Her “Declaration of Independence”

The Servant Problem changes to Servant Sense and Servant Sunshine in the Home where

SHREDDED WHEAT is known.

A knowledge of its nutritive value and its wide culinary uses emancipates the housewife from “food weary” and kitchen drudgery. When servants fail and cooks fail, there is Shredded Wheat to lean upon in every emergency. With Shredded Wheat Biscuit and fresh fruits in season a delicious, wholesome and nourishing meal can be prepared in a few minutes by the housekeeper without culinary knowledge or experience—nothing to do but heat the Biscuit in oven to restore crispness; then cover with berries or other fruits and pour over them milk or cream and sweeten to suit the taste. More healthful and more nutritious in Summer than heavy meats or soggy pastries.

Shredded Wheat is made of the choicest selected white wheat that grows, in the cleanest, finest, most hygienic food factory in the world.

ALL THE MEAT OF THE GOLDEN WHEAT

Target audience? ____________________________
__________________________
__________________________
__________________________

Technologies? ____________________________
__________________________
__________________________
__________________________

Techniques? ____________________________
__________________________
__________________________
__________________________

Lifestyle modeled? ____________________________
__________________________
__________________________

__________________________
Target audience? ____________________________

Technologies? ____________________________

Techniques? ____________________________

Lifestyle modeled? ________________________

For WIFE or DAUGHTER
MOTHER or SISTER

What more acceptable Gift than a Babcock Electric?
The Automobile that Women and Children Can Operate with Ease and Safety.
Adapted for Any Kind of Service in City or Suburbs.

"When you build right, IT IS right and works right,"—Babcock.

Model 6, Victoria, Price $1700.

FIVE MODELS. SEND FOR CATALOGUE.

BABCOCK ELECTRIC CARRIAGE CO., Builders
230 West Utica Street, Buffalo, N. Y.
New York Branch, 1591 BROADWAY, Corner 48th St.

When writing to advertisers kindly mention Harper’s Magazine.
CONSTRUCTED on the hygienic principle of maintaining an equable temperature, whether the body is at rest or during exercise. The wool is woven to the outer fabric in tiny loops, thus providing inter-air-space. This method represents the scientific construction of a genuine health garment.

We were the originators of this process of manufacture.

NOTICE
We will mail you free our illustrated booklet, giving valuable information on undergarments.

WRIGHT’S UNDERWEAR COMPANY
75 Franklin Street New York City
How's your breath today?

If it's bad, you won't be welcome... Play safe... use Listerine.

- How's your breath today? If it is bad, it will keep you out of things... it may mar friendship... kill off a romance... or jeopardize a business chance. Don't let it do any of these things.
- Play safe... use Listerine, every morning and night and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

There's no one, not even the man or woman who says he has no problem with his breath, who does not experience brief episodes of unpleasant breath. It may be caused by garlic, onions, fish, or other foods. It may be caused by drinking alcohol or smoking. It may be caused by smoking or by the presence of tobacco in the mouth. It may be caused by poor dental hygiene. It may be caused by a poor diet. It may be caused by a poor diet. It may be caused by a poor diet.

Only Listerine Succeeds

Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to conquer odors which Listerine gets rid of instantly. That has been shown again and again by strict laboratory and clinical tests.

Keep Listerine handy in home and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right. Lambert Pharmaceutical Company, St. Louis, Missouri.

Target audience? ________________________________
______________________________
______________________________
Technologies?______________________________
______________________________
______________________________
Techniques?______________________________
______________________________
______________________________
Lifestyle modeled?______________________________
______________________________
______________________________
“Folks, how can I make Whoopee up here... when down in front the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.

"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.

"What he needs, to avoid that throat tickle, is an introduction to OLD GOLDS."

[Signed] Eddie Cantor

Old Gold Cigarettes

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-day sunshine to insure that honey-like smoothness.

eat a chocolate... light an Old Gold... and enjoy both!

Target audience?________________

Technologies?________________

Techniques?________________

Lifestyle modeled?________________
Target audience?

Technologies?

Techniques?

Lifestyle modeled?
Target audience?________________
________________________________________________________
________________________________________________________
Technologies?________________
________________________________________________________
________________________________________________________
Techniques?________________
________________________________________________________
________________________________________________________
Lifestyle modeled?________________
________________________________________________________
________________________________________
Target audience?

Technologies?

Techniques?

Lifestyle modeled?

The cakes of Ivory Soap are so shaped that they may be used entire for general purposes, or divided with a stout thread into two perfectly formed cakes of convenient size for toilet use. It floats.