
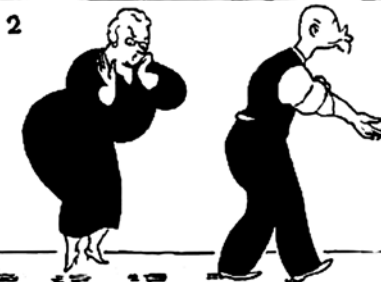



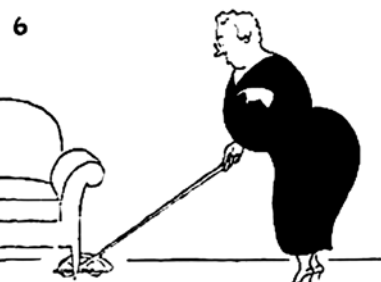
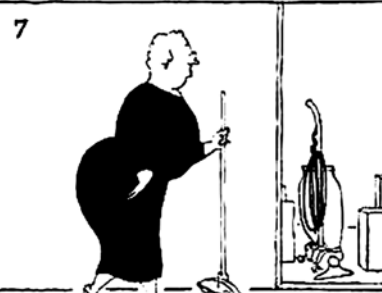



<p>1</p>  <p>PUTS VACUUM-CLEANER AWAY— THANKFUL THAT THE DAY'S RUG- CLEANING BATTLE IS OVER</p>	<p>2</p>  <p>WRINGS HANDS AS GUS COMES UP OUT OF THE COAL BIN, LEAVING TRACKS ON JUST-CLEANED RUG</p>
<p>3</p>  <p>CAN'T DECIDE WHETHER TO SHOOT GUS OR SENTENCE HIM TO HARD LABOR WITH VACUUM-CLEANER</p>	<p>4</p>  <p>ANYHOW, DECIDES THAT THIS IS THE TIME TO TRY OUT HER NEW INSTANTLY—READY BISSELL</p>
<p>5</p>  <p>BREATHES THANKS THAT BISSELL GETS ALL KINDS OF DIRT FROM ALL KINDS OF RUGS BECAUSE OF ITS HI-LO BRUSH CONTROL</p>	<p>6</p>  <p>AMAZED THAT BISSELL CLEANS SO EASILY AND THOROUGHLY—EVEN UNDER LOW FURNITURE. CAN'T-COME- OFF BUMPERS PROTECT FURNITURE</p>
<p>7</p>  <p>CONVINCED THAT EVERY WOMAN WITH HUSBAND LIKE GUS SHOULD HAVE BISSELL FOR QUICK CLEAN-UPS, SAVING VACUUM FOR GENERAL CLEANING—</p>	<p>SO PLEASED SHE PHONES FRIEND TO TELL HER ABOUT THE NEW BISSELL...</p> <p>“From now on, Kay, I’m using my new Bissell for daily quick clean- ups, and saving my vacuum-cleaner for periodic cleaning. It’s so much more efficient than old type sweepers!</p> <p>“You know, it’s the only sweeper with the Hi-Lo brush control that automatically adjusts the brush to any rug-nap—that’s why it cleans so thoroughly and easily.</p> <p>“Take my advice—pension your old sweeper and get a new Bissell!”</p> <p>Models from \$3.95 to \$7.50</p> <p>BISSELL</p> <p>The really better sweeper GRAND RAPIDS, MICH.</p>
 <p>\$5.95</p>	

CLEAN LINE.

During 1935 and 1936 the company Bissell's from Grand Rapids, Michigan, utilized Williams' cartoons to advertise their Bissell mechanical sweeper. They dealt with different stories about daily life focusing on the cleanliness of the home and the effectiveness of the sweeper in cleaning tasks. The stories were developed and embedded in modulations of four, five or seven vignettes, depending on the format of the advertising space hired.

45. (opposite page)

Advertisement published in *McCall's* magazine, May 1935.

46. (on the left) Advertisement published in *Good Housekeeping* magazine, April 1, 1936.



STORAGE.

Around 1936, Williams illustrated the advertisement shown here for the storage and furniture company The Manhattan Storage and Warehouse Co. from New York.

47. Advertisement published in an unidentified journal, c. 1936.



One of Us Must Go
THAT TRUNK OR I

WE CAN'T
STORE YOU unless you are
Cremated

BUT

WE CAN
Move or Store Your Trunk, Furniture,
Furs, Wines and Valuables, in the
Finest and Largest

CITADEL WAREHOUSE
In The Country

IDEAL SERVICES AT THE
LOWEST COST

THE
MANHATTAN STORAGE
and Warehouse Company
52nd Street, Seventh Avenue
Circle 7-1708
80th Street at Third Avenue
Circle 7-1708

One of America's best delineators of human nature is

GLUYAS WILLIAMS

We asked him to put one of his favorite Suburban Heights characters in a Christmas Shopping setting. He did and we bought it for this page.

That Christmas Shopping List



DETERMINED NOT TO BE CAUGHT AT LAST MINUTE, FRED PERLEY STARTS MAKING OUT HIS CHRISTMAS LIST ON DAY AFTER THANKSGIVING



IN COURSE OF A WEEK COMPLETES LIST OF 33 ASSORTED WIVES, UNCLAS, COUSINS, AUNTIES AND IN-LAWS, AND REALIZES WITH A START HE NOW HAS TO THINK OF THINGS TO GIVE TO THEM



BECOMES BROODY AND MOROSE, TRYING TO THINK, CHEWS HIS THUMB AT TABLE INSTEAD OF EATING, AND IS VERY DIFFICULT TO LIVE WITH



DAYS PASS. HAS GNAWED TWO DOZEN PENCILS AT OFFICE AND STARTED ON THIRD DOZEN WHEN HE SEES AN ADVERTISEMENT! PHONES THE REAL SILK REPRESENTATIVE TO COME OVER AT ONCE



WITHIN 30 MINUTES HAS SELECTED STOCKINGS, SHIRTS, SOCKS, NIGHTGOWNS, LOUNGING PAJAMAS, TIES, UNDERWEAR, LINGERIE ETC., FOR EVERYONE ON HIS LIST, MALE AND FEMALE



WITHOUT A CARE IN THE WORLD, WALKS HOME, CHEERILY HUMMING CHRISTMAS CAROLS

GLUYAS WILLIAMS

PAINLESS FOR YOU—*Perfect* FOR THEM

This Complete Christmas Shop that comes to you, lets you select, then personalizes, wraps and delivers your gifts...

New idea in answering that old problem—Christmas Shopping. New ideas in gifts for old friends, new friends, relatives, or employees. It's the new Realsilk Gift Service that comes to you right in your home or office at your convenience.


You select. Realsilk wraps and delivers. Your gifts are put up in real Christmas-y fashion, with stars, Cellophane and ribbons—and at nominal cost. Any size package.

Realsilk inserts your personal greeting card and delivers your gifts, anywhere in the United States at any date you wish. You don't have to take gifts home, re-wrap and then mail—of course unless you wish. Call the Realsilk Repre-

sentative. Let him show you hosiery, lingerie, lounging pajamas, negligees and other lovely things for women. Let him exhibit those famous Realsilk socks, shirts, ties, pajamas, underwear and other smart haberdashery for men. He'll fill out "That Christmas Shopping List" in a couple of trices. Realsilk Hosiery Mills, Inc., Indianapolis, Ind. Branches in 200 leading cities.

P. S. If you have a Group Giving problem (employees and business associates) Realsilk offers the perfect individualized answer to that, too. Ask the representative.

You'll recognize a Realsilk Representative by this famous Button.





REAL SILK *Gift Service*

FABRICS AND SILK. In 1937, Gluyas Williams participated, along with other regularly contributing illustrators with *The New Yorker* such as Peter Arno (1904-1968) and Otto Soglow (1900-1975), in the press advertising campaign for the textile brand Real Silk's gift services. In the vignettes shown above, the character Fred Perley reappears to demonstrate the advantages and time savings of the proposed service.

48. Advertisement published in *Photoplay Magazine*, 1927. Illustrated by Gluyas Williams.

- 1753 -

Quiz for



HERE are 17 questions. They are not just brain-teasers posed for your amusement. The answers have a real bearing on the profits you are making—or not making. A few years ago no advertiser would have asked his agency such questions. Times change. Today more and more men who pay out advertising dollars are not only asking these questions but demanding the answers.

- 1 In what month of the year does the public do the most reading, clip and mail the most coupons?
- 2 There are at least a dozen methods of copy-testing in use today. Among these are: Buried Offer Test, Recognition Test, Sales Area Test.
... how many others can you name?
- 3 When you test copy how can you be sure that you are not merely testing a number of mediocre appeals against each other and finding out which one is least bad?

- 4 For twenty years advertising men have debated the relative readership of positive and negative appeals in copy. What are the facts as revealed by definite check in 1938?
- 5 Is it possible to pre-test accurately the sales effectiveness of advertisements by means of a series of checking points?
- 6 Here are three sure-fire attention-getting ingredients for an advertisement: News, Animals, Famous People.
... how many others can you name?
- 7 What is the trend in so-called Humorous Advertising over the past few years:
... is there more of it?
... is there less of it?
- 8 If you could have any position you wanted in a magazine (covers excepted) for an advertisement with a coupon, what page would you choose?



advertisers



Illustrations by Gluyas Williams, Courtesy S. D. Warren Company.

- 9 How can you determine what size advertisement for your product delivers the most readers for the least money?
- 10 Which gets the highest reading in an advertisement: copy set . . . in regular columns of type (editorial style)? . . . scattered (captions, panels, etc.)?
- 11 Are big names in radio worth the cost? Can a radio advertiser find out how much per thousand he is paying for the actual listeners to his program?
- 12 Name four methods of measuring the audience of a radio program, and the relative merits of each.
- 13 How many counties account for the first 20% of all U. S. retail sales? . . . how many account for the second 20%?
- 14 Does it cost more or less to reach 1,000 newspaper readers in towns of 10,000 population than it does to reach the same number in cities of over 500,000? . . . how much more . . . or less?
- 15 "The largest volume of sales for a household appliance selling at \$100 is to be obtained from families earning \$3000 a year and more." Is this statement true or false?

- 16 One of the most difficult marketing problems today is to buy advertising coverage in proportion to the real value of your various markets. How can it be done?
- 17 What is the "horizontal principle of market penetration"? Is it fallacious?



The Answers to these questions—and many more like them—are contained in a number of timely studies made by BBDO. We'll gladly show them to any advertiser interested in taking the waste out of his advertising. We'll take up as much or as little time as you wish. Call any of the offices below. If you call New York and aren't personally acquainted with any of us, ask for Mr. Danforth.

BBDO

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Advertising

383 MADISON AVENUE, NEW YORK

Chicago Boston Buffalo Pittsburgh Minneapolis Cleveland

BBDO. The advertising agency Batten, Barton, Durstine & Osborn, Inc. also employed the subtle illustrations of Gluyas Williams to expose to potential clients and advertisers—via 17 basic questions—the advantages of utilizing their services.

49. Advertisement for BBDO published in an unidentified journal, 1938. Illustrated by Gluyas Williams.



That's the situation your telephone company faces every Christmas. That's why there may be delays on some Long Distance Christmas calls.

We're glad so many folks want to exchange friendly greetings across the miles at Christmas — but sorry that, because of it, we can't supply service as good as usual.

We expect the biggest rush of calls we've ever had this coming Christmas. We'll do our best to prepare for it. But some calls will be slow. Some may not be completed. For these, we ask your patience and understanding. . . . *Thank you, and Merry Christmas!*

BELL TELEPHONE SYSTEM



the wires were
re manned by
working all
nce telephone
e places eight

rite for that catalog, kindly mention THE AMERICAN CITY.



Your
TELEPHONE

BELL TELEPHONE.

In the early 1940s, Williams illustrated advertisements and other publicity material for the American Telephone & Telegraph Co, and their telephone services offered through the Bell Telephone System. The brochure on the left contained, in addition to what was on the cover, different interior illustrations signed by the artist.

50. Advertisement published in the magazine *The American City*, 1941.

51. Brochure about Bell Telephone System services, c. 1940.

YOO-HOO, MR. FUNK!

YOO-HOO, MR. WAGNALLS!

ABOUT your dictionary, gentlemen:
It contains the word "countless"—defined as "incapable of being counted."

Gentlemen! Shame on you! You know as well as we do that anything associable with the word "count"—the drops of water in the ocean, the stars in the sky, even the electrons in the universe*—are capable of being counted accurately, in finite numbers! (The fact that nobody undertakes the counting is beside the point.)

We don't mean to get huffy about it, of course. We think your dictionary's dandy. It just happens we're sensitive on the subject of figures—because our business is the manufacture of Comptometer adding-calculating machines. And granting that oceans

and skies are outside our province, we have yet to hear of a business or industrial figure-work problem that Comptometer *machines* and Comptometer *methods* couldn't solve—with *speed, accuracy* and amazing *economy*.

*Felt & Tarrant Manufacturing Company,
1732 North Paulina Street, Chicago, Illinois.*

*According to an eminent scientist, the number of electrons in the universe is precisely 15, 747, 724, 136,-275, 002, 577, 605, 653, 961, 181, 555, 468, 044, 717,-914, 527, 116, 709, 336, 231, 425, 076, 185, 631, 031,-276—no more, no less. In case you were wondering.

COMPTOMETER
REG. U. S. PAT. OFF.
ADDING-CALCULATING MACHINES

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THE COMPTOMETER. During the decade of the forties, the company Felt & Tarrant from Chicago promoted their flagship product, the Comptometer, through an extensive press campaign in which different advertisements were illustrated by some of the most recognized cartoonists of the moment. Gluyas Williams was included in the list of the chosen, along with other regular collaborators of *The New Yorker* such as Ludwig Bemelmans (1898-1962), Charles Addams (1912-1988) and Canadian-born cartoonist Richard Denison Taylor (1902-1970). The Comptometer was a type of mechanical calculator used in numerous sectors that was capable of performing sums and other mathematical operations.

52. Advertisement published in an unidentified journal, 1942. Illustrated by Gluyas Williams.



... better switch to *Sky Chief*
 —the luxury gasoline that saves you money!

Both you and your motor can forget it's winter... when *SKY CHIEF* goes into your gas tank. For this better gasoline is at its best when the mercury hits the bottom.

Just a touch on the starter and *SKY CHIEF* leaps into action, picks up with a rush, steps out with a will.

With flight-like smoothness, it rolls up miles, irons down hills. And its luxury performance is often paid for by savings in motor and battery wear.

Whether you choose *SKY CHIEF* for its luxury, economy, or for both... it's the gasoline-buyer of the winter, for those who want the best. Try it today.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company

Texaco Dealers invite you to come to The Texaco Star Theatre—a full hour of all-star entertainment—Every Wednesday Night—Columbia Network—9:00 P. M. T., 8:00 P. M. S. T., 7:00 P. M. S. T., 6:00 P. M. S. T.




A slight exaggeration
 ... of that *Sky Chief* feeling!

YES, there is a difference in *SKY CHIEF* gasoline. You'll feel it the moment you press the accelerator. You'll enjoy it more when you take your first hill. Here is smooth, surge, quiet power... instantly responsive to your will. *SKY CHIEF* reacts almost instantly for alert starts and flying take-offs. Its extremely high anti-knock gives oil-free performance on hills. Don't wait. Try *SKY CHIEF*. It costs no more than other premium gasolines... a luxury gasoline for those who want the best. Get it at Texaco Dealers.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company



GASOLINE AND GLUYAS.

Between 1940 and 1942 Gluyas Williams made nine different illustrations for the Texaco fuel campaign "Sky Chief" by The Texas Company. The distinctive character of these advertisements consists of the presence of color applied in two inks—red and black—an element that was probably made by another illustrator with the author's consent.

53-54. Full-page advertisements published in *Life* magazine, January 29 and June 24, 1940.

55. Advertisement published in *The American Magazine*, August 1940.

"WE WERE GOING TO TRADE IT IN... UNTIL WE TRIED *Sky Chief*!"



***Sky Chief* gasoline will give you luxury performance in your car**

THERE is no question about it, cars feel livelier, run smoother and fuss less with this luxury gasoline.

Starting, for instance, is immediate. The surge of power you get on the straightaway is a new experience. Hill climbing difficulties vanish. And there's an economy side, too, when you check your mileage.

No single quality produces a gasoline like this. Careful research... plus the newest in refining equipment... make possible *Sky Chief* gasoline's all around excellence. The result... a true luxury gasoline for those who want the best. The cost... no greater than other premium gasolines. Get *Sky Chief* at Texaco Dealers.

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company

Texaco Dealers invite you to come to The Texaco Star Theatre—starring Kenny Baker and Frances Langford—Every Wed. Night—Columbia Network—9:00 P. M. T., 8:00 P. M. S. T., 8:00 P. M. S. T., 7:00 P. M. S. T., 6:00 P. M. S. T., 5:00 P. M. S. T.



Proving that *Sky Chief* gasoline starts quicker than a jack-rabbit!



Get the jump on winter with . . . this fast-starting luxury gasoline!

HEARD BACK, FOLKS—you won't have to wait long to see a real thoroughbred gasoline in action. When you push the starter, **SKY CHIEF** starts... winter or no winter... cold or warm.

You know as well as you are driving with a luxury gasoline. You can tell by **SKY CHIEF's** flashing response, its rapid warm-up, its swift, smooth hill climbing. **SKY CHIEF's** instant mobility and high anti-knock give you these things. You can sense

the extra surge of power as **SKY CHIEF** sweeps you through traffic and up the hills without constant gasp-holding. At the same time, **SKY CHIEF** actually reduces gasoline waste... returns you a generous mileage-head!

SKY CHIEF is for those who want the best. Yet it costs no more than other premium-priced gasolines. Enjoy the thrill of luxury driving. Try **SKY CHIEF** today.

TEXACO DEALERS



FOR YOUR ENJOYMENT... 3 GREAT RADIO PROGRAMS...
FREE ALICE: Radio Station...
INTERNATIONAL OPERA: Complete broadcast...
TEXACO: Complete broadcast...
© 1941 Texaco Inc. All rights reserved.

"... Somebody ought to tell him about *Sky Chief* gasoline"



Yes, *Sky Chief* will snap your car into action on the coldest mornings

Here's a gasoline rated for quick winter starting. Even in the coldest weather it comes gets a quick answer from a cold engine... starts it up rapidly... makes it eager to start and back.

You'll notice these things at once. You'll also enjoy its smooth, swift as it flows over and up the hills.

In **SKY CHIEF**, instant mobility and high anti-knock work together to give

you both surging power and the smoothness of flying.

And here's a "pay-off" you'll appreciate! By saving the miles that slow-starting gasolines squander and waste, **SKY CHIEF** returns you a generous mileage-head. Yet **SKY CHIEF** costs no more than other premium gasolines. Enjoy luxury driving... try **SKY CHIEF** today.

TEXACO DEALERS



FOR YOUR ENJOYMENT... 3 GREAT RADIO PROGRAMS...
FREE ALICE: Radio Station...
INTERNATIONAL OPERA: Complete broadcast...
TEXACO: Complete broadcast...
© 1941 Texaco Inc. All rights reserved.

Proving that *Sky Chief* gasoline starts quick-as-a-wink!



You, too, will get quick winter action from Texaco *Sky Chief* Gasoline

QUICK as a wink, Texaco **SKY CHIEF** Gasoline steps into action on the coldest mornings. It warms up quickly to give you smooth, quiet winter performance. It's a gasoline you can depend on in the coldest weather.

Costing no more than other premium gasolines, **SKY CHIEF** is the gasoline for those who want the best. We believe you will find it the most satisfactory winter performer you have ever tried.

Try **SKY CHIEF** gasoline today. You'll find it at Texaco Dealers in all 48 States.

SKY CHIEF sells for about half the price you paid in 1938 for the same regular gasoline. Here's the important reason: In manufacturing the premium gasoline for winter use, the public with better gasoline at lower prices. In the **SKY CHIEF** is available in all 48 States and in every Province in the Dominion of Canada.



You're welcome at TEXACO DEALERS

FOR YOUR ENJOYMENT... 3 GREAT RADIO PROGRAMS...
FREE ALICE: Radio Station...
INTERNATIONAL OPERA: Complete broadcast...
TEXACO: Complete broadcast...
© 1941 Texaco Inc. All rights reserved.

No April Fooling!

this is the way your car will feel with **TEXACO *Sky Chief* Gasoline** . . .



You're welcome at TEXACO DEALERS

56-59. Full-page advertisements published in *Life* magazine, February 10 and February 24, 1941; and February 2 and April 6, 1942.



“He insists on finding the U-S-S label”



1. Dream laundry becomes real. Shining porcelain on U-S-S Vitre enamel gives tubs and washers a gleaming surface, easy to clean. Colorful enamel baked on steel beautifies the furnace and dryer.



2. A lifetime of beauty and service. Sparkling utensils of U-S-S Stainless, the miracle metal, stay forever bright. No wonder manufacturers proudly mark them with the U-S-S label.



3. This is one style of U-S-S label. There are others differing in form and color, but whatever its style or on whatever it appears, you will find the initials U-S-S, your guide to steel quality.



4. Not even the gardener is forgotten. U-S-S Steels make tools more enduring and satisfactory. Gardeners seeking the best steel for hardware can recognize it by the U-S-S label.



5. New ideas for the bathroom. Walls of porcelain in a variety of colors, on U-S-S Vitre enamel. Porcelain enameled bath cabinets. Lavatories pressed into beautiful shapes with a glorious finish. All so easy to keep clean.



6. Have you seen Steel Venetian Blinds? They clean with the swish of a cloth. They're exceedingly light. They can't warp or splinter, never need refinishing. Good makers mark them with the U-S-S label so you can identify the quality.



7. Charm and convenience for kitchens. Every cabinet need in colorful enamel on steel. Quiet doors. Easy cleaning. Combine with a work-board of U-S-S Stainless and you have the perfect kitchen. Look for the U-S-S label.



CARNEGIE-ILLINOIS STEEL CORPORATION.
Pittsburgh • Chicago • COLUMBIA STEEL CO.,
San Francisco • TENNESSEE COAL, IRON
& RAILROAD CO., Birmingham • United States
Steel Export Co., New York • *Staley Steel Products*
Company, Chicago, Wholesale Distributors

EVERYDAY STEEL. Throughout 1941, Gluyas Williams was the artist chosen to illustrate the full-page full color advertisements and the advertising modules—vertical half-page in two inks, black and red—that comprised the extensive press campaign launched by the United States Steel Corporation. It dealt with a campaign to reinforce the U.S. Steel brand, inviting consumers to look for this label, a symbol of quality, in articles of daily use.

60. Advertisement published in *The Saturday Evening Post*, February 15, 1941. Illustrated by Gluyas Williams.

**“Anything you’d like to know
about banks, Bertha?”**



YES, Bertha, it's all there . . . in that big Blue Book, the Rand McNally Bankers Directory.

A glance through just a few of its 2,600 pages and you realize why thousands of bank officials always keep this volume handy. Most important, of course, Rand McNally's Bankers Directory contains *complete* information on officers, directors, and statements for bank after bank after bank.

How many in all? For every bank in the United States and Canada, and for *all* banks in other parts of the world insofar as is possible.

If that makes you whistle, note this.

Between those blue covers are complete lists of Bankers Associations and their officers—a digest of all banking laws for each state and for Canada—discontinued bank titles—complete information on all government banking agencies—and many other facts of daily use to banks.

All such information is compiled, revised, and brought up to date *every six months*.

Rand McNally Bankers Directory is only one of many services which this pioneer publishing and printing establishment has rendered American Banks for the better part of a century.

RAND McNALLY & COMPANY

Established 1856

NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON

Schoolbooks • School Maps • Children's Books • Road Maps

Travel Folders • Tickets • Coupon Books • Maps • Atlases

Globes • Bankers Monthly • Bankers Directory

"Please, Rags—that's my ticket to Washington!"



TICKETS are like many modern conveniences. We take them for granted. We think of them as just so much printed matter...if indeed we think of them at all. But tickets are more than that.

They must be individually numbered with great care on special presses and on special safety paper. They are negotiable as money when printed. They're absolutely essential to efficient functioning of our great railroad, airline, and bus services. And especially in this time of emergency, smooth functioning of transportation is vital.

Since 1856... in times of peace, in time of war... Rand McNally has supplied the great transportation industry with millions of numbered tickets, with thousands upon thousands of timetables. Once again our flexible facilities are at full production in an all-important task: supplying accurate, reliable transportation materials to "keep 'em rolling" without delay.

Rand McNally flies the U. S. Treasury Dept. Minute Man Flag—awarded to companies 90 per cent, or more, of whose personnel are purchasing War Savings Bonds regularly by Payroll Allowance.

RAND McNALLY & COMPANY

Established 1858
NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON • LOS ANGELES
Schoolbooks • School Maps • Children's Books • Road Maps
Travel Folders • Tickets • Coupon Books • Maps • Atlases
Globes • Bankers Monthly • Bankers Directory

How to feel lost in your own living room



DAD'S in a dither and there's good reason why. Just when big news breaks from abroad, someone has misplaced the Rand McNally World Atlas! Without this clear-focusing guide for the news, father feels lost in his own living room.

Ever feel that way yourself when you read or hear about such nebulous names as Raposo, Katka, Dnieper, New Delhi, or Lwow? Where in this world are they? Why so "strategically important" as the dispatches say?

It all clears up when you have a Rand McNally World Atlas in your hand. In seconds, you put your finger on the

spot, better understand its significance. Yes, a Rand McNally World Atlas brings this changing world to your very doorstep. Why not select one of the many attractively priced editions now available at your bookstore, stationer's, or department store? Prices range from 25c to \$35.*

Get a Rand McNally Atlas... and keep up with the world. *With each Rand McNally World Atlas priced at \$1.00 and up, comes a special coupon which, with 25c, entitles you to receive a Post-War Supplement showing all map changes when peace is restored.

RAND McNALLY & COMPANY

Established 1858
NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON
Schoolbooks • School Maps • Children's Books • Road Maps
Travel Folders • Tickets • Coupon Books • Maps • Atlases
Globes • Bankers Monthly • Bankers Directory

**"Mr. Rand? Mr. McNally?
Rush me more Atlases and Globes!"**



LIKE Mr. S. Claus we, too, are finding the demand for Globes and Atlases the heaviest in years. We're doing our best to meet demands, but we suggest that you shop early... to avoid disappointment.

This year, an Atlas or Globe cannot be excelled as a Christmas gift. Most of us have sons, brothers, close relatives, or sweethearts serving abroad or in training. With a Globe or an Atlas, you can follow their travels, put your finger on the famous places they've been, feel closer to the historic events of which they are a part... events that shape our very lives.

May we suggest this? Visit your

favorite department store, stationer, or bookstore this week. See the many attractive Rand McNally Atlases displayed, with prices from 25c to \$12.00. And be sure to see that "new kind of world," the Air-Age Globe.

With all Rand McNally Atlases and Globes priced at \$2.00 or more, you receive a special coupon which, with 25c, entitles you to receive a Post-War Supplement incorporating all map changes when peace is restored.

This year, there's no more appropriate gift to give... or get for yourself... than a Rand McNally Globe or Atlas.

Make your selection soon.

RAND McNALLY & COMPANY

Established 1858
NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON
Schoolbooks • School Maps • Children's Books • Road Maps
Travel Folders • Tickets • Coupon Books • Maps • Atlases
Globes • Bankers Monthly • Bankers Directory

"... and there's where I live, Mr. Peck."



Mr. Peck is having the time of his life with a souvenir travel map and an obliging airline stewardess.

Because airline service works with clocklike precision in the tradition of America's great transportation systems, most Mr. (and Mrs.) Pecks never realize the immense amount of time, trouble, and thought that go into making it tick.

Helping to make that service tick has been a part of Rand McNally's job as printers to the country's passenger carriers since 1866.

For example, we print timetables, travel folders, special maps, etc. They have rendered the traveling public a

genuine service, while the use of numbered passenger tickets has eliminated a great deal of travel inconvenience. Printing these tickets, by the way, is one of the toughest, most painstaking of all printing assignments. Tickets must be printed on special paper and, because they are almost as negotiable as money, behind locked doors. Absolute accuracy, of course, is of primary importance.

It has been a privilege and a valued experience to serve as printing advisers to our great air, rail, and bus systems. We feel that we, too, have had some share in making American transportation the envy of the world.

RAND McNALLY & COMPANY

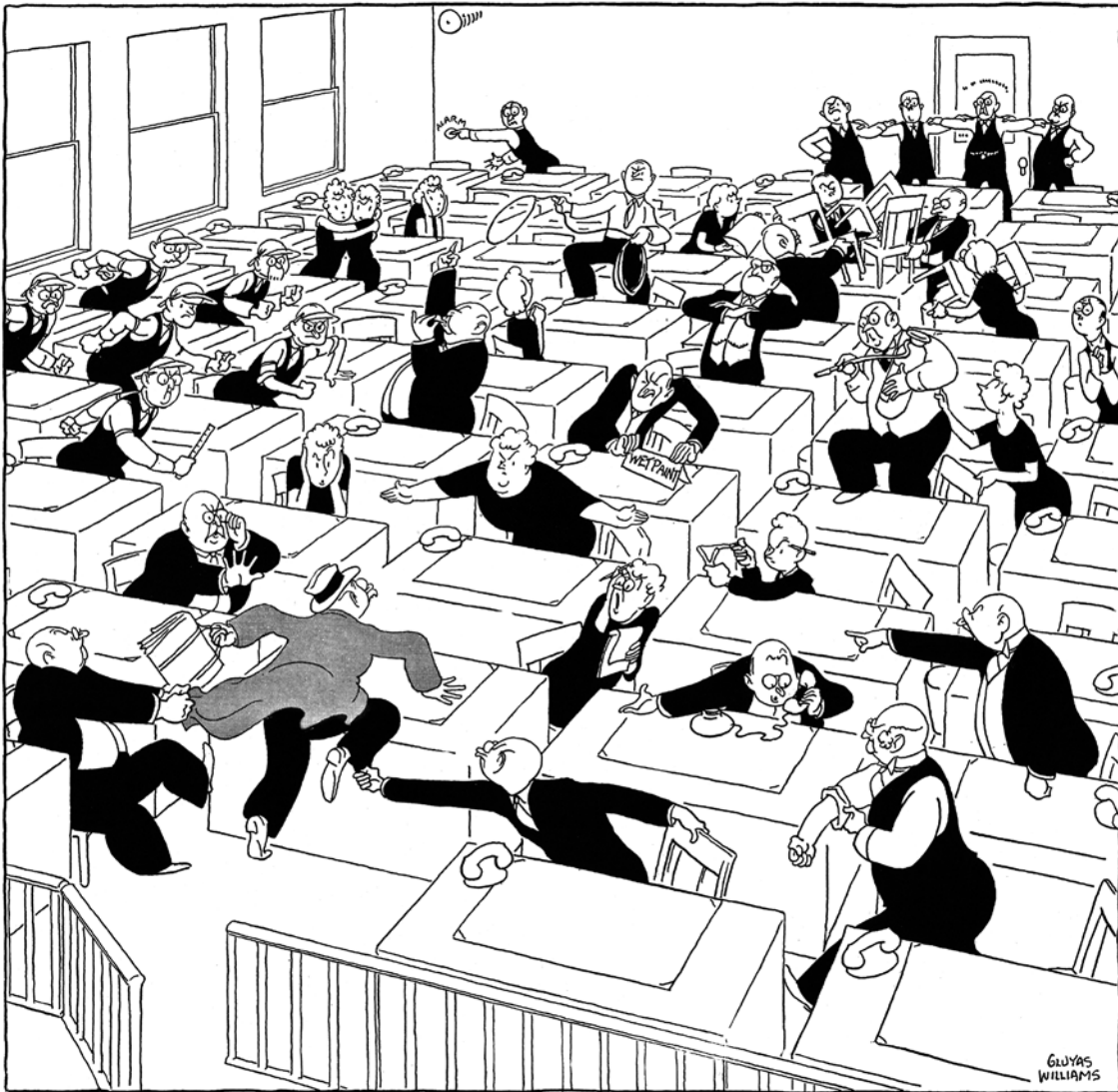
Established 1858
NEW YORK • CHICAGO • SAN FRANCISCO • WASHINGTON
Schoolbooks • School Maps • Children's Books • Road Maps
Travel Folders • Tickets • Coupon Books • Maps • Atlases
Globes • Bankers Monthly • Bankers Directory

ON VACATION.

The publishing company Rand McNally, apart from editing different kinds of publications, was dedicated to providing services and products related to travel and transport and they were popularly known for their atlases, travel guides and maps. Williams contributed his subtle sense of humor to the theme of traveling by resorting to his usual repertoire of characters—who were lost and disoriented—and everyday situations.

64. (opposite page) Advertisement published in *Time* magazine, October 11, 1943.

65-68. Advertisements published in *Time* magazine, June 8, 1942, November 22 and December 6, 1943; July 10, 1944.



NO HURDLES TO DOING BUSINESS AT BRISTOL BRASS

THERE'S no such thing as putting anyone over the jumps, when they call at any office of The Bristol Brass Corporation . . . no running through desks as thick as tank-traps.

You get straight to the man who knows what *you* want to know . . . the man who will handle your business from then on. And you will get your answers straight from him, any time you have

questions to ask him. We appreciate it when we are treated this way . . . and we have found a lot of good customers who appreciate the same kind of treatment from us.

It saves a lot of time, a lot of mistakes, and a lot of good biting edges ground off teeth . . . when all the useless and outworn protocol, pomp and circumstance of business is by-passed.

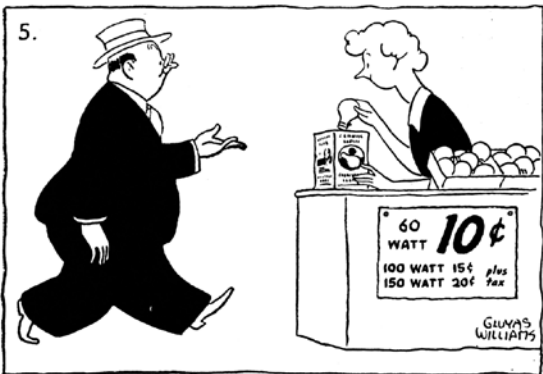
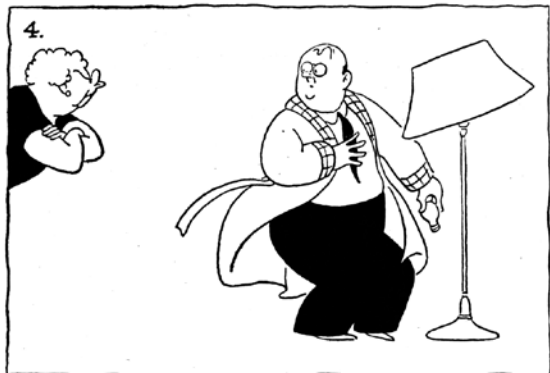
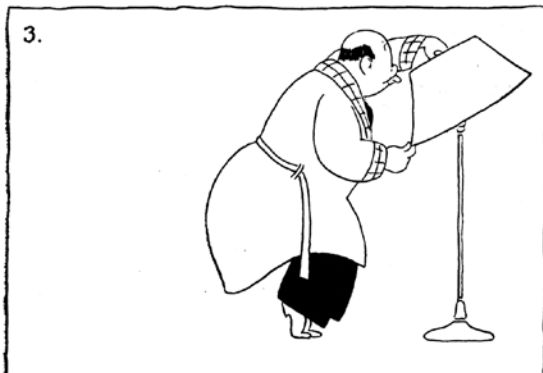
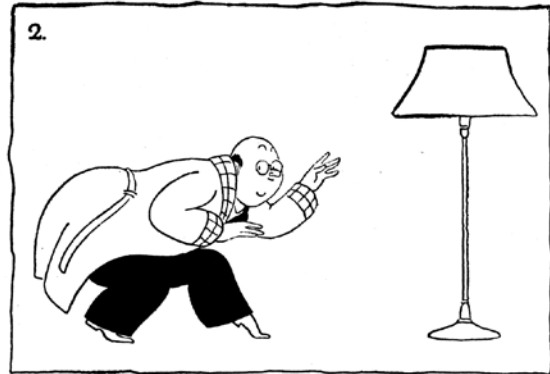
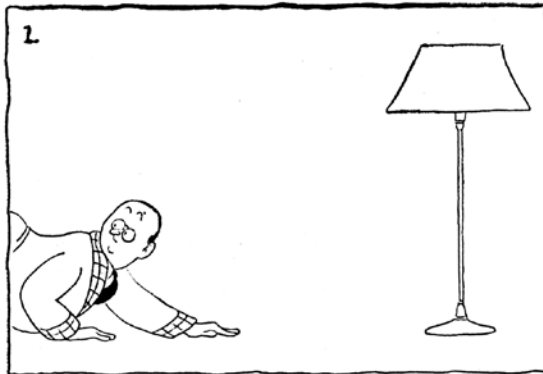
Then business can be done on a friendly, easy, "do-it-now" basis . . . and a lot more of it will *get* done. Agreed?

THE
BRISTOL BRASS
 CORPORATION
Makers of Brass since 1850 • Bristol, Conn.

BRASS. The above image shows one of the characteristic compositions of Gluyas Williams. This case deals with an illustrated advertisement for the Bristol Brass company, part of the brass industry since 1850 and with headquarters located in the town of Bristol, Connecticut.

69. Full-page advertisement published in an unidentified journal, 1945. Illustrated by Gluyas Williams.

Bulbsnatcher Story without Words...



6.

MORAL: Don't be a bulbsnatcher. Why make yourself unpopular and risk eyestrain when G-E Lamps cost as little as 10¢. Get a stock of extra bulbs... and make sure they're all marked G-E!

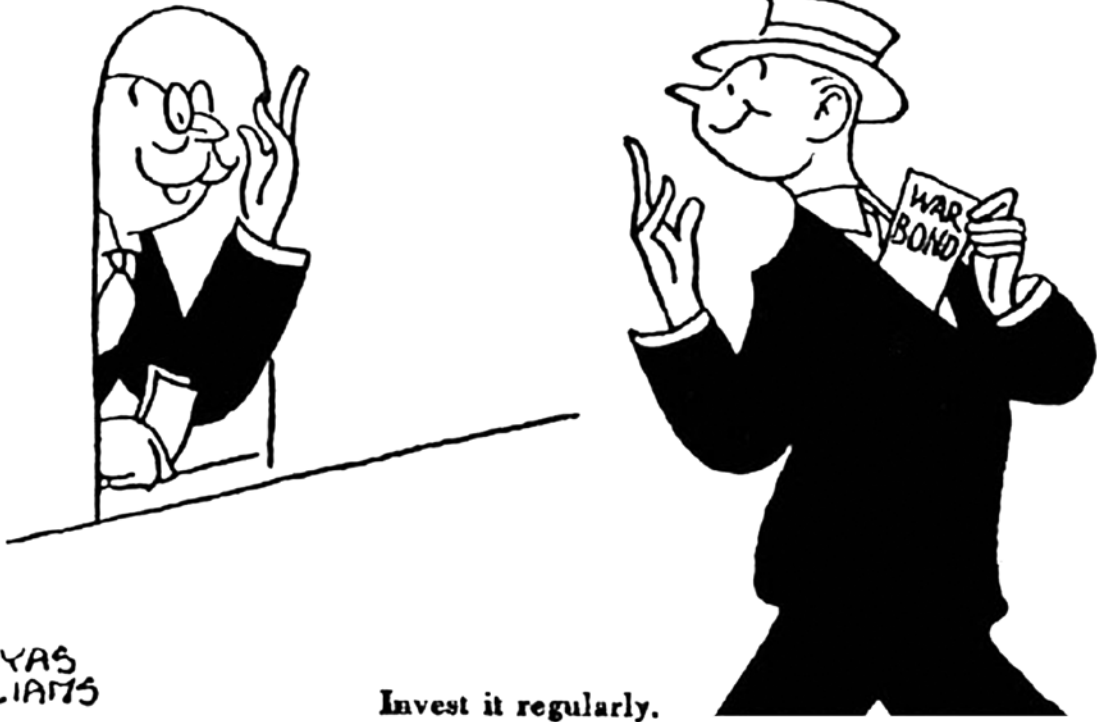
RESEARCH IS ALWAYS AT WORK TO MAKE G-E LAMPS

Stay Brighter Longer

G-E LAMPS
GENERAL  ELECTRIC

BRILLANT. In 1945, for the personality to be featured in cartoons advertising General Electric's GE lamps —incandescent bulbs and fluorescent tubes—, Williams resorted to his fetish character, the popular Fred Perley, already a veteran in advertising assignments.

70. Advertisement published in *Time* magazine, October 8, 1945. Illustrated by Gluyas Williams.

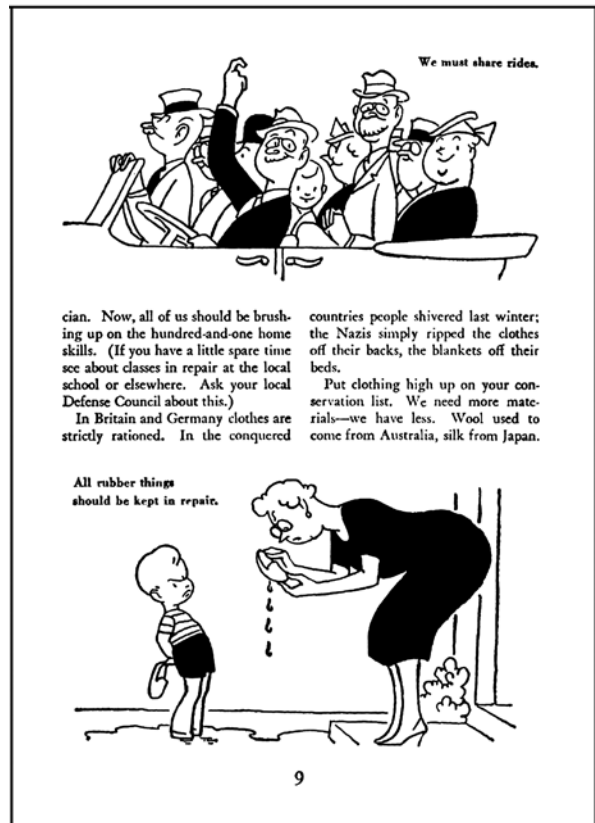
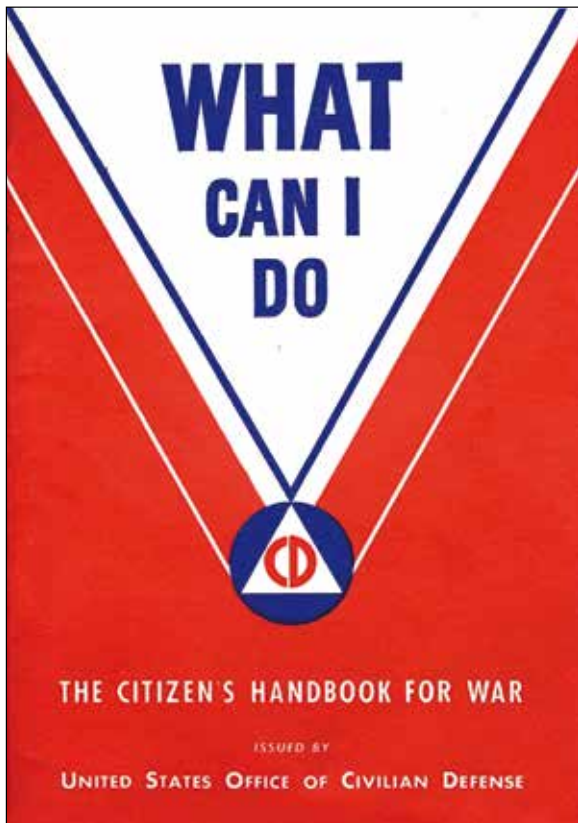


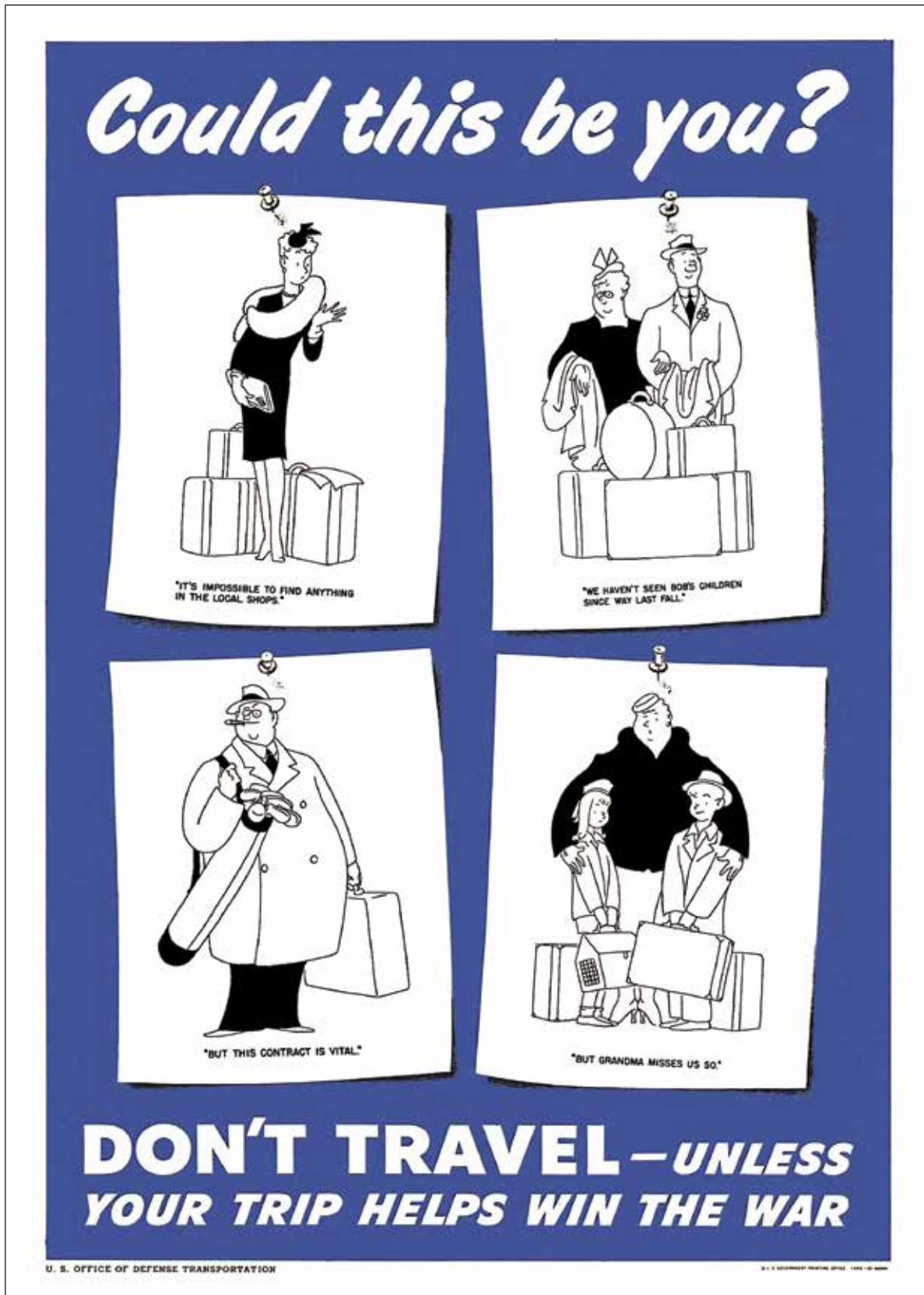
GLUYAS
WILLIAMS

Invest it regularly.

WHAT CAN I DO? Below, the pamphlet published by the United States Office of Civilian Defense in 1942, with the aim of raising awareness and instructing citizens on how to contribute to the Government-promoted war effort in their daily behavior. The drawings of Williams exposed those situations clearly, with a humorous, friendly and engaging tone.

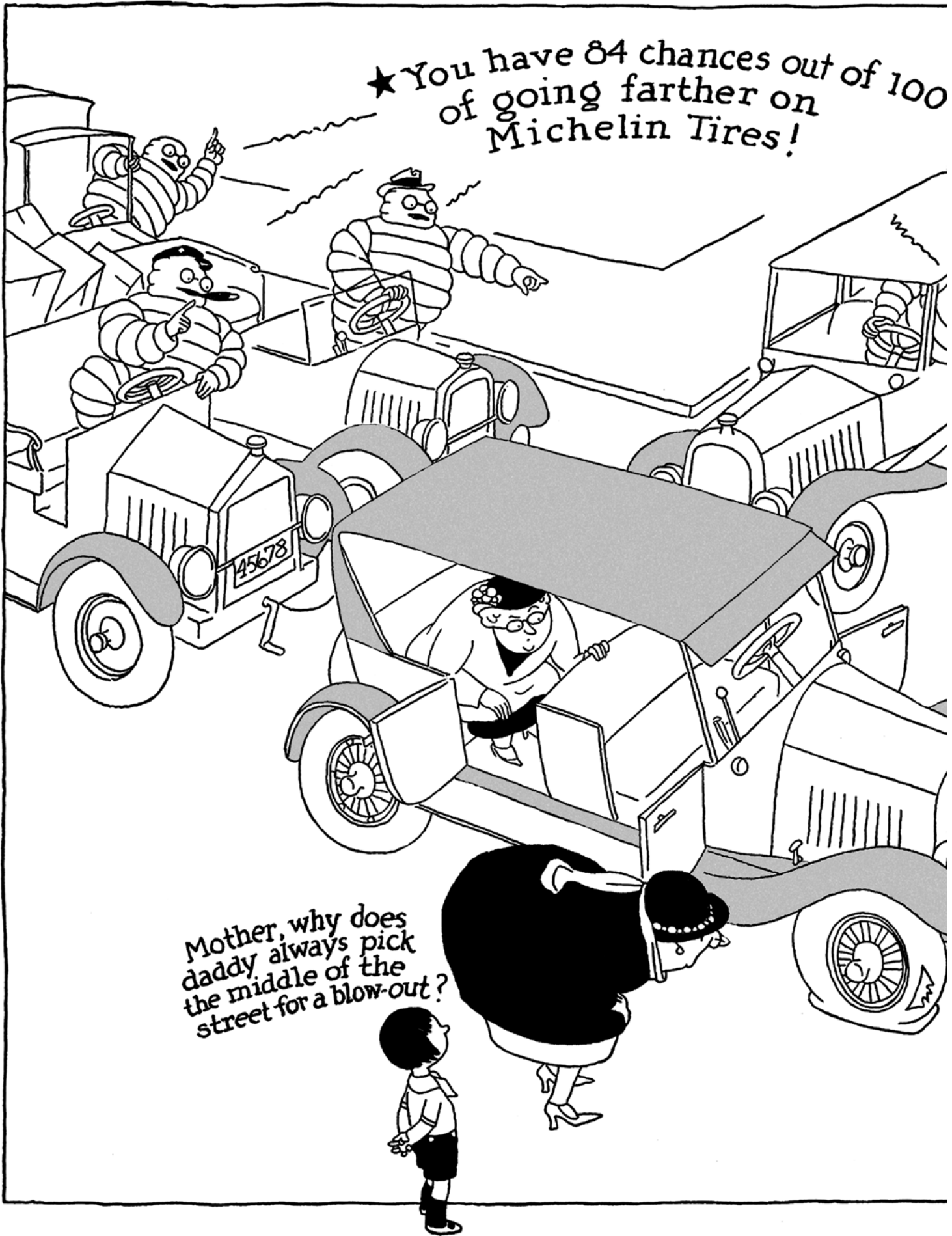
71-73. Detail of one of the drawings, cover and inner page of the book *What Can I Do? The Citizen's Handbook for War*, 1942. All illustrations of the pamphlet were made by Gluyas Williams.

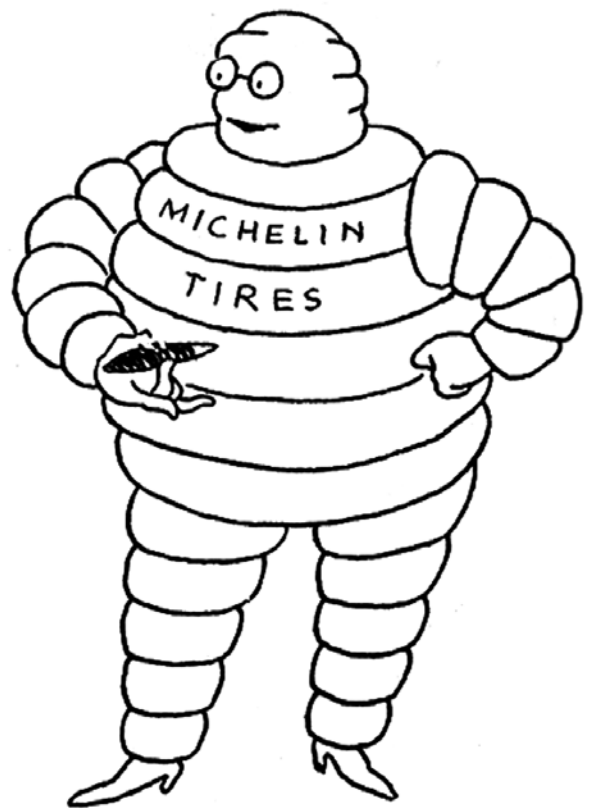
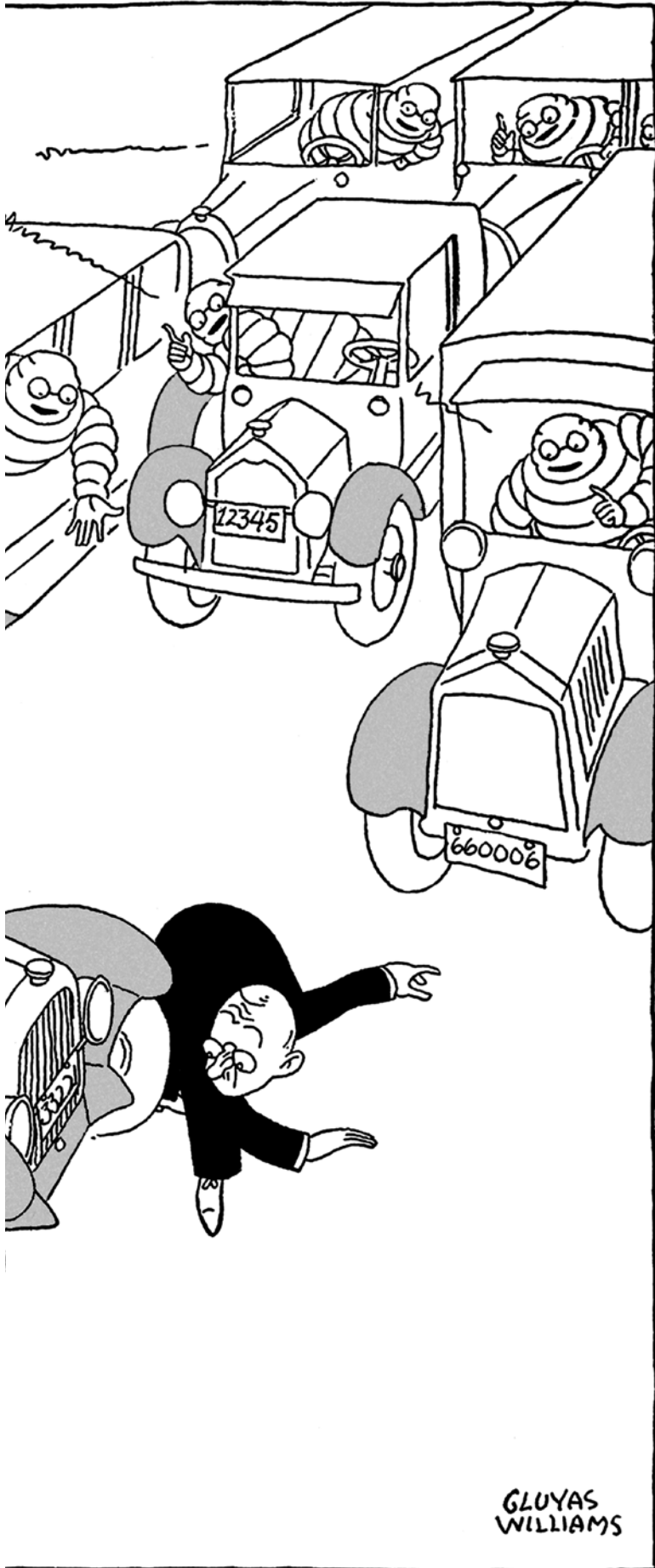




TESTIMONIES. The above image presents one of the few posters that is known to be illustrated by Gluyas Williams. This case deals with a United States Office of Defense Transportation commission to illustrate an advertisement for patriotic and public awareness propaganda. It shows four examples of people adopting inappropriate attitudes and wasteful behavior in times of war.

74. *Could This Be You? Do Not Travel, Unless Your Trip Helps Win the War.* Poster by Gluyas Williams, 65.8 x 46.7 cm; 1943.





OMNIPRESENT BIBENDUM.

On the left, a typical example of advertisements for the Michelin Tire Company in Milltown published in *The Saturday Evening Post* and illustrated by Gluyas Williams for the 1926 and 1927 press advertising campaigns. In this series, the character of Bibendum is omnipresent and plays different roles. Here we see him as a typical driver—could be anyone of us—in contrast to the prominently inept motorist that does not use Michelin tires.

75. Illustration of the full-page advertisement published in *The Saturday Evening Post*, March 26, 1927.

76. Detail of a Michelin advertisement published in 1927.

1926

FULL-PAGE ADVERTISEMENTS.

On September 25, 1926, the first Michelin advertisement signed by Gluyas Williams was published, following the long period marked by the graphic style of Arthur Edrop. The clean, linear and consistent graphics, the absence of color and limited use of lettering for dialogues in vignettes, identified the graphic tone of the 1926 and 1927 campaigns.

77. This double page shows all* the full-page advertisements published in *The Saturday Evening Post* in the 1926 (3) and 1927 (4) campaigns.

*They represent all the advertisements for the entire campaign, which I personally verified by reviewing number by number the different copies of *The Saturday Evening Post* for those years, in a collection kindly put at my disposal by a private collector.

156 THE SATURDAY EVENING POST September 25, 1926

84%
said Michelin Tires
gave more mileage

This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michelins than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin—and to-day Michelin Tires are still first.

1927

THE SATURDAY EVENING POST 157

84%
of all who try them say
MICHELIN TIRES
give more mileage

★ This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michelins). 84% said they obtained more mileage from their Michelins than from any of the various other tires they were using on their cars. In 1893 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE

Pipkin Case-26 Value \$1 Insurance Service Free

A pipkin key case worth about \$1 will be sent upon receipt of the coupon and fee. Each case is supplied, and contains a real rubber key-ring if the holder returns it to the Michelin Tire Co. (note of return will be sent to the owner). This one identity is not required. No charge is made for the service. There is no advertising on the case. Send this coupon and fee to the Michelin Tire Co., Millersville, N. J.

Name _____
Address _____

THE SATURDAY EVENING POST 155

84%
of all who try them say
MICHELIN TIRES
give more mileage

★ This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michelins). 84% said they obtained more mileage from their Michelins than from any of the various other tires they were using on their cars. In 1893 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE

Pipkin Case-26 Value \$1 Insurance Service Free

A pipkin key case worth about \$1 will be sent upon receipt of the coupon and fee. Each case is supplied, and contains a real rubber key-ring if the holder returns it to the Michelin Tire Co. (note of return will be sent to the owner). This one identity is not required. No charge is made for the service. There is no advertising on the case. Send this coupon and fee to the Michelin Tire Co., Millersville, N. J.

Name _____
Address _____

THE SATURDAY EVENING POST 215

No, a man's just had four blow-outs in ten miles and they're holding him till he calms down

Accident?

But they've got you out of going further on Michelin Tires

84% said Michelin Tires gave more mileage

*This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michelins than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

THE SATURDAY EVENING POST 135

My dear, we are actually ready to start on a family picnic on time

Ignorance may be bliss - but you can save a lot of trouble by knowing that you have 84 chances out of 100 of getting more mileage from Michelin Tires

84% said Michelin Tires gave more mileage

*This statement is based on facts. Our investigators secured written reports from over 1500 motorists picked at random except that they were all testing Michelin Tires against other makes. 84% said they obtained more mileage from Michelins than from any of the other makes tested.

The world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

THE SATURDAY EVENING POST 138

You'd have had 84 chances out of 100 of going farther on Michelin Tires (but we're glad you didn't catch them)

Is your day very, very busy?

84 chances out of 100

84% of all who try them say MICHELIN TIRES give more mileage

*This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michelins). 84% said they obtained more mileage from their Michelins than from any of the various other tires they were using on their cars. In 1895 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE

Pipette, Cover \$2.00, Value \$1.00

Insurance Service Free

A pipette key case worth about \$1.00 will be sent upon receipt of this coupon and fee. Each case is numbered, and contains a card showing a record of the latest mileage in the Michelin Tires Co. files, of course, will forward it to the nearest. This new offering is one. Special. No charge is made for this service. There is no advertising on the case. Send this coupon and fee to the Michelin Tire Co., Midvale, N. J.

Name: _____

Address: _____

THE SATURDAY EVENING POST May 7, 1937

And remember you have 84 chances out of 100 of getting more mileage from Michelin Tires

Is it you or the car that's getting better?

six miles gone & counting

84% of all who try them say MICHELIN TIRES give more mileage

*This statement is based on facts. Written reports have been secured from thousands of motorists (picked entirely at random except that all were testing various makes of tires opposite Michelins). 84% said they obtained more mileage from their Michelins than from any of the various other tires they were using on their cars. In 1895 the world's first pneumatic automobile tire was a Michelin—and today Michelin Tires are still first.

FREE KEY-INSURANCE

Pipette, Cover \$2.00, Value \$1.00

Insurance Service Free

A pipette key case worth about \$1.00 will be sent upon receipt of this coupon and fee. Each case is numbered, and contains a card showing a record of the latest mileage in the Michelin Tires Co. files, of course, will forward it to the nearest. This new offering is one. Special. No charge is made for this service. There is no advertising on the case. Send this coupon and fee to the Michelin Tire Co., Midvale, N. J.

Name: _____

Address: _____

1926

MODULAR ADVERTISEMENTS.

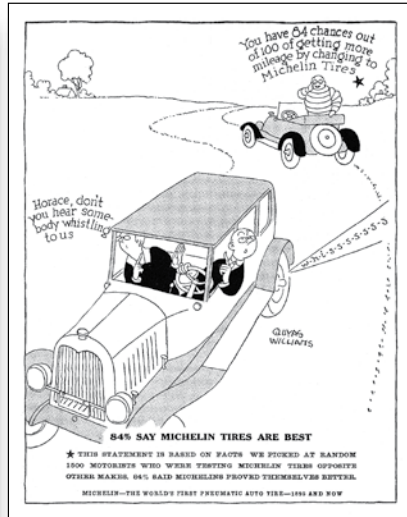
On November 6, 1926, the first Michelin modular advertisement illustrated by Gluyas Williams was published, which would total up to nineteen distinct ones being published between 1926 and September 1927. The reduction of the advertising budget obliged the Michelin Tire Co. in Milltown to preferably resort to publishing modules rather than entire pages, which were always produced in austere black and white.

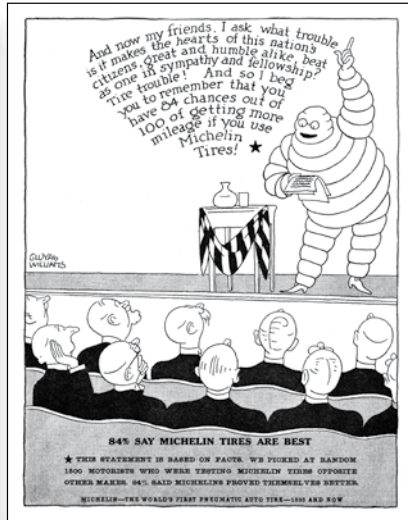
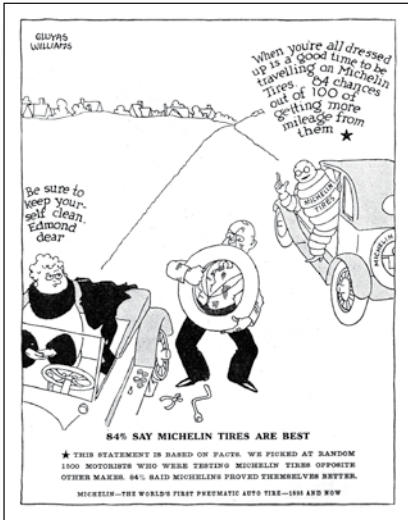
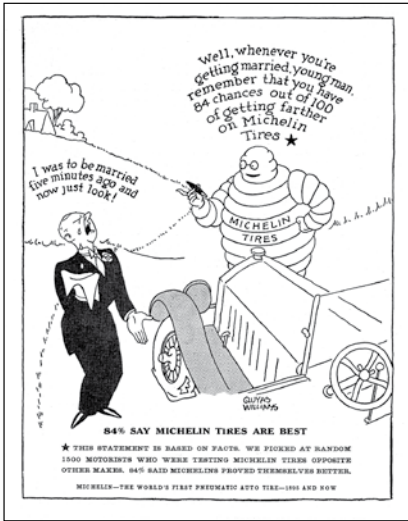
78. The following two pages present sixteen of the nineteen* modular advertisements published in the generalist magazine *The Saturday Evening Post*, in successive campaigns for 1926 (4) and 1927 (15).

*They represent all the advertisements for the entire campaign, which I personally verified by reviewing number by number the different copies of *The Saturday Evening Post* for those years, in a collection kindly put at my disposal by a private collector.



1927





**This statement is based on facts. We picked at random 1500 motorists who were testing Michelin Tires opposite other brands on the same car. 84% said their Michelin lasted longer than the other makes they were using.*

Here's Our Bid for your tire business.

" No matter what tires you are now using, we promise you more mileage if you will buy **MICHELIN TIRES** of us! "

How can we make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelin's. 84% said they secured more mileage from their Michelin's than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

FACT 3—During the past three years Michelin sales have grown three times as fast as the tire industry as a whole. Something more than words did that.

FACT 4—Records covering over a million miles show that, on an average, Michelin's give 36% more mileage than other tires.

FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelin's.

But in addition to quality there's another factor—Price. We sell Michelin's at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give these fellows a chance?"

HIWAY TIRE CO.
137 Second Street
Portsmouth, Ohio

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW

**This statement is based on facts. We picked at random 1500 motorists who were testing Michelin Tires opposite other brands on the same car. 84% said their Michelin lasted longer than the other makes they were using.*

This is not guesswork

No matter what make of tires you are now using, we promise you more mileage if you will buy **MICHELIN TIRES** of us!

How can we make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelin's. 84% said they secured more mileage from their Michelin's than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

FACT 3—During the past three years Michelin sales have grown three times as fast as the tire industry as a whole. Something more than words did that.

FACT 4—Records covering over a million miles show that, on an average, Michelin's give 36% more mileage than other tires.

FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelin's.

But in addition to quality there's another factor—Price. We sell Michelin's at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give these fellows a chance?"

DISTRIBUTORS:
CITY AUTO COMPANY, INC.
589 — 593 FAIRFIELD AVENUE

DEALERS:

ELMWOOD GARAGE 340 Wood Avenue	METZGER GARAGE 1309 Bartram Avenue	KANE FILLING STATION 625 William Street
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SCHETINGER GAS STATION — 700 Brooklawn Avenue

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW

ADAPTATIONS. The advertisements illustrated by Gluyas Williams, exclusively published in one magazine —*The Saturday Evening Post*—were adapted to different formats of advertising modules for publication in local journals and newspapers by the establishments associated with Michelin's commercial network.

79-80. Advertising modules published in the following newspapers:
The Portsmouth Daily Times, April 25, 1927 and *The Bridgeport Telegram*, May 13, 1927.

81-82. (opposite page) Advertising modules published in the following newspapers:
The Daily Northwestern, May 20, 1927 and *The Kingston Daily Freeman*, June 20, 1927.



*This statement is based on facts. We picked at random 1500 motorists who were testing Michelin tires opposite other brands on the same car. 84% said their Michelins lasted longer than the other makes they were using.

Take me at my word

No matter what tires you are now using—I promise you more mileage if you will buy **MICHELIN** Tires of me!

How can I make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelins. 84% said they secured more mileage from their Michelins than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

FACT 3—During the past three years Michelin sales have grown

three times as fast as the tire industry as a whole. Something more than words did that.

FACT 4—Records covering over a million miles show that, on an average, Michelins give 36% more mileage than other tires.

FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelins.

But in addition to quality there's another factor—Price. I sell Michelins at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give this fellow a chance?"

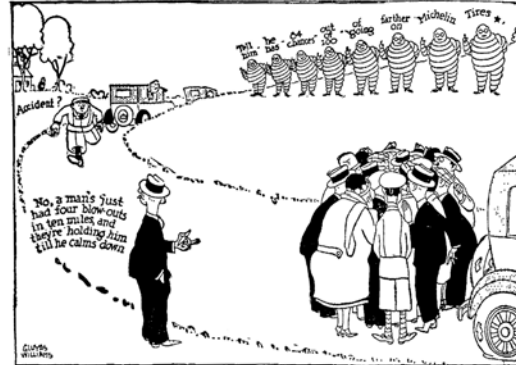
ROGERS TIRE CO.

VERNON ROGERS, PROPRIETOR

56 Light Street

Telephone 1391

MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW



*This statement is based on facts. We picked at random 1500 motorists who were testing Michelin Tires opposite other brands on the same car. 84% said their Michelins lasted longer than the other makes they were using.

A promise easy to keep

No matter what tires you are now using, we promise you more mileage if you will buy **MICHELIN** TIRES of us!

How can we make this sweeping promise? Well, just consider the facts:

FACT 1—Written reports have been secured from over 1500 motorists picked entirely at random except that all were testing various makes of tires opposite Michelins. 84% said they secured more mileage from their Michelins than from the other tires they were using.

FACT 2—In Detroit, the home of the automobile, in a vote taken among all of the 984 tire dealers, more dealers voted for Michelin as the best tire than for any other make.

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three times as fast as the tire industry as a whole. Something more than words did that.

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FACT 5—Back in 1895 Michelin was the world's first pneumatic auto tire. Today Michelin is still first, and over 25,000 tire builders are kept busy trying to supply the great world-wide demand for Michelins.

But in addition to quality there's another factor—Price. We sell Michelins at the price of standard tires. Think of that. Then ask yourself: "Don't I owe it to myself to give these fellows a chance?"

SINGER'S SERVICE STATION, Steved and Ferry St. BROWN TIRE CO., 662 Broadway.

A. & W. AUTO EXCHANGE, 115 No. Front St. PINE CREST SERVICE STATION, West Haverly, N. Y.

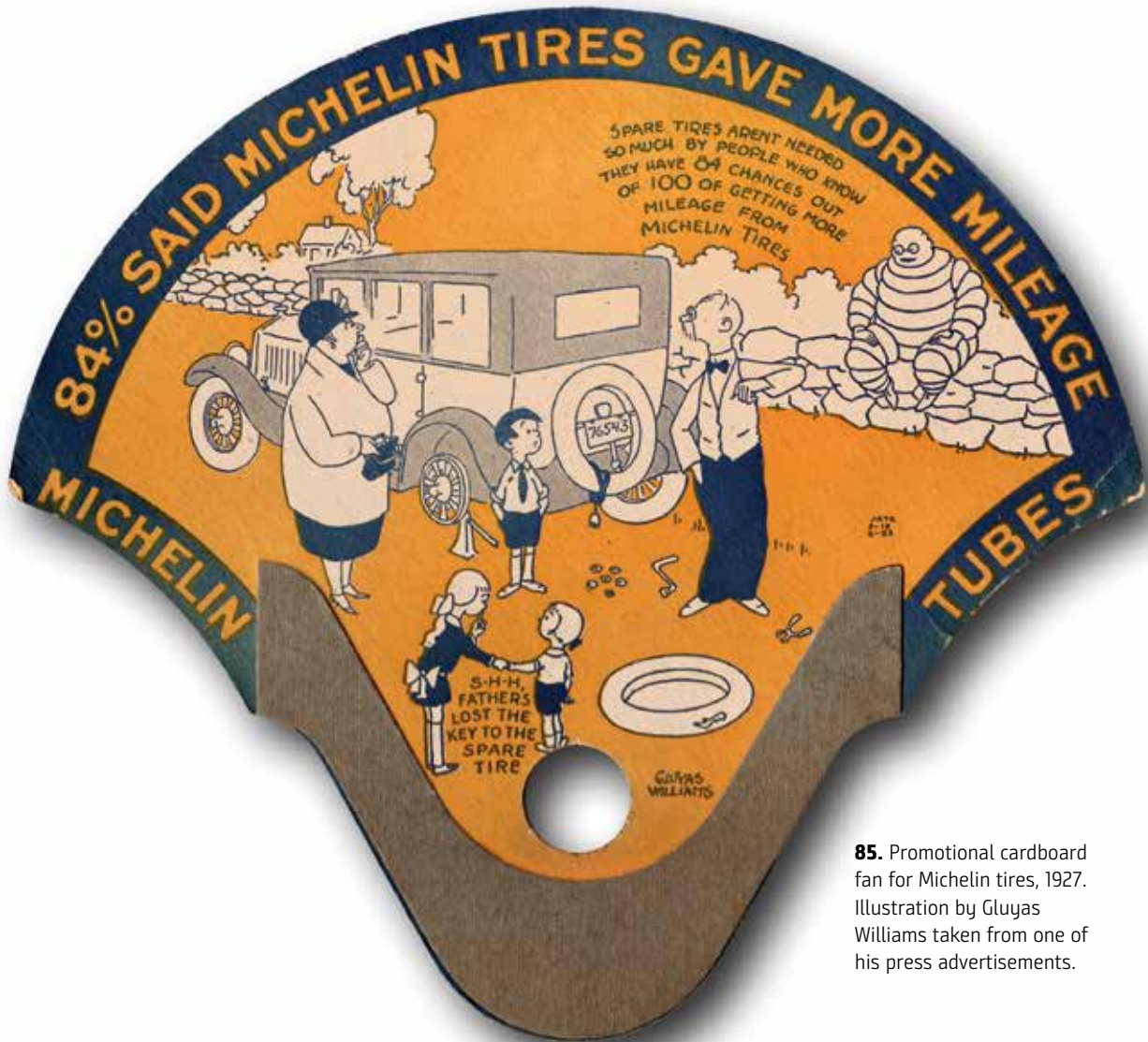
MICHELIN—THE WORLD'S FIRST PNEUMATIC AUTO TIRE—1895 AND NOW



83. Models of advertising slides for screening in shows and theaters, forming part of the catalog of promotional items offered to establishments affiliated with Michelin's commercial network, 1927.



84. On occasion, the Michelin advertisements illustrated by Williams coincided on the same page as his humorous panels. Here, an example is shown on the page from the newspaper *The Port Arthur News* (Port Arthur, Texas), June 3, 1927.



85. Promotional cardboard fan for Michelin tires, 1927. Illustration by Gluyas Williams taken from one of his press advertisements.



86. Promotional postcards, 1927. Illustrated by Gluyas Williams.



LUCKY TIRES.

During 1925, the Racine Horseshoe Tire Company, a manufacturer of automobiles tires, advertised themselves with a series of unsigned humorous illustrations. They were similar to the style of clear line drawing that was employed by Gluyas Williams—who was not their author. The scenes recreated unforeseen moments right before an impending disaster, under the slogan "ALWAYS you'll have better luck with HORSESHOES."

- 87. Full-page advertisement published in color in the specialized journal *India Rubber Review*, 1925.
- 88. Advertisement in an unidentified magazine, 1925.





Boy Friend—This sure is tough on the back.

Girl Friend—Guys with weak backs ought to use their heads—and buy Goodyears.

CLYDE FRANKS
MT. ZION, KY.
Phone: 1074



Boy Friend — Well, this is a good jack, anyhow.

Girl Friend—Sure, Oscar. But listen. If you'd put your "jack" into a Goodyear, you wouldn't need it under your car.

CLYDE FRANKS
MT. ZION, KY.
Phone: 1074

MEN, WOMEN ... AND TIRES. In 1928, the Goodyear tire company published a series of humorous postcards illustrated by John Held Jr. (1889-1958), illustrator and cover artist for *Life*, famous for portraying with his casual and markedly Art Deco style the renowned "roaring twenties."

89-92. Four postcards from the series "Boy friend, girl friend," 1928. Illustrated by John Held.



Boy Friend — Sufferin' blow-outs! If I only had a spare!

Girl Friend — Listen, Boy Friend, spare yourself the trouble of remembering my 'phone number until you get Goodyears on all four rims.

WONDERS GARAGE
WHITE MILLS, PA.



Boy Friend—GOODYEARS—at last!

Girl Friend—You're a dear—now you can give ME some of the attention you've been giving the tires.

CLYDE FRANKS
MT. ZION, KY.
Phone: 1074



FIRESTONE HUMOR.

In 1928 the manufacturer Firestone published a series of humorous postcards in which they promoted their new tires "Gum Dipped" and their official service network, using, on occasion, the advertising character Mr. Most Miles Per Dollar, who represented automobile repair mechanics. The drawing style of the illustrations is similar to that used by Gluyas Williams in his Michelin campaign.

84-87. Three examples from the promotional postcards series, 1928.

88. Promotional postcard. French version of the original American campaign, 1929.





**Petites causes
Grands effets!**

Un petit clou... une enveloppe usagée... la panne !

Avec les beaux jours, goûtez un plaisir sans mélange, changez ces pneus qui vous ont donné le meilleur d'eux-mêmes, montez des

GOODRICH

Fidèles pour des milliers de kilomètres.



**LA VIE: ses hauts
et ses bas...**

Ces exercices salutaires peuvent vous être évités; pourquoi ne pas renouveler ces pneus qui vous causent cette appréhension de " Arriverai-je ou n'arriverai-je pas ? "

Montez des

GOODRICH

et vous aurez à nouveau le sourire.

THE POLYGLOT TIRE. The French division of the manufacturer Goodrich published a series of promotional postcards with caricature and humorous illustrations, a campaign that was employed in a variety of neighboring countries such as Spain.

89-91. Three examples from the series of French postcards, c. 1930. **92.** Spanish version of the original postcards, c. 1930.



DIVORCEZ !

A quoi bon vous acharner à subir les soucis que vous procurent vos pneus. S'ils vous ont rendu le kilométrage attendu, n'en demandez pas davantage. Remplacez-les par des pneus

GOODRICH

qui vous assureront un kilométrage peut-être supérieur.



CAMBIELOS

Antes de que se quejen.

Que satisfacción la de librarse de unos neumáticos que a todas horas se quejan con :

"Parate que estoy muy bajo!"

Permitanos que contestemos nosotros a estas desconsoladoras palabras, mientras que Ud. continua su camino sobre los silenciosos

GOODRICH

