

ZUR 5890: Cultural History of Advertising

Prof. Jean Retzinger

Course Goals



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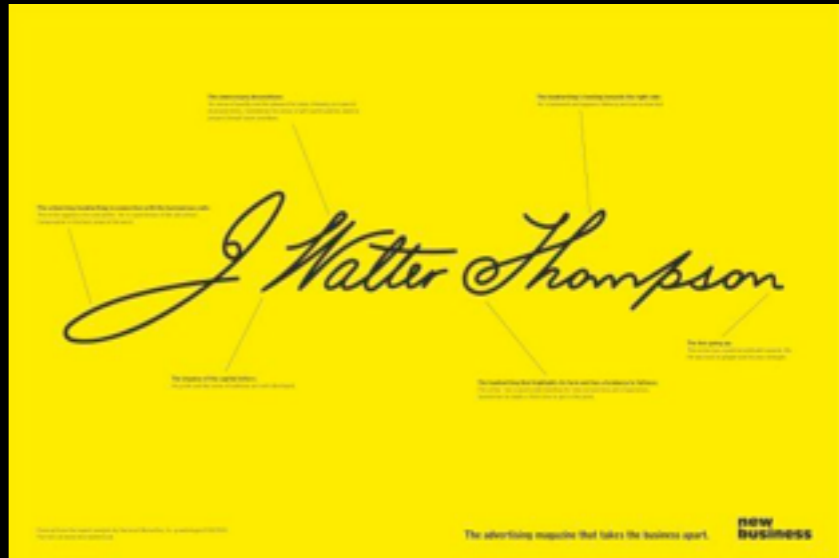




agilw
home of the big ideal

droga

Deutsch



AKQA



BUTLER SHINE STERN & PARTNERS



Wieden
Kennedy⁺



R/GA

DDB^o

BBDO



SLEEP WISH >
LIVE NAP!?
 LAUGH
 LOVE
 TRAVEL
EAT
 PLAY
 FREE
 BUBBLE
 BATH
 INTERNET
MOVIES 
 NO HOMEWORK. ♥

SEX
 FIRST
 TIME
 CRUSH
 HOPE
ASK
 HER OUT
 BEFORE
 IT'S TOO
 LATE
 NOW

FRIENDS MY
FACEBOOK LIFE
 REALITY
 SUCKS
NO
WORRIES 
 FOREVER AND
 THINK EVER 
 MUNCH
KISS
 MAKE OUT
 SMACK
 OUCH.

MUSIC
 PHOTOS
 VIDEOS
 YOUTUBE
 FUNNY
CLICK
 ENJOY
 WATCH IT

EMAIL  **SAY**
 LETTERS I MISSED YOU
 TIME
TIK
TOK STUCK IN
 GOOD A DREAM
BYE
 GOOD
 DAY
iLIFE  **HOME SICK**

DON'T
 THINK
 JUST DO IT
 BUILD **NO**
 DESIGN
 CREATE REGRETS
 WHATEVER PLEASE
YOU HATE
 WANT EMPTY
FAST TRAVEL
 FOOD AROUND THE WORLD
 I WANT SLEEP
 A CAR NOW
 A DREAM OR ELSE.

FAME
RICH \$
 MONEY
 GAMBLE
WIN LARGE
 CASINO HOUSE
 HOTEL LARGE
5★ HAPPY
 PENT HOUSE ENDING
 HOUSE FOREVER
LAS PRIVATE
 VEGAS LIMOUSINE
 HERE PLANE
LIFE

NO MORE
 STRESS
BE HAPPY
 PROUD **WHO**
 BEA SAID
 STAR MONEY
 DANCE CAN'T
ACT BUY
 SING HAPPINESS
!
 I BEG
 \$ TO
 DIFFER

BORN
TO
 LIVE
 BORN
TO
 DIE
 DON'T
 WORRY
BE GRATEFUL
 HAPPY LIFE.

DO
 DON'T
 HESITATE
 NEVER
 REGRET
 LEARN
 FROM
 YOUR
 MISTAKE

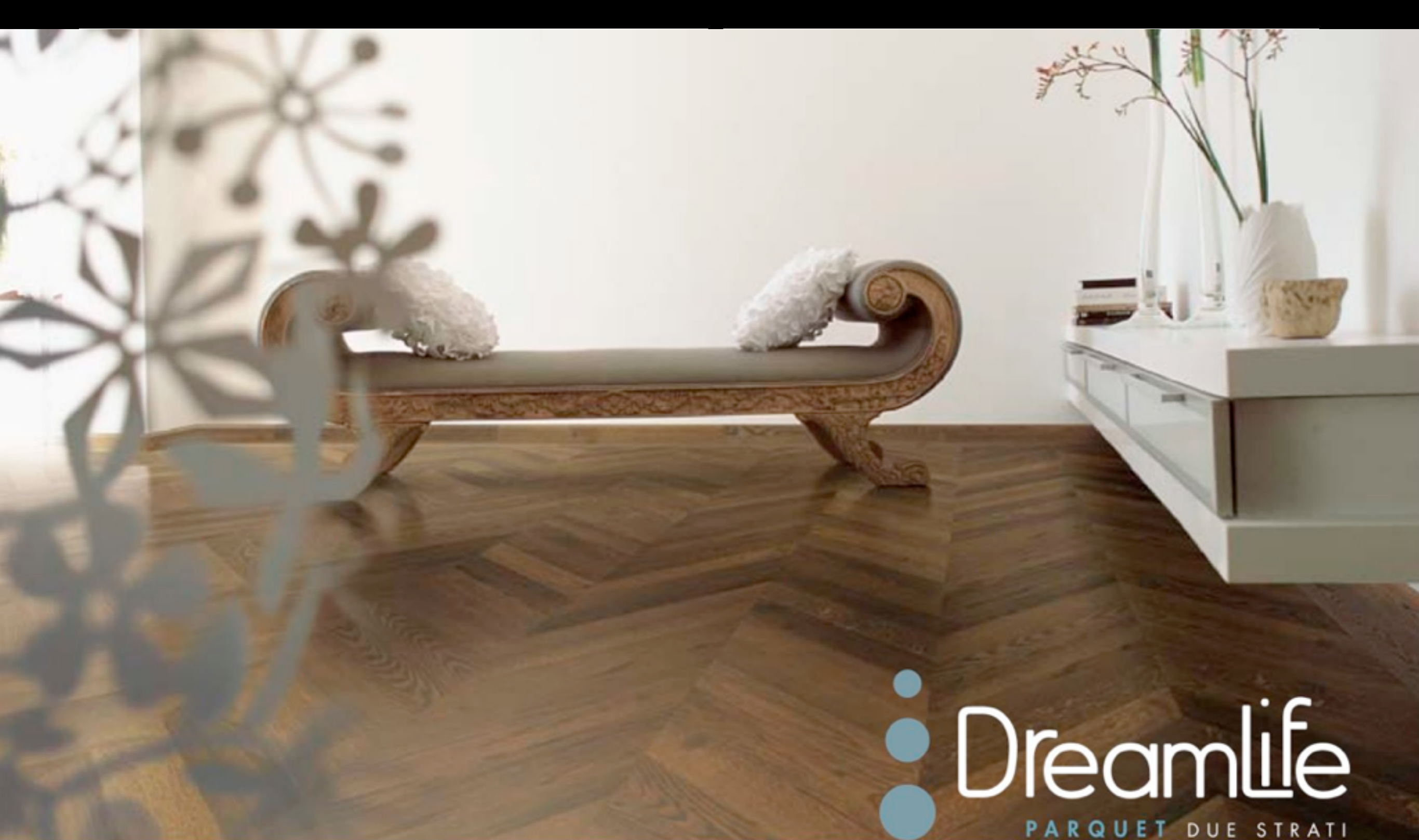
THE
 PAST

GET A DREAM
JOB. AND LIVE 
 BEST
 FRIEND
 BOYFRIEND
 GIRLFRIEND
WIFE  IT'S NOT
 HUSBAND THE
KIDS END!
 FAMILY
 GRANDKIDS
AND
SO:
ON:

FULFILLING MY
 DREAMS SLOWLY
 LIFE
 IS SO
 MYSTERIOUS
 SOMETIMES. GO FOR IT
THIS IS LIFE.

 WISHED
 SOME THINGS LAST
FOREVER

'Live the Dream!'



DreamLife

PARQUET DUE STRATI



WOODCO







Andy Warhol, 1962

Hungry Planet, Peter Menzel

What the World Eats, Part I

1 of 16

← BACK

NEXT →



← BACK

NEXT →

Japan: The Ukita family of Kodaira City

Food expenditure for one week: 37,699 Yen or \$317.25

Favorite foods: sashimi, fruit, cake, potato chips

• From the Book, "Hungry Planet"

What the World Eats, Part I

2 of 16

← BACK

NEXT →



← BACK

NEXT →

Italy: The Manzo family of Sicily

Food expenditure for one week: 214.36 Euros or \$260.11

Favorite foods: fish, pasta with ragu, hot dogs, frozen fish sticks

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel



What the World Eats, Part I

3 of 16 [← BACK](#) [NEXT ▶](#)

[← BACK](#) [NEXT ▶](#)

Chad: The Aboubakar family of Breidjing Camp

Food expenditure for one week: 685 CFA Francs or \$1.23
Favorite foods: soup with fresh sheep meat

• From the Book, "Hungry Planet"



What the World Eats, Part I

4 of 16 [← BACK](#) [NEXT ▶](#)

[← BACK](#) [NEXT ▶](#)

Kuwait: The Al Haggan family of Kuwait City

Food expenditure for one week: 63.63 dinar or \$221.45
Family recipe: Chicken biryani with basmati rice

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel

What the World Eats, Part I

6 of 16

← BACK

NEXT →



← BACK

NEXT →

Mexico: The Casales family of Cuernavaca

Food expenditure for one week: 1,862.78 Mexican Pesos or \$189.09

Favorite foods: pizza, crab, pasta, chicken

• From the Book, "Hungry Planet"

What the World Eats, Part I

7 of 16

← BACK

NEXT →



← BACK

NEXT →

China: The Dong family of Beijing

Food expenditure for one week: 1,233.76 Yuan or \$155.06

Favorite foods: fried shredded pork with sweet and sour sauce

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel



[← BACK](#) [NEXT ▶](#)

Egypt: The Ahmed family of Cairo

Food expenditure for one week: 387.85 Egyptian Pounds or \$68.53

Family recipe: Okra and mutton

• From the Book, "Hungry Planet"



[← BACK](#) [NEXT ▶](#)

Ecuador: The Ayme family of Tingo

Food expenditure for one week: \$31.55

Family recipe: Potato soup with cabbage

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel

What the World Eats, Part I

◀ BACK

NEXT ▶

12 of 16



◀ BACK

NEXT ▶

Mongolia: The Batsuuri family of Ulaanbaatar

Food expenditure for one week: 41,985.85 togrogs or \$40.02

Family recipe: Mutton dumplings

• From the Book, "Hungry Planet"

What the World Eats, Part I

8 of 16

◀ BACK

NEXT ▶



◀ BACK

NEXT ▶

Poland: The Sobczynscy family of Konstancin-Jeziorna

Food expenditure for one week: 582.48 Zlotys or \$151.27

Family recipe: Pig's knuckles with carrots, celery and parsnips

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel

What the World Eats, Part I [← BACK](#) [NEXT ▶](#)
13 of 16



[← BACK](#) [NEXT ▶](#)

Great Britain: The Bainton family of Cllingbourne Ducis

Food expenditure for one week: 155.54 British Pounds or \$253.15

Favorite foods: avocado, mayonnaise sandwich, prawn cocktail, chocolate fudge cake with cream

• From the Book, "Hungry Planet"

What the World Eats, Part I [← BACK](#) [NEXT ▶](#)
14 of 16



[← BACK](#) [NEXT ▶](#)

Bhutan: The Namgay family of Shingkhey Village

Food expenditure for one week: 224.93 ngultrum or \$5.03

Family recipe: Mushroom, cheese and pork

• From the Book, "Hungry Planet"

Hungry Planet, Peter Menzel



◀ BACK NEXT ▶

United States: The Caven family of California

Food expenditure for one week: \$159.18

Favorite foods: beef stew, berry yogurt sundae, clam chowder, ice cream

• From the Book, "Hungry Planet"



◀ BACK NEXT ▶

United States: The Revis family of North Carolina

Food expenditure for one week: \$341.98

Favorite foods: spaghetti, potatoes, sesame chicken

• From the Book, "Hungry Planet"



THIS CONVEYANCE

ASK FOR
HUDSONS SOAP

LEAVES **TO DAY**

NOTE **THE TIME**

ASK FOR
HUDSONS SOAP

LEAVES NO SMELL!

**HUDSON'S
SOAP**

IN FINE POWDER

Makes Clothes Lily White. Wholesome
and Fresh as Sea Breezes.

MARVELLOUS FOR SCRUBBING FLOORS & WASHING UP

www.AdvertisingAntiques.co.uk

1890s to early 1900s

analytical tools (semiotics)







TLAČÍTKO PRO
CHODCE



SKLO



Pro zdravé
město

www.cistapraha.cz

Ombudsman pro zdravé město ☎ 800 100 000

GRAF



*Tá a Grafova hovězí polévka
v kostce jsme mamincinými
miláčky!*

Your hands and all the clothes you wash

deserve the same consideration you give fine fabrics

In the water an hour and a half every day washing the dishes—your poor faithful hands.

Spare them that constricted red look that comes from using strong kitchen soap—it literally burns out the beautifying oils from the skin of your hands.

They deserve the kindest of all soaps—Lux. You know how gentle Lux is, you've used it for years to wash your silks and woollens, your finest things, and it has always left your hands in beautiful condition.

Use Lux in place of bar soap for washing dishes. Toss a single teaspoonful into your dishpan. The quick rich suds are every bit as easy on your hands as fine toilet soap. A single teaspoonful is all you need!

Nowadays, everything you wash is too nice to trust to ordinary laundry soap

Your muslin night gowns and chemises, your gay little house dresses, Mary's dainty gingham frocks, Tommy's fine little cotton blouses, the household linen—all these things cost so much nowadays that they deserve to be washed with the same consideration your finer things receive.

Washing with ordinary laundry soap is harder on your clothes than the actual wearing of them. Harsh soaps destroy the very life of the fabric.

Use Lux for the family laundry—magical Lux! See how much longer ginghams keep their fresh, new look. Cuffs wear longer, dimities and muslins don't wear thin in places and give out so quickly. Your table cloths and napkins—the bed linen, too—you get longer service from everything you wash with Lux.

You know how wonderfully cleansing Lux is, what big brimming suds spring from a tiny bit of the magic flakes. A little Lux goes so far that it is actually more economical than kitchen soap.

The rich Lux suds clean so perfectly. Everything comes out of the gentle Lux bath looking so beautiful! Use Lux next washday and see how your clothes sparkle on the line.



One teaspoonful enough for dishwashing?



"Saves my hands!"—"Wonderful for the laundry!" women everywhere say . . .

"I always distilled dishwater unless it was foaming with suds. I used an enormous amount of soap in the shaker. Now I get the same results with one teaspoonful of Lux in the dishwater. And now can cheerfully do my wash with comforting thought that these mild luxuriant Lux suds can do my hands no harm."

"Being the mother of three growing girls and one small boy, I naturally have a great deal of washing to do. I find that Lux helps me out more than anything I have ever used. It makes the clothes whiter and sweeter than ordinary soaps and powders. Then too—I find Lux economical. It takes such a small amount of the white flakes to make such a large amount of magic suds. Lux is a wonder-worker."

IN ADDITION to the well-known uses—washing silks, woollens, fine cottons and linens—use Lux for dishes, the family laundry, shampoo, babies' milk bottles, paint, porcelain, woodwork, rugs and linoleum.

A little Lux goes so far it's a real economy to use it



Safely and Beautifully Laundered with LUX

For washing those dainty, filmy, colourful things that are a delight to both sight and touch, Lux excels in efficiency and is as safe as pure water itself.

Colouring, and fabric too, of triple voile, satin and other silks are safe with Lux.

Harsh soaps break out the threads of almost any garment. Particles of the soap cling to the fabric and rot it. But mild, foamy Lux suds will make the garment clean and fresh—harmlessly.

Wash your Silk Underthings like this:

Whisk one tablespoonful of Lux into a thick lather in a washbowl half full of hot water. Add cold water until suds are lukewarm. Press the suds repeatedly through soiled

spots. Rinse in three lukewarm waters. Squeeze water out—do not wring. Roll in a towel—when nearly dry, press with a warm iron—never a hot one.



LUX won't hurt anything that water alone won't injure

LEVER BROTHERS LIMITED
TORONTO

SNUBBED AT FIRST... HAPPY CLUB MEMBER NOW

Timid Tina TAKES A CHANCE

AND LEARNS ABOUT THE LATEST AIRPLANES AND THE LATEST LAUNDRY SOAP



JANE, I'M SCARED! I'VE NEVER BEEN UP BEFORE. I MUST GET HOME AND START THAT BIG WASHING... IT'LL TAKE ALL DAY.

COME ON, NO EXCUSES NOW!



IT'S WONDERFUL... AND I FEEL SO SAFE! BUT YOU'RE TO BLAME IF I DON'T GET MY WASHING DONE.

NONSENSE! I'LL SHOW YOU HOW TO FINISH THAT WASH IN LESS THAN AN HOUR... AND HAVE WHITER CLOTHES, TOO.



LAYER... BUT THERE'S A SA... SHE NOW... OXYDOL... IT'S AS DIFFERENT FROM OTHER GRANULATED SOAPS AS THAT AIRLINER FROM THE AIRPLANES 10 YEARS AGO.



LOOK AT THIS PRIME DRESS, I'VE WASHED IT A DOZEN TIMES IN OXYDOL WITHOUT EVEN A SIGN OF FAPE!

WONDERFUL! MINUTES AND I HAVE SHEETS AS WHITE AS SNOW... BUT HOW DO YOU DO IT? FAPE THEM?



WHAT! NO BACKACHE TONIGHT? NO WASHDAY BLUES? AND YOU WANT TO GO TO THE MOVIES... WHAT'S HAPPENED?

JANE SHOWED ME A NEW LAUNDRY SOAP, RALPH... OXYDOL. IT'S REALLY A MIRACLE. NO SCRUBBING, NO BOILING. YOU'VE NO IDEA HOW MUCH TIME AND WORK IT SAVES.

WHY OXYDOL Works So Fast... Yet Is So Safe

Now, in keeping with the amazing advancements of science in other fields, domestic use simply isn't fast-washing, white-washing laundry soap. Just 15 minutes soaking in the tub... no scrubbing, no boiling... and white clothes wash so white it will amaze you. You'll wonder how a soap that works so fast can be so safe. Here's why. Oxydol is the result of a patented process which makes mild, gentle soap wash faster... a formula which makes it 2 to 3 times whiter washing. Thus you get the utmost washing speed and whitest clothes... with the utmost safety. Even sensitive people prefer after 100 consecutive Oxydol washings, come out brilliant, fresh. No wonder women everywhere are calling out favorite songs of every kind for Oxydol.

Accept FREE Trial! Send your name and address to Trotter & Gardner, Dept. C-19-HP, Box 1811, Cincinnati, Ohio, and we'll see you get a regular 10c package through for one full washing absolutely free. Or to avoid delay—get OXYDOL today from your own dealer.



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 the 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:

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

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

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 caustic soap 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

1936

1934



"Chipso is safe," says Mrs. Pine, "because it is SAFE. This price has been worked out easy for you, yet the value is as bright as ever."

"Chipso gets the dirt out of David's sweater WITHOUT HARD RUBBING—yet it is soft, too, for his soft wool sweater."

"There's not a stain in the wash almost every week for 6 months. The COLOR has NEVER RUN the least at all."

Peggy's dress is as fresh as if it were brand new although "It has been washed" time and again with Chipso this past year," her mother says.

"Daddy's sandy-colored dress has had regular Chipso washings winter and summer FOR OVER A YEAR."

UNRETouched, DIRECT COLOR PHOTOGRAPHS, TAKEN IN THE HOME OF MRS. E. L. PINE, DAYTON, OHIO.

"No clothes lost through fading" . . .
 one important reason why Mrs. Pine has her washing done with Chipso



Look at Ditty and Peggy Pine. How plump their small cheeks are, with their simple lines and clear, definite colors! And Bobby and David are well-groomed little men. Neat-trimmed, faded colors . . . whiter snowy white! This photograph shows you that clothes need not be new to look nice. Nicely laundered clothes stay new looking. That is where Chipso helps Mrs. Pine. "Chipso takes the dirt out quickly without hard rubbing, yet Chipso doesn't fade colors," she says. "In fact, we think Chipso is unexcelled because it is SAFE for everything. My sports clothes and house dresses wash beautifully in Chipso. Underwear and stockings keep their color and wear well. I usually wash baby's woolen sweaters myself with Chipso. The wool stays nice and soft, without shrinking or turning yellow."

It's simpler . . . never harsh on hands or clothes

Rich suds . . . dirt out
 without hard rubbing

Ditty (the children's mother "Daddy") washed for Mrs. Pine's mother when Mrs. Pine herself was no older than Ditty is now. Here you see Ditty with a five-family wash in progress. "And it's no lifting item," says Mrs. Pine. "With David at the crumpling and folding up, Ditty often washes three times a week. But Chipso gets the work through fast because it makes work good, rich suds. They DISH the dirt out. That is another way that Chipso saves our clothes. It makes hard, washed rubbing—which saves materials and wastes all buttons—totally unnecessary."



Chipso makes clothes wear longer

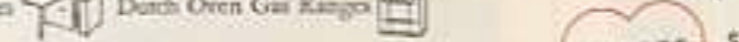
BETTER HOMES & GARDENS, July, 1933

1934



That's what I've been waiting for"

And aren't you glad you waited! For when that big, handsome new Maytag comes through your door, wash-day drudgery flies out the window. Biggest washings, heaviest fabrics, work-clothes, filmy lingerie, baby things . . . all are handled in a jiffy . . . in the big, square cast-aluminum tub. And Maytag's exclusive gyroform action is so rough . . . so gentle on clothes! See this great new Maytag with its many new-day features at dealer's now. The Maytag Company, Newton, Iowa. Washers . . . Ironers . . . Freezers . . . Dutch Oven Gas Ranges . . .



MILLIONS OF WOMEN HAVE THEIR HEARTS SET ON A NEW **Maytag**

Maytag

1946

NOW, TIDE WASHES CLOTHES WHITER THAN YOU CAN BLEACH THEM!



Yes, TIDE gets clothes **WHITER** than bleach alone. **WHITER** than bleach added to any soap or detergent!

New TIDE miracle? No need to bleach - except for stubborn stains!

YES! How wonderful have you ever been about clothes that don't get too bright clean? Even if you wash them in bleach (except!)... No, no. Tide washes better than any other washing product with a bleach added! It's washed by you. The 10-cent store you see here wash where your clothes come with Tide. When you'll come need to get bleach in the wash water again.

CLEANER CLOTHES. TIDE gets clothes cleaner than any way of you ever. No soap added to wash gives it, we have clothes as fine as falling that Tide's washing the Tide for washing clothes.

NO OTHER WASHING PRODUCT CAN PROMISE ALL THIS!

WASHES CLOTHES **WHITER**

THAN YOU CAN BLEACH THEM!

GETS CLOTHES **CLEANER**

THAN ANY SOAP OR DETERGENT!

MILDER

FOR HANDS THAN ANY OTHER DETERGENT!



So kind to hands! So safe for all washable colors!

NO BURN, NO BUBBLE! Yes, with all its cleaning and whitening power, Tide has no staining or irritating. And even the heating (temperature) made especially for whitening you as gentle and kind to hands as Tide!

ACTUALLY BRIGHTENS COLORS! For brightest kind of Tide white, wash your clothes with Tide. After you see this, you'll want to see Tide. You, Ma'am! You see that your clothes look really good and gentle to your skin too.

NO STAINING TO WORRY! With a little Tide added each time of wash, you'll never worry... you'll be in better luck. It's a miracle of science. On Tide today, and next washing you'll never see stains. When it's time to wash!

Women have made TIDE America's biggest-selling washday product - they're

CRAZY ABOUT TIDE!



A MIRACLE CLEAN WASH!
Tide, Tide will get everything you wash... (text continues)

A MIRACLE WHITE WASH!
Tide gets all your white clothes looking like... (text continues)

A MIRACLE BRIGHT WASH!
Tide gets all your washable colors in Tide... (text continues)



TIDE WASHES CLOTHES CLEANER THAN ANY OTHER TYPE PRODUCT YOU CAN BUY!

The Everyday Collection
by Target



The Everyday Collection / Target

"A Gifted Gal"

*-that's what a man thinks
when his lady makes
elegant cakes like these*

Light, tender
white cake

With
chocolate fudge
cake



Easy, quick...with the new

Pillsbury CAKE MIXES

WHITE & CHOCOLATE FUDGE

Plan a new triumph for yourself—with superb cakes like these. In these two new cake mixes Pillsbury provides the finest ingredients—special cake flour, shortening, eggs, sugar. Everything is blended completely and perfectly to give the same fine results every time you bake.

You simply add milk—and milk only. No "halfway mix," in which eggs and other ingredients must be added, can possibly give you such inspiring ease and convenience as these two Pillsbury mixes.

Call your cakemaking into new ways. Open up a package and bake a wonderful cake today—white or chocolate fudge—the two flavors America likes best.



*You and Mom Pillsbury
can make a great team*

Now Pillsbury has developed these new cake mixes in two flavors to give you twice as many choices, and give you perfect results every time.

MILK IS ALL YOU ADD TO THE 2 NEW PILLSBURY CAKE MIXES

1949

Why not you?

A new triumph awaits at your very finger tips—a cake with all the tender deliciousness, all the sumptuous cream-lither as the one you see here. And must you go through a struggle to savor this new triumph? Not at all. You merely have to add milk to either one of

the two new Pillsbury Cake Mixes—White or Chocolate Fudge. Why don't you march in tonight with one of these truly wonderful cakes and give your family a thrill that they can feel right down to the tips of their toes? Why not? Why not you?



Just add milk—



Milk is all you add—no eggs, shortening, or oil or other of any kind required. These are complete mixes.

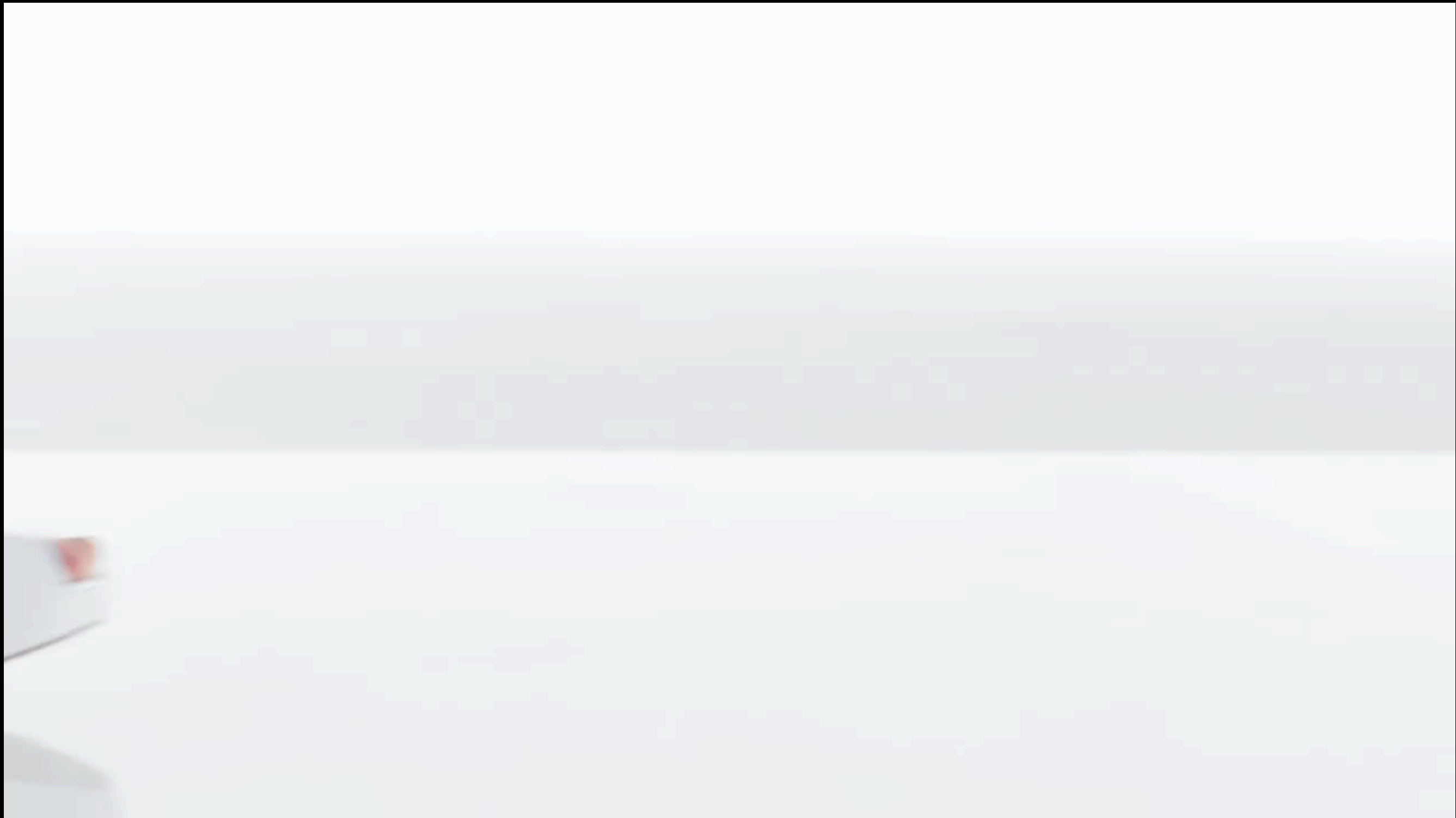
*Remember—
You and Mom Pillsbury
can make a great team.*



Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

1950



The Everyday Collection / Target

EAT In
Packets
Only

QUAKER
MADE BY THE AMERICAN CEREAL CO.
CHICAGO, U.S.A.

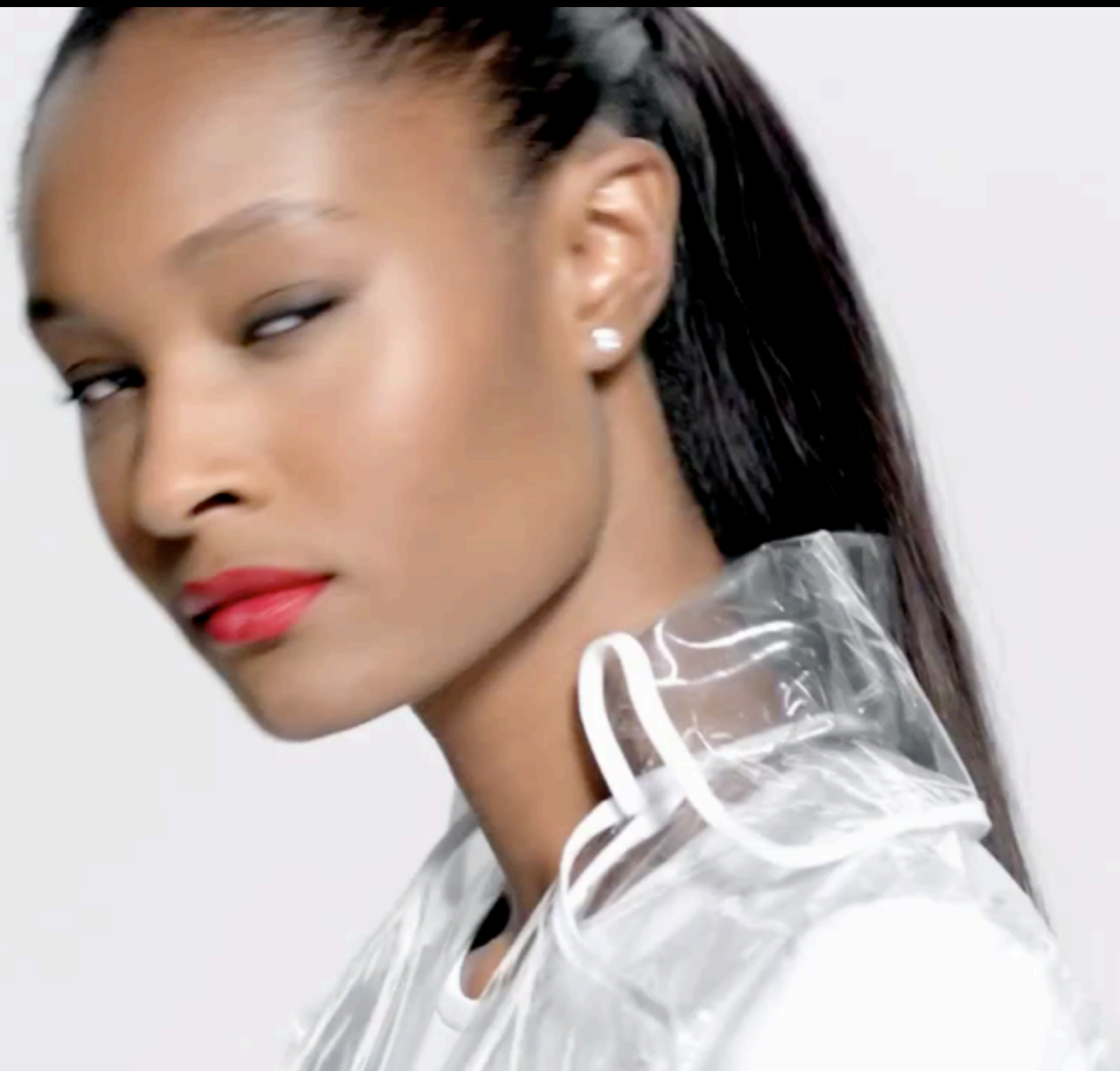
**Quaker
oats**

QUAKER

PURE

OATS

www.AdvertisingAntiques.co.uk



The Everyday Collection / Target

A Food for Expectant Mothers ..



Malted Nuts, 5-cent
\$1.00. Pylla and
Lacto-Dextrin, \$1.00
each. Sold by all Health
Food Centers, and by
leading grocery and de-
partment stores.



LIVING-IN establishments for years have used Malted Nuts as a food for expectant and nursing mothers. Its remarkable nutritive qualities cause an increased flow of high quality milk. In the Journal of American Medical Association of August 11, 1917, it was reported that when the diet of nursing mothers was enriched by Malted Nuts their milk contained 28% more food for the infant than the average of nine other dietaries.

Malted Nuts is a "building food," with a rich, pleasant, nutty flavor. It is nutritious, easily assimilated, and is rich in food iron and other tissue-forming elements. It is highly concentrated, resembles dried milk in composition, and is valuable in the treatment and prevention of anemia. Malted Nuts is also valuable in weight-building diets.

Disturbing Laxatives Unnecessary

Every physician recognizes the importance of regular habits of elimination. It is vastly important during pregnancy and motherhood. From Battle Creek comes a new, drugless way to regular habits that is not stomach disturbing. It consists of two products: Pylla (pronounced Sila) to painlessly absorb and carry away intestinal poisons and establish normal elimination; and Lacto-Dextrin, to change the intestinal flora to the beneficial *Acidophilus B. germs*. Both are auxiliary foods, not habit-forming medicines!

BATTLE CREEK
A KENTUCKY
HEALTH FOODS
for everyday

Free Advice on Healthful Living The Battle Creek Food Co. manufactures the dietetic discoveries of a Great Nutritionist. The Company's profits reduce the usual nutrition charges, who give FREE carefully considered scientific answers to your questions on diet. The famous book, "Healthful Living," is sent free upon request. Address: THE BATTLE CREEK FOOD CO., Dept. 232, Battle Creek, Michigan.

Why do so many women worry about vitamins when they're pregnant, and stop when they're not?

If you've ever been pregnant, or plan to have a baby someday, you should know how important good nutrition is to health.

Pregnant women have substantially lower vitamin levels than their fetuses. This is because the growing, unborn child gets its nourishment directly from its mother's blood. So, while the fetus is getting the lion's share of vitamins, its mother is coming up short.

**Before and after birth:
nutrition counts.**

One third of all pregnant women also have a folic acid vitamin deficiency, a condition that could lead to certain forms of anemia.

There is also evidence that poor nutrition in a pregnant woman can affect the transfer of nutrients to the fetus.

Because of the importance of vitamins during pregnancy, the Food & Nutrition Board of the National Academy of Sciences recommends a vitamin intake increase of 25 to 50%.

Even after birth, vitamins are important. Nursing mothers who are not receiving adequate nutrition suffer a reduction in milk. On the other hand, an increase in the mother's vitamin intake rapidly raises the level of vitamins in her milk.

**Vitamins are
essential to everyone's
life and health.**

It's very possible to come up short on vitamins over a period of

time with gradual depletion of body stores. Then, once levels are significantly depleted, noticeable symptoms can result. You can lose your appetite and then body weight. Often increased irritability, sleeplessness or constant drowsiness occur. Lowering of vitamin levels over extended periods can change your body's chemistry and, in turn, result in abnormal metabolism.

**You don't have to be
pregnant to need
extra vitamins.**

If you take birth control pills you could need extra folic acid, B₁, B₂, B₁₂ and up to ten times the normal amount of vitamin B₆.

This has been confirmed in several studies. However, your own physician should be consulted.

**Men as well as women may
need extra vitamins.**

If you drink, smoke, diet or happen to be sick, you may be robbing your body of vitamins.

There are a variety of ways to make sure you get enough vitamins. First, eat a balanced diet and look at the nutritional labels of the foods you buy. Today, many foods are vitamin enriched or fortified.

To be sure, you can take vitamin supplements daily. There are a number of different formulations including multiple vitamins and B-complex with C, as well as supplements of individual vitamins.

Vitamin Information Service,
Hoffmann-La Roche, Inc., Nutley,
New Jersey 07110.



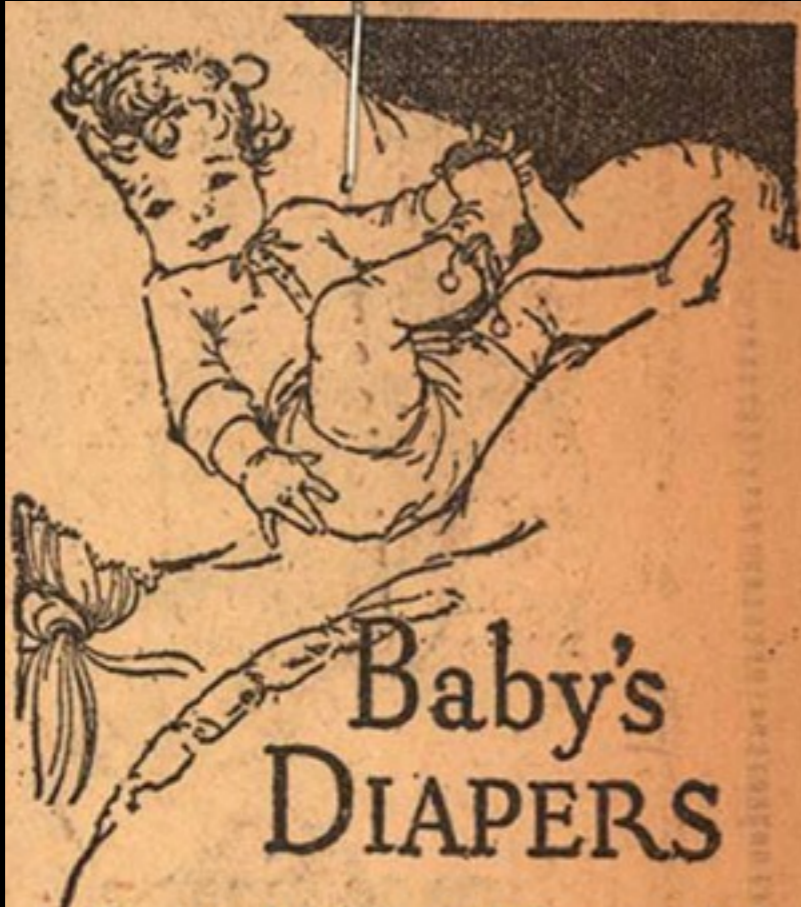
Your health is our concern.

1930

1977



The Everyday Collection / Target



Baby's DIAPERS

Won't irritate his tender skin washed this way

It isn't safe to wash baby's diapers in harsh soap—his skin is so tender, so easily irritated. Wash them in pure Lux—there's nothing in it to irritate. So easy on your hands, too!



1925

CV
Custer Park 2/2/25



Little Bart put Mrs. Sherwood's Maytag back in diapers again

Her Maytag probably won't notice another few loads. It's been doing 25 a week for 6 years. Hasn't had a major repair yet.

Eight-month-old Bart (Sherwood) of Fairfield, Connecticut, is the third member of the family to have diapers done in Mrs. Sherwood's Maytag Automatic Washer. Which of course has also been doing all the other wash for this family of 10 as well.

Every day of the week, Mrs. Sherwood does at least three full loads of laundry (one including Bart's diapers). In spite of this steady stream of work, the Sherwood's Maytag has yet to need a major repair.

Because clothes are the dominant item in the Sherwood laundry, Mrs. Sherwood is especially fond of her Maytag's wash 'n' wring cycle. Best of all though, she likes Maytag's day-in, day-out dependability.

That's just what Mrs. Sherwood.

For a complete guide to all Maytag Washers and Dryers, and life in color, see: *The Maytag Company, Dept. 301100, Newton, Iowa 50654.*



MAYTAG
the dependable automatic

1965



The Everyday Collection / Target

Is Mankind?

Is man kind?

Are we good?

Go see.

Go look through their windows, so you can appreciate their views.

Sit at their tables, so you can share their tastes.

Sleep in their beds, so you may know their dreams.

Go see.

And find out just how kind the he's and she's of this mankind are.

Belong Anywhere.



Is Mankind?

<https://www.youtube.com/watch?v=2xegsh1CmPU>



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