

ZUR 589o:
Cultural History of Advertising

Sivulka, "The Depression"

America in early 1929

- wealthiest nation in the world
- population of 122 million
- wealth based on:
 - natural resources
 - stock of capital goods
 - advanced technology
 - high quality workforce
 - skilled, innovative entrepreneurs

1929

- unemployment begins to rise in summer
- stock market crashes in October
 - “Black Thursday,” 24 October (13 mill. shares traded)
 - “Black Tuesday,” 29 October (16+ mill. shares traded;
- by mid-1930, the depression was nearly world-wide in scope

Price, slightly under weight,
Friday Day, Fourth Street—
West to West, N.Y.C.
Telephone, 22 N. 14th Street, 17
West to West, N.Y.C.
West to West, N.Y.C.

BROOKLYN DAILY EAGLE

And Complete Long Island News

LATE NEWS
WALL STREET ★ ★
1:15 PRICES

89th YEAR—No. 255.

★ NEW YORK CITY, THURSDAY, OCTOBER 24, 1929. ★

NEWS

32 PAGES

THREE CENTS

WALL ST. IN PANIC AS STOCKS CRASH

Attempt Made to Kill Italy's Crown Prince

ASSASSIN CAUGHT IN BRUSSELS MOB; PRINCE UNHURT

Royal Sutor Was About
to Lay Wreath on Un-
known Soldiers' Tomb.

Princess, Deeply Moved, Falls Into France's Arms and Kisses Him

BRUSSELS, Oct. 24 (AP)—Crown Prince Rudolf, after his return from the Italian Riviera, today was to lay a wreath on the tomb of unknown soldiers in the Italian cemetery. The princess, who had been in the city since her arrival in the city, was seen to be deeply moved. She was seen to be kissing the crown prince as they walked together. The princess was seen to be kissing the crown prince as they walked together. The princess was seen to be kissing the crown prince as they walked together.

Hollywood Fire Destroys Films Worth Millions

ATTEMPT MADE ON LIFE



Charles F. Smith.

Consolidated Studios Are
Swept by Flames Fatal
to One—Master Pictures
Burned Include Many
New Talcie Productions.

HOLLYWOOD, Oct. 24 (AP)—One man was killed and another injured when the studio of which probably will run into millions of dollars, were lost in an explosion and fire which destroyed the laboratory of the Consolidated Film Industries here today.

FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING

Wreckage Picked Up In-
dicates Craft Went
Down With All Aboard.

MILWAUKEE, Wis., Oct. 24 (AP)—Hope that the ferry Michigan of the Great Lakes, with 52 aboard, had reached the 48-hour mark on Lake Michigan today was dashed when a report that wreckage from a boat had been picked up 18 miles off West Point, which is about 4 miles east of there.

PIECE OF PLANE LIKE DITEMAN'S IS FOUND AT SEA

Black and Orange Wreck-
age Indicates Daring
Flier Went to Death.

AT LONDON, N. Y., Oct. 24 (AP)—A radio message from "Operator Service" of the U. S. Kyle today advised that he had picked up a Marconi message from the U. S. Kyle that another ship, name unknown, had discovered a piece of airplane wreckage at 2 p.m. yesterday. The wreckage was black and orange. The message did not give the ship's position.

High Duty Group Gave \$700,000 to Coolidge Drive

FOR MORE LOBBYISTS

Grundy Agrees Rates Went
Up Due to His Activities
as Propagandist.
Favors More Lobbying to
'Carry Out Voters' Wish'

WASHINGTON, Oct. 24—Joseph R. Grundy, Bristol, Pa., manufacturer who admittedly has been lobbying in the capital for several decades in the interest of a protective tariff, introduced before the Senate Lobby Committee today that he raised \$700,000 for President Coolidge's campaign in 1924 and that most of the money came from interests seeking higher tariffs.

FOR MORE LOBBYISTS



JOSEPH R. GRUNDY

STOCKS CRASH IN RUSH TO SELL; BILLIONS LOST

Morgan, Mitchell Buying
Stocks in Effort to
Check Rush to Unload

Wall Street was in a panic today, with no one to guide it out. Stocks crashed 15 to 20 points in widespread panic. What broke it into a panic was the news that Morgan, Mitchell and company were selling some support, but admitted the situation had gotten beyond them.

BRUSSELS, Oct. 24 (AP)—A mob was tried in Brussels today. The mob was tried in Brussels today. The mob was tried in Brussels today. The mob was tried in Brussels today.

CARNEGIE CHARGE OF PAID ATHLETES BOUSES COLLEGE

HOOVER'S TRAIN HALTED BY AUTO PLACED ON RAILS

It Reported on Lake Shore.
Said the Man, Oct. 24 (AP)—The train of the Chicago and North Western was halted by an auto on the shore of Lake Michigan today.

No Shortage of Food in Liverpool.
Liverpool, Oct. 24 (AP)—No shortage of food in Liverpool today.

WARDER SOUGHT TO KEEP SEA TRIP

SOMERS NAMED AS HEAD OF NEW

Part of report on the... Exchange... report... of 18 and 19... exchange...

STOCKS COLLAPSE IN 16,410,030-SHARE DAY, BUT RALLY AT CLOSE CHEERS BROKERS; BANKERS OPTIMISTIC, TO CONTINUE AID

LEADERS SEE FEAR WAVING

Point to 'Lifting Spells' in Trading as Sign of Buying Activity.

GROUP MEETS THREE IN DAY

But Resumes the Battle to Stop Selling Tide—Largest Reserve Trading.

HOPE SEEN IN MARCH 1978

Bankers Optimistic, to Continue Aid

247 Issues Lost \$11,000,000 in Week; Drop in Full Exchange List Fairly Large

The bank officials of Wall Street's leading investment banks today said they were optimistic that the market would rally in the next few days. They noted that the market had been in a "panic" since the start of the week, but that they believed the market would stabilize in the next few days. They also noted that the market had been in a "panic" since the start of the week, but that they believed the market would stabilize in the next few days.

Among the issues of the week were...

Company	Change	Price
IBM	+	120.00
AT&T	+	100.00
GE	+	80.00
Westinghouse	+	60.00
General Electric	+	50.00
Rockwell International	+	40.00
Boeing	+	30.00
Lockheed	+	20.00
Northrop	+	10.00
Raytheon	+	10.00
Grumman	+	10.00
McDonnell Douglas	+	10.00
Boeing	+	10.00
Lockheed	+	10.00
Northrop	+	10.00
Raytheon	+	10.00
Grumman	+	10.00
McDonnell Douglas	+	10.00

The official figures of the New York Stock Exchange showed that the total market value of the listed companies on Dec. 1 was \$110 billion. The decline in the full exchange list was \$11 billion. The total market value of the listed companies on Dec. 1 was \$110 billion. The decline in the full exchange list was \$11 billion.

CLOSING RALLY VICTIMOUS

Leading Issues Regain From 4 to 14 Points in 15 Minutes.

INVESTMENT TRUSTS BUY

Large Stocks Taper on Relief at Closing—Start Third Week of Week.

END TRADING HARDEST HIT

Bankers Optimistic, to Continue Aid

The Great Depression in the US (1929 - 1941)

Unemployment figures during the Depression:

1929: 3.2%

1930: 8.7%

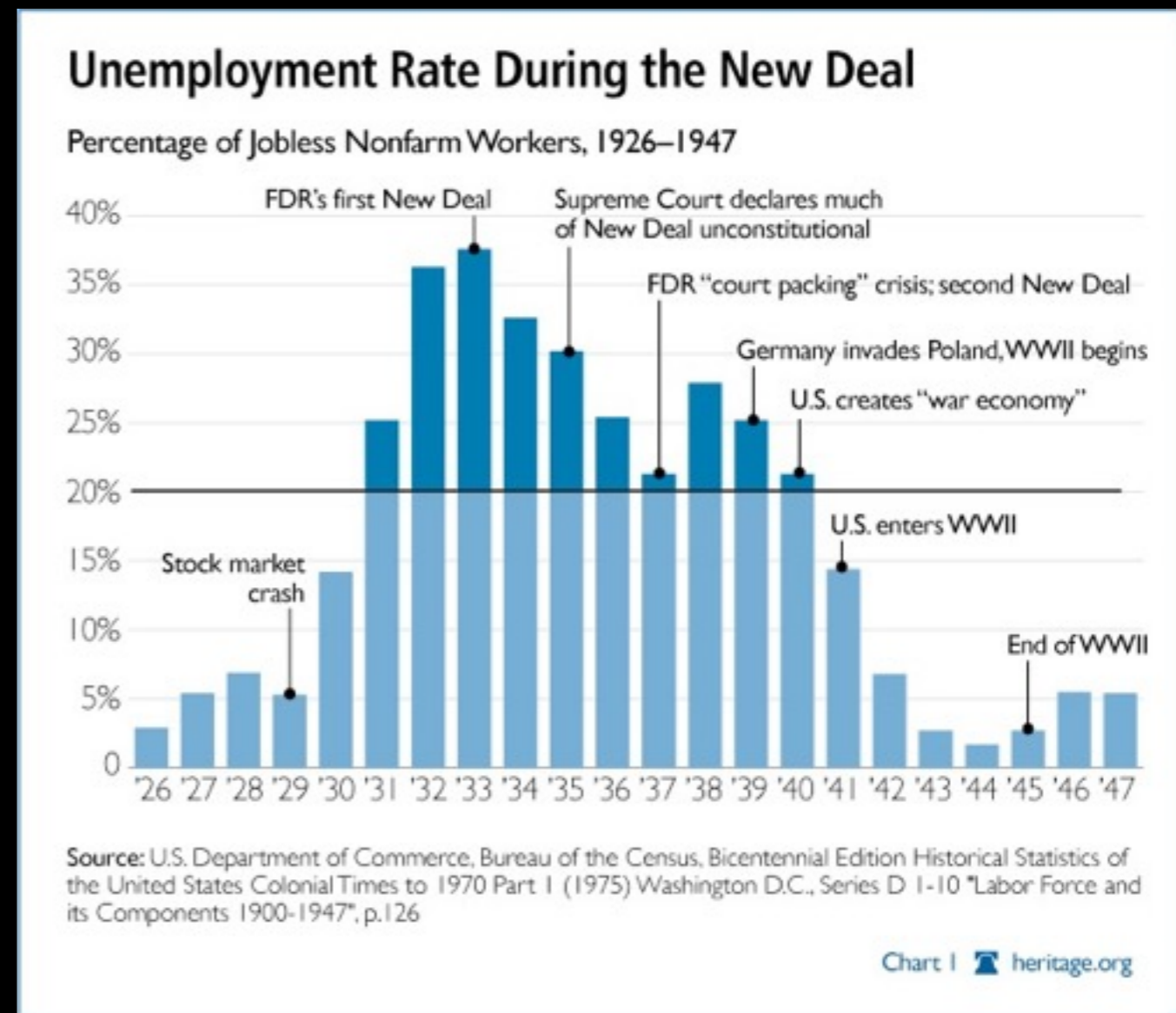
1931: 15.9%

1933: 24.9%

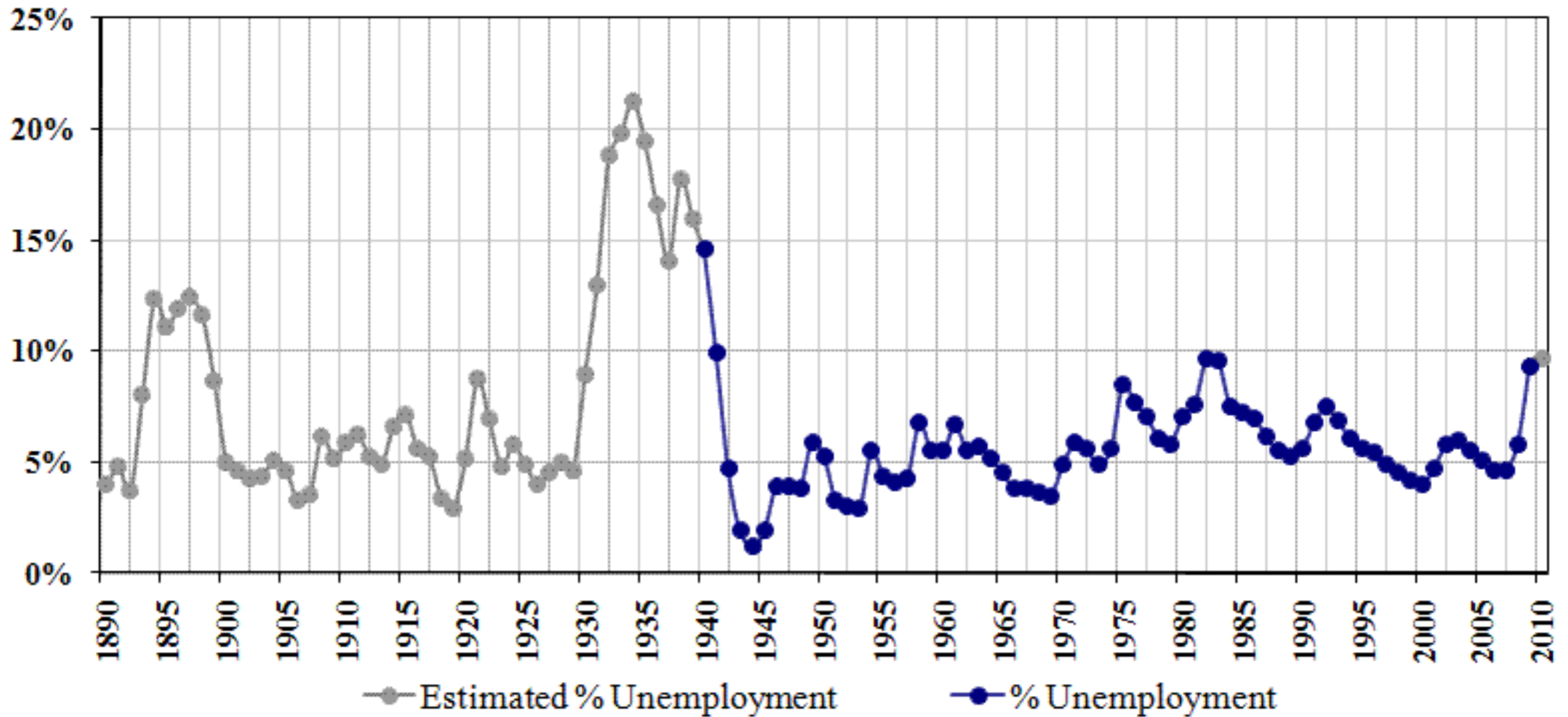
1940: 14.6%

1941: 9.9%

average over entire span of Depression: 17%



United States - Unemployment Rate (1890 - 2009)



<https://wickershamsconscience.wordpress.com/2013/05/01/the-agony-of-austerity-the-spanish-results/>

Unemployment Aid

- no federal program in place to assist unemployed at start of the depression
- no states had an unemployment insurance program
- private plans covered ~ 150,000 workers
- no agencies to provide temporary relief to the unemployed

Local Aid

- family, relatives
- private charities
 - indoor relief (almshouses)
 - outdoor relief (aid to people in their own homes)
- no one eligible for any form of relief until they could prove they had exhausted all resources

Farmers

- lower crop prices following WWI
- carrying greater debt loads (purchasing mechanized farm implements)
- dustbowls of the 1930s (worst US environmental crisis)
 - drought conditions plus over-
 - sharecropper migration to West

The Dust Bowl






Stratford, Texas, 1935



Boise City, Oklahoma, April 14, 1935. AP Photo

The Dust Bowl: "Just like midnight" (coming to PBS beginning N...





PBS  · 6,831 videos

 **Subscribe**

281,475

4,816

 14  2

Reverberations in Europe

Here is data on real GDP loss and the duration of the Great Depression for 22 European nations, ranked from the most severe to the least severe real output loss, and we must also remember that some nations had double dip recessions/depressions:

Nation | Real GDP Loss | Years of Contraction

- (1) Austria | -22.45% | 1929–1933
- (2) Poland | -20.70% | 1930–1933
- (3) Czechoslovakia | -18.19% | 1930–1935
- (4) Germany | -16.11% | 1929–1932
- (5) France | -14.65% | 1930–1932
- (6) Yugoslavia | -13.69% | 1930–1932
- (7) Bulgaria | -12.72% | 1934–1935
- (8) Netherlands | -9.46% | 1930–1934
- (9) Hungary | -9.36% | 1930–1932
- (10) Switzerland | -8.02% | 1930–1932
- (11) Belgium | -7.89% | 1929–1932
- (12) Norway | -7.75% | 1931
- (13) Greece | -6.46 | 1929–1931
- (14) Sweden | -6.20% | 1931–1932
- (15) Spain | -5.81 | 1929–1931
- (16) UK | -5.80% | 1930–1931
- (17) Romania | -5.57% | 1932
- (18) Italy | -5.47% | 1930–1931
- (19) Ireland | -4.84 | 1932–1933
- (20) Romania | -4.57% | 1929
- (21) Finland | -3.97% | 1930–1932
- (22) Ireland | -3.75% | 1937
- (23) Denmark | -2.62% | 1932
- (24) Spain | -1.95% | 1933
- (25) Bulgaria | -1.91%* | 1929
- (26) Portugal | -1.23% | 1930

* The recession in Bulgaria in 1929 may not actually have been caused by the Great Depression, but by Bulgaria's deflationary return to the Gold Standard in 1928.

21. Czechoslovakia

Real GDP in Czechoslovakia, 1928–1937

Year | Real GDP* | Growth Rate

*** in millions of international Geary-Khamis dollars**

1928	41 106	
1929	42 240	2.75%
1930	40 856	-3.27%
1931	39 468	-3.39%
1932	37 886	-4.00%
1933	36 276	-4.24%
1934	34 889	-3.82%
1935	34 556	-0.95%
1936	37 387	8.192%
1937	41 578	11.20%

Czechoslovakia had a real GDP loss of -18.19% from 1930 to 1935. The duration of depression was unusually severe.

From this we can see that Austria, Poland, Czechoslovakia, Germany, France, Yugoslavia, and Bulgaria had the most severe depressions in the data.

The Netherlands, Hungary, Switzerland, Belgium, Norway, Greece, Sweden, Spain, the UK and Italy had real output losses ranging from -9.46 to -5.47%

Most surprising is how comparatively mild the Great Depression was in Finland, Denmark, and Portugal. I have not investigated why this is.

Unemployment numbers in Europe, 1929 - 1933

European History

INTRODUCTION

CONTEXT

EVIDENCE

ASSIGNMENTS

CONCLUSION

RESOURCES

Document

Country	1929	1930	1931	1932	1933
Austria	225,000	239,000	304,000	417,000	456,000
Belgium	28,000	42,000	207,000	350,000	383,000
Czech	50,000	88,000	340,000	634,000	878,000
France	9,000	14,000	72,000	347,000	356,000
Germany	2,484,000	3,041,000	4,744,000	6,034,000	5,599,000
Norway	24,000	23,000	29,000	38,000	42,000
Poland	177,000	289,000	373,000	360,000	280,000
Sweden	44,000	42,000	73,000	99,000	121,000
U.K.	1,204,000	1,694,000	2,666,000	2,660,000	2,821,000
Yugoslavia	12,000	10,000	12,000	23,000	23,000

Source:

Lionel Robbins, *The Great Depression* (New York: Macmillan, 1936) 213.

http://www.dhr.history.vt.edu/modules/eu/mod04_depression/evidence_detail_03.html

Nazi Rise to Power

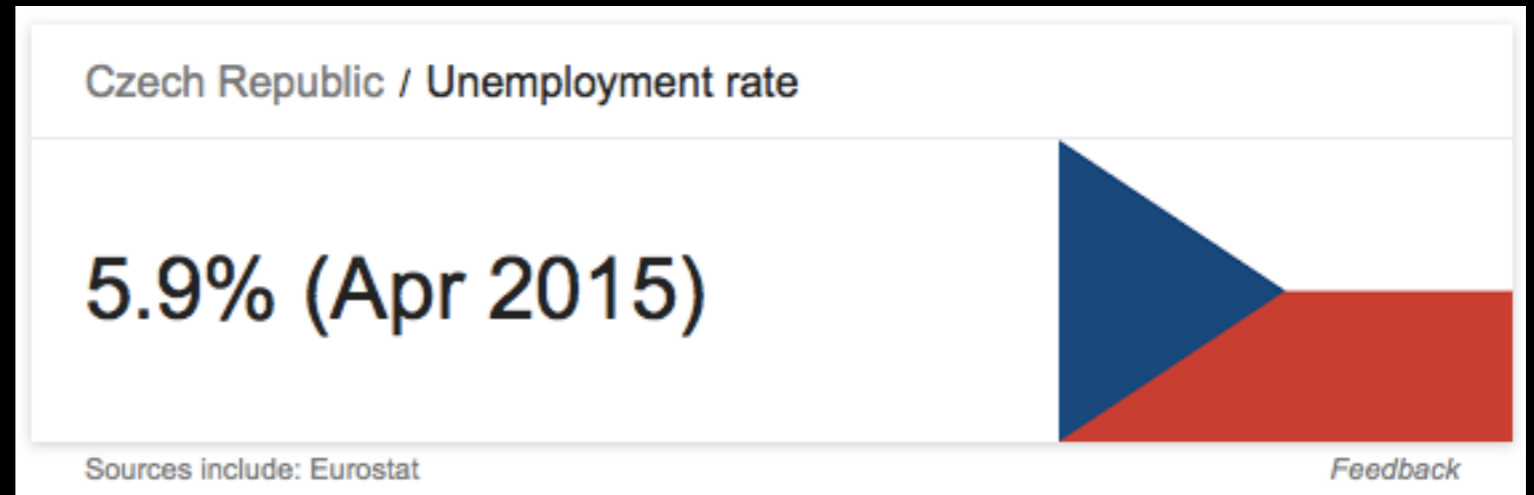
1933

- Hitler appointed Chancellor of Germany
- First Nazi concentration camp established

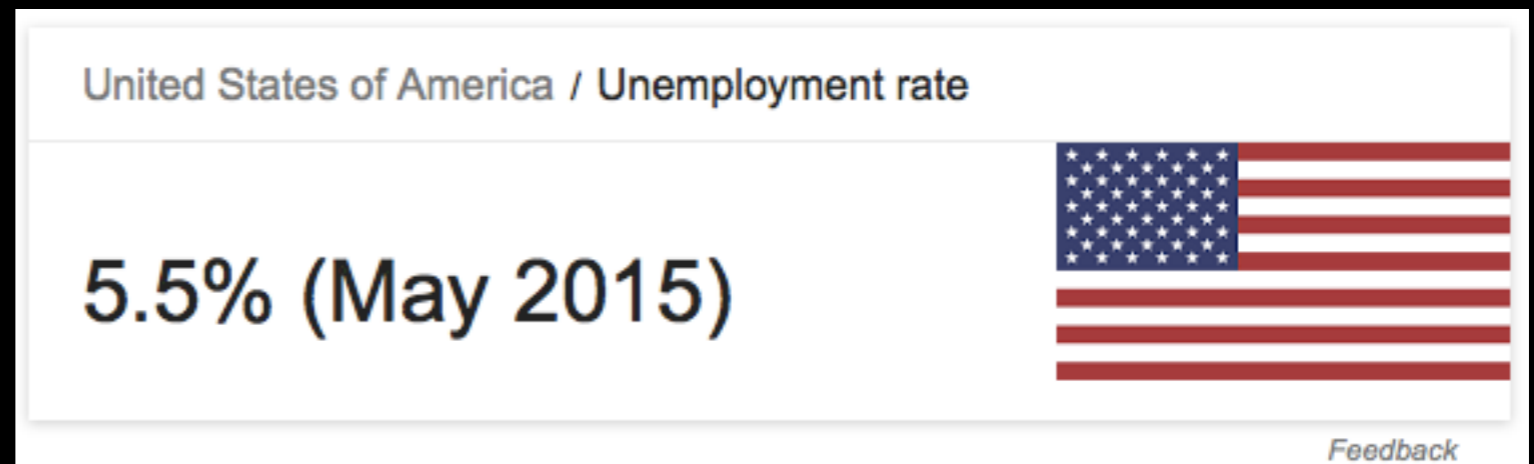
1938

- *Anschluss*: German annexation of Austria (March)
- Munich Agreement: German annexation of Sudetenland (October)

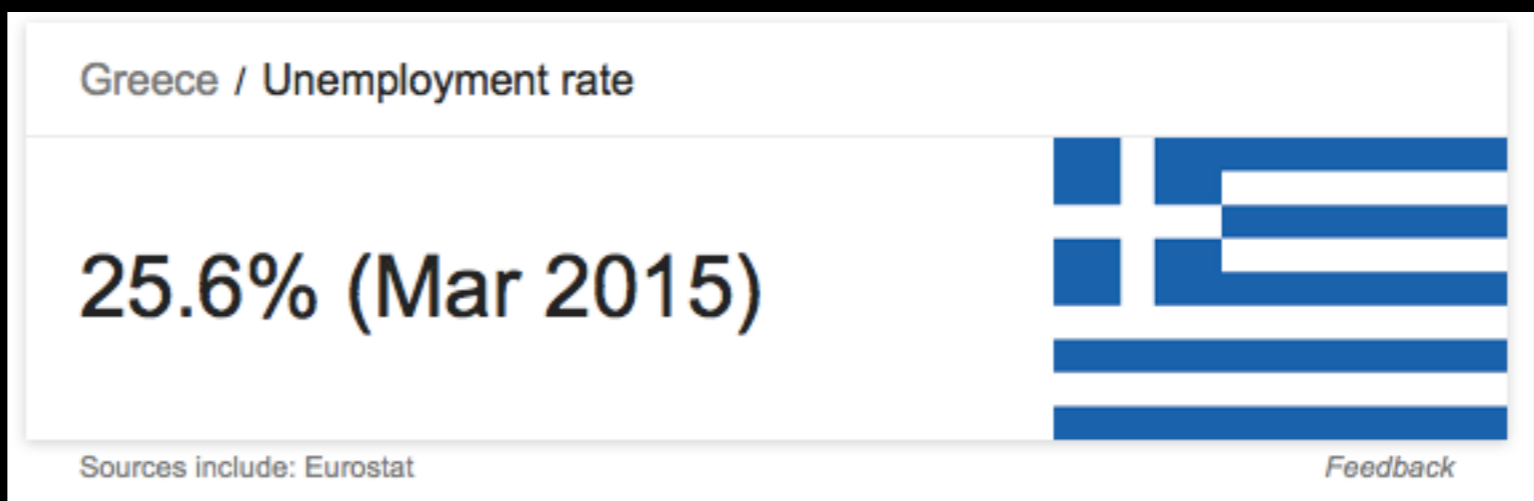
current Czech Republic
unemployment



current United States
unemployment



current Greece
unemployment



Consumer Spending 1930s

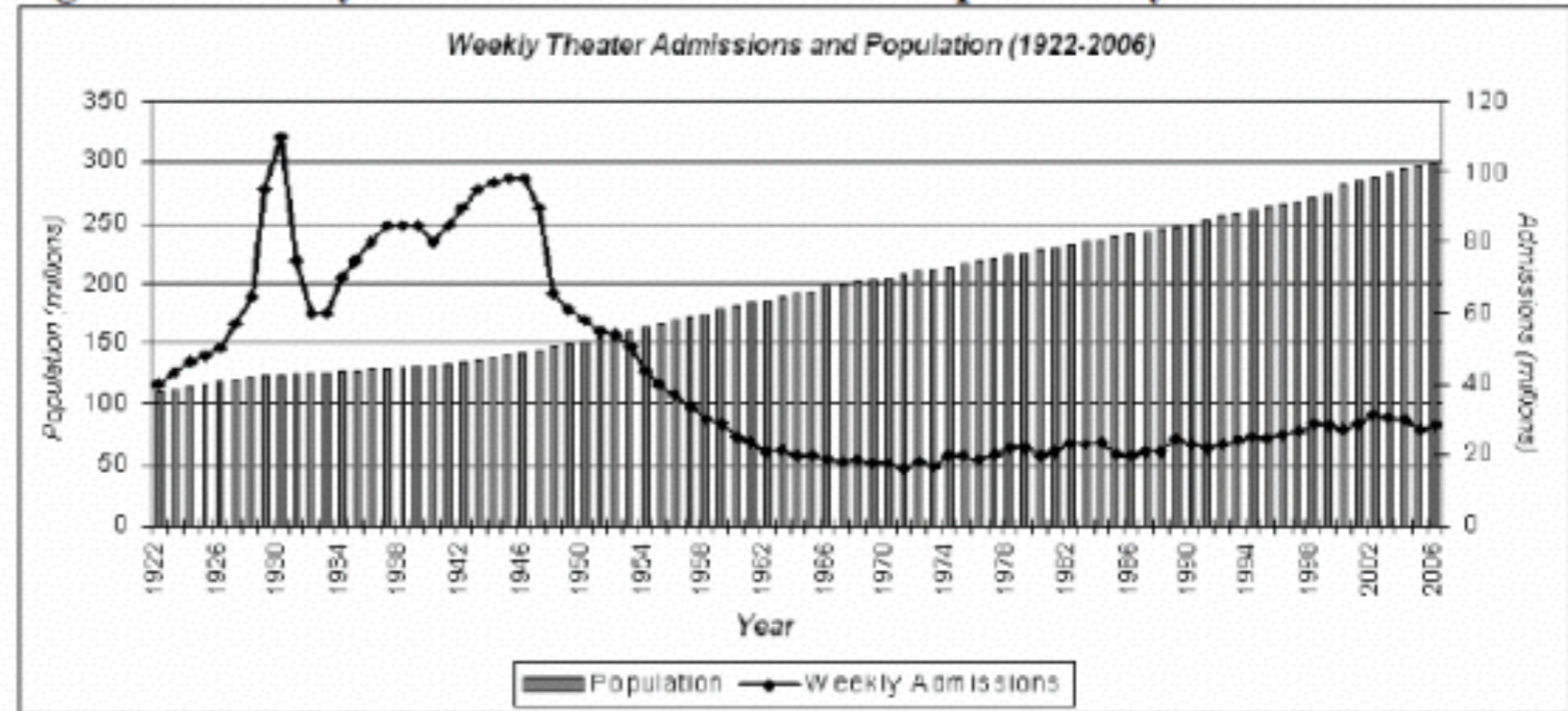
- spending on durable goods fell nearly 50% from 1929 to 1933 (\$15 bill to \$7.5 bill.)
- hardest hit industries:
 - autos, furniture, manufactured food products, cigarettes, cigars, shoes

Hollywood in the 1930s vs. 2014

movies = primary form of popular culture

- 60 - 75 million movie tickets sold each week (3.5 bill/total)(= 60% of US population)
- ticket price - 10 to 25 cents

Figure 2.2 Weekly Theater Admissions and US Population by Year



Data Sources: US Census Bureau; International Motion Picture Almanac 1947, 2008, (Steinberg 1980)

- 1.27 billion tickets sold in 2014 (av. movie goer 6x/year)
- average ticket price: over \$8

1930s advertising strategies

I. emphasis on PRICE

- direct mention, “savings,” “value” (p. 200)
- “democracy of goods” parable as consolation

*Preferred
in more millions of homes
than ever before*



American women appreciate quality. That is the real reason for the rapid growth in popularity of Sterling Salt. It has quality you can see and taste.

It is refined to pass the test of taste. Taste it alone—a real test of quality! See what tangy, zestful, appetizing flavor it has. There is not the slightest taste of magnesium sulfate (Epsom Salts) whose presence adds bitterness to salt. Here's salt that brings out all the delicious flavor of the most robust roast or the most delicate of dishes.

It is pure, too—steam-sterilized by the refining process of the largest producer of salt in the world. It brings you more convenience in a rectangular package so easy to hold

and handle. The metal pouring spout is on the side where you can see it as you pour out this free running salt—even down to the last sparkling, crystal cube.

Its quality is certified by International Salt Research Laboratory—outstanding in the industry—confirmed by Good Housekeeping Bureau and by acceptance of the Committee on Foods of American Medical Association. It gives good value with liberal quantity for the price.

Use it, either plain or iodized—and see what purity and good flavor have done to make it the preferred salt on the shopping lists of millions of women.

International Salt Co., Inc., Scranton, Pa., New York, N.Y.



5¢
PLAIN or IODIZED
Sterling SALT
QUALITY

EVERY product advertised is guaranteed—see page 6

**ONE
LUXURY
ALL CANONS
AFFORD!**

**MORTON'S
IODIZED
SALT**
WHEN IT RAINS
IT POURS

IODIZED OR PLAIN



"Food for 4 on \$8 a week —that's my problem"



Above
These are no
half-hearted
photos left on
the piano when
Mrs. Schmidt
bakes a cake with
Royal. "I know
with Royal I can
be sure of good re-
sults every time."



Below
"I can't understand
why some women
take chances with
cheap baking powder—
when 4 cents
of Royal makes a per-
fect cake."



Above
A neighborhood girl
Grace helped mother
to bake a cake.

**FREE . . . NEW DELUXE
COOK BOOK!** New cakes, puddings,
pastries, pies and savory meat
dishes! Over 200 recipes. Attractive
illustrations. Valuable cooking
hints. Just cut label from
Royal Baking Powder can and
mail with coupon.



ROYAL BAKING POWDER, Product of Standard Brands Inc.,
Dept. 17, 100 Washington Square, New York, N. Y.
I enclose label from a can of Royal Baking Powder. Please
send me copy of the new 1933 illustrated Royal Cook Book.

Name _____

Address _____

City _____ State _____

In Canada: Standard Brands Limited, Toronto, Ont., Canada

"I can't afford baking failures. That's why I insist on Royal Baking Powder—every time"

(An informal interview with Mrs. P. C. Schmidt, of Washington, N. J.)

WITH employment very un-
certain . . . and a rapidly
diminishing savings account—Mr.
and Mrs. Schmidt have to make
every penny count.

"I can't afford to waste food,"
says Mrs. Schmidt. "Butter, eggs,
milk are expensive—and when I bake
at home, I must be sure of good results."

"I've found that it's just economy
to use a cheap, doubtful baking
powder—that's why I insist on
Royal. I know it always works."

"Before I was married, I was a
professional dietitian in charge of a
large industrial cafeteria. Experience

taught me, whether baking for 1 or
100, that you just always depend on
Royal."

How right you are, Mrs. Schmidt.
After all, the best baking powder—
Royal—costs only about 1¢ per baking.
And it assures perfect success—every
time!

Royal is made with Cream of Tartar,
a pure fruit product derived from grapes.

This fine Cream of Tartar baking
powder makes biscuits that are light
and tender—cakes that are accom-
modated and fluffy to the last crumb!

Next time you buy baking powder,
remember how little it costs to use
reliable Royal—only 1¢ per baking—
and buy the best.

Watch for your baker's weekly "Special" . . .
When you bake at home, make sure of success and
delicious flavor by using Royal Baking Powder for

your cakes and hot breads. But don't forget that
you can rely on your baker for a variety of breads,
delicious coffee cakes, Parker House rolls, scrup-
ulous rolls, cinnamon buns, large cakes, tea cakes,

and other goodies to add variety to your table.
With careful attention to the baker's recipe and
instructions, the modern baker offers a wider and
ever increasing variety to the home.

EVERY product advertised is guaranteed—see page 6



1930s advertising strategies

2. the “hard sell” or “scare campaigns”

- “slice-of-life” stories employ “guilt, fear, blame, shame” (p. 201),
 - directed at women and mothers
 - employment
- “first impression” parables employ more medical advice, European experts

TABLOIDS

CONTENT

- “confessions” / secrets (intimate drama)
- eavesdropping
- personal testimony
- “short words & shorter sentences’
- sensationalism
- problem/solution

(VISUAL) STYLE

- use of photos (usually one large photo)
- large/bold headline



FAMOUS ENGLISH BEAUTIES HAVE THIS ONE *Complexion* SECRET

Wives on the Riviera, Easter in Paris, Paris in the spring; then back again for June and the London season. The English gentlewoman is at home throughout the civilized world . . . and all that world admires her classic beauty. . . . But she is more than beautiful. She is wise . . . and knows that in a fine complexion and immaculate grooming lie the better part of beauty. Her lovely skin is cared for by Yardley products of traditional purity and lovely fragrance. . . . Yardley's English Lavender Soap (Paris has named it "le savon des élégantes") has protected English complexions for eight generations. Its cooling fragrance, its gentleness have made it truly the "luxury soap of the world." Yardley's English Complexion Cream, used to make the clearest skin deeply deep and

through, is also a marvellous cream to be left on through the night; a foundation for daytime use . . . and, in its exquisite every day, a wholly decorative bit for one's dressing-table. Yardley's English Lavender Face Powder, finely perfumed and delicately tinted, completes this cosmetic triad. Blended especially to adhere to the base of English Complexion Cream, it will keep your skin at its best throughout the day. . . . Now, Yardley products have been made available in America . . . a complete collection, from exfoliating sachet tablets to scented floating bath lozels. For a description of the series, write for Booklet B-4, "Conversations with an English Jewell." Yardley & Co., Ltd., 402 Fifth Avenue, New York City; in London, at 23, Old Bond Street; also Toronto and Paris.



Yardley's English Lavender Soap . . . a cherished perfume for all refined women. About 10 times purer than ordinary soap. Made in England. Available at department stores or direct from Yardley's, London, England. Price 25c.



The famous English Complexion Cream . . . cleanses, softens, and tenderly conditions all its uses. Yardley's English Face Powder . . . is a fine, light, and cooling powder. Made in England. Available at department stores or direct from Yardley's, London, England. Price 25c.



This delicate, creamy powder, the white complexion . . . softens, cools, and the soft and refreshing. Available in day and evening. Made in England. Available at department stores or direct from Yardley's, London, England. Price 25c.

YARDLEY'S ENGLISH LAVENDER

The ONE MAN who would tell her!

His physician was the one man who would tell her—and even he remained silent.

Upset as he was, she was glad to leave the work. She could understand now why her friends had seemed to avoid her, why Frank had called so often as he used to. She was glad also to have her simple life return to her world.

Halitosis (pleasant breath) is the unobtrusive but it is common and social life. The best thing about it is that you yourself never know when you have it. And your best friend won't tell you. Remember also that no one is immune from halitosis. Read below how to overcome it.



Don't offend others—here's the swift, pleasant remedy for halitosis

Listerine immediately halts fermentation—cause of 90% of bad breath

Would you knowingly offend a friend, and risk losing him? Would you willingly jeopardize a business contact? Of course you wouldn't.

Then make sure that your breath is pure, sweet, and wholesome. Halitosis (pleasant breath) is the one fault no one forgives.

While many solutions claim deodorant power, the one to rely on is Listerine, the safe antiseptic, and swift deodorant.

Use it every morning, noon, and night. And between times, before meeting others.

Prompt Deodorizing Action

Outstanding medical men, observing Listerine in hospital and private practice, pronounce this safe antiseptic an ideal deodorant. There is no scientific proof that other mouthwashes exceed, or even equal, Listerine in deodorant power.

Indeed, laboratory tests show that some mouthwashes fail to mask, in 2 days, odors that Listerine overcomes instantly.

Ninety per cent of all unpleasant breath is caused

by fermentation of tiny particles of food (eggs particularly) that brushing has failed to remove.

The other principal cause is infection of the oral cavity, such as catarrh, ulcers, and pyorrhea; excesses of eating and drinking are also responsible.

Now you see why almost anybody is likely to have halitosis at one time or another.

Listerine instantly halts fermentation. Proof! Laboratory tests show that milk keeps fresh twelve days in warm weather when Listerine is added.

8 Reasons why Millions prefer Listerine

- 1. Absolutely safe to use.
- 2. Quick deodorant power.
- 3. Instant halting of fermentation.
- 4. Swift destruction of germs.
- 5. Pleasant to taste.
- 6. Does not attack nasal mucus in mouth.
- 7. Refreshes and invigorates.
- 8. Refreshes in dilution.

Combats Infection

Listerine immediately attacks infection, the other cause of halitosis. Proof! Repeated tests, in laboratories of international repute, show that it kills germs in the shortest time that can be accurately measured by science. Microscopic course prove it reduces bacteria in the saliva 97%.

Won't Harm Teeth

Because of its absolute safety, Listerine, no matter how frequently used, has no damaging effect on metal fillings in teeth, or on teeth structure itself.

Moreover, Listerine is soothing, cooling, and healing to the mucous membrane. It is absolutely free from the harsh, irritating action of crude antiseptics requiring careful dilution before they dare be used. Keep a bottle handy in home and office, and carry it with you when you travel.

By the way, we have a pocket-size and rather complete Book of Etiquette which is yours without cost for the asking. Write Dept. 200, Lambert Pharmaceutical Co., 217 1/2 Laurel St., St. Louis, Mo.

LISTERINE the safe antiseptic

QUICKLY KILLS ODORS THAT ORDINARY MOUTHWASHES CAN'T HIDE IN 4 DAYS



Mother, don't you know?

... never give children a grown-up's laxative

The welfare of your child is your first thought at day. It is your last thought at night.

And yet, without realizing it, you may be among the number of vigilant mothers who are doing their children actual *harm* by giving them laxatives intended for adult use... laxatives which are far too drastic in their action for children... even in reduced doses.

Constipation affects 90% of all children

Every child is immune from constipation. It is childhood's commonest ailment. True, "balanced diet" and exercise helps, too. But one of the main causes of constipation in children is one that you, mother, cannot control—the tendency to neglect nature's signals for extra minutes of precious "play-time."

The tell-tale symptoms

Enough, that an accumulation of intestinal wastes is clogging his little system. The poisonous absorptions from these wastes affect a child's nerves, retard normal growth—even lead to serious illness. Don't wait! Now is the time for a gentle, *thorough* laxative!

Give him a safe laxative—Castoria

Chas. H. Fletcher's Castoria is the ideal laxative for children. It is a simple vegetable preparation made especially for children. Its action is gentle. It does not gripe. Children are never afraid to take it. They love the taste of it! And it is settling to delicate stomachs.

Any physician will tell you that Fletcher's Castoria contains no harmful drugs—NO NARCOTICS. It is a safe, sure remedy for the relief of constipation all through childhood. Purchase a bottle at your druggist's—the family size is the economical way to buy it.

Chas. H. Fletcher
CASTORIA
 for
 constipation
 in children



from babyhood to 11 years

She thought:
 "I won't sit next to a boy with 'B. O.', no matter how nice he is."
 Yet, to be polite,
She said:
 "Please, may I change my seat? It's hard to see the blackboard from here."



His classmates avoided him
 ... until he ended 'B.O.'

THEY CHEERED him like mad on the baseball field—but kept away from him in the classroom. At parties, too, not a girl wanted to dance with him. In spite of his pleasant manners, his fine athletic record, he was unpopular.

Then one day his gym instructor had a frank talk with him about "B.O.," the polite name for a condition people dislike even to mention—*body odor*. Suggested a simple safeguard... What a difference it has made! Today he is prominent in class affairs, liked by everyone. He knows the easy way to end perspiration odor.

"B.O." a serious handicap

In school, in business, in society—people always shun the "B.O." offender. And the worst of it is, the guilty one seldom realizes why he is unpopular. Though pores give off a quart of odor-causing

waste daily, we don't notice "B.O." in ourselves because we soon become used to an ever-present odor. But others quickly detect the smallest trace of it.

Why take chances when it's so easy to be safe? Just wash and bathe with Lifebuoy. This delightful toilet soap lathers generously—even in hardest water. Its creamy, abundant, antiseptic lather purifies pores, removes all odor. Lifebuoy's pleasant, extra-clean scent—that vanishes as you rinse—tells you you're safe from offending.

Fine for the complexion

There's nothing better than Lifebuoy for keeping complexions smooth and clear. Its bland, deep-cleansing lather gently frees clogged pores of impurities—helps bring a fresh, healthy glow to dull skins. Adopt Lifebuoy today.

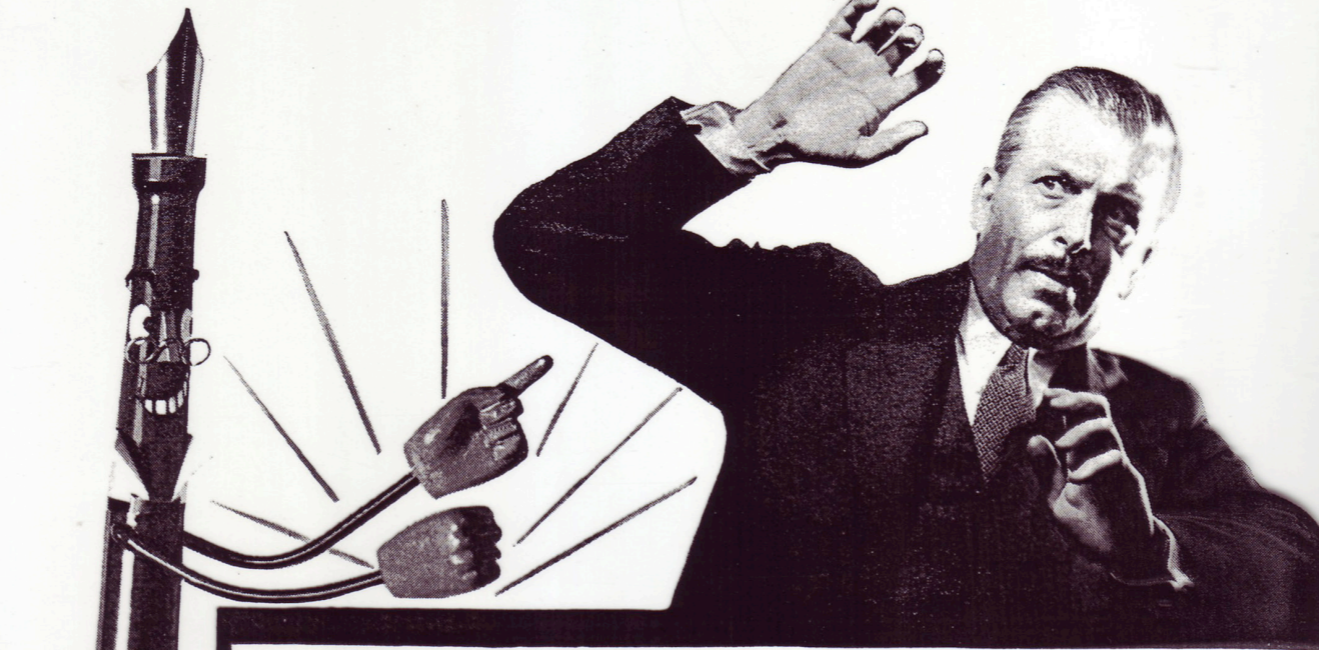
A product of LEVER BROTHERS CO., Cambridge, Mass.

NEW!

Lifebuoy
 SHAVING CREAM

This double-dense lather shields tender spots—gives the quickest, slickest shave ever. At your druggist's.

Lifebuoy
 HEALTH SOAP
 — stops body odor —



Does your pen "wear the pants"?

IS YOUR PEN telling you how to write? Is your pen pushing you—making you conform to it—rather than conforming to you?

If you're not using the new Eversharp Adjustable the answer is YES! If you're not using an Eversharp Adjustable your pen is robbing you of real writing ease.

For the Eversharp Adjustable is the only pen that writes YOUR way—the only pen that adapts itself to your pressure, your stroke, your "feel"—the only pen that considers you NOT as part of a crowd, but as an individual, a personality.

Why? Because you, yourself, actually adjust the Eversharp to get the exact thickness of line you want. Not a line that comes close

to the kind you like. Not a line "near" it or the next best thing. But the exact, precise line you want—when you want it. You get your natural writing line always.

That's why the Eversharp Adjustable never feels "wrong"—never writes "wrong." That's why the Eversharp Adjustable gives easier, smoother writing than any pen you've ever held in your hand. This is guaranteed!

Extra—fits every different writing job

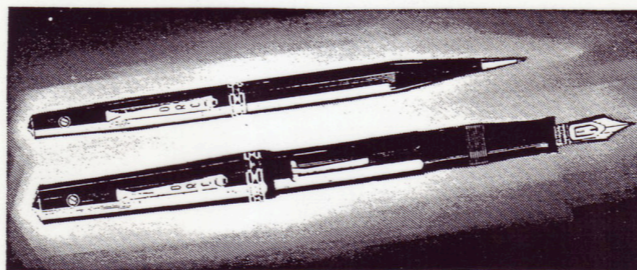
And because you get any thickness of line you want from this one pen, the Eversharp Adjustable will fit every different writing job that constantly comes up during busi-

ness and social activities. It is the only pen that will do this! (See illustrations below.)

"I'll believe it when I see it"

Don't take our word about this remarkable new pen. We much prefer to have you prove our claims. Go to any good store that sells fountain pens. Ask for a free demonstration of the Eversharp Adjustable. Put the pen through every fountain pen test you know.

Prove to your own satisfaction that it is the only pen that will write your way. See for yourself how much smoother it writes. See why its extra smooth performance is guaranteed. The Wahl Company, Chicago, New York, San Francisco, and Toronto.



THE ONLY PEN YOU DARE GIVE AS A GIFT—No more guessing in gift-buying. No more crossing your fingers and hoping the point will fit "his" or "her" writing. Give an Eversharp Adjustable. Let the recipient adjust it himself to the line he likes best! "He" or "she" will appreciate the graceful Doric beauty of the Eversharp, too. Artists say it's the most beautiful pen ever designed. Sold at all good stationery, jewelry, department and drug stores—\$3.75, \$5, \$7.50, and \$10. The famous Eversharp Pencils designed specially to match—\$2 to \$4. Buy them together and save money: matched sets, \$5 to \$12.50. Prices slightly higher in Canada.

Look! the only pen that will fit every different writing job—with one point!

Over	223 17
vs. P	PA 72
Over	623 21

Flick the slider... and get a superfine for small memos, expense books, etc.

Mr. H. Green
Dear Sir

Flick again... and get a medium-heavy, for lecture notes, letters, compositions.

MR. J. B. RUS
118 CARV

Another flick... the same pen writes or prints extra bold for labels, file-tabs, package addresses.

NO. 863
TO Lord & Son
London

Another flick... the same pen writes medium-fine for checks and stubs... a frequent writing job.

Remember, Eversharp is the only maker of Square Lead—the lead that can't twist, slip, or turn—the only lead that fits all regular-size mechanical pencils. Highest quality known.



EVERSHARP

ADJUSTABLE POINT FOUNTAIN PEN

COMICS

CONTENT

- use of humor, entertainment
- narrative/plot

(VISUAL) STYLE

- panels
- speech balloons



A HOLLYWOOD STUNT GIRL deserves REAL SMOKING PLEASURE!

ALENE GOODWIN, OF THE FRONTIER, WORKS HARDER THAN MOST MEN. SHE DESERVES A REST AND A CAMEL FOR FULL SMOKING ENJOYMENT.

ALENE GOODWIN, ON LOCATION FOR A THRILLING ARIZONA "WESTERN" IS WAITING FOR HER BIG SCENE — A SPIT-SECOND RESCUE FROM THE MOUTH OF 1500 FEAR-HEADED HORSES.



DYNAMITE IS EXPLODED IN THE CANYON TO STAMPED THE HUGE HERD OF HORSES OUT INTO THE PLAIN.



THE RESCUE ENDED!



"AFTER I ENDED MY GREAT FIGHT WITH the... (text is partially obscured and difficult to read) ..."



COSTLIER TOBACCOS

CAMELS ARE MADE FROM FINE, MORE EXPENSIVE TOBACCOS... TURKISH AND DOMESTIC.



SMOKE 6 PACKS OF CAMELS AND FIND OUT WHY THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA.

LET UP... LIGHT UP A CAMEL!

SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES

BABSIE JOINS THE *League of Time and Money Savers*



THE MEATS THAT BABSIE SERVED...

LIBBY'S CORNED BEEF, LUNCH TONGUE, VIENNA SAUSAGE

WELL, I SUPPOSE THOSE MEATS WRECKED THIS WEEK'S BUDGET... BUT THEY WERE WORTH IT!

NO, DARLING, THEY SAVED IT! AND SAVED YOUR LITTLE WOMAN HOURS IN THE KITCHEN, TOO!

FROM LIBBY'S FAMOUS 100 FOODS

Libby's TABLE-READY MEAT DELICACIES

Join the *League of Time & Money Savers*

Your guide to Libby's Meats at special prices. Look for it at your grocer's!

SEE THE LIBBY EXHIBIT AT THE CALIFORNIA-PACIFIC INTERNATIONAL EXPOSITION IN SAN DIEGO





LOOKING FOR ROMANCE?

THEN GUARD AGAINST DRY, LIFELESS "MIDDLE-AGE" SKIN!

A GIRL ISN'T GIVING LOVE A CHANCE, UNLESS SHE KEEPS HER COMPLEXION SMOOTH AND LOVELY!

WELL, I WISH YOU'D GIVE ME YOUR BEAUTY SECRET! MY SKIN'S SO DRY AND LIFELESS!

MAYBE YOU'RE USING THE WRONG SOAP! WHY DON'T YOU TRY PALMOLIVE? THERE'S NOTHING LIKE IT FOR GUARDING AGAINST DRY, LIFELESS "MIDDLE-AGE" SKIN!



BUT WHY PALMOLIVE?

YOU SEE, PALMOLIVE IS MADE WITH OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS. THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. ITS GENTLE, DIFFERENT LATHER CLEANSSES SO THOROUGHLY, SOFTENS AND REFINES SKIN TEXTURE. LEAVES COMPLEXIONS RADIANT!

IF PALMOLIVE WILL GIVE ME A LOVELY COMPLEXION LIKE YOURS, I'LL CHANGE TO IT TODAY!

MADE WITH OLIVE OIL!

THAT'S WHY PALMOLIVE IS SO GOOD FOR KEEPING SKIN SOFT, SMOOTH, YOUNG!





SHE LEARNED HER LESSON

**A WIFE CAN BLAME HERSELF
IF SHE LOSES LOVE
BY GETTING
"MIDDLE-AGE" SKIN!**



AND, MOTHER, HE NEVER TAKES ME OUT ANY MORE! SOMETIMES I THINK HE'S ASHAMED OF ME!

DO YOU THINK IT COULD BE YOUR COMPLEXION, HELL? YOU USED TO HAVE SUCH A LOVELY SKIN, AND NOW...



YOU MEAN IT'S GROWN SO DRY AND LIFELESS! I KNOW IT, MOTHER, BUT WHAT CAN I DO?

MAYBE YOU'RE USING THE WRONG SOAP! WHY DON'T YOU CHANGE TO PALMOLIVE?

YOU SEE, PALMOLIVE IS MADE WITH OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS! THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. IT'S GENTLE, DIFFERENT LATHER CLEANSSES SO THOROUGHLY, SOFTENS AND REPIRES SKIN TEXTURE...LEAVES COMPLEXIONS RADIANT!

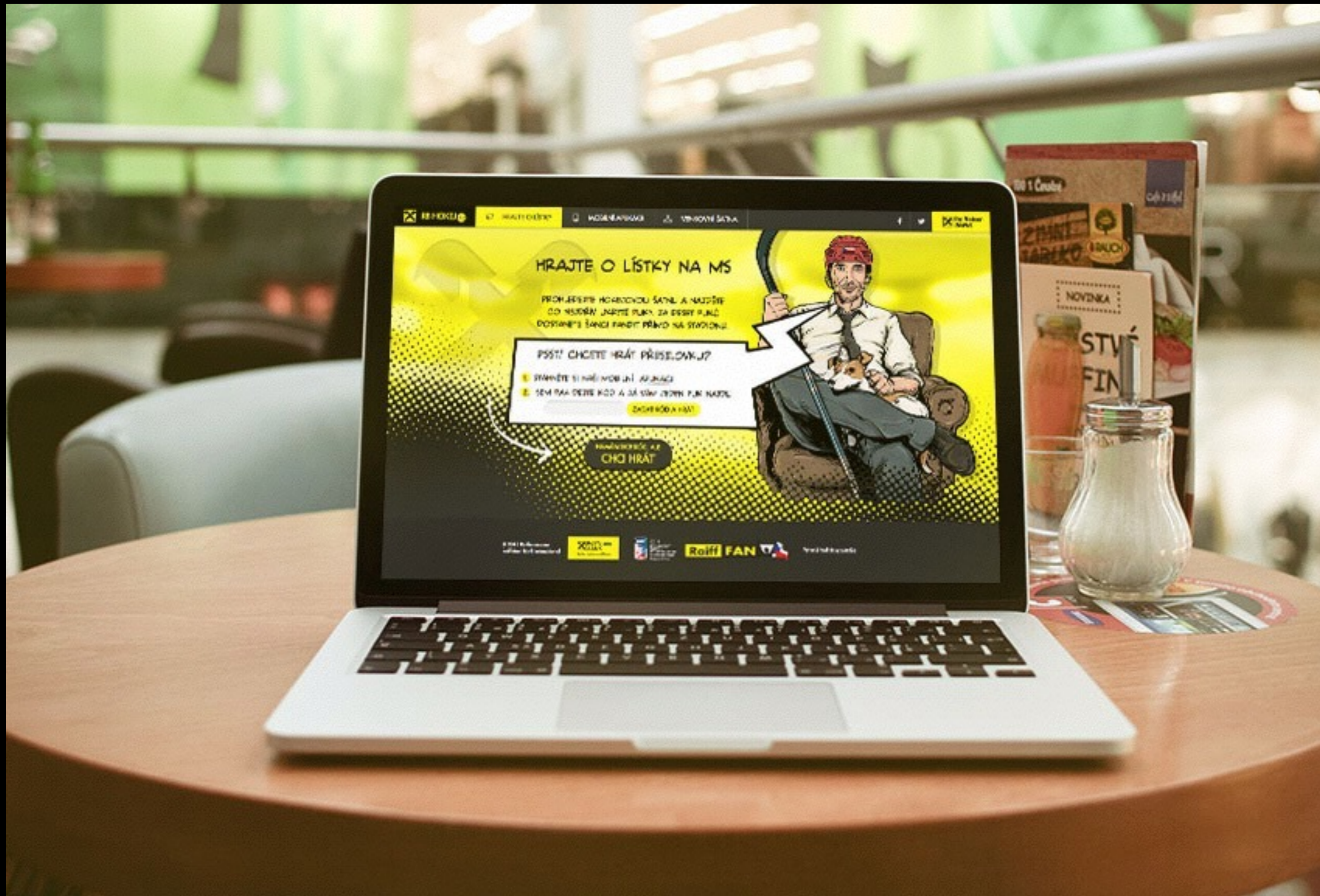
I'LL CERTAINLY TRY PALMOLIVE!



BOB'S SO PROUD OF ME AGAIN, SINCE I USE ONLY PALMOLIVE, THE SOAP MADE WITH OLIVE OIL TO KEEP SKIN SOFT, SMOOTH, YOUNG!



DR. DAFOE SAYS, "ONLY GENTLE PALMOLIVE FOR THE QUINS!"



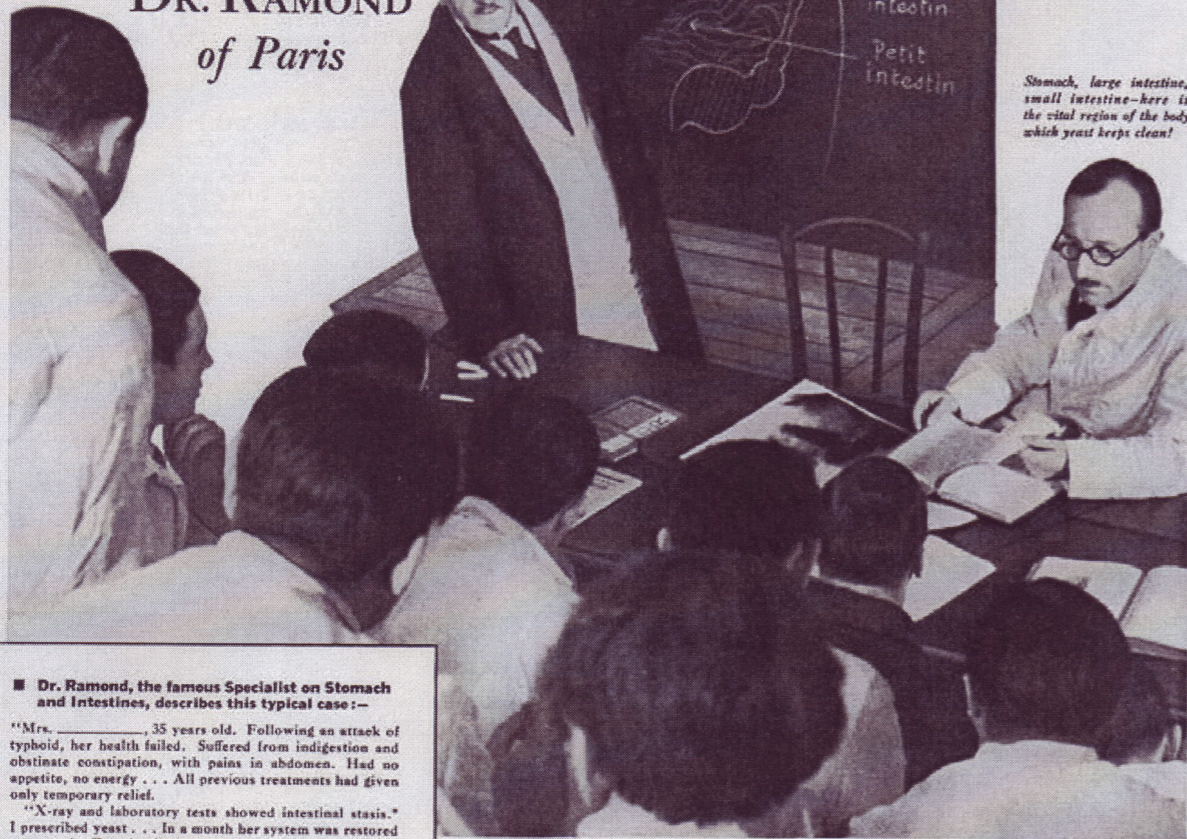
<http://www.elitesolutions.sk/>

1930s advertising strategies

2. the “hard sell” or “scare campaigns” as parables
 - “first impression” parables employ more medical advice, European experts

"She had no appetite — no energy"

explains the noted
DR. RAMOND
of Paris



■ Dr. Ramond, the famous Specialist on Stomach and Intestines, describes this typical case:—

"Mrs. _____, 35 years old. Following an attack of typhoid, her health failed. Suffered from indigestion and obstinate constipation, with pains in abdomen. Had no appetite, no energy . . . All previous treatments had given only temporary relief.

"X-ray and laboratory tests showed intestinal stasis. I prescribed yeast . . . In a month her system was restored to normal. Constipation and other symptoms all left."

*Constipation



"I'D BEEN WORKING HARD and felt worn out," writes Miss Frances Payne, of Seattle, Washington. "My skin looked terrible. I didn't have any appetite and had indigestion when I did eat.

"A good friend of mine insisted on my trying Fleischmann's Yeast . . . After a few weeks my appetite returned and I could eat without indigestion. Yeast cleared up my sluggishness and helped me regain a reserve of strength . . . I kept on until my skin cleared up."

DR. FELIX RAMOND was physician to the martyred French president, Paul Doumer . . . and to Georges Clemenceau! He holds the distinguished post of Medecin-Chef de l'Hôpital Saint-Antoine in Paris. He states:—

"The greatest single cause of our ills as civilized beings is constipation. The poisons which result are carried through the body and weaken every vital organ . . . Constipation causes auto-intoxication, insomnia, headaches, halitosis, coated tongue, lack of appetite, abnormal fatigue. Most skin eruptions have the same origin . . .

"Fresh yeast," continues Dr. Ramond, "is the best way of correcting constipation.

It softens the wastes which collect in the intestines. It increases the vitality of the

intestinal muscles . . . helps regulate their action . . . By cleansing the system of poisons it renews the appetite and releases new sources of bodily energy."

So, if you tire easily—if you lack the zest to enjoy life fully—try eating Fleischmann's Yeast. Find out what it will do!

Eat it regularly, and for a period of time—three cakes daily—before meals, or between meals and when you go to bed. You can eat it just plain, or dissolved in a third of a glass of water.

Just remember, Fleischmann's Yeast is not a medicine. It is a food . . . the richest food known, in fact, in the group of three indispensable health-giving vitamins—B, G and D. Scarcely any other food supplies adequate vitamin D—the "sunshine" vitamin. And vitamins B and G are also absolutely essential to digestion and health.

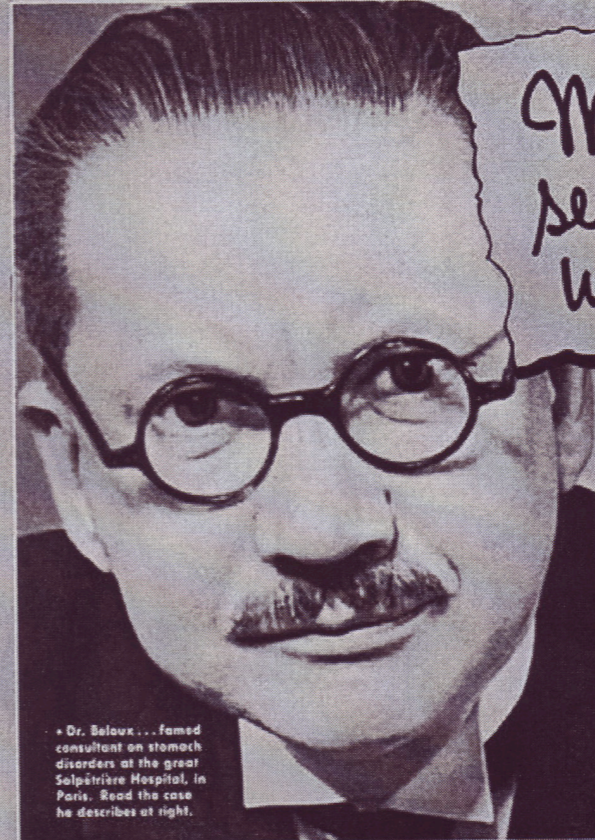
You can get Fleischmann's Yeast at all grocers, and at restaurants and soda fountains. Add it to your diet today!

IMPORTANT!—

Fleischmann's Yeast for health comes only in the foil-wrapped cake with the yellow label. It's yeast in its fresh, effective form—the kind doctors advise. Write for booklet, Dept. YL-28, Standard Brands Incorporated, 691 Washington St., New York City.



Copyright, 1933, Standard Brands Incorporated



• Dr. Beloux . . . famed consultant on stomach disorders at the great Salpêtrière Hospital, in Paris. Read the case he describes at right.

Miss L — had severe indigestion — was run-down

DR. JULES BELOUX,
of Paris, reports this "Case History"

If your stomach troubles you . . . if you get tired out easily . . . are constipated, have headaches, and broken-out skin, this case and Dr. Beloux's comments are mighty important to you!

CONSIDER the case which the famous Dr. Beloux so kindly allows us to publish for the benefit of others.

Haven't you a great many of the troubles Miss L— had?

Perhaps your digestion isn't what it should be . . . easily upset . . . your stomach feels "heavy" . . . you feel actually distressed after your meals.

Maybe you're run-down . . . have "jumpy" nerves . . . get all fagged out easily . . . are constipated . . . have headaches . . . don't look clear skinned, healthy, attractive!

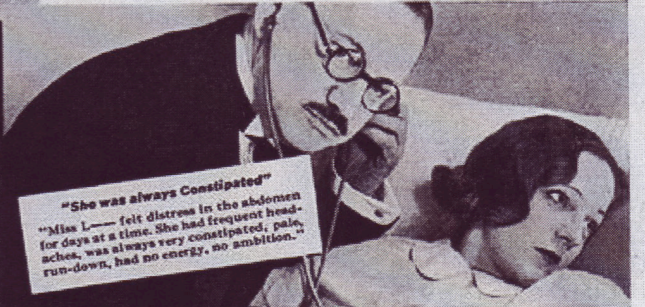
Then yeast should help you, too. For, as Dr. Beloux says:

"Yeast has a wonderful tonic influence on the whole system. Yeast promotes the flow of gastric juice . . . purifies the blood . . . softens the hard waste matter and promotes regular evacuation. It has none of the disadvantages of harsh, habit-forming laxatives."

Wouldn't it be good common sense to try Fleischmann's Yeast? Of course! Then eat 3 cakes a day for at least 30 days. Each cake is rich in vitamins B, D, and G.

Let Fleischmann's Yeast tone up your system in its normal, natural way. Then see how your digestion stops being "finicky" . . . see how much better you work and sleep!

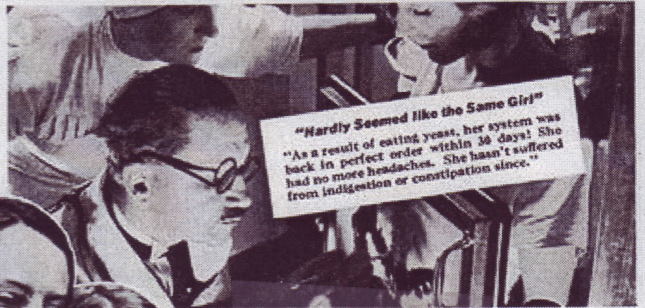
Don't delay longer. You can get Fleischmann's Yeast at grocers, restaurants and soda fountains.



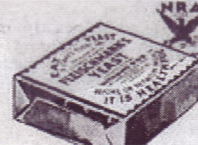
"She was always Constipated"
"Miss L— felt distress in the abdomen for days at a time. She had frequent headaches, was always very constipated, pale, run-down, had no energy, no ambition."



"Her Condition called for Yeast"
"A sample of the stomach contents revealed trouble. The stomach was toneless and the intestines clogged with waste. I put the young lady on a yeast régime."



"Hardly Seemed like the Same Girl!"
"As a result of eating yeast, her system was back in perfect order within 30 days! She had no more headaches. She hasn't suffered from indigestion or constipation since."



"My Appetite picked up Amazingly"

"Nothing I ate agreed with me," writes Mrs. William A. Rhodes, of Seattle (at left). "After meals I wanted to go to bed and sleep off my dull, heavy, lousy feeling.

"I had read where great doctors were recommending yeast for cases like mine. I decided to try it. After eating Fleischmann's Yeast a few weeks, I again could eat my meals without worrying about the after-effects. I felt so much better."

Copyright, 1934, Standard Brands Incorporated
Woman's Home Companion June 1934

1930s advertising strategies

2. the “hard sell” or “scare campaigns” as parables
 - “captivated child” revised to show reverse: unraised hands and skinny kids



Can't you do something about Jane?

"Jane seems to have lost interest in her school work. And when I try to revive her interest... try to get her to pay attention... she responds with either sullen silence or a defiant attitude. Won't you see what you can do?"

WHEN the teacher sends a note like that, what should you do, Mother? Resort to disciplinary measures? Promise a prize for better work?

Maybe a scolding is needed. Maybe a reward. But maybe either will simply aggravate the *real* trouble.

For when a child begins to slip in school, it's likely that some physical disorder is at the bottom of it—a disorder which, if permitted to continue untreated, might cast a shadow over all the long years that lie ahead of the child. And the wise thing, therefore, is to consult your doctor.

He might quickly interpret the trouble as approaching deafness; for he knows that "lack of interest" and "defiant attitude" may merely be the child's subconscious efforts to hide the affliction from the rest of the class. Impaired hearing is a common cause of impaired schoolwork.

But it is not the *only* cause. "Slowness" can frequently be attributed to failing eyesight... "inability to concentrate" may be traced to underactivity of the thyroid gland... "indifference" may be anemia putting a drain on the child's vitality.

There are many other things that may be wrong—disorders that can easily hide their true meaning from the child, the teacher, and the parents... but *not* from the penetrating knowledge of the doctor.

If your child's work in school is not all it should be—if it has shown a steady tendency to slip from a former standard—see your doctor. You owe this sensible step both to your child's happiness and to your own future peace of mind.

PARKE, DAVIS & COMPANY
 DETROIT, MICHIGAN
The World's Largest Makers of
 Pharmaceutical and Biological Products



Is your child paying these penalties of fat starvation?

TWO MILLION SCHOOL CHILDREN SUFFER FROM GRAVE FORMS OF MALNUTRITION . . . WHICH WHOLESOME MEAT FATS HELP CORRECT

SYMPTOMS OF MALNUTRITION:

- * UNDER WEIGHT
- * WASTY APPEARANCE
- * BRUISING EASILY
- * CHRONIC FATIGUE
- * LETHARGY
- * IRRITABILITY
- * LACK OF ENDURANCE



- * SLEAZEBAGS MADE IN STREET
- * LINGERED BY PULL
- * SPOONFEEDING BEGINS TO SEE BEYOND MEALS
- * FADING OF COLOR
- * PALE OR PURPLED SKIN



Here is the Convenient, Economical Way To Give Children Meat Fats Daily In Concentrated Form

Is your child one of the two million American school children who are suffering from grave forms of malnutrition? Is he being handicapped in play and held back in study by one or more symptoms of malnutrition, which nourishing, vitamin-rich meat fat will help correct?

Fat Foods are Indispensable

In short, children refuse to use the highly nourishing fatty part of meat. Yet fully 75% of the energy value of a normal child's diet, a famous child specialist says, should be derived from fat. For just about energy, 100 times more nourishment in this respect than any other form of food. And they furnish the sustaining, slow-burning kind of energy that growing boys and girls need most. That is why malnutrition means against being

in starvation combat through the young, formative years.

You need not run the risk of fat-starving your child. You can give him the wholesome meat fat he needs in a form he will enjoy—Great Luck, meat fat margarine. Serve it at every meal. Its creamy texture will let him spread it on bread. None here he refuses to delicious flavor. And observe how he thrives under its nourishing energy and rich supplies of growth vitamins A and bone-building vitamin D. Use its richness at every opportunity, in all your baking and in soups, stews, and broths, too.

Rich in Such Vitamins A and D

Great Luck Margarine contains the finest of meat fat abundant in energy. It is a 100% American product, and the U. S. Government inspects its making in strictest purity. Good Housekeeping Magazine's Testing Bureau endorses it. In numerous tests of the leading kinds of spreads on bread, Great Luck was awarded its growth vitamin A—and lost by a wide margin in bone-building vitamin D. Thus it is an ideal food in the daily diet to supply these precious vitamins and nourishing energy to growing boys and girls. Buy a pound of Great Luck when marketing today.

THE GROWTH AND SUNSHINE VITAMIN SPREAD

All over the world scientists recognize pure meat fat as good source of Vitamin D. Large health studies (Great Luck) have demonstrated the remarkable spread fat found rich in both vitamins A and D. In most of the leading kinds of spreads analyzed by a well-known physiologist at a leading American university, Great Luck was awarded its growth vitamin A and lost by a wide margin in bone-building vitamin D. See American Journal of Physiology, February, 1935, for details.

Correct Fat Starvation with
Jelke **GOOD LUCK**

Bill sure gets tired quick. He ought to eat Ralston like we do.



A hot cooked cereal does make a difference. A cereal made of whole wheat is more nourishing. A cereal enriched with extra quantities of vitamin B will do more for a growing boy or girl.

Ralston is the hot whole wheat cereal enriched with extra vitamin B . . . Delicious . . . Quickly cooked . . . Costs less than 1¢ a serving. Ralston Purina Company, Saint Louis, Missouri.

Tune in Tom Mix Radio Program Monday, Wednesday, Friday afternoons Starting September 30th

RALSTON
WHEAT CEREAL

The Hot Cereal Children Love to Eat

October 1935 Good Housekeeping



NOW GOOD REPORT CARDS ARE A HABIT WITH BOBBY



1 But, Bob, you must eat better breakfasts, if you're going to get good marks.



**COOKS IN
2½ MINUTES, TOO!**

2 You'll find they'll *always* eat Quaker Oats. It's a flavor children go for!



3 I'll always eat breakfast if you'll have Quaker.



The smile that won't come off!

4 See what Quaker Oats and I did this month, Mom!

NO MAGIC . . . JUST COMMON SENSE

Better breakfasts make better report cards



If you want your boy to cultivate the "good report card habit", serve him a breakfast that gives him energy to go on—protein to grow on. Such a breakfast is Quaker® Oats. This rich, luscious flavor that comes from roasting through ten different ovens; the extra nourishment that comes from the use of ultra violet rays is found only in Quaker® Oats. Start helping your child to better marks by serving Quick Quaker Oats tomorrow morning. It cooks in 2½ minutes.

* Mother's Oats also are made by the same exclusive process.

THE QUAKER OATS COMPANY



BETTER HOMES & GARDENS, March, 1934



I'm Strong for it!

My mother got me started eating Shredded Wheat because, believe it or not, I wasn't always such a husky kid. It made me feel pretty good and the coach at school said it was okay. Us fellows can't be bothered fussing about food. We got to have something that sticks to our ribs and doesn't give us stomach ache. Pop eats Shredded Wheat, too, every single morning. Mother knows her stuff, all right!



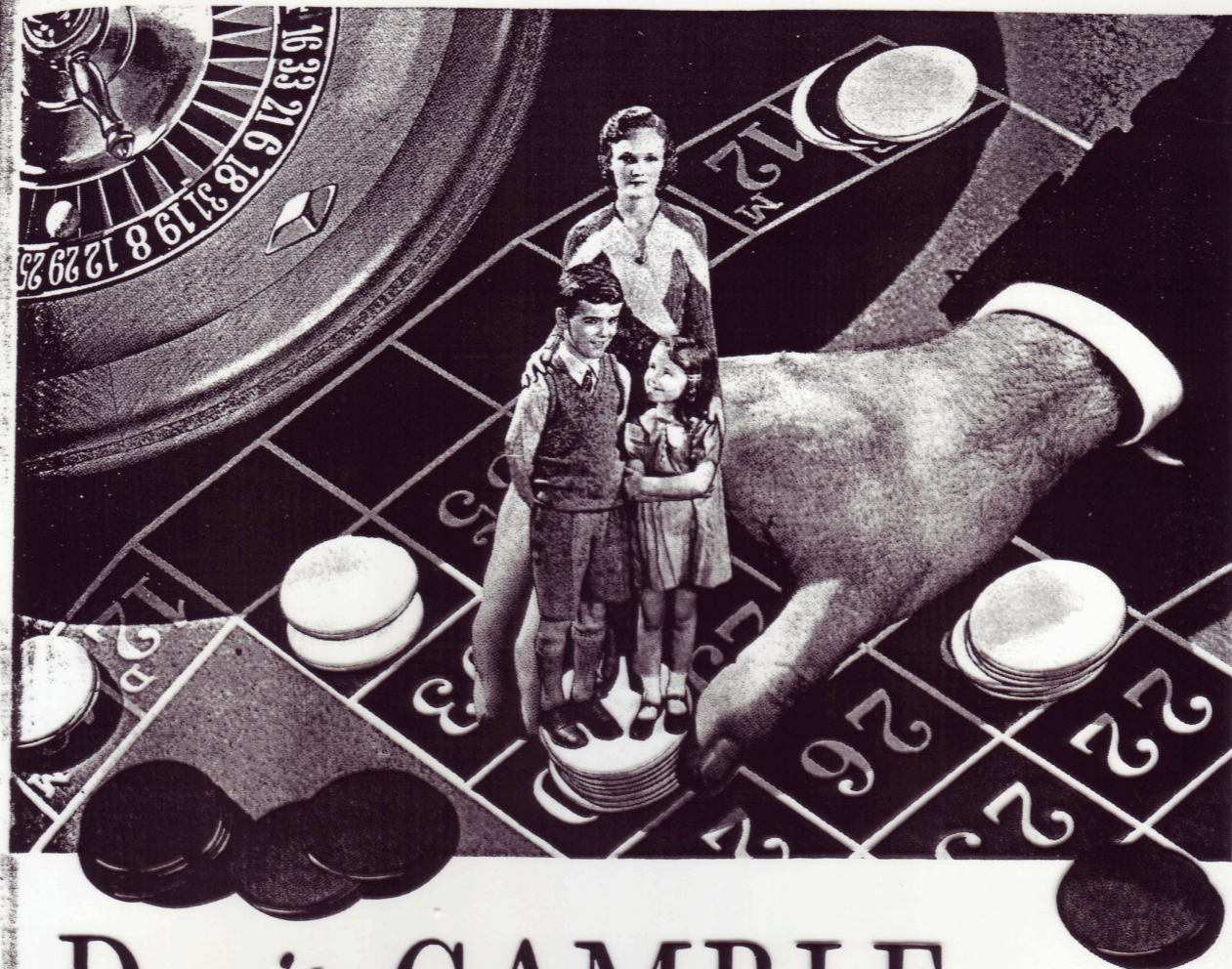
NATIONAL BISCUIT COMPANY

"Uneeda Bakers"

Be sure to get the package with the picture of Niagara Falls and the N. B. C. Uneeda Seal.

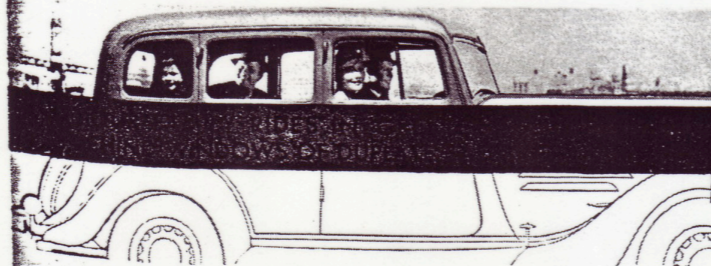


New Family Circles



Don't GAMBLE with their Safety!

WHAT man would knowingly jeopardize the safety of his family? Yet many men thoughtlessly permit their wives and children to ride behind car windows of ordinary, easy-to-break glass . . . despite the fact that Duplate Safety Glass is so much safer, and the extra cost of it, thanks to our manufacturers, almost negligible. For the sake of your family's greater security, insist on Duplate Safety Glass in every window of the next car you buy. Pittsburgh Plate Glass Company, 2266 Grant Bldg., Pittsburgh, Pennsylvania.



Duplate
Safety

It's a Wise Child-

THAT BRINGS THIS FAMOUS KETCHUP TO THE TABLE!

THE WAY TO
A MAN'S
HEART

FOR THE MAN
IN YOUR
LIFE!

HEINZ
TOMATO
KETCHUP

MADE FROM FRESH
RIPENED TOMATOES, SPICES,
CONDENSED SUGAR, DISTILLED
VINEGAR, COLORS AND SALT.
FREE FROM ALL
ARTIFICIAL PRESERVATIVES
AND COLORING MATTERS.
H. J. HEINZ CO. MAKERS

57

HEINZ
ESTD 1869
TOMATO
KETCHUP
HEINZ
57 VARIETIES
MADE BY
H. J. HEINZ COMPANY

SMART girl to know that Dad's favorite
Sauce comes in the scarlet bottle
labeled Heinz Tomato Ketchup. She's seen
his eyes light up before—watched him
"fall to" with a hearty appetite when-
ever this luscious condiment appears.

Rich, racy Heinz Tomato Ketchup con-
tains a whole spice-cupboard assortment
of rare seasonings plus the glorious
cooked-down goodness of Heinz own
pedigreed tomatoes. No wonder Heinz
Ketchup *tastes* best! Wise women keep
two bottles handy—one for the table and
one for magic-making in the kitchen.

One reason why
this father won't
lapse his life insurance

THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

EDWARD S. BERTNER, President

MEMBER OFFICE, New York, N.Y.

FINANCED BY
JAMES S. BERTNER



"I'll never let you down"

No matter how big Doris gets, no matter how old, she will always feel that sturdy arm of her father sustaining her, and his loving care on guard.

Let her down? That is not John Roberts' idea of a father's responsibility.

He recently secured an Equitable policy. He arranged that, in event of his death, the proceeds would be paid to his daughter—not in a lump sum, but in monthly instalments throughout her lifetime. His little girl can always live comfortably and, moreover, will be assured of sufficient funds for an education.

Life insurance made to your measure

The Roberts case is one of many interesting applications of the Equitable Case Method of life insurance planning. This method makes certain that you get exactly the right insurance to fit your own needs and wishes. Obviously, such an approach often makes the same amount accomplish more.

To the EQUITABLE Life Assurance Society
393 Seventh Avenue, New York, N. Y.

Please mail a copy of your booklet describing the Equitable Case Method of Life Insurance Planning.

61T

NAME _____

ADDRESS _____

AGE _____



THE EQUITABLE
 FAIR — JUST
LIFE ASSURANCE
 SECURITY — PEACE OF MIND
SOCIETY
 MUTUAL — COOPERATIVE
OF THE U.S.
 NATION-WIDE SERVICE

Thomas I. Parkinson, President



LIFE INSURANCE QUESTION BOX

Q. What chance has your child of becoming fatherless before reaching 17?

A. A child at birth has about one chance in ten, on the average, of becoming fatherless before the age of seventeen. Life insurance can guarantee funds for your child's education, regardless of chances.

Q. Which country leads in ownership of life insurance?

A. The United States. With only 7% of the world's population, people here have 70% of the life insurance.

Q. Why does the United States lead?

A. Largely because of the work here of life insurance agents. These thousands of men and women, by their patient activity, have helped make life more secure.

Q. How much life insurance should you have?

A. It depends on many personal factors, such as the number and ages of your children, your own age, the amount of your savings, etc. Ask an Equitable agent to work out the answer.

The Equitable welcomes questions concerning life insurance. Your note to "The Equitable Counselor" at 393 Seventh Ave., New York, N. Y., will receive prompt attention by mail.

• • To have and to hold • •

When you have a life insurance policy you hold the certainty that your loved ones will be protected. You have membership in an institution which has survived depressions, wars and plagues. You have the security that comes from a multitude of people combining their resources. In insurance on a permanent plan, you have a value which increases the longer you hold it.

Thomas I. Parkinson
PRESIDENT



THE EQUITABLE
 FAIR — JUST
LIFE ASSURANCE
 SECURITY — PEACE OF MIND
SOCIETY
 MUTUAL — COOPERATIVE
OF THE U.S.
 NATION-WIDE SERVICE

What IF YOUR SHOULDERS WEREN'T there?



WHAT'S to become of your youngsters if you should die before they are self-supporting? Could your wife meet the ever-increasing expense of bringing up growing children—with their constantly greater needs?

True, she might find employment, but this would rob those youngsters of yours of a mother's care and constant attention.

No doubt you now own some life insurance—but would the monthly income from it be adequate through those critical years when the children will be growing up . . . and will it protect your wife during later years?

If not, you will be interested in a new plan of Northwestern Mutual Life Insurance by which you may give your family all the protection you know they need. Born of the times—and appealing particularly to men whose incomes have been reduced—this new plan merits your immediate investigation.

With its aid you can cover your immediate insurance requirements at substantially less outlay than usual. Mail us the coupon below for a copy of the booklet: "INCREASED PROTECTION—During the Years It Is Most Needed." It describes a plan that has taken fear and worry out of many thousands of American homes.



The NORTHWESTERN MUTUAL

LIFE INSURANCE CO., MILWAUKEE, WISCONSIN

a billion dollar estate

More than half a million Americans are banded together in the Northwestern Mutual for the financial security of themselves and their families. Its assets, as reported to state insurance departments, now total a billion dollars — a great estate administered for mutual welfare and protection.

Without obligation, please send me your booklet "INCREASED PROTECTION — During the Years It Is Most Needed."

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Address.....

City..... Age.....
T-10-29-34

"We get on top of the day!"



With This Delicious Balanced Breakfast

There's nothing like the reward when you rise at dawn of National Biscuit Shredded Wheat to give you that extra morning energy for the most active and successful day of your life.

Give us a try in a bowl of just one cup of soft, fluffy, golden-brown Shredded Wheat to see how you get on top of the day!

Shredded Wheat is a golden-brown, soft and tender cereal — of the greatest of cereals which makes eating it a real treat.

In National Biscuit Shredded Wheat you get the most delicious breakfast — soft and tender, golden-brown, fluffy, and just what you need.

- 1. FRESHLY BAKED
- 2. CRISP AND TENDER
- 3. SOFT AND FLUFFY
- 4. GOLDEN-BROWN
- 5. TASTY AND DELICIOUS
- 6. EASY TO DIGEST
- 7. HEALTHY AND NUTRITIOUS
- 8. PERFECT FOR CHILDREN

They are delicious because when you rise at dawn of National Biscuit Shredded Wheat, you get the most delicious breakfast — soft and tender, golden-brown, fluffy, and just what you need. You don't need another cup of coffee with it. It's the perfect breakfast — the way of having truly balanced breakfast.

NATIONAL BISCUIT COMPANY



NATIONAL BISCUIT SHREDDED WHEAT

THE ORIGINAL NIAGARA FALLS PRODUCT



New Visual Clichés

- “Economic Sunbeams”
 - some messages of reassurance and inspiration



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THE LIGHT THAT SHINES FOR ALL

Six centuries ago, the Black Death reached Europe in its march around the world. It killed one-quarter of the population. Into the same wide grave went saint and sinner, rich and poor, alike.

Today, the Black Death slumbers. Its legions are as terrible as ever, but they march no more through lands where medical science stands on guard.

Man's ancient enemy, disease, is everywhere. But now his ranks are thinning, before the light of medical science—the light that shines for all.

For saint or sinner, rich or poor—this bright white light

burns on. Brighter and brighter it grows, piercing the farther darkness, lighting the way to health and happiness.

In its radiance, workers in chemical and biological laboratories have learned to make products for the preservation of health and the relief of suffering, products of uniform effectiveness and safety; and found the way to bring these products, through modern medical service, within the reach of all.

The House of Squibb is dedicated to the service of scientific medicine. We shall go on working with the medical profession, guardian of the public health.

E · R · SQUIBB & SONS

MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

"Unforeseen events . . .
need not
~~so~~ often change and shape the course of man's affairs"



ON TAKING CARE OF TOMORROW TODAY

Important in the scheme of things are the men who take care of tomorrow. Consider, for example, the Maryland agent . . . 10,000 of him. His aim is to protect American institutions . . . business, industry, the home . . . against loss from unforeseen events.

He numbers among his clients many of the world's largest corporations. But he is just as interested in writing a fidelity bond for the corner druggist or a modest burglary policy protecting Fred Smith in case robbers break into his home and steal the family silver.

Your Maryland agent is a well-qualified member of the

insurance profession . . . can acquaint you with the details of some sixty lines of casualty insurance and surety bonds. He probably lives in your neighborhood, plays ball with the children when he comes from the office, and takes his wife to the movies after dinner.

In this 40th anniversary year of The Maryland he is doing a fine job . . . for his clients and for himself. His planning and service have enabled you to take advantage of the protection offered by The Maryland against everyday hazards. For you, in simple truth, he takes care of tomorrow today.

THE MARYLAND
MARYLAND CASUALTY COMPANY • BALTIMORE



• A Strong Pull Together •

You do not need to "go it alone," when planning your family's security. A life insurance policy gives you many helpers. All the policyholders are in the same boat — all combining their financial strength. That is the *mutual* idea. And that is why, for a few dollars each year, you can give your family protection worth thousands.

Thomas J. Parkman
PRESIDENT



THE EQUITABLE

FAIR — JUST

LIFE ASSURANCE

SECURITY — PEACE OF MIND

SOCIETY

MUTUAL — COOPERATIVE

OF THE U.S.

NATION-WIDE SERVICE

LIFE INSURANCE
QUESTION BOX

Q. How many people have combined their efforts, through life insurance, to protect their dependents?

A. Sixty-five million. That is the approximate number of policyholders in American Legal Reserve companies.

Q. Through your life insurance can you arrange for an income for your child?

A. Yes, payment can be made in the form of an income for life or for a given number of years.

Q. What chances has a man of 40, in good health, to live to 65?

A. His chances are 66 out of 100. Wise men do not expose their dependents to this gamble. They have life insurance.

Q. How can life insurance help you get what you want out of life?

A. It can guarantee security for your family, assure funds for your children's education, provide a retirement income for yourself, and fulfill many other ambitions. Let an Equitable agent work out a program for any or all of this.

The Equitable welcomes questions concerning life insurance. Your note to "The Equitable Counselor" at 393 Seventh Ave., New York, N. Y., will receive prompt attention by mail.



THE SEARCH FOR SECURITY

Across the great prairie a wagon train wound slowly onward into the setting sun.

In one of the wagons were John Duncan and his wife . . . leaving behind them the rocky, stubborn hills of their fathers to make a new home amidst the promise of the West . . . seeking fertile lands to give them and their sons after them the riches, the security they devoted of.

But the Duncan family had to struggle many a year to wrest this security from the soil. They had many a danger and hardship to face in their new-found home. And before they were able to enjoy the fruits of their toil, the best years of their lives were gone.

Today, the search for security still goes on in every corner of the land. But now the Duncan descendants, and many another family, achieve with a single stroke of the pen what once required a generation of toil. Through the modern miracle

of insurance, they enjoy security from youth to their sunset years.

Life insurance creates estates for them at once, which could otherwise only be obtained by a lifetime of persistent saving. Accident insurance sets up immediate reserves to pay bills that follow in the wake of injuries. They drive, covered by automobile insurance that protects what they own against damage claims. Other forms of policies provide education for their children, pay off mortgages, guard against adversities.

Thanks to insurance, they are able to take care of the future and still enjoy many of life's comforts and leisure today. Thanks to insurance, the search for security is ended for many a family. *Moral: Insure in The Travelers.*

The Travelers Insurance Company, The Travelers Indemnity Company, The Travelers Fire Insurance Company, Hartford, Connecticut.



The Inclination, the Time, the Money

ABORD this ship, seeing the world, is a young couple in the slipper. Neither came from a rich family. Nor did they get rich in the market, strike a mining bonanza, reap a fortune in real estate, or make a successful invention. But they have the time and the money, as well as the inclination, to travel.

Twenty years ago they resorted from a local journeyman and established a home where industry reigned jointly with happiness.

As the husband's income grew so did the cost of living. Due to the cost of living. No, too, did his responsibilities. As he looked these responsibilities in the face, he wondered. He saw a few men seeking to meet similar situations by scrapping themselves and their families—saving until it hurt. He saw others taking speculative chances, winning, losing. He saw others who thought out of the narrow.

But he found a method of meeting his responsibilities that meant security in every way. It

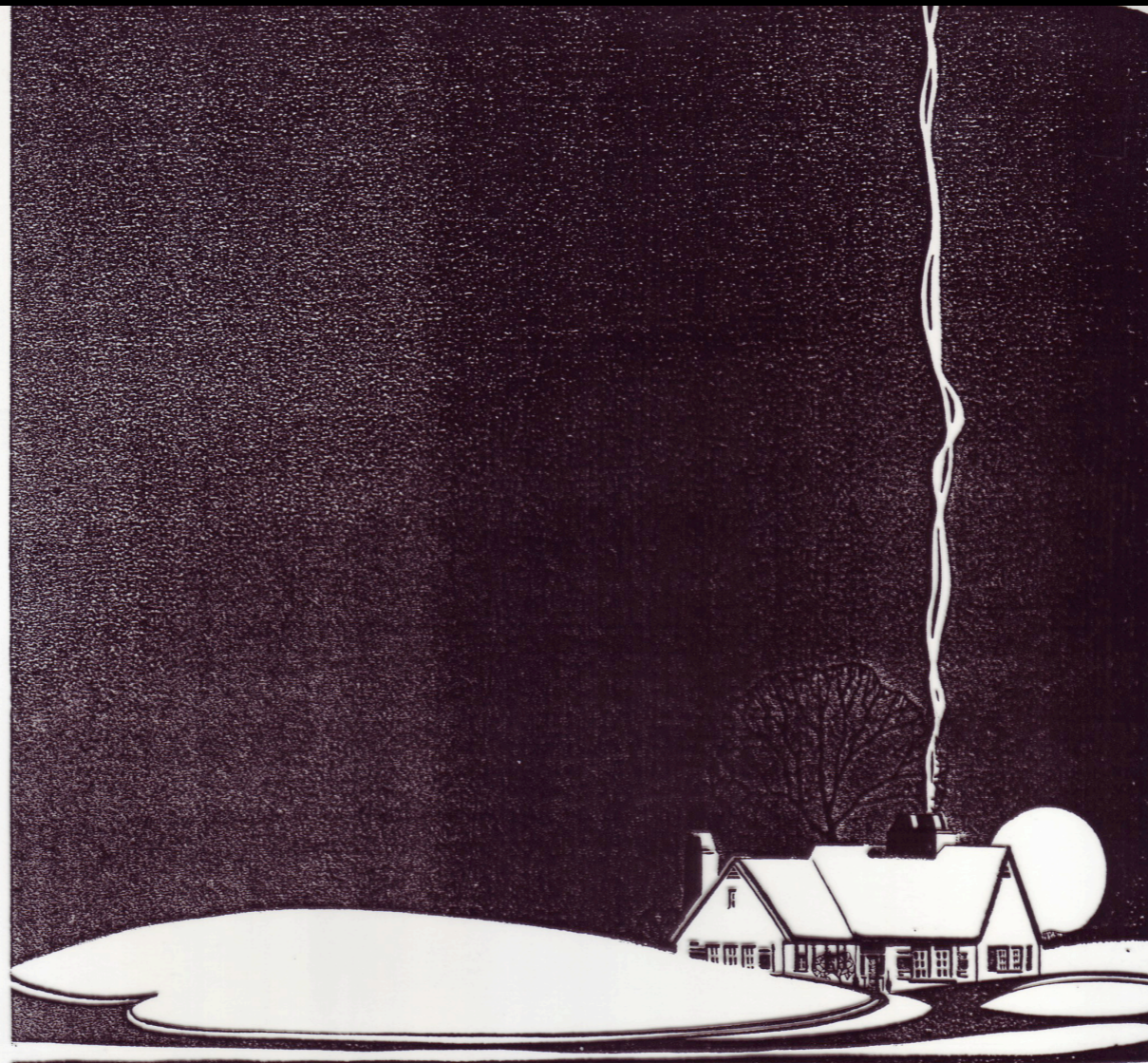
promised no extravagant returns and required that the family live on a little less than he earned. It promised, however, that they would not want if he did not live to see them through.

He lived. The three children are grown, self-supporting, promise themselves new.

The life insurance policies which had solved the problem of protection when his family needed protection are now converted into an income. The income has made his retirement from active work possible. The income will continue as long as either he or his wife lives, an income sufficient to provide a trip now and then and to permit escape from the rigors of winter and the heat of summer.

Moral: Insure in The Travelers.

The Travelers Insurance Company, The Travelers Indemnity Company, The Travelers Fire Insurance Company, Hartford, Connecticut. All forms of life, casualty and fire insurance.



THEY'VE BID ANXIETY GOODBYE

TWICE a month to this home there comes a pay check. It is not large as it once was. Yet there is no anxiety.

Bills just about equal the amount of the pay checks. But there is no anxiety.

This husband and wife go to the movies—to see the picture, not to escape worries. Their menus still contain the items that are supposed to produce insomnia. No sedatives can be found in their medicine chest. For, several years ago they bid anxiety goodbye.

They didn't sell their few securities early in 1929. Neither did they buy their home on the bargain counter of 1932 or '33. In fact, the securities are worth considerably less than cost. The

equity in the home is smaller than it once seemed to be, even though the mortgage has been reduced.

But in the safety deposit box with their securities and the bulky evidence of real estate ownership are some printed documents that now are doubly cherished. As examples of the printer's art they are not exciting. But as evidence of commonsense, thrift, savings and investment they are gratifying. In satisfaction, in sense of security they have been worth all they have cost so far. There are no regrets when checks are drawn for additional payments. They are life insurance policies.

One will pay off the mortgage if the husband doesn't live to do it. Another will pay a monthly income, begin-

ning at retirement age and continuing as long as either husband or wife lives.

And there's a burglary policy that makes the waking noises of the night less fearsome. Accident, automobile and fire policies, too.

Through insurance this couple has banished anxiety.

Other families can find in insurance the means to ends that otherwise might be unattainable. It is wise for every family to discuss the matter with a man who has made a study as well as a business of insurance. Moral: Insure in The Travelers.

The Travelers Insurance Company, The Travelers Indemnity Company, The Travelers Fire Insurance Company, Hartford, Connecticut.