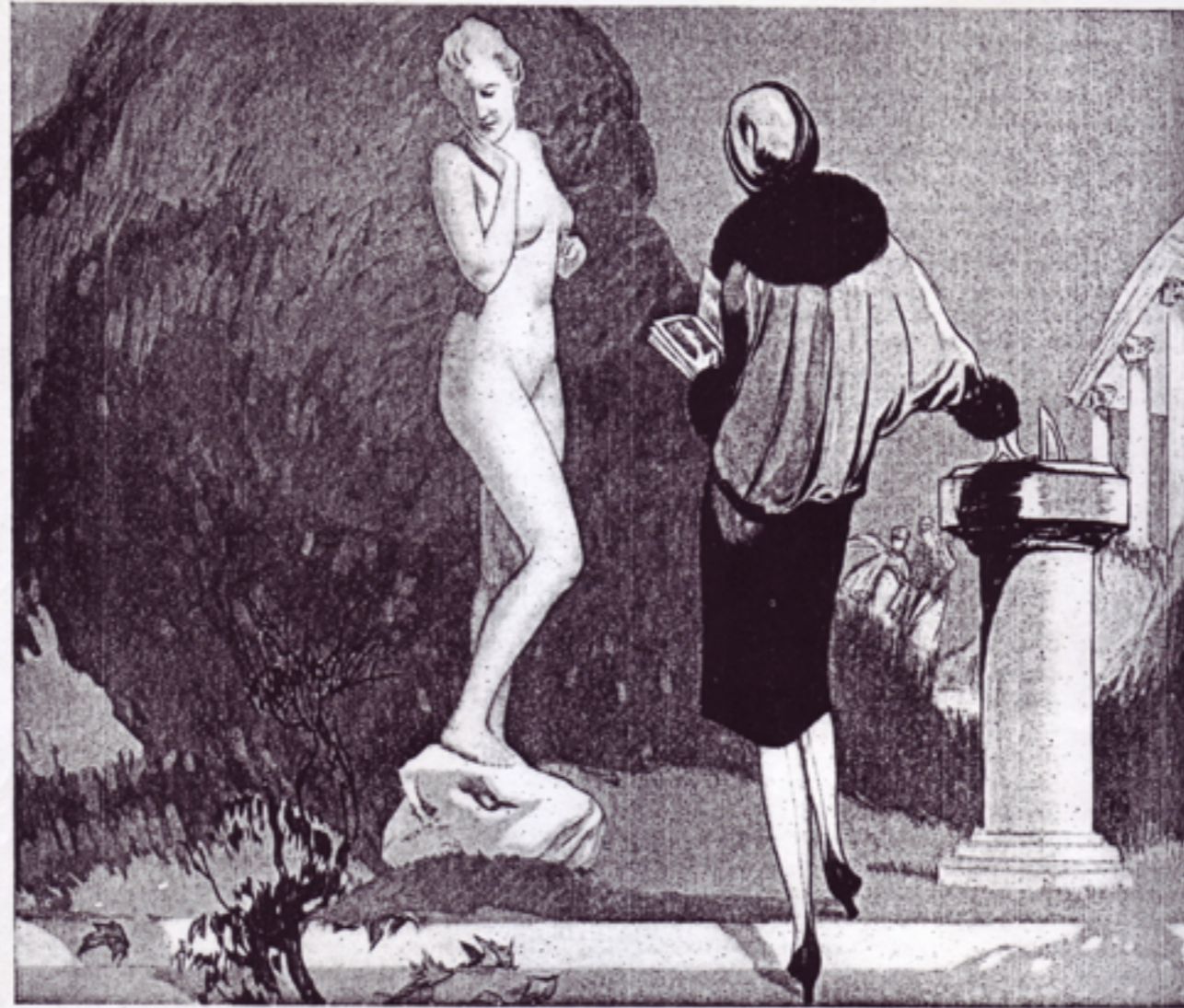
If you want to always be remembered for your beautiful, well-kept hair, make it a rule to set a certain day each week for a Mulsified coconut oil shampoo. This regular weekly shampooing will keep the scalp soft and the hair fine and silky, bright, fresh looking and fluffy, wavy and easy to manage—and it will be noticed and admired by everyone.

You can get Mulsified coconut oil shampoo at any drug store or toilet goods counter, anywhere in the world. A 4-ounce bottle should last for months.

*Splendid for children
—Fine for men.*

Mulsified
Coconut Oil Shampoo





Psyche's Ankles Wouldn't Pass Inspection TODAY

THE most mythological thing about Psyche was the fabled charm of her ankle lines. Psyche's beauty may have excited Venus to green-eyed flights of jealousy, but, when one considers her ankle-girth, she'd never cause the modern girl to miss a heart-beat—UNLESS Psyche wore "Onyx Pointex". For, Psyche's ankles were FAT! They would be as much out of place on a country club porch today as a bustle or a leg o' mutton sleeve.

That is, as remarked before—UNLESS she wore "Onyx Pointex".

For, "Pointex" is that little wonder-working slenderizer at the back of the heel that accentuates every graceful charm that Nature places in ankles. "Pointex" allows ankles to look their best—stockings to wear their best. You will find this little worker of ankle miracles ONLY in "Onyx".

Leading stores everywhere sell "Onyx" Hosiery and especially the "Pointex" styles listed below

"Onyx" Hosiery

"Pointex"

Doubled splicing of the heel and tripled reinforcing strands of silk in the seam, are new features that practically *double* the wear of "Onyx Pointex".

Silk, with Lisle Top
 Style 155, Medium weight \$1.65
 Style 255, Service weight \$1.95
 Style 355, "Sheresilk" \$1.95

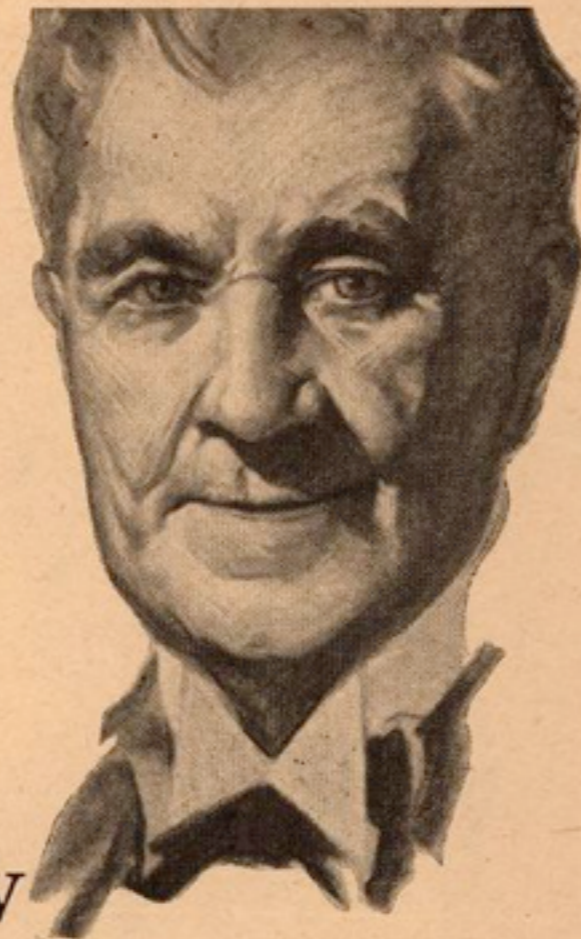
Pure Thread Silk
 Style 450, "Sheresilk", the finest web of silken strands \$2.50
 Style 350, Service weight \$2.75



© 1926 "Onyx" Hosiery Inc. Manufacturers New York

"Pointex" means perfection and "Pointex" is made only by "Onyx"

1926



"What I know about *nice* women"

Listen to a doctor whose practice includes hundreds of the better class. "It is simply unbelievable," he says, "how many women—supposedly *nice, fastidious* women—are suffering from halitosis and *utterly ignorant of the fact*. No wonder their husbands no longer kiss them, or that women friends avoid them."

Don't fool yourself

Be the first to suspect yourself of having halitosis (bad breath). So many everyday conditions cause it that it is folly for any one to assume complete freedom from it. Defective teeth for example. Fermenting food particles. Pyorrhea. Germ infec-

tions of the mouth. Keep yourself on the popular side by gargling with full strength Listerine morning and night, and before meeting others. Listerine instantly ends halitosis.

Destroys odors—kills germs

Being a safe germicide so active it kills even Staphylococcus Aureus (pus) and Bacillus Typhosus (typhoid) germs in 15 seconds, it naturally combats germ conditions which cause odors. Then, being

a powerful deodorant, it destroys the odors themselves. Send for our free Book of Etiquette. Dept. H 6, Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

CAUTION

Occasionally you may be offered a product "Just as good" and "Just as safe" as LISTERINE. We hope you won't be fooled. There's nothing like LISTERINE.

Halitosis is a daily threat..end it with

THE SAFE
ANTISEPTIC

Listerine



Friendly, *but Friendless*

SICK at heart he watched them go. Last year he was always asked to join this merry group, but now the invitations were becoming fewer and fewer. He touched his face gingerly in miserable speculation. Could it be ?

A great many young men are inclined to have a grimy-looking skin, spotted with blackheads and dull in appearance. Few realize that this hinders their success in life. Pompeian Massage Cream helps you overcome this handicap by giving you a clear, ruddy complexion.

Clears the Skin. Pompeian Massage Cream thoroughly cleanses the pores. It helps clear up blackheads and pimples by stimulating healthy circulation, and by keeping the skin clean and the pores open.

Easy to Use. After shaving or washing, rub it in gently. Continue rubbing and it rolls out, bringing with it all the dirt and skin impurities. Result—a clean, healthy skin with clear, glowing color.



Use Pompeian Massage Cream regularly at home—then you'll get the full benefit. At all druggists.

SPECIAL TRIAL OFFER

1/3 of a 60c jar—for only 10c



For 10c we will send a special trial tube containing one-third of contents of a regular 60c jar of Pompeian Massage Cream. Trial tube contains sufficient cream for many delightful massages. Positively only one trial tube to a family on this exceptional offer.

THE POMPEIAN LABORATORIES,
Dept. A-34, Cleveland, O.

Gentlemen: I enclose a dime (10c) for a special trial tube of Massage Cream, containing 1/3 of a 60c jar.

Name

Street Address

City.....State.....

ca 1920



A Cough is a Social Blunder

People who know have no hesitation in avoiding the cougher. They know that he is a public menace. They know that his cough is a proof of his lack of consideration of others.

And they know that he knows it too, so

S. B. Cough Drops are not a cure for colds. They are a preventive of coughing. True, they often keep a cough from developing into a sore throat or cold. And they are a protection to the public because they keep people who already have influenza, colds and other throat troubles from spreading them through unnecessary coughing. Have a box with you always.

Pure. No Drugs. Just enough charcoal to sweeten the stomach.

One placed in the mouth at bedtime will keep the breathing passages clear.

Drop that Cough

SMITH BROTHERS of Poughkeepsie

FAMOUS SINCE 1847



"I want gaiety, friends, LOVE," she sobbed



"And you shall have them,"
I promised her

INTO a psychiatrist's chambers I stream an endless tide of life's mis-
fics. The lonely . . . the bitter . . . the
repressed . . . the misunderstood.

And now before me stood yet another.
I was certain, and later examination
proved me right, that there was nothing
organically wrong with her. Her
face, her body, bloomed with beauty
and vitality. Yet, emotionally, she was
at the breaking point.

Gently, I probed for her history. She
was 28, single, college bred, lived in a
good home with parents of some means,
but was definitely of the recluse type.

"Men friends?"

Her lips quivered as she leaned close
to me. The flood-tide of her emotions
burst through the gates of her control.

"You've hit on it, doctor. I'm lonely
. . . desperately lonely," she sobbed.
"Every girl I know is married, but no
man seems to want me. They come—
they go—I cannot hold them. Even
my women friends seem to avoid me.
I go nowhere . . . see no one. And, oh
doctor, I want gaiety, friends, admira-
tion, love . . . love . . . love."

She had risen; her face was almost
against mine. In that instant I knew

I had spotted the cause of her trouble.
It was obvious.

But never in all my years of practice
did I face a harder task than that of
telling this unhappy girl the simple
truth. But tell her I did.

Today she is one of the happiest and
most popular girls in our little city,
and soon will marry a well-to-do
Easterner who simply adores her.

Why Risk It?

Nothing is so fatal to friendships and ro-
mance as "halitosis (bad breath). No one
is immune. And the insidious thing about
halitosis is that you yourself never know

when you have it; never realize when you
are offending.

Why run the risk at all? All you need do
to make your breath sweeter, purer, more
wholesome and agreeable to others is to
rinse the mouth with Listerine Antiseptic.
This amazing deodorant halts food fer-
mentation in the oral cavity, a major cause
of breath odors; then overcomes the odors
themselves. And it's so delightful to use.

Get in the habit of using Listerine Anti-
septic night and morning, and between
times before business or social engagements.
It pays rich dividends in popularity.

LAMBERT PHARMACEUTICAL CO., St. Louis, Mo.

LISTERINE for HALITOSIS

She never knew why



For obvious reasons women and places referred to are fictitious

Her hands stiffened as they held the news-
paper . . . she felt almost ill. There could be
no mistake . . . there it was in brutal black
and white.

Bromson was gone . . . married to another
woman . . . and Lucia Gallup of all plain,
dowdy women . . . eloping . . . "sailing the
19th for the Mediterranean," the paper said.

She felt as though she had been robbed.
She had considered it a foregone conclusion
that Bromson would marry her . . . he had
been attentive for years. Why only the
week before they had been to a theatre
party.

True, for the past six months he had been
less frequent in his calls . . . less attentive
perhaps . . . and on several occasions he had
seemed restless, eager to leave. She had
attributed these changed actions and his
distant attitude to business worry and un-
certainty.

And now this! She simply couldn't un-
derstand it. Over and over she searched

her brain for an explanation . . .

Do you agree?

To endure a case of halitosis (unpleasant
breath) occasionally is bad enough, but to
be married to one would be unendurable.

The insidious thing about it is that you
yourself never know when you offend this
way. And the matter is so delicate that even
your best friend won't tell you.

Certainly every fastidious woman and
man who hopes for the friendship, favor, or
affection of others will see to it that the
breath is sweet, wholesome, and agreeable.
It's so easy to keep it that way, too. Simply
gargle with Listerine every morning, every
night, and between times before social en-
gagements. Being an antiseptic, Listerine
halts fermentation, the cause of 90% of
mouth odors. Then, because it is the sweetest
deodorant known, it gets rid of the odors
themselves. Amazing double action.

Do not expect quick deodorizing effect

from ordinary antiseptic mouth washes.
Tests show that it takes them twelve hours
or more to conquer odors that Listerine
ends instantly.

And for body odors

Happily for all concerned, body odors are
less common and occur less frequently than
halitosis. But when they do occur they are
no less objectionable.

Many people pursue the absurd belief
that mere washing with soap and water will
get rid of them. That is laughable. To really
make sure, use Listerine on the gassy areas,
after your bath. Just a little does the trick.
Not a permanent cure, mind you, but a
pleasant relief.

Send for our FREE BOOKLET OF
ETIQUETTE—tells what to wear, say, and
do at social affairs. Address, Dept. G-6,
Lambert Pharmaceutical Co., St. Louis, Mo.

the quickest deodorant

***LISTERINE ends Halitosis, checks Body Odors**

In using advertisements see page 6

retro-ads.net

I'm Singing the Blues in more ways than One!



JACK'S BEEN OUTTIN' A-RUG WITH MARGIE ALL EVENING—AND OUTTIN' ME TOO!!

I WOULDNT GIVE YOU THE CHILL-TREATMENT, GOT DEER, IF YOU DONT BRISTLE UP THAT OUL' SKIN OF YOURS!

LATER...
MARGIE WITH APOLO

ORIG'LY THE NIGHT YOU MEET WOODBURY FACIAL DOCKTALS! THEY'LL PUT A GLOW IN YOUR SKIN—TO MAKE JACK'S HEART...

...A BEAUTY-CREAM INGREDIENT IN WOODBURY! WONDERFUL!



MY SKIN FEELS LIKE VELVET AT REAST! AND FACIAL DOCKTALS NO DIMPLE... JUST MASSAGE WITH WILD WOODBURY RINSE-WASH, AND GOLF IT'S MAGIC!



LET ME CALL YOU SWEETHEART!
—NOW ALWAYS, DEE!

FOR ALWAYS, JACK!

WOODBURY CHANGED THE TUNE OF THIS ROMANCE!

JUST MARRIED!
—another Woodbury Deb

For the Dainty Charm of a Girl's Smile, the Touch of a Girl's Sweet Kiss...

It's Woodbury Facial Cocktails... for the smooth skin of romance!



FOR THE SKIN YOU LOVE TO TOUCH

THE NEW WOODBURY FACIAL DOCKTALS... FOR THE Dainty Charm of a Girl's Smile, the Touch of a Girl's Sweet Kiss... A BEAUTY-CREAM INGREDIENT IN WOODBURY!

"Yeah...the Team Won—but I Lost!"



IFT AT 8:45, HE THINKS SHE'S CALLING THE SIGNALS ON TOMMY...!!

FOR A LOSS, YOU CAN BLAME THE BOUGH PLAY ON YOUR BOOBY BOWS! LET'S TAKE 'EM ALL FOR...

BEAUTY FRAGILE... WITH AN WOODBURY SOAP IS YOUR MILD BUT A BEAUTY-CREAM INGREDIENT THAT MEANS NO BURNING NO MORE DRY NO MORE DRY ROUGH SKIN! NO UBBLE... IS NEW WOODBURY!



UVA WOODBURY FACIAL DOCKTALS ARE REALLY SMOOTH... IT'S THE ONLY WILD... DOESN'T BURN OR ELL... MY SKIN FEELS LIKE VELVET NOW.



HONEYCOMB DANCE

IT'S ON YOUR FEET FOR GOOD LONESOME WOODBURY!

IS WOODBURY LIKE WONDERFUL!

IT'S OFFICIAL! SCORES IN H TOMMY!

JUST MARRIED!
...another Woodbury deb!

For the Dainty Charm of a Girl's Smile, the Touch of a Girl's Sweet Kiss...

For romance appeal, let Woodbury smooth skin!



NO "DRIE-EYE" WITH WOODBURY'S BEAUTY-CREAM INGREDIENT

NO BURNING NO MORE DRY NO MORE DRY ROUGH SKIN! NO UBBLE... IS NEW WOODBURY!

ca 1947

*Whadda-ya-mean
YOUR girl?
...you couldn't hold on
to her!*



THAT'S what Red shot at Tommy as the two glared hotly at each other before the girls got them away . . . and it was a poser for Tommy. He blamed his break with Polly on everything but the simple truth itself . . . the very thing* that Polly would not tolerate and which he himself never suspected.

It's Unforgivable

Few things can equal a case of halitosis* (bad breath) as a monkey-wrench in the wheels of romance. It's the offense unforgivable in either a man or a woman. Unfortunately, anyone may suffer from it at some time or other. The worst of it is, you yourself may be guilty without even realizing it—and your best friends won't tell you.

But why take long risks? Why offend needlessly? There's an easy, simple, delightful pre-

caution against halitosis—Listerine Antiseptic used as a mouth rinse. Fastidious people use it every morning and every night, and between times before business and social engagements.

Halts Fermentation

Some cases of halitosis are due to systemic conditions, but most cases, say some authorities, are due to the fermentation of tiny food particles in the mouth. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors it causes. The breath quickly becomes sweeter, fresher, purer, less likely to offend.

If you want to appear at your best, if you want others to like you, get into the cleanly habit of using Listerine Antiseptic every morning and night. It pays.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

LISTERINE

Keeps the breath sweeter, purer . . . use it before every business and social engagement

1941

1941

*The Woman
whose sleep
is habitually
disturbed—*

*May make
a failure of
her children*



*There is nothing in the world more likely to create
a nervous, irritable disposition than
the constant loss of sleep*



If YOUR nerves are irritated so that sleep only comes after hours and hours of tossing around restlessly, and then is broken and fitful and unrefreshing, your nerves cannot be in proper condition.

As a matter of fact, your nerves are not properly nourished. They may be actually starved, because it is during sleep that the reconstructive processes in your body are busiest.

Therefore, the woman whose nerves are irritated and kept on edge, can never do herself justice. She cannot possibly show the forbearance and consideration for her children that she would if her nerves were calm and rested.

If you are accustomed to drinking tea or coffee, you are taking into your system elements which,

sooner or later, may bring about nerve-bankruptcy. For tea and coffee contain thein and caffeine—well-known drugs.

If you want to know the joys of sound, restful sleep and strong virile nerves, stop drinking tea and coffee, and drink Postum instead. You will like its delicious, savory flavor.

Postum is the nationally-known, pure cereal beverage. It helps to build up the nervous system, by permitting you to get sound, refreshing sleep.

Go to your grocer today and get a tin of Instant Postum—made instantly in the cup. Drink it for 10 days instead of tea or coffee, and see how much more vigorous and enduring you will feel. Then you can make up your mind to quit tea and coffee forever.

Instant Postum for Health
"There's a Reason"



A Corn cost him his job

He was called the best natured man on the payroll. Nothing ever seemed to faze his good humor. In a touchy situation, his tact and cool headedness were never known to fail.

Then came the amazing blow-up.

A testy old customer said some riley things—and Jenkins lost his temper.

Not even the most genial disposition can withstand the constant strain of an aching corn. It isn't only the local pain. It's the reaction to the whole nervous system. It makes a man feel mean all over, and act that way. But for business' sake, as well as comfort's sake, end that corn with Blue-jay. It stops the pain in ten seconds—and ends the corn itself in 48 hours.

Blue-jay

Business men appreciate Blue-jay particularly because it is so scientifically efficient. It leaves nothing to the user's guess-work. You do not have to decide how much or how little to put on. Each plaster is a complete standardized treatment—and it does the work.

THE QUICK AND GENTLE WAY TO END A CORN

© 1925 [1925]



The Job Hunter with Two Strikes Against Him

JACKSON'S qualifications for the job were excellent. He had a pleasing appearance, a warm personality, good references, and plenty of experience.

And yet the man across the desk hesitated . . . finally said, "No."

Jackson didn't know it, but he had two strikes* against him from the start.

Can You Get Away with It?

In these days of fierce competition to get and hold a job, can you afford to take chances with halitosis* (unpleasant breath)?

Why risk offending others when Listerine Antiseptic offers you such an easy, delightful precaution against off-

color breath?

Simply rinse the mouth with Listerine Antiseptic night and morning, and between times when you want to be at your best.

Almost at once Listerine Antiseptic renders your breath sweeter, fresher, less likely to offend.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic halts such fermentation, then overcomes the odors fermentation causes. Use it night and morning.

LAMBERT PHARMACAL CO., St. Louis, Mo.

LISTERINE ANTISEPTIC for oral hygiene



I have a BOSS.

I have a MOTHER-IN-LAW.

I also have a TEENAGE DAUGHTER.

I DON'T need someone else telling me what to do.

I NEED someone who will listen.



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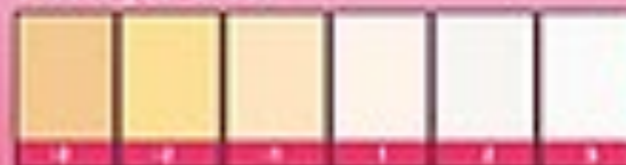


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This Is A Limited
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Zip/Postal Code:



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QUALIFY

DazzleSmile!



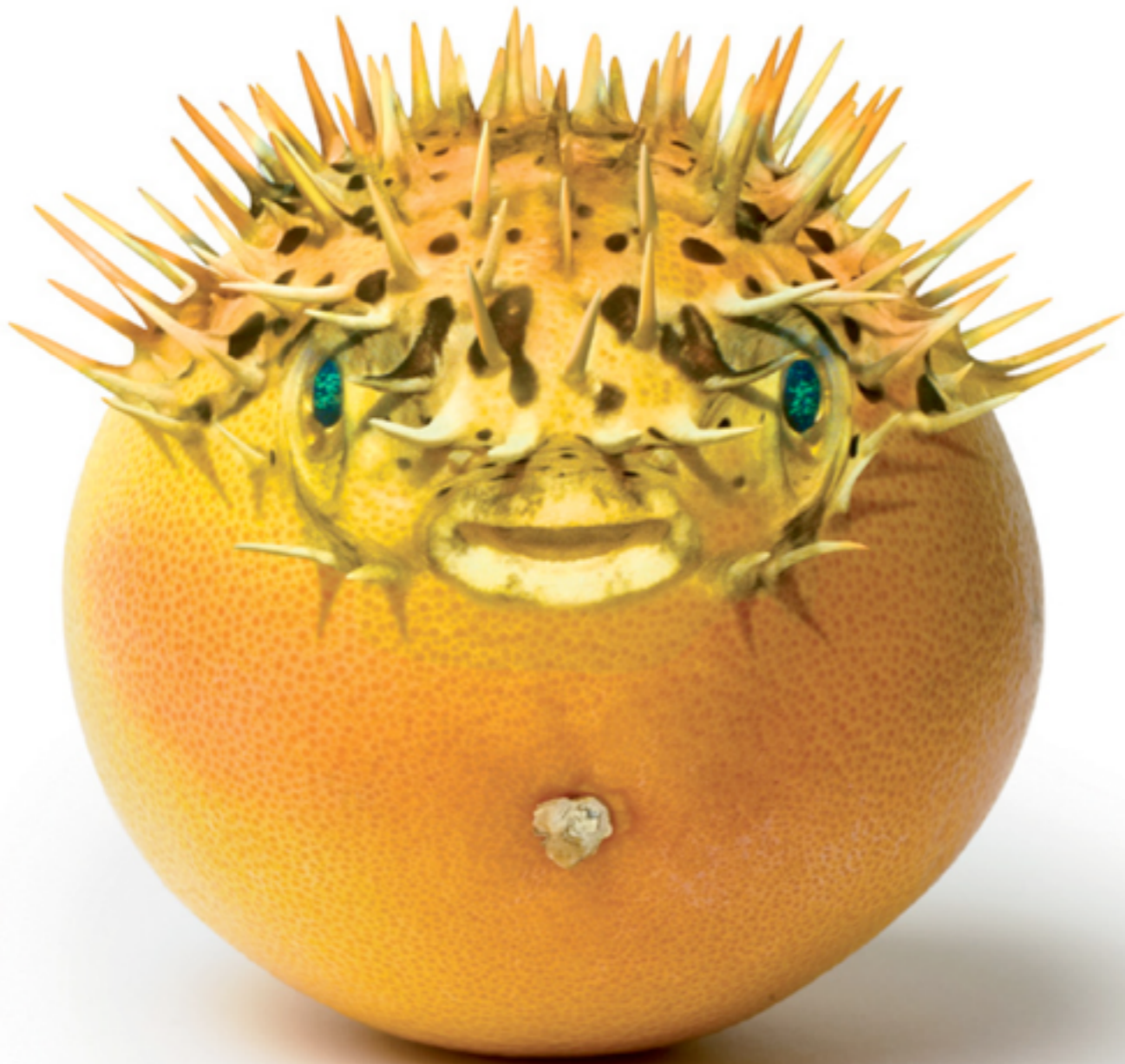
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SHAMELESS
ARMPITS RUN NAKED
THRU THE STREETS.**



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Your shampoo,
is it really organic ?

byo²

where your beauty breathes

www.byo2.com

Wheeler-Lea Amendment (1938)

- banned advertising claims that were “explicitly false”
- further replace information-based claims with emotional appeals
- greater emphasis on images
- result: “increased glamour and indirect assertion” (Stole, p. 95)

STAGE FIVE:
Advertising Presented as News
(or Entertainment)

- publicity for films (stories/ interviews with stars, screenwriters, directors, etc.)

December 2015

movie release schedule



Toro Loco Sangriento
Available 12/24



Yellow Day
Available 12/24



Daddy's Home
Available 12/24



Point Break
Available 12/24

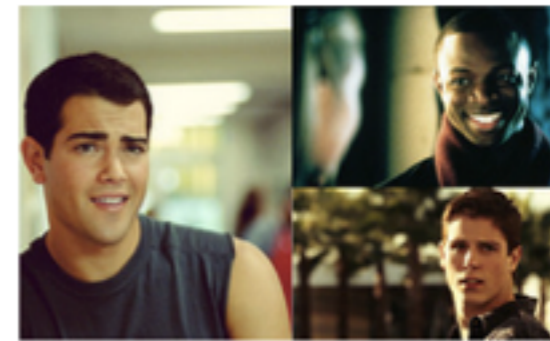


Concussion
Available 12/24



Joy
Available 12/24

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NOVEMBER 11, 2015 9:48 PM

by JONATHAN VAN METER | *photographed by* MIKAEL JANSSON

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STAR WARS FORCE AWAKENS / 01 DECEMBER 15 / by ALEX GODFREY

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Disney/LucasFilm

Sundance Politics: Guns, ISIS and North Korea in Controversial Lineup



'Southside With You'

Matt Dinerstein

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Chci volat za 1 Kč

GoMobil



by Tatiana Siegel

12/9/2015 5:30am PST

Must Reads



'Joy': Film Review



'The Revenant': Film Review

Nate Parker's 'Birth of a Nation' and the Katie Couric-produced doc 'Under the Gun' are among the films included in the festival's (running Jan. 21-31) politically charged schedule.

This story first appeared in the Dec. 18 issue of *The Hollywood Reporter* magazine. To receive the magazine, [click here to subscribe](#).

RACE

Sundance festival director John Cooper and programmer Trevor Groth never shy from hot-button topics, but the 2016 lineup seems especially news-driven. Into America's race debate comes Nate Parker's *The Birth of a Nation*, which chronicles the deadly 1831 slave rebellion led by Nat Turner. Comic W. Kamau Bell is bringing *United Shades of America*, a CNN docuseries that includes an exchange with a Klansman. And the fest will premiere Ezra Edelman's 7½-hour racially charged documentary *O.J.: Made in America*.



<http://www.hollywoodreporter.com/news/sundance-politics-guns-isis-north-846994>

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Max Morley SLAMS Gaz Beadle as a 'mug' as he dumps Charlotte Crosby over late night snog

CHARLOTTE CROSBY COMMENTS

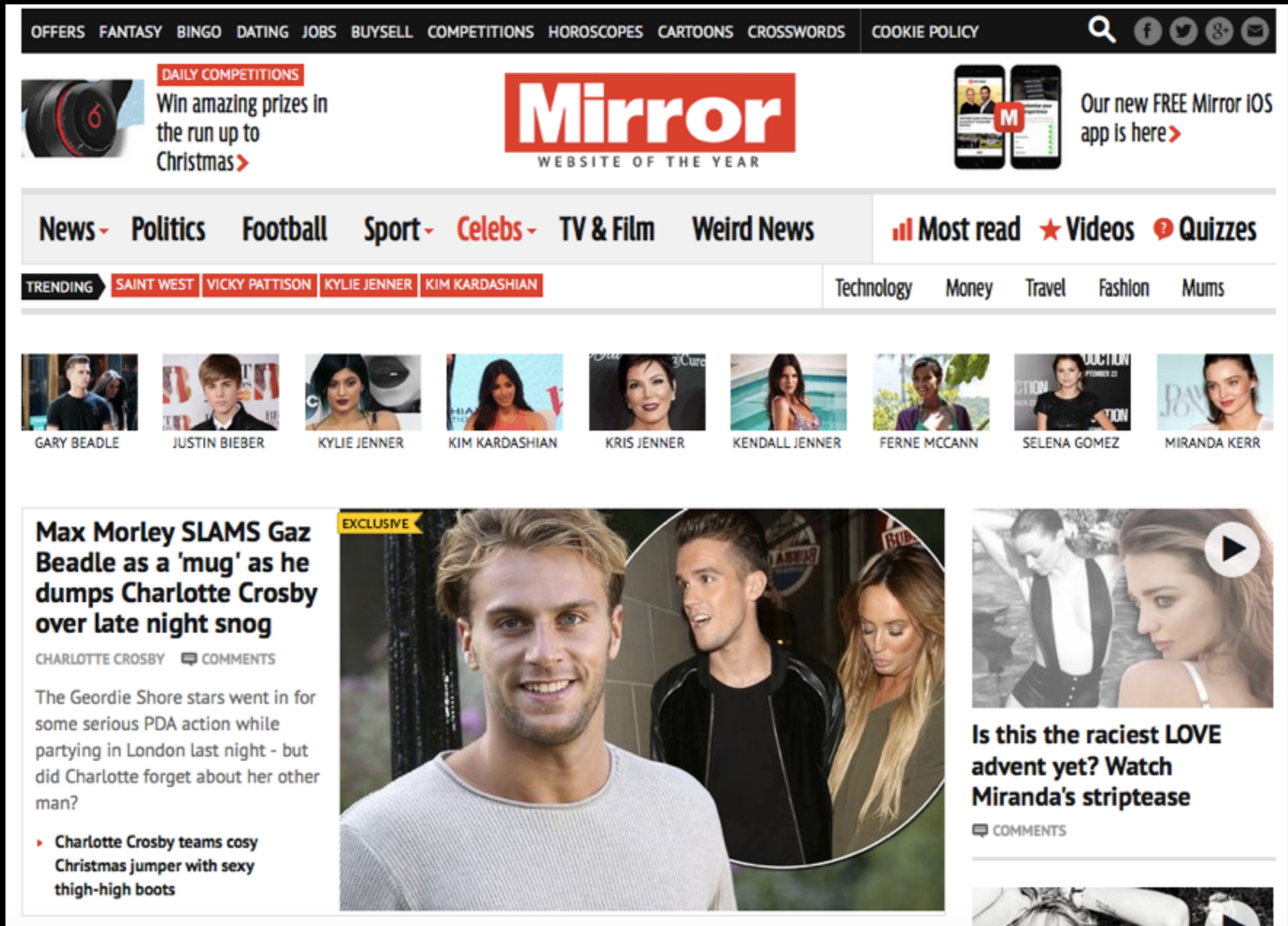
The Geordie Shore stars went in for some serious PDA action while partying in London last night - but did Charlotte forget about her other man?

▶ Charlotte Crosby teams cosy Christmas jumper with sexy thigh-high boots

EXCLUSIVE

Is this the raciest LOVE advent yet? Watch Miranda's striptease

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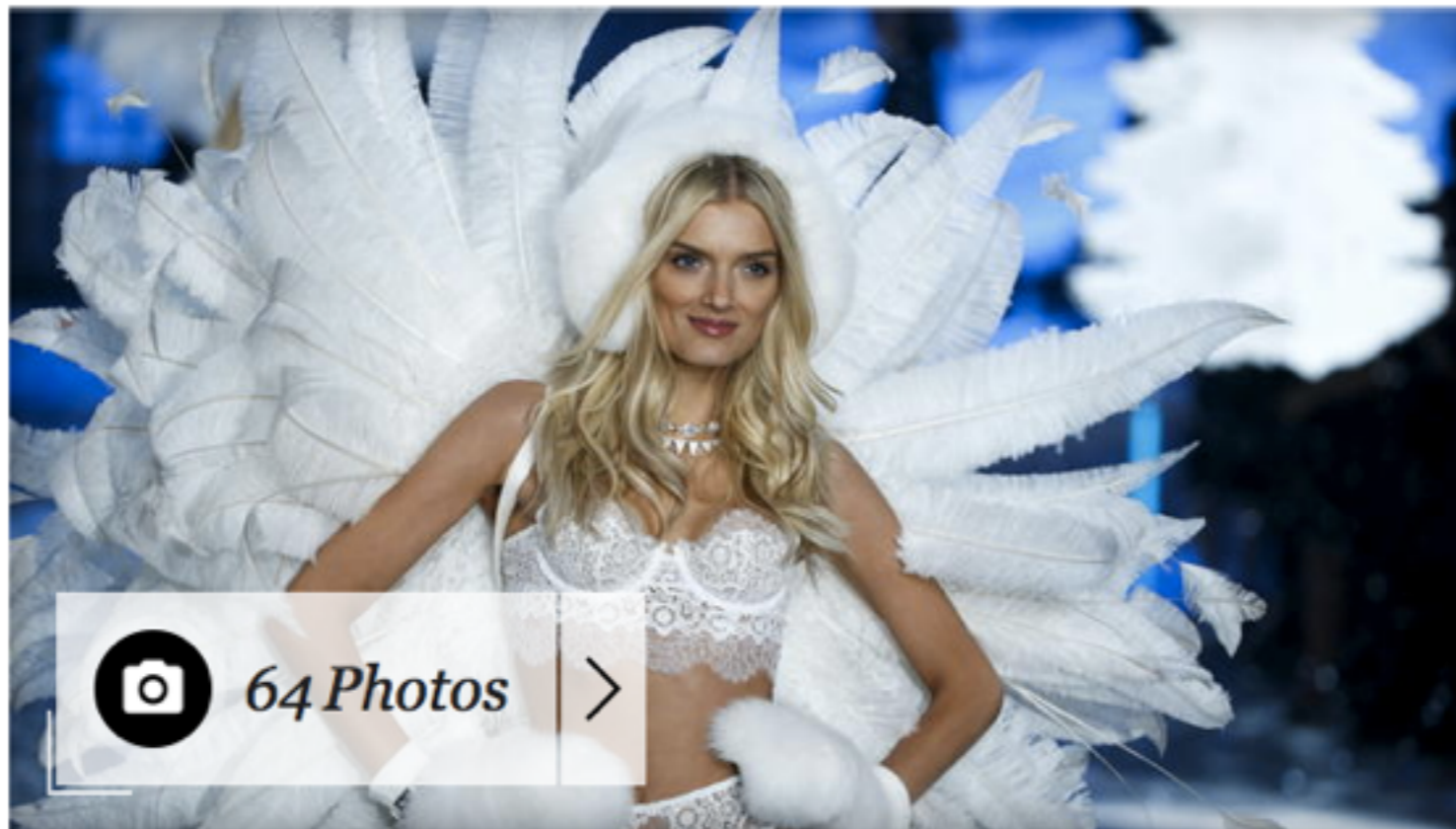
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Pair of headphones that are more expensive than the iPhone

The Verge

By ANDREA PARK / CBS NEWS / December 8, 2015, 12:49 PM

How to watch the Victoria's Secret Fashion Show



64 Photos >

A model presents a creation during the 2015 Victoria's Secret Fashion Show in New York, November 10, 2015. / REUTERS/LUCAS JACKSON

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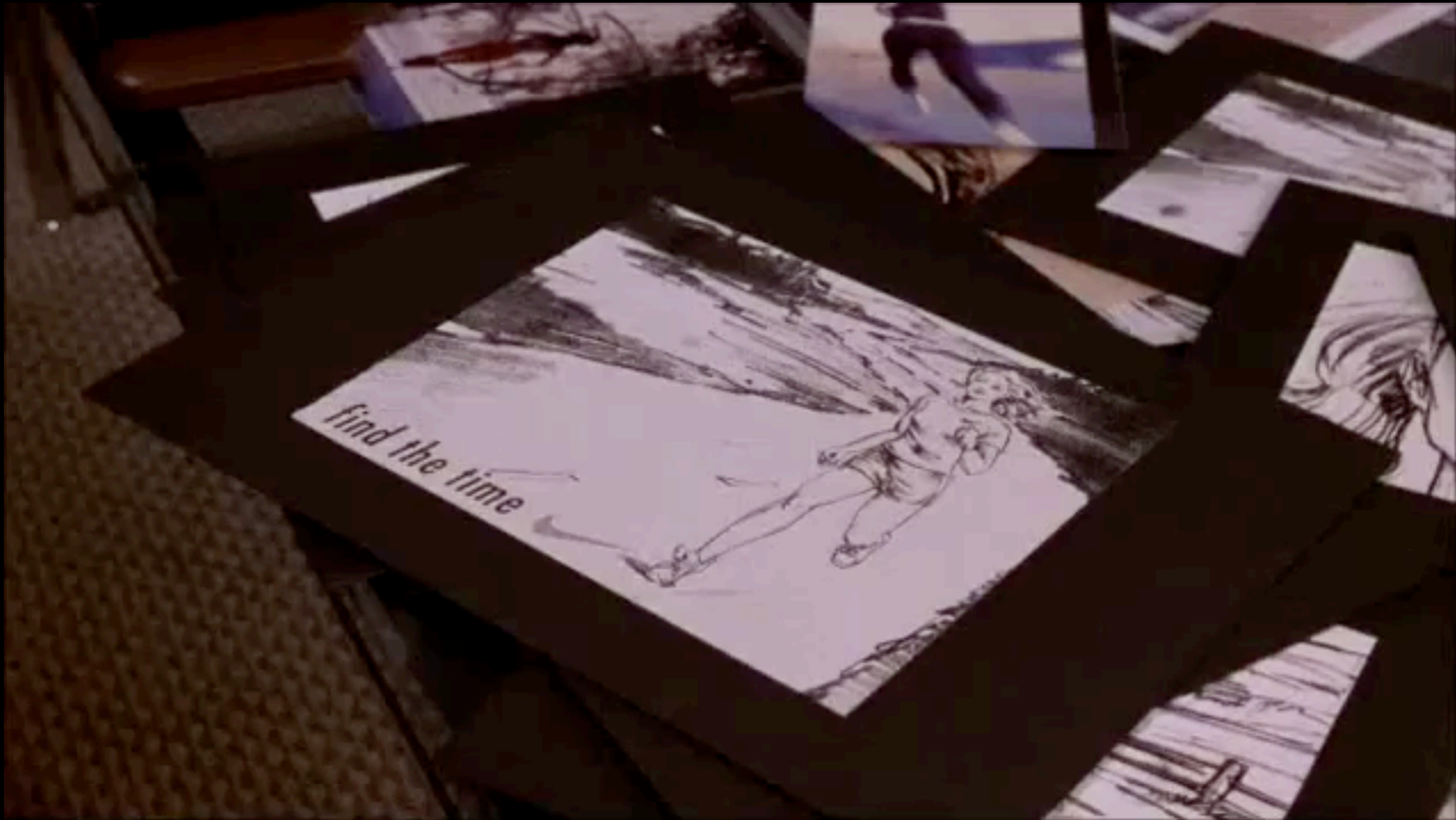
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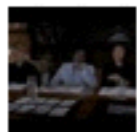
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4 stages of advertising copy (Jhally)

- idolatry
- iconology
- narcissism
- totem

Four Stages of Advertising

STAGE ONE: IDOLATRY

- veneration of products
 - products shown as over-sized
 - surrounded by a halo of light or with beams of light radiating outward
 - adoring throngs/enthralled individuals

His Only
Rival



BLOTTER 112



MADAME DEAN'S SPINAL SUPPORTING CORSETS.

They support the Spine, relieve the muscles of the back, brace the shoulders in a natural and easy manner, imparting graceful carriage to the wearer without discomfort, expanding the chest, thereby giving full action to the lungs, and health and comfort to the body. Take the place of the ORDINARY CORSET in every respect, and are made of fine Cordil, in the best manner, in various styles and sold by agents everywhere at popular prices. Mrs. Wm. Papes, Keota, Iowa, says:—I have been an invalid for six years, have travelled extensively for health, yet never received as much benefit as I have in a few weeks wear, of your MADAME DEAN'S CORSET. I am gaining strength all the time, and could not do without it. It has proven to me a godsend.

FREE Our new book entitled: "Dress Reform for Ladies" with elegant wood engraving and Biography of Worth, the King of Fashion, Paris; also our New Illustrated Catalogue sent free to any address on receipt of two 2-cent stamps to pay postage and packing.

AGENTS WANTED for these celebrated Corsets. No experience required. Four orders per day give the agent \$150 monthly. Our agents report from four to twenty sales daily. \$3.00 Outfit Free. Send for terms and full particulars, SCHIELE & CO., 390 Broadway, New York.

SONATRON

The World's Largest Radio Tube Line



SONATRON tubes are manufactured by a nation-wide organization—a large factory supplying four strategic distributing centers

Every SONATRON Radio Tube is guaranteed to deliver 1,000 hours of service—the world's broadest guarantee

Commanding the World's Attention

33 DISTINCT TYPES

The SONATRON Radio Tube Line covers every need in modern radio, including the latest tubes for AC electrical operation of receivers. We list below several general classifications, and any SONATRON dealer will give you full information.

AC TUBES

X226, Y227, and 225A to replace 225AC

POWER TUBES

X171, X112, X171A, X112A, X210, 200A

RECTIFIERS

X280, X281, 213, and the parallel 210B3

DRY CELL TUBES

193, X190, 190A

—and many others

SONATRON, resolving to bring a better tube service to the world of radio, pledged itself to a policy of progress which it has never relaxed. Today SONATRON, manufacturing 33 distinct types of tubes, commands the world's attention as the World's Largest Radio Tube Line!

SONATRON engineers, alert, resourceful, backed by a great organization, have time and again pioneered important tubes, often bringing them to the public months before other manufacturers! Every need in modern radio has been anticipated and promptly met. Through a vast army of dealers, SONATRON offers a tube service which a great

army of buyers has stamped with its approval.

Standard quality and long life make possible the remarkable SONATRON guarantee. Superlative methods of manufacture insure better-than-ordinary radio results—in tone, in volume, in distance-getting ability. Since tubes are the heart of your radio set, consider the importance of these things.

SONATRON Radio Tubes are sold by thousands of dealers, distributed by hundreds of jobbers, and endorsed by many radio manufacturers who use them as standard equipment! See your SONATRON dealer for the latest information in tubes—and mail the coupon below.

SONATRON TUBE COMPANY

16 Hudson Street, New York City
88 Eighth Ave., Newark, N. J.

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Dealers! Jobbers! Manufacturers!

Write for the famous SONATRON Proposition! Ask us about SONATRON'S greater profit possibilities!

SONATRON TUBE COMPANY, (Address nearest office)

Confidential: Please send me the FREE book "How to take care of your Radio Tubes"

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City and State.....

Dealers, Jobbers and Manufacturers check here for the SONATRON Proposition

FREE! Set owners! WRITE for your copy of this FREE BOOK: "How to take care of your Radio Tubes."



Dive into pure pleasure.



*Caramel ribbons in
pure caramel Häagen-Dazs.
So rich you don't
indulge, you surrender.*

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If you're going to have a cookie,
have a cookie.



Never Have An Ordinary Day.™





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WHEN YOU CHALLENGE THE OCEANS,
LEAVE NOTHING TO CHANCE.

SEIKO

DEDICATED TO PERFECTION

VELATURA. As the inventor of the quartz watch in 1969, SEIKO has had 40 years of experience in designing watches for even the most challenging of environments, the open ocean. When we created the new Velatura Yachting Timer, we crafted it in hard-coated titanium with 20 bar water resistance, a screw-down crown, a leather strap reinforced with ballistic nylon, a sapphire crystal and a race countdown and timer system. Because when seconds count, you can't leave anything to chance. seikowatches.com

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BAUME & MERCIER
GENEVE - 1830

CREATIVITY and CRAFTSMANSHIP



BAUME & MERCIER
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Four Stages of Advertising

STAGE TWO: ICONOLOGY

- mid-ground between worship of goods and worship of meaning
- shift from a focus on the product to a focus on the consumer
- product and people both as embodiment of social values



*I'm your best friend—
I am your Lucky Strike*

I am a better friend than others, for I am made only of mild, fragrant, expensive center leaves. Not a single sharp top leaf nor a single coarse

bottom leaf mars my good taste or my uniform mildness. I do not irritate your throat. I am, indeed, a soothing companion, the best of friends.

LUCKIES USE ONLY CENTER LEAVES . . . CENTER LEAVES GIVE YOU THE MILDST SMOKE



They Taste Better



forever and ever..

"It's toasted"

July 1952

Be Happy-**GO LUCKY!**



In a cigarette, taste makes the difference—and Luckies taste better!

Buy the Lucky carton—today!

The difference between "just smoking" and really enjoying your smoke is the taste of a cigarette.

You can taste the difference in the smoother, mellower, more enjoyable taste of a Lucky . . . and for two important reasons.




Second, Luckies are made to taste better. A month-after-month cigarette comparison, measuring those important factors of workmanship that affect the taste of cigarettes, proves Lucky Strike is the best-made of all five principal brands!

That's a fact—established in The Research Laboratory of The American Tobacco Company—and verified by leading independent laboratory consultants.

So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette—Lucky Strike! Be Happy—Go Lucky!



PRODUCT OF
The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES



I'll never let you down
I'm your best friend
I am your Lucky Strike

For a friendly smoke—it's the tobacco that counts. I am made of fragrant, expensive center leaves only; the finest, most expensive Turkish and domestic tobaccos grown.

Try me
I'll never
let you
down

1935
TIME, 7/15, B.C.



Misty

© 1998 R.J. REYNOLDS TOBACCO CO.

Slim 'n sassy.



**Slim price.
Sassy pack.**

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Smooth character.



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

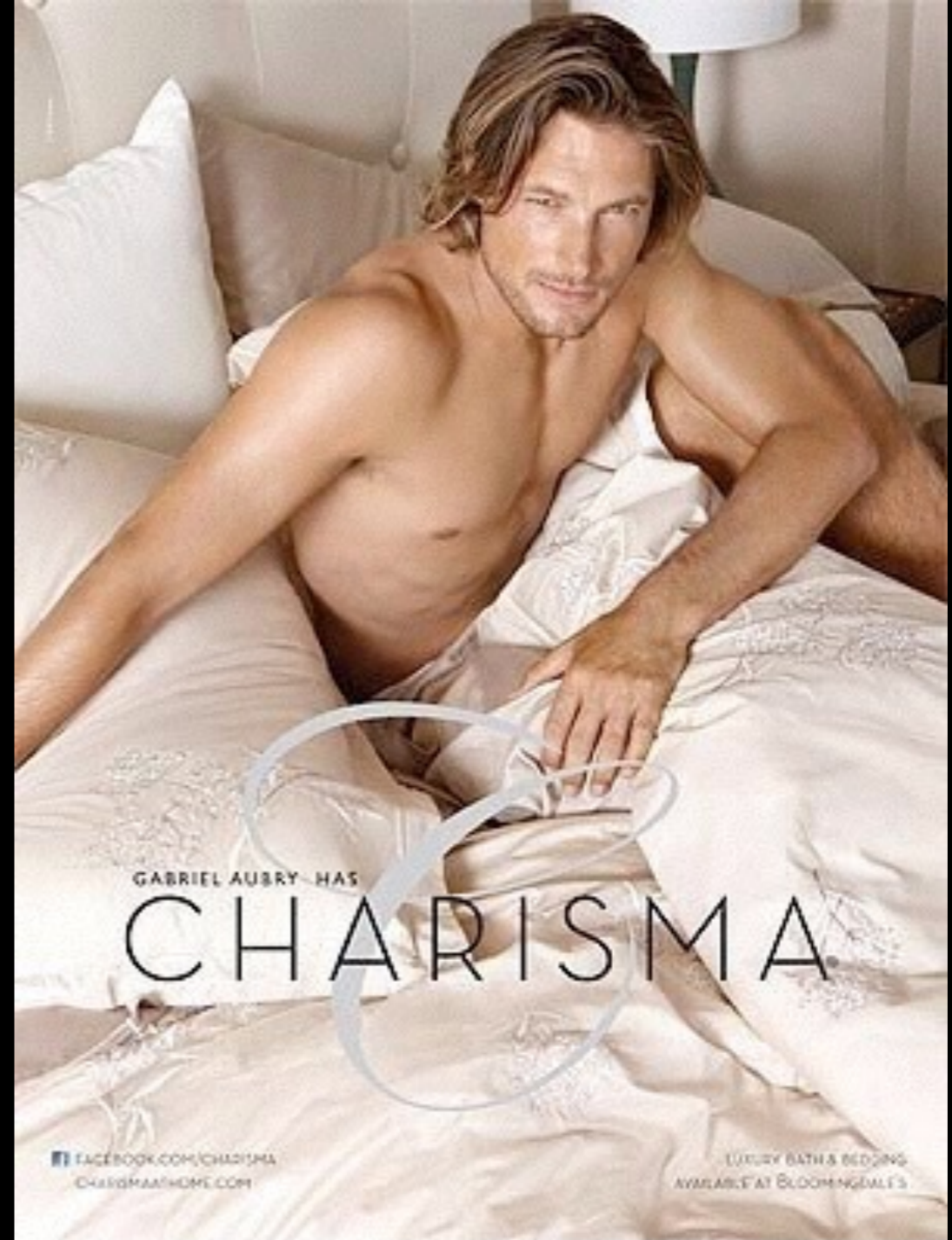
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9 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.





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RESILIENCE.
The Fusion of Strength and Beauty.

Sheer Without Fear



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CHARISMA

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LUXURY BATH & BEDDING
AVAILABLE AT BLOOMINGDALE'S

Iconix

Hello delicious.



level vodka
beyond smooth, from Absolut



*Don't just take the scenic route.
Be the scenic route.*



The stuff of life



Route 66 summer fashions at Kmart. Looks that are hip, fun, fashionable, and of course, affordable.

kmart.com

MOTOSLVR

Just 7.15 mm thick. But that slender body sports a precision-cut keypad, huge color screen, Bluetooth™, quad-band, MP3 player and video capture. The new Motorola SLVR L7. More phone. Less space. *hellomoto.com*



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DAVID BECKHAM AND RAZR². SHARPER THAN EVER.



So much about a family is revealed in its faces.



So much about a family is revealed in its faces.



The New Family of Fashion Watches.

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Timex watch with Indigo® night-light. Indigo is a registered trademark of Indigo Corp. ©1997 Timex Corp.

TAGHeuer
WHAT ARE YOU MADE OF?



A portrait of Brad Pitt in a dark blue jacket, looking thoughtfully at the camera with his hand to his chin. He is wearing a TAG Heuer chronograph watch with a metal bracelet on his left wrist. A larger, detailed image of the watch is shown to the right.

TAGHeuer
WHAT ARE YOU MADE OF?



A portrait of Maria Sharapova with blonde hair, looking directly at the camera with her hand resting on her chin. She is wearing a TAG Heuer Formula 1 Glamour Diamonds watch with a white leather strap on her left wrist. A larger, detailed image of the watch is shown to the right.

MARIA SHARAPOVA and her TAG Heuer Formula 1 Glamour Diamonds Watch

SWISS AVANT-GARDE SINCE 1860

TAGHeuer
WHAT ARE YOU MADE OF?



A portrait of Tanya Streeter in a black wetsuit, holding a pair of goggles. She is wearing a TAG Heuer Aquaracer watch with a metal bracelet on her left wrist. A larger, detailed image of the watch is shown to the right.

TANYA STREETER AND HER NEW AQUARACER

TAGHeuer
SWISS AVANT-GARDE SINCE 1860



A golfer in a black shirt and cap, holding a golf club. He is wearing a TAG Heuer chronograph watch with a metal bracelet on his left wrist. A larger, detailed image of the watch is shown to the right.

WHAT ARE YOU MADE OF?



Shredded

the slope.

Never snowboarded before today.

Tomorrow he would venture

away from the bunny hill.

Courage no longer has to be a slippery slope.

The Ford Fusion.

Now with available all-wheel drive,

a feature not found on Camry or Accord.

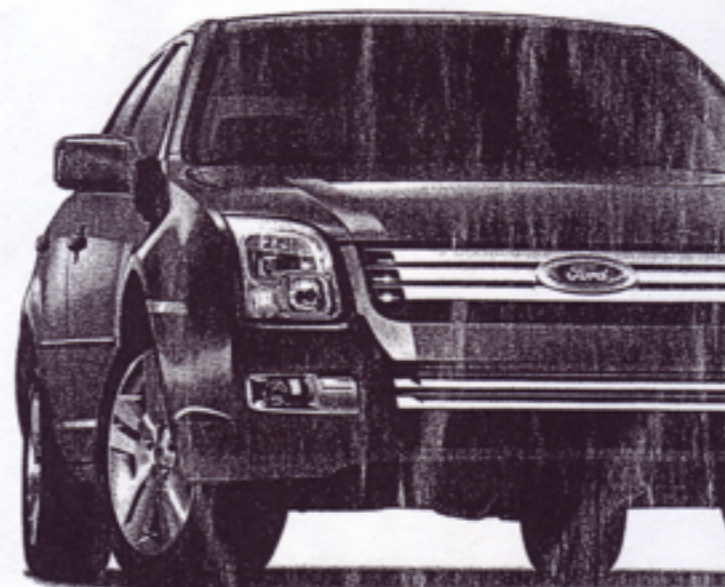
It gives you agility and confidence on any surface.

AWD Fusion

fordvehicles.com



BOLDMOVES



denim doll



Barbie
Style

denim skirt \$14.99 t-shirt \$9.99

Sugg. retail price.

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grab bag



all-star backpacks \$9.99-16.99

Styles and prices vary by retailer.



Barbie
Style



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Four Stages of Advertising

STAGE THREE: NARCISSISM

- product reflects the desires of the individual
- product transforms the individual's existence
- people undergo sudden physical transformation
- object entraps or entices others

"I learned from a beauty expert how to hold my husband

—and why so many women fail"



You must keep skin young, lovely, say experts, who advise daily use of Palmolive Soap—the one world-known soap made exclusively of vegetable oils . . . the only soap advised by more than 20,000 beauty experts.

"I'm convinced we wives grow careless—that husbands watch our complexions much more than we think. I realized it—not a moment too soon—and it was my beauty expert who warned me: 'Keep your complexion young—that look of youth is what men seek.'"

* * *

"Don't neglect your complexion. Don't use your face as a testing ground for soaps. How can you expect to retain beauty that way?"

"Let me tell you the cleansing method I consider best. A thorough washing with the rich, deep suds of Palmolive Soap. Then a refreshing rinse with warm water, followed by cold.

"Cream? Yes, if your skin needs it, before applying powder. But Palmolive Soap. That's the important thing. I can't tell you the cases I've seen where harsh, strong, irritating soaps have dried once-lovely skin.

"Olive and palm oils are safe. I know of no two cosmetic oils that are better for the skin. Many of my own preparations are made of these same beauty oils. More than 20,000 of my colleagues believe in them, believe in and advise Palmolive Soap. You just try the method I have outlined. Watch the change it makes in you; the new light of admiration it brings to your husband's eyes."



Retail Price 10c



"Your complexion decides your beauty possibilities", says the celebrated beauty specialist, Desjussé, of Paris. "I have seen the results, only too often, when women have experimented with the wrong soap. Use a soap you are sure of. A soap made of vegetable oils—a soap that CANNOT hurt your skin—Palmolive."
Some 20,000 experts say substantially the same thing. One and all of them advise Palmolive—the only soap ever endorsed by such a large professional group.

KEEP THAT SCHOOLGIRL COMPLEXION

He spends plenty for clothes — but he always looks a mess



Don't let a sagging stomach spoil your appearance when it's so easy to keep trim—athletic with **THE BRACER**

HE'S DONE his best to look neat, but even the finest tailor—the most expensive suit can't hide that bulging waistline. No matter how much care he gives to his clothes, sagging stomach muscles spoil the effect—he still looks messy!

Why let this happen to you? It's easy to get that trim, youthful look—easy to have a firm, flat waistline! Just slip into The Bracer!

The Bracer is an amazing new-type supporter belt that gives complete support—controls that wandering waistline. Scientifically tailored for perfect fit and absolute comfort, The Bracer is knitted from two-way stretch "Lastex" yarn with four small flexible ribs to prevent rolling and with an exclusive fly-front supporter. Has no buttons or buckles and the supporter type leg strap is always comfortable.

But that's not all! The Bracer can be laundered again and again without shrinking or losing elasticity. Seams are impregnated with live rubber—cannot loosen or pull out.

A Bauer & Black product, The Bracer is the result of the same scientific care that has made Bauer & Black famous for medical and surgical supplies and has made them the world's largest manufacturers of athletic supporters. When you buy The Bracer you know it is made with the greatest care under the most sanitary conditions.

Try The Bracer now. Get several—have a clean one always on hand. You'll look younger, feel better, too! The Bracer can be purchased at department, drug, haberdashery and sporting goods stores.



BEFORE—Sagging stomach muscles make you feel tired—make you look old.



AFTER—The minute you put The Bracer on you look better—feel better.



THE ONLY SUPPORTER BELT WITH THIS EXCLUSIVE FLY-FRONT

No other supporter belt offers you the comfort and convenience you get with The Bracer. The exclusive fly-front is feature that will be welcomed by every man. It means you can wear The Bracer all day without removing. Be sure you get The Bracer!

THE BRACER

If your dealer cannot supply you with The Bracer, simply fill out and mail this coupon with a check or money order. Price \$2.00 (Canada \$2.75).

BAUER & BLACK, Dept. A-25, 2500 So. Dearborn St., Chicago, Ill.
(In Canada, Station K, Toronto)

I am enclosing check or money order for _____
Please send me _____ Bracers. My waist measurement is _____
Name _____
Address _____
City _____ State _____
My dealer's name and address is _____



Now you see them... now you don't!

New Cover Girl make-up hides blemishes instantly as it helps heal!

Blemishes spell double trouble for two-age cover girls. They have to hide freckles and trouble spots from a date's eyes and from the camera. How do they do it? With new Cover Girl multi-action make-up by Norelco... the first true make-up to cover up blemishes... the first to help heal them... the first to keep your skin looking healthy.

New Cover Girl. REDEFINING MAKE-UP BY NORELCO.



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Eyes appear bigger and brighter - instantly!

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Dual-layer Prating Technology Specially Designed for Asian Eyes



Who says you can't look as young as you feel?

CHRISTIE BRINKLEY



VICHY LABORATOIRES THE ILLUSIONISTS

Nouvelle génération de soin: Réduit les imperfections. Méme viscosité. Pour reconstruire l'épiderme.

NORMADERM

Double action assainissante et anti-inflammatoire.

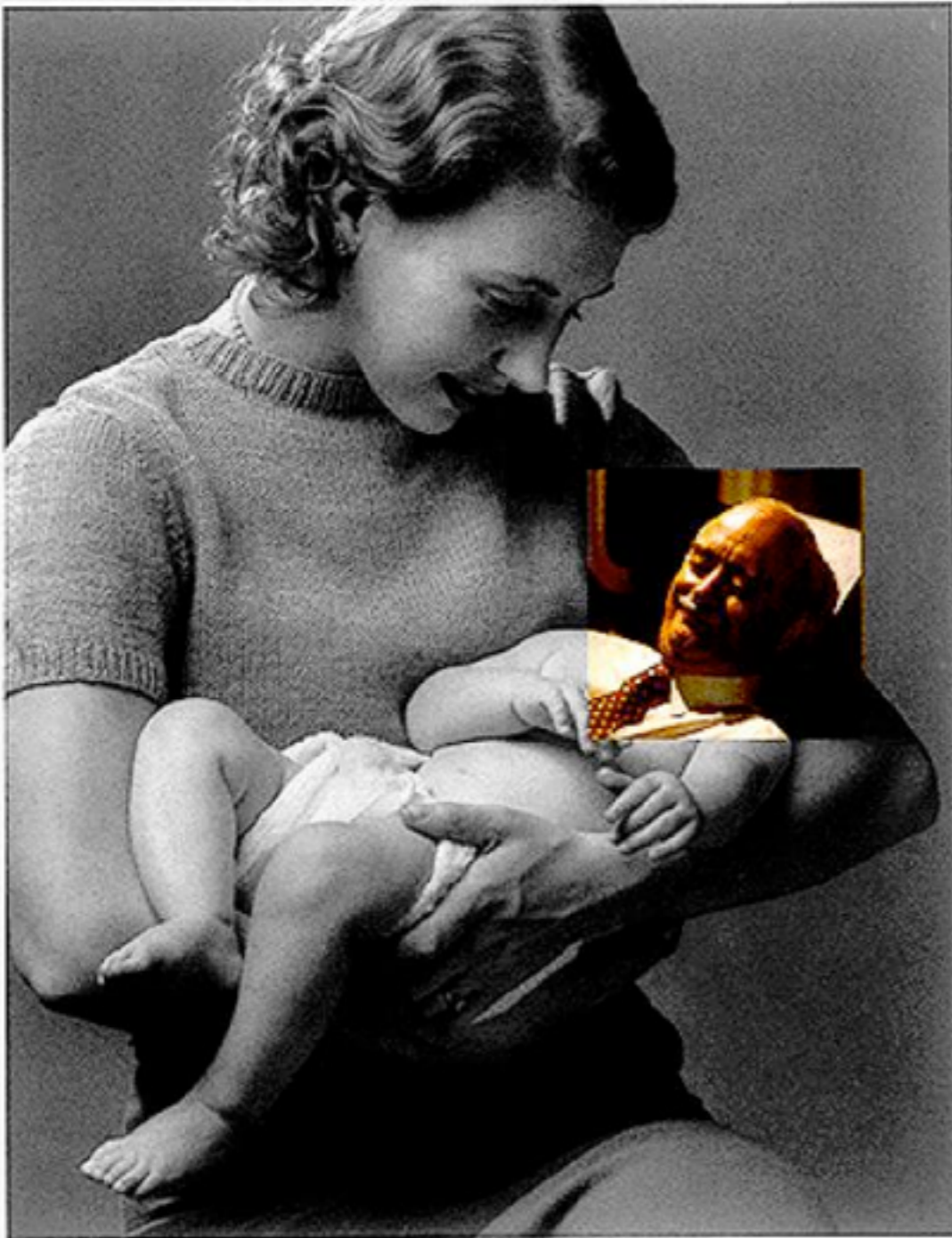
VICHY, LA SANTÉ PASSE AUSSI PAR LA PEAU



COVERGIRL easy breezy beauty guide

BEWITCH BEJEWEL BEDAZZLE this fall's look

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The new Club World larder. Corporate raiders welcome.

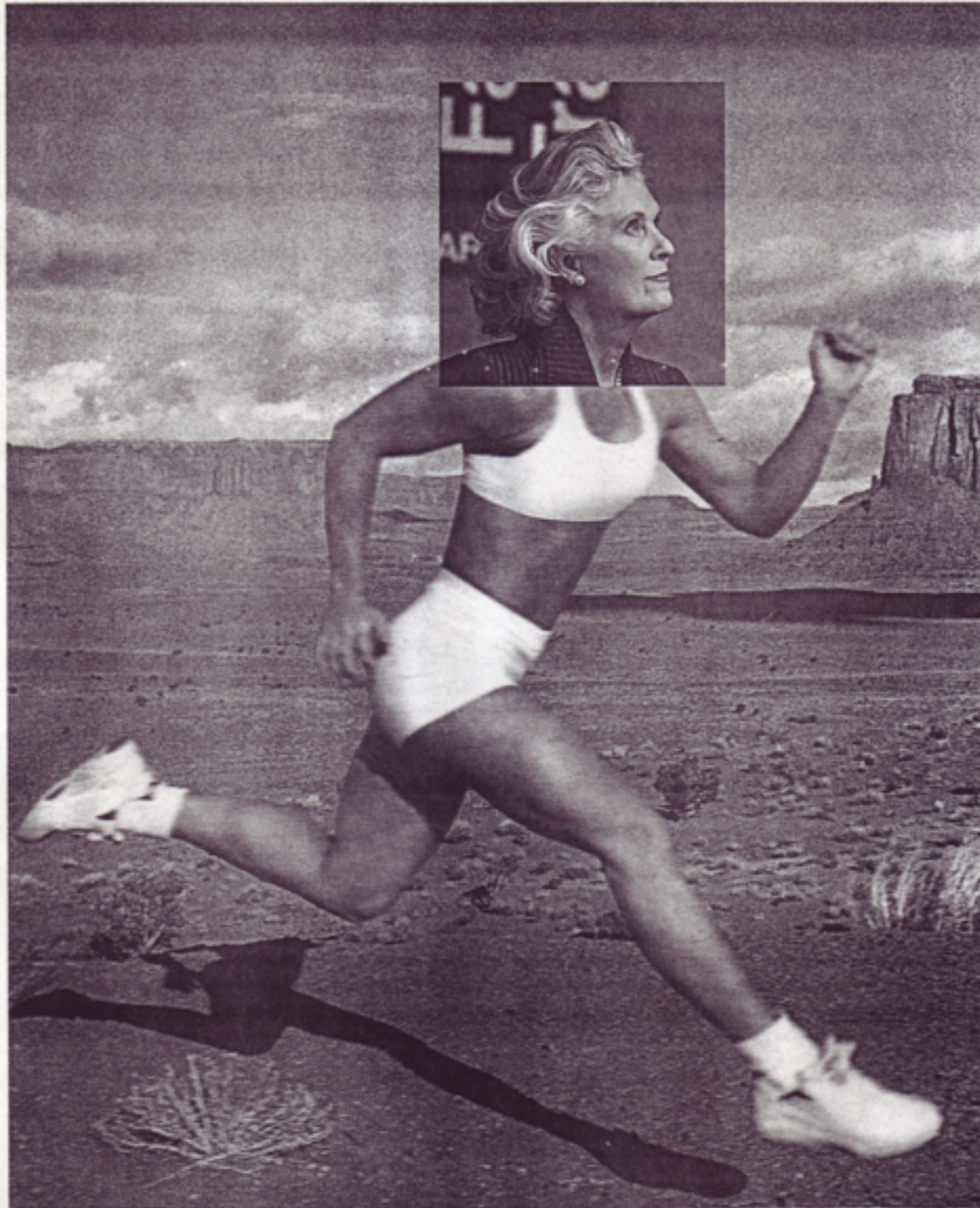


Although you may fly on our schedule your appetite may be on another. That's why we've introduced raid-the-larder, full of treats and goodies for non-stop snacking. Just one of the many changes we've made on new Club World for the hungry, young executive.

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and shiny coat.
And yes, it could even




colors or preserva-
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will find it has a
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It’s also good to know that Purina O-N-E
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all its wholesome ingre-
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Four Stages of Advertising

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6006 188
Diners

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PHILIPS

come alive!
You're in the Pepsi generation!

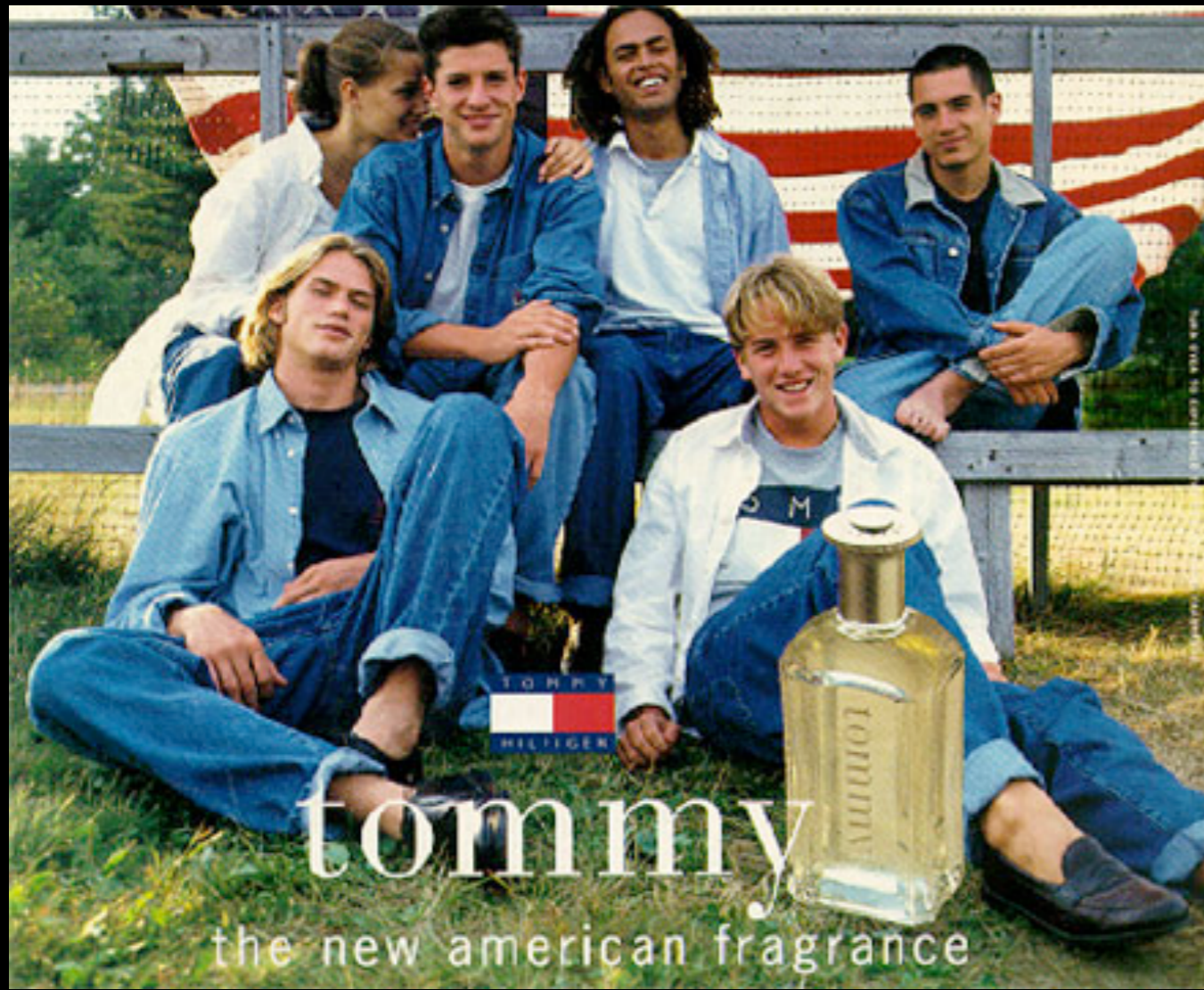
For a generation really on the move—Pepsi-Cola in cans that go anywhere. Easy-stack. Fast-cooling. Same great taste. New convenience: no deposit, no return.

SPECIAL OFFER: a 15-ounce (444 ml) aluminum can of Pepsi-Cola. Offer good for 1 year. Lightweight, strong, easy to clean, water-resistant, aluminum cans just \$2.00 with this coupon. Send today to: SALES DEPT. 2000, COPELAND, P.O. BOX 908, FARMINGDALE, NEW YORK 11735. Offer expires Dec. 31, 1965.

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