

## 23-4 Advertisements (1925, 1927)

The advertising industry achieved much prominence in the 1920s as the American economy began focusing more strongly on consumption. In newspapers and magazines and on the radio, advertising messages used sophisticated techniques to attract consumers to various products.

### Advertisement for Berkey & Gay Furniture Company (1925)

Do they know Your son at MALUCIO's?

There's a hole in the door at Malucio's. Ring the bell and a pair of eyes will look coldly out at you. If you are known you will get in. Malucio has to be careful.

There have been riotous nights at Malucio's. Tragic nights, too. But somehow the fat little man has managed to avoid the law.

Almost every town has its Malucio's. Some, brightly disguised as cabarets-others, mere back street filling stations for pocket flasks.

But every Malucio will tell you the same thing. His best customers are not the ne'er-do-wells of other years. They are the young people-frequently, the best young people of the town.

Malucio has put one over on the American home. Ultimately he will be driven out. Until then THE HOME MUST BID MORE INTELLIGENTLY FOR MALUCIO'S BUSINESS.

There are many reasons why it is profitable and wise to furnish the home attractively, but one of these, and not the least, is-Malucio's.

The younger generation is sensitive to beauty, princely proud, and will not entertain in homes of which it is secretly ashamed.

But make your rooms attractive, appeal to the vaulting pride of youth, and you may worry that much less about Malucio's-and the other modern frivolities that his name symbolizes.

A guest room smartly and tastefully furnished-a refined and attractive dining room-will more than hold their own against the tinsel cheapness of Malucio's.

Nor is good furniture any longer a luxury for the favored few. THE PRESCOTT suite shown above, for instance, is a moderately priced pattern, conforming in every detail to the finest Berkey & Gay standards.

In style, in the selection of rare and beautiful woods, and in the rich texture of the finish and hand decorating, it reveals the skill of craftsmen long expert in the art of quality furniture making.

The PRESCOTT is typical of values now on display at the store of your local Berkey & Gay dealer. Depend on his showing you furniture in which you may take deep pride-beautiful, well built, luxuriously finished, and moderately priced.

There is a Berkey & Gay pattern suited to every home-an infinite variety of styles at prices ranging all the way from \$350 to \$6,000.

### Advertisement for Eveready Flashlight and Battery (1927)

The Song that STOPPED!

A child of five skipped down the garden path and laughed because the sky was blue. "Jane," called her mother from the kitchen window, "come here and help me bake your birthday cake." Little feet sped. "Don't fall," her mother warned.

Jane stood in the kitchen door and wrinkled her nose in joy. Her gingham dress was luminous against the sun. What a child! Dr. and Mrs. Wentworth cherished Jane.

"Go down to the cellar and get mother some preserves . . . the kind you like."

"The preserves are in the cellar," she chanted, making a progress twice around the kitchen. "Heigh-ho a-derry-o, the preserves are . . ." her voice grew fainter as she danced off. ". . . in the . . ."

The thread of song snapped. A soft *thud-thud*. Fear fluttered Mrs. Wentworth's heart. She rushed to the cellar door.

"Mother!" . . . a child screaming in pain. Mrs. Wentworth saw a little morsel of girlhood lying in a heap of gingham and yellow hair at the bottom of the dark stairs.

The sky is still blue. But there will be no birthday party tomorrow. An ambulance clanged up to Dr. Wentworth's house today. Jane's leg is broken.

If a flashlight had been hanging on a hook at the head of the cellar stairs, this little tragedy would have been averted. If Jane had been taught to use a flashlight as carefully as her father, Dr. Wentworth, had taught her to use a toothbrush, a life need not have been endangered.

*Part Twenty-Three: The 1920s and Modern America*

An Eveready Flashlight is always a convenience and often a life-saver. Keep one about the house, in the car; and take one with you wherever you go. Keep it supplied with fresh Eveready Batteries-the longest-lasting flashlight batteries made. Eveready Flashlights, \$1.00 up.

NATIONAL CARBON CO., INC. EVEREADY FLASHLIGHTS & BATTERIES  
A THOUSAND THINGS MAY HAPPEN IN THE DARK

1. What anxieties and prejudices does the Berkey and Gay Furniture advertisement play upon? What method is employed in gaining th attention and loyalty of the prospective buyer?
2. How does the Berkey and Gay advertisement appeal the consumer's self-image and desire for social acceptance?
3. How does the Eveready advertisement create a need for its product? What methods are used to appeal to the average American consumer?