

Annexe 3:

AMERICAN ADS FROM THE POSTWAR

1. Coca Cola ad from 1949.

2. Coca Cola ad from 1952.



When a fellow welcomes hospitality

If you want to be technical, "hospitality" comes from a Latin word meaning rest and entertainment. If you want to be practical, it means, "Have a Coca-Cola."

And that means refreshment, friendliness, relaxation—so casual, so complete.



Ask for it either way... both trade-marks mean the same thing.

KODAK-COLA, LTD.



There's nothing like giving folks what they want

No need to ask their preferences. When you have Coca-Cola, enough Coca-Cola, on hand you please everyone. And remember to serve Coca-Cola cold, right in the bottle. That's the popular way.

WALFORD'S MAGAZINE, FEBRUARY 10, 1952

35

3. Kodak ads circa 1950.



Kodak

Springtime is snapshot time

With a spring breeze, birds in the trees, and a warm sun, it's the perfect time to take snapshots. Kodak makes it so easy to take snapshots. You just take a picture and you're done. Kodak makes it so easy to take snapshots. You just take a picture and you're done. Kodak makes it so easy to take snapshots. You just take a picture and you're done.

Only Eastman makes Kodak Cameras and KODAK Film



Kodak

Look and Spring—what a time for snapshots!

Snapshots remember—when you forget

It's never forget the day? How often have you said that—only Kodak? The snapshots taken after the picture of Spring, the best of all times—of those wonderful moments when all hearts are young.

With your camera ready and your Kodak film ready, you'll have a picture record of those sunny, warm, and joyful days.

KODAK SAFETY CAMERAS, KODAK SAFETY FILM, KODAK SAFETY FILM, KODAK SAFETY FILM.

Send a snapshot with every letter