

## Pubblicità del passato che oggi non sarebbero mai rese pubbliche

Scritto da jonathan di bari

Giovedì 19 Dicembre 2013 11:04 - Ultimo aggiornamento Giovedì 19 Dicembre 2013 11:35

---

Il cambiamento della società attraverso la pubblicità, messaggi promozionali prevalentemente degli anni '50, che oggi fanno rabbrivire pieni di luoghi comuni e stereotipi, con contenuti razzisti, sessisti ecc...

Bibita: "Il più giovane tra i nostri clienti"



Watch "Soldiers of Fortune"  
For exciting adventures, see the  
7-Up TV show every week.

©Copyright 1950 by The Seven-Up Co.

**Why we have the youngest  
customers in the business**

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

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required 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 coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it... it likes you!

*Nothing does it like Seven-Up!*

Small illustrations  
reproduced from  
7-Up or  
Seven-Up  
in used in  
various ways.

Cravatta: "fagli capire che è un mondo di uomini"

show her  
it's a man's world

**Van Heusen**  
man's world  
ties

For men only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Jones Corp., N. Y. J., N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.

## Publicità del passato che oggi non sarebbero mai rese pubbliche

Scritto da jonathan di bari

Giovedì 19 Dicembre 2013 11:04 - Ultimo aggiornamento Giovedì 19 Dicembre 2013 11:35

---

Sapone: "Perchè la tua mamma non ti lava con il sapone?"



Scarpe: "Mettila al suo posto"

## Publicità del passato che oggi non sarebbero mai rese pubbliche

Scritto da jonathan di bari

Giovedì 19 Dicembre 2013 11:04 - Ultimo aggiornamento Giovedì 19 Dicembre 2013 11:35

---



Sigaretta: "Prima che mi rimproveri mamma, magari dovresti fumare una sigaretta"



Tappeti: "è bello avere una ragazza in casa"



**It's nice to have a girl around the house.**

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his Mr. Leggs slacks, she was ready to have him walk all over her! That noble styling sure soothes the savage heart! If you'd like your own doll-to-doll carpeting, hunt up a pair of these he-man Mr. Leggs slacks. Such as our new automatic wash wear blend of 65% "Dacron"™ and 35% rayon—incomparably wrinkle resistant. About \$12.95 at plush-carpeted stores.

**Dacron**™ For Fall!

Get yourself a new pair of **Mr. Leggs**™

© 1953 Thomson Company, Inc. THOMSON COMPANY, 1200 Avenue of the Americas, New York 19, N. Y.

Caffè: "Se tuo marito non sa che compri il caffè fresco..."

# 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 be onto you!*

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



**Chase & Sanborn** COFFEE

Videogiochi: "Qualcosa da fare con le tue mani"

**SOMETHING TO DO WITH YOUR  
HANDS THAT WON'T MAKE YOU  
GO BLIND**

**SEGA  
GAME GEAR**

Now you can play with yourself for hours with SEGA's hand held, full colour games system. The arcade-quality SEGA games and graphics plus back-lit screen means you can even fiddle around in total darkness! And when you need a breather from that fast and furious hand action you can turn the GAME GEAR into a colour TV using the handy SEGA TV Adaptor (it's COMING soon). Thus refreshed you can call on a friend for some head to head action (as long as one of you has a GEAR to GEAR Cable!). **IT WILL FULFILL YOUR WILDEST FANTASIES** for only **£99.99** ! BATTERIES NOT INCLUDED.

