



**Advertising
Slogans (Mostly
from History)**



Answers

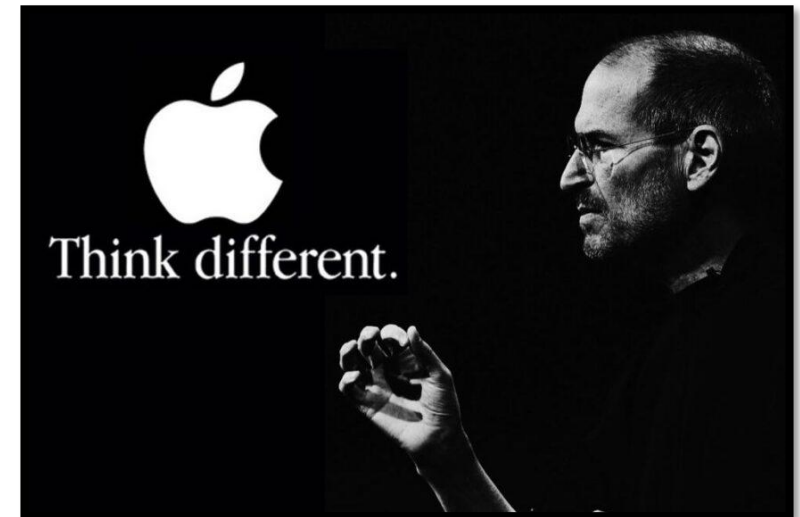
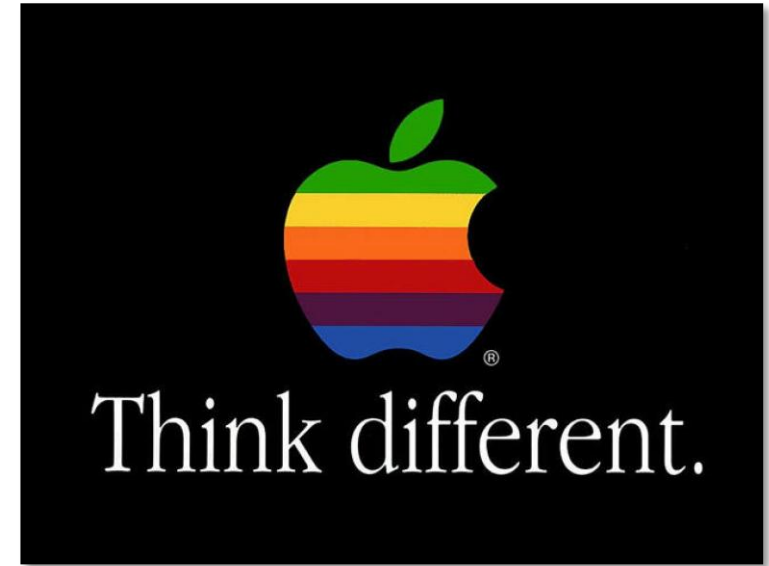
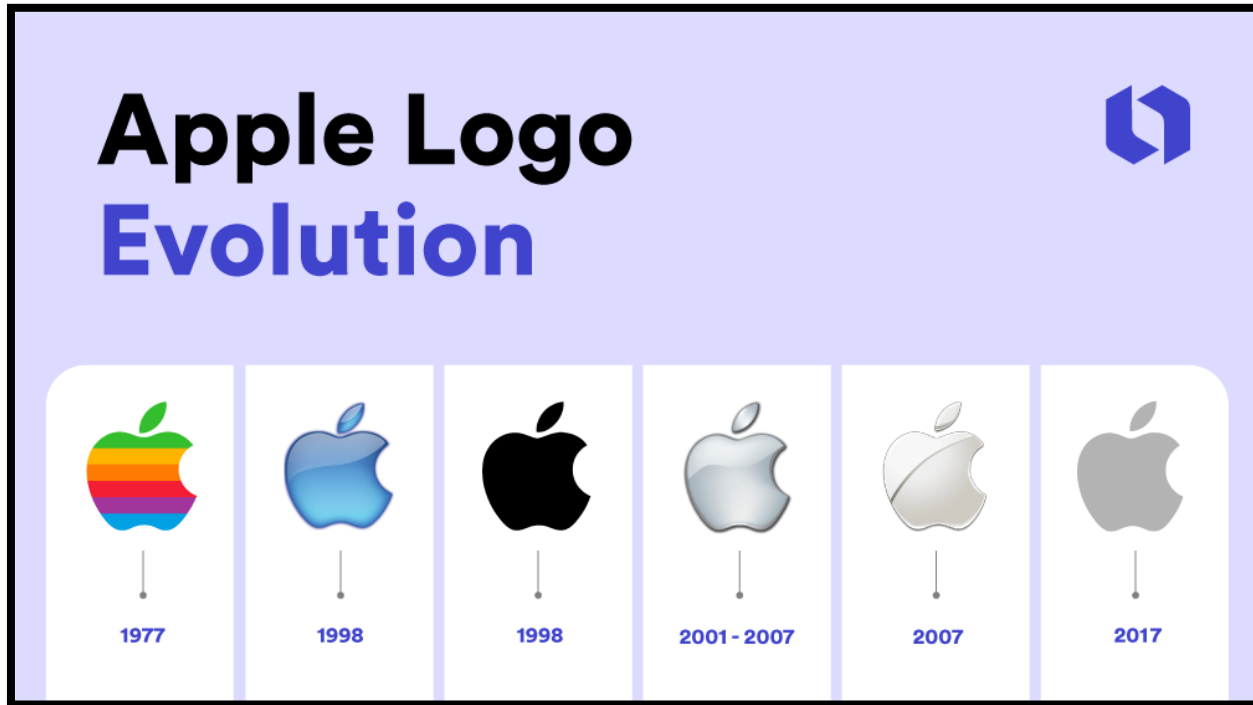
1. Toyota



2. U.S. Army



3. Apple



4. Grey Poupon



5. FedEx



FedEx

**NOW YOU KNOW
WHICH ONE
CAME FIRST.**



FedEx
Express
The World On Time.

6. Disney Parks



7. American Express



8. Timex



9. Brylcreem



A Little Dab'll Do Ya!

Picture Post, 23 May, 1953 Registered at the G.P.O. as a Newspaper.

Yes Sir!
BRYLCREEM
YOUR HAIR

for the **CLEAN**[★]
smart look



★ **NOT GREASY** ✓
NOT MESSY ✓

Brylcreem is different—you can tell that at once. Different because its pure oils are emulsified to prevent excessive oiliness: because it's not greasy, not messy. Different because it grooms your hair the healthy way, gives that *clean*, smart look which goes hand in hand with success. Brylcreem *your* hair and see the difference. Brylcreem comes in tubs 1/6, 2/3 and 4/1, or handy tubes 2/3.

BRYLCREEM YOUR HAIR
BECAUSE Brylcreem contains valuable tonic ingredients and pure, natural *emulsified* oils.
BECAUSE Brylcreem gives the *double* benefit of day-long smartness and lasting hair health.
BECAUSE Brylcreem ensures a clean scalp, free from dandruff.

BRYLCREEM — THE PERFECT HAIRDRESSING

PPM: 130/104

10. Maybelline



11. Pringles



12. Wheaties

CHAMPIONS OF BASEBALL
INVITE YOU TO TRY A
"Breakfast of Champions"

WHEATIES—Tempting, Golden Brown Whole Wheat Flakes in a New and Delicious Form—When Served with Plenty of Milk or Cream and Some Kind of Fruit, It's a "Breakfast of Champions" That Famous Athletes Rave About!

Now, This Product and the Claims Made For It, Have Been Approved by The Committee on Foods of the American Medical Association.

EVERYBODY knows that whole wheat is high in B₁ food energy content—so who would ever have thought that whole wheat could be made so delicious as to be enjoyed in a cereal form? Well, it can! In a crisp, crunchy, golden brown flake with all the allure to the imagination of a French croissant!

Yet that is exactly what the world's leading wheat-milling experts (the makers of the Famous Gold Medal "Golden Oats" Flakes) have accomplished in Wheaties. Wheaties are delicious—no doubt about that even confirmed "cornflakes" by the thousand most eat big breakfasts of whole wheat made into this delicious form. Is it any wonder, then, that Wheaties have taken the country by storm? Once America tasted Wheaties—found how good they are—naturally changed for them. And changing the more and more! As a result, Wheaties sales have increased faster than any other breakfast cereal!

Wheaties, with plenty of milk or cream, sugar, and some kind of fruit, has become known as "Breakfast of Champions." Famous champions of the baseball diamond tell you why on this page. Order Wheaties from your grocer today.

GOLD MEDAL FOODS, INCORPORATED
GENERAL MILLS, INC., MINNEAPOLIS, MINNESOTA

JOE GERRIS, All-Time Star of the Boston Red Sox, says: "I've been eating Wheaties for years. They're really the best cereal I've ever had. They're so good, they make me feel like a champion every time I eat them. They're a real treat!"

WHEATIES Breakfast of Champions
WITH FLAVOR OF MILK OR CREAM, AND SOME KIND OF FRUIT

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www.alamy.com

"IF YOU WANT THE TOPS... TRY A Breakfast of Champions" JOE MEDWICK
Baseball's Leading Batter in 1937

Tomorrow Morning Try Wheaties
Yes—they're wheat. Whole wheat—in gold-brown toasted flakes! But they taste like whole wheat never tasted before. A new taste. A taste so supremely delicious it has made Wheaties America's fastest growing cereal over the past four years.

But that's not all—Wheaties are crisp, roasted and toasted to a turn. So crisp they crackle and crunch. Remember—Wheaties are whole wheat with all of its famous food-energy properties retained.

Wheat has always been the basic cereal food of most Americans. It is a source of good body-building proteins and supplies a greater percentage of minerals than such grains as corn and rice.

Thus, in Wheaties you get these two things which you want in the ideal breakfast food: The substantial "rib-sticking" food values of whole wheat, PLUS a taste that makes every dish an invitation for another.

Wheaties and the advertising claims made for them are accepted by the Council on Foods of the American Medical Association. Try Wheaties. Order from your grocer today by name: **W-H-E-A-T-I-E-S**. Tomorrow morning join Joe Medwick and other famous champions, in a "Breakfast of Champions"—Wheaties with milk or cream, sugar and some kind of fruit.

IF IT'S A "Breakfast of Champions" You Want, This is the Dish—WHEATIES—with some kind of fruit.

Joe Medwick got 26 hits plus 10 RBIs during the 1937 season. He was the only player to lead the league in hits and RBIs.

And It's Tops With These Stars, Too...

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www.alamy.com

General Mills
GOOD SOURCE OF FIBER
32g WHOLE GRAIN* PER SERVING TO HELP KEEP YOU FUELED
B VITAMINS TO HELP UNLOCK ENERGY

The Breakfast of Champions™

WHEATIES

Billie Jean King
BILLIE JEAN KING

TOASTED 100% WHOLE WHEAT FLAKES
HOJUELAS DE TRIGO TOSTADO 100% INTEGRAL

NET WT/PESO NETO 15.6 OZ (442g)

PER 1 CUP SERVING
POR RACION DE 1 TAZA

130 CALORIES
6g FAT
24g CARB
5g FIBER

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alamy

13. Burger King



The iconic
Burger King
"Have it your
way"
campaign

THE
DAILY BRAND



Have it
your
way

BURGER
KING

...we'll make it special.