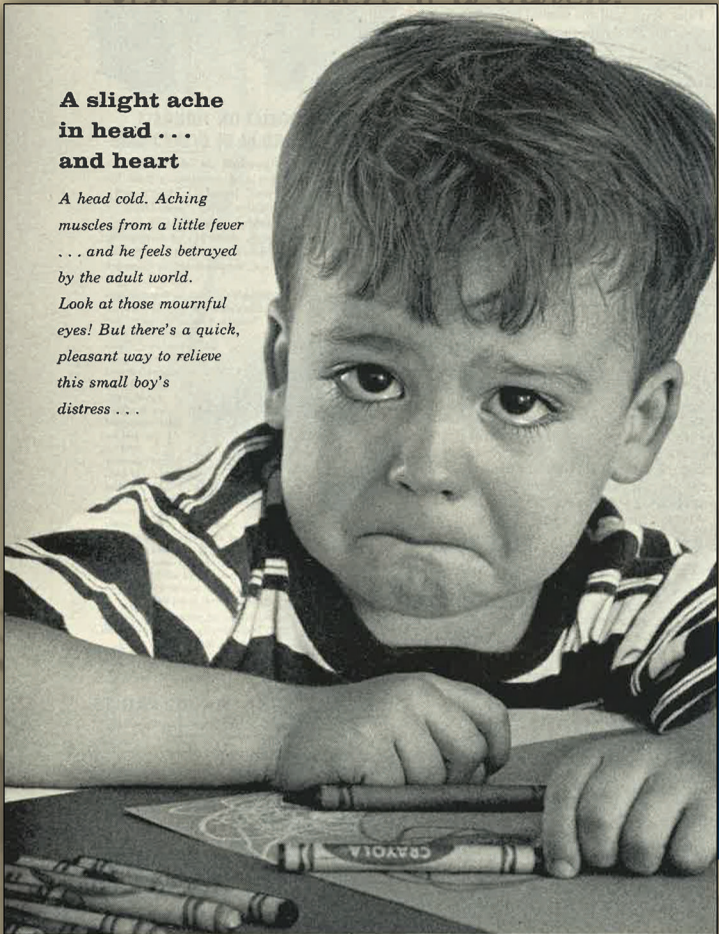


Look at those mournful eyes! But there's a quick

Station 1: Emotional Appeal



A slight ache in head . . . and heart

A head cold. Aching muscles from a little fever . . . and he feels betrayed by the adult world. Look at those mournful eyes! But there's a quick, pleasant way to relieve this small boy's distress . . .

ADVERTISEMENT 1

PRODUCT: ST. JOSEPH ASPIRIN FOR CHILDREN
COMPANY: PLOUGH, INC.
PUBLICATION: LADIES HOME JOURNAL
DATE: MARCH 1962

Help him! Give the one aspirin children's doctors recommend 4 to 1 over any other brand

Tears that touch your heart strings can disappear fast—when you give an unhappy youngster St. Joseph Aspirin For Children. For this is the aspirin made especially for relief of childhood miseries—the distress of colds, fever and other aches and pains.

Notice. Each tablet is tiny. That's because it has exactly the dosage children's doctors favor for youngsters— $1\frac{1}{4}$ grains.

Boys and girls, of course, overwhelmingly prefer these remarkable tablets. The pure orange flavor has been carefully blended for young tastes. The creamy grit-free texture makes them easy for little mouths to swallow. And

naturally each bottle has a safety cap that discourages opening by youngsters—but that you can open easily.

Is it any wonder that doctors prefer an aspirin with so many qualities suited to your child's needs? The fact is . . . in a nationwide survey children's doctors recommended this aspirin 4 to 1 over any other brand!

Next time you shop, look for St. Joseph Aspirin For Children. Why not get it today?

WHY SHOULDN'T YOU HAVE THE BEST, TOO?
For sure, fast adult relief get regular 5 gr. St. Joseph Aspirin. Its Triple-Aid Action is remarkably effective for pain, fever, headachy tension.



This is a medically approved aspirin. The first that was made especially to relieve the distress of children—and the best. (In Canada, ask for St. Joseph Babetine For Children.)

Quality Products of Plough, Inc.

Home Cooling.

Your whole family will live cool in every room. They'll sleep soundly even on the hottest nights — wake refreshed every morning.



ADVERTISEMENT 2

PRODUCT: HOME COOLING
COMPANY: GENERAL ELECTRIC
PUBLICATION: SAVANNAH MORNING NEWS
DATE: AUGUST 1, 1954

How much longer must your family SWELTER?

Feel sorry for your wife cooking in a hot kitchen all summer? Change it all with these magic words: G-E Home Cooling.

Your whole family will live cool in every room. They'll sleep soundly even on the hottest nights — wake refreshed every morning.



Don't put off this new way of life any longer when you can afford G-E Cooling now! Get complete information today!



HOME COOLING

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ADVERTISEMENT 1

PRODUCT: DELTA BUSINESS TRAVEL
COMPANY: DELTA AIR LINES
PUBLICATION: CHICAGO TRIBUNE
DATE: 1950

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All the important people fly nowadays

Presidents (and future presidents like the one above), prime ministers, senators . . . they're all flying today. Plus millions of other people! The number of passengers carried by United Air Lines during the past year is greater than the combined population of Los Angeles, Boston and Milwaukee. This great and growing public acceptance . . . this record of routine day-in, day-out performance . . . is perhaps the best evidence of the service that is yours today on the nation's number one coast-to-coast airline! For reservations call or write United Air Lines or an Authorized Travel Agent.



Both FIRST CLASS and AIR TOURIST service. All flights feature seats 2 abreast on each side of a wide aisle. Cour. 1954, United Air Lines

ADVERTISEMENT 2

PRODUCT: UNITED AIRLINES TRAVEL
COMPANY: UNITED AIR LINES
PUBLICATION: U.S. NEWS & WORLD REPORT
DATE: 1954

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Station 3: Product Positioning

AHHH!
New-flavor
Pepsodent!



ADVERTISEMENT 1

PRODUCT: PEPSODENT TOOTH PASTE
COMPANY: LEVER BROTHERS COMPANY
PUBLICATION: *NEW YORK TIMES*
DATE: 1954

ADVERTISEMENT 2

PRODUCT: ELECTRIC RANGE
COMPANY: SAVANNAH ELECTRIC AND POWER COMPANY
PUBLICATION: *SAVANNAH MORNING NEWS*
DATE: AUGUST 1, 1954

ADVERTISEMENT 3

PRODUCT: ELECTRIC RANGE
COMPANY: SAVANNAH ELECTRIC AND POWER COMPANY
PUBLICATION: *SAVANNAH MORNING NEWS*
DATE: AUGUST 1, 1954

ADVERTISEMENT 4

PRODUCT: ELECTRIC RANGE
COMPANY: SAVANNAH ELECTRIC AND POWER COMPANY
PUBLICATION: *SAVANNAH MORNING NEWS*
DATE: AUGUST 1, 1954

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PRODUCT: ELECTRIC RANGE
COMPANY: SAVANNAH ELECTRIC AND POWER COMPANY
PUBLICATION: *SAVANNAH MORNING NEWS*
DATE: AUGUST 1, 1954

ADVERTISEMENT 4

PRODUCT: ELECTRIC RANGE
COMPANY: SAVANNAH ELECTRIC AND POWER COMPANY
PUBLICATION: *SAVANNAH MORNING NEWS*
DATE: AUGUST 1, 1954



Portrait
of a lady in her cooking clothes

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