

# Shameless Vintage Ads That Were Once Socially Acceptable

Updated: Jul 18, 2023 By [Audrey Kyanova](#) [Business History](#)



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As time has gone on, ads have become more and more socially progressive. Sure, people have fought that progress every step of the way, but there usually isn't blatant ignorance in advertising campaigns anymore. After all, companies don't want to do anything to hurt their bottom line.

Be prepared to be shocked by what the 1940s, '50s, '60s, and '70s let fly when it came to their ads. These ads will make you laugh (or maybe even cry) because of their absurdity. Today, ads such as this would get excoriated on [Twitter](#) and other social media sites. But, decades ago, no one batted an eye.

## **1. Thank Goodness for Lipton**

**Company:** Lipton Tea

**Year Released:** 1942

Lipton Tea was, we assume they thought, telling hard truths. While your husband would still leave you eventually because you couldn't make tea, Lipton would at least soften the blow and slow that impending doom. Or something. This 1940s ad was an example of advertisers trying to be witty and missing the mark.

**This won't happen**



I WAS ABOUT TO DIVORCE YOU, CLEMENTINE, BECAUSE YOU COULDN'T MAKE DECENT TEA, BUT THIS WONDERFUL BREW MAKES ME LOVE YOU ALL OVER AGAIN!

OH, LUCKY DAY! I CHANGED TO LIPTON TEA ...IT HAS GIVEN ME BACK MY HUSBAND!

**But this will...**




DARN GOOD CUP OF TEA! HAVE YOU CHANGED BRANDS?

YES, I THOUGHT I'D TRY LIPTON. IT IS BETTER, ISN'T IT?

You see  teas grown in hot  valleys ripen too fast  So they taste flat But Lipton  uses teas  grown on cooler  slopes...teas that ripen slow  and gain rich full flavor  This special flavor  has made Lipton  America's  largest selling tea.

**LIPTON TEA**    
In packages. In modern, new-style tea bags, too.

**This won't**



I WAS ABOUT TO DIVORCE YOU, CLEMENTINE, BECAUSE YOU COULDN'T MAKE DECENT TEA, BUT THIS WONDERFUL BREW MAKES ME LOVE YOU ALL OVER AGAIN!

**But this**

This Won't Happen @historydaily/Pinterest

Lipton Tea is still pretty popular as one of the best-selling teas in the world. It hasn't been slowed by its track record of cringeworthy ads, as Lipton has a brand value, as of 2022, of around \$10.57 billion. That's nearly \$2 billion more than its 2018 net value.

## 2. Your Daily Workout



**Company:** Total Cereal

**Year Released:** 1971

Lizzo would write some pretty vicious bars about this little ad, which General Mills released for its Total Cereal brand in 1971. Just think—you could eat cereal, clean the house, and not gain weight. Total would watch your vitamins while you weighed yourself to stay slim.



**Keep up with the house  
while you keep down your weight.**

Don't lose vitality while watching your weight. Live right, eat right. Get vitamins and iron from TOTAL. Now TOTAL has more vitamins than any other cereal. A one-ounce bowlful gives you 100% of the minimum daily adult vitamin and iron requirements—plus a delicious crunchy taste.

**'TOTAL' watches  
your vitamins  
while you watch  
your weight**



Your Daily Workout @historydaily/Pinterest



Total's great and all, but this ad isn't exactly body-positive. An ad like this would get excoriated on social media and blogs. While Total is full of vitamins and, admittedly, is a pretty healthy breakfast choice when compared to sugary cereals out there, we're glad General Mills has abandoned this ad campaign.

### **3. Poor Tracy Harper**

**Company:** Sears

**Year Released:** 1970s

If Sears thought this was "chubby" in the '70s, they should see the kids walking around today. Sure, childhood obesity is a huge issue in the world (i.e. America), but Tracy Harper didn't deserve this, because she wasn't even remotely chubby. She just looks like a kid. This '70s ad was showing off "fashionably, chubby size[d]" clothing.

Tracy Harper  
may not care  
if fashionable  
chubby-sizes are  
hard to find—

but her Mother  
does.

And so does  
Sears.

Sears cares enough to make hard-  
to-fit young sizes easy to  
find. Flattering new looks  
designed for half-size figures.  
This perky party dress has  
a finely tucked bodice,  
low swinging pleats and a finish  
of lace on its stand-up  
collar and cuffs. Pink or black in  
sizes 8½ - 16½. Its easy-to-  
care-for 50% Fortrel® Polyester  
and 50% cotton. At most large  
Sears, Roebuck and Co. stores  
and in the catalog.

Our  
kids' clothes  
are made for mothers.

Sears



Tracy Harper  
may not care  
if fashionable  
chubby-sizes are  
hard to find—



Poor Tracy Harper @historydaily/Pinterest

The ad isn't geared toward the Tracy Harpers of the world, and we hope Tracy didn't even see this casually cruel piece of work. It's geared towards mothers buying clothes for their "chubby" daughters. Sears went out of business because of bad management in the late 2000s. At least, before going under, the department store ditched the body-shaming ads.

#### 4. You Bet Your Sweet... What?

**Company:** DataComp Systems Inc.

**Year Released:** 1970

This ad raises some eyebrows, as it's hard to decipher exactly what Datacomp is talking about with this one. "You bet your sweet Telex operator it is" doesn't exactly roll off the tongue. From what we can tell, this ad shows a digital computer beneath a Telex keyboard (or something—technology in the '70s was confusing).





## YOU BET YOUR SWEET TELEX OPERATOR IT IS!

Beneath that Telex keyboard is a full-fledged 16-bit word-length digital computer with the most powerful I/O structure available today. It's the DATACOMP 404.

Hardware decimal arithmetic, including multiply and divide with automatic scaling, eliminates binary/decimal conversion. On I/O automatic formatting eliminates expensive editing software.

Word-length operating modes that are built into the 404's hardware can be programmed for 16, 32, 48, or 64 bits, doing away with multi-precision routines.



Sixteen addressing modes, including double-index and relative, hardware-streamline the most complicated routines and permit you to relocate object programs.

The 404 executive hardware time shares its own terminals while acting as the INTELLIGENT TERMINAL in a time-shared network.

If you're an OEM and you're thinking of force-feeding a binary bit-switcher to solve decimal problems, Telex us before you make a sad mistake. The 404 starts at \$6800.

@historydaily/Twitter.com

So, do you think this is sexist? It's definitely weird, but it seems oddly fitting for the '70s. The seventies was a time of technology that blew everyone's minds, including hits like the floppy disk, cell phone, portable cassette player, and more.

## 5. The Future Is Clean

**Company:** Procter & Gamble (Lestoil)

**Year Released:** 1968

“Women of the future will make the Moon a cleaner place to live.” Where to start with this ad? Lestoil was a cleaning product made by Procter & Gamble, and apparently, it was the cleaning product of the future, as you could use it to shine the surface of the Moon’s arid, gray rocks.



The Future Is Clean ©KMphoto/alamy

Of course, it wouldn't be astronauts or scientists sent up to the Moon colony first—we'd send Women Cleaners, as they would get the place habitable. Lestoil is now mostly used for heavy-duty household stains (the stains that make you consider ripping up the entire carpet), rather than hypothetical Moon colonies.

## **6. Calling All Lonely Guys**

**Company:** SEGA

**Year Released:** 1990s

SEGA, a Japanese video game company headquartered in Tokyo, is a huge MNC that brings in billions in Japanese yen a year. SEGA's most popular game was *Sonic the Hedgehog*, which was released in 1991 and sold fifteen million copies.



**THE MORE  
YOU  
PLAY WITH  
IT, THE  
HARDER  
IT GETS.**

You sit there, eyes glued to the writhing, arcade-quality graphics, pulling and squeezing your knob. Now you're breathing heavily over the digital stereo sound. Now you're shooting all over the place, but it's no use... "GAME OVER."

JOYSTICK £34.99

16 BIT MEGADRIVE WITH ALTERED BEAST GAME £149.99

TO

Calling All Lonely Guys ©r/gaming/Reddit

In addition to that background information, SEGA was also super into gross ads. Its ads in the 1990s, no doubt done to garner attention, were pretty much all perverted. Reading this ad for its 16-bit Megadrive is as cringe-worthy as it gets, and it almost makes the whole “cancel culture” thing (if you believe that’s a thing or not) preferable by comparison.

## 7. Like Mother, Like Daughter

**Company:** Post

**Year Released:** 1950s

Who knew Grape Nuts had a fat-shaming history? Post's cereal might have seemed the most boring of the bunch, but Grape Nuts was going overboard in the fifties with its "Like mother, like daughter ad." Grape Nuts, according to Post, was a great protein cereal because it would help keep you thin.

"Any protein cereal helps keep you the same size  
...as long as it's  
**Post Grape-Nuts**"



Like mother, like daughter—when both keep trim with Grape-Nuts. It's the most highly concentrated protein cereal—30% more protein per spoonful. And what a flavor—so different, so nut-like. You'll like it.



"ALL POST CEREALS HAPPEN TO BE  
JUST A LITTLE BIT BETTER"



Like mother, like daughter—when both keep trim with Grape-Nuts. It's the most highly concentrated protein cereal—30% more protein per spoonful. And what a flavor—so different, so nut-like. You'll like it.



"ALL POST CEREALS HAPPEN TO BE  
JUST A LITTLE BIT BETTER"

Post Grape Nuts are a pretty healthy cereal, as they're lower in sugar than a lot of the unhealthy breakfast foods we see lining the aisles of supermarkets. These "lose weight or else" cereal ads would continue into the 1970s before the '80s showed them the door.

## **8. Rugged Man Stuff**

**Company:** Beach Jeans

**Year Released:** 1960s

At first, looking at the photo, you'd think this ad was showing off some plaid short shorts for men, which would be unusually progressive for the 1960s (the decade we're guessing Beach Jeans released this). Beach Jeans was showing off its SceneJeans, and it used the questionable slogan, "Male makes it exciting."





@historydaily/Pinterest

The caption says that these “sexy new” jeans were made from “rugged man stuff!” And they said that without a bit of irony, either. This ad has everything from the sixties—a man in tight pants, a groovy disco woman, and a lot of loud fonts.

## 9. Now With Extra Large Snack Sack

**Company:** Shempley's Department Store

**Year Released:** 1954

This was pretty sassy for 1954. Shempley's Department Store, a department store that has now joined the thousands of defunct, sad, dead stores of its kind, ran this for Action Pants by Sansabelt in the 1950s.



@historydaily/Twitter.com

“A man of action needs to wear pants of action!” the slogan read, and the Sansabelt pants were unique because they were the only pants to have a “patented action zone.” The action zone was, as you can see here, the crotch of the pants. This risqué ad was certainly attention-getting, but these ploys weren’t enough to save Sansabelt, which went out of business in 1967.

## **10. She’s Always Ready**

**Company:** Winnebago

**Year Released:** 1970s

The Winnebago Chieftain II looks like the type of RV that you’d see in a horror movie before things go horribly wrong for the passengers. Chieftains from the ‘80s, amazingly, are worth around \$9,600 (that’s \$25,000 less than the retail price), and Chieftains from the ‘70s cost even less.





**Park her anywhere.**

Take her to the beach. The mountains. A secluded forest. She's always ready, no matter what you want to do or where you want to go.

This new Chieftain II is the biggest and most expensive\* motor home Winnebago has ever made. A front lounge with swivel chair, couch and bookcase. A dressing room with vanity, toilet, tub and shower. Deep lush carpeting. Rich, textured upholstery. A big, wide-open galley. A private rear bedroom with feather-soft Sealy innerspring mattress. A service bar.

She's 28-feet of luxury. Enough elegance for a private hotel, motel, or bachelor pad on wheels.

And such wheels. A custom-built Dodge chassis, with 413 cubic-inch V-8 engine. Power brakes. Power steering. Automatic transmission. Stereo. Air. All the extras that normally cost extra on other motor homes.

The 1972 Winnebago Chieftain II. Drive her anywhere. Park her anywhere. She's ready for anything.



Go the Winnebago route

Winnebago Industries, Inc.  
P.O. Box 192  
Forest City, Iowa 50436

Hey, Winnebago! Please send the name of my nearest dealer and complete information on all three lines and ten motor home models for '72.

I'm interested in ( ) buying ( ) renting

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**WINNEBAGO**  
America's best selling motor home



**Park her anywhere.**

Take her to the beach. The mountains. A secluded forest. She's always ready, no matter what you want to do or where you want to go.

This new Chieftain II is the biggest and most expensive\* motor home Winnebago has ever made. A front lounge with swivel chair, couch and bookcase. A dressing room with vanity, toilet, tub and shower. Deep lush carpeting. Rich, textured upholstery. A big, wide-open galley. A private rear bedroom with feather-soft Sealy innerspring mattress. A service bar.

She's Always Ready @farm4/foter

This ad used a model and suggestive language to sell the Chieftain II, and you could even order one at the bottom of the catalog. "Drive her anywhere. Park here anywhere. She's ready for anything" was the slogan, and this recreational vehicle matched that creepy description to a T.

## 11. 4 Good Reasons

**Company:** Delta

**Year Released:** 1970s

Being an airline stewardess in the seventies was pretty rough, we assume. You had to deal with insane weight and height requirements, and the airline was pretty blatant about the fact that you were eye candy. Take this ad from Delta, for example, which labeled its stewardesses “4 good reasons” that Delta’s “the best thing” to happen to “air travel.”



**Why do people say  
Delta's the best thing  
that ever happened  
to air travel?**

**You're looking at 4 good reasons!**

We like to think our stewardesses personify the spirit of Delta . . . happy to have you aboard and proud to be of service. You'll find this spirit . . . plus lots of hard work . . . can make a big difference in your traveling pleasure. So come along on your next trip; Jet Delta and see for yourself!

**DELTA**  
*Best thing that ever happened to air travel*



**Why do people say  
Delta's the best thing  
that ever happened  
to air travel?**

Public Domain/Wikimedia Commons

Delta tried to soften the headline with a paragraph about how the flight attendants “personify the spirit” of the airline (whatever that means), but, considering the time and context, it’s pretty clear what this ad is advertising and how it’s doing it.

## 12. The Things Women Have To Put Up With

**Company:** Heinz

**Year Released:** 1950

If your husband yawns at the dinner table, it's because you're not feeding him Heinz Condensed Cream of Tomato Soup. This ad from 1951 was pulled from an issue of *National Home Monthly*. The ad gets worse when you zoom in, as one of the first lines is a semi-lamentation that husbands "have stopped beating their wives."





Does your husband yawn at the table?

The things women have to put up with. Most husbands nowadays, have stopped beating their wives, but what can be more agonizing to a sensitive soul than a man's boredom at meals. Yet, lady, there must be a reason. If your cooking and not your conversation is monotonous, that's easily fixed. Start using soups more often, with lighter, more varied dishes to follow. Heinz makes 18 varieties. You can serve a different one every day for three weeks. Use them in your cooking too, and strike some new flavours that will lift ordinary dishes out of the commonplace.

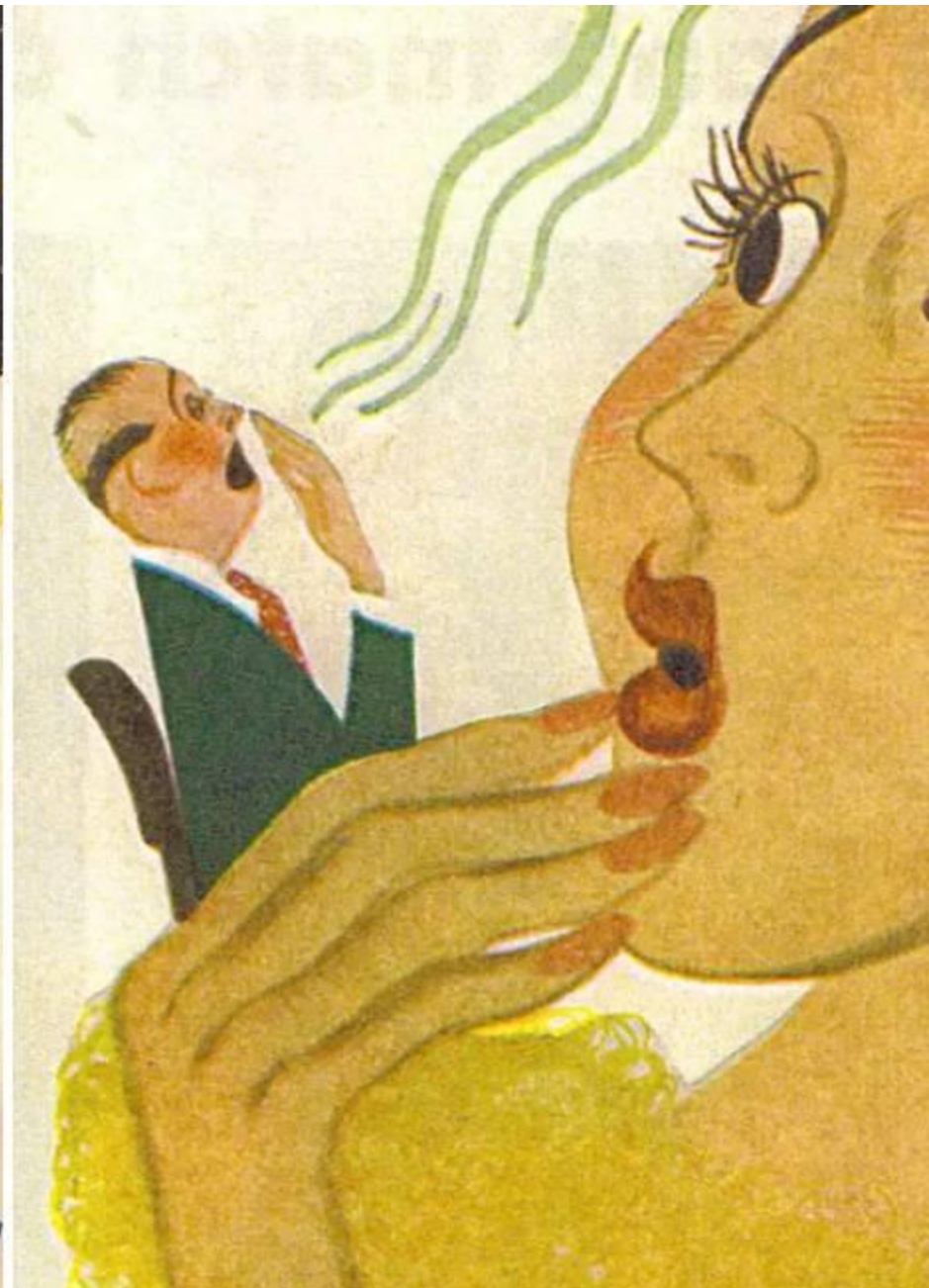
The Heinz booklet "57 Ways to Use Heinz Soups" gives you smart new recipes. Write for your free copy to H. J. Heinz Company of Canada Ltd., Dept. S.P., 420 Dupont Street, Toronto.

**49 OUT OF 64**—That was the verdict in favour of Heinz in a recent taste test among dietitians who compared 2 leading brands. Once tasted—once compared—Heinz Soups became top favourites.



Look for the happy Heinz Chef when you shop for soups.

**HEINZ**  
CONDENSED SOUPS



The Things Women Have To Put Up With @rebekka5616/Pinterest

Or have they? If they get fed the wrong soup, these “sensitive souls[s]” might just snap. The fifties must have been a stressful time to be a woman, as it doesn’t seem like serious issues, such as domestic violence, were even taken remotely seriously.

### 13. It Can Happen To You...

**Company:** Listerine Antiseptic

**Year Released:** 1949

In 2018, Listerine's annual sales exceeded \$354 million, making it the most-used mouthwash brand in America. Listerine has never been afraid to spend a lot on ads, and it has an ad budget of \$111 million. It's been throwing ads at the American public for years, and it has changed with the times.

**You can lose him in a minute!**

**I**t has happened to thousands of girls... it can happen to you.

One little moment's carelessness and he will be through with you that quick! You will probably ask yourself over and over again, "Why? Why? Why?"

**How About You?**

Never let halitosis (unpleasant breath) nullify your other charms. Never, never, never use Listerine Antiseptic before any date where you want to be at your best.

Listerine Antiseptic is the extra-careful

precaution against offending because it freshens and sweetens the breath... helps keep it that way, too... not for seconds... not for minutes... but for hours usually. Get in the habit of using Listerine Antiseptic night and morning... and, we repeat, always before any date.

While some cases of halitosis are of specific origin, many cases, say even indigestion, are due to the bacterial fermentation of food that permits the escape of noxious odors. Listerine Antiseptic quickly kills such fermentations, then counteracts the odors fermentation causes.

LISTERINE PHARMACEUTICAL COMPANY, ST. LOUIS, MO.



**LISTERINE ANTISEPTIC... the extra-careful precaution against Bad Breath.**

**Week-ending?** Always take Listerine Antiseptic along. It's mighty comforting to have a good antiseptic handy in case of colds, sore throats and other ailments requiring germicidal first-aid.



**You can lo**


**I**t has happened to thousands... it can happen to you.

One little moment's carelessness will be through with you that quick! You will probably ask yourself over and over again, "Why? Why? Why?"

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Listerine Antiseptic is the extra-



historydaily/Pinterest

Thankfully, or Listerine would see its stock plummet if it released an ad like this 1949 one warning women that, “It could happen to you.” This ominous admonishment referred to bad breath, of course, something that only women have. Don’t worry ladies, as Listerine was here to save the day for post-WWII damsels in need of man.

#### **14. So That’s How Santa Keeps His Boots Shiny**

**Company:** Griffin Microsheen

**Year Released:** Late 1950s

Griffin Microsheen ads were for men’s shoe polish, but you’d be hard-pressed to find men taking center-stage in this late-1950s round of ads. Instead, a woman in a barely-there nightie was saying some weird stuff about Santa Claus. Santa innuendo, nipples, and a Christmas tree came together in this ad to sell...boot polish.





So That's How Santa Keeps His Boots Shiny @historydaily/Pinterest

Griffin's ads made appearances in magazines geared toward men, such as *Playboy*. Their ads were pretty racy, so Griffin's ads were only allowed in certain publications. Though the '50s often has a reputation as a demure, chaste time, that wasn't really the case in advertising, as you can see here.

## 15. Everyone Needs An Alley-Oop



**Company:** 7-Up

**Year Released:** 1963

7-Up promised to give its male customers an "Alley-Oop" in this series of targeted ads in the '60s. If your girlfriend was beating you at bowling in 1963, all you had to do was take a shot of sweet, sugary 7-Up and you'd be back in it to win it. The ad promised "brand new energy" in "2 to 6 minutes."

Need alley-oop?



It's yours with this quick, fresh lift!

Does that bowling hall feel heavier than it did a few minutes ago? Quick—bring on the 7-Up! Here's brand new energy for you in just 2 to 6 minutes. New roll-power to help you score bigger. New sparkle for your spirit. And a glorious, new, fresh taste for your mouth. Why, it's a howler's dream. Or a ping ponger's. Or anybody's! It's *always* 7-Up time.

FOR THIRST QUENCHING, FRESH TASTE, QUICK LIFT... "FRESH UP" WITH SEVEN-UP!



@dansknr0363/Pinterest

Really, it was a sugar high. 7-Up, Sprite's biggest competitor, has thirty-eight grams of sugar in a twelve-ounce can. Just one 7-Up will actually put you above the recommended sugar limit imposed by the American Heart Association. But, diabetes aside, you'll be able to bowl better.

#### **16. "Look I'm A Mother!"**

**Company:** Easy Spindrier

**Year Released:** 1940s

Well, this ad from the 1940s isn't as bad as it could be. Though the husband is saying that he's "a mother" because he's doing laundry and dealing with the kids, he at least admits that his wife, "Helen," has a harder job than he does at the office.

# "Look, I'm a Mother!"

**THE doctor says** Helen can get up tomorrow. And boy, will I be glad to get back to the office! I'll never again argue that Helen's job is easier than mine. But I am sure of one thing: Her washday just *can't* be as tough since she got her Easy Spindrier. Why, with Easy on the job even a dumb cluck like me can do a whole week's wash in less than an hour!

**It's got two tubs, see?** One washes a full load while the other rinses and spins a full load damp dry! Actually spins out up to 25% more water than a wringer. Clothes are lighter to handle and hang up. And they dry fast without dripping on the floor!

**And when Helen** gets around to ironing again there'll be no wringer wrinkles to iron out. And no broken buttons!

**You can bet** I haven't washed any blankets this week! But Helen says the Easy is the safest machine of all for blankets and nice things, because it's so fast and thorough yet gentle. It saves cleaning bills by doing "washable" drapes and slipcovers at home. It even saves soap and hot water because you can return suds to the washer tub for a second load.

**I've learned one thing!** It pays to get your wife the best appliances you can buy... especially when you get a top-notch value like the new Easy Spindrier. See it in action yourself... compare it feature for feature... and you'll see why it's America's leading washer! Easy Washing Machine Corporation, Syracuse 1, N. Y.

**EASY**  
WASHES MORE CLOTHES FASTER  
AMERICA'S LEADING WASHER and DRYER

# LOOK

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©Retro AdArchives/Alamy

The Easy Spindrier promised to do a week's wash in under an hour. One Spindrier barrel washed the load, while the other spun it dry. The Spindrier was the hot new item when it came out in the 1940s, and, to be fair, the ad was right—it did make the wash more convenient.

17. Curves?



**Company:** Rest Assured

**Year Released:** 1970s

According to Rest Assured, its “curves” were in the right places, and it had a pretty woman with a drink to prove it. Rest Assured was, apparently, a furniture store that prided itself on its carefully-designed cushions, eighteen-times-over inspection, and beech-wood frames.



*Rest Assured's Encheater suite. In a wide range of sizes from £164.50 (recommended retail price).*

... that's what makes a Rest Assured suite so good looking, so comfortably satisfying.

Carefully designed cushions fit you in all the right places. They're made of foam and soft, fleecy Terylene to nestle you in blissful comfort.

And the comfort will last. Rest Assured suites are built with hand made frames using lots of good beech, deep sturdy springs - and cover fabrics that have passed exacting tests. We inspect every suite 18 times during manufacture.

You'll find we make a style to suit your home - from classic to utterly modern. Choose your size, too - we make 2, 3 and 4-seater settees. And every design is available in a choice of over 50 lovely fabrics. Suite prices range from under £115 to £311.

You can see Rest Assured suites at most good furnisiers. Send the coupon for the names of local stockists and two helpful free booklets.

**TERYLENE**

**THE ADVERTISER** Furniture Book with Terylene and foam  
17, 18 & 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



**FREE!** Please send me your colour booklets on 'Lordsmer Range' Upholstered Furniture and Rest Assured Beds

Name \_\_\_\_\_

Address \_\_\_\_\_

My nearest shopping town is \_\_\_\_\_

RDH 11

To the Rest Assured Centre, 11 South Row, Park Lane, London, W.1.  
(Office hours: 10am weekdays 9.30 to 5.30, including Saturdays. When you're in London, pop in for a look round, without feeling under any obligation to buy.)



Curves? ©Retro AdArchives/alamy



You can tell from the mustard-yellow, striped couch that this ad, though there is no date on it, probably came from the 1970s. Compared to some of the other “don’t gain weight or you’ll die alone” ads we’ve seen from the ‘70s, this Rest Assured ’s body commentary is tame (though still sigh-inducing).


## **18. Suits, Now Sold With Free Bad Advice**

**Company:** Cricketeer

**Year Released:** 1970

Cricketeer was a clothing company that sold, you guessed it, polyester suits. It ran its ads in the late 1960s and early 1970s, usually in magazines like *Playboy*. Often, their ads tried to be funny, and people in the seventies probably did get a chuckle out of ways you could avoid marrying “The Girl.”

**CRICKETEER PRESENTS**  
**23 WAYS TO AVOID MARRYING THE GIRL.**



At a really passionate moment, call her "Mommy."

Tell her you owe \$83,000, but with her help you know you'll work it out somehow, someday.

Say you'd love to get married as soon as you've rid the galaxy of the Venusian invaders.

Call her at 4:27 a.m. on Sunday morning and ask if she can think of a 12-letter word beginning with 'A' meaning 'Before the Flood'.

Ask if she'd mind changing clothes with you.

Scratch constantly. Explain that the dermatologist says it's not catching unless the little flakes of skin actually touch somebody.

Give her a 550 lb. set of barbells for an engagement present.

Tell her that your python is the cleanest of pets.

Plant a "how to avoid wetting your bed," book in your apartment.

Insist that she walk three paces behind you.

Say that your mother, the interior decorator, must live with you.

Sing "Melancholy Baby" constantly.

Spend hours and hours showing her your voluminous stamp collection.

Tell her that your favorite author is the Marquis de Sade.

Give her a gift of mouth wash.

Say that while your mother and father are first cousins, you're perfectly okay.

Make a pass at her mother. Her father?

Say that you're 99% sure that your mother will allow you to marry her.

Tell her you took out large insurance policies on all your wives.

Rent a Rolls Royce Phantom Mk XIII, take her for a ride and ask her if she gets a kick out of doing the town in a stolen car.

Confess your quirk.

While we're suggesting ways to stay single, we'd like to suggest what you wear while you're trying. Like this shaped, vented suit in a Raxford Mills fabric of wool worsted cheviot with natural shoulders and deep center vent. About \$95. For store nearest you, write: Cricketeer, 1290 Avenue of the Americas, N.Y. 10019

**CRICKETEER**  
THE JACOB & CO. CO.,  
 A DIVISION OF WHOLESALE CLOTHING CORP.

At a really passionate moment  
 "Mommy."

Tell her you owe \$83,000,  
 with her help you know  
 work it out somehow, someday.

Say you'd love to get married  
 as soon as you've rid the galaxy  
 of the Venusian invaders.

Call her at 4:27 a.m.  
 morning and ask if she  
 of a 12-letter word beginning  
 'A' meaning 'Before the Flood'.

Ask if she'd mind changing  
 clothes with you.

Scratch constantly. Explain  
 that the dermatologist says  
 it's not catching unless the  
 little flakes of skin actually  
 touch somebody.

Give her a 550 lb. set  
 of barbells for an  
 engagement present.

JocelinAlbor/Pinterest

Some of these jokes are a little smirk-inducing, but this ad, funny or not, would definitely go over like a lead balloon these days. In addition to its ads, Cricketeer should be remembered for its strange, stretchy suits that promised to be so flexible, you could put your legs behind your head while wearing them without causing a rip.

## 19. The Battle of the Sexes

**Company:** Morris Oxford

**Year Released:** 1949

Morris Oxford, for those who aren't familiar with British cars, was a series produced by the U.K.'s Morris from 1913 until 1935 and 1948 until 1971. Its models included the Farina Oxfords and Oxford, and the company was later succeeded by Morris Marina.

## LADIES' DEPT.

*What she looks for—*

- ✓ COMFORT AND ROOMINESS
- ✓ SMART GAY COLOURS
- ✓ REALLY LARGE LUGGAGE TRUNK
- ✓ EASILY ADJUSTABLE SEAT
- ✓ SENSIBLE DOORS—safe for children
- ✓ EASY GEAR CHANGE

## MAINLY FOR MEN

*What he insists on—*

- MORE MILES PER GALLON—up to 36 m.p.g.\*
- GOOD ACCELERATION—0-70 m.p.h. in 45 secs.\*
- SAFE BRAKING—no doubt about that!
- VISIBILITY—Excellent. Good destination stop
- EFFICIENT SPRINGING—superb!
- HANDLING—what a joy!

\* The Autocar 26-10-47



**Together**  
you'll choose a

Remember, too, Morris quality protects your investment—your Morris is always worth more in resale value. TWELVE MONTH WARRANTY—and backed by B.M.C. Service, the most comprehensive in Europe. Morris Owners planning a Continental Tour are invited to see their Morris Dealers for details of a free service to save foreign currency.

**MORRIS**  
**OXFORD**

PRICES FROM £388 (Plus £38.17.6 Purchase Tax)



## LADIES' DEPT.

*What she looks for—*

- ✓ COMFORT AND ROOMINESS
- ✓ SMART GAY COLOURS
- ✓ REALLY LARGE LUGGAGE TRUNK
- ✓ EASILY ADJUSTABLE SEAT
- ✓ SENSIBLE DOORS—safe for children
- ✓ EASY GEAR CHANGE



This post-WWII vintage ad promised that both men and women would like the Morris Oxford. Women wanted aesthetic things, according to the ad, such as “gay colors” and a “really large luggage trunk,” while men wanted a car that actually ran. Together, the ad said, men and women could team up to buy the perfect car (an Oxford).

## **20. The Next Best Thing to a Dishwashing Machine**

**Company:** Lux Dish Soap

**Year Released:** 1950s

Lux Dish Soap was a common sight during the 1950s and 1960s, and it seemed as though every kitchen had Lux’s dishwashing liquid. The brand promised that it was the “next best thing to a dishwashing machine,” promising women, specifically, that they could “get out of the kitchen” quicker if they used Lux.



Sis uses 750 dishes a month  
Dad uses 570 dishes  
Junior uses 720 dishes

Mom uses 770 dishes a month  
(and one guess who does them all!)

## Get out of the kitchen sooner!

It's so easy to get stuck inside—with 3500 dishes to do! (When you include pots and pans, that's how many an average family uses each month.) But Lux Liquid can help you get clean fast!

Cut like powder that has to dissolve. Lux Liquid goes to work instantly. It cuts under grease, lifts it up, floats it away. With even a quick rinse, Lux Liquid gets china, silver, glassware—sparkling clean!

And Lux Liquid is Lux-mild on hands. Thirty-two-one can outlast several boxes of the leading powder. A teaspoonful does a dishpanful. Get Lux Liquid!

**HOW LUX LIQUID CUTS UNDER GREASE AND FLOATS IT AWAY!**

Thick, greasy soap poured on this dish and let stand for 10 minutes until it hardened.

Just as soon as the dish is placed in the water, Lux Liquid starts to do its work.

Lux Liquid's special action cuts under the grease, lifts it up and floats it right off.

A quick rinse and the dish, as you can see, is beautifully and impressively clean.

**LUX LIQUID IS THE NEXT BEST THING TO A DISHWASHING MACHINE**

**and it's Lux-mild on your hands**

**LUX LIQUID DISHWASHING SOAP**

For really fast efficient fully automatic—and its LUX-MILD



The Next Best Thing to a Dishwashing Machine @workandmoney/Pinterest

Really, at the time, dishwashers hadn't taken off as a must-have appliance, so this Lux ad made sense. It wasn't until the '40s that dishwashers could even dry the dishes. By the 1970s, dishwashers became a necessity, and, now, around three-quarters of U.S. households have a dishwasher.

## 21. Delighted More Husbands Than Any Other

**Company:** Budweiser

**Year Released:** 1956

This ad is confusing. Who is the Inner Man? What's his relationship to the Outer Man? This Budweiser ad, which ran the slogan, "Where there's life...There's Bud!" talked about a bride marrying "two men" with the "Inner Man" far harder to keep content.

SHE FOUND

# *She Married Two Men*

In fact, all women do...there's always that Inner Man, you know. And think of all the planning that goes into meals to make *him* contented!

When you plan, are you fair to yourself? Do you compliment your delicious dishes by serving the best beer ever brewed?

P.S. It's a fact: Budweiser has delighted more husbands than any other brew ever known.

**Budweiser**  
KING OF BEERS

"Where There's Life...There's Bud!"

ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES



Delighted More Husbands Than Any Other @elltrebor66/Pinterest

This ad could also double as a way to hawk a sci-fi movie about a man with another man living in his brain. Of course, Budweiser was trying to put its beer over the competition, and this tactic seems to have worked for the multinational brand. Budweiser has a brand value of \$16.17 billion as of 2021.

## **22. Keep Me Cold and I'll Stay Hot**

**Company:** Mister Mustard

**Year Released:** 1965

The Frank Tea & Spice Co. made Mister Mustard, a brand of mustard that sold well in the 1960s. Of course, Mister Mustard geared its ads towards women, as that was who the brand assumed would be making men a sandwich. "Are you woman enough to buy a man's mustard?" the ad asks.





Are you  
woman  
enough to buy  
a **man's** mustard?

Mister Mustard. Men eat it up. It's got heart. It spreads joy onto a sandwich no ordinary mustard can match. And you'll like the way its Dijon flavor tangs up a dressing. Mister Mustard. In the open refrigerator section of your food store, or on the condiment shelf.

THE FRANK TEA & SPICE CO., CINTL., O. 45202



*keep me cold and I'll stay hot!*



Are you  
woman  
enough to buy  
a **man's** mustard?

Mister Mustard. Men

@amateurdepub/Pinterest

Mister Mustard is still around, though the brand is now owned by Woeber's, who has enough sense to update its ads. You can order a jar for \$1.60, but be warned—Mister Mustard is much hotter than regular mustard, thanks to its selection of "secret spices."

**23. Mom, Is That You?**



**Company:** American Airlines

**Year Released:** 1968

American Airlines was certainly targeting the mommy issues crowd with this ad, where it asked men to think of the flight attendant as their mother. "She only wants what's best for you," including a warm blanket, soft pillow, cool drink, and good dinner. American Airlines was showing off its "stewardess training," which it said didn't go on looks alone.

## Think of her as your mother.

She only wants what's best for you.  
A cool drink. A good dinner. A soft pillow and a warm blanket.  
This is not just maternal instinct. It's the result of the longest  
Stewardess training in the industry.  
Training in service, not just a beauty course.  
Service, after all, is what makes professional travellers prefer American.  
And makes new travellers want to keep on flying with us.  
So we see that every passenger gets the same professional treatment.  
That's the American Way.

*Fly the American Way*  
**American Airlines**



## Think of her as your mother.

She only wants what's best for you.  
A cool drink. A good dinner. A soft pillow and a warm blanket.  
This is not just maternal instinct. It's the result of the longest  
Stewardess training in the industry.  
Training in service, not just a beauty course.  
Service, after all, is what makes professional travellers prefer American.  
And makes new travellers want to keep on flying with us.  
So we see that every passenger gets the same professional treatment.  
That's the American Way.

*Fly the American Way*  
**American Airlines**



©Retro AdArchives/Alamy

American Airlines is a bit more PC now, and it does well to this day, bringing in \$17.34 billion in revenue a year. The Texas-headquartered company has \$62.01 billion in total assets, but all that money can't erase its history of cringe-worthy ads.

### 24. Tricky to Understand as a Woman

**Company:** Jell-O

**Year Released:** 1970s

Jell-O's Pudding Tarts look delicious, but they're not enough to overcome the winceworthy nature of this ad. In this , a woman is presenting her husband with Jell-O tarts after a long day at work. She's celebrating his promotion, though she doesn't seem to understand what an "assistant vice-president" does.

**The  
"congratulations dear, but  
exactly what does an  
assistant vice president do?"  
Pudding.**



**Jell-O® Pudding Tarts**  
1 package (3¼ oz.) Jell-O® Vanilla,  
Banana Cream, or Coconut Cream  
Pudding & Pie Filling  
8 baked tart shells, cooled  
Prepared Dream Whip Whipped Topping  
or fluffed Birds Eye Cool Whip  
Non-Dairy Whipped Topping

Prepare Jell-O pudding mix as directed  
on package. Cover surface of hot pud-  
ding with waxed paper.  
Cool. Remove paper.  
Stir, then spoon into  
tart shells, allowing  
about 1/3 cup per shell.  
Chill Top with whipped  
topping. Garnish as  
desired.



Birds Eye, Cool Whip and  
Dream Whip are registered trademarks of General Foods Corp.



r/appropd/Reddit.com

To be fair, a lot of us can't tell you what our spouse does all day at work, but this joke falls a bit flat when you see it through 2022 eyes. A shoddy ad history is the least of this brand's problems. At one point, Jell-O was a household staple, but, between 2009 to 2018, its sales have dropped \$375 million.

## **25. Turns Out You Gals Are Useful After All!**

**Company:** U.S. Army

**Year Released:** 1944

This ad is even more offensive when you consider all the contributions that women made during WWII. Women had always been "useful," but the U.S. Army, who came up with this ad, finally realized that when all of the men had to go to war, leaving the women at home and the factories, stores, and places of businesses unmanned (literally).





Warth1000/Pinterest

Not only did women pick up the slack at home, working in factories and keeping the country running, but they also joined the military. Around 350,000 U.S. women joined up during WWII, working as nurses, truck drivers, airplane repairwomen, and clerical workers. Some women were even captured as P.O.W.s, just like the men.

**26. He Doesn't Kiss Me Anymore!**

**Company:** Tangee  
**Year Released:** 1935

This lipstick ad came from Tangee, and it implied that women were devastated when men thought they'd applied their makeup improperly. "He doesn't kiss me anymore," reads this ad, because this woman's lipstick is too red and will smear. Her friend suggests Tangee, a type of lipstick that is orange in the tube but goes on clear.



Public domain/Wikimedia Commons

It then adjusts to your lip color, turning it the perfect non-smeary shade of red. Want to try this vintage product out? You can buy it from the Vermont Country Store for \$7-\$15 a tube. Believe it or not, nearly a century later, Tangee is still around.

## 27. Arby's Inappropriate Cheeseboobers

**Company:** Arby's

**Year Released:** 2009

Many of the ads on this list are from the 1930s, 1940s, and 1950s, but there have been quite a few questionable advertising campaigns in recent times, too (seriously, just watch any Super Bowl). One such campaign came from Arby's, which took the concept of boobs and turned them into cheeseburgers.



**We're about to reveal something you'll really drool over.**

What a tease. Arby's® introduces exciting new menu items, including the Roastburger®. It's the burger done better. Unfortunately, you'll have to wait until March for the full mouthwatering experience.



I'm thinking Arby's.

[buzzfeed/Twitter.com](https://www.buzzfeed.com/twitter.com)



This faux-provocative ad came with the tagline, “We’re about to reveal something you’ll drool over.” Arby’s has long been known for having some wacky, borderline-inappropriate ads, and, as you can imagine, this ad didn’t go over too well among women, who complained that it was objectifying and downright strange.

## **28. It Will Blow Your Mind**

**Company:** Burger King

**Year Released:** 2009

“Infamous Burger King Ad” read one headline, while all others read, “Model calls for BK boycott.” The model in question was the woman who appeared in this Burger King , which had a very raunchy twist. The ad came out in 2009, and it was advertising the new seven-inch Burger King sub.



It Will Blow Your Mind @mikemb123/Youtube

It aired in Singapore, and the model who took the photo for the ad said that the chain did not obtain her permission to use her face this way. Though she called for a boycott, not a lot of people listened, though everyone was in agreement that this ad was a prime example of the phrase, "Sex sells."

## **29. Sabrina Demonstrates The World's Finest**

**Company:** Bell & Howell

**Year Released:** 1939

Bell & Howell knew what they were doing when they hired this pointy-boobed model, Sabrina, to advertise the “world’s finest projection equipment” in 1939. The ad came out in June of 1939, and it showed off a color slide projector and a very busty model.

*Sabrina*

*finer products than  
IMAGINATION*

**DEMONSTRATES  
THE WORLD'S  
FINEST  
PROJECTION  
EQUIPMENT**

**.... HER  
BELL & HOWELL  
HEADLINER  
COLOUR SLIDE  
PROJECTOR**

BELL & HOWELL Headlin... Slide Projectors available at all leading Photographic Stores  
Sole Wholesale Distributors: Rexham Millimetre Australia Pty. Limited.

PHOTO DIGEST, June, 1939



@jamesg12/Pinterest

Putting women in ads like this has been going on for nearly a century (if not longer). If the ads weren't trying to sell women something in the most offensive, patronizing way possible, they were using women to try to entice men to buy their products.

### **30. Every Bride's Lovely Coming Home Gift**

**Company:** Addisware

**Year Released:** 1970s

The Addis Wedding Set was a cleaning kit that Addis suggested husbands get for their wives as a wedding present. The kit consisted of everything you'd need to keep a tidy house, and you could choose from colors like "tangerine, gold, avocado, or blue," according to the retailer.



# The Addis Wedding Set

**Every bride's lovely Coming Home Outfit . . . boxed complete & delivered direct to her door!**

Simply choose tangerine, gold, avocado, or blue . . . and order from your local Addis retailer. The complete set—in one giant, breathtaking package— will be delivered direct to any address in the UK, carriage paid.

**£15** as illustrated . . . without sweeper **£10**  
(manufacturer's recommended prices)



# Wedd

**Every bride's lovely Coming Home Outfit . . . boxed complete & delivered direct to her door!**

Simply choose tangerine, gold, avocado, or blue . . . and order from your local Addis retailer. The complete set—in one giant, breathtaking package— will be delivered direct to any address in the UK, carriage paid.

**£15** as illustrated . . . without sweeper **£10**  
(manufacturer's recommended prices)



PulpLibrarian/Twitter.com

You even got free shipping to top it off. This 1970s ad showed off a product that a passive-aggressive mother-in-law would get her daughter-in-law. This wasn't a kit that would start a woman off as a "wife," it was more like an indentured servant training set.

**31. She's About To Lose Her Backseat Driver**

**Company:** Head & Shoulders

**Year Released:** 1970

Head & Shoulders is one of the most popular brands of shampoo out there. The brand brings in around \$93 million a year in revenue, but that doesn't make it immune to bad advertising ideas. This ad from 1970 was a wacky way to complain about someone having dandruff (a condition where skin on the scalp flakes and falls off).

**DANDRUFF!**

**She's about to lose her back seat driver. With Head & Shoulders she might have kept him.**

Don't be a loser. Use Head & Shoulders... the winner. The most effective dandruff shampoo you can buy. Head & Shoulders leaves your hair clean, neat and easy to manage, too. No wonder it's chosen by more young adults than any other shampoo in America.



@Public Domain/Wikimedia Commons

“She’s about to lose her backseat driver,” the ad reads, referring to the guy sharing the super-vintage bike with his girlfriend. Let’s hope that a good BF wouldn’t dump his partner over something as minor and easy to fix as dandruff.

**32. Just No, Chiquita, No.**



**Company:** Chiquita Banana

**Year Released:** 1960s /1970s

Hopefully, Chiquita Banana didn't mean to accidentally sexualize children. It's easy to look in hindsight and wonder what the company was thinking. "It was the seventies" would probably be the defense for this creepy, off-base , featuring a young boy feeding a little girl a banana.



most flavorful

Chiquita

Just a banana it ain't.

Please, lady.  
Don't go calling a Chiquita Brand B  
just a banana.  
Chiquita Bananas are our very own  
And nobody else's children are quite  
like them.  
We grow them special, and pick the  
special, and handle them special.  
We examine every inch of them. We  
measure them. We manicure them. We ch  
them for plumpness, taste and umpteen li  
little things you'd probably never even no  
They go through a lot to wear the C  
Banana label.  
They've earned their name.  
As for other bananas, okay. They're  
bananas.

Chiquita® Brand Ba

Chalabala/Flickr



In the grand scheme of things, this was far from the worst thing Chiquita Banana ever did. After all, we're talking about the same company from the lawsuit *Doe vs. Chiquita Brands International*. Chiquita fessed up to the U.S. Justice Department about some pretty wild antics, so a creepy ad is low on the "sins" list by comparison.

### **33. Oh, That's Why.**

**Company:** Proactiv

**Year Released:** 2013

This ad is problematic on so many levels. For one, acne is a common skin condition that a lot of people suffer from, and there's no reason it would be a barrier to "having a boyfriend." Second, having a boyfriend isn't that important. And, finally, Proactiv isn't exactly a product that has gotten rave reviews.

# GOT ACNE?

JUST ASK YOUR BOYFRIEND WHAT  
TO DO. OH, THAT'S RIGHT, YOU  
**DON'T HAVE A BOYFRIEND**



Oh, That's Why. @Proactiv/Facebook

The brand spent so much time shaming young girls for their acne that they forgot to actually look at their own product. According to *Health Digest*, Proactiv contained some pretty harsh ingredients, with side effects including a red rash, itchiness, dryness, or peeling. Rather than come up with cruel ads, this now-“rebranded” company should have been making a product that wasn’t like putting battery acid on your skin.

### **34. The Dreaded “Housewife Headache”**

**Company:** Whitehall Labs

**Year Released:** 1969

Boredom and emotional fatigue—the two culprits behind a “housewife headache,” according to Whitehall Labs. Whitehall blamed this “headache,” which actually sounds more like high-functioning depression, on the humdrum of being a housewife and having “boring tasks.”



## *When Boredom and Emotional Fatigue Bring on* **"Housewife Headache"...**

Making beds, getting meals, acting as family chauffeur—having to do the same dull work day after day—is a mild form of torture. This can bring on nervous tension, fatigue and what is now known as 'housewife headache'. For this type of headache you need strong yet safe relief. So next time take Anacin®. Anacin gives you *twice as much* of the strong pain reliever doctors recommend most as the other leading extra strength tablet.

Minutes after taking Anacin, your headache goes, so does its nervous tension and fatigue. Lets you feel better all over. Despite its strength, Anacin is safe taken as directed. It doesn't leave you depressed or groggy. Next time take *Anacin Tablets!*



[@vintag.es/Twitter.com](https://vintag.es/Twitter.com)

This ad was hawking Anacin, which is basically Aspirin with caffeine. While the Anacin might have nixed the "housewife headache," it probably wouldn't have fixed the fact that, in 1969, women didn't have federal protection from credit discrimination, meaning that banks could refuse them a credit card solely based on their gender. It wasn't until 1974 that the Equal Credit Opportunity Act was signed into law.



### **35. If Men Hate The Sight of You – Read This**

**Company:** Ironized Yeast

**Year Released:** 1930s

Curves have come back into fashion now after the hellish low-rider jeans and “heroin chic” era in the nineties and early 2000s. They were also in fashion in the 1930s, and it was actually considered a bad thing to be skinny (so, body shaming, this time of thin women).

# IF MEN "HATE THE SIGHT OF YOU"—READ THIS—



**THOUSANDS OF SKINNY GIRLS  
GAIN 10 TO 20 LBS.—QUICK!**



ebaumsworld/Pinterest

This ad said that men would “hate the sight” of a “skinny dame,” so, rather than be one, the skinny dame should bulk up on ironized yeast. There is even a curvy pinup model to seal the deal. These tablets became a diet fad that promised to help women put on the pounds in just a few weeks.

## **36. Finish Work at the Same Time As Your Husband**

**Company:** Gold Dust Wash

**Year Released:** 1893

It was the late 1800s—what else could you expect? N.K. Fairbank & Co. used some good old-fashioned “women in the kitchen” ad work to pawn their Gold Dust Powder. “Fourteen-hour wives” (apparently, wives who clean the house fourteen hours a day) would be able to finish work at the same time as their lazier, eight-hour husbands.

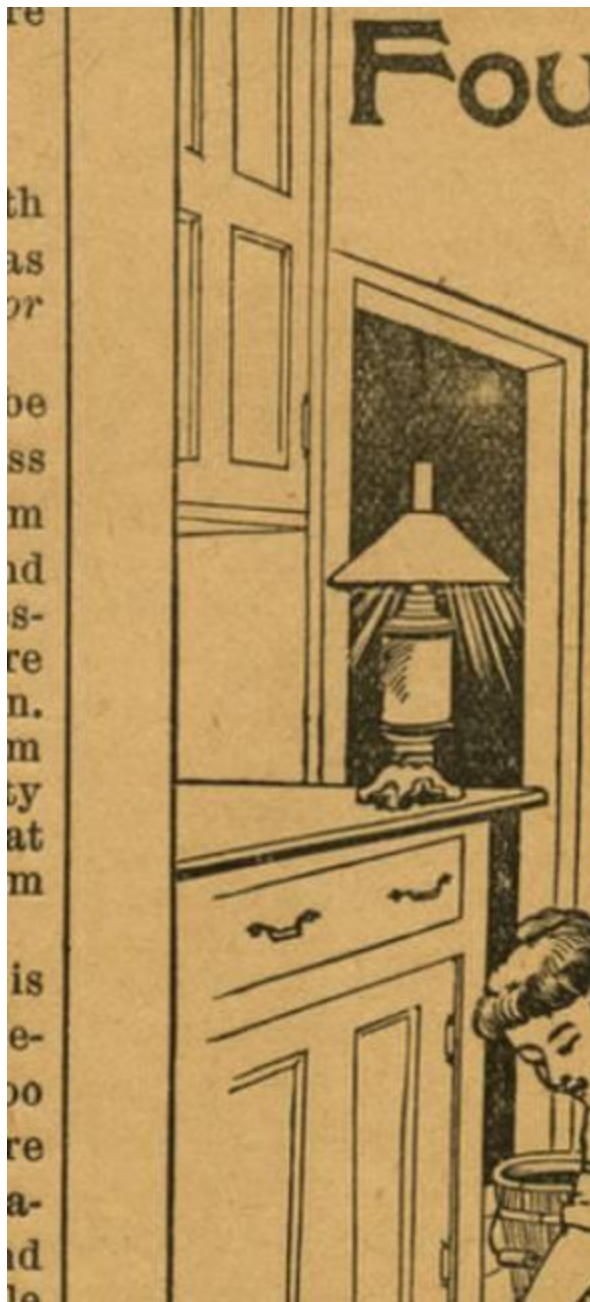


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# Fourteen-Hour Work of Eight-Hour Men, need **GOLD DUST** Washing Powder

To enable them to get through  
early as their husbands  
**GOLD DUST** saves time, strength  
and money.

Made only  
**N. K. Fairbank**  
**CHICAGO**  
S  
N  
P



Finish Work The Same Time As Your Husband ©Old Paper Studios/alamy

Sexist ads aside, N.K. Fairbank, an industrialist with hideous facial hair, was onto something with his Gold Dust Washing Powder, as it was one of North America's most successful cleansing product lines during the twentieth century. Fairy Soap, another Fairbank creation, is still, to this day, one of Europe's best-known household brands.

**37. Shame On You Dick**



**Company:** Dr. West's Toothpaste

**Year Released:** 1948

It's amazing the way personal hygiene ads from the 1940s and 1950s used to prey on what they perceived as women's jealousy. It was a strange sort of manipulation in advertising—"your man will leave you if you don't use the right toothpaste." Out of context, that sounds insane, but it was what flew in ads decades ago.



Shame On You Dick @ebaumsworld/Pinterest

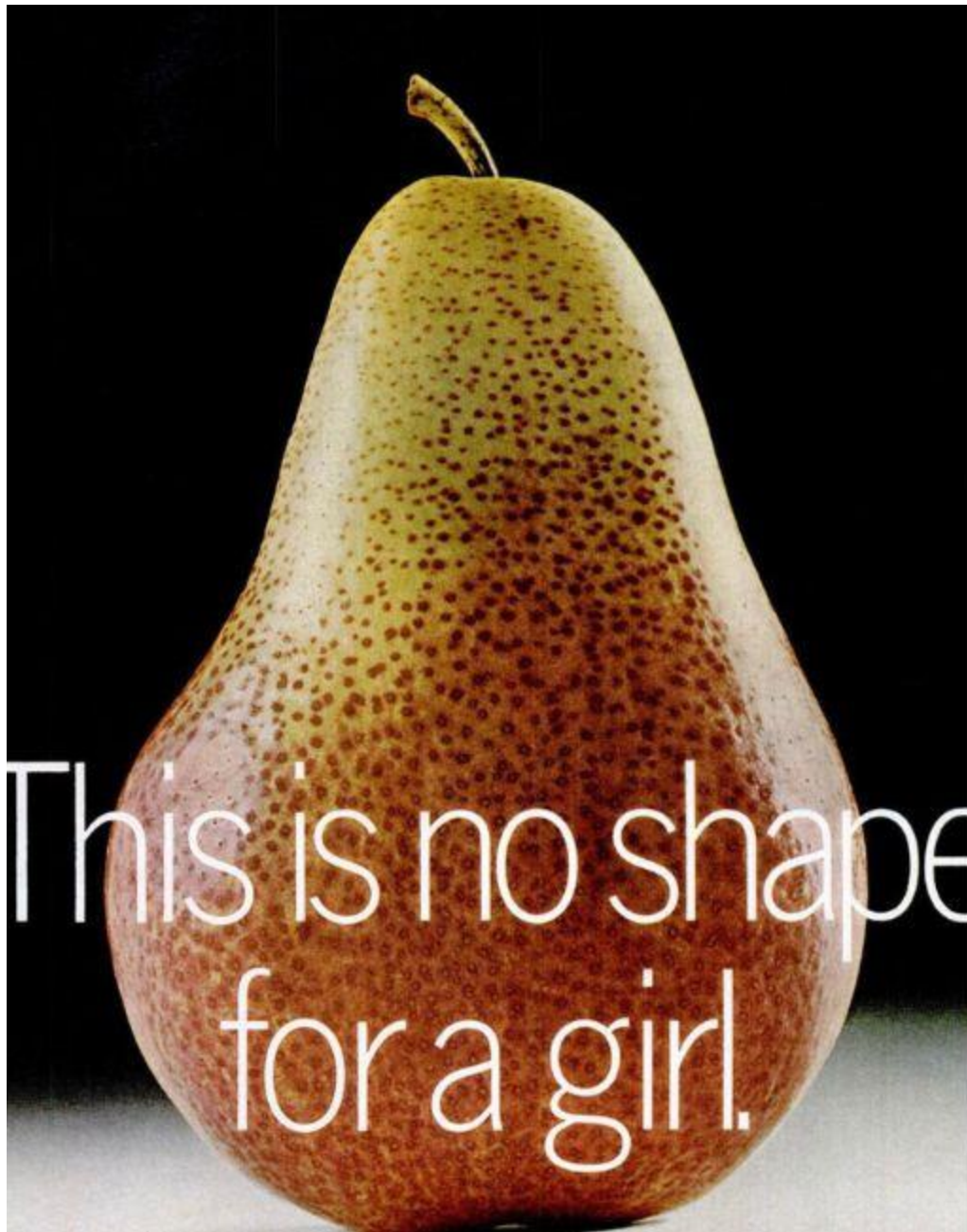
Dr. West's Toothpaste promised to get your boyfriend to stop looking at another girl because of the way she "smiled." Dr. West's was popular in the 1920s, 1930s, and 1940s, as it promised to give you a pearly-white smile that your partner would never abandon.

**38. This Is No Shape For A Girl.**

**Company:** Warner's

**Year Released:** 1960s

Being pear-shaped was terrible, at least according to the lingerie company Warner's, who released this ridiculous ad in the sixties. "This is no shape for a girl," the caption reads in front of a picture of a freckled pear. Warner's promised to help turn you from a pear into a real human woman with its "Little Fibber" bra and "Concentrate Girdle."



u/\_DEVILS\_AVACADO/Reddit.com



According to Warner's, girls had been walking around with "too much bottom" and not enough "top," and they were on a mission to fix it. Now, being pear-shaped (it's so stupid to compare the human form to a piece of fruit) is not such a bad thing, as far as current beauty standards go.

### 39. She Was A Perfect Wife... Except For One Thing



Company: Lysol

Year Released: 1950s

"She was the perfect wife," this ad reads, except for "one neglect." Lysol was trying to hawk its products for not only cleaning the kitchen but also for cleaning your private parts. We guarantee that if you "ask your doctor about Lysol" for feminine hygiene, he or she will look at you like you've gone insane.

**She was a "Perfect Wife"**  
**... except for ONE NEGLECT\***

**She was lovely...** always took care to look smart and fresh.

**... efficient.** Her house was always neat, clean, well-run.

**... economical.** She knew how to make a bulging budget.

**BUT... She was careless (or ignorant) about Feminine Hygiene** \*And her husband would gladly have traded most of her virtues to correct this one fault.

**... affectionate.** She was warm-hearted and tender.

**... cheerful.** She never minded, or hesitated to help.

**"Lysol" might have made her score 100%**

Lovers are not logical, note's the pity. You probably know at least one woman who seems to "have everything" except the care of her husband.

Don't be too sure he's just ungrateful... Perhaps she's guilty of the one neglect no husband can stand. A neglect, a fault, that may kill a man's love, even when everything else is perfect.

If you're in any doubt about feminine hygiene—ask your doctor about "Lysol". Probably no other product is so widely known and used by women for this purpose. Here are some of the reasons why "Lysol" is preferred:

- 1—Non-Corrosive: "Lysol" in the proper dilution, is gentle and efficient, contains no harmful free caustic alkali.
- 2—Effectiveness: "Lysol" is a powerful germicide active under practical conditions, effective in the presence of organic matters (such as dirt, mucus, serum, etc.).
- 3—Spendling: "Lysol" solutions spread because of low surface tension, and thus virtually scrub out germs.
- 4—Economy: "Lysol" is concentrated, costs only about one cent an application in the proper dilution for feminine hygiene.
- 5—Odor: The cleanly odor of "Lysol" disappears after use.
- 6—Stability: "Lysol" keeps in full strength no matter how long it is kept, how often it is uncovered.

Also, try Lysol Hygienic Soap for bath, hands and complexion. It's cleansing, deodorant.

**What Every Woman Should Know**  
SEND COUPON FOR "LYSOL" BOOKLET  
Laro & Fox Products Corp.  
Dept. T-3, 361, Mountain, N.J., U.S.A.  
Send me the booklet "Lysol vs. Germ" which tells the many uses of "Lysol".

Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Copyright 1950 by Laro & Fox Products Corp.

**Lysol**  
FOR FEMININE HYGIENE

**She was a**  
**... except for ONE NEGLECT\***

**She was lovely...** always took care to look smart and fresh.

**... efficient.** Her house was always neat, clean, well-run.

**BUT... She was careless (or ignorant) about Feminine Hygiene** \*And her husband would gladly have traded most of her virtues to correct this one fault.

**... affectionate.** She was warm-hearted and tender.

**... cheerful.** She never minded, or hesitated to help.

**"Lysol" might have made her score 100%**

GetParentology/Twitter.com

...Or was this ad what everyone thought it was? Birth control was illegal in the States until 1965 for married women. According to *Smithsonian Magazine's* Andrea Tone, a historian, "feminine hygiene" was actually a euphemism. Lysol may have been, misguidedly, encouraging women to take control of their reproductive independence and use its product as a sort of spermicide. It *would* explain why this ad is geared toward wives rather than just women in general.

#### **40. That's Right Boys...**

**Company:** Yasmin (Bayer Healthcare)

**Year Released:** 1970s

This ad isn't advertising anything bad, it just makes us laugh at how blatant it is. Advertising for birth control now is a bit more subtle. It does prevent pregnancy, but birth control has health benefits too, particularly if you need help with menstrual or hormonal regulation.



ebaumsworld/Pinterest

Franky, this ad rocks. It's a bit forward, yes, and the doctor at the bottom of the page is like someone out of a science fiction movie, but women are actually getting, with this ad, to show their agency. No more buttoned-up housewives from the 1950s—it was time to party and have fun, thanks to, well, birth control.

#### **41. Husbands Admire Wives That Keep Their Stockings Perfect**

**Company:** LUX Laundry Soap

**Year Released:** 1938

LUX really thought they did something with this ad, which they thought would get “S.A.” as the new buzzword for “Stocking Appeal.” LUX encouraged women not to lose their S.A. by letting their stockings run, get holes, wrinkle, or twist at the seams. Using LUX soap would save the “*elasticity*” and make sure your husband was still proud of you.



# Married? No reason to neg



Husbands Admire Wives That Keep Their Stockings Perfect  
[@ebaumsworld/Pinterest](#)

The year was 1938, and Hitler had just marched into Czechoslovakia after torching his way through Austria. But, men weren't worried about their potential conscription into the world's biggest war, says LUX. They were, instead, worried about their wife's stockings.

## 42. Dummies Don't Perspire

**Company:** Mum

**Year Released:** 1953

"Dummies don't perspire" read this ad, featuring a man who is creepily attached to a fake woman. Mum deodorant was geared towards women, and this ad promised that its product would kill odor-causing bacteria and keep "real live girls" smelling fresh.



ebaumsworld/Twitter.com

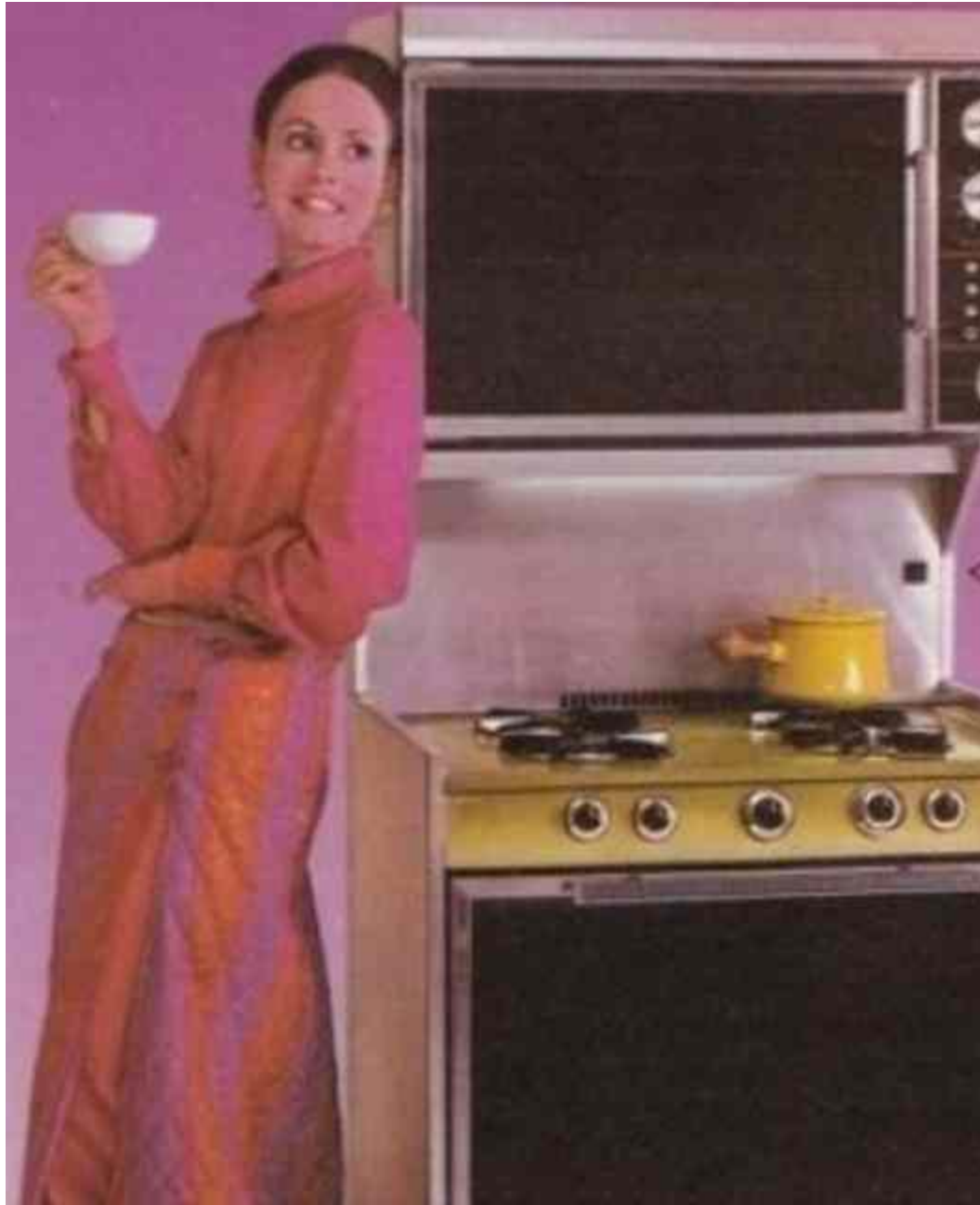
This creepy ad came out in 1953, and it preyed on what the company and its ad executives considered women's insecurities. That said, this ad isn't really sexist. It's more just creepy. Who is that man? Who is the doll? And, most importantly, why does he look so attached to her?

#### **43. It's A Wifesaver!**

**Company:** Brown

**Year Released:** 1973

Brown Stove Works Inc. is still around, making appliances out of its factory in Tennessee. According to the company, it is one of the United States' "leading appliance manufacturers," known for making a wide range of "long-lasting, reliable products."



u/nighthawk\_007/Reddit.com

And a checkered ad history, too. Brown was playing to the stereotype of the times when it released this 1970s ad, which featured a “wife saver.” The “wife saver” in question was its Brown oven and range, which wouldn’t damage the “good humor of...homemakers” because they were easy to clean. The Soilfree was marketed towards “wives” because the idea of women *not* being housewives hadn’t really hit yet.




#### **44. Now She Can Cook Breakfast Again**

**Company:** Mornidine

**Year Released:** 1959

G.D. Searle & Company introduced this antiemetic (anti-puking) drug in 1959, and its ad campaign focused on the *real* priorities of pregnancy. No, not keeping the baby healthy—making sure your pregnant wife was able to make you breakfast in the morning.

**NOW SHE  
CAN COOK  
BREAKFAST  
AGAIN**



**... WHEN YOU PRESCRIBE NEW  
MORNIDINE™**  
(BRAND OF PHENAZOLINE)

A new drug with specific effectiveness in nausea and vomiting of pregnancy. Mornidine eliminates the ordeal of morning sickness.

With its selective action on the vomiting center, as the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

Doses of 5 to 10 mg., repeated at intervals of

six to eight hours, provide relief all day. In patients who are unable to retain oral medication when first used, Mornidine may be administered intramuscularly in doses of 5 mg. (1 cc.).

Mornidine is supplied in tablets of 5 mg. and in ampule of 5 mg. (1 cc.).

G. D. Searle & Co., Chicago 90, Illinois.  
Research in the Service of Medicine.

© 1955 G. D. Searle & Co.



@ebaumsworld/Twitter.com

It would certainly be a bad idea now to run an ad for a woman-focused product touting the benefits to men, but the late fifties didn't have such scruples. Ten years after this ad was released, Mornidine was pulled from the market, as it was revealed, way too late, that it caused serious liver damage.


#### **45. Feminine Hygiene Can Very Often Ruin The Happiest of Marriages**

**Company:** Lysol

**Year Released:** 1950s

Lysol was at it again with this ad, as it blamed “feminine hygiene” (or lack thereof) for why a husband kept lashing out at his wife. Was this ad a secret way to get women to use Lysol as spermicide? That’s what historians believe as, at the time, birth control was illegal for married women.

# what a SOURBALL



“He has no reason to shout at me. But Jane kept telling herself. But deep, hidden reason for Bill’s anger. Something he *hinted* one day. Jane rushed to her doctor’s.”

## correction



ebaumsworld/Pinterest

What's crazy, according to *The Society Pages*, is that women actually attempted to use Lysol as a feminine product. It was corrosive, and the product, when used that way, caused a lot of serious issues. While it's fine for cleaning, that's all it is fine for.

#### **46. Make A Real He-Man Salad**

**Company:** Knox Gelatine

**Year Released:** 1938

Eating sugar was gay, according to this ad from Knox Gelatine. In it, a man accused his wife of challenging his masculinity by feeding him a fruit salad that was "sissy sweet." When the wife asked her friend, the friend said that the salad wasn't "he-man" enough.



DIDN'T YOU KNOW? YOU CAN'T MAKE A REAL HE-MAN SALAD WITH GELATINE DESSERT POWDERS. THEY'RE 85% SUGAR. I'LL GIVE YOU A GRAND KNOX GELATINE RECIPE

Men want a salad that's fresh and tart—not sweet. So—don't use gelatine dessert powders. They're 85% sugar. Use pure, unsweetened Knox Gelatine. It's *all* gelatine—no sugar.

ebaumsworld/Pinterest

She gave her the recipe for Knox Gelatine, as that was “unsweetened” with no sugar. Real men eat fresh, tart fruit salad, not “sissy sweet” salads. This might seem ridiculous, but, to some extent, advertisers still play these weird masculinity-denying games to this day with the public.

#### 47. Only The Best For Your Children

**Company:** Motorola Television

**Year Released:** 1950

Believe it or not, Motorola used to make TVs, and the company (now known as Motorola Solutions, and it has a \$42.53 billion market cap) once made televisions. In the 1950s, Motorola even tried to convince parents that television was beneficial for kids, leading to “better behavior” and good grades.

# BENEFITS YOUR CHILD

Motorola, leader in television, shows how TV can mean better behavior at home and



Gets homework done first—television second”... has made children... says the *New York Times*... the same way as sports or... can make certain this will...

Only The Best For Your Children @ebaumsworld/Pinterest

Well, that ended up not being true, as a quick, “Is TV bad for kids?” Google search has led to disheartening results. Screen viewing, especially when kids are young, can lead to “lasting negative effects” on kids’ language development, short-term memory, and reading skills (*Healthy Children*). This 1950 ad has not aged well, it seems.

#### **48. She Was Willing And Capable, But Her Gray Hair Made Her Look Old**

**Company:** Wyeth’s Sage and Sulfur

**Year Released:** 1925

Gray hair ended this woman’s job prospects, thanks to ageism, but, as it turns out, Wyeth’s Sage & Sulphur had the solution. “Gray hair make[s] a person look old,” according to this 1925 ad. The doesn’t feature a man, of course, as men don’t age, they just increase in wisdom, and that’s fine.



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## Gray Hair Her J

She was willing and capable but gray hair made her look old and slow. "A younger woman would work more snappily," was the verdict.

Gray hair *does* make a person look old, but gray hair is an unnecessary burden. Today, many women—and men—know that a mixture of sage tea and sulphur actually restores gray, faded or streaked hair to its original life and color. You can either prepare the mixture at home yourself, or more conveniently, buy it already prepared and ready to use. All druggists carry it in the form of Wyeth's Sage & Sulphur, and since the cost is only 75c a bottle, there is really no need to prepare it yourself. You simply moisten a comb or soft brush with it and draw it through your hair, one strand at a time. One application banishes the gray and one or two more completely restore your hair to its original color so evenly, so naturally that no one can possibly tell you have used it.



@ebaumsworld/Pinterest

Believe it or not, despite this offensive ad that probably makes you want to dye your hair gray out of spite, sage tea does have its benefits for hair revitalization. It can darken hair color which can, in fact, hide grays.

### 49. Middle-Aged Skin Strikes Again



**Company:** Palmolive

**Year Released:** 1930s

Did you know that you could have “middle-aged” skin even when you’re twenty? No, you probably knew the opposite of that, but Palmolive, in this ad, insists that you will be dumped if you have forty-year-old skin at the age of twenty.

Hilariously, the young woman in this ad is talking to an elderly woman with white hair, who probably thinks she’s insufferable for complaining about looking “middle-aged.”



EVERYTHING WAS SWELL BETWEEN TOM AND ME, UNTIL THAT HATEFUL BABS BROWN CAME ALONG AND DAZ- ZLED HIM WITH HER SCHOOL GIRL COMPLEXION !

DARLING, WHY DON'T YOU SEE A GOOD BEAUTY SPECIALIST, AND FIND OUT WHAT'S WRONG WITH YOUR COMPLEXION ? YOU'RE NO OLDER THAN BABS . .



**WHY EMIL RECOM- MENDS PALMOLIVE SOAP TO OVERCOME "MIDDLE-AGE" SKIN!**

"Palmolive is made with Olive Oil,

**SINCE JANE  
"MIDDLE-  
THREATENS EVE**

EVERYTHING WAS SWELL BETWEEN TOM AND ME, UNTIL THAT HATEFUL BABS BROWN CAME ALONG AND DAZ- ZLED HIM WITH HER SCHOOL GIRL COMPLEXION !

DARLING, WHY DON'T YOU SEE A GOOD BEAUTY SPECIALIST, AND FIND OUT WHAT'S WRONG WITH YOUR COMPLEXION ? YOU'RE NO OLDER THAN BABS . .



**WHY EMIL RECOM- MENDS PALMOLIVE SOAP TO OVERCOME "MIDDLE-AGE" SKIN!**

"Palmolive is made with Olive Oil, a real beauty aid. And Olive Oil makes Palmolive's lather gentler, more soothing . . . gives it a *special protective quality* all its own. Thus Palmolive does more than just cleanse. It protects your skin against the loss of those precious natural oils which feed and nourish it . . . that's why Palmolive keeps your complexion soft, smooth and young!"

*Emil Rohde*

ebaumsworld/Pinterest

Palmolive Soap was made with olive oil, which would, according to some guy named Emil on this ad, make your complexion young-looking. Olive oil is an excellent moisturizer, but Palmolive could have kept the sexist ads to itself.

**50. Man...That Took Muscle**

**Company:** Brillo

**Year Released:** 1969

Men have muscles, and women have sponges. This ad for Brillo played on the slang of the term "Man," advertising a Brillo sponge that had muscle, unlike women. These sponges came with metal fiber and soap, two things women also don't have.



Man...That Took Muscle @cjsdisney4/Pinterest

Actor Arnold Stang was the spokesman for this Brillo sponge, uttering the tagline, "Woman...that took Brillo!" The American comic actor was born in 1918, and he was in a ton of different commercials and ads, including, mostly famously, for Chunky Candy Bars. In those commercials, he got to utter his famous line, "Chunky, what a Chunka Chocolate!"

## **51. Youngest Customers in the Business**

**Company:** 7-Up

**Year Released:** 1955

Nowadays, putting soda in your baby's bottle gets you glared at in the supermarket. But, in the fifties, people were just living life. World War II was over, and it was time to party. Even eleven-month-olds got in on the fun, as they got to drink 7-Up.





Youngest Customers in the Business ©Retro AdArchives/alamy

“Nothing does it like Seven-Up” was the tagline for this 1955 ad, which we’re sure [7-Up](#) wants to forget didn’t happen. It boasted that the soda company has the “youngest customers in the business,” which, we assume, refers to the business of drinking straight-up carbonated sugar. 7-Up is still around, and it has a brand value of \$1.7 billion, so people have forgiven this *faux pas*, it seems.

## 52. Butter is Slippery

**Company:** Unknown

**Year Released:** 1950s

This hilarious ad is from the 1950s (we estimate), and the nutrition advice is so wrong, it's funny. The image shows a young boy eating an entire stick of "slippery butter," which will "lubricate" his arteries and veins, as long as he chows down on as "much as possible."



Butter is Slippery @andybeedesigns/Pinterest

While some still believe that butter is a big diet no-no, it's perfectly fine when consumed as part of a balanced diet. However, according to *Healthline*, you should only eat one or two tablespoons a day, maximum, not multiple sticks like this kid.

### **53. Gee! I Wish I Were a Man**

**Company:** U.S. Navy

**Year Released:** 1917

This ad takes Shania Twain's "Man, I Feel Like A Woman!" and turns it on its head (in a bad way). Decades ago, the U.S. Navy was making fun of men in an attempt to get them to sign up. This ad came out in the early 1900s, and it features a woman wishing she were a man so that she could join the U.S. Navy.



Gee! I Wish I Were a Man ©Everett Collection/Shutterstock.com

Thirty years later, this woman would have gotten her wish, as the Women's Armed Services Integration Act was enacted in 1948. This law allowed women to become regular, permanent members of the U.S. Armed Forces.

#### **54. Show Her It's a Man's World**



**Company:** Van Heusen

**Year Released:** 1951

We dug up an ad that Van Heusen probably wants to pretend doesn't exist. [PVH Corp.](#) currently owns huge brands like Tommy Hilfinger, Olga, Warner's, Calvin Klein, and more, and it was founded in 1881. Van Heusen came out with this ad in 1951.

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-Van Heusen Corp., N. Y. C. N. Y., Makers of Van Heusen  
Shirts and Ties. Division of Phillips-Van Heusen Corp.

Show Her It's a Man's World @StevieRoeSays /Twitter

Read it and weep, because, in the fifties, it was a man's world and ties would show women that it was definitely a World For Men. With this \$2.98 tie, you didn't have to do the talking—your woman would see it and bring you a tray with food on it. These ties are hideous, and they'd be hideous even if this ad weren't wildly inoffensive.

### **55. Cry a Little. Not a Lot.**

**Company:** Dormeyer

**Year Released:** 1900s

Dormeyer was founded in the early 1900s in Chicago, and now its blenders, mixers, and other appliances resell for \$20-\$100 on eBay for people who like to collect old kitchen appliances (there's a market for everything). Dormeyer, a [Kitchenaid](#) competitor, was far from the only company to get in on the "women in kitchen" trend.

# WIVES

**Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.**

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



**Husbands:**

**Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry.**

**Dormeyer**

© 1964 B. W. Mulvihill & Company, Chicago, Illinois 60612

Cry a Little. Not a Lot. @caitlyn29110607/Pinterest

This ad shows off some of Dormeyer's best products, including a toaster, mixer, coffeemaker, and more. Ask your husband, the ad says, and cry when he says he's not going to buy you a new can opener. Husbands, buy the can opener for your wives or they will cry a moderate amount.

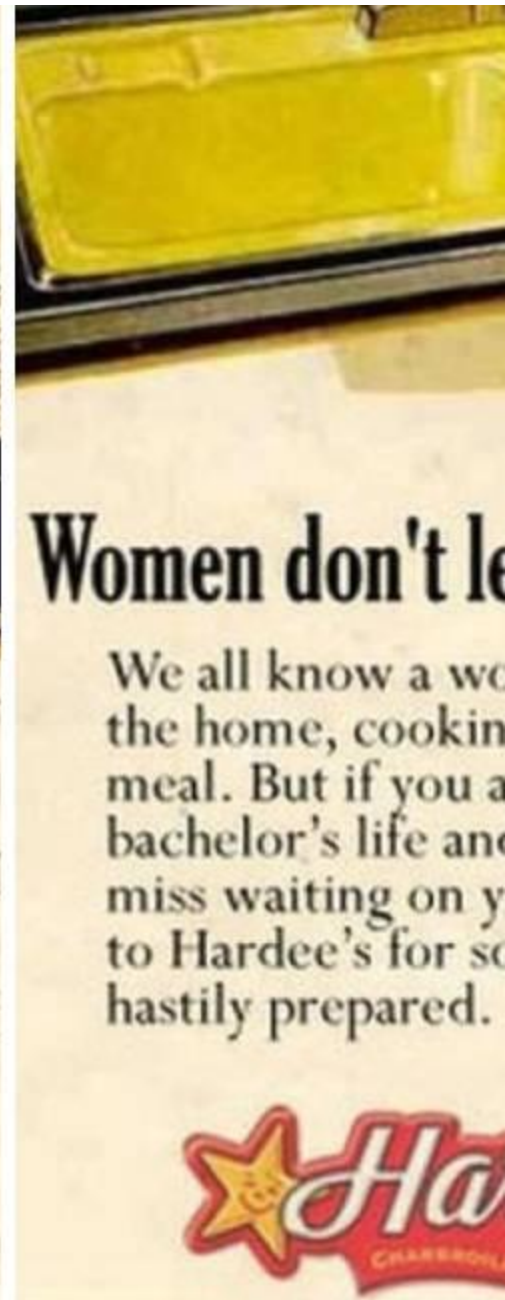
## 56. Women Don't Leave the Kitchen

**Company:** Hardee's

**Year Released:** 1940s

Hardee's, a fast food chain, put out this ad in the 1940s that stated, "Women belong in the kitchen...cooking a man a delicious meal." But, said Hardee's, if you wanted to live the bachelor's life and not have your wife cook for you, you could come on down to the fast food chain for something "hastily prepared" and "sloppy."





Women Don't Leave the Kitchen @Myeagleseyes2/Pinterest

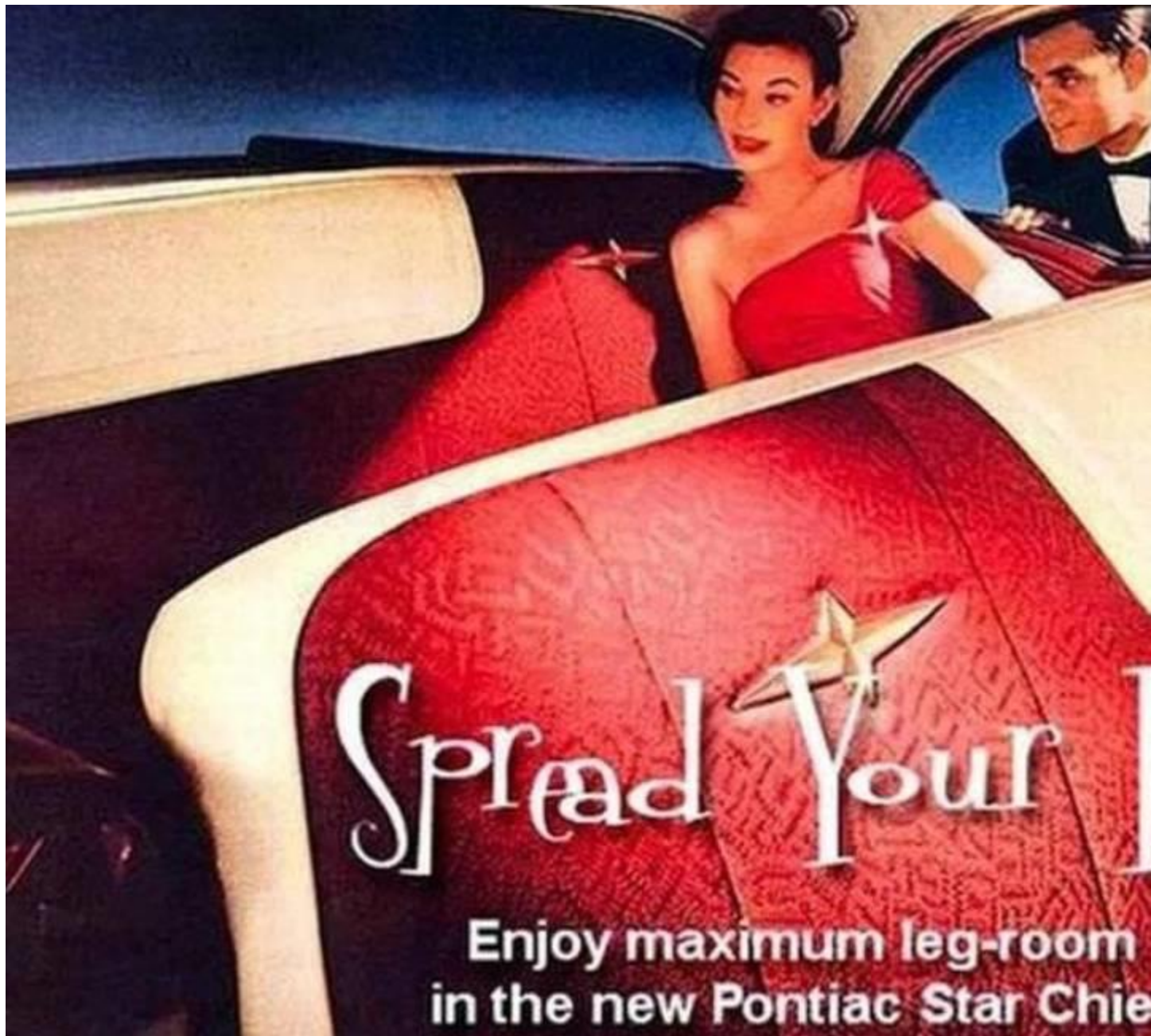
Hardee's is still getting a side-eye from feminists, as it just ran into controversy a few years ago over "sexist advertising" in its "French Me Femme" ad. The company's not as blatant as it once was, but some could argue it hasn't totally learned its lesson about dumb ads.

## 57. Spread Your Legs

**Company:** Pontiac

**Year Released:** 1957

There has been debate over whether this vintage ad is real or a spoof, so we'll let you be the judge. Considering how wacky some of the 1950s ads were, an ad with this level of innuendo wouldn't exactly be shocking.



Spread Your Legs ©r/theyknew/Reddit

“Spread Your Legs!” said Pontiac, advertising its new Star Chief, which boasted, apparently, a lot of legroom. The Star Chief had a pretty good run for Pontiac, and it was produced for twelve years, from 1954 until 1966. This ad came at the end of the second generation, and the Star Chief even had a Hollywood moment when it was in episodes of *I Love Lucy* in the mid-fifties.

## **58. Don’t Get “Middle Age” Skin**

**Company:** Palmolive

**Year Released:** 1970

Palmolive is a dish soap brand that you probably forgot about until just now. The brand is famous for using oils to help keep their product from irritating skin (although a class action lawsuit a few years ago claimed differently).





Don't Get "Middle Age" Skin @clickusa/Pinterest

In 1970, [Palmolive](#) wasn't just hawking dish soap—it was hawking regular bar soap for skin. Put it on your face, this ad says, and you won't have "middle age" skin, so your husband (who probably has middle-aged skin that no one talks about) will allow you to leave your house. This ad encouraged ladies to run from "dry, lifeless," corpse-like skin and develop oiled-up, shiny, eel-like skin.

## 59. Successful Marriages Start in the Kitchen



**Company:** Crown Crystal Glass, Pyrex

**Year Released:** 1947

Crown Crystal Glass came up with this ad for Pyrex, which is, admittedly, a line of high-end cookware. The “new mistress of the house” is the person to whom the ad is targeted, though it is the husband’s wallet, no doubt, that Crown Crystal Glass is aiming for.

**Successful Marriages**  
start in the kitchen!

Now the new mistress of the house can go right ahead with some of those girlhood dreams—planning lovely meals for her man, preparing all sorts of interesting little dishes and safe in the knowledge that Pyrex is going to make failure-free cooking easy.

The not-so-glamorous tasks of the kitchen become fun, too, with Pyrex. Just one dish for cooking, serving and storing, and when it comes to washing up, the suds banish grease from Pyrex in the twinkling of an eye!

**AGEE PYREX**

*Now available from local stores*

Successful Marriages Start in the Kitchen @historydaily/Pinterest

A good marriage is all about “failure-free cooking,” says Crown Crystal Glass, and, with [Pyrex](#), you can achieve all your “girlhood dreams.” Really, everyone knows that a successful marriage doesn’t start in the kitchen. It starts when you tell your mother-in-law that you’re “not legally allowed” to make a copy of your house key, so she can’t have one.

## **60. Do Not Use the Wrong Deodorant**

**Company:** Unknown

**Year Released:** Unknown

WRONG DEODORANT? Not a chance. You can have hair, eyes, and teeth, and all of those can be NICE, but if you use the wrong deodorant you’re done. These “charms” will be canceled out immediately. To be fair, no one wants to use the wrong deodorant—it’s the approach of this ad that makes it funny.



Do Not Use the Wrong Deodorant @collectorswkly/Pinterest

Interestingly, the first deodorant didn't come out until the 1930s, when a deodorant for men was put into a bottle and labeled "Top-Flite." After that bottle's success, advertisers went on a mission to convince Americans that they'd smell terrible without their product (and their product alone). Today, the deodorant industry is valued at around \$5.7 billion, and the [Secret](#) brand alone is worth millions.

## **61. Kellogg's Vitamins for Pep**

**Company:** Kellogg's

**Year Released:** 1939

Kellogg's has been around for decades, so you can assume that, if you go back in the company's ad archives, things haven't always been so socially-appropriate. Kellogg's wouldn't be caught dead making an insensitive ad, lest they face Twitter's fury.





Kellogg's Vitamins for Pep ©Retro AdArchives/alamy

That said, things were different in the late 1930s, when [Kellogg's](#) advertised its Vitamins for PEP! The harder your wife works, the cuter she looks, and she can only work hard and look cute if she's taken her vitamins. This '39 ad, completed in a familiar comic book style, would never leave the room in today's world, and it's easy to see why.

## 62. If Your Husband Ever Finds Out

**Company:** Chase & Sanborn Coffee

**Year Released:** 1952

Advertising has come a long way, baby, and we are happy to report that you can no longer advocate for domestic violence in your ads. This Chase & Sanborn Coffee ad is wildly offensive, as it promises that “woe will be onto you” in the form of your husband spanking you if you buy the wrong type of coffee.

# 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  
... woe be unto you!

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



**Here's how easy it is to be sure of fresher coffee**



**Look for the "Dome Top" Can of Chase & Sanborn.** That firm, rounded top shows it's packed under pressure, fresh from the oven.

**Just do this:**  
Press your thumb against the dome top *before* you buy. If it's firm, it's fresh. If the top clicks, pressure's gone—take another. It's the one way to get the freshest coffee ever packed.

**No other can lets you test!**  
You can't test an ordinary flat top can. Some are "leakers" that have let air in to steal freshness. But all flat top cans look alike. You can't tell which are good and which are stale.

**Here's the payoff!**  
Sure as you pour a cup, they'll want more! For Chase & Sanborn is a glorious blend of more expensive coffees . . . brought to you *fresher*. No wonder Chase & Sanborn pays a flavor dividend you won't find in any other coffee!



**"PRESSURE PACKED"**  
**Chase & Sanborn**

If Your Husband Ever Finds Out ©Retro AdArchives/alamy

This coffee brand has survived its horrendous ad track record, much like many of the other companies on this list. That said, when you google “Chase & Sanborn,” some of the top results in Google Images are this ad, so the brand hasn’t completely shaken it. To quote *Superbad*, “People don’t forget.”

### **63. A Girl Sized Pen**

**Company:** Parker

**Year Released:** 1965

Women have baby-sized hands, and, according to Parker, they need tiny pens as a result. Girl-sized pens wrote just as well as the “man-size” Jotter (note the difference in verbiage). The Compact Jotter could let you write up to 80,000 words, but that was never tested, as Parker didn’t think that women knew 80,000 words.



# "A girl size hand needs a girl-size pen (...and it's time the men who make pens did something about it!)"



Parker's got the message.

You can now get the new Compact Jotter ball pen for girl-size hands.



It writes as long  
as our man-size Jotter.

Girls—and girl-size hands—delight in the new Compact Jotter. It's smaller, daintier, a joy to write with.

Yet the Compact Jotter has the same giant ink supply as our man-size Jotter!

Stainless steel in Parker's new writing point gives you a clean, clear line up to 80,000 words without refilling. Choice of four point sizes, too.

And it sells at the same famous-value price: \$1.98 at your Parker dealer's. That's little enough for a pen as ladylike as you are.

 **PARKER**  
Makers of the world's most famous pens

© 1964 Parker Pen Company, Inc., U.S.A.

Found in Mom's Basement



A Girl Sized Pen @historydaily/Pinterest

You could find these pens at your local Parker dealer for \$1.98, which was "little enough" for a tiny "ladylike" pen. Decades later, Bic would step into this "girl pen" landmine when it came out with Lady Bic pens, which were "made for women."

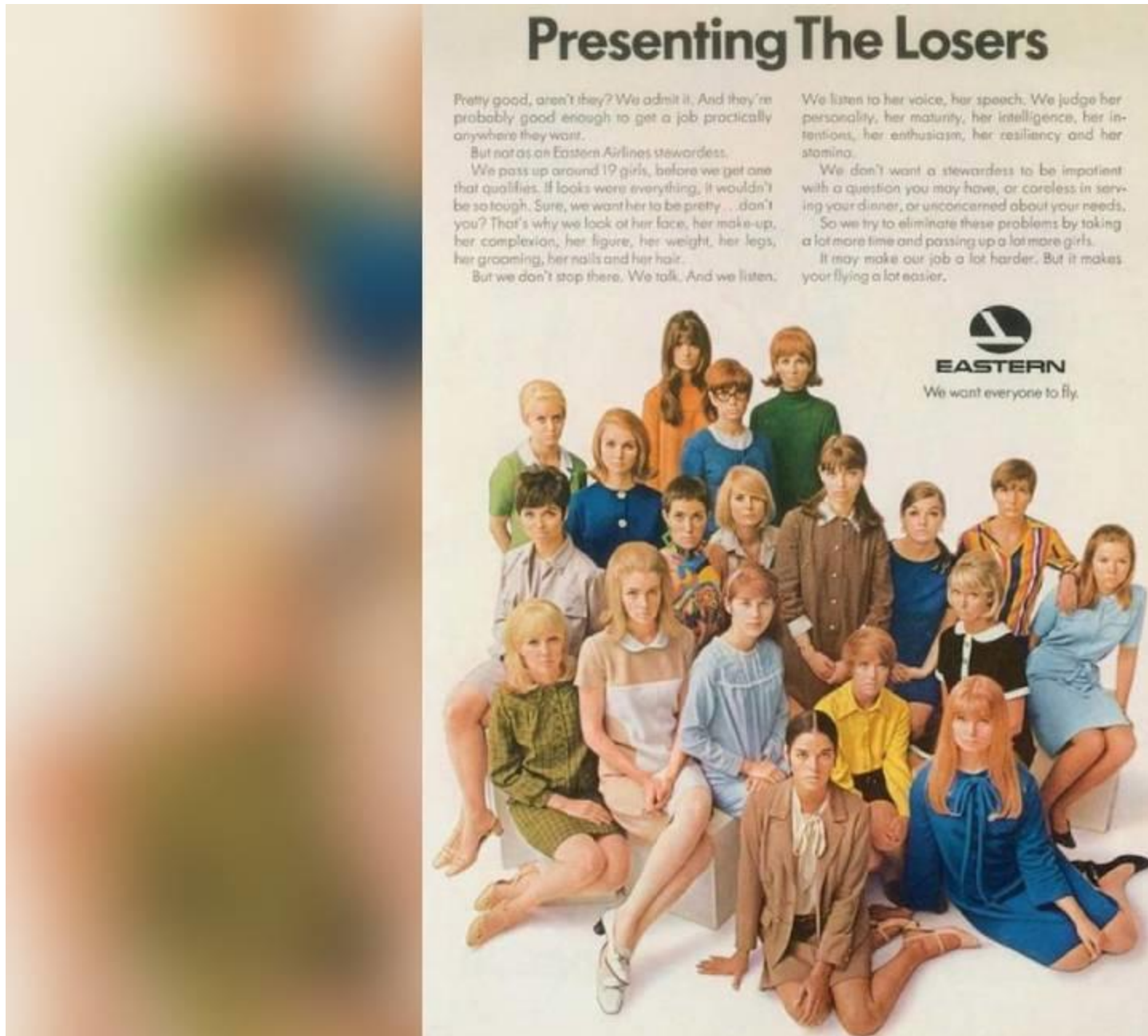
## 64. Presenting the Losers



**Company:** Eastern

**Year Released:** 1967

In 1967, Eastern Airlines gathered a bunch of job applicant rejects in a room and made them take a sad photo together because they didn't get the stewardess job for which they applied. These women, according to the ad, didn't have the "weight," "maturity," "speech," "intelligence," and "enthusiasm" to work for the airline.



Presenting the Losers @historydaily/Pinterest

This ad was, supposedly, a way to show passengers that Eastern was serious about who it picked for its airline. If you didn't make the cut, you were a "loser." Anyway, Eastern Airlines went defunct in 1991 because it couldn't manage its labor disputes or \$2.5 billion debt load.

## 65. Life With Father Is Lots More Fun Since We Found Spam

**Company:** Hormel Good Foods (Spam)

**Year Released:** 1941

Mrs. Keith Holton, a woman with no first name from Illinois, said that her husband was “grumpy” in the morning until she started to feed him Spam and eggs. Only this processed, salty meat stands between this 1940s husband and having a total mental breakdown.

"Life with Father is lots more fun since we found **SPAM**"

... Says Mrs. Keith Holton of Evanston, Ill.



MY HUSBAND used to be pretty grumpy in the morning... but all that's changed now. You ought to see him light up when I bring on the SPAM & Eggs for breakfast!






**SPAM WICHES** are the solution for John's school lunch. They're easy to make and the children never get tired of them because there are so many combinations.

**SPAM BURGERS** are fun to make over an open fire. We'll grill or fry thick SPAM slices, pop them in buns—top them off with relish or ketchup—and you've got quick fun for your quick family!

Dear Mrs. Holton:  
Thanks for your nice words. As you help make SPAM happily believe it's the finest product of the land... a delicious blend of pig-meat, pork shoulder and ham, tasty and meaty.

**HORMEL GOOD FOODS**  
SPAM • CHILI • HAM • CHICKEN • SOUP  
BUNNY MOORE PRODUCTS  
Hormel & Company, Inc., Austin, Minnesota  
SPAM is a registered trademark.



COLD OR HOT... SPAM HITS THE SPOT

"Life with Father is lots more fun since we found **SPAM**"

... Says Mrs. Keith Holton of Evanston, Ill.



MY HUSBAND used to be pretty grumpy in the morning... but all that's changed now. You ought to see him light up when I bring on the SPAM & Eggs for breakfast!

Life With Father Is Lots More Fun Since We Found Spam  
@eskildsondenise/Pinterest

Spam is still around, and this cooked pork, despite nutritionists complaining about it for decades, has been going strong since the late 1930s. It is trademarked in over 100 countries. Though Mrs. Holton's husband might be nicer since he had the privilege of eating Spam, a known delicacy on par with caviar, for breakfast, his arteries probably didn't thank him for it.



## **66. We Wrapped These Twins in Cellophane**

**Company:** Du Pont

**Year Released:** 1953

The 1950s is a gold mine for shocking ads, but this one stands out. Normally, if you see a kid wrapping themselves in plastic, you'd tell them to stop, but Du Pont had the opposite approach. The company wrapped twins in cellophane to prove, for whatever reason, that their wrap would keep things "fresh."



We Wrapped These Twins in Cellophane ©r/OldSchoolRidiculous/Reddit

In addition to that horror movie statement, Du Pont added that, if the twins “could talk,” they’d tell you that they were being kept fresh. This vintage ad is a perfect example of how child safety laws have come a long way in the past seventy years.

## 67. Woman Are Soft and Gentle, But They Hit Things

**Company:** Volkswagen

**Year Released:** 1960s

Women are soft and gentle, until you put them in the car. When they drive, they hit things, and they might even hit you, if you keep showing them ads that tell them how bad they are at driving. This Volkswagen ad labeled the good old female incompetence as the number-one reason to own a VW car.



Woman Are Soft and Gentle, But They Hit Things ©Retro AdArchives/alamy

Your woman could graze the door, hit the bumper, or just run over multiple pedestrians, and VW would be able to fix it easily. Back then, replacing a fender cost just \$25 plus labor. Now, that part could run anywhere from \$600 to \$2,000, labor included.

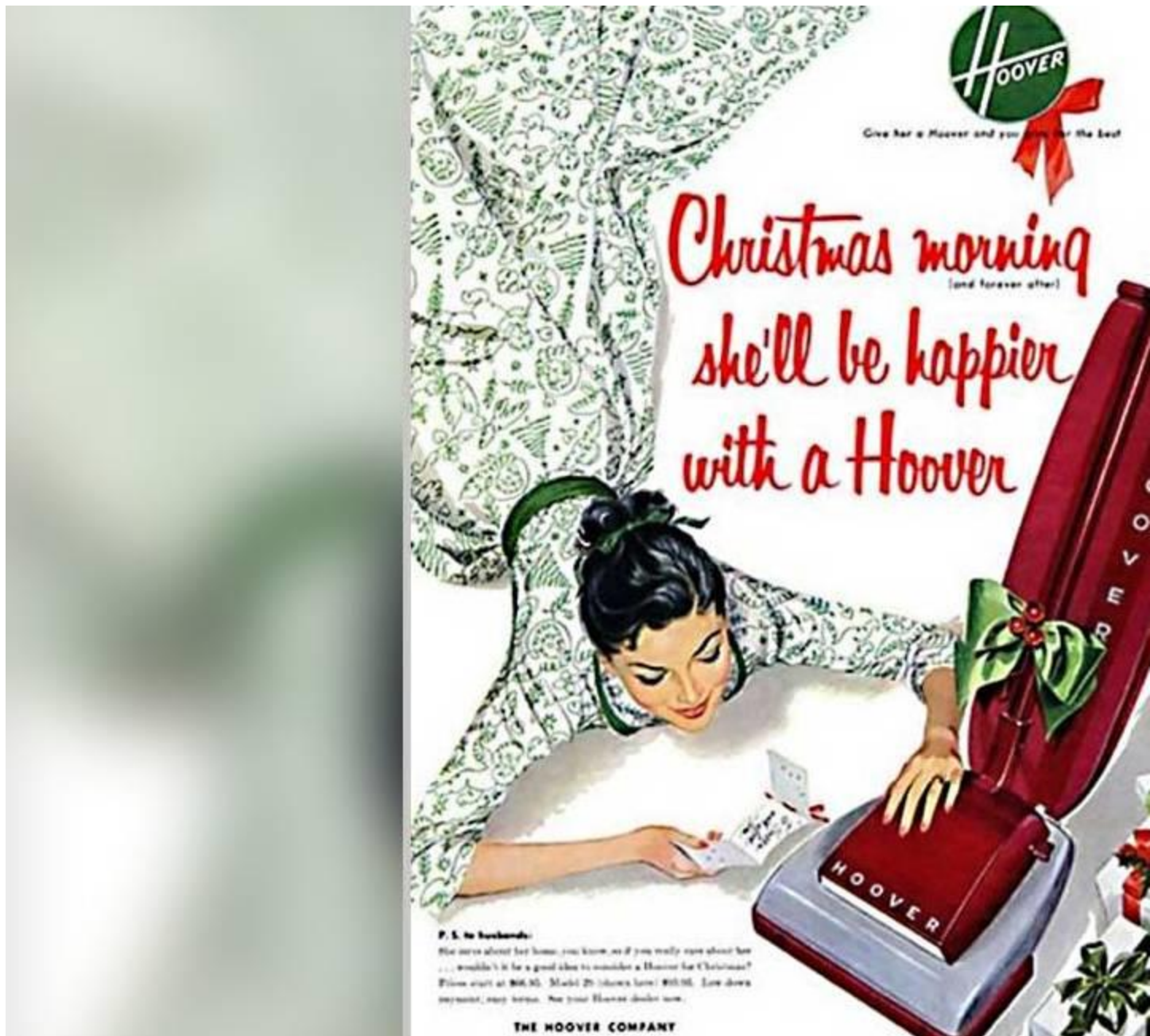
## **68. She'll Be Happier With A Hoover**

**Company:** The Hoover Company

**Year Released:** 1950s

Unless your wife or girlfriend specifically asks for a vacuum cleaner for Christmas (or she's been complaining about hers and it's clear she needs a new one), this domestic house gift isn't one to put on the holiday shopping list. It just has bad vibes.





She'll Be Happier With A Hoover ©vint1/alamy

Hoover vacuums are great, but the Hoover Company's historical ad campaigns? Not so much. This 1950s (of course) ad says that, "She'll be happier with a Hoover," meaning that '50s men should always give their wives vacuums for the holidays. To be fair, this ad isn't as bad as some of the others on this list, but it still is a bit cringey.

## 69. For Simple Driving

**Company:** BMW

**Year Released:** 1979

What do you think? Is this sexist or not? Considering that every other ad campaign up until this 1979 BMW ad used the old “Women can’t drive” trope a time or two, chances are, this ad might have a tinge of sexism to it.



For Simple Driving ©Retro AdArchives/alamy

Or perhaps it's just coincidence that BMW is using a cross-eyed female model to show off its Mini Automatic, which it billed as great for "Simple Driving." To be fair, an automatic *is* way easier to drive than a manual transmission. Just don't forget to put on your dozens of costume rings before you get in the car—can't forget those.

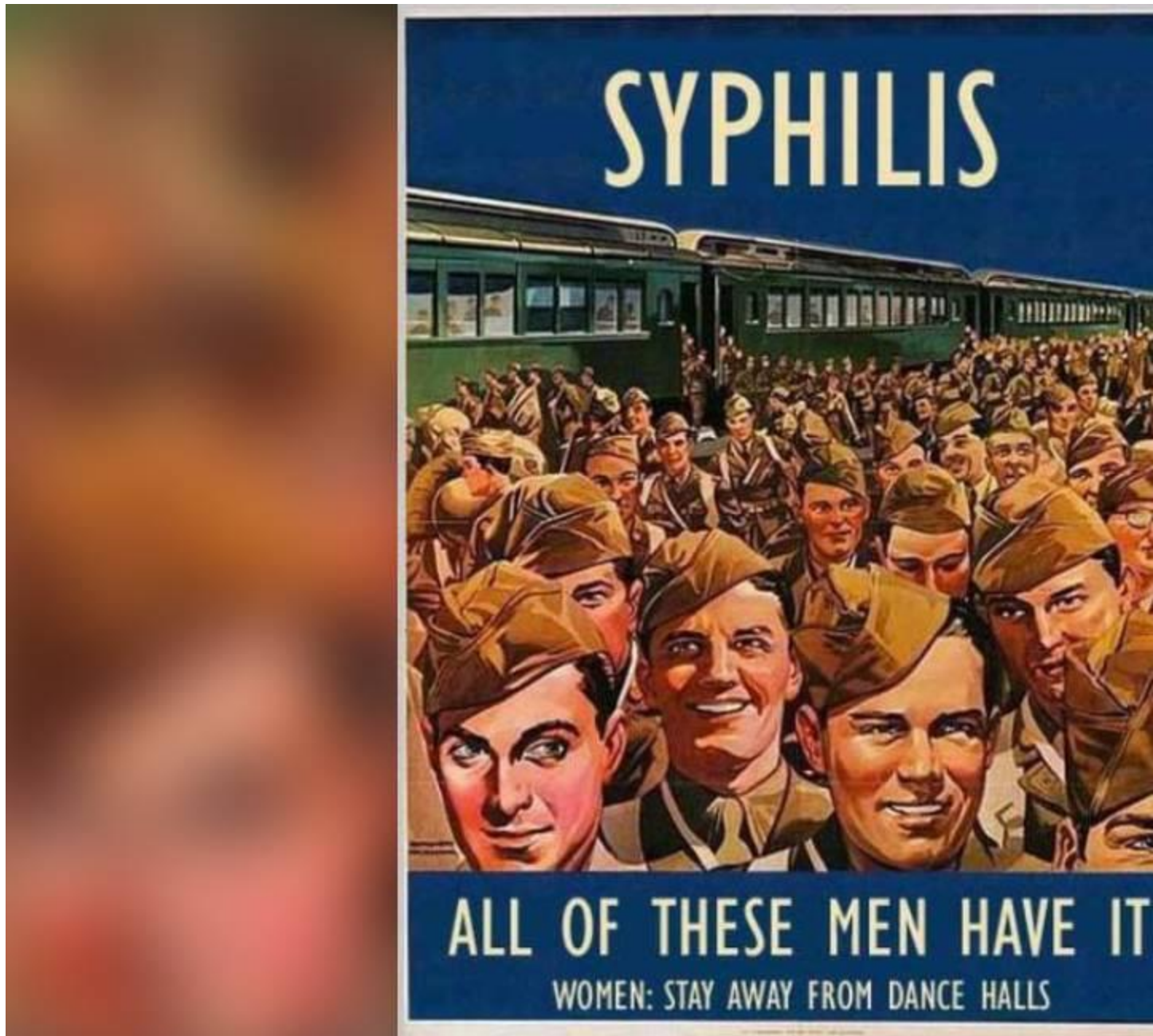
## **70. All of These Men Have It**

**Company:** Unknown

**Year Released:** Late 1930s/Early 1940s

This WWII era poster cautioned women against going to dance halls, as every single soldier there had syphilis. Not one was syphilis free, and, as everyone knows, you can get an STD just through dancing modestly.





All of These Men Have It @Samfr/Twitter | © CBW/alamy

Actually, there is *some* historical basis to this exaggerated ad. During WWII, venereal diseases were a huge issue for the U.S. Navy and Army. Gonorrhea and syphilis were two of the worst ones, and, in some WWII hospitals, one in every eight men had an STD. This put a huge dent in the military's fighting population, as STDs like syphilis can have some nasty, flu-like effects.

#### **71. Nothing Scares Off A Man More Than Morning Mouth**



**Company:** Chlorodont

**Year Released:** 1954

Only women have bad breath—men are immune. At least, that was Chlorodont's line of thinking when it put out this 1950s ad saying that "No Halloween mask scares off a man" quite the way "morning mouth" (an awkward way to say "morning breath") does. In the ad, a woman is wearing a pumpkin on her head, a la Dwight Schrute in *The Office*.



*You can mask the odor of "morning mouth" for a while with...  
But Chlorodont actually*

## No Halloween mask scares off a man AS MUCH AS "MORNING MOUTH"

We'll confess—if you will.

You know when you wake up your breath is not as fresh as it might be. That stale and furry taste is a sure sign of bad breath.

And we know simply using Chlorodont, our chlorophyll-plus toothpaste, won't get you married within a week... or make your husband shower you with orchids!

But we do say Chlorodont gets rid of "morning mouth." Its generous helping of chlorophyll ends bad breath for hour after hour. And here's the "plus", Chlorodont brightens the teeth

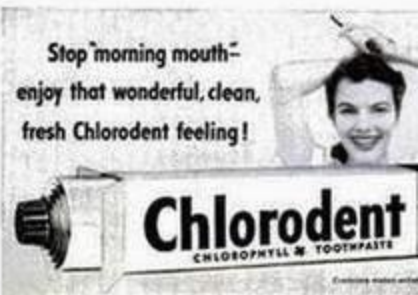
measurably better than any other leading toothpaste formula.

This we guarantee—or Lever Brothers Co. will return your money. Isn't that reason enough for buying Chlorodont today?

P.S.—And all this goes for Chlorodont Tooth Powder, too.

**"Anti-enzyme," too, for continuing decay protection**

University dentists found that just one brushing with Chlorodont keeps "enzyme" decay acids below the danger point for 9 out of 10 people for hours.



Nothing Scares Off A Man More Than Morning Mouth @mdeth/Pinterest

Hold onto your hats—you can still get this defunct, chlorophyll-laden toothpaste on eBay for \$150 for a 12-pack. Chlorophyll was used in toothpaste because it was mineral-rich, and it was thought to fight off tooth decay and, of course, bad breath.

**72. Is It Always Illegal?**

**Company:** Pitney-Bowes

**Year Released:** 1947

We read this so you don't have to. A salesman for the company Pitney-Bowes was trying to convince a woman, Mrs. Morissey, "a redhead" (important detail that won't come up at all in the plotline), to buy a postage meter. She says no because she doesn't like machines. The salesman feels like committing homicide. The story ends.

*Is it always illegal  
TO KILL A WOMAN?*

FOR SIX MONTHS I bend the knee to the postage meter. I win . . . good, fast, dependable, honest-to-God. I got this redhead Morrissey—balks at it.

"I have no mechanical aptitude me up, kind of," she says. As if we're a P-51, I almost blow my top.

This postage meter, I explain, is efficient, a time saver . . . No more stamp box, and who's got the key? . . . of the stamps you need. No scrounging sticking. Just set the lever for any kind want, for any kind of mail, and the stamp right on the envelope with a d— and it seals the flap at the same time mailing by hand. Prints stamps on the post. Will handle anything we have to office. Even keeps its own records!

And metered mail doesn't have to be cancelled in the postoffice, gets gone practically heaven's gift to the working man. But with the Morrissey, no soap.

I TRY diplomacy. "Miss Morrissey, person'll try it for two weeks. If you then—back it goes to the factory! I do judgment implicitly. Okay?" . . . She acts Christian about to be lunch for a lion, but

So help me—two weeks later she bows on the handle of the postage meter an orchid or something. I give it the go.

"Kinda cute, ain't it," says Miss Morrissey. "A very efficient machine, Mr. Jones. No out early enough so I get to the girls' to hear all of the dirt" . . . I wonder is it always illegal to kill a woman!

WE ARE always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.

*A. Ravelli*

Is It Always Illegal? ©Retro AdArchives/alamy

That's it—peak 1940s advertising. This Pitney-Bowes ad came out in 1947 and, even then, we have a feeling it ruffled some feathers. Asking if it was “always illegal” to kill a woman *had* to have gone against some manly man’s chivalrous nature—right?

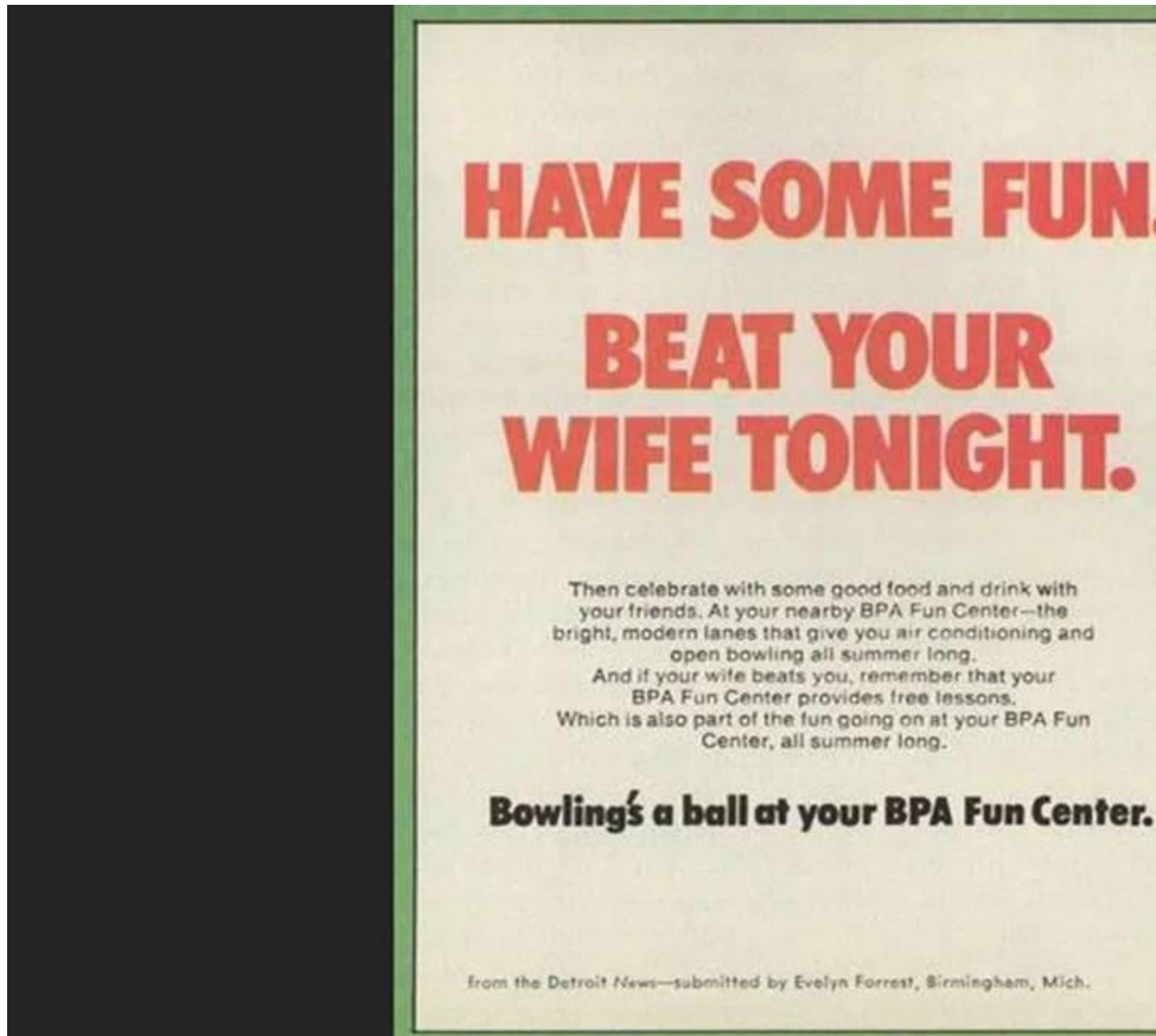
**73. Have Some Fun.**



**Company:** BPA Fun Center

**Year Released:** 1960s

This ad would never fly today—no, it's not advocating for domestic violence, but it is certainly making a joke about it. The BPA Fun Center said, "Have fun. Beat your wife tonight." The ad was in reference to "beating" her in bowling, not in reality.



**HAVE SOME FUN.**

**BEAT YOUR WIFE TONIGHT.**

Then celebrate with some good food and drink with your friends. At your nearby BPA Fun Center—the bright, modern lanes that give you air conditioning and open bowling all summer long.

And if your wife beats you, remember that your BPA Fun Center provides free lessons. Which is also part of the fun going on at your BPA Fun Center, all summer long.

**Bowling's a ball at your BPA Fun Center.**

From the Detroit News—submitted by Evelyn Forrest, Birmingham, Mich.

Have Some Fun. @Myeagleseyes2/Pinterest

Is it as bad as some of the other ads on this list? Not really. But, it's definitely in poor taste. As time has gone on, people have become more and more sensitive to jokes, even well-meaning, about serious subjects. Domestic violence, obviously, is one such serious subject that companies want to stay away from when creating ads.

#### **74. Wanted. Husbands.**

**Company:** Lux

**Year Released:** 1950

If you listen to these 1950s ads, you'll realize that the most important factor to a successful marriage isn't honesty or communication or any of that. It's soap. These girls are SWEATY, says this Lux ad, and they don't even care. That's why they can't find a husband.

# Wanted— HUSBANDS FOR THESE GIRLS



**Dorothy, 25, lives at home.** She has a job, yet she can't get ahead. She dresses well, talks well, dances well—yet she is seldom asked out—and never a second time. She thinks she is misunderstood. She blames others when really her own carelessness is to blame . . .



**Beth is only 22.** Her natural charm and interest in other people win instant response from those she meets. Yet acquaintance rarely ripens into friendship. Only a few childhood friends can forgive one unpleasant fault. Perhaps some day one of them will tell her . . .



**Hildegard, 27, is lonely.** Striking and beautiful, she is becoming self-conscious about her looks, men especially. They lose interest so soon. She wonders why, not realizing that like Dorothy and Beth, she is careless about perspiration odor in underthings . . .

**ISN'T** it natural for every girl to want popularity, romance, a devoted husband? What a pity, then, to see lovely girls like those above losing out because they are careless about perspiration odor in underthings.

They themselves criticize it in others, without ever suspecting they are guilty!

We all perspire and the odor eludes others.

**Avoid Offending**—Perspiration clings to underthings—protect daintiness this way:

Make it a rule to Lux underthings after each wearing. Then there's not the slightest danger of offending from perspiration odor.

Lux is kind to colors and fabrics, too—doesn't fade and weaken them as cake-soup rubbing, soaps with harmful alkali often do.

Wanted. Husbands. @upbeatnewscom/Pinterest

Women are not supposed to perspire. It's just not done. And, if they do, they have to keep it a secret—something Lux can help with, as its detergent is great for “underthings after each wearing.” Dorothy, Beth, and Hildegard will no longer be spinsters, as long as they use Lux soap. What about male sweat, you ask? It's fine, don't worry about it.

**75. Ladies, You'd Better Watch Out**

**Company:** Chlorodent  
**Year Released:** 1950s

Chlorodent, toothpaste with chlorophyll in it, wanted women to know that the way to keep your man was to brush your teeth. While oral hygiene is important for all of us, morning breath happens, but it was considered the ultimate shame in the '50s. At least, according to ad campaigns, it was.



No wife wants her husband to carry the memory of her morning breath to work.  
The attractive women he meets during the day don't.

## There's another woman waiting for every man — AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"

We're not saying that if wives simply use Chlorodent their husbands will never look at a pretty girl.

But we do know if you use Chlorodent, your good-bye kiss works for, not against you. For Chlorodent really gets rid of that stale, furry "morning mouth." Your own clean, fresh taste tells you your breath is sweet—even hours later.

The secret is chlorophyll-plus. You see, Chlorodent has a big, generous helping of chlorophyll, plus a patented cleansing agent. Chlorodent is an effective it bright-

other toothpaste formula, bar none.

Brighter teeth. A cleaner mouth. An inviting breath. All this we guarantee—or Lever Brothers Company will return your money. Isn't that reason enough for buying Chlorodent—today?

P.S. Same chlorophyll-plus benefits in Chlorodent Tooth Powder.

"Anti-enzyme," too, for continuing decay protection

University dentists found the special cleansing agents in Chlorodent keep enzyme decay acids below the danger point for 9 out of 10 people for hours—with just one brushing.

Stop "morning mouth"—  
enjoy that wonderful, clean,  
fresh Chlorodent feeling!



There's Another Woman Waiting For Every Man @jenniferrfields/Pinterest



“Another woman is waiting,” reads this ad, and this woman, apparently, doesn’t have bad breath. Once again, there is absolutely no mention of whether or not men should brush their teeth. The number-one theme from these ads is that women have to try, 100% of the time, to impress their man or he will be out the door, heading down the street to the neighboring housewife’s home.

## **76. Does He Look Younger?**

**Company:** Dorothy Gray Salon

**Year Released:** 1930s/1940s

Before she opened her first salon in 1916, Dorothy Gray worked for makeup tycoon Elizabeth Arden as a treatment girl. During the thirties, Gray helped build up her salon even further with the help of the ad company Lehn & Fink. By the 1940s, Dorothy Gray owned one of the most successful salon-based cosmetic brands in America.



## Does Your Husband Look Younger than You do?

**You may side-step the tragedy that overtakes so many wives . . .**

Glance about among your friends. How many of the wives look older than their years . . . and tragically older than their husbands?

Unfair though it may be, the tiny lines, the trace of wrinkles, the loss of skin tone and color, matter very little in the measure of a man's attractiveness . . . but they can make a heart-breaking difference in a woman's.

Yet thousands of women over thirty have learned to stop living by the calendar. They have found a way to deny the years . . . to combine the poise of maturity with a fresher, radiantly confident younger look. Their secret lies in the daily use of a famous cream—

**Dorothy Gray Collagen Cream. And it can help you side-step the tragedy of the middle years.**

**A natural way to look younger after 30**  
Noted specialists have proved that estrogenic hormones applied to the skin can help women look younger. And the hormones in Collagen Cream are natural substances, working in the most natural way in the world to counteract the effects of the gradual loss of your own beautifying hormones. They literally get under your skin . . . work from beneath to "plump up" dimpling lines and wrinkles, give skin a softer, fresher, truly younger look.

**Happy results reported by women everywhere.** Thousands have written gratefully to Dorothy Gray, reporting actual results. Here is a typical comment: "After using one jar of Collagen Cream, skin appeared much softer and smoother, lines were less noticeable . . . my complexion appeared much more youthful and supple."



**COLLAGEN CREAM.** Every ounce contains 10,000 International Units of natural estrogenic hormones. Smooths Collagen Cream into your face luxuriously every night, leaving an overnight skin poultice. Very soon you'll see results reflected in your own mirror . . . and in your husband's look of renewed interest.  
\$1.50 and \$1.00 plus tax.



**COLLAGEN LOTION . . . companion to Collagen Cream,** with the same active hormone ingredients. Smooths over neck, hands, elbows; use as a powder base for effective 24-hour treatment.  
\$1.00 plus tax.

**NORMONE HAND CREAM.** A silky vanishing cream containing both hormones and emollients . . . ideal for brittle hands. Use daily.  
\$1.00 plus tax.

## DOROTHY GRAY SALON

445 Park Avenue, New York 22, New York

Does He Look Younger? @Myeagleseyes2/Pinterest

It's hard to "Yass Queen" her when you see this ad, but it might have been Lehn & Fink's idea. The ad plays on women's fears of looking older than their husbands and being left by them, offering Dorothy Gray's products to keep them looking youthful.

**77. That's What Wives Are For**

**Company:** Kenwood

**Year Released:** 1961

The Kenwood Chef was a mixer with a ton of different attachments and a questionable marketing scheme. "Women in the workplace" was still considered a jaw-dropping feat in the early 1960s, so a lot of domestic-related ads were targeted towards women, as they were the ones at home cooking and cleaning.



That's What Wives Are For ©Retro AdArchives/alamy

This gigantic mixer used the tagline, “That’s what wives are for,” to refer to cooking, yet it called the husband the chef, which makes no sense. Fake chefs aside, both the people in this Kenwood are smiling like they’re in a [Disney](#) movie, rather than a mixer ad.

## **78. The Only Brand That Keeps Manicures Safe**

**Company:** Underwood

**Year Released:** 1950s

A woman working as a secretary in the 1950s was a career woman, as that was the position to which many women were relegated. So, when companies like Underwood and other typewriter manufacturers would advertise, they directed their ads to women.





The Only Brand That Keeps Manicures Safe @historydaily/Pinterest

In the most stereotypical way possible, of course. "Secretaries, look!" reads this ad's caption, as Underwood is promoting its newly-designed typewriter, which promises to keep manicures safe. Underwood typewriters had half-moon keys, which prevented women's fingernails from touching them, keeping their manicures nice and [Revlon-red](#). The cherry on top of this ad is the description, which calls the keys "kitten-soft."

## **79. It's Nice to Have a Girl Around the House**

**Company:** Mr. Leggs

**Year Released:** 1970s

Social media would not take kindly to this. There would be a lot of angry tweets should some company's marketing department ever decide to show off an ad even remotely close to this level of madness. "It's nice to have a girl around the house" is the headline, which is already creepy.



It's Nice to Have a Girl Around the House © Asar Studios / alamy

The creep-meter only increases when you see the woman turned into a tiger-skin rug, with just her head peeking out. This whole ad campaign is like something out of a [Netflix](#) horror movie. To add insult to injury, a man standing on this rug-woman wearing dacron pants by Mr. Leggs. Now, this bonkers 1970s ad is the only thing people remember about Mr. Leggs.

## 80. Dress Her in Chubbettes and See Her Blossom

**Company:** Chubbettes

**Year Released:** 1957

This was what was considered “chubby” back in 1957, as this illustration depicted a girl who, contrary to beauty recommendations, didn’t live off of 350 calories a day. Chubbettes was a dress company that specialized in making “your chubby lass” the “belle of her class.”



Conchod yarn  
gingham dress  
in colorful full  
prints. \$5.98

Your  
chubby  
lass  
can be  
belle  
of her  
class

If your favorite little girl is on the plump side, dress her in Chubbettes and see her blossom into a lovely lass—as happy and self-assured as her slimmer schoolmates. Chubbettes are created for the chubby-size young figure—a perfect combination of fit, comfort and slenderizing design.

Free! “POISE AND PERSONALITY”—a booklet for parents of a chubby girl (understanding her problems, talent development, shyness, tactless remarks, the “game” of dating, etc.) Written by Dr. Gladys Andrews of New York University’s School of Education.

**Chubbettes** A product of L. GOODING & CO., INC.  
Available coast to coast at stores that care

dresses	suits	skirts

Apparel designed to make  
girls 6 to 16 look slimmer

**CHUBBETTES, Broad Beach, N. J.**  
Please send me the items checked.  
☐ Dr. Andrews’ Booklet ☐ Chubbettes Fashion Catalog  
☐ Name of nearest store selling Chubbettes

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Insert—wrap city or shipping area!



Dress Her in Chubbettes and See Her Blossom @palavraescrita/Pinterest



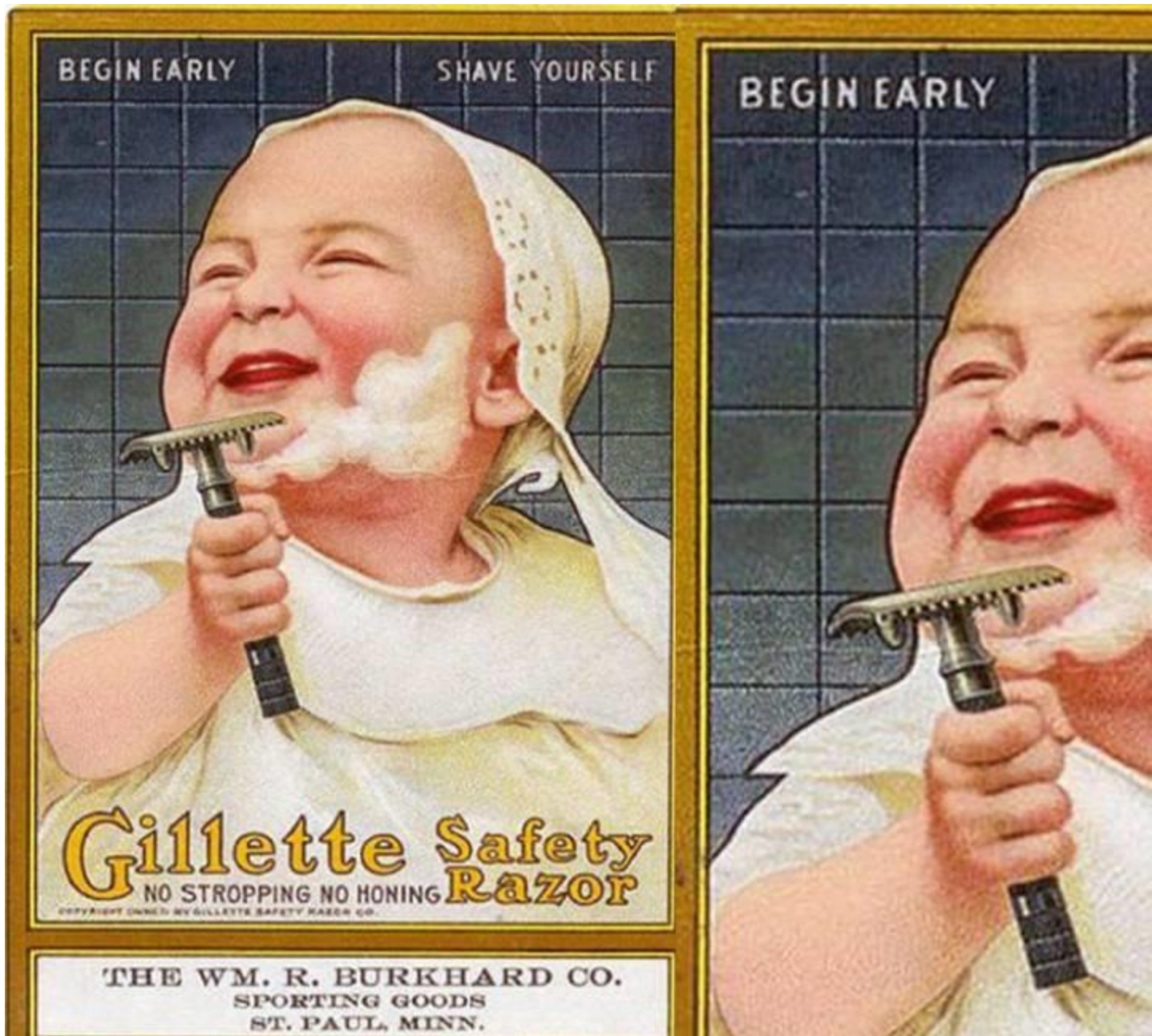
Chubbettes made dresses, slacks, skirts, suits, and blouses for women and kids. If you made a purchase, you even got a free copy of *Pounds and Personality*, a book that was a how-to guide for parents of a “chubby girl.” As you can imagine, Chubbettes wouldn’t exactly be a hot-seller on the rack at [Kohls](#) these days.

## **81. Begin Early**

**Company:** WM. R. Burkhard Co., Gillette

**Year Released:** 1950s/1960s

“Begin Early. Shave Yourself.” This ominous set of commands came courtesy of this WM. R. Burkhard Co. ad showing off Gillette Safety Razors—so safe, a baby could use them. This ad was released in the 1950s or 1960s, and no one batted an eye back then, as child safety laws were a bit more like suggestive guidelines.



Begin Early @anakecmanmiletic/Pinterest

Ad researchers pointed out, however, that, even then, this [Gillette](#) ad was too extreme to be taken seriously. It seems as though this was this Minneapolis, Minnesota's sporting goods store's version of shock advertising. It must not have worked, a WM. R. Burkhard Co. is no longer around.

**82. So Simple, Even a Husband Can Do It**

**Company:** Bisquick

**Year Released:** 1944

All sides took shots from this ad, which Bisquick put out in 1944. "So simple, even a husband could do it," the ad reads, and the "it" refers to making biscuits. Normally, cooking was a woman's job, but Bisquick was taking the world by storm by showing that even a man could wear an apron and put something into an oven.



So Simple, Even a Husband Can Do It @genmills/Pinterest

Ads like these ran rampant for decades. Only around 34% of women worked in 1945, so they were often relegated to domestic duties like cooking, cleaning, and raising kids. Bisquick, owned by [General Mills](#), a billion-dollar company, probably wants to forget this ad ever existed.

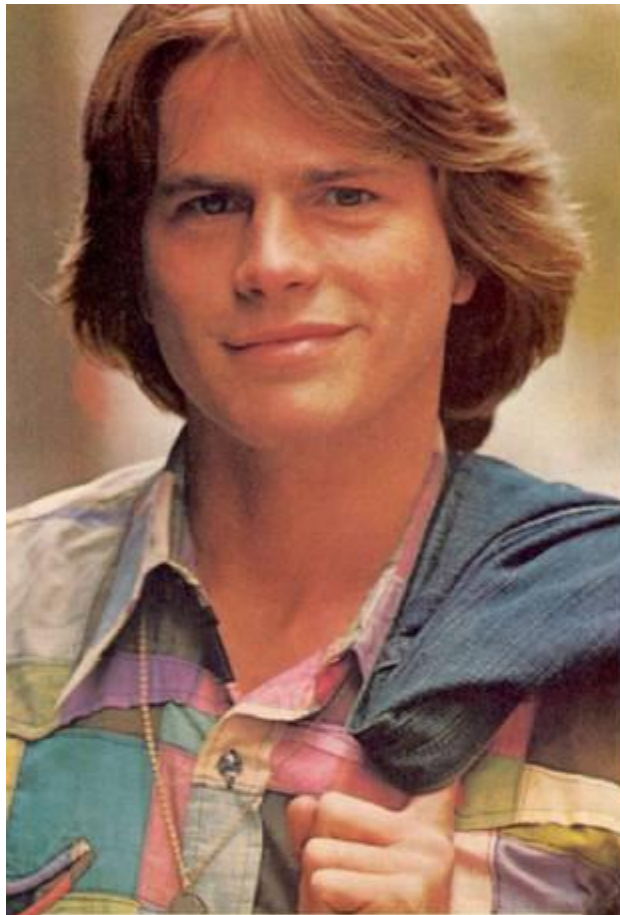
### 83. Be the You He Likes



**Company:** Midol

**Year Released:** 1970

If you didn't read the caption of this ad, only the header, you might be nodding your head in agreement. After all, "your guy" can be your "no. 1 reason" to have to take PMS medication, especially if he's really annoying.



**Your Guy:**  
**Your No.1 reason for Midol**

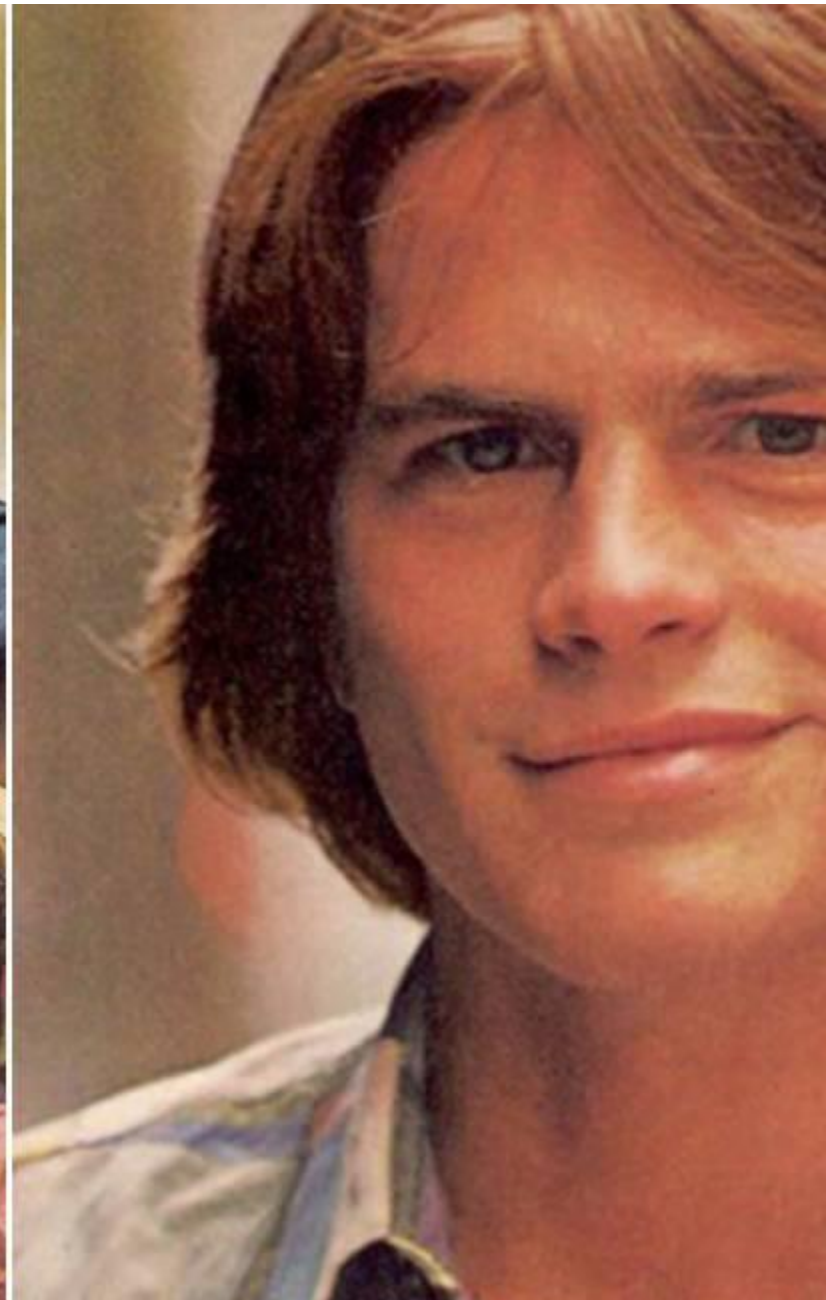
Be the you he likes. Good to be around, any day of the month. Midol helps.

Midol® is an exclusive formula that helps stop menstrual cramps with an anti-spasmodic...an ingredient you don't get with ordinary pain relievers. And Midol relieves low backache and headache, to help soothe accompanying irritability.

When you feel good, you're good to be around. So use Midol. You've got a beautiful reason.

The Menstrual Distress Specialist

**Midol**



Be the You He Likes @saladinahmed /Twitter

But, then, when you read Midol's caption, you realize that this antispasmodic medication is actually trying to help you "be the you he likes." Don't be you with cramps, a headache, a backache, and irritability, be someone who "feel[s] good" and is "good to be around." As you can imagine, this "Why won't anybody think of the men?" advertising tactic wouldn't fly now. Bayer would surely get a lot of angry comments on their [Facebook](#)

## **Meta Platforms Inc**

*arrow\_downward* 291.29 -2.97 (-1.01%)

*access\_time* 15:59:04

if they tried to make a Midol ad about men.

## **84. You Mean a Woman Can Open It?**

**Company:** Alcoa Aluminum

**Year Released:** 1950s

Can a *woman* open a bottle? Yes, she can. That revelation shocked Americans when Alcoa Aluminum first announced it in the 1950s. A woman, for the first time ever, was able to open a ketchup bottle without using a knife, smashing it into pieces, or asking a man to help. No more bottle openers—women could no longer rely on that societal crutch, thanks to Alcoa.



## You mean a woman can open it?

*Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the catsup is ready to pour.*

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

**Alcoa**  
**Aluminum**

You Mean a Woman Can Open It? ©Retro AdArchives/alamy

This aluminum bottle, which Alcoa called the HyTop, was made in a way that even a “dainty grasp” could manage. Alcoa worked with brands like [Del Monte](#) to package its products, which is why this absurd ad is often attributed to Del Monte, not Alcoa.

### 85. Start Cola Earlier

**Company:** Soda Pop Board of America

**Year Released:** 1970

This ad came straight from the Soda Pop Board of America, so you know it's legit. Cola would give your baby a "better start in life," preventing them from being ostracized by their fellow toddlers for not drinking soda. As everyone knows, toddlers are notoriously picky about what they put in their mouths and who they hang out with.





Start Cola Earlier @ahoover0916/Pinterest

Colas like [Coca Cola](#) and Pepsi would “promote [an] active lifestyle,” boost “personality,” and give your body the “essential sugars” it needs. The Soda Pop Board recommended starting your child on a “strict regimen” of “sugary carbonated beverages” immediately. Now, this ad would give nutritionists a heart attack.

**86. No One Cares If She’s Clever**

**Company:** Palmolive  
**Year Released:** 1924

Palmolive is a gold mine for vintage ads that Twitter would hate now. According to this ad, it was more important to be pretty, as that is what men asked about, as opposed to women being clever. Though this seems like it would be a dig against men, don't worry, it wasn't.

Most men ask  
"Is she pretty?"  
not "Is she clever?"

Freshness, Charm—the Enticement of a Skin More Precious than Personality or Cleverness—do you seek it? Then for One Week follow this Simple Beauty Method which is Bringing it to Thousands

Often we marvel at her—the girl whose only asset is her beauty. She knows so little and says so little, yet irresistibly attracts everyone to her side. Too often her close friend sits in a corner, alone.

Beauty or beauty?—but why choose? Give her beauty with cleverness, charm with wisdom. Develop your beauty to bring out the sweetness of your personality. That's what thousands of girls have done—and found new happiness in a trice.

The secret is simple. Have a pretty skin—remember, you are, if you try. Careless beauty treatments are unnecessary—just daily use of palm and olive oil as embodied in Palmolive.

It is worth trying for this charm thousands have, the clear, fresh skin you want—do this one week, then note the change.

Use powder and rouge if you wish. But never leave them on over night. They clog the pores, often enlarge them. Blackheads and disfigurements often follow. They must be washed away.

Wash your face with nothing but Palmolive. Then massage gently into the skin. Rub thoroughly. Then repeat both washing and rinsing. Apply a touch of cold cream—that is all. Do this regularly, and particularly in the evening.

The world's most simple beauty treatment

That, in a simple manner, outlines since the days of Cleopatra have found beauty, charm and youth prolonged.

No medicines are necessary. Just remove the day's accumulations of dirt and oil and perspiration, cleanse the pores, and Nature will be kind to you. Your skin will be of fine texture. Your color will be good. Wrinkles will not be your problem as the years advance.

And this is why:

Do not use ordinary soaps in the treatment given above. Do not touch any green soap, represented as made of palm and olive oils, in the name of Palmolive. Palmolive is a skin medicine in soap form.

And it costs but say the cost—no little that millions let it do for their bodies what it does for their faces. Often a coin today. Then note what an amazing difference one week makes.

Take and olive oils—nothing else—give women's skin what it needs in Palmolive Soap.

Palmolive and efficiency produce the quality for only 10c

Read carefully the name and wrapper. Palmolive Soap is never sold unbranded.



No One Cares If She's Clever ©vint1/alamy

This ten-cent bar of [Palmolive](#) soap would turn you into a goddess among mere unloiled mortals. With it, you could have enticing skin that even Buffalo Bill himself couldn't turn down. Do you want to sit in front of a mirror wearing a gold dress? Or do you want to *age*? That was the choice Palmolive offered—no elaboration necessary.

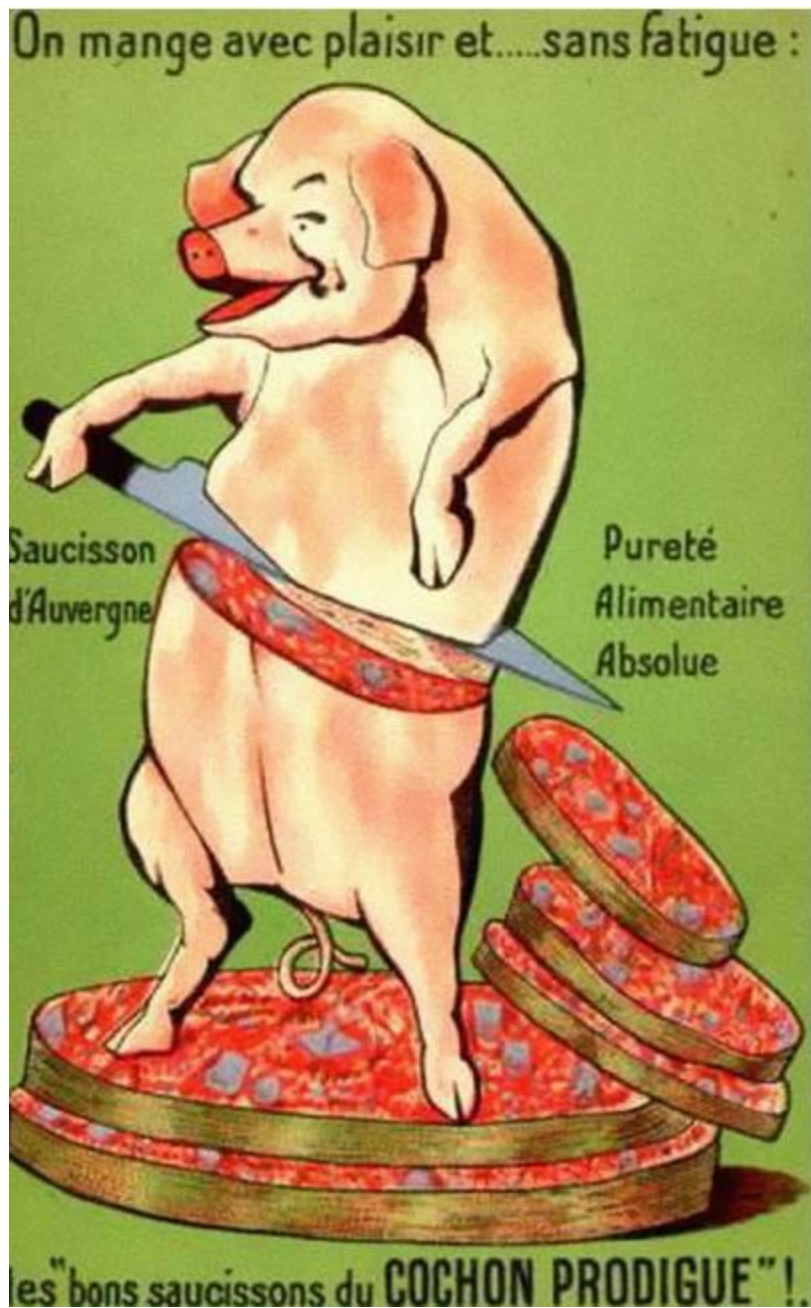
## **87. A Produgal Pig**

**Company:** Produgal Pig

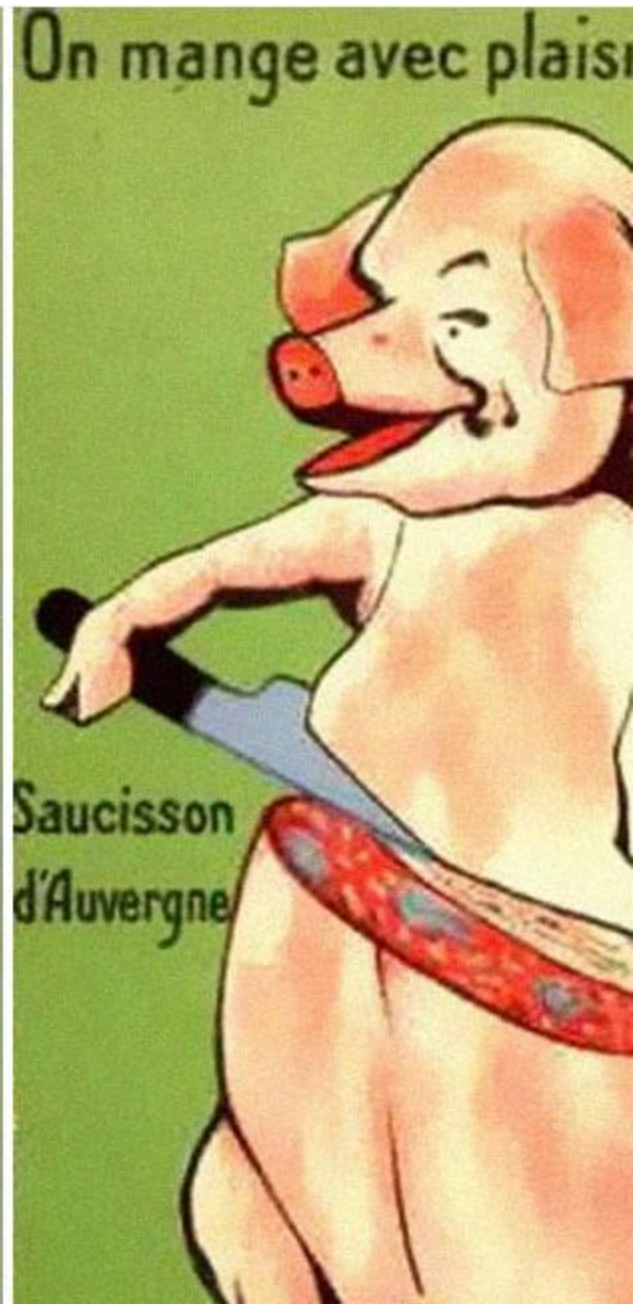
**Year Released:** 1919

Compared to what we've seen so far, this ad isn't as bad as it could be—it's a pig cutting itself in half for human consumption. This 1919 postcard ad is selling "Good Sausages from the PRODIGAL PIG," a brand selling pig meat from Auvergne.





A Prodigal Pig ©steeve-x-art /alamy



The ad, in addition to being shockingly macabre, is claiming that it is “pure” because, at the time, there was a fear of industrial meat production and processed meat. Now, this would have everyone in an uproar, from the anti-processed-meat-crew to PETA. In 1919, there was no one to [tweet](#) outrage at, so Prodigal Pig got away with it.

## 88. Men Are Better Than Women



**Company:** Drummond Sweaters

**Year Released:** 1959

This ad isn't saying anything we haven't heard from dorks on 4Chan before. According to Drummond Sweaters, men are better than women because women aren't useful on a mountain. They are only useful indoors, much like a [Keurig](#) coffeemaker.



Men Are Better Than Women ©Paula Wirth /flickr

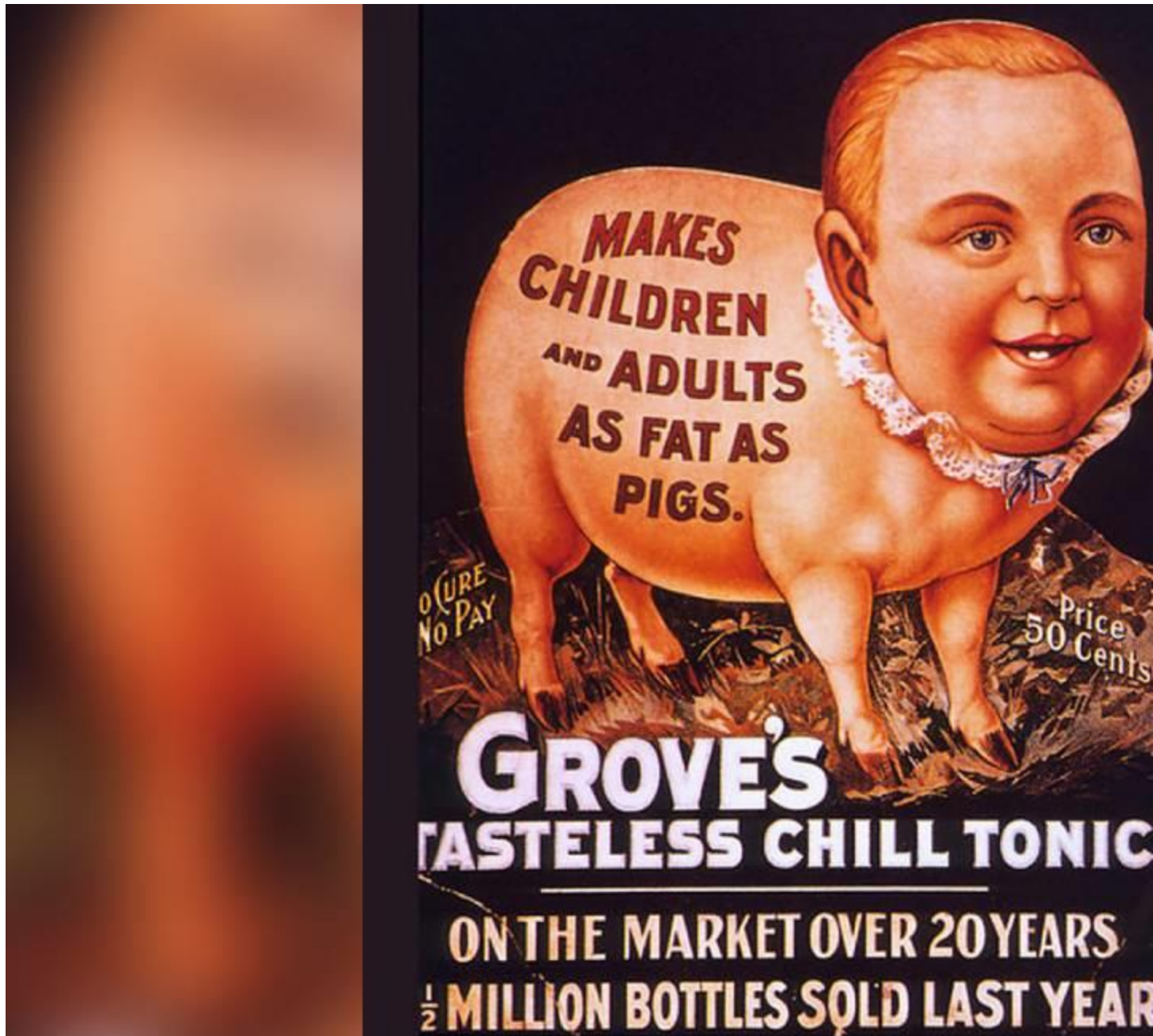
You can tell that women are bad at climbing because the woman is hanging off a rope while the men—who are wearing sweaters and shorts—are standing having a conversation. You don't have to haul women up the mountain if you're wearing your handy climbing sweater with a faux belt cinched at the waistline. Now, Drummond Sweaters are nowhere to be found—perhaps the company had a climbing accident.

### **89. Makes Children and Adults Fat as Pigs**

**Company:** Grove's Tasteless Chill Tonic

**Year Released:** 1890

Grove's Tasteless Chill Tonic was a fever and malaria remedy that was made from quinine in flavored syrup. Gone was the bitter taste of regular medicine, and you just drank clear, thick liquid instead, which somehow seems worse.



Makes Children and Adults Fat as Pigs ©vint1/alamy

This fifty-cent treatment was pretty popular, as you can see from this puzzling ad, which promises to make you as fat as a pig. “No cure, no pay.” The only connection we can see is that malaria victims often suffered from illness-induced weight-loss, so this 1890 ad, which came about before the invention of the body positive movement, offered to fight that. In the most gruesome way possible. You wouldn’t see [Motrin](#) running an ad like this in the twenty-first century.

## **90. Also a Nice Replacement for Your Teddy Bear**

**Company:** Panasonic

**Year Released:** 1972

Why not sleep with a hair dryer instead of a teddy bear? At least, that's how Panasonic felt about its Flip 'N Style, which was "fun to have," even if you couldn't "use it." Having a bald woman advertise a hair dryer is a bold move, one that makes little-to-no sense.





Also a Nice Replacement for Your Teddy Bear @historydaily/Pinterest

Panasonic, a SONY competitor with a valuation of \$20.1 billion, has had hits and misses with its ads, and we have to say that this is one of the latter. That said, this April 4, 1972 ad isn't overtly problematic, so it is already a leader on this list, when it comes to being socially-appropriate.

**91. Bad Diet Hint: Eat Sugar**

**Company:** Unknown

**Year Released:** Unknown

Sugar has long been the *bete noire* of dieters, nutritionists, and pretty much anyone who wants to eat a diet with moderation in it. But, years ago, sugar wasn't always seen as the boogeyman of clean eating. Some vintage ads, such as this, even encouraged you to eat more sugar to curb your appetite.

**Diet hint:**



Have a soft drink before your main meal.

**Sugar just might be the  
willpower you need  
to curb your appetite.**

We know it sounds odd—but it can work.  
Spoon your appetite by eating something with sugar.  
Sugar works faster than any other food to turn your appetite down, your energy up.

Then when mealtime comes, you're less apt to overeat.  
Willpower never tasted so good.  
Sugar . . . only 18 calories per teaspoon, and it's all energy.



**Sugar Information**  
General Post Office Box 94, New York, N.Y. 10001



Bad Diet Hint: Eat Sugar @historydaily/Pinterest

While it's true that, if you drink a full soda before your meal, you'll feel fuller, that advice isn't something you want to follow. As it turns out, sugar spikes your appetite, leading you to feel energized and satiated for a short time before feeling cranky and miserable. Don't worry, as the sugar industry isn't exactly taking a hit from this "diet advice." The sugar industry is worth just under \$38 billion today.

## **92. Romance Dies at the Touch of Dishpan Hands**

**Company:** Lux

**Year Released:** 1938

In 1938, this ad was released warning women of a romance-killing plague called dishpan hands. The ad was hawking Lux detergent, which promised to keep your hands smooth, soft, and able to keep romance alive.



Romance dies at  
**DISH  
HAN**

WASH DISHES? YES,  
BUT I'LL NOT RUB OFF  
**HONEYMOON BLOOM**  
BY HAVING DISHPAN  
HANDS. I'LL USE LUX!

BRIDES NOWADAYS say they  
want to *keep* romance, so *they*  
are not going to risk dishpan  
hands. Why have them when  
washing dishes with Lux is like  
giving your hands a beauty treat-  
ment right in the dishpan? Lux has

Romance Dies at the Touch of Dishpan Hands @historydaily/Pinterest

After all, everyone knows that men marry you because of your hands. Men might respect dishpan hands, according to the ad, but they don't admire them, which is the same thing, when you think about it. This '30s product promised to keep the "honeymoon bloom" alive, though, now, Lux has changed its tune, as it is owned by Unilever. It is now a soap company that distributes "beauty soap" throughout the Middle East, South America, and Asia.



### **93. Don't Worry Darling; You Didn't Burn the Beer!**

**Company:** Schlitz

**Year Released:** 1952

Schlitz was founded in 1849 in Milwaukee, Wisconsin as an American brewery, and it was known as the “beer that made Milwaukee famous.” It went defunct in 1999, but we can still have a laugh at some of its more ridiculous ads. After all, Schlitz was around for over a century—its track record wasn't always going to be progressive.



Don't Worry Darling; You Didn't Burn the Beer! ©Retro AdArchives/alamy

In 1952, this went with the common “Women Bad” theme from that era. A patient husband was showcased consoling his wife after she burned everything on the stove except the beer. After WWII, women were starting to gain independence, so ads like these might have rubbed more people the wrong way than Schlitz expected.

#### **94. Jeans That Turn a Dude Into a Stud**

**Company:** h.i.s. Jeans

**Year Released:** 1972

The 1970s was not quite as wacky as the eighties when it came to fashion, but men still dressed very distinctly. H.i.s. Jeans was at the forefront of this style revolution, with high-waisted, multi-colored jeans for men that promised to turn men into total “studs.”



Jeans That Turn a Dude Into a Stud ©Retro AdArchives/alamy

Though this ad looks like an aging boy band on a reunion tour posing for photos, jeans and Western shirts were the *it* style in the '70s. Watch any movie about a 1970s serial killer, and you'll see them wearing this exact outfit or some close variation of it.

### **95. It's Easy to Dye with Diamond Dyes**

**Company:** Diamond Dyes

**Year Released:** 1882

Any other color but red would have probably worked out better for this 1800s ad, but Diamond Dyes decided to be bold and go for it. This little tyrant is dunking the cat and her doll into red dye, which she uses to prove that you can dye anything easily with Diamond Dyes.





It's Easy to Dye with Diamond Dyes ©UtCon Collection/alamy

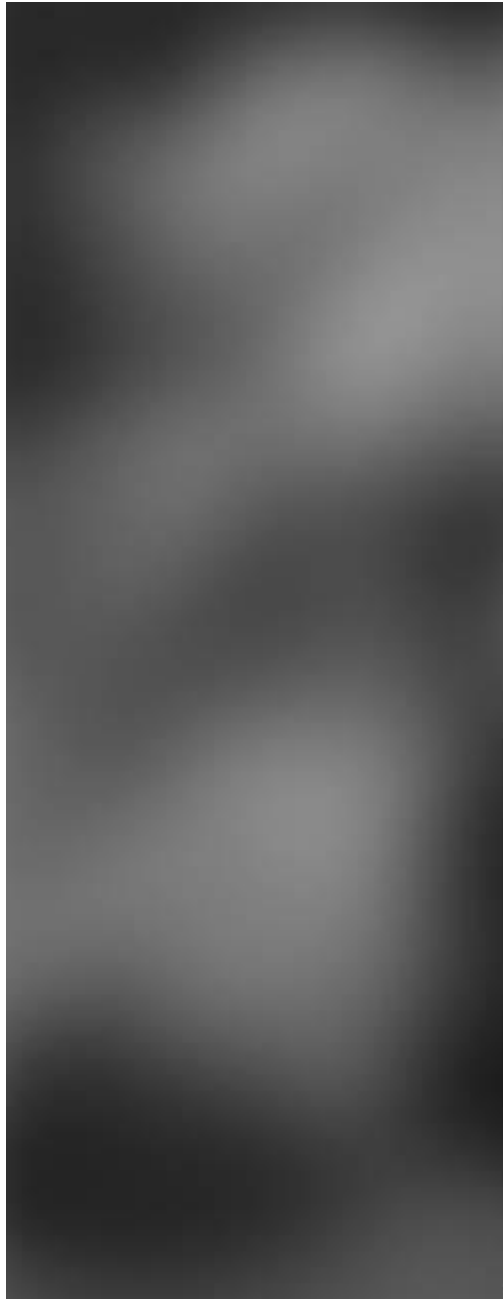
Usually, in ads today, we see people cleaning up messes in order to hawk a product, but Diamond went the other way. According to one vintage-related website, Diamond Dyes were really popular in the late 1800s, and they were a leading dye company until falling to the wayside.

## **96. Let's Get Down to Business**

**Company:** Munsingwear

**Year Released:** 1943

These two “friends” are having a grand old time, and that’s fine. That’s their business, and love is love. Though we doubt that was the message of this 1943 Munsingwear ad, which showed two half-naked men in their underwear grappling with one another. The caption reads, “Let’s get down to business.”



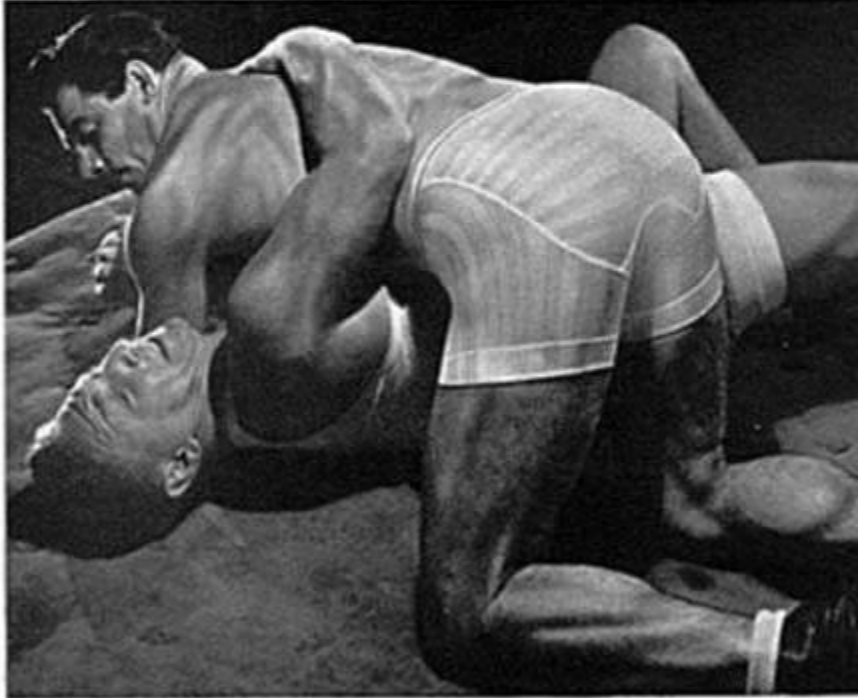
**“Let’s Get  
Down  
to Business”**

● “STRETCHY-SEAT”<sup>™</sup> is a Munsingwear<sup>®</sup> exclusive. It has a special horizontal panel knitted to give up and down. No other underwear has “STRETCHY-SEAT.” Men find it so comfortable they keep coming back for more. That’s good business.

*“Stretchy Seat” is an exclusive feature of Munsingwear SKIT-Trunks, Shorts, Longies and Skin-highs.*

**MUNSINGWEAR’S**  
**“STRETCHY-SEAT”**  
**UNDERWEAR FOR MEN**

*Adapted from*



MUNSINGWEAR, INC., MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

MEN'S

Let's Get Down to Business @keshacat8616/Pinterest

It's just nice to see a 1940s ad without a "women in the kitchen" theme, so we welcome this ad. Stretchy-seat underwear for men is actually being advertised in a non-offensive way, though ad execs from the '40s would no doubt be horrified to see us make fun of this ad today.

## **97. Another Love-Match Shipwrecked**

**Company:** Lysol

**Year Released:** 1930s

In the '30s, '40s, and '50s, there was all of this talk about women's hygiene and zero discussion about men's. If women didn't smell like roses and spring water all the time, then they were doomed to become a spinster for the rest of their lives.

# Another Love-match *Shipwrecked*



Another Love-Match Shipwrecked @Myeagleseyes2/Pinterest

“ANOTHER LOVE MATCH SHIPWRECKED” reads this Lysol ad. The man in the ad has abandoned his family because this woman did not put Lysol on her private parts. While Lysol now is used to clean kitchen and bathrooms, Lysol’s vintage ads pushed women to use them in more intimate places. It goes without saying, but, unless you want a very painful emergency-room trip, do not try this “feminine hygiene” life hack.



## **98. Don't Go Blind**

**Company:** SEGA

**Year Released:** 1990s

This cheeky ad hawked the SEGA Gaming System, which promised that you could play it for hours, naked, without going blind. This ad was from the 1990s, so the level of sassiness was a bit more accepted than in the decades past.



Don't Go Blind ©r/AskWomen/Reddit

SEGA is still around, and it brings in billions of yen per year. The corporation is headquartered in Tokyo, where it isn't releasing ads quite as salacious, but it is still making gaming and entertainment products. Alas, things are not all blue-skies for this company, as SEGA announced in 2022 that it would be pulling out of the Japanese arcade business.

**99. Good Thing He Kept His Head**

**Company:** Mr. Leggs

**Year Released:** 1960

Nowadays, if you walked into a company and pitched an ad campaign involving a beheaded woman, you'd probably get thrown out of the building. But, in 1960, that wasn't the case—people seemed to think this ad was a good idea at Mr. Leggs, a pants company.

A display of affection is great . . . but enough is enough. She couldn't keep her hands off him. Always the little hugs, the pats on the cheek. Sly pinches. It could drive a man to the license bureau. It all began when he wore his first pair of **Mr. Leggs** Slacks, tailored by Thomson. But he kept his head; now everything's under control. Why don't you try a pair of **Mr. Leggs** . . . and get ready to dig. Pure wool worsted flannel, \$14.95 at better stores.

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

**Good thing he kept his head.**



**FREE!** DOES YOUR GIRL HAVE PERFECT LEGS? SEND FOR OUR LEGG-GAUGE AND FIND OUT! WE'LL ALSO SEND YOU NAME OF NEAREST MR. LEGGS DEALER. SEND NAME AND ADDRESS TO THOMSON CO., DEPT. P, EMPIRE STATE BLDG., N. Y. 1, N. Y.



Good Thing He Kept His Head @clickusa / Pinterest

For \$14.95, you could own a pair of “pure wool worsted flannel” that would lead the ladies to not being able to keep their hands off of you. As this ad says, this man kept his head...unlike his lady friend.

### **100. How to Hold a Husband? Two Words: Whipped Cream**

**Company:** Reddi-wip

**Year Released:** 1951

If you wanted to hold your husband in the 1950s, you could metaphorically tie him down with a chocolate pie topped with Reddi-wip. This ad came out at a time when not having a husband made you a social pariah, so this “serve him cake or else” tactic would have worked.



# HOW TO HOLD A HUSBAND:



## Serve him desserts glorified with Reddi-wip

Tonight—plan a quiet evening at home. Start it with your husband's favorite food—then for dessert serve him your own special chocolate pie *glorified* with Reddi-wip!

No need to tell him that Reddi-wip, made with fresh, rich cream, whips itself at the touch of your finger. No fuss—no work. No bowl or beater to wash.

Keep Reddi-wip in your refrigerator to glamorize pies, puddings, gelatins, cakes—every one of your husband's special dessert favorites. Dozens of servings in each container—and remember, there's only *one* Reddi-wip—your dessert magic secret that helps to hold a husband.



GET  
**Reddi-wip**

FROM YOUR GROCER OR MILKMAN

How to Hold a Husband? Two Words: Whipped Cream @clickusa / Pinterest

Reddi-wip is still around, and it is produced by Conagra Brands. The canned whipped cream was introduced in 1948, just three years before this ad, which now, in hindsight, seems ill-advised, was released.

## 101. Husbands Beat Wives



Company: Betty Crocker

Year Released: 1949

Joking about domestic violence would get you canceled (and rightfully so) in today's time, but, back in the post-WWII era, it was a canny way to advertise. Betty Crocker Cake Mix had a woman on the box, but we'd bet our paychecks that it was all men in the advertising room.

**Betty Crocker's Cake Mix Secrets help**  
**HUSBANDS BEAT WIVES**  
in cake baking contests from coast to coast

Now even amateurs bake better cakes than experienced homemakers using their best 2-egg recipes. **LOU'S CAKE A LULU!**

Mr. and Mrs. L. C. Carpenter of San Francisco

Lou's lighter, more luscious cake is made from Betty Crocker PartyCake Mix, water and 2 fresh eggs. If you want cakes like this, always insist on Betty Crocker PartyCake... a fresh-egg cake mix.

**EASY ICING RECIPES THAT ARE TOPS FOR PARTYCAKES**  
With every PartyCake package, there are 4 simple home recipes, which you can vary to make scores of tasty, glamorous ings. This Betty Crocker icing folder is a treasure you'll long thank.

**WHY Betty Crocker Fresh-egg Cake Mixes give you larger, lighter, more luscious cakes!**

**FRESH EGGS** Mean Consistently Better Cakes. That's why Betty Crocker wants you to add them right in your own kitchen. She wants you to get light, rich, lovely cakes, that melt in your mouth.

**BETTY CROCKER'S FAVORITE RECIPES**—measured and blended more accurately than they could be at home. Recipes never released because they call for an ingredient unavailable in stores.

**SPECIAL CAKE SHORTENING YOU CAN'T BUY IN STORES**—The shortening that goes into these Betty Crocker Cake Mixes is an improved special shortening developed only for fine cake making.

**PREMIUM QUALITY CAKE FLOUR**—Only Softasilk, milled for cakes alone, is used in Betty Crocker Mixes. This means high cakes, with a texture fresh from a dream... real Betty Crocker cakes! **General Mills**



Spicy Rich,  
As Gingerbread,  
Tender Light,  
As Cake

For High, Fluffy  
Devil's Food Cake

For Yellow, White  
or Spice Cake

Try all three  
Betty Crocker  
Cake Mixes

**DON'T FAIL! INSIST ON**

**Betty Crocker CAKE MIXES**

Husbands Beat Wives @clickusa / Pinterest

This larger, lighter, more luscious cake is made from Betty Crocker PartyCake Mix, water and 2 fresh eggs. If you want cakes like this, always insist on Betty Crocker PartyCake... a fresh-egg cake mix.

**EASY ICING RECIPES THAT ARE TOPS FOR PARTYCAKES**  
With every PartyCake package, there are 4 simple home recipes, which you can vary to make scores of tasty, glamorous ings. This Betty Crocker icing folder is a treasure you'll long thank.

**WHY Betty Crocker Fresh-egg Cake Mixes give you larger, lighter, more luscious cakes!**

FRESH EGGS Mean Consistently Better Cakes

The cake mixes promised to help “HUSBANDS BEAT WIVES” (not the red, capital letters) in “cake-baking contests.” The “HUSBANDS BEAT WIVES” was a phrase sure to get peoples’ attention as the magazine and newspaper pages were flipped.

## **102. Made for a Woman’s “Extra” Feelings**

**Company:** Secret

**Year Released:** 1965

Feelings make you sweat, or whatever this Secret ad is trying to portray. Here, a woman is pictured on her wedding day, saved by Secret deodorant from having sweaty armpits caused by “extra feelings” about getting married.

# Made for a woman's extra feelings

**SECRET**

**SECRET**

**SECRET**

**SECRET**



Made for a Woman's "Extra" Feelings @clickusa / Pinterest

Secret deodorant is still around, though the company, which sells its deodorant for \$3 to \$8 per bottle, has come up with far more relevant ads. The company has to be socially "with it," lest it loses its share of the \$25.45 billion deodorant market.

**103. Those Secretaries!**



**Company:** Stenocord

**Year Released:** 1967

“Secretaries can turn you on...anytime!” reads this eye-roll-inducing ad from 1967, which used a double entendre to show off a not-so-sexy product. The Stenocord was a “pioneer” in the field of “magnetic belt dictation systems,” according to this ad.



clickusa /Pinterest

This \$295 piece of equipment is pretty boring, so it makes sense that its company would try to jazz it up with a tongue-in-cheek ad. For those who are really nostalgic about vintage secretarial equipment, you can find a Stenocord for \$80 on eBay.

#### **104. Up Off Your Knees, Girl**

**Company:** Congoleum

**Year Released:** 1970

You know we've been reading too many of these ads when this one doesn't look as bad as some of the others on this list. "Up off your knees, girls!" this Congoleum ad reads, as it promises to make your vinyl floors (you can tell this is a seventies ad, for sure) shine without wax and "stripping down."

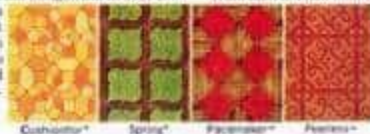


# UP OFF YOUR KNEES, GIRLS. SHINY VINYL, THE NO-WAX FLOOR IS HERE.

It has a built-in polished surface that takes the place of wax. Throw away your wax! Give up stripping down! Now there's Shiny Vinyl from Congoleum in over 200 exciting floors, all with a beautiful No-Wax shine. To last the life of the floor. A finish that can't be grubby-grained to death, or holed-and-toed away. Even kids can't hurt it—

it's that tough. And so is the sound-proofing cushion of foamed vinyl underneath. It "gives-in" under pressure from above. Then bounces back—to look brand new.

Undented. Undaunted. A thing of beauty forever. Untouched by human knees. For a free 20 page decorator book write Congoleum, Box B1190, Kearny, New Jersey 07032.



**Congoleum**  
A subsidiary of B&B Industries, Inc.



Up Off Your Knees, Girl @clickusa / Pinterest

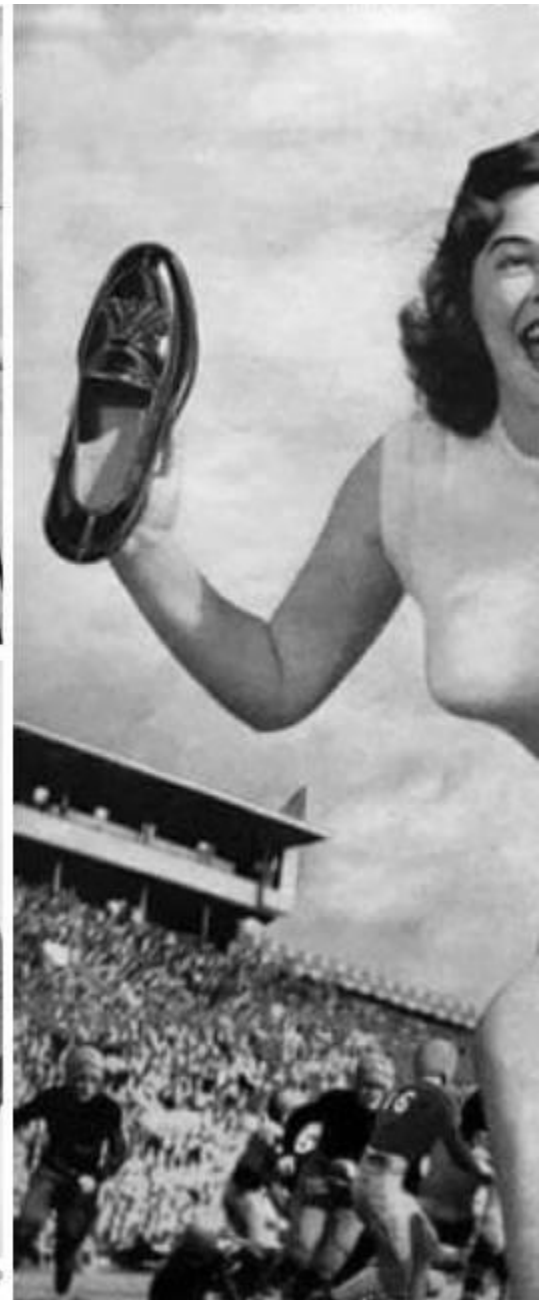
While we're sure Congoleum was a great product for shiny wax floors that promised to be "untouched by human knees," this ad looks dated now, as it features all women doing the cleaning with nary a man in sight.

**105. These Ads Are for Shoe Polish**



**Year Released:** 1950s

This weirdly sexual ad wasn't for anything even the tiniest bit spicy. This is showing off shoe polish—Griffin Microsheen, to be exact. Perhaps the ad execs knew this product needed some spicing up, so they called in the pinup girls.



These Ads Are for Shoe Polish @clickusa / Pinterest



Pinup girls are an element of the fifties that almost everyone remembers from the era. These girls were vintage “influencers,” becoming a social phenomenon in the 1940s, thanks to GIs requesting their photos to remind them of home during WWII.

### **106. Try Being More of a Woman**

**Company:** Coty (Emeraude)

**Year Released:** 1974

Emeraude by Coty is a cologne spray and perfume that has been around since 1921. According to people who have tried this \$15 perfume, it smells like a mixture of bergamot, orange, and lemon. Luckily, ads for this century-old perfume have changed drastically in the past decades.

Being more of a man  
used to mean  
having 16-inch biceps,  
or driving faster  
than anybody else.  
Today, it means  
being strong enough  
to be gentle.

Being more of  
a woman  
used to mean  
acting hard to get.  
Today, it means  
not acting at all.

©Coty, New York

Want him to be more of a man?  
Try being more of a woman.

Emeraude  
by Coty.



Try Being More of a Woman @clickusa / Pinterest

In 1974, this Emeraude ad came out, encouraging women to stop asking men to be men, instead advising them to become more women-like. While in a weird way, this could be considered socially progressive for the time, the ad was so tone-deaf, the message was lost.

### 107. That's Not Creepy at All

**Company:** Sony

**Year Released:** 1962

Peeping is a gross crime that is punishable by time in jail (or, at the very least, a hefty fine and probation). It is not something you'd want your company associated with—or even joking about—but Sony went there in 1962.

**Now, a videotape recorder that goes anywhere you go.**



He's taping that thrilling number, "Serenade in Peep Major" with the new portable, battery-operated Sony Videocorder.

It records both picture and sound. (The camera weighs only 6 pounds. The recorder pack just 12.) Needs only you to operate it. And costs only \$1250.\* Yet it can do just about everything one of those gargantuan mobile video units can do. Maybe even more.

It doesn't have yards of power cable to tie it down. (One thin cable connects the Camera and Recorder. That's all.) So it can go up in a plane and tape aerial views of potential factory sites. Tag along on an archaeological expedition. Or on a trip to the zoo with a bunch of first graders. Or it can even wiggle into tight places and crawl beneath machinery to record damage. (So only one person has to get his clothes dirty.)

Anyone can operate this Sony Videocorder. All its level controls are fully automatic. And there's a TV monitor right inside the camera. So it's almost impossible to botch things up. (If you manage to do it anyway, no sweat. The tape is reusable.)

The nicest thing about the Videocorder: when you come back with everything behind you, it instantly lets you have it all in front of you.

**SONY PORTABLE VIDEORECORDER**

\*Suggested retail price including battery, cables and accessories. © 1962 Sony Corp. of America, 45-57 30th Street, N.Y.C. 10018



That's Not Creepy at All @roeloudenijhuis / Pinterest

They joked that this camera-wielding weirdo was filming “Serenade in Peep Major” with his Sony Videocorder. This six-pound camera cost \$694 when it was released, and it got, to say the least, one heck of a creepy ad campaign.

### **108. Get it Yourself**

**Company:** Jade East

**Year Released:** 1960s

You can find secondhand bottles of Jade East Aftershave for \$12.50 on the Internet, though you should know you’re buying a product with a very shady ad history. As *Angry Asian Man*, a blogger put it, this simply is a “bad vintage ad.”





Get it Yourself @insider / Pinterest

Where to begin? The weird slogan? The problematic colonialist aspect? This whole ad is headache-inducing. It was released in the 1960s, a time when, according to Civil Rights experts, Asian people were experiencing heavy discrimination in the same place in which this ad was released.

### 109. How to Cook for a Man


**Company:** Birds Eye  
**Year Released:** 1971

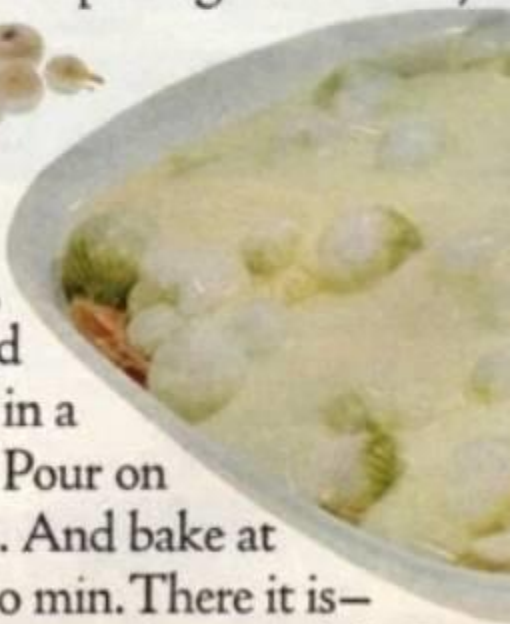

The seventies were an interesting time for American women. Though the path of homemaker was still being pushed, many women were radicalizing, choosing instead to work their own careers and take care of themselves.

# How to cook for a

One thing's sure. 365 days a year, your man is hungry. Yet he's tired of you're just plain tired. That's where Birds Eye comes in. V dish meals that taste just great without much d

**Ham It Up.** Cook 1 package of Birds Eye®

 one of 18 Birds Eye Prepared Vegetables. Beautiful small onions in an elegant cream sauce. Not a lump in sight.) Now layer 4 large slices each of ham, turkey, and Swiss cheese in a baking dish. Pour on the onions. And bake at 350° for 20 min. There it is— all ready to serve. A man's dish. But r



How to Cook for a Man @clickusa / Pinterest

Bird's Eye was clearly on the wrong side of that movement, judging from this "How To Cook For A Man" ad. We're not sure what's worse—insisting a woman must cook, even though she's "plain tired," or how gross this casserole dish is.

### **110. What a Catch!**

**Company:** Martini & Rossi

**Year Released:** 1966

"I have a great idea for an ad campaign: we need to put a woman in a cage." This is a recreation of the conversation that went down in the Martini & Rossi headquarters in the mid-sixties, and there were clearly no women in the room when it happened.



What a catch!  
Martini & Rossi Imported Vermouth  
for cocktails that purr.  
Sweet for captivating Manhattans.  
Extra Dry for prize Martinis.  
Try it in your own cage.



Having afterthoughts, Martini & Rossi is great straight on the rocks.

AD BY L. D. HENNINGSEN, LTD., N.Y.



OUTSIDE THE U.S. AND CANADA IT'S CALLED "RED BOTTLE" & "WHITE BOTTLE"

MARTINI & ROSSI



What a Catch! ©Retro AdArchives / Alamy Stock Photo

The ad really doesn't make that much sense, especially if you try to read it. What does "try it in your own cage" mean? Is it the man's turn to get in the cage? Is he going to drink a martini in the cage? There are no answers.

**111. I Want a Man!**



**Company:** Colgate

**Year Released:** 1940s

The net worth of the massive Colgate-Palmolive conglomerate was around \$61 billion in 2020, and this ad proves that even successful, billion-dollar companies can have a cringe-worthy past. Colgate's 1940s ad used the good ol' "I WANT A MAN" trope that was popular back in the day.

**I WANT A MAN**

WHY LIBBIE! WHAT A THING TO SAY!

BUT IT'S TRUE, GRANNIE! I WANT A MAN TO ASK ME TO MARRY HIM-- AND NO ONE EVEN GIVES ME A RUSH!

WELL, HONEY, MAYBE I KNOW THE REASON FOR THAT! AND IF YOU'LL TAKE YOUR GRANNIE'S ADVICE, YOU'LL--WELL--YOU'LL GO SEE YOUR DENTIST ABOUT YOUR BREATH

**COLGATE'S COMBATS BAD BREATH ... MAKES TEETH SPARKLE!**

"Colgate's special penetrating foam gets into hidden crevices between your teeth ... helps your toothbrush clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkline! Al-

**LATER--THANKS TO COLGATE'S...**

YOU'RE A BOY AFTER MY OWN HEART, TOM--AND I'M MIGHTY GLAD THAT LIBBIE'S MADE UP HER MIND TO MARRY YOU!

**NO BAD BREATH BEHIND SPARKLING SMILE!**

BAD B

I Want a Man! @clickusa / Pinterest

This surprisingly-lengthy comic strip was a long way to say that, if you want a man, you can't have bad breath. Luckily, Colgate was there in the '40s to keep teeth clean, breath fresh, and romance alive.

### **112. 6 Ways to Turn Her On**

**Company:** Clairol

**Year Released:** 1974

Clairol was advertising some of its greatest hits in the seventies, and these mists, machines, and stylizers promised to give women the hair of their dreams. They also prodded men to buy them for their women to "turn [them] on."

# 6 ways to turn her on

**Clairol® 3 Way Mist Hairsetter**  
Exclusive Kindness®  
Rollers give her prettier, longer-lasting sets.

**Clairol True-to-Light III® Makeup Mirror**  
Four different settings so she can see herself in the light she'll be seen in.

**Clairol Air Brush® Styling Dryer** Super-quick power. Makes her wet hair wash and wear in minutes.

**Clairol Crazy Curl® and Crazy Twirler® Styling Wands**  
Quick flips, touch-ups and great galsboys in seconds with a Crazy Curl Steam Styling Wand or its new cousin Crazy Twirler (the dry styling wand). She'll love 'em both like crazy.

**Clairol Skin Machine®**  
Whirls away dirt and leaves her skin looking clean, feeling great.

**clairol**  
the beautiful machines

©1969 Clairol Inc. All rights reserved.



6 Ways to Turn Her On @clickusa / Pinterest

Founded in 1931, Clairol products were must-haves by the 1960s, and the company is still around to this day. It is owned by Coty, a beauty corporation based in France that has a market cap of \$9.5 billion.

### 113. The Colonel's Holiday Three-way



**Company:** Kentucky Fried Chicken (KFC)

**Year Released:** 1971

It's not as though ads today have become less saucy and tongue-in-cheek, it's more that people have a heightened awareness of what comes off as sexist. This KFC ad broadcasted a double entendre promising a "Holiday Three-Way."



**The Colonel's Holiday Three-Way:  
Twice the breasts, thighs & legs.**

The holidays are a stressful time for everyone - even the Colonel! What better way to blow off steam than with a double helping of hot, juicy breasts, thighs & legs, ready, eager, just waiting to submit to your hungry mouth & tongue. Explore a fantasy world where you'll experience satisfaction beyond imagination - and so will the wife & kids, because the Three-Way includes mashed potatoes and biscuits.

Why, there's enough Colonel here to fill the mouths of a family of four! And he'll even throw in cole slaw, honey, and a big wad of napkins for whatever you don't lick clean. Come see the Colonel for the holidays. He's ready to service your family in minutes at over 1100 locations all over the nation. Imagine how happy your family will look with the Colonel's famous juices all over their faces & fingers.



Follow the trail of  
honey and slaw  
right up to our  
famous drink!

Kentucky  
Fried  
Chicken

The New York Monthly Guest Book Review • December, 1971

42



The Colonel's Holiday Three-way ©GRANGER - Historical Picture Archive / Alamy Stock Photo



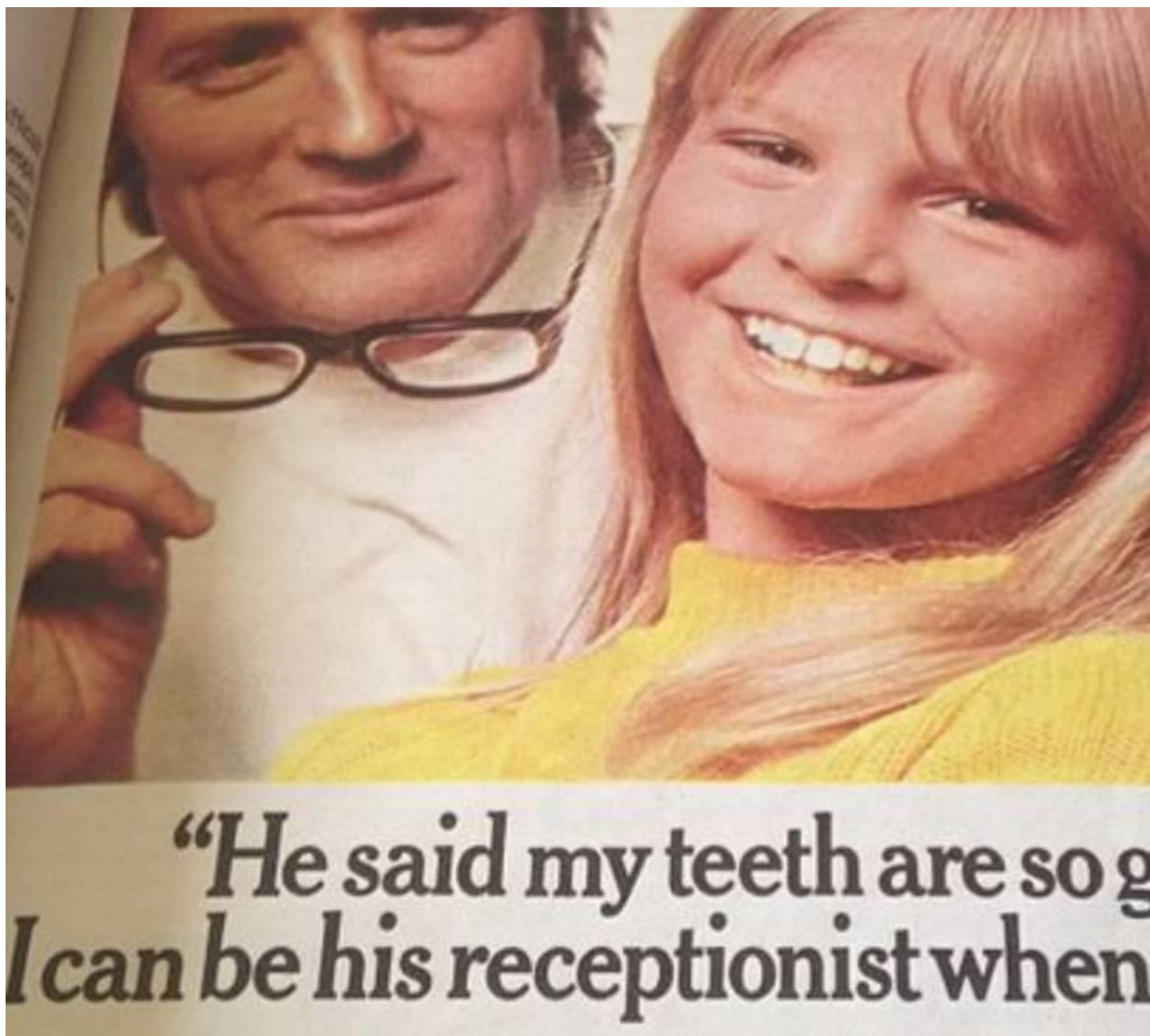
“Twice the breasts, thighs, and legs” was a bit of a contrast to the Colonel’s usual, grandfatherly reputation. Happily, this ad wasn’t advertising some weird, *Penthouse Forum* romp with the Colonel. It was showcasing KFC’s double-helping of chicken and sides.

#### **114. Life Goals Set**

**Company:** Macleans White Fluoride

**Year Released:** 1972

That’s all you need to become a receptionist, apparently—good teeth. This ad for Macleans White Fluoride is...questionable, to say the least, as it insinuates that the ceiling for little girls is secretarial work.



Life Goals @pamfoster59 / Pinterest

As someone in the comments asked, "Why not a female dentist?" Or "surgeon?" This ad came out in the 1970s, and, hopefully, this little girl followed her own dreams, rather than be influenced by this cringey ad she did as a kid.

### 115. Forbidden Fruits

**Company:** Maybelline

**Year Released:** 1980

"I'm not as innocent as I seem" was the slogan on this T-shirt, which Maybelline sold with their line of "Flavored Automatic Lip Gloss." Wicked Watermelon and Peppermint Pleasure were two of the flavors of this "bad girl" gloss, which promised to give your lips a "delicious shine."

# Forbidden Fruits



Introducing five new mouthwatering flavors of Kissing Slicks. The Flavored Automatic Lip Gloss from Maybelline. Clearly not-so-innocent. Not when it comes in such tempting flavors as Wicked Watermelon and Peppermint Pleasure. To give your lips the most delicious shine he's ever tasted. Kissing Slicks. Just add our not-so-innocent T-shirt. And you're ready for anything.

**Kissing Slicks**  
**Maybelline**

© 1980 Maybelline Co.

**Get the T-shirt that says it all!  
The Kissing Slicks T-shirt.**

Stylish "French-Cut" design 50% Polyester, 50% Cotton woven look. Non-fading permanent message. \$7.00 retail value\* only \$2.99 plus \$1.00 postage and handling from Maybelline! Mail coupon and proof of purchase (product card for Kissing Slicks) plus \$3.00 for each shirt, to: KISSING SLICKS T-SHIRT OFFER, P.O. Box 3307, Maple Plain, Minn. 55059.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please send me \_\_\_\_\_ T-shirts. Available in pink only.  
Indicate size(s) desired: S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_

Allow 4-6 weeks for delivery. Offer expires 12/31/80. Void where prohibited; used or misused by law. Good only in U.S.A. \*Suggested retail price.



Forbidden Fruits @clickusa / Pinterest | ©foter

Kissing Slicks, as they were known, were super-popular in the 1980s. The eighties was a heyday for lip gloss aficionados, though these classic makeup products are now a thing of the past (along with their questionable tee accessory).

### **116. This May Be Bad Advice**

**Company:** McDonald's

**Year Released:** 1970s

This ad is a great example of a “Yes, but...” Yes, a Big Mac Meal from McDonald's (or Maccies, as it is known in Australia, the country in which this ad was released), has 55% of your recommended daily value of protein, but it also has a lot of sodium, saturated fat, and preservatives.



# More than 55% of your daily protein needs

And a higher level of many vitamins and minerals than the average Australian meal.

Keeping you and your children in good health makes good sense...and good business. And we think our food is as good for you as it is good to eat. We're not suggesting, of course, that a meal at McDonald's gives you all the nutrients you need.

But it is true that a meal of a BIG MAC<sup>®</sup>, a McDonald's strawberry milk Shake and a (regular) serving of French Fries, provides a substantial proportion of your daily requirements of many nutrients. While this meal combination supplies 40% of the total body requirements of calories, it provides more than 55% of the daily need for protein and greater than 50% of the daily need of many important vitamins and minerals.

The table below indicates specific nutrition information on the illustrated meal.

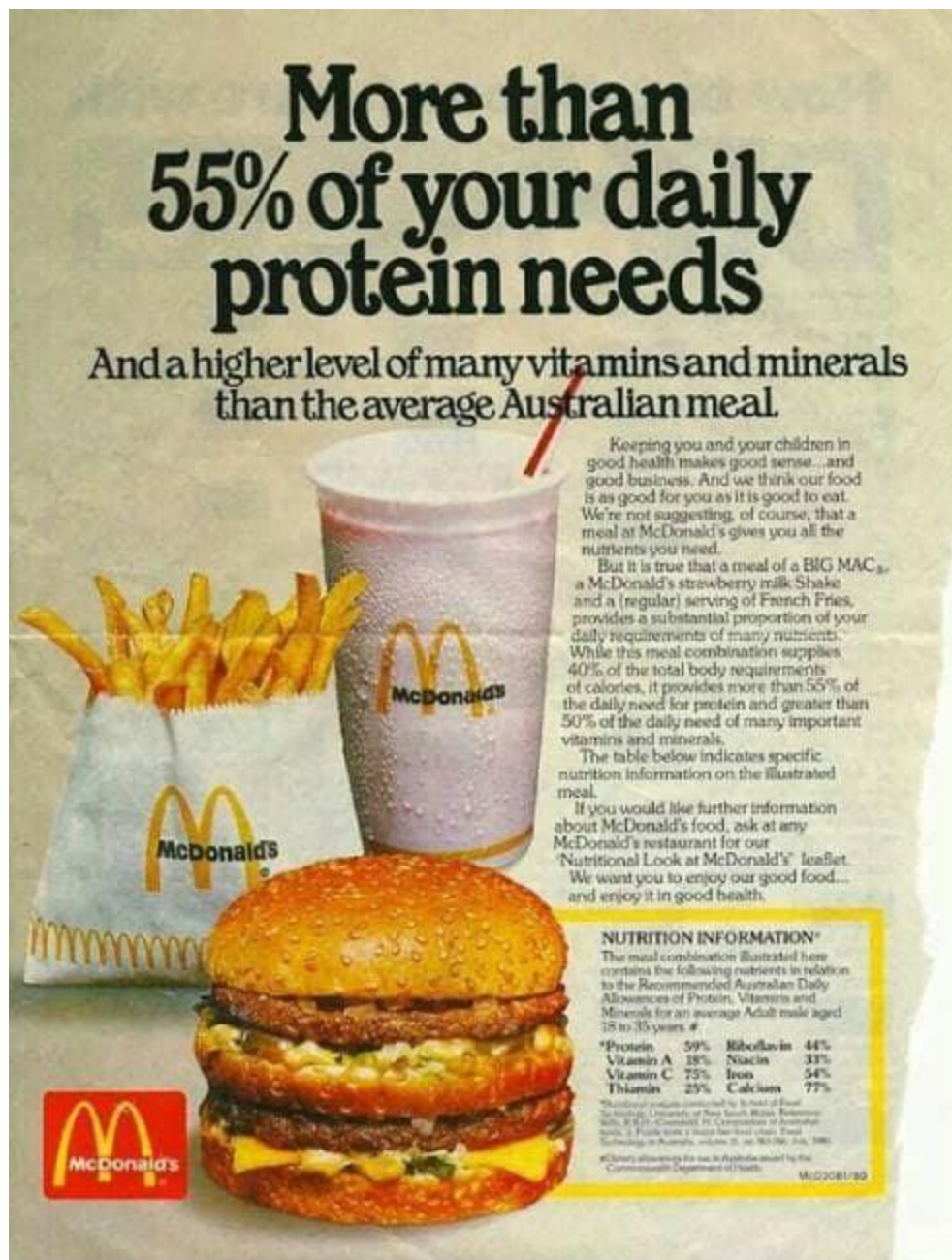
If you would like further information about McDonald's food, ask at any McDonald's restaurant for our "Nutritional Look at McDonald's" leaflet. We want you to enjoy our good food... and enjoy it in good health.

**NUTRITION INFORMATION\***  
The meal combination illustrated here supplies the following nutrients in relation to the Recommended Australian Daily Allowances of Protein, Vitamins and Minerals for an average Adult male aged 18 to 35 years. #

*Protein	59%	Riboflavin	44%
Vitamin A	18%	Niacin	33%
Vitamin C	75%	Iron	54%
Thiamin	25%	Calcium	77%

\*Nutritional values contributed by: School of Food Technology, University of New South Wales, Kensington, N.S.W. 2052. #Comparison of Average Male, 18-35 years, to a 1980-1981 adult male. Food Technology in Australia, volume 10, pp. 303-306, Jan. 1980.

#Nutritional values for use in Australia derived by the Commonwealth Department of Health. MCD008190




This May Be Bad Advice ©r/agedlikemilk / Reddit

Vintage ads are full of bad health advice, but obesity, at least in America, has risen dramatically since the days when these ads came out. According to experts, too little exercise and too much food are the main culprits behind the U.S.'s 36% obesity rate.

**117. You Might Make Your Wife a Little Uncomfortable**

**Company:** Stratolounger

**Year Released:** 1960s

You can still pick up a Stratolounger Stallion Recliner from Big Lots for \$2,260, and it won't come with the bad s the way it did in the 1960s. In this ad, the man gets the prized recliner because he has "worked hard so [his] wife can live comfortably."

**Your Stratolounger  
might make your wife a little unco**



You Might Make Your Wife a Little Uncomfortable @clickusa / Pinterest

The ad goes on to blame the woman for making the living room “too fancy,” demanding that the man kick back and relax. Stratolounger was taking a bold stand for men: the real victims in 1960s society, according to men.

### **118. Just Give Up**

**Company:** Koratron

**Year Released:** 1966

This ad came out in 1966, ten years after Koratron, known for its permanent-crease clothing, was invented by a clothier named Joseph Koret. The fabric of Koratron clothes was pre-treated with chemicals that were heated to activate.

# Just give up ironing his clothes

Even busy people can't tell the difference between Koratron clothes straight from the dryer—and clothes pressed by a professional. Shirts, pants, raincoats, pajamas—even ties. They all machine wash, tumble dry, and come out looking impeccable. A long siege of being sat in doesn't matter either, because they shed wear-wrinkles like a charm. There are Koratron clothes for men, women and all sizes of children. When you see the Koratron name as well as the manufacturer's brand name, you know that you are looking at something that really works. Koratron Pants Koratron Shirts Koratron Raincoats Koratron Pajamas Koratron Skirts Koratron Dresses Koratron Jackets—even Koratron Ties—machine wash, machine dry, never need ironing and always look marvelous.

Just Give Up ©ebay

As you can see, the ads for this brand were heavily targeted toward housewives, encouraging them to “just give up” ironing clothes. Koratron clothes are still around, though you can only snag them on sites like eBay for \$30 to \$60 apiece.

**119. Stacked**



**Company:** Thermador

**Year Released:** 1972

“Stacked for Convenience,” and we’ll bet that the makers of this Thermador ad would deny that there was any double entendre here. The Thermador consisted of a microwave oven, a self-cleaning oven, and a hot food server, all in one.



**MICROWAVE OVEN • HOT FOOD SERVER • SELF-CLEANING OVEN**

You've got great things going for you in Thermador's fabulous three-in-one built-in. It lets you arrange intimate little feasts so that you get to the pièce de résistance at exactly the right moment.

The beauty photographed above, is a total cooking appliance strategically stacked and endowed with the most refined developments for culinary perfection. It allows you to tamper with time by giving you freedom to serve when it is convenient.

Equipped with a browning element to double the appeal of an exotic dish, the Microwave Oven cooks food in minutes instead of hours.

The Hot Food Server keeps everything warm until you're ready for action. The Self-cleaning Oven allows you to let your casserole runneth over without facing the music later.

Write for details on how to equip your kitchen with such a beauty. It's one of a large family of Thermador Microwave Ovens.

**Thermador**

*A division of Norris Industries*  
5145 Sunset Blvd., Los Angeles, California 90040



Thermador is still around, and it is a major appliance company to this day. Founded in 1916, this appliance company was made famous when chef Julia Child used its oven in her PBS TV series. Thermador appliances were even spotted in the classic family show *The Brady Bunch*.

## **120. A Gift to Please the Groom**

**Company:** Taylor Instruments

**Year Released:** 1951

This ad came out in 1951, taking advantage of the “Baby Boom” (and, therefore, marriage boom) that accompanied the fifties. Made by Taylor Instruments, this Dial Roast Meat Thermometer promised to give a groom what he wants: a home-cooked meal.

# FOR BRIDAL SHOWERS

*-a gift to please the groom!*



This Taylor Dial Roast Meat Thermometer tells even the newest homemaker when any roast is done the way HE likes it. Easy to read, easy to wash. Or give Taylor Combination Candy and Deep Fat Thermometer . . . same type, same price . . .

**\$3.79**  
(In Canada, \$4.75).

**Taylor** INSTRUMENTS MEAN ACCURACY FIRST



A Gift to Please the Groom @scoopwhooppins / Pinterest

The ad said that this thermometer could help even the newest homemaker cook a meal the way her man likes it. Obviously, these types of gendered ads might have gotten by in the fifties, but they'd stand no chance nowadays.

**121. The Airport Is Hiring Women!**



**Company:** Careers With Airlines

**Year Released:** 1960s

Pilot wasn't really an option for women back when this ad came out in the 1960s, but the positions of hostess, receptionist, reservationist, and ticket agent were available. Flight attendants, then called stewardesses or hostesses, were a huge selling point for airlines in the '60s and '70s.



# AIRLINES NEED WOMEN!

**TRAIN AT HOME!**

-  **HOSTESS**
-  **RECEPTIONIST**
-  **RESERVATIONIST**
-  **TICKET AGENT**

## Fascinating Airline Careers Open for Women! Romance! Adventure! Travel! Good Pay!

Women—train at home for a career in commercial aviation! Airlines need hostesses, receptionists, ticket agents, reservationists. Jobs are interesting, exciting and offer good pay, rapid advancement, secure future. Work near home, away from home,

in foreign lands. Airline jobs offer romance, adventure, travel. Complete home-study course prepares you. Training under supervision of experienced airline personnel. Free placement service anywhere in the United States.

### Mail Coupon NOW for FREE Details!

This may be your chance for a lifetime career of romance, adventure and travel...PLUS good pay and security. Airlines are booming...and they need thousands of trained, qualified women for non-technical positions. Mail coupon at once!

**CAREERS WITH AIRLINES**  
Dept. H-5 P.O. BOX 235,  
MURRAY HILL STA., N. Y. 16, N. Y.

**CAREERS WITH AIRLINES Dept. H-5**  
**P.O. BOX 235, MURRAY HILL STA., N. Y. 16, N. Y.**

Rush me FREE and without obligation full information about careers for women in aviation.

Name \_\_\_\_\_ Age \_\_\_\_\_  
(Please Print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

No salesman will call — All information comes by mail!

The Airport Is Hiring Women! © flashbak.com



Flying was once a luxury affair, and people dressed up to go on airplanes. Flight attendants were young and pretty, and they became the face of airlines, often portrayed in ads standing next to tall, strapping, always-male pilots.

## **122. Which One Do You Want?**

**Company:** Lucky Tiger Hair Tonic

**Year Released:** 1970s

This ad was likely released in the seventies, judging from its risqué nature and general appearance. It advertised Tiger Hair Tonic, a product that is still around to this day. You can snag this highly-rated hair tonic for \$24 on Amazon.



Which One Do You Want? © Retro AdArchives / Alamy Stock Photo

While the Hair Tonic might be an A+, Tiger's vintage ads...not so much. The company's ads from the '70s used the "get the girl" theme, often comparing redheads, blondes, and brunettes to each other.

### 123. She Can Be Reached at Home

**Company:** Mellaril

**Year Released:** 1960s

This Mellaril ad makes us cringe, as it uses the “housewife hysteria” trope to sell this heavy dosage of Thorazine. This “new standard in tranquilization” promised to turn your moody housewife into a vegetable, all with “efficacy” and no need for hospital stays.



**she can be reached at home**

extent to which the ambulatory or discharged  
stric patient can be reached therapeutically  
is in large part on the efficacy and acceptability  
tenance medication.

aril (thioridazine) helps reduce many of the  
logical hazards of the uncontrolled  
iment, smoothing interpersonal relationships  
ilitating the process of adaptation.

ally important, Mellaril (thioridazine) is notably  
erated, relieving symptoms and helping to  
: function without seriously diminishing drive  
rtness. In addition, the extrapyramidal  
tion that is often a concomitant of most  
hiazine therapy is rarely seen with thioridazine.

balance of efficacy and patient acceptance  
Mellaril (thioridazine) a maintenance drug  
ce — no matter which agent may have been  
ed in the hospital setting.

*Indications:* Anxiety, tension and agitation in  
pediatric, adult, and geriatric patients. Psychomotor  
hyperactivity in psychotic patients.

*Side Effects:* Jaundice has not been observed.  
Occasional drowsiness, dryness of the mouth, nasal  
stuffiness, skin eruption, nocturnal confusion,  
galactorrhea, amenorrhea, orthostatic hypotension,  
inability to ejaculate in the male, pseudoparkinsonism.  
Pigmentary retinopathy has been reported in doses in  
excess of 1600 mg. daily given over long periods of time.  
Leukopenia, agranulocytosis, photosensitization, and  
convulsive seizures are extremely rare, but are possible  
complications of all phenothiazine administration.

*Contraindications:* Any severely depressed or  
comatose state.

**a new standard in tranquilization**

**Mellaril<sup>®</sup>**  
**(thioridazine)**



SANDOZ PHARMACEUTICALS, MANDEVILLE, N.J. • ORIGINAL RESEARCH SERVING THE PHYSICIAN



**she can be rea**

She Can Be Reached at Home @charayou / Pinterest

The fate of Mellaril after these 1960s ads was not a positive one, as this drug was pulled from the market in 2005 after it was discovered that it caused severe, sometimes deadly, cardiac arrhythmias (irregular heartbeats).

#### **124. She Can Be Reached at Home**

**Company:** Warner Brothers

**Year Released:** 1990s

The fictional ACME Catalog came up with this hilariously-suggestive product, only for \$38.99. The Iron Carrot could be a lot of things, a cane, a flask, a fireplace poker...or, in the words of ACME, “your call.”



The **ACME** Catalog

## IRON CARROT

### THE PERFECT GIFT AT THE PERFECT PRICE!

It's a flask! It's a canel! It's a fireplace poker! It's... something! This 100% pewter/alloy carrot is ACME versatility at work. How you use it is, well, your call. But you can't say it's ordinary!



**Only \$38.99**

ITEM NO.	PRODUCT	PRICE
AIC22	Iron Carrot	\$38.99 (\$8.50 shipping)
ACWF20	Floss Regular (300') 8-pack	\$11.99 (free shipping)
ACWF300	Flavor Pack: 1 each mint, Parmesan, pot roast, bourbon	\$15.99 (\$1.50 shipping)
ACWF204	Four-pack Floss Carabiners	\$29.99 (\$3.00 shipping)

...versatility at work. How  
But you can't say it's o



ITEM NO.
AIC22
ACWF20
ACWF300
ACWF204

The Iron Carrot @laughingsquid / Pinterest

Made from 100% pewter alloy, the Iron Carrot was probably a prank, but it was certainly a funny one. This vintage ad was from a fictional corporation, but it did run as a gag, making everyone who saw it laugh (and tune into the toons).

## 125. Jolt Cigarettes

**Company:** Jolt

**Year Released:** 1950s

While a lot of cigarette ads focused on getting you to smoke, Jolt took a different approach. According to its pop psychology, denying yourself a cigarette when you want one would “jolt your nerves.”



*Do you tell yourself  
you **SMOKE TOO MUCH?***

**Psychologists say:**  
Each time you deny yourself  
a cigarette when you want one  
...you **JOLT** your nerves!

*Now you can smoke  
all you want!*

If you smoke a lot . . . enjoy cigarettes tremendously . . .  
you **JOLT** your nerves when you cut down! But this  
self-denial is unnecessary now. You can smoke all you  
like if you smoke the new miracle-mint Julep Ciga-  
rettes. Symptoms of over-smoking disappear! No "dark-  
brown" taste . . . no more "burned-out" throat . . . no  
"tobacco-tainted" breath. It's a triple smoking miracle!



Jolt Cigarettes @sophia971922 / Pinterest

So, Jolt came up with its own variation, which would help you cut down how much you smoked (but only if you smoked its brand). According to this ad, Jolt cigarettes were “miracle-mint” cigs that caused no tobacco-tainted breath, “burned out throat,” or other nasty side effects. Whether these cigarettes were actually good for you or not, we doubt it.

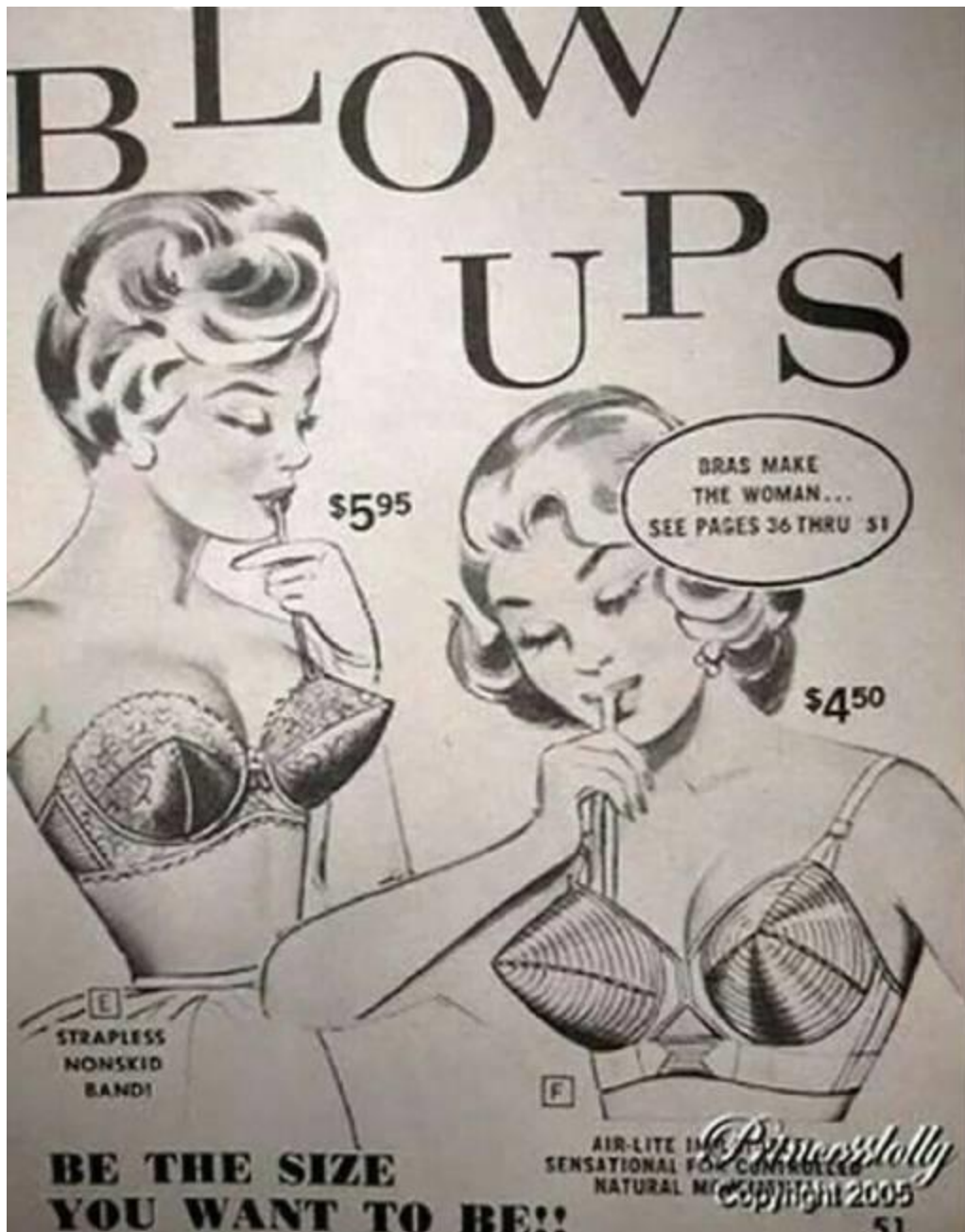
## **126. Blow-Ups**

**Company:** Air-Lite

**Year Released:** 1950s

Well, it's certainly a cheaper alternative to implants. Blow-Ups, produced by Air-Lite, were a type of bra that you could blow air into to make it look as though you'd gone up a cup size or two. These bras cost \$4.50 for a regular and \$5.95 for a strapless, non-skin band bra.





Blow-Ups @sophia971922 / Pinterest

This ad likely came out in the 1950s, as bullet bras (pointy, conical bras that completely transformed your natural shape) are an iconic symbol of the era. Invented during WWII, these bras started out as a way to keep female workers safe in factories, and they became a fashion statement after the War ended.

## 127. Beware The Good-Time Gal



**Company:** U.S. Government

**Year Released:** 1940s

There are a lot of questionable ads from the WWII period, and this government ad takes the cake. It was trying to spread a message about safe sex and not spreading venereal diseases, but the ad took a left turn when it pinned the blame on "good time" girls.



©Science History Images/Alamy

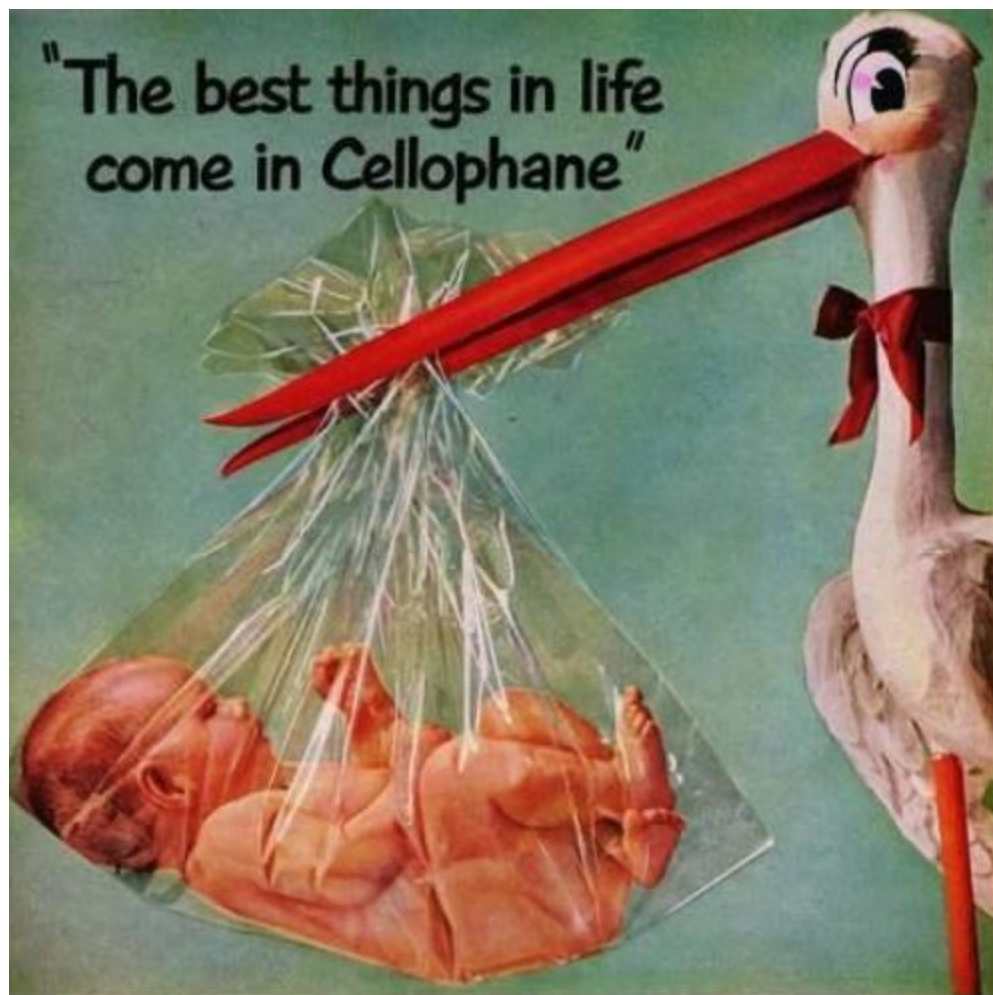
The Medical Department of the United States had their hands full at the time dealing with syphilis and gonorrhea, as the two diseases ran rampant at the time. Considering that these diseases were mostly spread during soldiers' leave time, this was the government's way of attempting to curb irresponsible behavior.

### **128. Is That How It Happens?**

**Company:** Du Pont

**Year Released:** 1953

Du Pont Cellophane ran a few ads where they wrapped babies in cellophane, something that would definitely not be advisable in real life. This ad took the classic stork story and turned it into a plastic-baby-wrapped way to sell cellophane.



Retro AdArchives / Alamy Stock Photo

Weird though this ad undoubtedly was, Du Pont did something right, as it had so much of the market for plastic wrap that it was sued over a proposed monopoly by the U.S. government. This led to an entire line of cases about just how much market power DuPont had or didn't have.

## 129. Joan Crawford's OJ



**Company:** Florida Oranges

**Year Released:** 1950s

Actress Joan Crawford started her career as a traveling dancer before she signed a lucrative contract with MGM in 1925. We saw this iconic Hollywood legend steal the show in movies like *What Ever Happened to Baby Jane?*, *Mildred Pierce*, *Johnny Guitar*, *The Women*, *Strait-Jacket*, *Trog*, and more.

**Joan says...**

**"I enjoy seven inches every morning"**  
... one vitamin your body can't store up

Next time the heavy things come to your house, be a good scout. Have plenty of Florida orange juice on hand. It's so much more than a temporary "refreshment"—adds to youngsters' pep and energy, helps you stay healthy by providing a wealth of important-building vitamin C. No fun or more to prepare when you buy the handy and handy-canned or frozen juice, all prepared for you from Florida's thin-skinned, true juice oranges. Stock up today.

**Florida Oranges**  
Florida Citrus Commission, Lakeland, Florida

**Florida Canned**  
Ready to drink, and strength, and it's all in a can. Just open the can. Florida's orange juice is delicious.

**Florida Fresh Juice**  
Just squeezed from sweet fruit. Pure and added—Florida is naturally sweet. No blending necessary.

Joan Crawford's OJ @deanmopar / Pinterest



In addition to her film career, Joan also did a lot of ad work, including this tongue-in cheek ad for Florida Oranges. “Seven inches every morning” was likely a double entendre, though we’re sure the OJ company would have denied that if questioned about it.

### **130. Become The Proud Owner Of A Flame Gun**

**Company:** Hobi, Inc.

**Year Released:** 1960s

This image is sure to make any product liability attorney take a closer look, as there are quite a few things that could go wrong by selling mail-order flame guns. Though they cost just \$17.98, these imported flame guns were very dangerous.



**SPECIAL WINTER SALE!**  
LIMITED TIME ONLY  
**\$17.98**  
(A WHOPPING 40% OFF OUR REGULAR \$29.98 PRICE!)

**NOW...WORLD'S FIRST LOW-COST IMPORTED FLAME GUN**  
**Melts Ice Fast!...Burns Up Snow!**

A fine buy at regular price—a give-away value at special super-sale price! You save \$12! Never slip again—avoid dangerous falls—only low cost! This quality jet-red Flame Gun clears stairs, walks, driveways of even heaviest snow, thickens ice in seconds, frees "snowed in" cars. No heart-tiring shoveling—no bending. Easy, clean, one-hand operation from comfortable standing position. No cumbersome cords, no expensive batteries, no costly fuel!

**SAFE...SIMPLE...COSTS MERE PENNIES PER USE!**

In summer, kills weeds fast, sterilizes ground, gets rid of insect nests, keeps flagstone and concrete walks clear, trims borders! Less than 2 pints of kerosene gives 30 minutes continuous use. Completely safe; weighs under 5 lbs; full instructions included. Order today—you will soon be paying \$12 more! Next season, do your weeding without bending.

**ONLY \$17.98 plus \$1.00 for postage and handling.**

Procter-Klumpner **HOBBI** Dept. 1P-22  
Austintown, Ohio 44004 7 Delaware Drive, Lake Success, N.Y. 11042

**MAIL NO-RISK COUPON TODAY**

HOBBI, Inc., Dept. 1P-22  
7 Delaware Drive, Lake Success, N.Y. 11042

Please remit enclosed Flame Gun at special sale price of only \$17.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full satisfaction of charges any time within 10 days.

☐ Check ☐ Money Order for \$\_\_\_\_\_ enclosed.

☐ Charge to:  
From Club # \_\_\_\_\_

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



Become The Proud Owner Of A Flame Gun @apttherapy / Pinterest

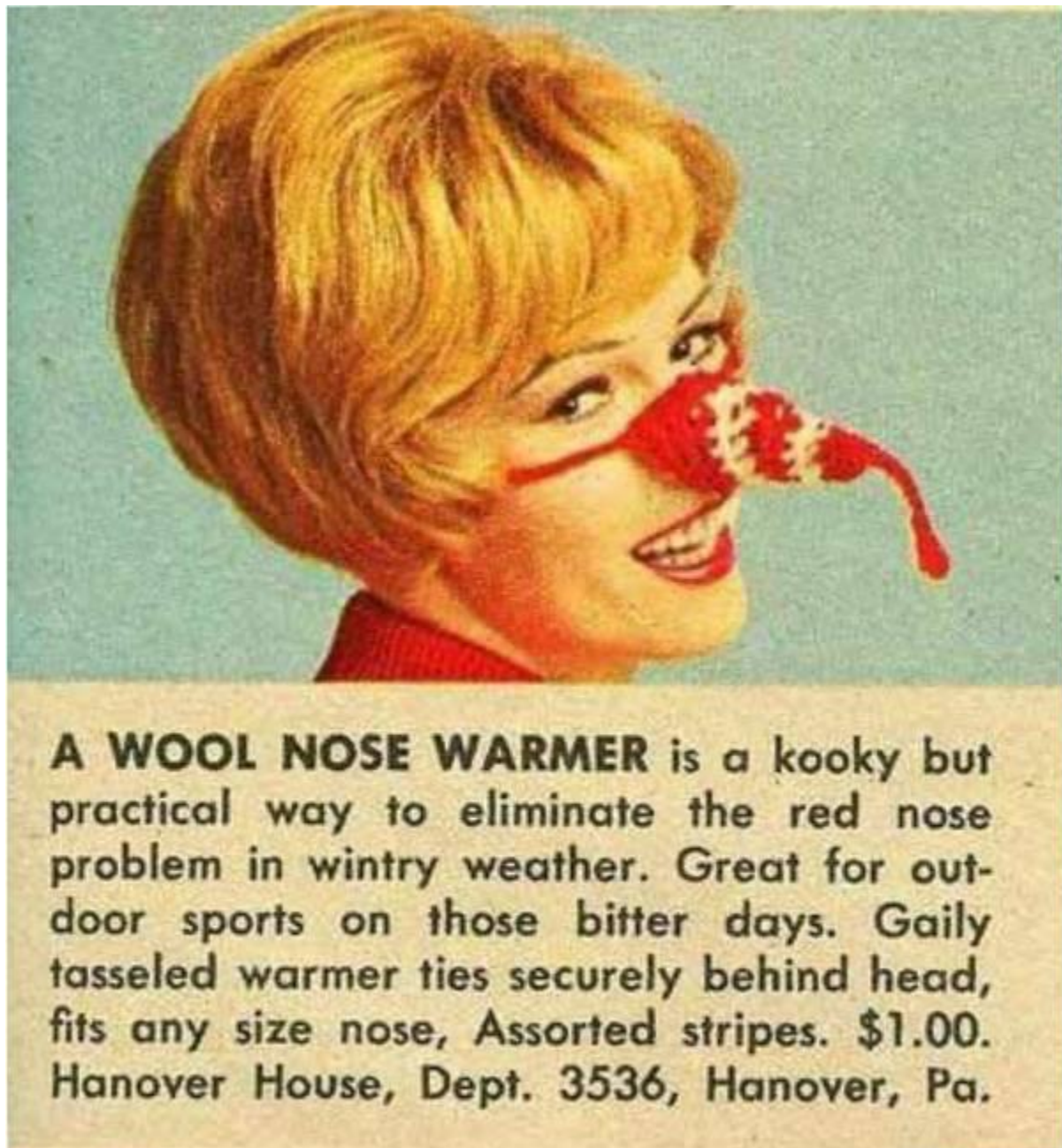
They burnt up snow and ice quickly, and you could send away for one in the mail from HOBBI. This wacky appliance was imported, and it didn't have a very long life on the market, as you can imagine.

### 131. The Wool Nose Warmer

**Company:** Hanover House Dept.

**Year Released:** 1970s

The Hanover House Department admitted this invention was “kooky,” but you couldn’t deny its practicability. This wool nose warmer promised to “eliminate” your “red nose problem” during “wintry weather.”



**A WOOL NOSE WARMER** is a kooky but practical way to eliminate the red nose problem in wintry weather. Great for outdoor sports on those bitter days. Gaily tasseled warmer ties securely behind head, fits any size nose, Assorted stripes. \$1.00. Hanover House, Dept. 3536, Hanover, Pa.

The Wool Nose Warmer @sewingmachinetalk / Pinterest

To be fair, noses do get red when it's cold outside, and we're sure this \$1 accessory did its job well. It came with tassel ties that would help it fit securely around the head—no word on if there was a matching scarf, too.

### **132. Put Some Fun Between Your Legs**

**Company:** 21st Century Communications

**Year Released:** 1970s

Gag t-shirts have been around since the 1970s, and “Put Some Fun Between Your Legs” is one of the most outrageous we’ve seen. You could order one of these t-shirts, which promised to espouse a love of bike riding, not anything else, for just \$5.



# PUT SOME FUN BETWEEN YOUR LEGS

Let everyone know you're bicycling for the fun of it...  
with a T-shirt, Backpack or Self-Stick Reflecting Patch.



**YES, I'D LIKE SOME FUN BETWEEN MY LEGS. PLEASE RUSH ME:**

**FUN SHIRT(S)**—100% cotton — ☐ women's ☐ sm ☐ med ☐ lg  
@ \$3.95 + 55¢ per shirt  
for postage & handling

**BICYCLING BACK PACK(S)** (doubles as an over-the-shoulder bag) Natural canvas printed in Bicycle Racing Green!  
@ \$7.95 + 85¢ per bag for postage and handling

**SELF-STICK REFLECTING PATCH(ES)** (made of reflecting mylar)  
@ 75¢ per patch — postage & handling included

**PACKAGE DEAL(S)** — Buy a shirt and a backpack and get FREE patch — ALL 3 FOR \$11.90 + \$1.25 postage & handling.  
I enclose check ☐ money order ☐ in amount of \$ \_\_\_\_\_  
N.Y. state residents add 6% sales tax.

NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Mail to: 21st Century Communications, 635 Madison Avenue,  
New York, N.Y. 10022, Dept. FUN [H]  
Offer good in U.S. & Canada. Void where prohibited by law.

everyone know you're  
T-shirt, Backpack or S



**YES, I'D LIKE SOME FUN BETWEEN MY LEGS. PLEASE RUSH ME:**

**FUN SHIRT(S)**—100% cotton  
@ \$3.95 + 55¢ per shirt  
for postage & handling

**BICYCLING BACK PACK(S)**

Put Some Fun Between Your Legs @finwailin / Pinterest

You could also order the slogan as a backpack, patch, or a package deal with the t-shirt. As one commenter on social media joked, this picture “sums up the ‘70s,” an era where companies (and ads) were starting to become a little more suggestive.

133. Go Gay

**Company:** Helene Curtis

**Year Released:** 1950s

Founded in the late 1920s, Helene Curtis, Inc. was a cosmetics and beauty products company based in Chicago. It manufactured, among other well-known products, Degree deodorant. Eventually, in the 1990s, Helene Curtis was bought by Unilever for \$770 million, putting an end to the brand.

**Go Gay girls are discovered first...**

**the NEW spray discovery for each type of hair!**

**GO GAY**  
PERSONAL FORMULA HAIR SPRAY  
BY Helene Curtis  
PARIS · LONDON · NEW YORK

**GO GAY offers you the correct personal formula to set, hold and beautify your own type of hair**

GO GAY ... the unique hair spray that has swept the Continent ... the spray created with an individual formula for different hair types ... Dry, Normal or Oily. GO GAY has an extra-special way of holding a style naturally all day; sets-a-set in no time and is actually good for your hair.

**Discover GO GAY today—in the formula for your type of hair: DRY, OILY and the Super! hair-setting and oil-free.**  
\*You can tell it from your hair.

**DRY OILY NORMAL OILY**

Go Gay @cheezburgerpins / Pinterest

But, before its downfall, Helene Curtis had quite a few interesting ads, including this “Go Gay!” . Alas, Go Gay was not an ahead-of-its-time Pride Month , it was actually Helene Curtis’ brand of colorful, fun hairspray.

### **134. An Affair With No Strings Attached**

**Company:** Sony

**Year Released:** 1980s

The Betamovie was a camcorder produced by Sony in the Betamax format during the eighties. The product sold decently, and it came, as you can see, with some pretty wild ads. “Co-star with our latest model,” this reads, describing it as “an affair with no strings attached.”



An Affair With No Strings Attached @cheezburgerpins /Pinterest

Even for the eighties, this was pushing it. We're sure that this ad had its naysayers at the time, though it looks downright tame compared to what we see pop up in HBO shows. If you're into nostalgic tech, you can pick up a vintage Betamovie for \$20 on eBay.

### **135. Just What The Doctor Ordered!**



**Company:** L&M Filters

**Year Released:** 1954

Famous actress Barbara Stanwyck made a lot of money from her film career, and she was also successful in print, too. She did many s, including this one for L&M Filters. This brand of filter cigarettes claimed that it was “just what the doctor ordered.”

Though filter tips *do* make cigarettes feel softer on the throat, making it easier to take deeper puffs, they're far from doctor-approved. Your lung cancer risk might be a little lower, but filters don't block out all bad chemicals from the smoke.

### **136. Get Your Baby Golden Brown**

**Company:** Du Pont, American Atlas Corp.

**Year Released:** 1950s

Nowadays, if you told your doctor you were putting your baby under a tanning lamp, you'd probably go to jail. DuPont Polyester Film's "Health Tan Sun Lamp" promised that even baby skin wouldn't burn underneath its warmth.

@bromygod/Twitter.com

You could even sleep under it. The Film claimed it could block out harmful burning rays, only letting “long” rays in. It cost \$29.95 for a deluxe model, while the standard cost just \$19.95. All you had to do was send away for a lamp to American Atlas Corp. in Virginia.

### **137. Every Morning Is A Smirnoff Morning**

**Company:** Smirnoff

**Year Released:** 1970s

Generally, pictures of someone looking depressed while day drinking and smoking would inspire concern, and they wouldn't exactly be a great way to advertise your product. But, Smirnoff gave this ad a try anyway, calling every morning a "Smirnoff morning."



If you look at ads nowadays, they are far different, particularly when it comes to alcohol. Companies like Smirnoff want to promote their products as being the life of the party, not being a depressing way to start the day.

### **138. Win Your Own Russian Bride**

**Company:** Stil Vodka

**Year Released:** 2008

This bizarre ad might look like it came out of the fifties, but it actually was developed in 2008. Stil Vodka created this viral ad with the help of Consortium, Auckland, and it offered men a chance to win a trip to Russia to win a mail-order bride.

Win Your Own Russian Bride @sophia971922 / Pinterest

This was a real ad campaign too, that's the crazy thing. You really could win a trip to Moscow to select your mail-order bride, if you won a winning ticket from Stil. As you can imagine, Stil's ad drew quite a bit of ire, particularly from Russian women who weren't too keen on the stereotyping.

### **139. Armed Robbery Starter Kit**

**Company:** Captain Co.

**Year Released:** 1964

This was definitely an interesting marketing ploy. All you had to do was mail in \$1 to Captain Co., and the company would send you a “mystery-man type mask.” The head mask looked like a starter kit for an armed robber, though, of course, kids wouldn’t see it that way.

You could use your mask for a bunch of things, including organizing a Masked Phantom club, making a movie, or protecting your face from the cold weather. Commenters who remembered this ad pointed out that it was in the back of the magazine, placed right between ads for rubber shrunken heads and monster masks.

#### **140. Celery Is Nature's Toothbrush...For Your Colon**

**Company:** Devil Chef

**Year Released:** 1990s

Well, this ad does have a point, though we didn't expect it to be quite so crass. Celery is an important source of antioxidants and fiber, and it also aids in digestion. As this ad says, you could consider it to be "Nature's Toothbrush."



Celery Is Nature's Toothbrush...For Your Colon @grist / Pinterest

A toothbrush for your colon, that is. This Devil Chef tip had a lot of people laughing, and debates arose over whether it was a gag ad or the company really just promoting the health benefits of this fibrous, stalked vegetable.

**141. Can't Say We Blame Him**

**Company:** Heineken

**Year Released:** 1940s

“Screw battle, we’re gettin’ drunk” reads this Heineken ad. Can’t say we blame the soldier in this picture, as kicking back with a Heineken is far preferable to the violent scene behind him. This beer poster has remained a hit throughout the years, and you can find a copy on eBay for \$21.99.

Can’t Say We Blame Him @patina12835 / Pinterest

Heineken has been around for more than a century, as it was founded in Amsterdam in 1864. The beer company has run thousands of ads over the decades, and it has an incredible market cap of \$60.46 billion as of 2023.

#### **142. ...Will She?**

**Company:** Tipalet

**Year Released:** 1960s

Tipalet was a sixties company that was famous for not only its cigarettes but also its provocative advertising. Tipalet-brand ads were always objectifying women, usually insinuating that cigarettes were for men (but women would love them anyway).

...Will She? ©Caroline Patterson / foter

Tipalet was fighting a losing battle back then, as the late 1960s was when people really began to realize that smoking wasn't good for you. The Surgeon General started releasing damning evidence against smoking in 1964, and all bets were off in the battle between Big Tobacco and the government.

### **143. A Great “Diet Dodge”**



**Company:** Sugar Information

**Year Released:** 1970s

“Sugar can be the willpower you need to undereat,” this ad reads, calling this nugget of advice a “Diet Dodge.” Eating an ice cream cone before a meal, such as lunch, would help you be full enough not to eat an entire meal.

A Great “Diet Dodge” @\_\_mice / Twitter

While that sort of makes sense in its logic, the facts tell us otherwise. A high-sugar food like an ice cream cone spikes your blood sugar, and any energy you get from it is depleted quickly, leading to a sugar crash, tiredness, and feeling hungry shortly after.

#### **144. We Bet It Does**

**Company:** The Castalia Foundation

**Year Released:** 1992

Dr. Timothy Francis Leary was a psychologist who was famous for his strong advocacy for the ingestion of psychedelic drugs. People have polarizing opinions on Leary, with some considering him an oracle ahead of his time and others seeing him as a wack-a-doodle publicity hound.

We Bet It Does @cheezburgerpins / Pinterest

If you were interested in hearing what Leary had to say about putting LSD in your sugar cubes, you could learn about the “five levels of consciousness expansion” for \$3. After sending your \$3 to the Castalia Foundation, you’d get a vinyl record recording of Leary giving a lecture on the wonders of psychedelic drugs.

**145. Kids Are Murder!**

**Company:** Whiteway's

**Year Released:** 1960s

Sanatogen Tonic Wine labeled itself as a “wonderful restorative” to help you ignore your kids, who won’t stop doing “stupid things.” This ad pointed out that, since nagging your kids wasn’t working, you may as well get drunk and ignore them.



All you had to do was sample the Sanatogen by sending away for it to Whiteway's. We appreciate the honesty of the ad (kids can be really annoying, and they do stupid stuff, too), but its advice probably wasn't the greatest.

#### **146. Is A Wife To Blame If She Doesn't Know?**

**Company:** Zonite

**Year Released:** 1950s

Zonite Liquid Douche Concentrate was popular in the 1950s before medical researchers realized that douching was terrible for you. Really, it makes sense—Zonite could be used to clean the kitchen, too, so using it on yourself probably wasn't the best idea.

Is A Wife To Blame If She Doesn't Know? @veroniqueblack / Pinterest

The ads tried to shame women into douching with Zonite, saying that their husbands would cheat on them if they didn't. We shudder to think of how many UTIs and yeast infections these dreadful ads inadvertently led to.

#### **147. Who Says Women Don't Have Balls?**

**Company:** Balls Candy

**Year Released:** 1977

It's abundantly clear why this ad would not work today. Though it probably got a laugh back in the seventies, it would not get that reaction now. "Who says women don't have balls?" the ad asks, referring to Balls Candy, which promised to "Give you COURAGE."

Balls Candy consisted of sour ball-shaped candies that promised to give women the same gumption as men. You could buy a container for \$3.50 a pop, sending away to a company in New Jersey to get this ill-advised novelty item.

#### **148. New Energy For Weak, Sagging Men**

**Company:** Unclear

**Year Released:** 1920s

This ad is more than a century old, so it is a bit hard to decipher which company was selling radium-laced underwear. This underwear contained 20 micrograms of “refined, measured radium.” While better than radium in a suppository form, we now know how bad this product is.



New Energy For Weak, Sagging Men @madfashionista / Pinterest

Though this radium support underwear promised to give you energy, we know nowadays that prolonged exposure to this chemical can cause cataracts, anemia, fractured teeth, and even cancer and death. Unfortunately, as you can see, this knowledge was not widespread in the 1920s.

**149. Swift's Premium Bacon**

**Company:** Swift's Meats

**Year Released:** 1950s

Swift's Bacon is still around, and it tends to get pretty good reviews from even the harshest of bacon aficionados. Swift's Premium Bacon has been around for decades, and it's run some questionable ads during that time.

Swift Premium Bacon @ecosia / Pinterest

This creepy grandpa ad makes us cringe, as does the phrase “bacon-snitcher,” for some reason. This ad has all the hallmarks of ads from the ‘50s: something vaguely inappropriate, technicolor illustrations, and a product that probably isn’t too healthy to eat.

### **150. Try Sanitized Tapeworms**

**Company:** W.T. Bridge

**Year Released:** Early 1900s

A way to lose weight without dieting or exercise? This is something that a lot of people *today* would find interesting. W.T. Bridge, a New York company, had just the solution to “banish FAT” in the early 1900s.

Try Sanitized Tape Worms ©Weightloss / foter

Sanitized tapeworms would help you lose weight, with W.T. Bridge calling these creepy little slugs “friends for a fair form.” They were “easy to swallow” and had “no ill effects.” Obviously now we know that tapeworms are a huge problem, prone to causing diarrhea, stomach pain, and serious diseases if they work their way into your eyes, heart, or brain. Eek!

**151. Professor Eugene Mack’s “Curves of Youth”**



**Company:** Prof. Eugene Mack

**Year Released:** 1890s

In 1890s New York, a man named Professor Eugene Mack was making a small fortune through selling this strange contraption. His Chin Reducer and Beautifier sold for \$10 apiece (the equivalent of \$250 today), and it was the go-to way for wealthy socialites to rid themselves of sagging jowls and double chins.

This Victorian-era contraption worked using a cord-tightened face stabilizer that promised, if used regularly, to “give...flesh the resilience and freshness of youth.” Best of all, with this weird device, you also got a free booklet teaching the lucky buyer to “enhance facial beauty.”

### **152. Do It For Her**

**Company:** Malaria and Epidemic Disease Control & SOPAC

**Year Released:** Early 1900s

Malaria is a serious, sometimes fatal disease that is caused by mosquitos. People who are bitten by a malaria-infected insect can develop high fevers, chills, and other flu-like symptoms. This disease is still ravaging parts of Africa, though it has largely been managed and mitigated here in the States.

Do It For Her ©Volgi archive / Alamy

In the early 20<sup>th</sup> century, propaganda campaigns to fend off malaria were in full effect here, and some of them were quite racy. “Do It For Her,” this ad reads, telling men overseas to spray repellent and not swim after dark, not for themselves, but for a beautiful, bottomless woman.

### **153. Asbestos: The “Magic Mineral”**

**Company:** Johns Manville Products

**Year Released:** 1941

In 2023, we look at this ad and cringe. But, in the 1940s, asbestos was considered “the magic mineral” that could protect “buildings on your farm.” It was fireproof, rot-proof, and indestructible, particularly when combined with cement.



Now we know that, even though this insulation is resistant to heat, its downsides far outweigh its benefits. When exposed to asbestos, you can get asbestosis, a chronic, deadly lung condition. Knowing what we know now about this toxic mineral makes this “magic” ad look like a lawsuit waiting to happen.

#### **154. The Obesity Soap**

**Company:** Norwood Chemical Co.

**Year Released:** 1910

According to *Metrocosm*, the obesity rate has been steadily increasing since 1910, the year this ad was released. Though the amount of obese people was far lower back then, there must have been enough to create a market for Norwood Chemical Co.’s “Obesity Soap.”

The Obesity Soap ©Historic Collection / Alamy

For \$2, you'd get two cakes of soap and a book of testimonials promising that, by using this soap like any ordinary bath product, you'd reduce fat without any "gymnastics" or dieting. La Parle Obesity Soap was the "it" fad of the moment, but now, we can look at it and have a laugh.

### **155. Pink Pills For Pale People**

**Company:** Dr. Williams

**Year Released:** Late 1800s

Dr. Williams' Pink Pills For Pale People came out in the late 1800s, and it remained popular until the early 1900s. This medication contained magnesium sulfate and ferrous sulfate, and Dr. Williams promised that this "iron-rich tonic" would treat poor appetite, low energy, clinical depression, and anemia.

Some die-hard users of the Pink Pills, which were a huge fad in London, England, especially, claimed that these Pills could even cure paralysis. Alas, in 1909, the British Medical Association caught onto the Pills and found they were “carelessly prepared,” forcing Dr. Williams to totally change the product.

### **156. Exquisite Form Understands**

**Company:** Exquisite Form

**Year Released:** 1962

What’s crazy is that both of these women look fine now, and there is nothing wrong with either of them, but, in the 1960s, the shorter, slightly-heavier of the two was thought to be at a disadvantage.



ronzique /Pinterest

But, don't worry, as Exquisite Form was here to help her look more like her taller, blonder friend through its Circloform Floating Action Brassiere and other lingerie products like girdles. "We understand that every figure isn't perfect," this ad reads, which was probably, in hindsight, not the greatest marketing strategy.

### **157. Why You Should Beat Your Wife**

**Company:** CO-LE Sales Company

**Year Released:** 1950s

This bizarre comic was meant as a joke (we hope), but, nowadays, joking about domestic violence is a big no-no. The CO-LE Sales Company, headquartered in Chicago, didn't know that back then, and it sold a 15-cent comic promising to teach you why beating your wife was a good idea.



**DO YOU  
STILL  
BEAT  
YOUR  
WIFE?**

Maybe you should never have stopped why in the rollicking, provocative, yet tional booklet entitled, "Why You Beat Your Wife", written by an e practitioner of this manly art. Send stamps or coin to

**CO-LE SALES COMPANY**  
538 W. Deming Place, Chicago 14, IL

Why You Should Beat Your Wife @society6 / Pinterest

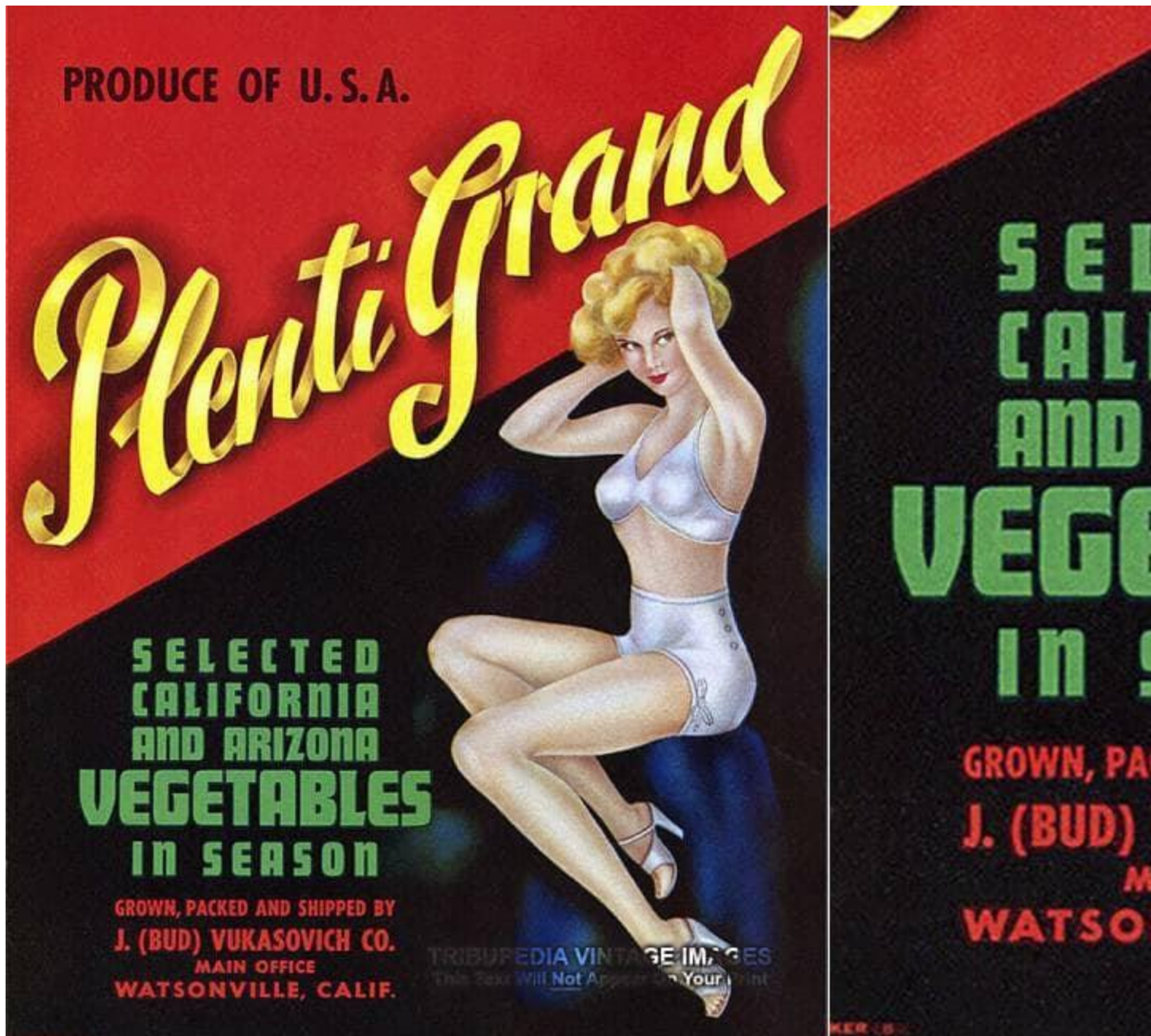
Though “Why You Should Beat Your Wife” was a joke, this “manly art” sales pitch is no longer seen as “rollicking” or “provocative.” Now, it’s just a vintage ad we’re sure CO-LE would love to forget...if the company wasn’t defunct, that is.

### **158. A Surprisingly Salacious Vegetable Ad**

**Company:** Plenti Grand Vegetables

**Year Released:** 1950s

Who knew that vegetables could be so salacious? J. Bud Vukasovich Co., headquartered in California, was in charge of doing the shipping for Plenti Grand Vegetables when it decided that its crate labels needed some upgrading.



A Surprisingly Salacious Vegetable Ad ©ZUMA Press, Inc. / Alamy

While “selected California and Arizona vegetables in season” doesn’t exactly scream sex appeal, Vukasovich changed its crate labels to contain classic 1950s pinup girls, complete with the high-waisted underwear, bras, high heels, and Marilyn-like locks.

### 159. This Terrifying Corns Ad



**Company:** E.S. Wells

**Year Released:** 1930s

“Well, well, I’m happy!” reads the caption of this terrifying ad, which looks like something straight out of a horror movie. “Rough on Corns” was the slogan for this “Complete Wells Cure,” which promised to get rid of painful, itchy corns on your feet.



This Terrifying Corns Ad ©Universal Images Group North America LLC / Alamy

The Jersey City company's corn cure was only fifteen cents, but you got this scary ad for free. This man is supposed to be laughing, but his pale face, red cheeks, and black abyss of a mouth is the stuff of nightmares.

### **160. Hunt's Snake Oil Cure**

**Company:** Hunt's

**Year Released:** 1884

William Clarke, a citizen of Providence, Rhode Island, was one of the late 1800s premiere snake-oil salesmen, running this ad for "Hunt's Remedy." As you can see from this dramatic ad, Hunt's would help you fend off death, curing ailments of your kidney and liver.

Hunt's Snake Oil Cure ©stock imagery / Alamy

Dropsy, bladder diseases, kidney and liver problems, and more would vanish with the help of Hunt's Remedy. In reality, this cure-all worked no such wonders. Its main ingredient was dogbane, a plant that we now know is toxic to humans and other mammals.

### **161. The Cab Company For Girls On The Run**

**Company:** Broadway Deluxe Cab Co.

**Year Released:** 1930

Broadway Cab Co. has been around since 1930, and it has had some wild ads in its near-century-long tenure in the taxi business. However, we have to say that this ad takes the cake for its most daring.



In this joking (we hope) ad, Broadway Cab Co. said it was fast enough to help even women on the lam for doing away with their husbands. Frankly, this ad, though a tad macabre, was a welcome change from other ads in the '30s that mostly put women on their knees in the kitchen.

## **162. Coca-Cola: The Ideal Brain Tonic**

**Company:** Coca-Cola Company

**Year Released:** 1886

While we all know Coca-Cola is good for a caffeinated, sugary pick-me-up, calling it the “Ideal Brain Tonic” is a bit of a stretch. However, in the late 1800s, inventor John Pemberton believed that his “intellectual beverage” was just that.

Coca-Cola: The Ideal Brain Tonic @fineartamerica / Pinterest

It would certainly provide a boost of energy, as the original variation, the one this is selling, contained trace amounts of cocaine. Headaches, mental and physical exhaustion, and more could be cured through this drink, which, in its original form, would now be totally illegal.

**163. This “Safe” Maternity Corset**

**Company:** Lane Bryant

**Year Released:** 1925

For \$3.85, you could conceal the fact that you were pregnant, thanks to Lane Bryant's "Maternity Corset." This corset would tighten around your waist without harming your infant, according to this ad.

This "Safe" Maternity Corset @thejewinyou / Facebook

We're sure Lane Bryant, which is still a huge brand, regrets this ad, as we know now that wearing a corset during pregnancy creates a dangerous amount of pressure for a growing fetus. Women went to extreme lengths to have a snatched waist in 1925, no matter the cost.

#### **164. Carbolic Smoke Balls Make For Great Nursery Additions**

**Company:** Carbolic Smoke Ball Co.

**Year Released:** 1880

This quack cure-all would later result in a massive lawsuit that would go down in history as one of the most famous civil litigations of all time. The Carbolic Smoke Ball was a device that, basically, acted as an 1800s version of a Neti-Pot.



Carbolic Smoke Balls Make For Great Nursery Additions ©Lordprice  
Collection / Alamy

The Carbolic Smoke Co. went all-out with this product, even advertising it as a way to prevent the flu and keep kids in their nurseries safe. Of course, the Carbolic Smoke Ball did not work, and parents today wouldn't think of having it around their kids at all, let alone in their nurseries.

### **165. The Drop-Dead Cigarette Box**

**Company:** Andrea Specialties

**Year Released:** 1950s

We'd hazard a guess that this ad, based on its appearance, is from the 1950s, but we're not sure, as no date is posted. What we are sure about is that this is a bizarre product. Made by Andrea Specialties in Delaware, the Drop Dead Coffin cost \$2 apiece.

It was the perfect gift for any man “dying for a cigarette.” Knowing what we now know about the dangers of smoking, this novelty cigarette case makes for a great tongue-in-cheek anti-smoking .

### **166. Who NOT To Marry**

**Company:** J.S. Ogilvie

**Year Released:** Late 1800s

This novel was sold for just a few pennies apiece by J. S. Ogilvie, and it was a tongue-in-cheek take on marriage. Instead of pushing young women and men into marriage, this joking “guidebook” did quite the opposite.

Who NOT To Marry @slatemagazine / Pinterest

It provided a list of who not to marry, including mechanics, fops, stingy men, silly girls, and more. Some of the advice was even contradictory, with one chapter telling you not to marry a man without money and another saying not to “spurn” one for his “poverty.”

**167. Diagram Of A Drug Abuser**



**Company:** The U.S. Government

**Year Released:** 1970s

The government was likely behind this “Advertising Contributed For The Public Good,” and the ad gave you a play-by-play guide on how to spot a “Drug Abuser.” The ad wanted to alert “parents and friends” about what to look for when identifying an addict.

A runny nose, dramatic weight loss, lip-licking, tremors, long-sleeve shirts, sweatiness, and more were all signs of drug abuse. This 1970 ad took place at the height of a drug epidemic, which saw soldiers, especially, become prone to the effects of heroin and other substances.

### **168. Chuck Norris' Action Pants**

**Company:** Century Martial Arts

**Year Released:** 1977

Actor and martial artist Chuck Norris has appeared in a lot of action movies, including *The Way of the Dragon*, *The Expendables*, *Delta Force*, *Missing In Action*, *Lone Wolf McQuade*, and more. The former Walker, Texas Ranger star has a reputation as someone you don't want to mess with.

Chuck Norris' Action Pants @thrillist / Pinterest

He capitalized on that reputation with Action Pants, a hilariously-named pair of jeans that were made from special elastic, allowing you to look stylish while also performing swift roundhouse kicks of justice.

**169. Drunkards Cured Secretly**

**Company:** Dr. J.W. Haines

**Year Released:** Late 1800s

The late 1800s and early 1900s were a time where snake oil salesmen ran free, and one of the worst of them was Dr. James Wilkins "J.W." Haines. Haines was a Quaker doctor from Cincinnati, and he led a rather eventful life, to say the least.

Haines claimed he could “cure drunkards” at home through this “tasteless” remedy. In reality, the cure involved ingesting bichloride of gold. Not only would this cure not work, it was more likely to cause nausea, vomiting, and diarrhea instead of curing addiction.

### **170. Girls, You Can Be Somebody!**

**Company:** CTC Secretaries

**Year Released:** 1970s

“Girls, You Can Be Somebody!” this ad reads, which sounds progressive until you look a bit closer. Released in the 1970s, this didn’t want women to become “Doctors, Lawyers, or Executives,” it wanted them to become secretaries.



Girls, You Can Be Somebody! @kimcolorado / Pinterest

These positions wanted secretaries trained in the legal, business, and medical fields. While there is nothing wrong with being a secretary, there *is* something wrong with believing women can't be doctors, lawyers, or executives themselves.

**171. Men Hate A “Wife With Nerves”**

**Company:** Dr. Miles

**Year Released:** 1884

Dr. Miles introduced his Nervine Tablets to the world in 1884, and he used some rather sexist ads to do so. He targeted his Tablets towards women patients who had husbands who didn't want to live with a "wife with nerves."

In reality, these Nervine Tablets contained diphenhydramine, a medication we often see in over-the-counter sleep aids. While this would technically help someone sleep, it wouldn't help a person (woman *or* man) with anxiety; in fact, it might've made that condition worse.

## **172. The Fat Girls' Diet**

**Company:** Ruth Pfahler

**Year Released:** 1964

For just \$2, "fat girls" could get a copy of Ruth Pfahler's "Fat Girls' Diet." Each booklet cost \$0.25, and women who wanted to lose weight got all sorts of medically-inaccurate, harmful, silly diet plans. If you sent in two bucks, you'd get ten booklets.

The Fat Girls' Diet @ranker / Pinterest

If you sent in three, you'd get all sixteen. Rice, bananas, liquids, dehydration, and more were featured in Pfahler's how-to guides. Really, this isn't anything that hasn't changed, as the Internet is full of detoxes and ridiculous diets that do more harm than good.

### **173. What Men Don't Like About Women**

**Company:** Ronoco Publishing Co.

**Year Released:** 1940s

Courtesy of a “brave man” willing to “expose women,” this book, published by Ronoco Publishing Co., promised to lay women’s secrets bare. The book was titled *What Men Don’t Like About Women*.



Its author, Thomas D. Horton, basically wrote this tome about why women aren't that great. He was the 1940s version of an Internet troll, calling women "engaged animals," "drinkers," "rejected lovers," and more.

#### **174. A 25-Cent Way To Improve Your Face**

**Company:** Professor A. Barker, D.C.

**Year Released:** Late 1800s

For just twenty-five cents, this product from Professor A. Barker, D.C. promised to "improve your face." All you had to do was mail Barker your money and order, and you'd get back a way to get rid of your facial defects.

A 25-Cent Way To Improve Your Face @zazzle / Pinterest

Exactly what this product entailed is unclear; all we know is that it gave people a booklet with “instructions” on movements for their facial muscles. According to Barker, he sold around 300,000 of these booklets, representing a profit of \$75,000 (\$2.5 million in today’s money).

**175. Whiskey Tooth Paste, Anyone?**

**Company:** Greenland Studios

**Year Released:** 1955

This ridiculous toothpaste appears, at least according to the Internet, to be a real product released in the mid-fifties. Whiskey Tooth Paste promised to stop people from “fighting oral hygiene,” instead getting them to “embrace it.”

Whiskey Tooth Paste, Anyone? @ranker/Pinterest

This Greenland Studios product cost \$1, and it was infused with either Bourbon or Scotch. According to the manufacturer, this “he-ma toothpaste” was the “best argument yet” in favor of brushing three times a day.

**176. “Protecto Sanitary Bloomers”**

**Company:** Rubberized Sheeting & Specialty Co., Inc.

**Year Released:** 1920

While most of us think nothing of going to the store and picking up pads or tampons, sanitary hygiene hasn’t always been so convenient. For example, in 1920, women on their period were enticed to wear Protecto Sanitary Bloomers.

“Protecto Sanitary Bloomers” @bustledotcom/Pinterest

These Bloomers were essentially tight, rubber underwear with holes cut into the sides for ventilation. They also were expensive, costing \$13.50 per dozen—adjusting for a century’s worth of inflation, that’s \$204 for a dozen.

### **177. The What Plug?**



**Company:** Lorillard

**Year Released:** 1889

There's no way that Lorillard didn't know what it was doing when it released this ad in the late 1800s (hence why they have two people kissing on the ad). This Climax Plug was a brand of chewing tobacco that promised to have no added "harmful" elements.

Of course, we now know that chewing tobacco is terrible for you, as it can cause many different kinds of cancer, in addition to potentially making your teeth rot out. But, people didn't know that in 1889, hence this Climax Plug's wacky promise.

### **178. Are Your Panties Up To Date?**

**Company:** Dilo Sales Co.

**Year Released:** 1940s

Are your panties up to date? That was the pressing question that Dilo Sales Co. asked women in this 1940s ad. It appears, based on this ad, that the trend of wearing a new pair of underwear for every day of the week began in the '40s.

Are Your Panties Up To Date? @GaryLineker /Twitter

It was “all the rage,” to wear seven pairs of underwear, all labeled and in a different pastel shade, a week. Dilo sold its dated underwear for \$3.98 for seven—that works out to a 2023 price of \$12.29 apiece.

#### **179. Taxpayer Information Wanted**

**Company:** The U.S. Government

**Year Released:** 1920s/1930s

Believe it or not, Americans actually largely supported Prohibition when it first was enacted, making the country “go dry.” But, when the consequences, including the creation of criminal organizations filled with “bootleggers” came about, people in the States started changing their tune.

The government fought hard against bootleggers, often releasing “WANTED” posters such as this. “Help your Government,” this ad reads, asking “YOU, the taxpayer” to provide locations on secret bootleg stills.

### **180. This Hat Would Grow Your Hair, Supposedly**

**Company:** Alois Merke

**Year Released:** 1928

Male pattern baldness has been going on for centuries, and this ad appears to be showcasing the early version of hair plugs, courtesy of someone named Alois Merke. Merke stated that he and his company, Allied Merke Institutes, had “perfected” a novel hat that would grow your hair.



She's Built Like All Our Products @homehacksofficial/Pinterest

Called the Thermocap, this hat would grow your hair in thirty days, and you could get it for free, too. All you had to do was send in a coupon for the Thermocap, and you'd have a full, shining head of hair in a month (allegedly).

**181. She's Built Like All Our Products**

**Company:** Posted In *Construction News*

**Year Released:** 1970s

Sexist ads might seem like a fad of the 1940s and 1950s, but, as this list proves, ridiculous s lasted well into the 1970s. For example, this ad was posted in *Construction News*, and it makes us cringe.



homehacksofficial/Pinterest

“She’s built like all our products,” this ad reads, “...heavy where she has to take the strain.” First of all, what does that mean? And, secondly, this seems, once again, like an over-sexualized way to hype up an otherwise boring, niche product.

## **182. Totally Not A Creepy Rug At All**

**Company:** Unconfirmed

**Year Released:** 1970s

This ad screams “seventies,” thanks to the shag carpeting and overall vibe. This product, which came in animal prints like Jaguar, Lynx, or Mink, promised to “stroke your body[y] as you made love,” all for a price of \$150 (\$1,117 in today’s money).

# The Love Rug strokes your bodies as you make love.

Once you feel the sensuous  
delight of the furry Love Rug,  
you'll never go back to an  
ordinary bed again.

As you stroke, it strokes.  
The incredibly soft, furlike  
fibers caress your bodies from  
head to toe. It's almost like  
having another lover there  
with the two of you.

JAGUAR

LYNX

Totally Not A Creepy Rug At All @PulpLibrarian /Twitter

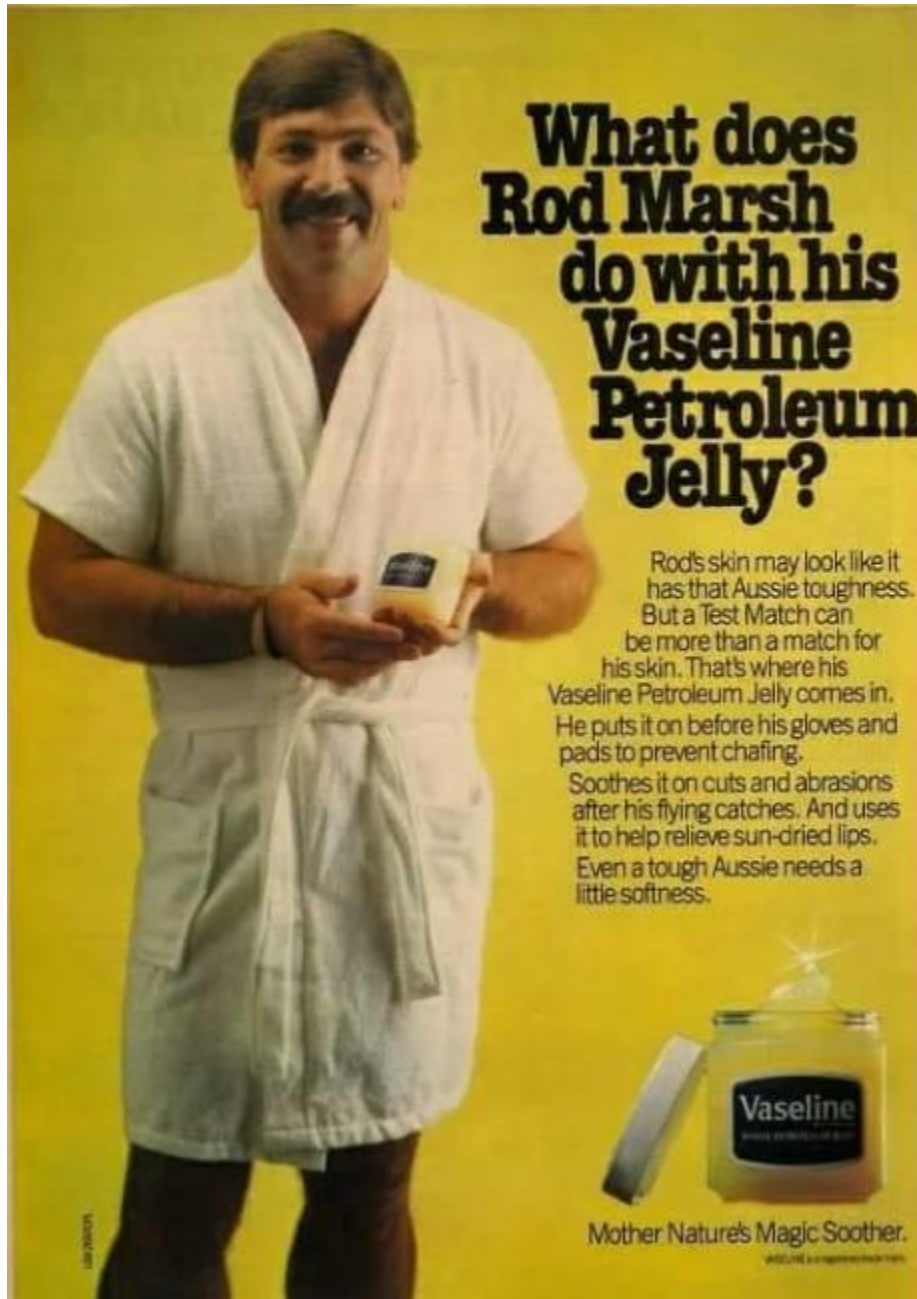
That is possibly the creepiest way to describe a soft, fur-like rug. The Love Rug isn't around anymore, it seems, but this ad will live on in infamy. Perhaps it wasn't just the high price of the rug that did this product in; it may have also been its weird ad campaign.

**183. What Does Rod Marsh Do With His Petroleum Jelly?**

**Company:** Vaseline

**Year Released:** 1982

Rod Marsh was a cricketer who was the wicketkeeper for the National Team of Australia. His career spanned more than a decade, from the 1970s to the early 1980s. The professional cricketer passed away, sadly, in 2022, leaving behind a lot of memories.



**What does Rod Marsh do with his Vaseline Petroleum Jelly?**

Rod's skin may look like it has that Aussie toughness. But a Test Match can be more than a match for his skin. That's where his Vaseline Petroleum Jelly comes in. He puts it on before his gloves and pads to prevent chafing. Soothes it on cuts and abrasions after his flying catches. And uses it to help relieve sun-dried lips. Even a tough Aussie needs a little softness.

**Vaseline**  
petroleum jelly

Mother Nature's Magic Soother.

©1982 V&C, a registered trademark



What Does Rod Marsh Do With His Petroleum Jelly? @mcclements9/Twitter



And ads. Marsh, like many professional athletes, was able to ink product deals with major companies. That was the genesis of this somewhat-awkward ad, which asked the question, “What does Rod Marsh do with his petroleum jelly?”

#### **184. How To Kiss A Girl**

**Company:** Common Sense Gum Co.

**Year Released:** 1911

Listerated Pepsin Gum promised to not only freshen your breath, but also to teach you how to kiss a girl. That’s just what it did with this early 1900s ad, which gave a lengthy, rather exhaustive, and far too detailed account on how to kiss a girl.

## Do You Know How to Kiss a Girl? Then Learn!



Stand facing her.  
Do not tell her your intentions.  
Do not ask permission to kiss her.  
Look dreamily into her eyes.  
You may hold her right hand in your right hand, if you wish.  
It is well to sigh a couple of times about this stage of the game.  
Whisper softly that her rosebud lips remind you of cupid's bow.  
She will probably drop her eyes and blush when you say that.  
Place the fingers of your left hand under her chin and tilt back her head slightly.  
Draw her gently towards you.  
Do not hurry.  
Gaze deeply at the love-lights which slumber in her eyes.  
Sigh once more.  
Incline your head towards hers until your lips — BUT WAIT!  
Do not kiss her until you know that she uses Listerated Pepsin Gum, the only antiseptic gum in the world, the only chewing gum that makes it safe to kiss.  
If she is a Listerated Pepsin Gum girl, kiss her.

Copyright 1911 by Common Sense Gum Co.

*Don't Miss Scott 1916*

## Do You Know How



Stand facing  
Do not tell  
Do not ask  
Look dream  
You may  
your right  
It is well to  
about the  
Whisper s  
lips remi  
She will p  
and blus  
Place the f  
under he  
head slig  
Draw her  
Do not hur  
Gaze deep  
which sh

How To Kiss A Girl @stasiavarius/Pinterest

But wait! This ad said you were only to kiss her if she used Listerated Pepsin Gum, as this antiseptic gum was the only product of its kind that would make it "safe to kiss." According to the ad, this gum was made by Common Sense Co., which copyrighted the in 1911.

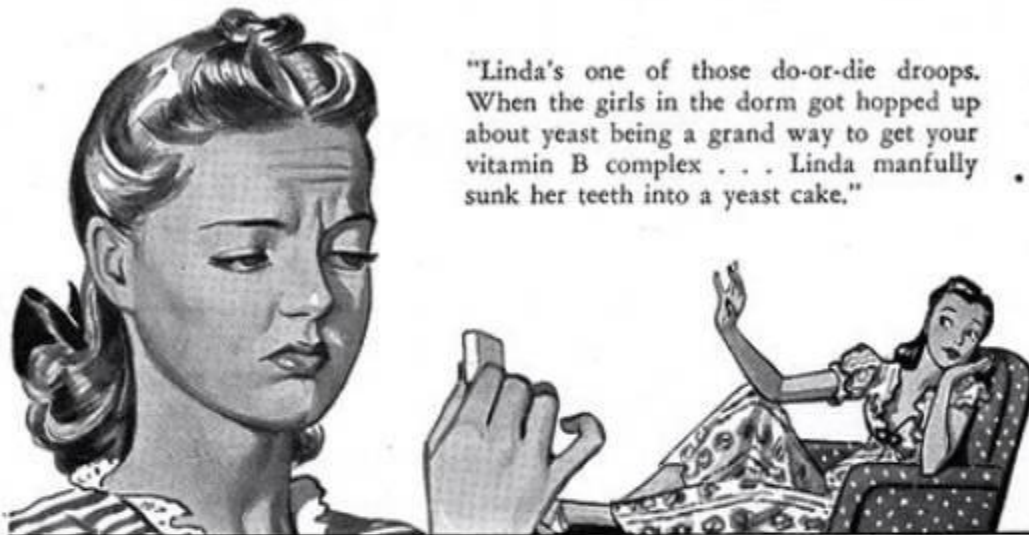
**185. Mother Never Told Me**

**Company:** Fleischmann's Yeast

**Year Released:** 1950s

Fleischmann's Yeast was the it-way to get your B-complex in, according to the company. This stated that, rather than "manfully" eating a yeast cake that makes you act like a "martyr," you could *drink* it instead.

## "Mother never told me!"



"Horrors, woman!" I said. "No wonder you look like a martyr . . . *eating* yeast. Stop riding the horsecars and learn the smooth new way of *drinking* yeast. Just *mash* one cake of Fleischmann's Yeast in a dry glass with a fork. Add  $\frac{1}{4}$  glass cool milk or plain tomato juice or water. *Stir* till the yeast is completely blended. *Fill* glass with liquid. *Stir* and drink!"



Mother Never Told Me @ronfrank/Pinterest

Fleischmann's Yeast could be mixed with tomato juice, milk, or water to blend it together, making it far easier to drink. Fleischmann's is still making yeast, by the way, and you can snag its Active Dry Yeast for \$6-\$12 on Amazon. Just be sure not to "manfully" eat it.

### **186. Seems A Tad Dramatic**

**Company:** The Chicago Health Dept. and Civic Federation

**Year Released:** 1903-1924

As has happened throughout history, if the government sees a potential health scare emerging among the population, it will step in, usually with a public information campaign. That was what happened from 1903 to 1924 in Chicago.





Seems A Tad Dramatic @Tumblr/Pinterest

The Chicago Health Department teamed up with the Civic Federation to tell mothers that their milk was “best of all.” In this ad, the baby on the left, fed with mother’s milk, looked happy and healthy, while the one on the right looks like an old man because he’s been consuming tea, beer, sweets, and coffee.

### 187. Mary Was Using The Wrong Toilet Paper



**Company:** Scott Tissues

**Year Released:** 1940s

Well, that's a bit better than today, where a "fidgety" kid who "couldn't concentrate" would probably be diagnosed with something immediately. Scott Tissues released this ad in the 1940s, stating that harsh toilet tissue was making kids fidgety.

"Mary was so fidgety she couldn't concentrate ..."



...I was shocked to find that harsh toilet tissue was the cause"



**SCOTTISSUE**—the soft, pure white, 1000-sheet roll

**WALDORF**—the soft, popular-priced, cream-colored roll

"I WAS worried when Mary's teacher told me she was restless in school and couldn't seem to concentrate. When I asked Mary what was the matter she complained of an itching. I asked a friend's advice at Mother's Club that afternoon. She said it was probably caused by harsh or impure toilet tissue, and recommended Scott Tissue. So I bought some Scott Tissue. It looked very pure and soft. In a few days Mary's trouble had entirely disappeared. I was amazed to find that toilet tissue could cause so much discomfort."

EXPERIENCES LIKE THIS are common. Harsh tissue can cause serious inflammation. Women and girls especially, because of their peculiar requirements, need a soft, highly absorbent tissue—such as Scott Tissue or Waldorf. Made to the same standards of purity as absorbent cotton, these famous health tissues cleanse and dry thoroughly, safely. Highly absorbent, they assure at all times an immaculate condition. They are extremely soft—nothing to even the most sensitive skin. Scott Tissue or Waldorf in your bathroom protects the health of every member of your family. Always keep a supply on hand. Scott Paper Company, Chicago, Pennsylvania.

**Scott Tissues** *Soft as Old Linen*



**SCOTTISSUE**—the soft, pure white, 1000-sheet roll

**Scott Tissue**

Mary Was Using The Wrong Toilet Paper @sophia971922/Pinterest

“Soft as old linen,” was the motto behind Scott Tissues, and, admittedly, using harsh toilet paper could easily cause anyone to squirm in their seat. Scott is still around to this day at stores like Target and Walmart, though it has since changed its ad campaigns to something less bizarre.

### **188. He Has One**

**Company:** Unconfirmed

**Year Released:** Early 1900s

Malaria was eradicated in America in the 1950s, but, before that, it was a very problematic, prevalent disease. Spread by mosquitoes, malaria ran through highly-populated regions in the U.S., negatively impacting the health and economy.

He Has One @cheezburgerpins/Pinterest

As a malaria-endemic country, there were a lot of ads in the U.S. encouraging people to get mosquito netting. This one-ounce, \$1 net, for example, went over the face like a helmet, keeping disease-ridden insects at bay. Though it might look bizarre to us now, the fight against malaria in America was intense a century ago.

**189. Tuna 'N Waffles**

**Company:** Campbell's

**Year Released:** 1950s

We're including this on our ad list because it is so bizarre. Tuna 'N Waffles was a mid-century delicacy. Nowadays, we look at a lot of cuisine from the 1950s with eyebrows raised, and we're sure it would be vice versa (imagine showing someone from the '50s oat milk).

Tuna 'N Waffles @midcenturymenu/Pinterest

Tuna 'N Waffles required cream of mushroom soup, stuffed olives, tuna, and milk, all heated together and then poured over two large, "crisp" waffles. Sorry, 1950s, but we'll have to pass on this "quick'n easy dinner."

### **190. Mother Will Appreciate It, Not Father**

**Company:** K&A

**Year Released:** 1954

Gender roles were quite rigid in 1954, with women tending to stay home and cook, clean, and raise the kids while men were out working. Though that would change with the further progression of women's liberation, it was pretty much a done deal in the '50s.



Mother Will Appreciate It, Not Father @sophia971922/Pinterest

This K&A Mop ad is a good example of these gender roles, as this mop was advertised as a gift “Mother” would “appreciate” all year-round, thanks to its “labor-saving” qualities. Gifting your mom a mop bucket sounds a bit depressing now, but K&A swore that it would “add years” to her life in the ‘50s.

**191. Nic-o-cin Will Do The Trick**

**Company:** Nic-o-cin

**Year Released:** 1930s

We all know that smoking is bad for us, as it is linked to obesity, cancer, and other preventable diseases. Smoking rates have dropped dramatically in the past few decades, as this unhealthy habit has been de-normalized.

Nic-o-cin Will Do The Trick @inspirationfeed/Pinterest

People are very aware of the dangers now, and it seems as though they still had some awareness in the 1930s. Products like Nic-o-cin pastilles claimed that they would “neutralize” nicotine, meaning you’d never need to cut back on your cigarette intake again.

### **192. A “Cure For Drunks”**

**Company:** Dr. Harold Bogg

**Year Released:** Late 1800s

Cocaine wine was once a thing, and it started becoming popular in 1860. Tawny Cocaine Port was just one example of this drink, which was basically cocaine mixed with grape juice and syrup.

**NEW CURE FOR DRUNKS**

THERE IS A CURE FOR ALCOHOLICS THAT HAS SHED ITS RADIANCE INTO THOUSANDS OF DESOLATE HOMES. IT DOES ITS WORK SILENTLY AND SURELY THAT WHILE THE AFFECTED LOVED ONES LOOK ON, THE DRUNKARD IS RECLAIMED, EVEN AGAINST HIS WILL OR WITHOUT HIS KNOWLEDGE.

**TAWNY COCAINE PORT** →

THE CURE WORKS LIKE MAGIC, CONSISTING ALMOST ENTIRELY OF COCAINE SYRUP AND WEAK GRAPES. IF ANY DRUNKARD DRINKS COPIUS AMOUNTS OF THIS COCAINE SYRUP, THEY WILL ALMOST INSTANTLY LOSE THEIR NEED AND WANT OF ALCOHOL AND WILL GAIN A NEW WANT FOR LIFE AND FUN.

DR HAROLD BOGG  
FOUNDER

**TELL THEM TO DRINK MORE**

THEN HAND THEM BOGG'S TAWNY PORT

THE CURE IS CLEVERLY DISGUISED IN A VALUABLE PORT BOTTLE THAT FOOLS EVEN THE HADDIEST OF ALCOHOLICS

ALCOHOL  
TASTES  
LIKE

SEND ORDERS OF 25 OR MORE TO DR. HAROLD BOGG, FOUNDER AND OWN, NEWARK, N.J. 07102. DRUGGISTS AND GROCERIES WILL FURNISH THE PORT WITH A LITTLE HELP. SEE BOX FOR DETAILS. COLLECTOR'S COPY.

**PORT**

MAGIC, CONSISTING ALMOST ENTIRELY OF COCAINE SYRUP AND WEAK GRAPES. IF ANY DRUNKARD DRINKS COPIUS AMOUNTS OF THIS COCAINE SYRUP, THEY WILL ALMOST INSTANTLY LOSE THEIR NEED AND WANT OF ALCOHOL AND WILL GAIN A NEW WANT FOR LIFE AND FUN.

**TELL THEM TO DRINK MORE**

THEN HAND THEM BOGG'S TAWNY PORT

A "Cure For Drunks" @dearaunty/Twitter

Dr. Harold Bogg, the inventor of Tawny Cocaine Port, swore that this drink had no ill effects, as it would "cure" even the most stubborn of drunks. While it might have curbed the alcoholism, that was likely only because the alcoholic was addicted then to something else—cocaine.


### 193. Oil Your Teeth

**Company:** Nulyne Laboratories

**Year Released:** 1921

"Oil your teeth" is a phrase that we never hear today, as "Brush" and "Floss" are far more prevalent. But, in 1921, Nulyne Laboratories instructed people to do just that. Its Chlorox Tooth Paste would prevent tartar from forming when you spread it on your teeth.

**Oil Your Teeth**



WITH  
**CHLOROX**  
Tooth Paste

**C**HLOROX Tooth Paste  
*keeps tartar from forming.*

The secret of its wonderful  
cleansing power is the white  
mineral *oil in the paste.*

It is soluble and goes in be-  
tween the teeth where ordinary  
paste can not.

It leaves the teeth smooth,  
white and shiny, and nothing  
is better for the gums.

Millions report astonishing  
results.

Chlorox is the *only* tooth  
paste which permits you to  
"oil your teeth."

NULYNE LABORATORIES, *Jackson, Michigan*



WI  
**CHLO**

Oil Your Teeth ©r/vintageads/Reddit



This paste would leave your teeth white, shiny, and smooth, and, according to Nulyne, “millions” had reported “astonishing results” from this product, which was the only one of its kind. The secret ingredient? Mineral oil mixed into the toothpaste.

#### **194. Sensible Mothers Buy Their Kids...Corsets?**

**Company:** Ferris Bros.

**Year Released:** 1910-1911

We hear a lot today about the “body positivity” movement and the importance of showing people, especially kids, that it is not okay to judge others for their size. This ad just proves that this struggle has been going on for more than a century.

**YOUR CHILD**  
MUST BE KEPT  
**HEALTHY**  
or she cannot be  
**BEAUTIFUL.**

**SENSIBLE**  
**MOTHERS**  
BUY

**GOOD**  
**SENSE**

**Corset Waists.**  
**FERRIS' Pat.**

Ring Buckle at Hip  
for Hose Supporters.  
Tape-fastened Buttons  
—won't pull off.  
Cord-edge Button Holes  
—won't wear out

**BEST MATERIALS**  
throughout.

**BEST** For Health,  
Comfort  
Wear and Finish.

**THOUSANDS**  
now in use in the United  
States, England and  
Canada. For sale by  
Leading Retailers,  
or mailed *FREE* on  
receipt of price, by  
**FERRIS BROS., Mfrs., 341 Broadway, N. Y.**  
**J. RICH'D FREUD & CO., Wholesale Agents,**  
725 Market Street, San Francisco, Cal.

Satisfaction  
Guaranteed  
or  
Money  
Returned.  
**TRY**  
**THEM.**

**FIT**  
**ALL**  
**AGES**  
Infants  
to  
Adults.

Child	.50
	.70
	.75
Miss	.70
	.75
	.80
	.85
Young Ladies	1.00
	1.10
Ladies	1.00
	1.25
	1.50
	1.75
	2.00

**AVOID**  
*Inferior*  
*Imitations.*  
**Be Sure**  
your Corset  
is stamped  
**GOOD**  
**SENSE.**

Send for Illustrated circular.



**YOUR CHILD**  
MUST BE KEPT  
**HEALTHY**  
or she cannot be  
**BEAUTIFUL.**

**SENSIBLE**  
**MOTHERS**  
BUY

**GOOD**  
**SENSE**

**Corset Waists.**  
**FERRIS' Pat.**

Ring Buckle at Hip  
for Hose Supporters.  
Tape-fastened Buttons  
—won't pull off.  
Cord-edge Button Holes  
—won't wear out



Sensible Mothers Buy Their Kids...Corsets? @dailymail/Pinterest

This Ferris Bros. ad actually recommended that mothers buy corsets for their children, in order to promote their “health” and “comfort.” The reason? According to Ferris Bros., a child must be “kept healthy” in order to “be beautiful.”

**195. Be Slim When Going Back To School**

**Company:** Thompson Medical Co.

**Year Released:** 1970s

The “Slim Set” Back to School “Slim-Twins” promised to help teenagers get as slim as they “should be.” Made by Thompson Medical Co., this cringey product consisted of “Slim-Mint” and “Figure-Aid,” both of which were said to help you lose “inches” and “pounds.”

One consisted of tablets, while the other consisted of chewing gum, and both promised to reduce your appetite and have you eating less. Fad diet products have been around since far before the '70s, when this ad aired, and they'll be around for much longer, unfortunately.

### **196. A Wife's Message**

**Company:** Mrs. Margaret Anderson

**Year Released:** Early 1900s

"A Wife's Message," reads the attention-getting headline at the top of this ad. Mrs. Margaret Anderson promised to tell people, free of charge, on how to rid their home of the "awful" curse of alcoholism.





**A Wife's Message**

**"IF YOU REALLY WANT TO CURE YOUR HUSBAND OR LOVED ONE OF DRINKING, I WILL GLADLY TELL YOU HOW TO DO IT."**

**Simply Write Her a Letter and She Will Tell You FREE of Cost How to Rid Your Home of This Awful Curse.**

For over twenty years the husband of Mrs. Margaret Anderson was a hard drinker, and had tried in every way to stop, but could not do so. She and her family in consequence suffered all the troubles and misery caused by this awful curse. Almost discouraged, yet determined to cure him, she at last succeeded by the use of a simple home remedy, which anyone can give even secretly. Her husband is cured to stay cured. She knows from her own actual experience the trouble and heartache caused by drink, and now that her home is bright and happy again, she wants everyone who has drunkenness in their home to know of this wonderful remedy, and if they are sincere in their desire to cure this disease, and will write to her, she will tell them just what the remedy is. She has nothing whatever to sell and wants no money. Her address is MRS. MARGARET ANDERSON, 820 Maple Ave., Hillburn, N. Y. She is sincere in this offer, and has sent this valuable information to thousands, and we know she will gladly send it to you, if you will but write her today.

**Mrs. Margaret Anderson, THE NOBLE WOMAN WHO IS HATED BY THE WHISKEY TRUST**

### A Wife's Message

According to Anderson, this cure is a home remedy, which she probably sells after telling you what it is (the telling is free, the product, not so much). Anderson claimed she had nothing to sell and wanted no money, but, if that was the case, why not just say what the home remedy was in the ad?

### 197. Be Gay As Ever With Chichesters Pills

**Company:** Chichesters Pills

**Year Released:** 1950s



Be "gay as ever," even on the "difficult days," reads this ad, which showcased Chichesters Pills. These pills, when taken as directed, would help relieve the discomfort, pain, and cramps that accompanied a woman's menstrual cycle.


**GAY AS EVER**



**EVEN ON DIFFICULT DAYS**

To relieve periodic cramps, pain and discomfort she tries CHICHESTERS PILLS. Note — take as directed. They contain no habit-forming drugs. Keep them on hand. 50¢ and up at all good druggists.

**GAY E**



**EVEN ON DIFFICULT DAYS**

To relieve periodic cramps, pain and discomfort she tries CHICHESTERS PILLS. Note — take as directed. They contain no habit-forming drugs. Keep them on hand.

Be Gay As Ever With Chichesters Pills @Tumblr/Pinterest

For fifty cents, you could purchase Chichesters Pills, which contained pennyroyal. Before the 1970s, women began using these pills off-label for other “female troubles,” which then led to them eventually being banned.

### **198. Light A Lucky To Be Thin**

**Company:** Lucky Strike Cigarettes

**Year Released:** 1929

Constance Talmadge appeared in this 1929 ad for Lucky Strike cigarettes with an interesting proposal. Whenever you want a sweet, “light a Lucky” instead. While that would, technically, work to help you lose weight, you’d basically be trading donuts for cancer.

# “Light a Lucky and you’ll never miss sweets that make you fat”

*Constance Talmadge*

Constance Talmadge,  
Charming Motion  
Picture Star

Instead of eating between meals... instead of fattening sweets... beautiful women keep youthful slenderness these days by smoking Luckies. The smartest and loveliest women of the modern stage take this means of keeping slender... when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are toasted—a costly extra process which develops and improves the flavor. That's why Luckies are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why folks say: “It's good to smoke Luckies.”

For years this has been no secret to those men who keep fit and trim. They know that Luckies do not cut their wind nor harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinions of 20,679 physicians who maintain that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

“REACH FOR A LUCKY  
INSTEAD OF A SWEET.”

## “It's toasted”

No Throat Irritation—No Cough.

© 1925, The American Tobacco Co., Manufacturers



Constance Talmadge,  
Charming Motion  
Picture Star

Reach for a  
Lucky instead  
of a sweet.

Constance Talmadge,  
Charming Motion  
Picture Star

Light A Lucky To Be Thin @inspirationfeed/Pinterest

Nicotine helps suppress your appetite by activating a neurological pathway in your brain that, otherwise, is pretty dormant. That said, you receive weight loss in exchange for a ton of negative health benefits, from cancer to gum disease.

**199. Rid Teeth of Acid Fur**



**Company:** Phillips

**Year Released:** Unconfirmed

While we all know that Phillips' Milk of Magnesia can be used to treat constipation, it is not widely-known that Phillips tried to shoe-horn this ingredient into toothpaste. Phillips' Dental Magnesia promised to rid your teeth of "acid fur," which, admittedly, sounds like a cool band name.



Rid Teeth of Acid Fur ©John Frost Newspapers / Alamy Stock Photo

By “acid fur,” Phillips likely meant tartar and plaque. While we’re not sure the effects of this “Dental Magnesia,” it appears that it didn’t quite catch on, as, unlike Phillips’ constipation medication, you don’t see it on shelves today.

### [Strangest Deferred Contracts In Sports](#)

Sports contracts are often complex and can be difficult to understand. It can be even more confusing when they involve elements of deferred payments, such as salaries being paid out over multiple years or performance-based bonuses being delayed. As much as everyone loves a big paycheck, sometimes it pays to wait. From Bobby Bonilla’s now [...]

### [24 Things To Collect That Could Make You Money in the Future](#)

When you think of the word “collectible,” your mind probably jumps to visions of vintage, antique toys, books, and other pieces of memorabilia. However, that is not always the case, as modern items bought in the 2000s, 2010s, and 2020s could become pricey collectibles in the future. Your limited-release Nike sneakers, Funko Pops from Comic-Con, [...]

### [The Over-the-Top Celeb Weddings You’ll Never Forget](#)

There’s nothing quite like a celebrity wedding to pique the interest of adoring fans across the world. The average cost of a wedding ceremony for non-celebrities is over \$30,000, a cost that most people consider a major, life-changing expense. However, that \$30K wouldn’t even cover the cost of an A-lister’s wedding dress. From specially-designed golden [...]

### [Forbidden Places in the World You Aren’t Allowed to Visit](#)

Nowadays, research is at your fingertips with the click of just a few buttons. You can learn about anything using your phone or laptop, and there are few barriers for the curious. Unless they’re trying to learn about what’s inside these top-secret locations, that is. All of the sites on this list are heavily-restricted, which [...]

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