

# ZUR 589o: Cultural History of Advertising

Sivulka, "The Prosperous New Era"

Marchand, "The Great Parables"

Marchand, "Visual Clichés: Fantasies and Icons"

Marchand, “The Great Parables”



# Parable: the first impression

- scrutiny of others (extended to self-scrutiny)
- threat of failure to measure up
- need to “sell” oneself



48

# SNUBBED AT FIRST... HAPPY CLUB MEMBER NOW



1 Alone day after day in her new home, Mrs. J—wondered why her neighbors ignored her. Only once had they asked her to fill in at the club, yet she loved bridge, played well, too.



2 Then one day at the store she overheard a chance remark about perspiration odor in underthings. How dreadful if they were saying that about her!



3 She belongs to the bridge club now—everybody likes her. Like so many dainty women, she has formed the easy habit of Luxing underthings after each wearing. Now she never offends.

## UNPOPULAR?

### —Avoid Offending

Underthings absorb perspiration odor... Protect daintiness *this easy way:*

SO many women who think they are fastidious about personal daintiness never suspect that they may be guilty of perspiration odor in underthings.

Yet no one is safe. All day long

we perspire, frequently over a quart a day. Underthings absorb this perspiration, and the odor clings. Don't take chances!

#### Try this 4-minute way

It's so easy to avoid offending! Simply Lux underthings after each wearing. Just whisk them through Lux, and perspiration odor vanishes! Takes only 4 minutes a day.

Lux saves colors, too—keeps underthings like new longer. There is no harmful alkali, no injurious exco-scoop rubbing with Lux. Anything safe in water alone is safe in Lux.

# LUX for underthings

Removes perspiration odor  
Saves colors...



BETTER HOMES & GARDENS, March, 1934

IMAGINE, SALLY'S ACTUALLY ENGAGED—AND TO THE BOSS'S SON!



### Why risk this offense?

Underthings absorb perspiration odor. Protect daintiness *this easy way*

Friendships, romance may slip away forever because of this offense... perspiration odor in underthings. Popular girls Lux underthings after each wearing. Lux whisks away perspiration odor, keeps colors like new. With Lux there's none of the harmful alkali many ordinary soaps have—no cake-soap rubbing. Safe in water, safe in Lux!



**LUX**  
for Underthings  
Removes perspiration odor—Saves colors

BETTER HOMES & GARDENS, July, 1934



# You wouldn't care to meet Marvin



Money, Charm, Ability. In all New York there was no other man in his field. Yet people called him "the prince of pariahs."

Men thought him a great fellow—for a little while. Women grew passionate about him—until they knew. People welcomed him at first—then dropped him as though he were an outcast.

Poor Marvin, yearning as for sympathy and always dressed in. Poor Marvin, ignorant of his nickname and ignorant, likewise, of the foundation for it.

Halitosis (unpleasant breath) is the flaming, unignorable, social fault. It doesn't announce its presence to its victims. Consequently it is the last thing people suspect themselves of having—*but it ought to be the first.*

For halitosis is a definite daily threat to all. And for very obvious reasons, physicians explain. So slight a matter as a decaying tooth may cause it. Or an abnormal condition of the gums. Or fermenting food particles slipped by the

mouth lurch. Or when you eat and drink injudiciously. Or when you eat, drink and smoke.

Intelligent people recognize the risk and minimize it by the regular use of full strength Listerine as a mouth wash and gargle. Night and morning. And between times before meeting others.

Listerine quickly checks halitosis because Listerine is an effective antiseptic and germicide\* which immediately strikes at the cause of odors. Furthermore, it is a powerful deodorant, capable of overcoming even the stent of onion and fish.

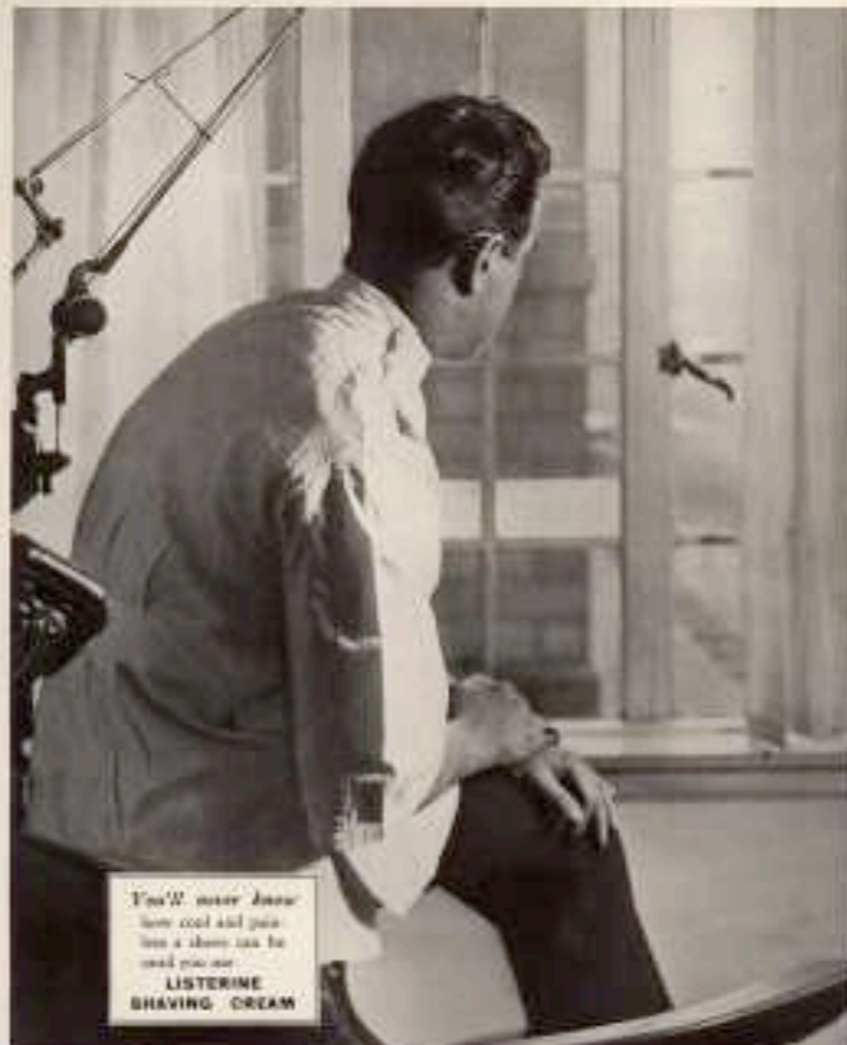
Keep Listerine handy at home and

office. Carry it when you travel. Take it with you on your vacation. It is better to be safe than troubled. Lambert Pharmaceutical Company, St. Louis, Mo., U. S. A.

Full strength Listerine is so safe it may be used in any body cavity, yet so powerful it kills even the stubborn *Bacillus Typhosus* (typhoid) and *Staphylococcus Aureus* (pus) germ in 15 seconds. We could not make this statement unless we were greeted a grocer to the entire scientific and medical profession and the U. S. Government.

**LISTERINE**

# The whispers he never heard



"I USED TO GO TO HIM"  
 \*  
 "SUCH A NICE FELLOW OTHERWISE"  
 \*  
 "NO WONDER HIS PATIENTS HAVE QUIT HIM"  
 \*  
 "HE'LL NEVER FILL ANOTHER TOOTH OF WINE"  
 \*  
 "THINK OF A DENTIST HAVING IT"  
 \*  
 "HIS WIFE OUGHT TO TELL HIM"  
 \*

One of the most expert young dentists in New York, with a wonderful practice and a brilliant future—then, one by one, his patients began to go elsewhere. It was beyond his comprehension, this subtle change in his fortunes. Could he

have overheard the whispered remarks of his former patients he would have realized instantly what the trouble was. But no good friend, much less a patient, is willing to inform a man that he has halitosis (unpleasant breath). It is one

of those delicate matters people simply do not discuss—an unforgivable fault in business, professional, and social life. And incurable too—because it is a fault that can be corrected almost instantly.

# Do they say it of you?—probably

No man or woman has any right to assume freedom from this humiliating condition.

It has been so prevalent, so wide-spread, that it has been rightly termed "the national nuisance."

The insidious thing about it is that it does not announce itself to the victim. You yourself never know when you have it—and your best friend won't tell you.

The one way to make sure that you do

not offend is to rinse the mouth with full strength Listerine every morning and every night, and between times before meeting others. Then, if halitosis is present, Listerine overcomes it. If it is not present, your mouth has had the benefit of Listerine's cleansing, antiseptic, deodorizing action.

Halitosis is usually caused by fermenting food particles in the mouth, decaying teeth, unclean dentures, pyorrhea, catarrh, or other

infections of the mouth, nose, throat, or gums.

Listerine's success against halitosis is due primarily to its antiseptic and germicidal action.\* It allays decomposition and attacks infection. Since it is also a powerful deodorant, it instantly overcomes odors.

Keep a bottle of Listerine handy at home and office and use it systematically. It puts you on the healthy, polite, and fastidious side. Lambert Pharmaceutical Co., St. Louis, Mo.

\*Full strength Listerine kills *Staphylococcus Aureus* (pus) and *Bacillus Typhosus* (typhoid) germs in counts ranging to 200,000,000 in 15 seconds—171 seconds is the fastest killing ever accurately recorded by science.

**Listerine ends halitosis**



# 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 a 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!

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 \_\_\_\_\_

## 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).



## "Few women care to be seen with a man who needs a shave"

SAYS GRACE PERKINS, FAMOUS AUTHOR OF "NIGHT NURSE"



GRACE PERKINS

Who can blame the girl for walking out on the party! Women agree that the humiliation of a half-shaved escort is hard to bear! Few people will deny that stubble is inexcusable—yet many men risk the respect of others by failing to shave well and often.

Let Grace Perkins, the famous author of "Night Nurse," and other best-selling novels give you the woman's viewpoint. "Few women care to be seen with a man who needs a shave," says Miss Perkins. "If a man hasn't enough respect to shave carefully before he goes out with a girl, he cannot value her friendship very highly. I don't think anyone would blame her for not seeing him again."

*Made for tender skin*

With today's Gillette "Blue Blade" there's no excuse for stubble. Here's a razor blade that's made for men with tender skin. It is especially processed to permit clean, close shaving every day—or twice a day, when necessary, with perfect comfort.

Special automatic honing and stropping processes give the "Blue Blade" its marvelous, free stroking edge. No other razor blade is produced by this exclusive method. Only today's Gillette "Blue Blade" can give you the keenness that makes frequent shaving so much easier—so much more pleasant.

If you haven't a Gillette razor, or need a new one, ask your dealer for the "Red and Black" Special—or see coupon below.

Remember—the Gillette Razor with its flexible blade, is adjustable to the special requirements of your beard. A slight twist of the handle adjusts the blade to the exact shaving edge desired for clean, close shaving. Without this essential feature no razor can be entirely satisfactory.



# Gillette

## BLUE BLADES

Now 5 FOR 25¢  
10 FOR 49¢

Gold-Plated Gillette Razor and 5 Gillette "Blue Blades" Only 49¢

● Heavily gold-plated with new-style "bushy" handle. Comes in handsome red and black case with 5 Gillette "Blue Blades." If your dealer cannot supply you, send coupon and 49 cents to:—

The Gillette Safety Razor Co.  
Boston, Mass.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

T16-4







# 944 Hot Pick! Looking for that **WOW** effect?



Non-Surgical,  
No Downtime Procedures

### Face & Body Therapy

#### Dermasonic:

The secret of the stars for unwanted cellulite!

#### Lipo-Shaper:

Melt your fat away, recontour any face or body part

#### Microdermabrasion:

Shed the old skin and reveal new glowing skin

### Salon Services

Cut, Style, Color

HAIR EXTENSION SPECIALIST

### Nail Services

Manicures, Pedicures, Acrylic

### Injectable Fillers

BOTOX, Restylane, Perlane, Juvederm,  
Dysport, Radiesse, Sculptra and Prevelle

### Massage

Swedish, Deep Tissue, Hot Stone,  
Sport and Pregnancy Massage.

### Hair Removal

Waxing and Laser

Mention this ad for 20% off your  
spa related service.

Know Your Plastic Surgeon  
**GET TO KNOW  
DR. MARK**



Joseph E. Mark, M.D.  
Board Certified Plastic Surgeon



DR. MARK PERFORMS ALL PLASTIC AND COSMETIC PROCEDURES.

Ask about 12 Months Interest Free Payments. 

Individual results vary, must meet specific medical criteria for some procedures.

[www.plasticsurgeryarts.com](http://www.plasticsurgeryarts.com) • 248.606.0000 • 1886 W. Auburn Rd. Ste. 200 • Rochester Hills, MI 48309



## Mercedes-Benz "First impression"



**Client:** Mercedes-Benz Center Stuttgart

**Challenge:**

To encourage drivers of other brands of car to visit the Mercedes-Benz dealership in Stuttgart during one of its "test drive weeks".

**Solution:**

Mercedes stars were stuck onto the bonnets of other makes of cars, making drivers eager to take a test drive in a genuine Mercedes-Benz.

**Result:**

Most visitors to the showroom during the "test drive weeks" were drivers of other makes of car. Test drive requests and sales rose by 30% during the campaign period.

# Parable: the democracy of goods

- goods can serve as a leveler (middle class can purchase the same goods as upper-class)
- substitutes consumer equality for democratic equality
- democracy = equal access to consumer goods



There are only wonderful Desserts!



# Until today the South alone could have it - Coconut freshly grated by the coconut man

Coconut cream, pastries, hot biscuits, and fried chicken for dinner - breakfasts and luncheons - all the delicious things that the South has for the comfort of her Southern dishes!

Until today the world, full of good cooks and bakers, has had to make do with the inferior coconut that the Southern States have used for so long. Now, for the first time, you can get the real coconut man's product.

Now for the first time you can get the real coconut man's product.

Today, Baker's Coconut is the only coconut in the world that is so good.

Only in Baker's Coconut, Southern Style, do you find the original taste and the most glowing aroma of the freshly ground nut. It is so good, so fresh, so true, so real, so rich, so full of life - you don't have to eat it - you don't have to eat it.

When you see the real Baker's Coconut, you will know why the people of the South, and the people of the world, are so fond of it. On a hot day, and in the heat of the South, it is the only thing that will give you the real coconut taste.

Whenever you see Baker's Coconut, you will know why the people of the South, and the people of the world, are so fond of it. On a hot day, and in the heat of the South, it is the only thing that will give you the real coconut taste.

### OTHER STYLES OF BAKER'S COCONUT

- For the best coconut cream, use Baker's Coconut.
- For the best coconut milk, use Baker's Coconut.
- For the best coconut oil, use Baker's Coconut.
- For the best coconut flour, use Baker's Coconut.
- For the best coconut sugar, use Baker's Coconut.
- For the best coconut salt, use Baker's Coconut.
- For the best coconut vinegar, use Baker's Coconut.
- For the best coconut ketchup, use Baker's Coconut.
- For the best coconut mustard, use Baker's Coconut.
- For the best coconut mayonnaise, use Baker's Coconut.
- For the best coconut dressing, use Baker's Coconut.
- For the best coconut sauce, use Baker's Coconut.
- For the best coconut gravy, use Baker's Coconut.
- For the best coconut butter, use Baker's Coconut.
- For the best coconut margarine, use Baker's Coconut.
- For the best coconut shortening, use Baker's Coconut.
- For the best coconut lard, use Baker's Coconut.
- For the best coconut tallow, use Baker's Coconut.
- For the best coconut suet, use Baker's Coconut.
- For the best coconut fat, use Baker's Coconut.
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- For the best coconut tallow, use Baker's Coconut.
- For the best coconut suet, use Baker's Coconut.
- For the best coconut fat, use Baker's Coconut.

# Baker's Coconut

Small text at the bottom of the Baker's Coconut advertisement.



**Try these new recipes**

**Coconut Cream Cake**

**Coconut Fruit Pie**

**Coconut Fruit Bread**

**Coconut Fruit Tarts**

**Coconut Fruit Pudding**

**Coconut Fruit Ice Cream**

**Coconut Fruit Sherbet**

**Coconut Fruit Sorbet**

**Coconut Fruit Smoothie**

**Coconut Fruit Juice**

**Coconut Fruit Drink**

**Coconut Fruit Tea**

**Coconut Fruit Coffee**

**Coconut Fruit Milk**

**Coconut Fruit Cream**

**Coconut Fruit Butter**

**Coconut Fruit Margarine**

**Coconut Fruit Shortening**

**Coconut Fruit Lard**

**Coconut Fruit Tallow**

**Coconut Fruit Suet**

**Coconut Fruit Fat**

**Coconut Fruit Oil**

**Coconut Fruit Butter**

**Coconut Fruit Margarine**

**Coconut Fruit Shortening**

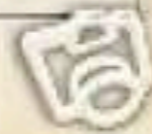
**Coconut Fruit Lard**

**Coconut Fruit Tallow**

**Coconut Fruit Suet**

**Coconut Fruit Fat**

**Coconut Fruit Oil**



# Millions Every Morning



With the new Pillsbury's Wheat Cereal, you get all the goodness and goodness of a whole wheat cereal and it's so good.

There are many other Pillsbury's Wheat Cereals, but only one that is so good. Pillsbury's Wheat Cereal is the only one that is so good.

# Pillsbury's Wheat Cereal







# Parable: the democracy of afflictions

- subset of “democracy of goods”
- health problems can affect everyone, from wealthiest to poorest



# Is your child in school? LOOK OUT FOR RINGWORM

## Spring weather brings Infection to Thousands

If your child is in school, be on guard against ringworm of the hands and feet. School children are the most frequent victims.

This annoying and frequently painful condition is caused by an obstinate germ called *fungus trichophyton*. It breeds on gymnasium, swimming pool, shower bath, and bathroom floors. It is usually found where people go barefoot occasionally. The feet pick it up, track it into the home, and in a short time the infection spreads to the feet of every member of the family.

### How to prevent it

Avoid going barefoot in places where others have gone barefoot. Keep feet and hands scrupulously clean. After bathing them thoroughly with soap and water, apply Listerine. Between the toes particularly in the case of feet.

Listerine kills the germ that causes ringworm in the fastest time.

### Listerine's Great Penetrating Power

Remember that ringworm germs hide deep in the skin, and that Listerine, because of its amazing ability to penetrate, is recommended over ordinary antiseptics of low penetrating power.

Look at your children's feet tonight. Examine your own. If there is any evidence of an abnormal condition, use Listerine and be on the safe side. If the germ of infection is present, Listerine will attack it. If your feet are merely tired and swollen, Listerine will relieve the swelling and the burning.

Send for our FREE BOOKLET OF ETIQUETTE—tells what to wear, say, and do at social affairs. Address, Dept. A. F. 10, Lambert Pharmaceutical Company, St. Louis, Mo.

USE

# LISTERINE

TO CHECK **RINGWORM** OF HANDS AND FEET



# SOCIETY GIRL ROBBED



of really white teeth by  
slow-cleansing tooth paste

Like thousands of other people, this attractive society girl had dull-white teeth because she had been using slow-cleansing tooth pastes. Don't waste your time with them!

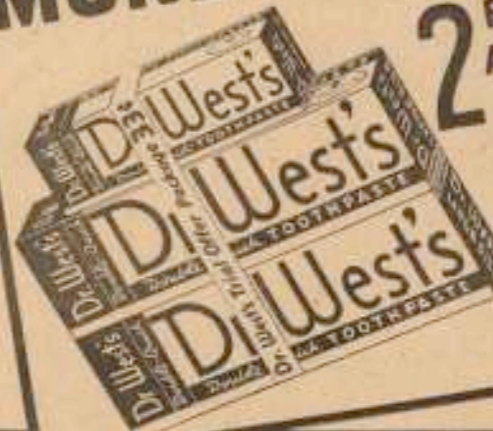
A remarkable new tooth paste has been perfected by the makers of Dr. West's famous toothbrush. It cleans *double-quick*, yet cannot scratch tooth enamel. Laboratory tests show that Dr. West's new *Double-Quick* Tooth Paste cleans over twice as fast as some leading tooth pastes, nearly twice as fast as the average.

For really brilliant-white teeth, start using Dr. West's *Double-Quick* Tooth Paste today!

## Dr. West's Double-Quick TOOTH PASTE

CLEANS OVER TWICE AS FAST AS SOME LEADING TOOTH PASTES NEARLY TWICE AS FAST AS THE AVERAGE CANNOT SCRATCH ENAMEL

*Special*  
**MONEY-BACK OFFER!**  
2 BIG 25¢ TUBES  
AND TRIAL TUBE **33¢**  
... ALL FOR



TRY IT AT OUR EXPENSE!

For a short time only—a remarkable money-back offer! Buy this Trial Offer Package—1 trial tube, 2 full-size tubes—for only 33¢. Use the trial tube first. If you're not completely satisfied, return the two full-size tubes and get your money back!



## VD is for Everybody



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8,331

27,942



5



2

# Parable: civilization redeemed

- progress viewed as an unquestioned condition
- what problems arise (from technology) can be solved by further advances in technology



*Contrast her life with yours*



**H**ER life is outdoors . . . the wind . . . the sun . . . the blue, murmuring Pacific. Yours is confined . . . the home . . . the school room . . . the factory . . . the office. Her food is plain and invigorating. Yours is rich and disturbing. Her breath is as sweet as the hibiscus in her hair—and she knows it. Yours . . . well, you really don't know . . . you merely hope.

**Don't offend others!**

Hurry and worry, over-indulgence in eating or drinking, little or no exercise, all have a bearing on the condition of the breath. Is it any wonder that so many Americans have halitosis (unpleasant breath)? The insidious thing about it is that you yourself never know when you are guilty of this offense. But you needn't be guilty if you will simply rinse the mouth with Listerine, the quick deodorant. Listerine combats unhealthy mouth conditions and overcomes the odors arising from them. Use it morning and night and between times before meeting others. It makes you acceptable to them. Lambert Pharmacal Company, St. Louis, Mo.

**LISTERINE** checks halitosis  
(unpleasant breath)



**Luncheon or supper  
already cooked**

**Lunch  
time . . .  
and  
you are  
so busy!**

**H**OW the evening flows—And there's so much more to do—You promised yourself an afternoon walk, too—Small chance for a real good luncheon, unless you have Campbell's Vegetable Soup in the house—That takes only a few minutes to prepare, you know—In it are 13 choice garden vegetables, whole, stewed or steamed—Body-building wealth—Invigorating health—Tasty, wholesome, beautiful food—And how good it does taste—**It costs a cent.**



The following bills are paid, through the Good Housekeeping Bureau, by the Campbell Soup Company, Camden, N. J.

WITH THE MEAL OF A MEAL SOUP REACHES IN THE DAILY DIET







## HEALTH for you ~ from the lap of NATURE

Nature has been generous indeed with SUNSWEEP Prunes. She has made them a fruit food beyond compare—a health food essential to your daily fare. For they contain more digestible natural fruit sugar than any other fruit. They are rich in iron, too. And not only are they tasty and nutritious, but they help to balance the entire diet.

Says an acknowledged authority on nutrition: "In using dried fruit (such as Sunsweet Prunes) we obtain not only the nutritive value of the fruit sugar, but whatever other nutritive or medicinal value they may have by virtue of the salts and organic acids found in them. The craving for sweets, exhibited in many children and many adults, is a natural demand on the part of the system for a needed food."

That's why we say: eat SUNSWEEP Prunes every day—not only because they are the finest prunes California can produce—but for the healthful good that's in them! Ask your grocer for these top quality prunes in the 3 lb. sanitary canister; and if he is not yet supplied, see that the prunes he does sell you are taken from the 25 lb. box of SUNSWEEP Prunes cared for growers everywhere.

Also—send for our Recipe Packet which shows many new and delicious ways to serve this fine fruit food. Each recipe has been tested from the standpoint of the housewife—each is sure to work out. The recipes are printed on personal size (5x7) so they can be passed in your cook book or on recipe cling cards. The Recipe Packet is free—and for it, only!

California Prunes and Apricot Grocers, Inc.  
114 Market Street, San Jose, California  
A cooperative growing, packing and marketing association serving  
more than 100,000 growers in California

# SUNSWEEP

## California's Nature-Flavored PRUNES

## Sunshine . . . and MORE SUNSHINE . . . is what all growing children need

These youngsters of yours don't get enough sunshine. Not that you're neglectful in providing all the standard health giving things that the doctor prescribes.

For the doctor says all the rest are a source of the greatest Vitamin D . . . nothing which the sun's rays (light and phosphorus) in their fair amount go to make strong bones and make you so resilient to the cold.

This greatest sunlight Vitamin . . . is a delicious natural food.

So light, so sweet, it can be milk's best friend. Its natural vitamin has proved abundantly that Cocomalt makes a delicious combination to the

irresistible goodness of the 104-124 percent Vitamin D in milk. For Cocomalt is built on a healthy base and mixed with other vitamins and essential nutrients.

Youngsters can now get some of the benefits of sunshine in a delicious natural food with a delightful, creamy taste. And Cocomalt brings them not only the added sunlight vitamin, but the necessary vitamins as well. In fact, Cocomalt contains with milk in its cream the milk vitamins, iron and phosphorus, by itself.

What does that? Cocomalt with 70% more enrichment to milk, and combined in scientific

proportions, the resulting mixture is the richest in vitamins.

So what does that do to the growing child?

It does what Cocomalt is a completely balanced food that should be a part of every youngster's diet. And it's a food that is just as good, with its delicious chocolate flavor, that children like to drink. And more than that, it can make the difference between a child who is healthy and a child who is not. It can make the difference between a child who is strong and a child who is weak. It can make the difference between a child who is happy and a child who is sad.

What does that do? . . . only give him the vitamins he needs to grow. And if you want him to be a part of this regular diet, he will take them in great quantities, with a healthy, happy and contented expression.

Yes, you get Cocomalt milk just grown in the green fields, pastured and free grassed cows. The 104-124 percent Vitamin D is natural. Do you want more of the Vitamin D? A good grocer should supply you with a variety of the sample offer.

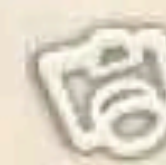
W. H. DAVIS, CLARENCE • President, W. H. D. • Author of "The Book of the Prune"

A. J. B. DAVIS, CLARENCE • President, W. H. D. • Author of "The Book of the Prune"

A. J. B. DAVIS, CLARENCE • President, W. H. D. • Author of "The Book of the Prune"

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

**Cocomalt**  
Add 70% more enrichment to milk





The advertisement is split into two horizontal sections. The top section shows a glass of water with a slice of lemon and a packet of Crystal Light sweetener, with a splash of water in the background. The bottom section shows a close-up of a person's bare torso. The text 'WATER YOUR BODY' is printed on the person's chest. To the right of this text is a vertical column of text. The overall aesthetic is clean and refreshing.

**WATER  
YOUR  
BODY** If your highly  
active lifestyle  
leaves you  
feeling tired,  
you may need  
more water.  
Crystal Light  
waters your body  
in sweet and  
tangy harmony.

copy reads: If your highly active lifestyle leaves you feeling tired, you may need more water.  
Crystal Light waters your body in sweet and tangy harmony.



Your garden.



Or ours?



Now ready to pick, with bigger chunks and more vegetables.





Chut' zrozena z ovoce



Více na [www.yo.cz](http://www.yo.cz)

ZKUSTE SVĚŽÍ NÁPAD



FRUTTIMO AQUILA

graini

# parable: the captivated child

- encourages manipulation (enticement) vs. use of force













## To fathers who sometimes spank 'em and mothers who can't bear it!

Tonight mother and dad are dining with a bank president (what!)—and it's time to go—and the little feller is still fumbling around in the tub, half an hour late.

That's why dad thundered into the bathroom breathing fire and looking daggers—going to spank!

"But gee, daddy" (just in time) "I-couldn't find the b-blamed ole soap. How c'n I bathe fast when

that ole s-soap keeps a-sinkin' and a-hidin'?" Gee wh-whiz!"

And there's mother right in the next room, hurriedly screwing a pearl button to the lobe of her left ear, and making a silent resolution, "Next time he shall have a cake of Ivory!" So there's going to be Ivory tomorrow night! And, if the Little Fellow is late again—well, there'll be one excuse he just *can't* make!

Mothers and Fathers all, Ivory means "No more soap-hunting" for your *aw* baths, too. It floats, you know—it is always there on top of the water, where you can see it and reach it. And it's a perfectly wonderful soap for rich, creamy lather. For these reasons, more baths are taken with Ivory than with probably any other one soap in the world.

PROCTER & GAMBLE

# IVORY SOAP

90<sup>00</sup>/100<sup>00</sup> pure



—It floats





Ah, the power of perception. For mom it's a wholesome snack.  
For kids it's just delicious. They're both right because only  
Kudos® balance the goodness of granola with a tempting taste  
of chocolate and peanut butter.

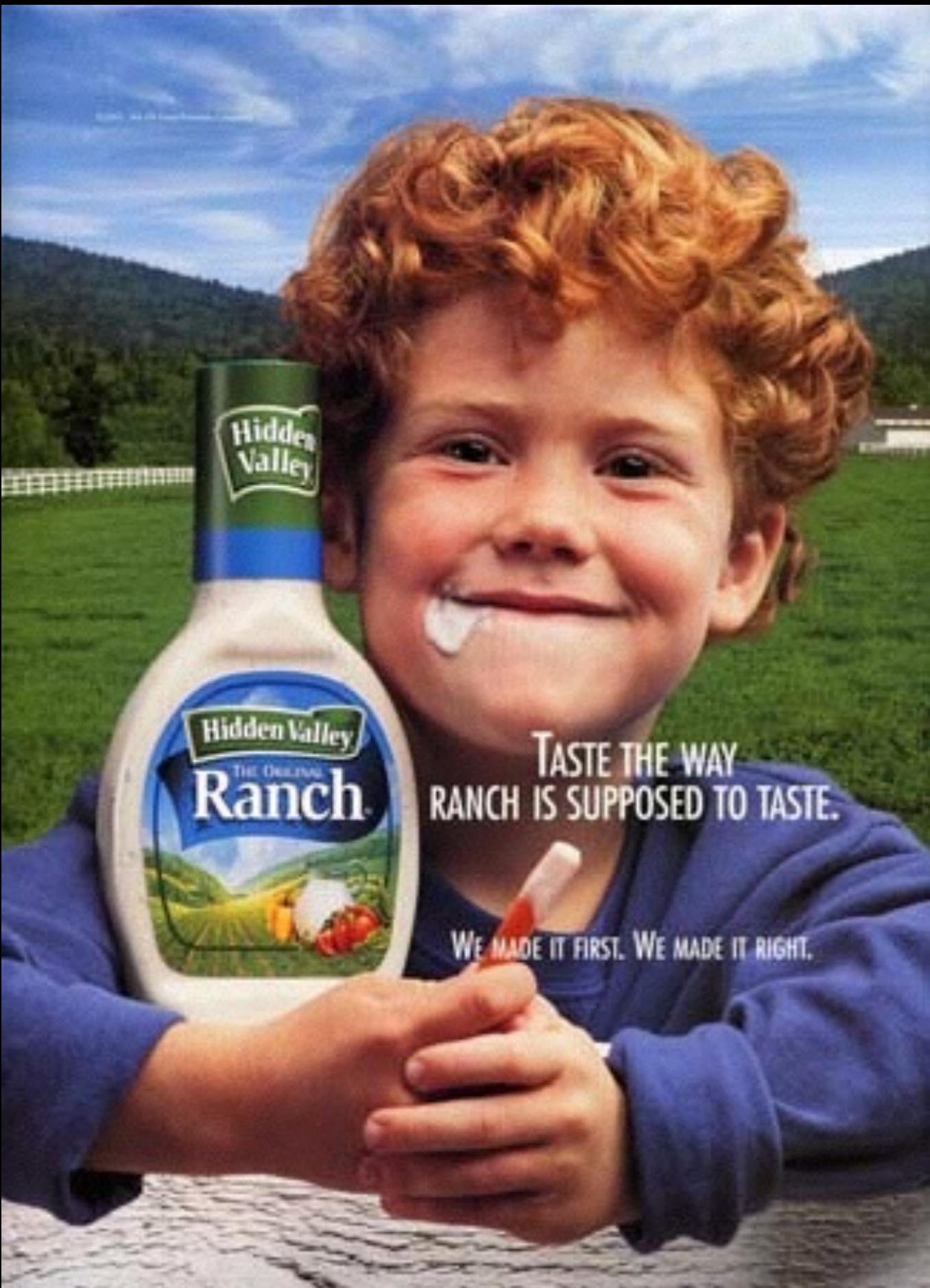
**Kudos. Now everybody's happy.™**



TM & © Kudos is a trademark of Mars, Inc. © Mars, Inc. 2002

[www.kudosbar.com](http://www.kudosbar.com)





Hidden Valley

Hidden Valley  
THE ORIGINAL  
Ranch

TASTE THE WAY  
RANCH IS SUPPOSED TO TASTE.

WE MADE IT FIRST. WE MADE IT RIGHT.



Small price.

Big cheese-eating grin.



EVERYONE LOVES KRAFT MAC AND CHEESE. AND FOR ABOUT A DOLLAR A BOX, YOU'LL LOVE IT EVEN MORE.

[thecheesiest.com](http://thecheesiest.com)



**BEHOLD THE MYTHICAL VEGGIE-LOVING KID.**  
 Sadly, he doesn't exist. So until he does, there's Chef Boyardee Big Beef Ravioli, with a full serving of vegetables in every bowl. Just don't tell them.

**Obviously Delicious. Secretly Nutritious.**

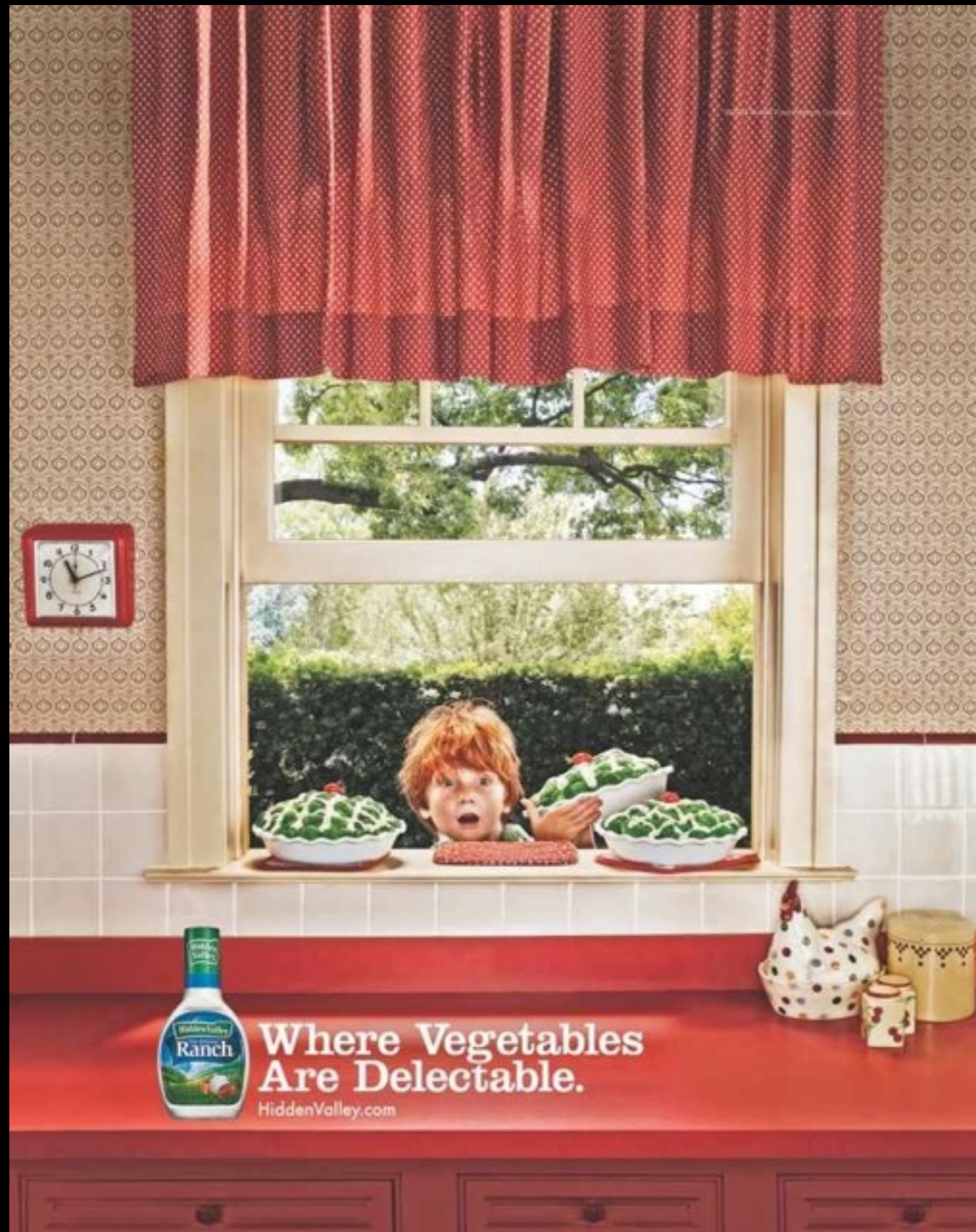
\*Full serving of vegetables\* means half-cup of vegetables in every one-cup serving of Big Beef Ravioli. The Secret: Submitted to Americans' 2002 recommended 2 1/2 cups of vegetables to 8-year-olds (or 1 cup for 4-6 year olds).

**UNTIL THIS HAPPENS, KEEP THE SECRET.**  
 Kids may never love veggies this much. But they love Chef Boyardee. And even though there's no broccoli, there is a full serving of vegetables in every bowl of Chef Boyardee Big Beef Ravioli. Just don't tell them.

**Obviously Delicious. Secretly Nutritious.**

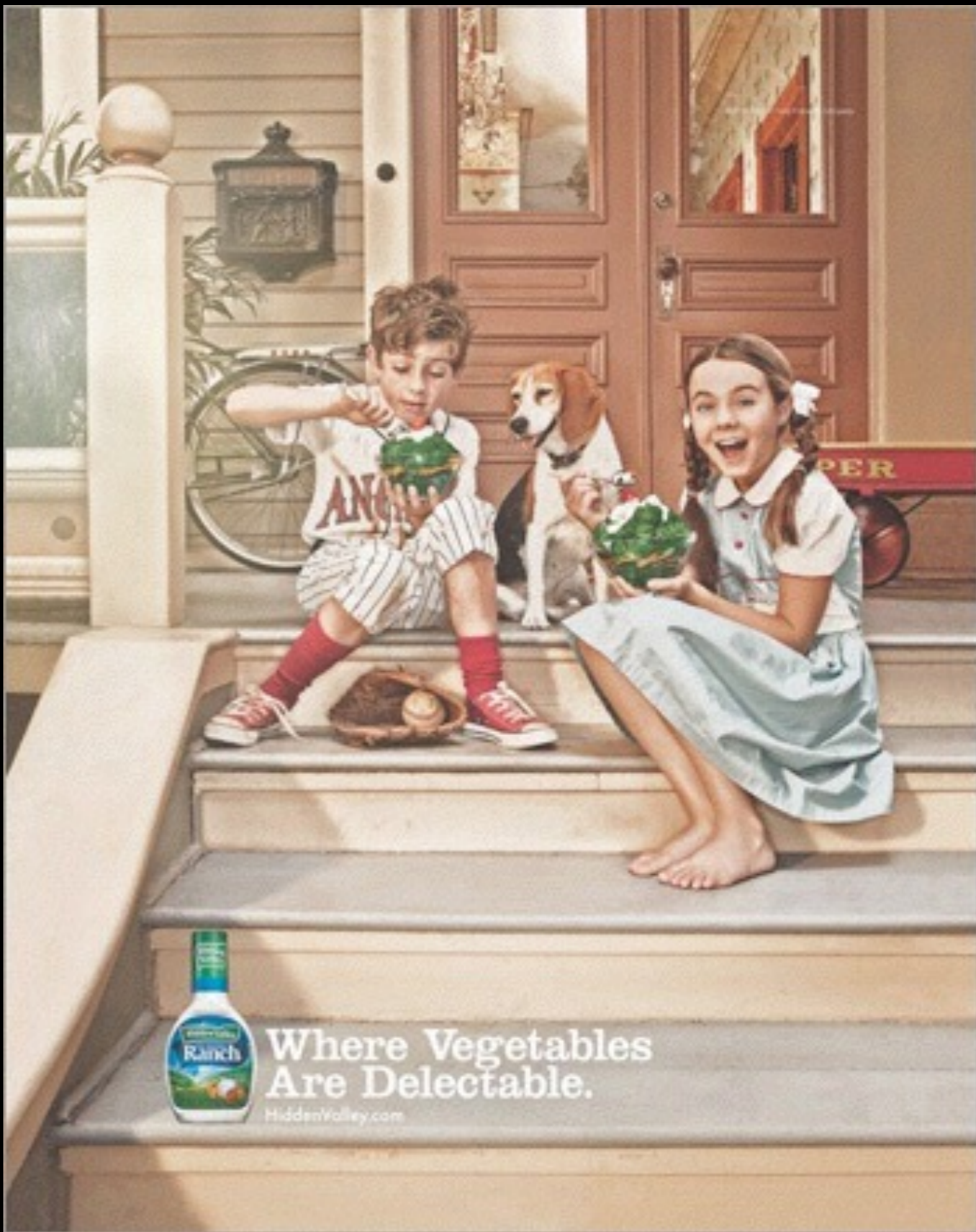
\*Full serving of vegetables\* means half-cup of vegetables in every one-cup serving of Big Beef Ravioli. The Secret: Submitted to Americans' 2002 recommended 2 1/2 cups of vegetables to 8-year-olds (or 1 cup for 4-6 year olds).





Where Vegetables  
Are Delectable.

[HiddenValley.com](http://HiddenValley.com)



Where Vegetables  
Are Delectable.

[HiddenValley.com](http://HiddenValley.com)



VELUX®



## My máme doma jasno. A vy?

**Střešní okna VELUX - dokonalé  
prosvětlení a tepelný komfort  
za každého počasí.**

- 👍 systém izolace **ThermoTechnology™**
- 👍 energeticky úsporné zasklení
- 👍 bezúdržbové provedení

📞 [www.velux.cz/vicekomfortu](http://www.velux.cz/vicekomfortu) • 531 015 511  
Vzorkovna Praha a Brno



*Podívej, mami,  
jde to i bez rukou.*



### NOVÝ FORD C-MAX

#### > Bezdotykové ovládání pátých dveří

Stačí malý pohyb nohou a nový Ford C-MAX vám otevře dveře zavazadlového prostoru, aniž byste museli používat ruce. Pro ostatní ohromující, pro vás ohromné. Tím spíš, že nyní je bezdotykové otevírání pátých dveří bez příplatku.\*

Neváhejte a naplánujte si testovací jízdu.

[ford.cz](http://ford.cz)

Foto je pouze ilustrační, zobrazený vůz může mít jiné přísluškové vybavení. Kombinované spotřeby pro nový Ford C-MAX: 4,3-6,5 l/100 km, emise CO<sub>2</sub>: 105-149 g/km. \*Není v rámci zavazadlového prostoru bez příplatku. Platí pro všechny vozy C-MAX se vybavením Titanium pro uložení vozů do 30. 9. 2015. Navštivte autorizovaného prodejce Ford nebo volejte 800 FORD CZ (800 367329).



Go Further

# Visual Clichés: fantasy of domain: the office window

- “master of all he surveys”
- connotes power, dominance, prestige, success

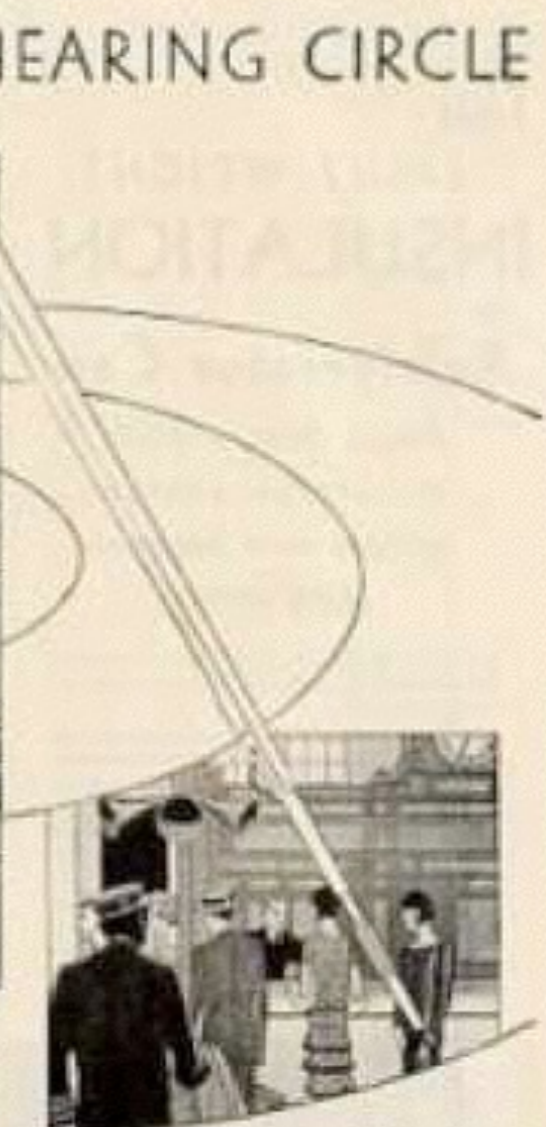




L-O-N-G COLD WAITS  
 QUICK, EASY STARTS



# WIDEN THE HEARING CIRCLE



—“ON TRACK 4”—  
 HEARD IN ALL PARTS  
 OF THE STATION

The voice of a single announcer can call out the news in all parts of the station at once. Every word he says can be heard clearly when the Western Electric Public Address System is installed.

This apparatus amplifies and distributes sound. It has many features—such as battery operation, for use in remote stations; automatic switching, for calling attention to various messages; and high speed baggage handling. It provides music for recreation of passengers—when used with a radio receiving set or with a Western Electric Music Reproducer.

The quality of reproduction measures up to the high standards of manufacture for which Western Electric is known. Write for further information—to the distributors, Graybar Electric Co., Graybar Building, New York, N. Y. Offices in 56 principal cities.

## Western Electric

PUBLIC ADDRESS AND MUSIC REPRODUCTION SYSTEMS  
 Distributed by GRAYBAR Electric Company





Busy Men often  
prefer to "See" you by Telephone



Your customers are busy people. There are times when they prefer that you visit them by telephone. You save their time as well as your own.

A sales executive does 77% of his out of town business by telephone. He says, "you get the undivided attention of the man you are calling. Without any preliminary conversation, you are right down to basic facts. Think also of conserving the time of the buyer."

Many such practical experiences have grown out of the Key Town Plan. As your business in the larger towns grows and takes more and more of your salesmen's time, why neglect the smaller towns? Keep up your contacts; cover them by telephone from the larger towns. The Bell System



has prepared a national and regional Key Town Map which may be procured free upon request to your local Bell business office.

Study these Key Town Maps to learn the most effective method of reaching your market by telephone—the modern way to meet competition. Cover more towns. Make more contacts. Use classified telephone directories to uncover new outlets. Develop each territory with savings in cost.

The quickest way to make the calls from each Key Town is by Sequence Lists. The Bell System Credit Plan makes it unnecessary to carry cash for the calls. It helps keep a record of all contacts. Ask the local business office today for complete information. Bell Telephone Service... *Quick... Inexpensive... Universal.*



Your business... PICTURED DAILY

... comparisons with last week ...  
last month ... last year—on your  
desk each day at nine

**F**AR-SIGHTED business men are now securing firmer, closer control of their business without adding a single name to their payrolls.

To their desks each morning at nine comes a complete report of what happened in every department yesterday. Sales, inventory, production, cash, stocks—all the vital figures are there. Comparisons with any previous period are easy.

You, too, can get a picture of your business daily—instead of monthly. You can have daily facts for daily decisions. You need never be more than twenty-four hours

behind the actual operations of your business.

With the help of Elliott-Fisher accounting-writing equipment, this invaluable daily information is easy to obtain. Elliott-Fisher's remarkable capacity to combine details and simplify complex operations does the job. Elliott-Fisher fits smoothly into any established accounting system—and improves it almost beyond belief.

If you will ask your secretary to fill out and mail the coupon, we will immediately send you complete details showing how Elliott-Fisher can profitably be used in your own business.



**Elliott - Fisher**  
FLAT SURFACE ACCOUNTING-WRITING MACHINES

Product of

**General Office Equipment Corporation**

342 MADISON AVENUE - NEW YORK CITY

ALSO MAKERS OF SUNDSTRAND ADDING-FIGURING MACHINES



General Office Equipment Corp.  
342 Madison Avenue, New York

Gentlemen: Kindly tell me how Elliott-Fisher can give me closer control of my business.

Name.....

Address.....





How many times have you been worried like this? Estimating the old way we all know is drudgery.

"How much will this house cost?" is the question most frequently asked—and the one most often dodged.

How many hours have you spent figuring plans and then lost the job?

How many times have you left out items?

How many times have you failed to make extensions?

How many times have you had your list figured by a competitor?

How many sets of plans have you bought and then found useless?

How many times has your bill been peddled all over your territory?

**HOLTBID** corrects all these difficulties.



The Holtbidder has the jump on everyone when making sales. Customer can get accurate estimate in 30 to 50 minutes.

**Holtbidding** is the modern method of estimating.

It is quick. It is accurate.

There is no chance for mistakes.

Correct estimates can be secured in from 30 to 50 minutes.

Interruptions do not cause mistakes.

There are no bills to peddle.

Holtbidding is easy to learn. A few hours make those familiar with buildings capable of estimating. Only sixty hours makes an efficient **Holtbidder**.

The cost of the **HOLTBID** method of estimating is small. Terms are convenient.



# MODERN OFFICE FORCES

Of all facilities now available to augment the efforts of personnel, and to expedite the dispatch of office affairs, the Easy-Writing Royal is the most indispensable. With flashing speed and unvaried ease of operation, this light-running typewriter daily records the business hours of executive and operator with an increased volume of letter-perfect typing. This fine performance of the Easy-Writing Royal will reflect its refinements of design and construction. More than twenty exclusive features overcome the necessity for frequent adjustments and repairs which might cause disturbance and retard the steady flow of business accomplishment. Compare the work.



ROYAL TYPEWRITER COMPANY, INC., NEW YORK CITY



The Easy-Writing Royal is priced at \$110.00. See dealer and Agent for the full line.



# ECONOMIC FACTORS OF BUSINESS AND FINANCE

It will be one of a few very likely to be mentioned New York's financial district—rightly named "The Economic Capital." For within these days' transactions with every account, prompt delivery and easy equipment and maintenance for office affairs of vast importance are so readily available in the name of the new world-famous Easy-Writing Royal Typewriter. It is an integral part of the machinery of business today in its essence. It is the light-running typewriter you need today. It is the machine designed to meet the needs of the modern high-pressure activities. It is the machine of greater volume, longer life, and more ease of operation. It is the machine of greater economy and the operator's ease and pleasure. It is the machine that will give you the most efficient and the most profitable working partner of the business world.



Write for the Royal Typewriter Company, Inc., 110 Broadway, New York City. For dealer and Agent see the Blue Book.







EGYPT—  
in the  
Valley of  
the Kings.  
by Aronoff

### From Distant Lands—Send Back Wingéd Words!

How will you write to your family and friends about the pleasures of your trip?

How will you record your impressions for reminiscence in after years?

In words slowly and laboriously written—

Or in vivid words, packed with enthusiasm; colorful words, reflecting the glories around you; clear, fluent words, typed on the swift keys of the Underwood Portable!

Whether you voyage to Niagara or to the Nile, the Underwood Portable will heighten your enjoyment; both in the present and in the future.

The Underwood Portable is light, sturdy, simple to operate, staunchly cased.

In every detail of its appearance and construction it reflects the experience of the largest typewriter manufacturer in the world.

UNDERWOOD TYPEWRITER CO., INC., UNDERWOOD BUILDING, NEW YORK

PRICE \$50  
in the United States.  
The Portable is obtainable  
at Underwood offices  
in all principal cities,  
or direct by mail.

Case  
Weight 9½ lbs.  
Height 4½ inches.



Send for  
"Giving Wings to Words"  
an illustrated booklet  
fully describing the  
features of the Underwood  
Standard Portable  
"The Machine  
You Will Eventually  
Carry."

# UNDERWOOD PORTABLE



## Solving the Problems of Big Business

Wanda Dackus

President, Remington Adding Machine Company

For every small business has been producing a profitable return to business. It has solved many of its accounting problems which is why it is producing the greatest of returns which is why it was the Remington Adding Machine which has solved the problem of

### The Easy Writing ROYAL TYPEWRITER

is standard equipment in the office of the Remington Adding Machine Company, located in nearly 200 cities of the United States and Canada.

Specialized Remington's mechanical perfection, plus simplicity in the construction of Royal Typewriters. Speed of operation and consistent speed in all phases of operation, they have the reputation to write with efficiency and ease which the Easy Writing Royal Typewriter holds.

The Royal Typewriter is solving the writing problems of the world's business with perfect letters, written with speed and ease.



**ROYAL**  
TRADE MARK

TYPEWRITERS

"Company for Work"

ROYAL TYPEWRITER COMPANY, Inc.  
114 Broadway, New York  
Exclusive Agent for the West Coast



Wanda Dackus



Small text describing the factory or industrial building.



# AROUND THE COUNTRY EVERY FRIDAY... BY TELEPHONE



Over a week by telephone, the sales executives of Kalamazoo Corporation make a complete swing around the country, stopping in many cities to discuss current activities with their district managers.

This regular use of Long Distance not only keeps them in close, up-to-the-minute touch with developments in every territory... but it provides a valuable sales stimulus by letting headquarters officials help the field men with their local problems.

#### Every day use brings profitable results

In addition to their weekly talks, Kalamazoo Corporation sales executives carry the use of Long Distance in furthering the many promotional efforts. W. L. Farris, Sales Manager, cites a recent experience as typical of what can be accomplished by the most economical means.

"A small price had been announced for the end of the month," he says, "and buying had been exceptionally heavy in

anticipation of it. The day before the time was to take effect, we telephoned forty-four of the company's largest distributors and dealers. In a few hours by Long Distance orders were received for 5000 additional units—more than 50% of the entire month's orders. The work was an all-time record for the month... 41,000 units."

Companies all over are constantly asking us how they are getting new business, making advantageous purchases, cutting costs in unexpected ways... through their regular use of Long Distance. Wouldn't it be worth while to see what your company might accomplish? We will be glad to help. Just call the local Bell Telephone Business Office, and a telephone representative will talk you at your convenience. No obligation.

#### NATIONAL LONG-DISTANCE RATES

From	To	Monday - Friday	Saturday
New York	Chicago	4.00	4.25
New York	Washington	1.00	1.25
New York	San Francisco	3.00	3.25
New York	Los Angeles	3.00	3.25







#### Special Features

Visible writing • standard keyboard • extra wide writing line • automatic ribbon reverse • two-color ribbon • attached back spacer • margin stops • margin release • dust protection over all working parts.



## The Natural Leader

does things in an up-to-the-minute *practical* way. He uses his Royal Portable, most modern of lightweight writing machines, for typing lecture notes, reports, theses, for editing school magazines, preparing club bulletins and fraternity notices, and for all personal correspondence.

Light and compact, unequalled for use at home and easy to take anywhere, the Royal Portable has standard keyboard, visible writing and many other special features. It is built to last a lifetime by the makers of the famous Easy-Writing Royal Typewriter, and is finished either in black or your choice of smart colors.

Priced at \$60.00 complete with handsome carrying case, slightly higher in Canada — many prefer gradual payments. Typewriting is easy to learn, send for a free copy of Van Sant's Touch Typewriting, and phone the Royal Representative to show you the Royal Portable today.

PORTABLE  
**ROYAL**  
TYPEWRITER



# For Big Business,

### Other Advantages in Brief

- 1. One makes less of paper work
- 2. Savings amount to money
- 3. Does all the work
- 4. Entails practically no cost for "hand labor" system
- 5. A more saving machine
- 6. An adding-calculating machine combined
- 7. A machine of broad application



*Dalton*  
Adding-Calculating Machine



# A Famous Name

that has a broader meaning today  
to the world of business



**T**ODAY, as in about the year, our registers were National Cash Registers throughout the entire world.

Not in addition, The National Cash Register Company is selling thousands of machines with no lines other than cash registers.

Banks, manufacturers and business have been in business, yet each has a National Cash Register product, especially designed to meet its individual needs.

Merch, retailers, farmers and garden stores possess registers as varied as the institutions and services they sell. National Cash Register products provide each with accurate, definite references and permanent records.

Their common feature is one set of individual conditions but of national importance.

The utilization of efficient business methods for the success and prosperity of local markets.

To meet this position, we produce book-keeping machines that make correct entries. Fair registers for manufacturers and distribution use. Cash registering systems. The best cash registers ever built. Special registers for filing systems. Accounting, analysis and bookkeeping machines for every office.

Whenever there is a need for efficient business methods, our records are kept and money handled, there is a National Cash Register system to do the work at a price in its own price.

Thus, a business name takes a new and broader meaning in the world of business.




**THE NATIONAL CASH REGISTER COMPANY**

DALTON, OHIO, AND PRINCIPAL CITIES THROUGHOUT THE WORLD

*Machine models shown for more business, priced from \$25 up to \$100. U. S. A.*







"Women as half of all workers changes everything."

- "THE SHRIVER REPORT: A WOMAN'S NATION", STUDY BY MARIA SHRIVER AND THE CENTER FOR AMERICAN PROGRESS

JONES NEW YORK

EMPOWERING YOUR CONFIDENCE

JOIN US ON OCTOBER 25TH & 26TH FOR THE LIVE WEBCAST OF THE WOMEN'S CONFERENCE AT [WOMENSCONFERENCE.ORG](http://WOMENSCONFERENCE.ORG)

[JNY.COM/empowerment](http://JNY.COM/empowerment)





JONES NEW YORK

EMPOWERING YOUR CONFIDENCE

MEET THE WOMEN OF WASHINGTON, D.C.

**NELLIE ROBINSON, RN, MS, FAAN**

VICE OF PATIENT CARE SERVICES AND CHIEF NURSING OFFICER,  
CHILDREN'S NATIONAL MEDICAL CENTER

VISIONARY. OUTSPOKEN. ALWAYS IN STYLE.

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JONES NEW YORK

EMPOWERING YOUR CONFIDENCE



# I neúnavní občas potřebují nový impuls

Investiční úvěr pro Vaše podnikání



Úrok od  
2,49 % p. a.

**ČESKÁ**  
**SPORITELNA**  
Jsme Vám blíž.



S naším investičním úvěrem máte nyní ideální příležitost udělat to, co jste vždycky chtěli. Posunout Vaše podnikání o krok dál. Díky nízkému úroku od 2,49 % p. a. úvěr firmu finančně nezatíží, a přitom Vám umožní pořízení nových strojů, výrobních prostor, nákup vybavení do kanceláře nebo získání kvalifikovaných zaměstnanců. Přijďte si k nám pro podnikatelský





# Visual Clichés: fantasy of domain: the family circle

- soft focus
- conveys security and stability
- variations of seating reveal power dynamics and gender roles









He loves it! That delicious whole wheat flavor!

It is a red letter day in the family when Billy picks his seventh or eighth birthday—the time when he can have Wheatena, his first solid food.

That's why when he waddles over the table from the growing young square, his Wheatena is so nice to digest and so satisfying that it "agrees" with the most delicate stomach.

It works perfect satisfaction to every mother, home and abroad, helping Nature to give extra energy for play or work, and helping it to add golden years to years.

Because Wheatena is simply food in its truest form that little one and his little ones, or long after and beyond.

The golden years of those whose wheat is made by the exclusive Wheatena method bring out the same golden hue and in delightful flavor and strengthening nutriment. And the healthful character, the strengthening properties, the nourishing natural value, from the natural ingredients, are all there, too.

Eggs which do not taste with wheatena, only a little extra added. Wheatena. All good guests love Wheatena, so will get it for you. On the table with the golden rule—the breakfast tomorrow.

The Wheatena Company, Minneapolis, Minn., U.S.A.



Wheatena

Add golden years! Begin whole wheat today!



Always a favorite flavor with big and little folks

MAPLEINE FLAXES



- 2 Eggs
- 2 Eggs Whites
- 1/2 Cup Sugar
- 1/2 Cup Mapleine
- 1/2 Cup Flour

Mapleine Flaxes recipe text describing the ingredients and preparation for a flax-based recipe.

MAPLEINE BUNNETS



- 1/2 Cup Sugar
- 1/2 Cup Mapleine
- 1/2 Cup Flour
- 1/2 Cup Butter
- 1/2 Cup Eggs

Mapleine Bunnet recipe text describing the ingredients and preparation for bunnet-shaped pastries.

The rich transformation of pure sugar syrup, made at home, is double attractive when Mapleine is added for delicateness of flavor and rich golden color—and it is most economical for hot cakes, waffles, French toast and many other dishes for which a truly delicious syrup is desired.

This is the recipe for Mapleine Syrup—dissolve 4 eggs granulated sugar in two cups of boiling water and add 1 teaspoon of Mapleine. This makes one quart; half the recipe makes a pint.

Mapleine also adds old-fashioned vanilla flavor. Cakes, puddings, cream, butter, dressings, and condiments, when flavored with Mapleine, retain the true flavor for something thoroughly different.

When baking cakes or doughnuts use of these thick, maple flavo, just add a little sugar and Mapleine. It gives that "maple goodness" flavor.

Now, guests love Mapleine, so if you make a trial batch, send the receipt below with our name for actual cost and mailing.

MAPLEINE —A flavoring



Form with fields for Name, Address, and City, State, and Zip, for requesting a sample of Mapleine.







Try Puffed Rice with a sliced apple and cream

Even Puffed Wheat, sprightly with sugar and cream... this one will creep on with you



With fruit, either fresh or prepared, Puffed Wheat makes eating with the pleasant you need

# A BREAKFAST CHANGE

## That Supplants Morning Frowns with Morning Smiles

*These tasty grains prove food "that's good for you" can be amazingly delicious, too*

WHEN breakfast has to mean you, but it doesn't mean you, try Quaker Puffed Wheat, Puffed Rice, or Quaker Oats. A good breakfast is a good day. Quaker Oats, Puffed Wheat, and Puffed Rice are a sure way to start your day with a good breakfast.

The old idea was to start the day with something that's not good. The new idea is to start it with something that's good. Quaker Oats, Puffed Wheat, and Puffed Rice are a sure way to start your day with a good breakfast.

By the way, you'll be surprised at the difference in the way you feel when you eat Quaker Oats, Puffed Wheat, and Puffed Rice.

*Give just that extra bit of good pleasure of eating*

Quaker Puffed Wheat and Puffed Rice are the new way to start your day. There's no other food that's so good for you. There's nothing else that's so good for you. Quaker Oats, Puffed Wheat, and Puffed Rice are a sure way to start your day with a good breakfast.

You can be sure of getting the most out of your breakfast. Quaker Oats, Puffed Wheat, and Puffed Rice are a sure way to start your day with a good breakfast.



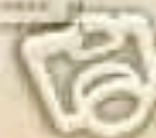
Quaker Puffed Wheat is a sure way to start your day with a good breakfast. It's a sure way to start your day with a good breakfast.

Quaker Puffed Wheat is a sure way to start your day with a good breakfast. It's a sure way to start your day with a good breakfast.

Quaker Puffed Rice is a sure way to start your day with a good breakfast. It's a sure way to start your day with a good breakfast.

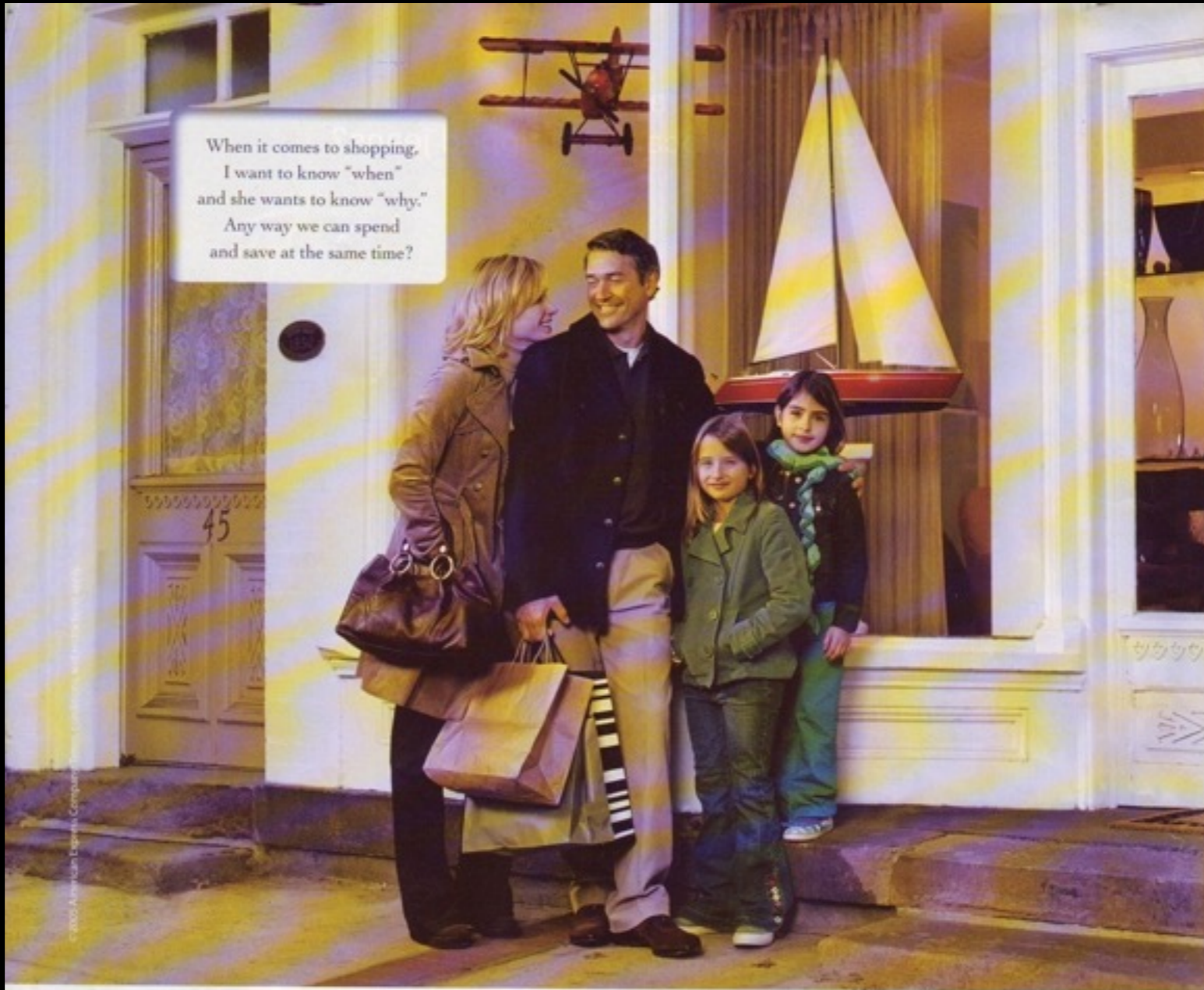
*Make breakfast a good one*

There's nothing else that's so good for you. There's nothing else that's so good for you. Quaker Oats, Puffed Wheat, and Puffed Rice are a sure way to start your day with a good breakfast.





When it comes to shopping,  
I want to know "when"  
and she wants to know "why."  
Any way we can spend  
and save at the same time?



There's one.



Introducing One from American Express.™ Every time you make a purchase, we'll make a deposit to a high-yield savings account with your name on it.

The Card that lets spenders be savers and savers do what they do best.

Start saving at [amexonecard.com](http://amexonecard.com)

YALJO

The one with the  
savings account™





Now you can have a  
real lasagna dinner.  
Even on soccer night.



**STOUFFER'S® Lasagna** made with real, wholesome ingredients like real mozzarella cheese and absolutely no preservatives. Bring home something the whole family can feel good about.  
*Every dinner should feel this good.™*





# Když se bráchové nedohodnou, jednoduše je rozsadíte.



## Nový Touran s variabilním interiérem a sedmi sedadly. Rodina je pěkná jízda. Užijte si ji.

Každý potřebuje pro svůj rozvoj dostatek místa. Proto nový Touran nabízí kromě prostorného a variabilního interiéru také řadu asistenčních systémů a chytrých technologií včetně bezpečnostního systému Side Assist pro změnu jízdního pruhu a Front Assist pro jízdu v kolonách, parkovacího asistenty nebo technologie Car-Net Cam-Connect. Nový Touran je již v prodeji, přijďte si ho vyzkoušet ke svému nejbližšímu autorizovanému prodejci. Více na [www.volkswagen.cz](http://www.volkswagen.cz).



1. Stáhněte si zdarma aplikaci Volkswagen seeMore.
2. Otevřete „Skener obrázků/QR kódů“ a naskenujte inzerci.
3. Objevujte speciální 3D interaktivní obsah.



Das Auto.



# Visual Clichés: the future

- bright light on horizon
- figures in ad face the light (vs. the viewer)





With the dawning of a new day  
set forth to Wellville!

With the dawning of a new day, set forth to Wellville! All who are weary of the busy, nervous life of the city, and who desire a more healthful and pleasant life, should set forth to Wellville. The new day is here, and the new life is yours for the taking. The new day is here, and the new life is yours for the taking. The new day is here, and the new life is yours for the taking.

With the dawning of a new day, set forth to Wellville! All who are weary of the busy, nervous life of the city, and who desire a more healthful and pleasant life, should set forth to Wellville. The new day is here, and the new life is yours for the taking. The new day is here, and the new life is yours for the taking. The new day is here, and the new life is yours for the taking.

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Small text at the bottom left, likely a publisher's note or address.



Small text at the bottom right, likely a publisher's note or address.











Coming On!

Millions are rapidly finding out that Elastic cord gives to Mason tires greater riding comfort and longer wear. That's why you hear it said, everywhere—"There are no better tires made than Mason Hydraulic Belts."

MASON TIRE & RUBBER COMPANY, KENT, OHIO

MASON *Hydraulic* TIRES





# Visual Clichés: the eternal village

- nostalgic images of the past
- small town as (perfected) microcosm of larger society





*Coach \$950*

**O L D S M**





CADILLAC  
Creates a New  
Luxury in Motoring



ALL discussions end the moment the exquisite design and lavish luxury of the new Cadillac are revealed—to be obliterated forever when the power of its 90-degree, V-type, eight cylinder motor begins to manifest itself. As this car is acclaimed first among the fine automobiles of America and Europe in newly created beauty of design—so the immensely advanced V-type engine records itself as the most perfect performance factor in the world today.

*More than 50 exclusive body styles by Fisher and Fisher-Fleetwood*

CADILLAC

*A Notable Product of General Motors*



ESS





R I D E O N T I R E S B Y

# LEE of Conshohocken



Thanksgiving ought to mean to all of us something more than an overstuffed stomach. The Nation's health has improved and business in general is above the average, in spite of the "croakers".

Join in a real Thanksgiving with the craftsmen of Lee of Conshohocken. We here who believe in hard work plus a conscientious effort to make the best possible tires and tubes, have just cause to be thankful.

Over half of our people have been building tires the Lee way for over fifteen years, while the average is twelve years of service.

We feel continually thankful that regular and profitable employment is offered to so many Conshohocken families. Our loyalty is proof that you who use Tires by Lee of Conshohocken will receive a full measure of honest effort.

Lee Tire & Rubber Company, Conshohocken, Pa.

COST NO MORE TO BUY - MUCH LESS TO RUN



LEE Shoulder-It  
"Heavy Duty" Balloon tire of unparelled weight, to fit any car and any car.  
The Lee dealer will show it to you.



## It's a Real Sport Car—a Six

Until you see it, you cannot adequately picture the distinctive beauty nor fully appreciate the mechanical qualities of this first-quantity Sport Touring. And the gratifying fact is that both its appearance and performance—indicated by track (1)—a striking Oakland Blue—contrast both with stock touring cars in an entirely new solution—*True Blue*—which creates its original beauty and beam inherently.

The Oakland engine and chassis are ideal for a real sport car because they serve every purpose, as well as sustained high speed. Oakland's new six-cylinder engine (2) because of its compact design and advanced construction, gives the Oakland True Blue Sport Car a degree

of performance and endurance that will appeal to your pocketbook as well as your pride.

And low maintenance and economy, as a True Sport Car made in this era of Oakland's new and practical four-wheel brakes (3)—and its large steering wheel on which are mounted the steering controls (4). Then, too, it has a Touring body with DuPont's Leather upholstery, special porcelain top, fenders, wire wheels, wheel-disk springs, view, also wheel-enclosures that insure comfort and full value.

There is genuine satisfaction in owning a car so distinctive and able as this. Be sure to drive it before you buy any car this season. Then you'll know why it's called a True Blue Sport Car.

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICHIGAN

Standard Price \$1095  
Special Dealer's Price \$1095



True Blue Six

Complete Price \$1095  
Special Dealer's Price \$1095

Sport Touring #1095







## Why America wins Olympics

WHAT a wonderful generation is in the making—every school yard a training ground for future champions—thousands of summer camps and beaches pouring vitality into splendid little bodies.

And what is still greater—in millions of American homes, intelligent mothers are enforcing the first law of health—cleanliness.

Because mothers know that Lifebuoy offers a definite protection to child health, it has become the most widely used toilet soap in the world.

It's a treat to try Lifebuoy for the first time—the lather is so creamy—so pure—so invigorating. You feel cleaner than ever before—because you

are cleaner. Your skin afterwards is so soft, smooth and rosy. You'll love it for shampooing, especially for "bobs." After a Lifebuoy bath your whole body is disinfected, toned up and vigorously alive.

But Lifebuoy's greater health value is that it gently removes germs from hands and feet—the dangerous germs you pick up from almost everything you touch—the germs of street dirt, stuffy cars, theaters and schools.

Lifebuoy purifies the skin—and only healthy skin is beautiful. My illustrated book, "Health Beauty," will be sent for 10 cents. Lever Bros. Co., 49 Parkleigh Street, Cambridge, Mass.

*The Health Doctor*

Observe Lifebuoy is the color of pure iodine-free oil. You will like the clean, quick washing color because it's like clean skin.



A LIFEBOUY FAMILY

MRS. HARRY H. SPAULDING  
St. Louis, Mo., writes:

"After seeing the wonderful effect Lifebuoy had on my skin, I began using it for the baby's bath also. We find it is as effective in keeping the baby's skin so soft, smooth and rosy."





# Protect *their* health and *you'll* stay young

EVERY MOTHER is a girl at heart. It's worry that brings the wrinkles. *Keep* your children well and they'll keep you young.

In millions of homes to-day, mothers have found their confidence in Lifebuoy antiseptic cleanness well-grounded.

Year after year, it has kept their youngsters safer from passing epidemics—freer from colds—guarded against the danger of infection in little cuts and scratches.

Give your children Lifebuoy protection. Your doctor will endorse it whole-heartedly.

And when you see how *different* Lifebuoy is, you, too, will want to use it. Lifebuoy will give you a new sense of cleanness. There's an *exhilaration* to the Lifebuoy bath—a tonic vigor—that will come as a *delightful surprise*.

—MORE than clean—immaculate!

You'll feel fresh, sweet, *immaculate*—cleaner than you've ever felt in your life

before. Your skin will be softer, finer-textured. Body odors will disappear.

Start Lifebuoy to-day. Put it into every soap rack in the house. Wash—bathe—shampoo with it. In a week you will be enthusiastic—serene in the assurance that your youngsters are safely clean.

If you try it for a week, we'll promise that you will never willingly be without it.

*The Health Doctor*

This lasting freshness—the reviving cleanness of Lifebuoy—is so different, so stimulating, so delightful, that you have only to use it a short while to appreciate why millions of modern families swear by it.

Lifebuoy is recognized as the ruler of the soap path here also. The same antiseptic soap, packed in every pack and every tin.

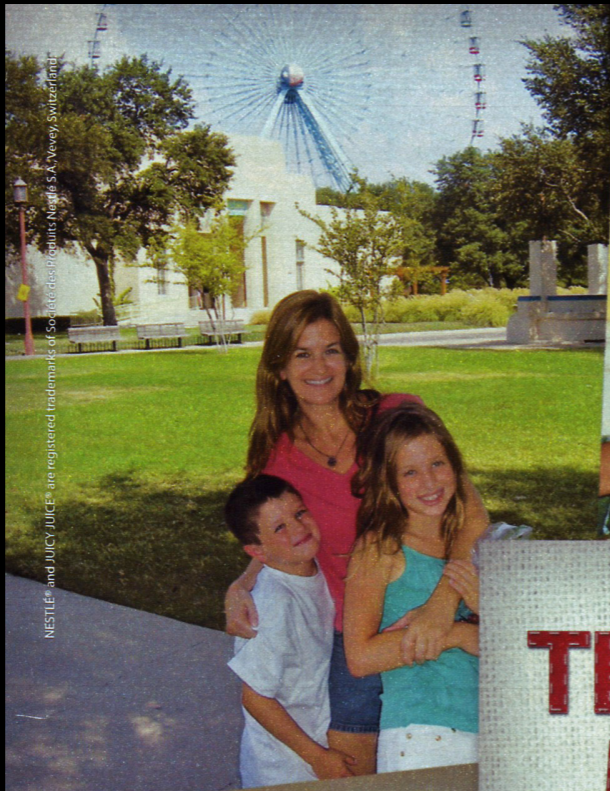


# Lifebuoy

HEALTH SOAP



NESTLÉ and JUICY JUICE are registered trademarks of Nestlé, Vevey, Switzerland.



# THANKS MOM

*For always giving 100%.*

*Happy Mother's Day*  
*-from-*



The very best juice for the very best kids.

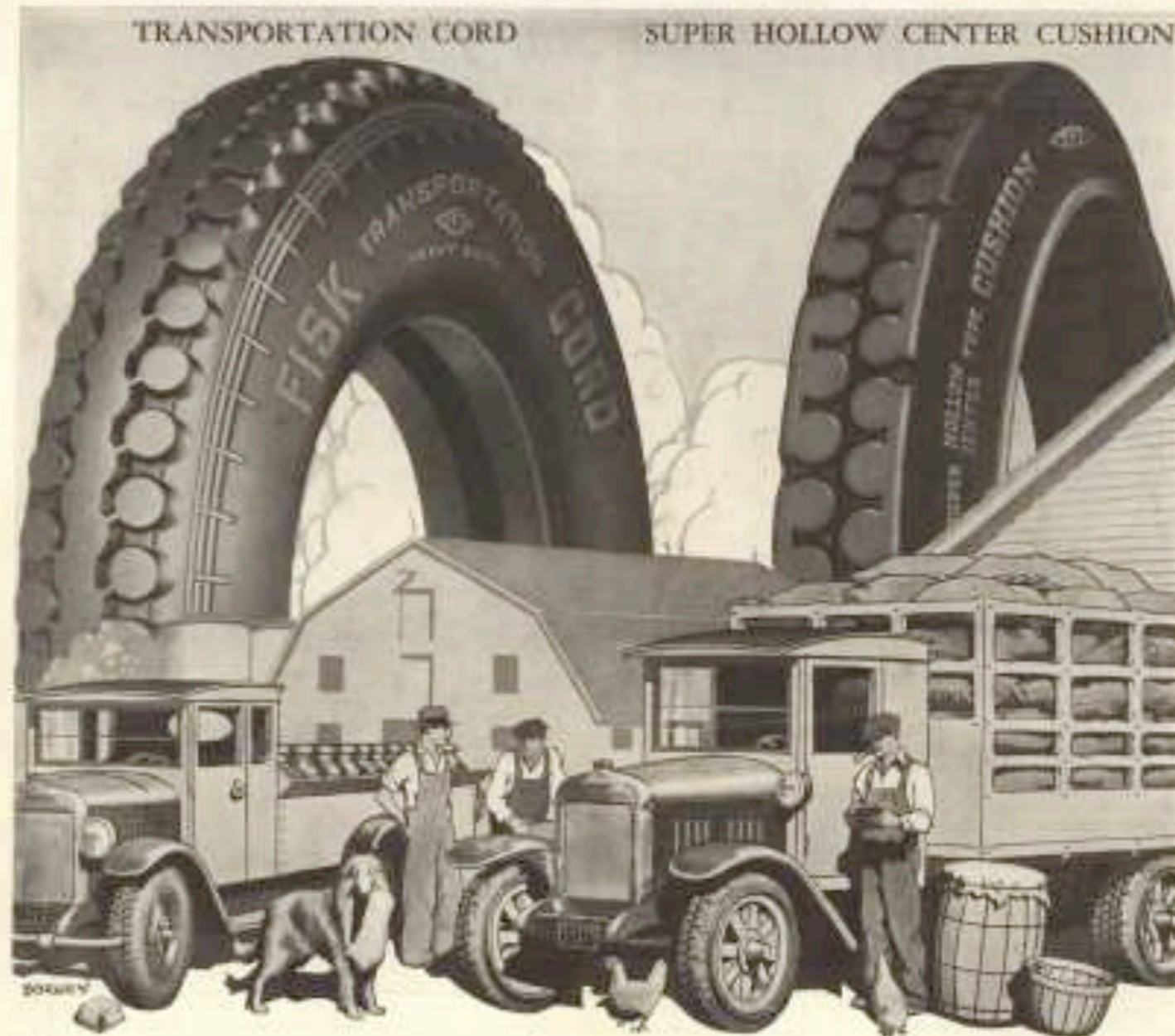




# Visual Clichés: heroic proportions

- consumer goods depicted as disproportionately large
- (don't mistake objects in foreground as heroic proportion)





## Get the Habit!

**L**ET the buying habits of big fleet operators guide you to real tire economy. Judge tires as they do, on a cost per mile basis.

This habit will lead you to worth-while savings in operating expense, when it is "Time to Re-Tire."

*Listen to the  
"Time to Re-Tire"  
best ever W.L.G.  
and all stations  
every Sunday  
evening*



Especially when you form the habit of saying "Put On Fisk" ... Only a transportation specialist can advise you in the selection of the most suitable tires for your cars and trucks and the service in which they operate. Consult the nearest Fisk distributor.

# FISK TIRES





More than **Two Million**  
**UNDERWOOD**  
 typewriters are in use  
*They Speed the World's Business*

UNDERWOOD TYPEWRITER CO. INC., UNDERWOOD BLD'G. N.Y.  
 BRANCHES IN ALL PRINCIPAL CITIES



*~ It Speeds the World's Business ~*  
 Wherever words are typed ~ there the  
**UNDERWOOD**  
 is the Standard Typewriter

UNDERWOOD TYPEWRITER CO. INC., UNDERWOOD BLD'G. N.Y. Branches in all Principal Cities





# The Right Arm of Agriculture

With vastly increased output, and greater production, dependable power equipment has become the right arm of agriculture. The complete Twin City line has proved by performance that every inch of steel is in the work—and it does it well.

How big Twin City Tractors for every size—D-20, 25-35, and 40-60? Twin City implements in every class, from the 14-horse-hp. model to the 40-horse-hp. model, and every size in between. The Twin City implements in bulk are available for sale and repair by every dealer in the country.

Twin City Tractors, Trunks and 24-in. and 30-in. trunks, are the most dependable and most economical. In the 24-in. trunks, especially, there is an impressive gain in power economy in the great power market. It is achieved by the Twin City 16-horse-hp. model which, with its gear-shifting, through crankshaft, gives a power boost. The Twin City line is backed by a \$7,000,000 organization with service warehouses across the country.

There is more service yet available for capital buyers. These tractors are built to get the most work out of every bushel of seed.

Model Twin City Tractors with their exclusive planetary system are wearing a big market. These are: 20-25, 25-35, 35-45. The 22-32 is the best-selling model in the country.

**DEALERS:**  
 The following are the dealers for the Twin City line in the United States and Canada:  
 ...  
 ...  
 ...

**TWIN CITY COMPANY**  
 Selling Division of  
**Minneapolis Steel & Machinery Company**  
 Minneapolis, U. S. A.

**DEALERS:**  
 The following are the dealers for the Twin City line in the United States and Canada:  
 ...  
 ...  
 ...



## Constant Development of Unusual Time-Saving Methods, Effects Great Economies which Enable Certain-teed to Give Purchasers an Increasing Value Per Dollar

American industry is making a steady step-by-step progress up the scale of efficiency—resulting in greater productivity, lowered costs, enhanced values and service. To this development Certain-teed has contributed important time-saving methods used in various buying, manufacturing, selling and distributing operations.

These economical practices affect all phases of the Certain-teed system. Raw materials are bought in bulk at opportune times of the year. Scientific grading of these, helps insure the established standard. Every manufacturing step is carefully supervised and processed, so

that time, labor and materials are conserved. Certain-teed's seventeen large plants are located at logical distributing points. All buying, manufacturing and distributing activities are coordinated under one management—and five complete lines of products are sold by a single sales force.

As Certain-teed continues to promote and apply these economical methods, its costs of doing business are proportionately lowered. With the annual savings accrued, Certain-teed is able to give purchasers an ever-increasing value per dollar.

ASPHALT ROOFING  
 ASPHALT SHINGLES  
 BUILDING PAPERS  
 BUILDING FELLS  
 PRINTS-VARNISHES

**Certain-teed**

UNOLEUM  
 FLOORTEX  
 OIL CLOTH  
 GYPSUM PLASTER  
 BUILDING BLOCKS



# VIZIOASIS



The steel and 18K gold Vizio Watch with diamonds. Swiss made. Sapphire crystal. Water resistant.

[www.movado.com](http://www.movado.com)

THE DIAMOND CELLAR  
Columbus, OH 6143264545

VIZIO by MOVADO.

[tictacusa.com](http://tictacusa.com)

## Thrill your mouth.



Take refreshment to new heights with  
intensely enjoyable Tic Tac® Bold!



© FERRERO



# GODIVA

*Chocolatier*

*Let the  
Decadence  
Begin*





# OBROVSKÉ VÝHODY

pro naše zákazníky



## PRAŽSKÁ PLYNÁRENSKÁ

**Pomůžeme při opravách porouchaných spotřebičů nebo jejich výměně za nové**

Vyzkoušejte i celou řadu našich dalších výhod, slev a bonusů.

[www.ppas.cz](http://www.ppas.cz)

840 555 333



Spojení energií i služeb



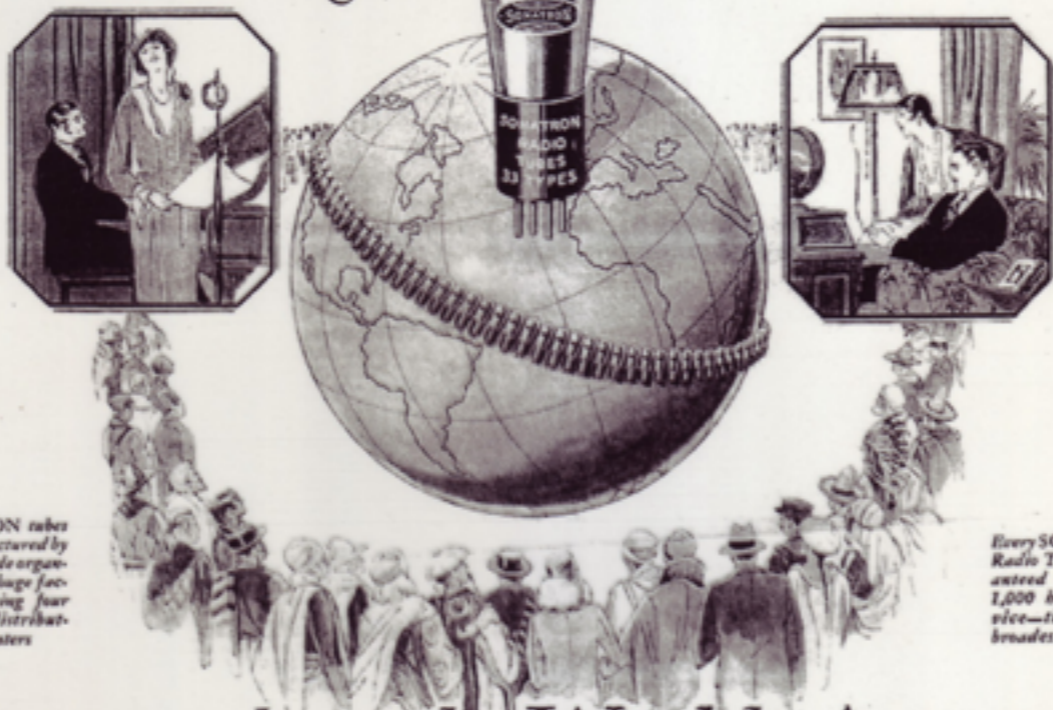
# Visual Clichés: adoring throngs

- tiny human figures
- bandwagon appeal



# 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, X174, X111A, X210, X20A

#### RECTIFIERS

X280, X281, 213, and the popular 248B

#### DRY CELL TUBES

105, 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.

108 W. Lake Street, Chicago  
320 Lafayette Bldg., Detroit

Dealers! Jobbers!  
Manufacturers!

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

SONATRON TUBE COMPANY, (Address nearest office)  
Customers, please send us the FREE book "How to take care of your Radio Tubes"

Name \_\_\_\_\_

Street Address or R. F. D. \_\_\_\_\_

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."





# Iconic Images: in its presence

- small group clustered before commodity
- expresses awe and reverence



All the machinery is on top  
*-you never see it.. never oil it.. barely hear it!*



At the moment you are... do you realize the importance of this single word? Do you know that thousands of these designs were chosen only after three years of painstaking research in the laboratories of General Electric to guarantee the greatest, simplest, most efficient, and the most economical arrangement?

The General Electric Refrigerator is one of the outstanding engineering achievements of our time. All its mechanism

is contained in a completely sealed well casing, mounted on top of the refrigerator. There is no oil here and no vibration. It never needs oiling. And it operates so quietly that you can scarcely hear it.

As for installation—there is no need of a plumber. There is no soldering, plumbing or wiring. You simply attach the unit—just as you would with an electric plug—in any convenient wall, and turn on the switch.

Furthermore, automatically, this machinery which you never see gives you the perfect temperature for safe storage. It keeps your food always safe in the safety zone—well below the 45 degree danger point. It makes plenty of ice when you want it... and uses surprisingly little energy.

You will have complete specifications of all the models. You can get them by merely dropping us a card asking for our descriptive Booklet 24.

GENERAL  ELECTRIC  
**Refrigerator**

ELECTRIC REFRIGERATION DEPARTMENT OF GENERAL ELECTRIC COMPANY 3000 PULFORD BLVD. CLEVELAND, OHIO



It's really amazingly simple

*You see that it hasn't a single drain pipe, belt or fan... and it never needs oiling.*



THIS simplified General Electric Refrigerator works automatically, automatically. It needs no attention—no even oiling. Inside the hermetically sealed casing there is a permanent supply of oil.

The all-in-one thing is simply lowered into the top of the specially designed cabinet. There is no assembling, no plumbing to be done. There are no pipes, drains, fans or belts. The unit is inert: it just has to be plugged into any electric outlet. Instantly it starts.

And quietly, automatically, it gives you scientific refrigeration. Cuts down your marketing problems, your cooking tasks. It was for this that the skilled engineers of General

Electric worked—over a period of fifteen years—succeeded in producing the simplest of all refrigerators.

You will want to know more about this new-day refrigerator. You will

want to see the various models. Write us today for booklet 11-B which is interesting and descriptive.

Electric Refrigeration Department of General Electric Company  
 Westinghouse Building, Cleveland, Ohio

 **Refrigerator**

**GENERAL ELECTRIC**







*Finest achievement of the radio art*

## NEW Radiola Super-Heterodyne

THE NEW Radiola Super-Heterodyne, with its exclusive features, is the most advanced and latest development in the art of radio art. Its exclusive features include: Super-Heterodyne, Non-Set Automatic Stop, and the exclusive Columbia improvement, lets you listen in peace to the very end of every record.

THE Radiola Super-Heterodyne, designed with the aid of the RCA Radio Corporation, is the most advanced and latest development in the art of radio art.

THE Radiola Super-Heterodyne, with its exclusive features, is the most advanced and latest development in the art of radio art. Its exclusive features include: Super-Heterodyne, Non-Set Automatic Stop, and the exclusive Columbia improvement, lets you listen in peace to the very end of every record.

Write for literature and details to these offices:



An exclusive RCA development—the Radiola Super-Heterodyne combines the super-qualities of broadcast reception that are sought by radio experts.

It is the instrument that is invariably chosen by those who demand the utmost possible fidelity and realism in the reproduction of music and the voice.

It is the only radio for the home that completely satisfies the lovers of fine music.

The Radiola Super-Heterodyne, with the famous RCA Electro-Dynamic reproducer, combined with the very latest phonograph for the electrical reproduction of records, is recognized as the finest achievement of the radio art. "Music from the air or record" with all the realism of the Radiola.

RADIOLA BY THE  
RADIO-VICTOR CORPORATION OF AMERICA

# RCA RADIOLA

MADE BY THE MAKERS OF THE RADIOTRON

# Columbia Grafonola

*Music Wherever You Are*

When the Grafonola takes a vacation with you, it gives you lots of fun and asks for mighty little care. Its strong, long-running motor requires a minimum of winding. The Non-Set Automatic Stop, an exclusive Columbia improvement, lets you listen in peace to the very end of every record.

There's nothing to move or set or measure. Just put on your record and the Grafonola plays and stops itself.

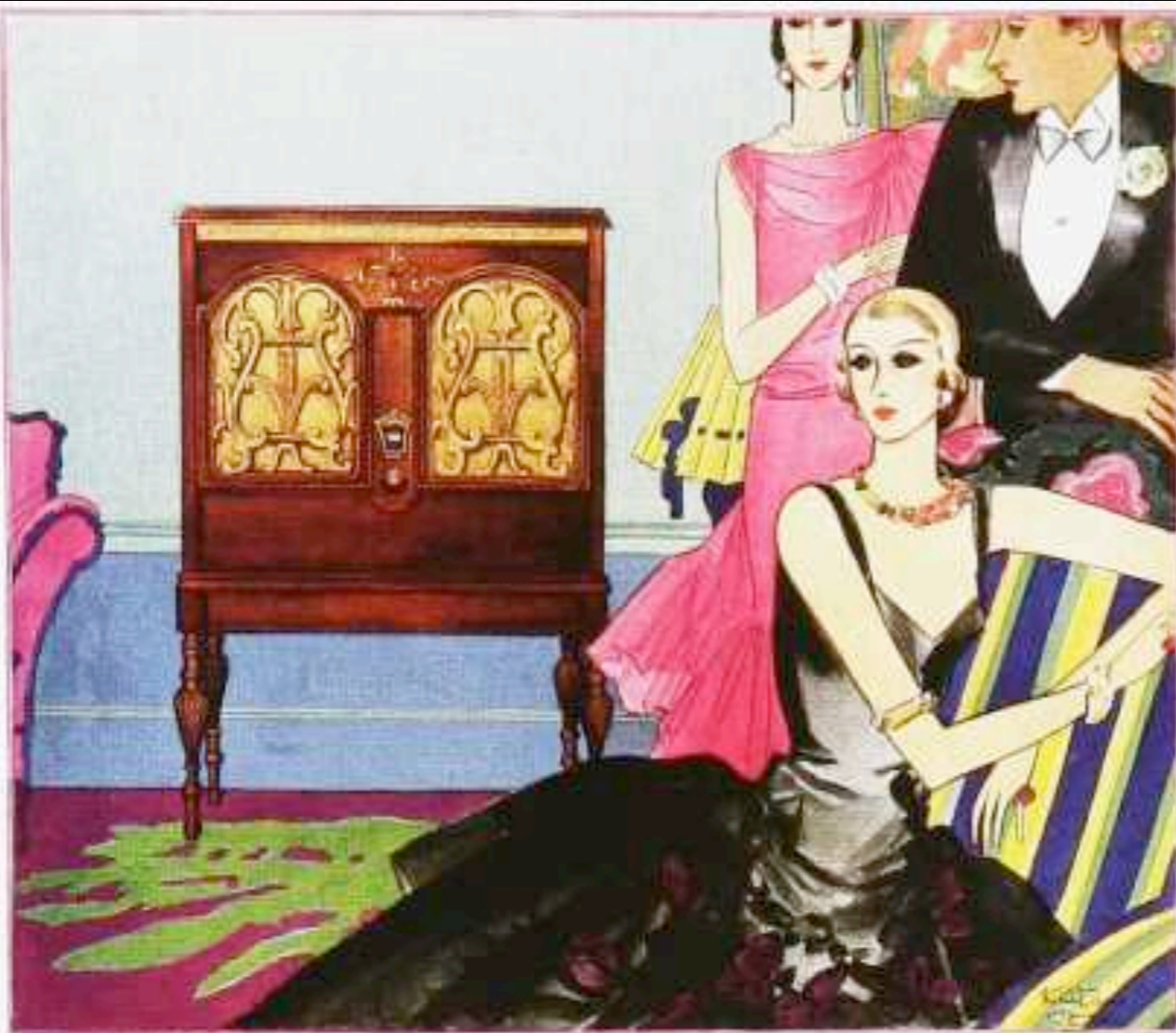
Full, pure, unmuffled tone. Exquisite beauty of design. The greatest convenience of mechanism. That's the unrivalled combination you get in the Columbia Grafonola.

Columbia Grafonolas: Standard Models up to \$200. Special Designs up to \$300.

COLUMBIA GRAPHOPHONE COMPANY  
New York  
Canadian Factory: Toronto







*Two superb musical instruments*

- IN A SINGLE CABINET - TO GIVE YOU "Music from the air or records"

RCA RADIOLA 47—Screen-Grid Radiola, Phonograph and Electro-Dynamic Reproducer in a single cabinet for electrical operation. \$275\*

RCA RADIOLA 44—Screen-Grid Radiola, table type. \$175\*

RCA RADIOLA 45—Screen-Grid Radiola and Electro-Dynamic Reproducer in cabinet. \$175\*

\*Minimum operation fee included in these prices.

When the Radiotrons of the new Radiola 47 are glowing with their incandescent light, you command "music from the air or records" with the amazing realism that only the Radiola can give.

At a touch of the switch the incomparable RCA Electro-Dynamic reproducer within the beautiful cabinet fills your living room with the music of a distant orchestra—with all the beauty and volume of the original—or the wonderfully

faithful reproduction of a famous Victor record.

And the new Screen-Grid Radiotrons in this superb instrument—with the special RCA Screen-Grid circuit—give a reserve of power such as has never before been possible in the electrical reproduction of sound.

RADIOLA DIVISION

RADIO-VICTOR CORPORATION OF AMERICA  
NEW YORK-CHICAGO-ATLANTA-DALLAS-SAN FRANCISCO

**RCA RADIOLA**

MADE BY THE MAKERS OF THE RADIOTRON



See your dealer for more information.



DIAGONAL, 460 (entre Passeig de Gràcia i Rambla de Catalunya)



# Iconic Images: holy days, poignant moments

- associate product with positive feelings inspired by (religious) holiday celebrations or historic moments



Caesar's experiments with the Roman water clock, prior to his invasion of Britain in 55 B. C., showed him that the weights were shorter in that country, necessitating trial and error in his plan of campaign.



## The Value of Time

By KRÓNOS

Paintings by HAROLD DELAY

CAESAR'S every campaign, his every act, proclaimed his masterly grasp of the Value of Time.

While Caesar's foes debated, Caesar struck. Forced marches across the Alps brought his legions from Rome to Geneva in eight days, an average of a hundred miles a day. To checkmate the German hosts invading Flanders, Caesar built in ten days his famous bridge across the Rhine.

His enemies at home decreed his resignation by a stated day. Caesar instantly declared civil war by plunging across the Rubicon. His punitive war in Asia Minor lasted five days. His message of victory was put into three words. His battle cry was "None."

Caesar's greatest contribution to the art of timekeeping, the Julian Calendar, stood for sixteen centuries. It came within three hundred years of bridging the gap between the crude water clock of ancient Rome and those marvelous timekeepers of our own day—

Shows one of the new Elgin Pocket Watches, C. H. Railroad Movement, in green and white gold, 50c. Material, construction, adjustments and service fully covered by Elgin Guarantee.



Elgin Watches  
MADE IN ELGIN, U. S. A.





# Columbia Grafonola

## "Now we can dance"

In thousands of pleasant vacation places this happy scene is repeated every year.

With this Vacation Model Columbia Grafonola you can dance to the very last note of every record. It is equipped with the Columbia Non-Set Automatic Stop, which operates on any record, long or short. Nothing to move or set or measure. Just put on your record and the Grafonola plays and stops itself.

Sweet and clear of tone, light, compact, and easily carried, this wonderful little Grafonola is a never-failing entertainer for vacation days.

*Columbia Grafonolas - Standard Models  
up to \$300. Period Designs up to \$2100.*

COLUMBIA GRAPHOPHONE COMPANY, New York  
Canadian Factory: Toronto







*Let your Kodak  
keep the Christmas Story*

Eastman Kodak Company Rochester, N. Y., *The Kodak City*

"When he's bigger,  
you don't know what  
these snapshots  
will mean"

HOW soon the adorable baby ways are just aside for the "real boy" look. How priceless they become—the snapshots that were taken, step by step, during the earliest years. In these you have him as he was, always. The days hurry by—the important changes come so soon—don't fail to keep the snapshot record up to date... Your snapshots can be more precious than ever now. They're so natural and lifelike when made with Kodak Flashstone Film. Try Verichrome—see what new picture opportunities it opens up. Eastman Kodak Company, Rochester, New York.



The pictures you will want TOMORROW... you must take TODAY

BEYER HENRY & GARDNER, July, 1911









## What will you have to show in future years for today's shopping dollars?

A PURCHASE FROM YOUR  
JEWELER IS AN INVESTMENT  
IN PERMANENT VALUES

**T**he old proverbial saying that you can't  
take your money with you is

What a foolish way of saying that you  
can't spend your money, and keep it too!

But the money that you spend at the jewelry store

On the typical purchase from the jeweler,  
you have an income of pleasure and satisfaction,  
not only for you, while you're wearing  
each of the pieces, but something that

For the shopping dollars invested in the

jewelry are not spent, but invested. Invested  
in a permanent addition to your income.

Millions of shoppers today think their  
shopping dollars have their own to do with  
luck. The day comes that even the  
most pocketbook the jeweler's work is  
with us today, both of style and value,  
that will last through a lifetime.

Building up a line of jewelry means build-  
ing up a heritage for the future, with your  
possessions that are a thought and industry  
evidence of one's wisdom and achievement.

# ELGIN

THE WORLD'S LEADING JEWELRY MANUFACTURER



These are Elgin watches  
made in the United States  
and are famous for their  
accuracy and reliability.



NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

Send to the nearest jewelry store a complete list of Elgin watches. This address: Elgin Company, Inc., Elgin, Ill.





THE GRAMOPHONE COMPANY LIMITED



BY APPOINTMENT  
SUPPLIERS OF GRAMOPHONES, RECORDS & DISCS  
TO HIS MAJESTY THE KING

... for all that is best in  
*Home Entertainment*



**"HIS MASTER'S VOICE"**

RADIO • GRAMOPHONES • TELEVISION



THE GRAMOPHONE COMPANY LIMITED • HAYES • MIDDLESEX



# Iconic Images: radiant beams

- combines religious and secular meaning



© [www.Cinengep.com](http://www.Cinengep.com)

**invitation**

**SEE IT AT WORK**

If an advertisement could sing, this page would chant the happy old lyric, "Come to the Fair." We want all the world to see the newest things the Mimeograph is doing to save money—and time. Therefore our intriguing display at "A Century of Progress," which opens this month in Chicago. See how all kinds of letters, forms, charts, graphs, etc., are easily duplicated by the hourly thousands, at small cost. This is your invitation. • • Or write A. B. Dick Company, Chicago. See classified telephone directory for local branch.

**MIMEOGRAPH**









# SPEED

Smooth and swift as the light of a comet, such is the speed of the Easy-Writing Royal Typewriter. Once it enters your office, tempo-making delays and distractions end. Letters are promptly typed and mailed, conserving the time and patience of executives. Its light, buoyant operation banishes undue fatigue and keeps your entire staff thankful and alert. For less effort is required—much more typing accomplished! Flawlessly neat! Letter-perfect in execution! This superior performance ever distinguishes the Easy-Writing Royal. Constantly improved in design and construction, it is the leader of office typewriters!

ROYAL TYPEWRITER COMPANY, INC., NEW YORK CITY

• DEALERS AND DISTRIBUTORS THE WORLD OVER •

**ROYAL**  
TYPEWRITERS





These color-coded sets  
rest of the group—  
with best value.



Like  
everything else

# Toothbrushes have been MODERNIZED

*It is just as easy to have the best available care for your teeth—and to enjoy the best results.*

A modern toothbrush such as these shows how it can be used to clean every surface of every tooth (many of which are still sore). It makes correct brushing easy—and really brightens teeth.

The famous Dr. West's Toothbrush is modernized better care of teeth. It is 20% to 30% smaller than the

old-fashioned side-sweep brush. And has the correct, rounded shape that permits thorough cleaning for every tooth, every surface, every crevice.

Bristle groups are widely spaced in open rows—accurately trimmed. They clean teeth more thoroughly, and are easily stored after using the brush. To have a clean brush is important.

Your druggist has Dr. West's new modernization for every member of your family.

adult's size, 50c; youth's, 35c; child's, 25c. "Professional" brush, 50c. Each brush is outlined, specially sealed, fully guaranteed. Today replace your present brush, the one that really took longest.

### CORRECT BRUSHING BABY

Brush always away from the gum, toward biting edge of the teeth. With correct action, the correct Dr. West's brush. Use a Dr. West's brush—because it was designed to make correct brushing easy. And now, in Dr. West's Tooth Paste, you have the correct modern aid to cleaning, brighter teeth.

Each Dr. West's gets a new brush—an outline do. Because after the brush action your fingers the cleaning and polishing actions of even these teeth, modern brushes.



See how the modern design of this brush cleans every surface and every crevice (shown in back) and makes it well as it should.



With each purchase of one Dr. West's Toothbrush your dealer will give you—FREE—a big 25¢ tube of the internationally successful Dr. West's Tooth Paste.



