

## 26 Shockingly Offensive Vintage Ads

---

**BI** [businessinsider.com/vintage-sexist-and-racist-ads-2011-6](https://www.businessinsider.com/vintage-sexist-and-racist-ads-2011-6)



It's true that modern-day ads objectify women, but there's no way companies could get away with what they just did a half-century ago.

In the Pre-Civil Rights era, major brands like Kellogg's featured sexist slogans, like "The Harder A Wife Works, The Cuter She Looks."

Other companies promoted pseudoscience that we now know to be utter bunk. 7-Up told moms to add the soda to their babies' milk. Camel cigarettes was marketed as "the doctor's favorite brand."

It makes you wonder how many of today's ads will shock our grandkids' generation.

View As: One Page Slides

---

Jello (1920s)

---

"Mammy sent dis ovah"

**JELL-O**

A new Jell-O book showing Jell-O as used North, East, South, and West may be had free upon request.

**I**S known to all sections as "America's Most Famous Dessert." In the South, for instance, it is inexpensive enough to be found in the cabins of the old plantation. It is delicious enough to meet the standards of good living at the "Big House." It is dainty enough for milady's afternoon tea. It is appealing enough to turn the sinful, of any color, away from his neighbor's melon patch.

A special de luxe book of Jell-O menus will be sent upon receipt of twenty cents in stamps.

THE GENESEE PURE FOOD COMPANY, Le Roy, N. Y.  
Canadian factory at Bridgburg, Ontario.

[pzrservices.typepad.com](http://pzrservices.typepad.com)

Palmolive (1920s)

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 strongly attracts everyone to her side. Too often her close rival sits in a corner, alone.

Beauty or beauty?—but why choose? Combine 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 as a result.

The secret is so simple. Have a pretty skin—sunburnt, sores, if you're. Costly beauty treatments are unnecessary—just daily use of palm and olive oils as embodied in Palmolive.

It is worth trying for this charm thousands have, the clear, fresh skin you want—in this one week, then more the chance.

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 soothing Palmolive. Then massage softly into the skin. Rinse thor-

oughly. 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, catches since the days of Cleopatra's have found beauty, charm and youth prolonged.

No medications 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 make will be good. Wrinkles will not be your problem as the years advance.

*Avoid this mistake*

Do not use ordinary soaps in the treatment given above. Do not think any green soap, represented as made of palm and olive oils, is the same as Palmolive. Palmolive is a skin emollient as soap fats.

And it costs but not the odds!—so little that millions let it do for their bodies what it does for their faces. Obtain a cake today. Then rest what an amazing difference one week makes.

*Palm and olive oils making this—the nation's green color in Palmolive Soap.*

*Value and efficiency product the quality for only*

**10c**



*Note carefully the name and wrapper. Palmolive Soap is never sold unwrapped.*

Registered in the Patent Office, U.S.A.

Kelloggs (1930s)

**SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!**

I. GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING- AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

**Kellogg's PEP**  
VITAMIN-ENRICHED  
10% BEAN FLAKES

**Vitamins for pep! PEP for vitamins!\***

The advertisement features a central illustration of a man in a suit embracing a woman in a patterned dress and apron. To the right, a large speech bubble contains the headline. Below it, a comic strip shows the man asking the woman about her energy. In the bottom left corner is a box of Kellogg's PEP cereal. At the bottom, a slogan links vitamins to pep.

nomdusuaria.blogspot.com

Plymouth (1940s)

They **"PLYMOUTH IS THE  
All Say- 1940 BEAUTY!"**



And America's Excited  
**LUXURY RIDE!**  
over the



Steering post gear shift standard on all models at no extra cost.



New Sealed Beam Headlights give 50 to 65% brighter road lighting.

**New Luxury Throughout**

1. **MAGNIFICENT STYLING**—new grace, luxury, distinction.
2. **BIGGER CAR** throughout—117" wheelbase—wider seats!
3. **THE LUXURY RIDE!** New appointments, new chassis engineering—entirely new ride formula.
4. **SUPERFINISH** of vital engine parts means longer engine life.

**T**HERE'S never been a low-priced car as *luxurious* as this 1940 Plymouth!

Front seats are 4" wider...vision has been increased through larger windows and windshield. There's a luxurious new feel to the big Floating Power engine—*Super-finished* in vital parts for longer life.

Running boards are optional...oil filter is standard on all models. And be sure to try Plymouth's great *Luxury Ride!*

**EASY TO BUY!** Your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in surprisingly low monthly installments. See your nearby Plymouth dealer for local delivered prices.

MAJOR BOWEN, C. B. S., THURS., 9 TO 10 P.M., E.S.T.

**1940 PLYMOUTH** *The Low-Priced Beauty  
with the LUXURY RIDE*

[Flickr](#)

Camel (1940s)

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

*According to a recent Nationwide survey:*

# MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste . . .  
T for Throat . . .**

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



E. J. Reynolds  
Tobacco Company,  
Winston-Salem, N. C.

# CAMELS

*Costlier Tobaccos*

Schlitz (1950s)



**"Anyway, you didn't burn the Schlitz!"**

There's hope for any young bride who knows her man well enough to serve him Schlitz Beer. For what man (or woman) can resist the taste of Schlitz Beer... a taste millions prefer to the taste of any other beer. No, we're not just saying that. Here's the simple proof:

Schlitz tastes so good to so many people,  
it's first in sales in the U.S.A.

RADIO HEADLINES: "The Maltz of Any", with the Round Coburn, Wednesday, NBC.  
TELEVISION SET: "Schlitz Playhouse of Stars", Friday, CBS-TV.



© 1952, J.C. SCHLITZ BREWING CO., MILWAUKEE, WIS.

**The Beer that made Milwaukee Famous**

Gono.com

7up (1950s)



Watch "Soldiers of Fortune"  
For exciting adventure, see this  
7-Up TV show every week.

Copyright 1955 by The Seven-Up Company



Avoid imitations served from taps or cup-machines. Seven-Up is sold in bottles only.



## Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to toddlers—if they like to be coaxed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. *You like it . . . it likes you!*

# *Nothing does it like Seven-Up!*



*4 out of 5 men  
 want Oxfords  
 ... in these new  
 Van Heusen styles*

**Van Heusen**

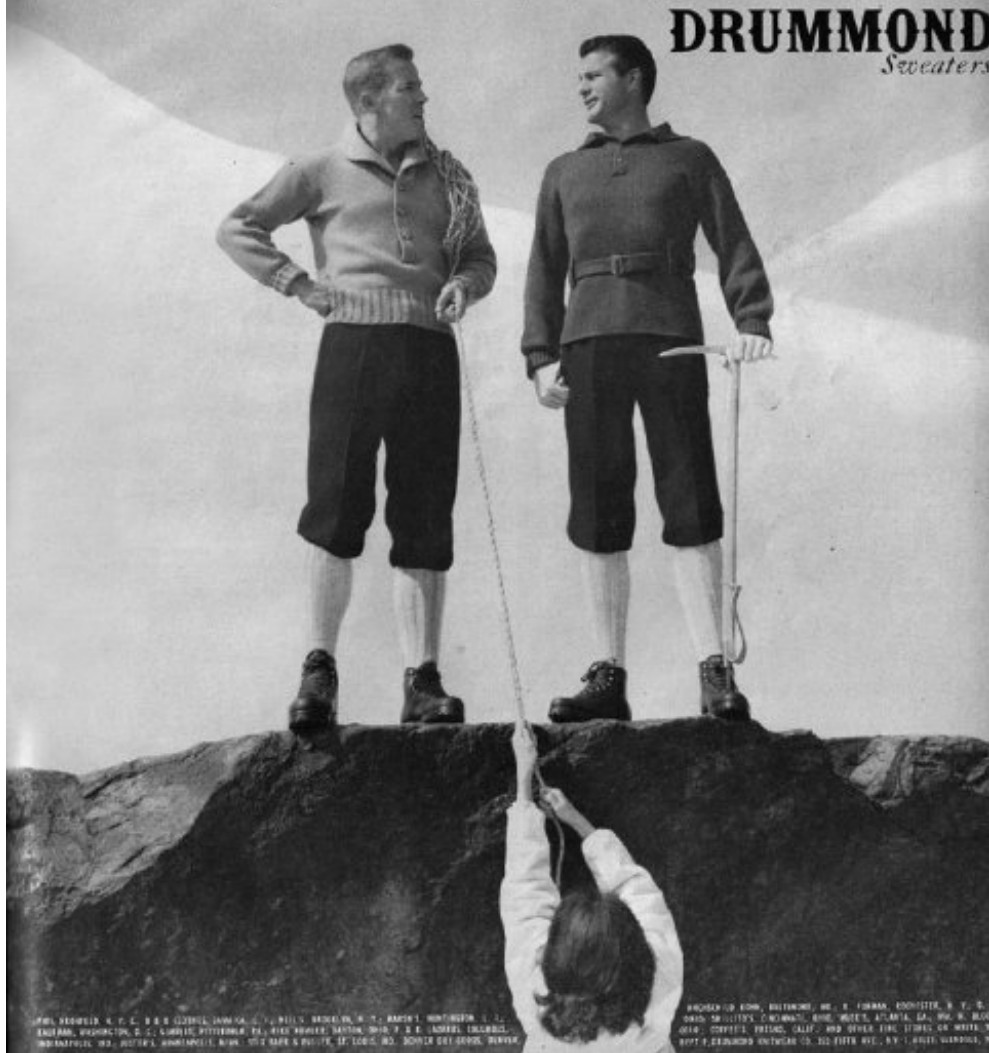
shirts, vests and neckties, only **14.50**  
 a pair of your Van Heusen slacks and all sizes.  
 Van Heusen Oxford Shirts, \$1.50

AnimalNewYork

Drummond (1950s)

*men are better than women!* Indoors, women are useful—even pleasant. On a mountain they are something of a drag. So don't go hauling them up a cliff just to show off your Drummond climbing sweaters. No need to. These pullovers look great anywhere. On the level! Entirely hand fashioned of the purest, warmest worsted in a bold, clear shaker stitch. Genuine bone buttons. Sizes: S-M-L-XL. *Left, Joring.* Low button pullover with harness shawl collar that closes up to neck. Set-in pocket. They come no finer! In brass, white, olive, gray, \$25. *Right, Norfolk.* An entirely new approach to sweater-making. Belted—attention getting—quite magnificent. In brass, olive, black, \$25.

**DRUMMOND**  
Sweaters



The Soda Pop Board Of America (1950s)

For a better start in life  
start **COLA** earlier!



**How soon is too soon?**

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

**The Soda Pop Board of America**  
1515 W. Hart Ave. - Chicago, ILL.

<http://thecitydesk.net>

Chase & Sanborn (1950s)

**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  
... we be unto you!*

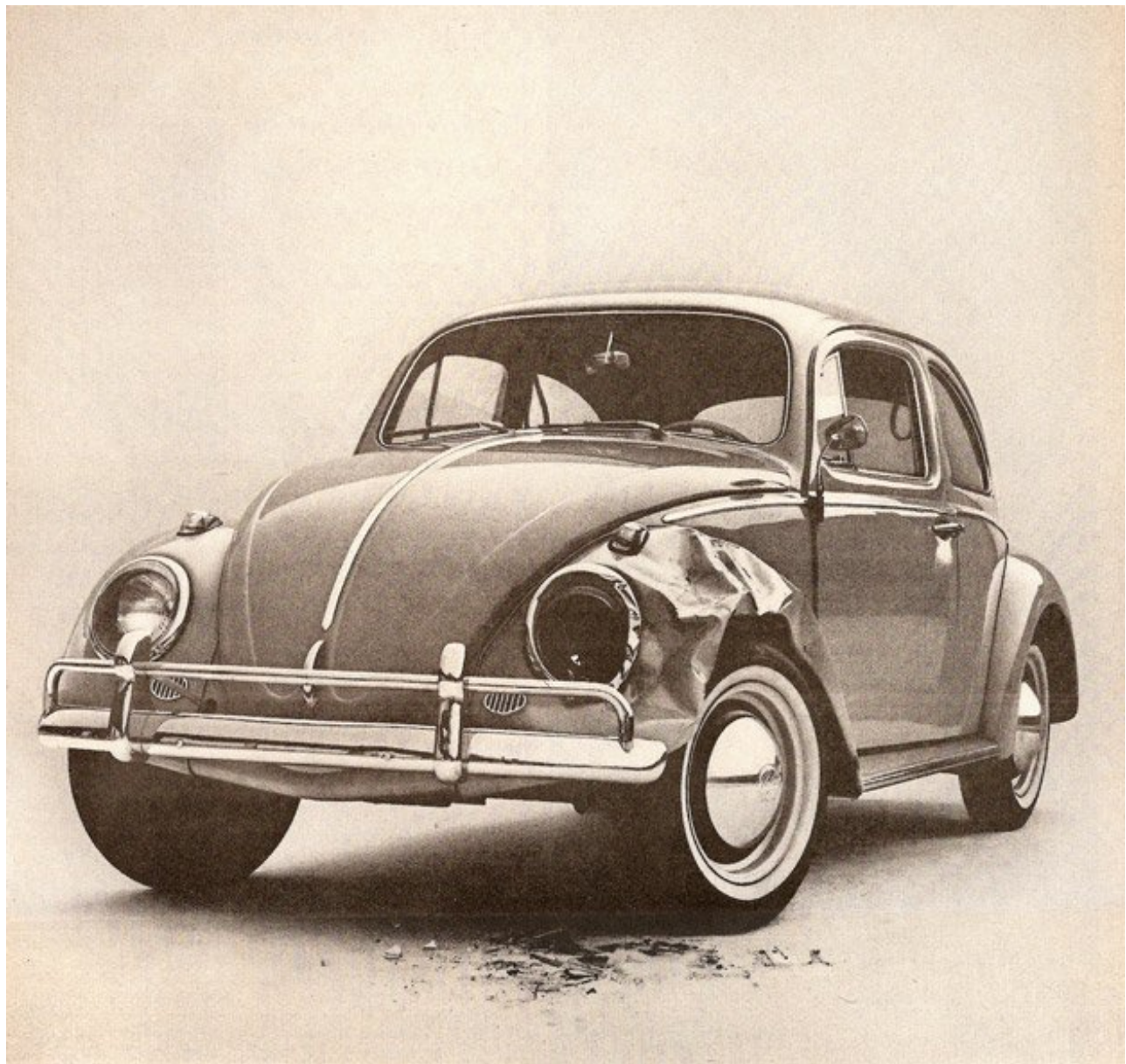
*For today  
there's a sure  
and certain way  
to test for freshness  
before you buy*



Marlboro (1950s)



Volkswagen (1960s)



MANUFACTURER'S SUGGESTED RETAIL PRICE © VOLKSWAGEN OF AMERICA, INC.

## Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For \$24.95,\* plus labor.

And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

Most other VW parts are interchangeable too. Inside and out. Which means your wife isn't limited to fender smashing.

She can job the hood. Graze the door. Or bump off the bumper.

It may make you furious, but it won't make you poor.

So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car.

Even the brakes.



Buzzfeed

Tipalet (1960s)

**Blow in her face and she'll follow you anywhere.**

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

--	--	--	--

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet.**

New from Muriel. About 5 for 25¢.

[Flickr](#)

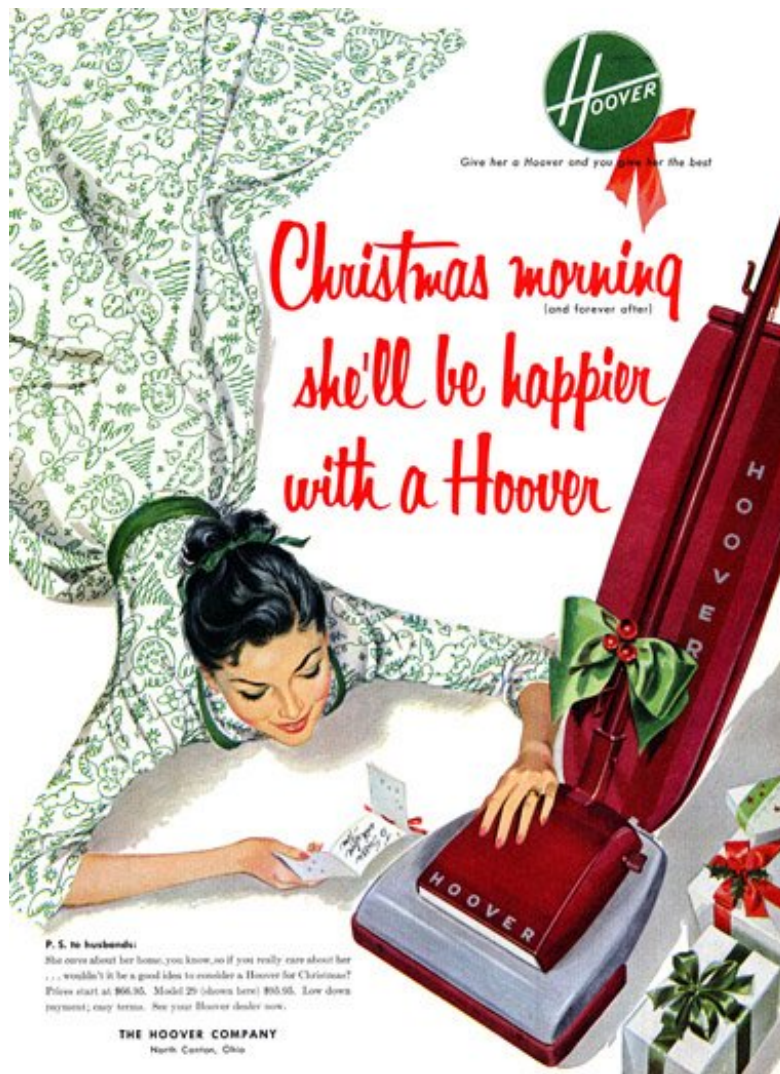
Kenwood (1960s)



Hoover (1960s)

---





[Flickr](#)

Van Heusen (1960s)



**Van Heusen**  
REG. U. S. P. O.

**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-Jones Corp., N. Y. J., N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.

Baby Soft (1970s)

**Love's Baby Soft.  
Because innocence is sexier than you think.**



Love's Baby Soft® is that irresistible, clean-baby smell, grown-up enough to be sexy. It's soft-smelling. Pure and innocent. It may well be the sexiest fragrance around.

**Love Cosmetics**

Leggs (1970s)



**It's nice to have a girl around the house.**

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-

doll carpeting, hunt up a pair of these he-man **Mr. Leggs** slacks. Such as our new automatic wash-wear blend of 65% **\*Dacron\*** and 35% rayon—incomparably wrinkle-resistant. About \$12.95 at plush-carpeted stores.

**Dacron** For Fall!

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

© The Dacron Register Trade Mark

THOMSON COMPANY, 1290 Avenue of the Americas, New York 15, N. Y.

BMW (1970s)



FB&C (undated)

---



*"Fits on the Foot  
Like a Glove  
on the Hand"*

## COLORED KIDS

MAKE A COSTUME  
VASTLY MORE  
ATTRACTIVE



"F. B. & C." is the world famous Kidskin. It is style sponsor in the realm of footwear and the reason's simple: It represents the widest range of beautiful, blending shades. In "F. B. & C." you will find a color to harmonize perfectly with every gown.

When choosing your shoes it is only necessary for you to say—"and be sure they are made of 'F. B. & C.' Kid." That is the merchant's cue to show you the very best there is in smart foot attire.

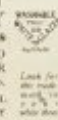
The "F. B. & C." trademark stamped in the shoe is your assurance of the genuine.

Our booklet illustrating the newest in shoe styles will be sent you on request.

FASHION  
PUBLICITY  
COMPANY  
*In Connection With*  
AMALGAMATED  
LEATHER  
COMPANIES, Inc.  
DEPARTMENT L  
NEW YORK CITY



Look for  
this mark  
on  
your shoes



Look for  
this mark  
on  
your shoes



COPYRIGHT 1926  
F. B. & C.

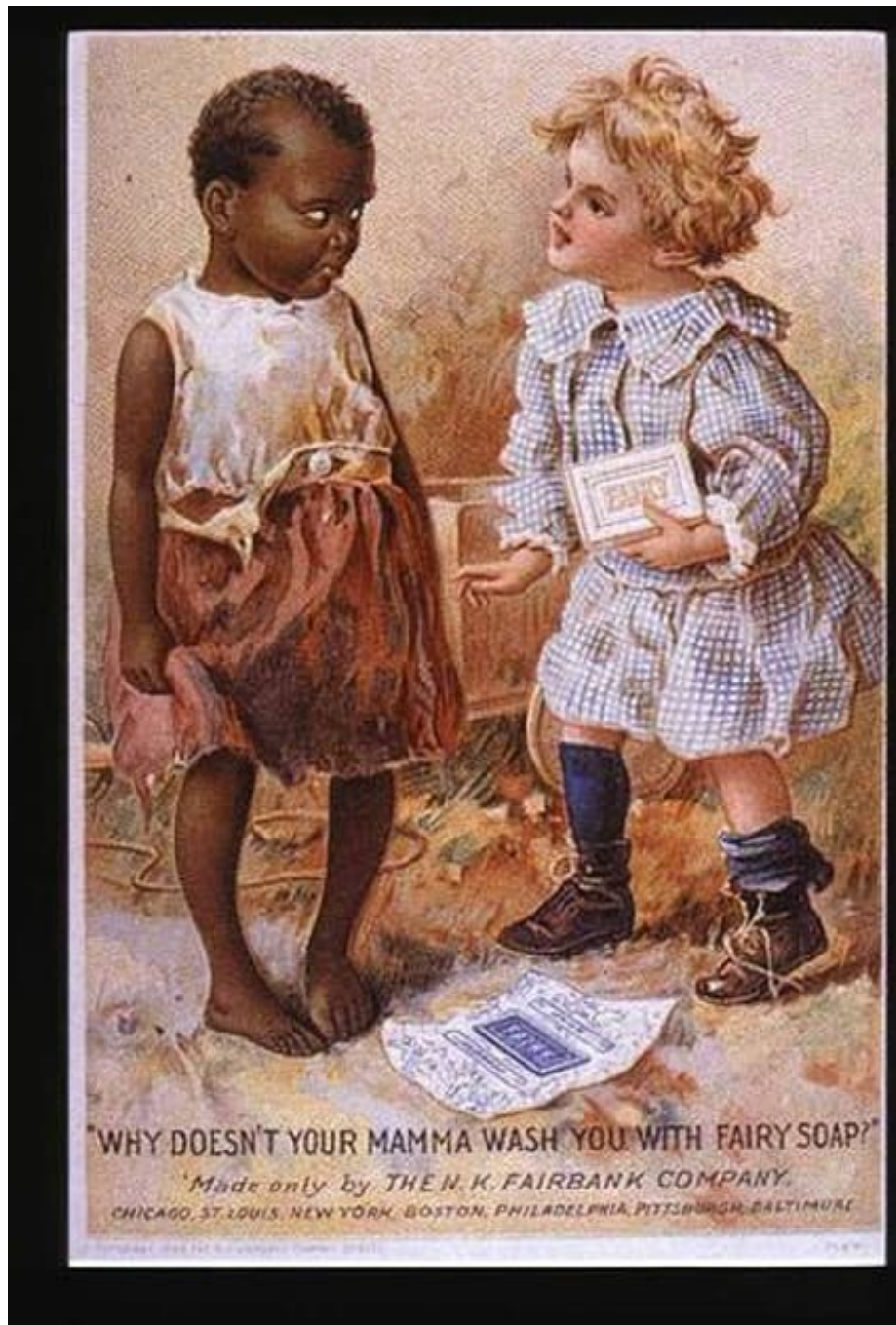
vintage-ads.livejournal.com

Old Gold (undated)



[vintage-ads.livejournal.com](http://vintage-ads.livejournal.com)

NK Fairbank Co. (undated)



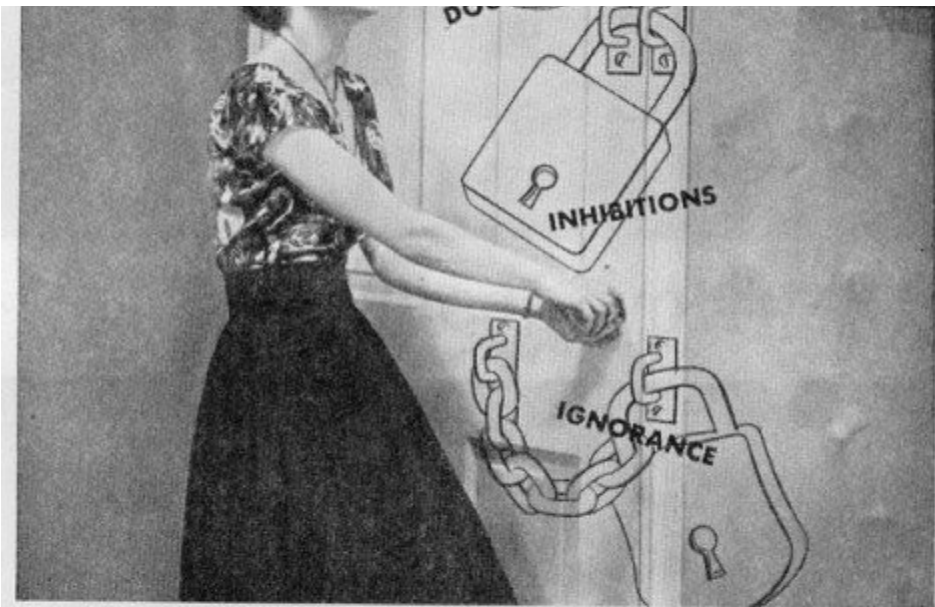
Slate / Chinese Historical Society of America

Lysol (undated)

**"PLEASE, DAVE.. PLEASE DON'T LET ME BE LOCKED OUT FROM YOU!"**







**Often a wife fails to realize that doubts due to one intimate neglect shut her out from happy married love**

A man marries a woman because he loves her. So instead of blaming him if married love begins to cool, she should question herself. Is she truly trying to keep her husband and herself eager, happy married lovers? One most effective way to safeguard her dainty feminine allure is by practicing *complete feminine hygiene* as provided by vaginal douches with a *scientifically correct* preparation like "Lysol." So easy a way to banish the misgivings that often keep married lovers *apart*.

**Germs destroyed swiftly**

"Lysol" has amazing, *proved* power to kill germ-life on contact . . . truly cleanses the vaginal canal even in the presence of mucous matter. Thus "Lysol" *acts* in a way that makeshifts

like soap, salt or soda *never can*.

Appealing daintiness is assured, because the very source of objectionable odors is eliminated.

**Use whenever needed!**

Yet gentle, non-caustic "Lysol" *will not harm* delicate tissue. Simple directions give correct douching solution. Many doctors advise their patients to douche regularly with "Lysol" brand disinfectant, just to insure feminine daintiness alone, and to use it as often as necessary. No greasy aftereffect.

For feminine hygiene, three times more women use "Lysol" than any other liquid preparation. No other is more reliable. You, too, can rely on "Lysol" to help protect your married happiness . . . keep you desirable!

**For complete Feminine Hygiene rely on . . .**



**A Concentrated Germ-Killer**

*Product of Lehn & Fink*



**NEW! . . . FEMININE HYGIENE FACTS!**

**FREE!** New booklet of information by leading gynecological authority. Mail coupon to Lehn & Fink, 192 Bloomfield Avenue, Bloomfield, N. J.

Name \_\_\_\_\_

Street \_\_\_\_\_

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

P.-504

Icanhasinternets

Canadian Patriotic Fund (undated)



pzrservices.typepad.com

Jade East (undated)

---



Livejournal

---