



Target audience? _____

Technologies? _____

Techniques? _____

Lifestyle modeled? _____

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 use emancipates the housewife from
"food worry" and kitchen drudgery.

When servants fail and cooks fail, there is
Shredded Wheat to lean upon in every
emergency. With Shredded Wheat Bisuit
and fresh fruits in season a delicious,
wholesome and nourishing meal can be
prepared in a few minutes by the
housekeeper without culinary knowl-
edge or experience—nothing to do
but heat the Bisuit 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,
best, most hygienic food factory in the world.

ALL THE MEAT OF THE GOLDEN WHEAT

THE SHREDDED WHEAT COMPANY

NIAGARA FALLS, N. Y.

Target
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modeled? _____

For WIFE or DAUGHTER MOTHER or SISTER



Model 6, Victoria, Price \$1700.

- 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.

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. 110708

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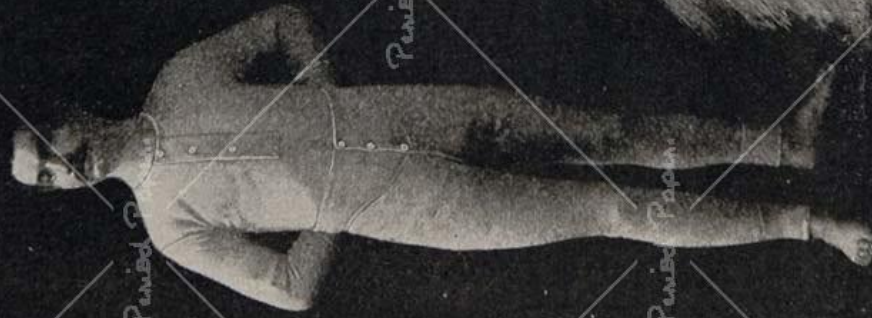
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WRIGHT'S GENUINE HEALTH UNDERWEAR



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

Target audience? _____

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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).

stantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody Has It

Fatigued as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spurs no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy teeth or gums, and temporary or chronic infections of the nose, throat, and mouth. The insidious thing about it is that you yourself never realize when you have it.

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.

LISTERINE



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"Folks, how can I make **Whoopee**
up here . . . when down in front
the 'coughers' are whooping?"



EDDIE CANTOR
Famous for his comedy
act starring in the
glorious "Whoopee"
production.

"Maybe the audience would be grateful if I
stepped to the footlights some night and
voiced the above protest about the 'cough-
ing 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*

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 tempera-
ture of mid-July sunshine to insure that
honey-like smoothness.

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

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Shown as Success Story in American Editor's
Pictorial - December, 1901, Kodak's World

A Christmas Morning

KODAK

Where there's a child, there should the Kodak be. As a means of keeping green the Christmas memories, or as a gift, it's a holiday delight.

Kodaks from \$5.00 to \$107.00. Brownie Cameras (they work like Kodaks) \$1, \$2, \$5. Kodak Developing Machines, \$2.00 to \$10.00.

EASTMAN KODAK CO.

Rochester, N. Y.

Catalogue free at the
dealers or by mail

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Madam! Suppose you traded
jobs with your husband?



You can just bet the first thing he'd ask
for would be a telephone in the kitchen.

You wouldn't catch him dashing to an-
other room every time the telephone rang,
or he had to make a call.

He doesn't have to do it in his office
in town. It would be mighty helpful if
you didn't have to do it in your "office"
at home.

That's in the kitchen where you do so
much of your work. And it's right there
that an additional telephone comes in so
handy for so many things.

Along with a lot of convenience is that
nice feeling of ease in having the best
of everything—especially if it is one of
those attractive new telephones in color.



*P.S. Additional telephones in kitchen,
bedroom and other convenient places
around the house cost little. The service
charge is just pennies a day.*

Bell Telephone System

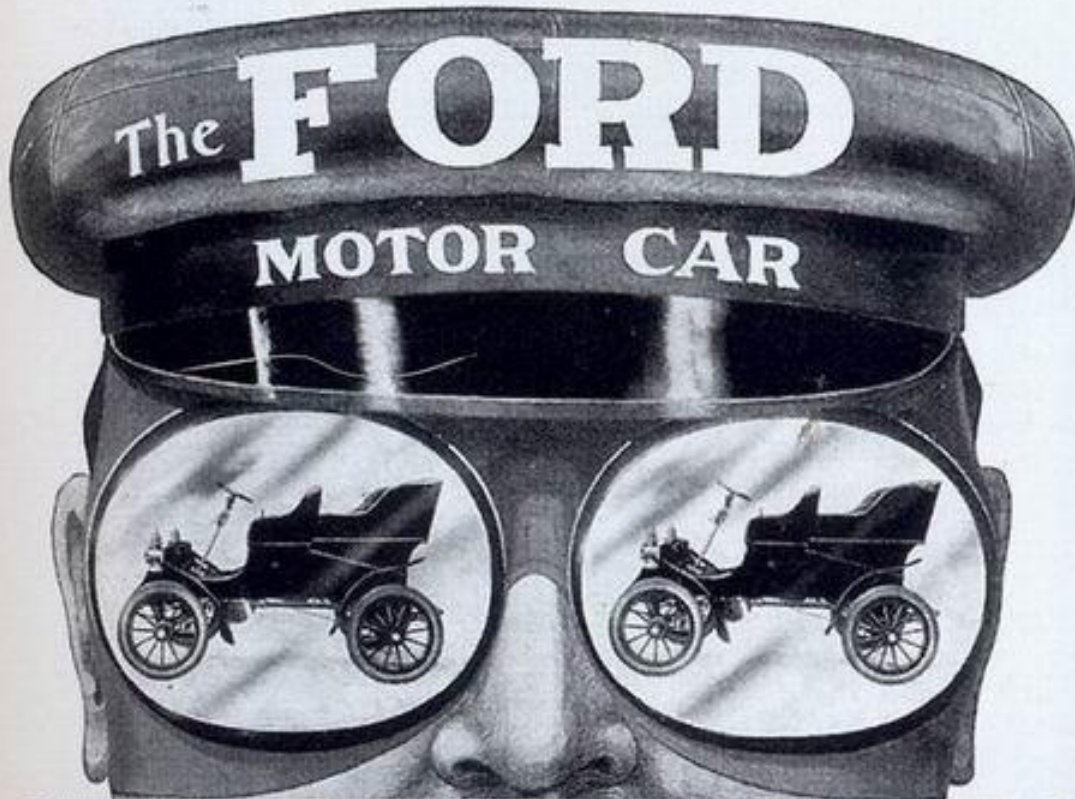


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In the eyes of the Chauffeur

is the most satisfactory Automobile made for every day service. The two-cylinder (opposed) motor gives 8 actual horse power and eliminates the vibration so noticeable in other machines. The body is luxurious and comfortable and can be removed from the Chassis by loosening six bolts.

Price with Tonneau..... \$900.00
As a Runabout..... \$800.00

Standard equipment includes three-inch heavy double tube tires.

We agree to assume all responsibility in any action the TRUST may take regarding alleged infringement of the Selden Patent to prevent you from buying the Ford—"The Car of Satisfaction."

WE HOLD THE WORLD'S RECORD

The Ford "999" (the fastest machine in the world), driven by Mr. Ford, made a mile in 39 2/5 seconds; equal to 22 miles an hour.

See this mechanical triumph at the Chicago Show.

Write for illustrated catalogue and name of our nearest agent.

FORD MOTOR CO., DETROIT, MICH.

Target audience? _____

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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.

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Lifestyle modeled? _____



*"Tuck on the Foot
Like a Glove
on the Hand"*

COLORED KIDS

MAKE A COSTUME
VASTLY MORE
ATTRACTIVE

"F. B. & C." is the world famous Kidskin. It is style sponsor in the realm of footwear and the reason's simple: It represents the widest range of beautiful, blending shades. In "F. B. & C." you will find a color to harmonize perfectly with every gown.

When choosing your shoes it is only necessary for you to say—"and be sure they are made of 'F. B. & C.' Kid." That is the merchant's cue to show you the very best there is in smart foot attire.

The "F. B. & C." trademark stamped in the shoe is your assurance of the genuine.

Our booklet illustrating the newest in shoe styles will be sent you on request.

FASHION
PUBLICITY
COMPANY
In Connection With
AMALGAMATED
LEATHER
COMPANIES, INC.
DEPARTMENT 1
NEW YORK CITY



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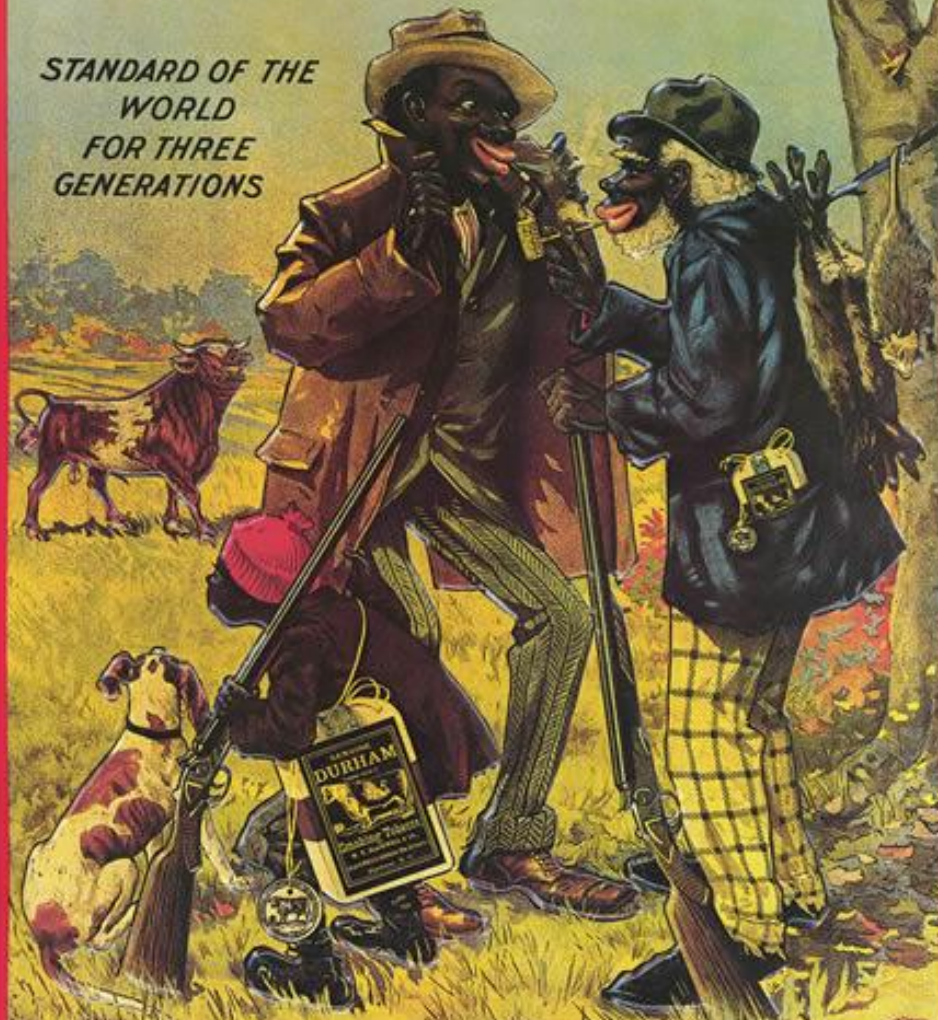
Lifestyle modeled? _____

Genuine

BULL DURHAM

SMOKING TOBACCO

STANDARD OF THE
WORLD
FOR THREE
GENERATIONS



WITHOUT A MATCH

Target audience? _____

Technologies? _____

Techniques? _____

Lifestyle modeled? _____



"Mammy sent dis ovah"

JELL-O

A new Jell-O book showing Jell-O as used North, East, South, and West may be had free upon request.

IS known to all sections as "America's Most Famous Dessert." In the South, for instance, it is inexpensive enough to be found in the cabins of the old plantation. It is delicious enough to meet the standards of good living at the "Big House." It is dainty enough for milady's afternoon tea. It is appealing enough to turn the sinful, of any color, away from his neighbor's melon patch.

THE GENESEE PURE FOOD COMPANY, Le Roy, N. Y.
Canadian factory at Bridgburg, Ontario.

A special de luxe book of Jell-O menus will be sent upon receipt of twenty cents in stamps.

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