

Ads of the Past

Written by Cosma Papouis

Friday, 17 September 2010 22:10 - Last Updated Friday, 17 September 2010 22:10

Ads of the Past



Before you sold me, Mom... maybe you'd better light up a **Marlboro**

Gee, Mommy you sure enjoy your **Marlboro**

Yes, you need never feel over-smoked... that's the Miracle of Marlboro!

Yes, you need never feel over-smoked... that's the Miracle of Marlboro!

FROM CHOICE OF HARD TIPS & PLAIN ENDS TO BEAUTY TIPS (RED)

This advertisement features a baby in a top hat and a woman. The baby is holding a sign that says "Yes, you need never feel over-smoked... that's the Miracle of Marlboro!". The woman is also holding a sign with the same text. A pack of Marlboro cigarettes is visible in the bottom right corner.

How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400

BLATZ
MILWAUKEE
Always the same good old *Blatz*

This advertisement features a black and white illustration of a woman holding a baby. The text is in a classic serif font. At the bottom, there is a logo for Blatz Beer, which includes a portrait of a man in a triangle and the word "BLATZ" in large letters. Below the logo, it says "MILWAUKEE" and "Always the same good old Blatz".

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for prompt control of
senile agitation



THORAZINE*

Chlorpromazine, S.F.F.I.

'Thorazine' can control the agitated, belligerent senile and help the patient to live a composed and useful life.

 Smith-Kline & French Laboratories

— N.Y. N. Reg. U.S. Pat. Off.

Watch "Sabbies of Parrot"
For exciting adventures, see the
7up TV commercial with

Why we have the youngest
customers in the business

This young man is 11 months old—and he isn't our youngest customer
by very much.

For 7up to be pure, no whitener, you can even give it to babies and
bed good about it. Look at the back of a 7up bottle. Notice that all
our ingredients are listed. (That isn't a requirement of soft drinks; you know
—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be teased
to drink their milk, try this: Add 7up to the milk in just parts, pour-
ing the 7up gently into the milk. It's a wholesome combination—and
it works! Make 7up your family drink. You like it... it likes you!

Nothing does it like Seven-Up!

If your husband ever finds out you're not "store-testing" for fresher coffee...

... if he discovers you're
still taking chances
on getting flat, stale coffee
... we'll be onto you!

For today
there's a sure
and certain way
to test for freshness
before you buy

PREMIUM PICKED
Chase & Sanborn
COFFEE

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FAT
the ENEMY that is shortening Your Life
BANISHED!

NO DIET - NO BATHS
NO EXERCISE!

NO DANGER

HOW?
with
SANITIZED
**TAPE
WORMS**
Jar Packed

"FRIENDS FOR A
FAIR FORM"

Easy To
Swallow

Prepared By
W. T.
BRIDGE, Chemist
New York

SEND NO MONEY
PARTICULARS
MAILED
FREE

No Ill
Effects!

CASWELL'S
PRIMES
ROYAL
PLACARD

The advertisement depicts a woman in a purple dress standing amidst a large pile of various food products, including cans, boxes, and bottles. The products are labeled with names like 'CASWELL'S', 'PRIMES', and 'ROYAL PLACARD'. The overall theme is the removal of fat from the diet through the use of 'Tape Worms'.

show her
it's a man's world



Van Heusen



SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!

L: GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING- AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?
VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

Vitamins for pep! PEP for vitamins!*

Kellogg's
PEP
WHOLE WHEAT
CEREAL

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reason so many doctors enjoy them. Camels have mild, cool mildness, just what you need, and a flavor unmatched by any other cigarette. Make this switch to the leader only Camels for Doctors and we know well Camels please your taste. How well they will live there in your ready smoke. You'll see how responsible a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



For 30 days, test Camels in your "V-Zone" (V for Throat, T for Taste).

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I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have —
Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

see RONALD REAGAN
starring in "HONG KONG" a Pine-
Thomas Paramount Production
Color by Technicolor

CHESTERFIELD "Buy the beautiful
"Christmas-card" carton

The Subaru GL Coupe. Like a spirited woman who yearns to be tamed.

Perhaps you're a man who grabs life by the cuff. You live life your way. And it shows... in the clothes you wear...in the women you love...and in the car you drive.

The Subaru GL Coupe is waiting for you.

Sleek. Agile. The sculptured lines of the one piece body invite you in. With front wheel drive she's different. A step ahead of the others. Go to her. Let her cradle you in the softness of her highback reclining bucket seats. Surround yourself with the lushness of her interior appointments. The GL Coupe is ready.

Now. Turn her on.

Lead her to the open road. This is where the Subaru GL Coupe wants to be. Unleash the relentless power of her 1400cc quadrozontal engine. Control the Coupe's every movement - her every twist and turn - as you take hold of her rack and pinion steering. She'll make it smooth with her four wheel independent suspension. She'll carry you away as she peaks to the red line of her tach.

The Subaru GL Coupe is yours. Waiting for you. And one more good thing, she costs so little to keep happy.

**Front Drive
Subaru**



IMAGE HOSTED ON WWW.SCOOBYBLOG.COM - BLOG ABOUT SUBARU

Iver Johnson Revolvers

are not toys: they shoot straight and kill. You may need one only once in your lifetime: buy now, so you will have it at that time.

SAFETY \$6.
HAMMERLESS
AUTOMATIC

ACCIDENTAL DISCHARGE IMPOSSIBLE

Papa says it won't hurt us.

Absolutely Safe

Send for Our fire-arms encyclopædia

IVER JOHNSON'S ARMS & CYCLE WORKS, FITCHBURG, MASS. U.S.A.

For *Double Reason* you'll prefer the
"DOUBLE-RICH" Bourbon



It's the "CREAM" of Kentucky

Most Kentucky Bourbon is good. Cream of Kentucky is superior, selected from the Green whiskeys Kentucky ever produces. ... *Double-Rich* is the character that gives Kentucky Bourbon its world-wide fame.

It's the Favorite of the World

Most Cream of Kentucky is bought than any other straight Bourbon in the world. This means savings in distribution cost, which benefits you in price. It pays to join the majority. ... say, "Make mine Cream!"

CREAM
Cream of Kentucky
 STRAIGHT BOURBON WHISKEY

Now Men Adore Her Milky-White Skin



ONLY LAST WEEK MUDDY SKIN MADE HER HOMELY!

SHE has the loveliest face! Once muddy skin, freckles and blemishes made her actually homely, until she learned of a delicate, dainty white cream, called Golden Peacock Bleach Creme. This new discovery brought out the hidden *natural* whiteness of her skin in three days! And now, in only ten minutes a week, this same cream keeps her skin always dazzling white.

No more redness, sallowness or freckles; blackheads and blemishes never bother her. Try a jar of Golden Peacock Bleach Creme yourself—at any drug store or department store toilet counter.

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The image is a vintage advertisement for Philip Morris cigarettes. At the top, the text reads "THE PHILIP MORRIS... DON'T DON'T DON'T". Below this, on the left, is a black and white illustration of a young woman with a joyful expression. To her right, a speech bubble contains the text "SMOKE FOR PLEASURE" in bold, uppercase letters, with "today" written in a cursive script below it. In the center, another speech bubble contains the text "NO CIGARETTE HANGOVER" in bold, uppercase letters, with "tomorrow!" written in a cursive script below it. On the right side of the advertisement is a black and white illustration of a man in a suit and tie, smiling and clapping his hands. At the bottom of the advertisement, there is a small logo of a man's profile and the text "THE PHILIP MORRIS".