



## The GREATEST MOTHER in the WORLD

**+** Stretching forth her hands to all in need; so few or Gentile, black or white; knowing no favorite, yet favoring all.

Kindly and eager to comfort at a time when comfort is most needed. Helping the little home that's ousted beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with some on some; replenishing empty bins and empty cupboards; bringing warmth to hearts and hearts too long neglected.

Seeing all things with a mother's quick sense that's blind to salaried and meanness; seeing men in their true light; as outspiry

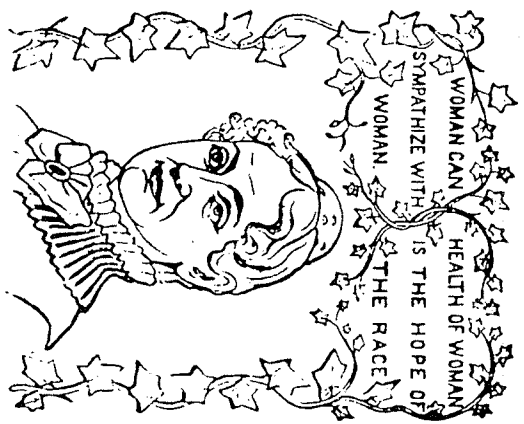
children — stretching, biting, bitter — but with a hidden side that's quickest, touched by mercy.

Reaching out her hands across the sea to No Man's land; to cheer with warmth and comfort's thousands who must stand and wait in stretched and crawling holes and water-soaked encampments where cold and wet bite deeper, so they write, than Beche steel or lead.

She's warming thousands, feeding thousands, healing thousands from her store; the Greatest Mother in the World — the RED CROSS.

Henry Dasher of a Red Cross War Fund Fair in War Relief

World War I redeemed the image of advertising in America. Federal government agencies and charities like the Red Cross employed ad agencies to create national advertising campaigns that effectively persuaded Americans to give money, save food, join the military, or, more ominously, to hate everything German.



*Good for the whole Lydia E. Pinkham*

### LYDIA E. PINKHAM'S VEGETABLE COMPOUND.

A Sure Cure for all FEMALE WEAKNESSES, including Leucorrhoea, Irregular and Painful Menstruation, Inflammation and Ulceration of the Womb, Flooding, PRO-LAPSIUS UTERI, &c.

By the late 1800s, the most visually enticing ads extolled the virtues of patent medicines — "cure-alls" that really cured almost nothing, and were often harmful and occasionally lethal. These ads tainted the image of advertising in general, and consumers often equated advertising with fraud.

# Through the turnstile to a land of ADVENTURE!

A unique plan of shopping that 2,500,000 women are using today!



WOMEN throughout the world are turning to the unique method of shopping that is being developed in the United States. The new method is the "Chain Store" method. It is a new method of shopping that is being developed in the United States. It is a new method of shopping that is being developed in the United States.

**Chain Store**—power cost. You have a store in your home. The store is in your home. The store is in your home. The store is in your home.

**Piggly Wiggly STORES**  
The finest kind of every good at the lowest price. A SERVICE SHOW OFFERED IN OVER 100 CITIES AND TOWNS.

During the 1920s "Chain stores" like Piggly Wiggly (we would call them "supermarkets" today) radically changed shopping patterns. Shoppers, accustomed to the limited choices of corner stores and street vendors, had to be taught how to read labels and then choose products from the shelf, rather than ask a grocer to assemble their order. Many shoppers found this new way of shopping almost incomprehensible—one chain store owner found that no one would use his new shopping carts until he paid "fake" shoppers to push carts around the store, thus showing the actual customers how to manage this unfamiliar technology. Ads also eased the public's anxiety about these new stores.

## "Yeast builds resistance," says PROF. DOCTOR PAUL REYHER famous lecturer at the University of Berlin

The medicinal value of yeast are many fold. There is a high percentage of protein in yeast... Fleischmann's yeast is the perfect balancing of the normal system. It also imparts the appetite, regular metabolism, promotes growth and repairs the body's power of resistance to every kind of infection... One can see, therefore, that yeast builds a reasonable lasting frame.

*Prof. Dr. Paul Reyher*

Another of the great medical... In a recent essay, Professor Paul Reyher, of the University of Berlin, said that yeast is the most essential food for the human body. He said that yeast is the most essential food for the human body. He said that yeast is the most essential food for the human body.

**PROF. DR. PAUL REYHER**  
Lecturer at the University of Berlin, Germany. He has written many books on the medicinal value of yeast. He has written many books on the medicinal value of yeast.

**FLEISCHMANN'S YEAST for HEALTH**



In a decade when many Americans increasingly believed that the values of science and "modernity" were becoming more important than those of religion, advertisers attempted to depict their products as both modern and scientific. Although the Fleischmann Company, manufacturers of brewers' yeast, suffered during the early years of Prohibition, an ad campaign stressing the scientific and health values of yeast saved the company and made Fleischmann's Yeast a household name.



Ad writers consulted a medical dictionary and discovered the word "helioliosis." This ominous-sounding word meant nothing worse than bad breath, but Listerine ads suggested that this "flaw" would consign women to a lifetime of spinsterhood.



Many advertisers sincerely believed that they had a mission to teach ordinary Americans how they could improve their lives through consumption. At a time when many Americans bathed no more than once a week, the looming "conscience" figure in this ad reminds the consumer that daily bathing with soap and water will lead to success at the workplace. Advertisers sought to uplift less-fortunate Americans who, in this case, quite literally constituted the "great unwashed masses."



**"She looks old enough to be his mother"**

Advertisement for Lysol disinfectant, featuring a woman in a dark dress and a Lysol bottle. The headline reads "She looks old enough to be his mother".

**"Read this little book carefully, dear... It explains things so much better than I can"**

Advertisement for Lysol disinfectant, featuring a woman in a dark dress and a Lysol bottle. The headline reads "Read this little book carefully, dear... It explains things so much better than I can".

These ads for Lysol blend the 1920s interest in appearance with the desire of ad writers to be advisers and confidants for the supposedly uneducated American buying public. Both ads offer a free booklet "The Scientific Side of Health and Youth" (note the emphasis on science and on the intangible value of youth) that both pushed Lysol and helped the company track the readership of its print ads in various publications. In "Read this little book carefully," a mother is admitting that a distant and faceless corporation is better equipped than she to give her daughter advice on "feminine hygiene." It should be pointed out that, during the 1920s, one of the typical, if unacknowledged, uses of Lysol was as a post-coital spermicidal douche.

**Chesterfield**

Advertisement for Chesterfield cigarettes, featuring a woman's face in a circular frame and the brand name "Chesterfield" in large letters.

**The Dramatic Actress, Nazimova**

Advertisement for Lucky Strike cigarettes, featuring a woman's face in a circular frame and a pack of Lucky Strike cigarettes. The headline reads "The Dramatic Actress, Nazimova".

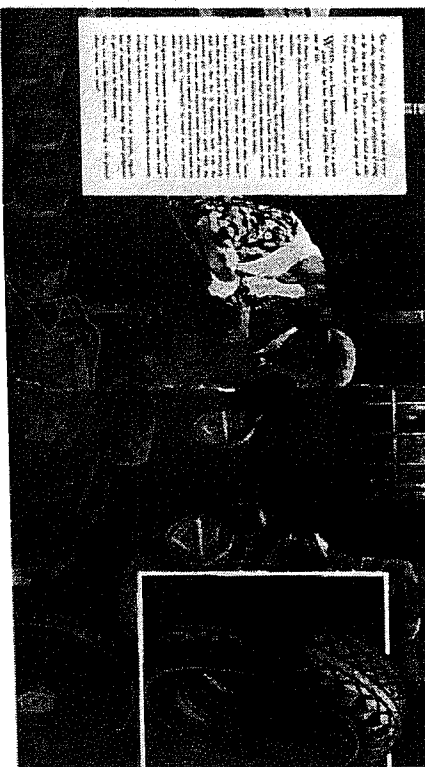
**Reach for the LUCKY STAR**

Advertisement for Lucky Strike cigarettes, featuring a woman's face and a pack of Lucky Strike cigarettes. The headline reads "Reach for the LUCKY STAR".

The 1926 Chesterfield "Blow some my way" ad marked a milestone in advertisers' efforts to gradually erode social taboos against women smoking in public. While the woman is not so radical as to light her own cigarette, she is receptive to the idea of inhaling her mate's second-hand smoke. Foreign women, like the Russian actress Nazimova, were often perceived as being more exotic than American women, and less subject to social taboos against smoking. Again, the advertisers' intent was to gradually render female smoking acceptable to mainstream Americans. By the end of the 1920s women openly reached for Lucky Strikes and other brands, though whether advertising caused this behavioral shift or was instead a product of it remains open to debate.



**"Anyhow, his Tires are just like mine!"**



Few concepts better illustrate the social consciousness of ad writers than the idea of the democracy of goods. Many ad writers were genuinely troubled by the seemingly inescapable tendency of capitalism to create wide disparities in income and wealth (which worked against the cherished notion of "all men are created equal."). Some reasoned that they could help to create a democracy of goods—a society in which all Americans would be equal because they consumed the same products, or goods. The working-class man in the center (note his characteristic cap) does not feel resentment toward the unseen owner of the luxury car, and he certainly does not exhibit any desire to overthrow the capitalist system in favor of socialism or communism—each of which were very real alternatives in industrialized countries at that time—merely because both social classes have access to the same tires.

**Need new shoes again, eh?**

Yes—and I've saved the \$3 to buy them



**This modern tooth paste polishes teeth to sparkling whiteness—but never scratches**

See how you can buy with the \$3 you save! Here are just a few of the things \$3 will buy! And you can save half as much simply by changing to Listerine Tooth Paste!

Misses' and Women's Hair Dressings  
 Men's and Women's Perfumes  
 Men's and Women's Shampoos  
 Men's and Women's Soaps  
 Men's and Women's Toilettries  
 Men's and Women's Toothbrushes  
 Men's and Women's Toothpastes  
 Men's and Women's Talcums  
 Men's and Women's Lotions  
 Men's and Women's Creams  
 Men's and Women's Ointments  
 Men's and Women's Salves  
 Men's and Women's Powders  
 Men's and Women's Pastes  
 Men's and Women's Gels  
 Men's and Women's Sprays  
 Men's and Women's Mists  
 Men's and Women's Creams  
 Men's and Women's Ointments  
 Men's and Women's Salves  
 Men's and Women's Powders  
 Men's and Women's Pastes  
 Men's and Women's Gels  
 Men's and Women's Sprays  
 Men's and Women's Mists

**AND IT MAKES THE BREATH SWEETER**



As the surface prosperity of the "Roaring Twenties" gave way to the hardships of the Great Depression, most Americans placed more emphasis on saving money rather than on acquiring the latest and greatest products. This Listerine toothpaste ad lists a price—almost unthinkable during the 1920s—and shows how thrifty consumers can save enough money to buy important items for their families.