

Increasing Market Share Through Social Branding

world of good^{INC}

(RED)TM



ONEHOPE

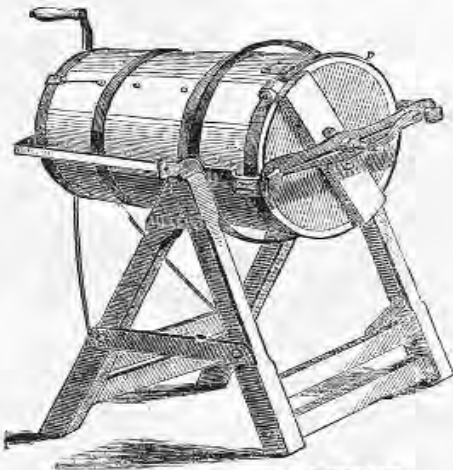
Towards a New Business Ethos



Patricia Marquez



Harpers Weekly, 1872



**TINGLEY'S PATENT
HORIZONTAL
ICE-CREAM FREEZER**

Is recommended for FAMILIES, HOTELS,
SALOONS, and WHOLESALE MANUFACTURERS

As the best Ice-Cream Freezer in the market.

**It saves ICE,
Saves TIME,
Saves LABOR.**

And produces the finest quality of Cream
known to the Art.

Send for Descriptive Catalogue.

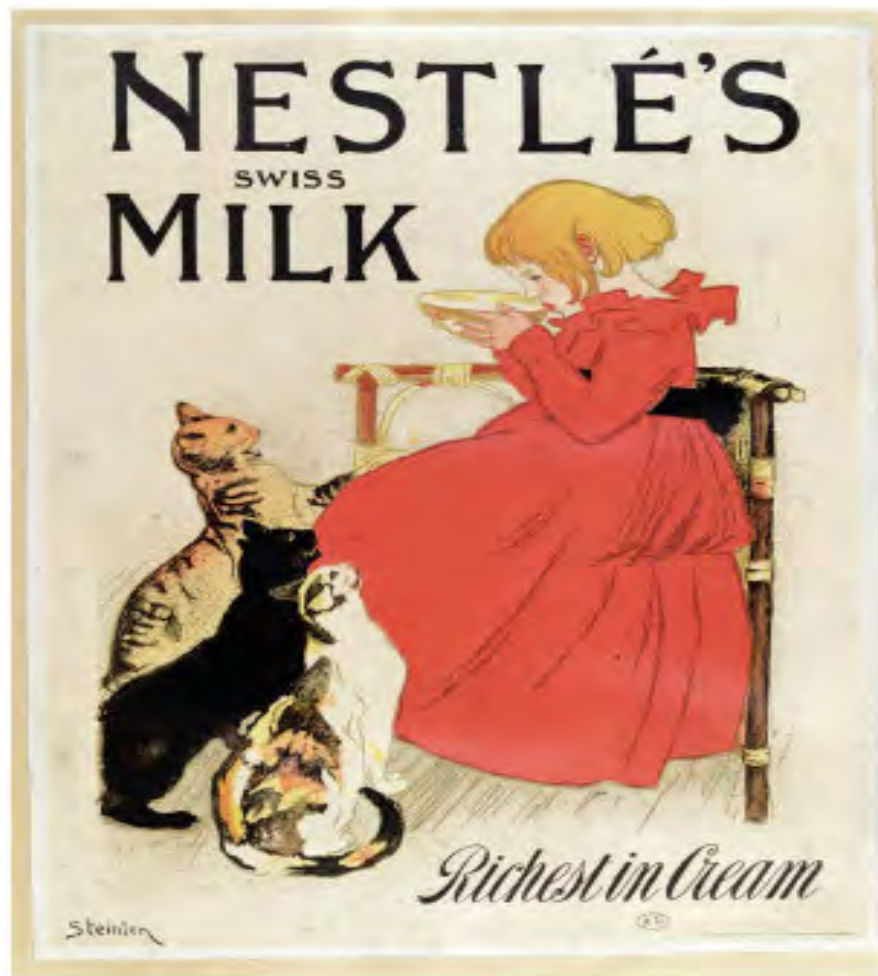
**CHAS. G. BLATCHLEY, Manufacturer,
506 COMMERCE STREET,
Philadelphia, Pa.**

A black and white illustration of a woman in a long, dark dress sitting on a wooden bench. She is operating a conical washing machine. The machine has a large, cone-shaped drum and a wooden frame. The woman is leaning forward, appearing to be in the process of washing clothes.

**FRENCH'S
CELEBRATED
CONICAL
WASHING
MACHINE.**

UNEQUALED AND INDISPENSABLE! — Price
only \$10. Depot No. 419
Broadway, corner of Canal
Street. Agents wanted for
all parts of the United
States. Send for a Circular.
Address Box No. 2,898
Post-office, New York City.
P. & R. FRENCH.

Harpers Weekly, 1860



Lawsee!
 Folks Sho' Cheer for
 Fluffy, Energizin'
**AUNT JEMIMA
 PANCAKES**



Easy-to-fix **FOOTBALL FEAST**

Aunt Jemima Pancakes or Buckwheats*
 Sizzlin' Sausages Fresh Apple Cider Syrup

*For a delightful menu change, try both kinds. Both are easy to fix, 'cause they're ready-mixed.

GET BOTH KINDS,
 the red box for pancakes and
 waffles, the yellow box for
 buckwheat.




RICE WAS NEVER LIKE THIS BEFORE!

This is the rice you've read about. Made by the exciting new process it took science 5,000 years to find. Exclusive in this country with Uncle Ben's.

"Uncle Ben's" and "Converted" are trademarks of Converted Rice, Inc.



New Uncle Ben's Recipe Raisin Rice Pudding

2 eggs	1/4 teaspoon nutmeg
1 1/4 cups cooked Uncle Ben's Rice	1/4 teaspoon salt
1/2 cup washed seedless raisins	1/4 cup sugar
	2 cups milk, scalded

Beat eggs and add to cooked rice. Stir in raisins, nutmeg, salt, and sugar. Scald milk in top of double boiler. Add to rice mixture, stirring to blend. Turn into a well-greased or buttered casserole (1-quart size) and bake over hot water in a moderate oven, 350° F., for 1 hour, until thickened. Serve hot or cold with plain or whipped cream. Serves 6.

RICE that always cooks up fluffy... each grain stands apart!

Cooks like a dream. No rinsing or steaming. And never, never cooks up gummy or sticky. Stays fluffy, even cold or reheated.

IMPORTANT NEW FOOD VALUE!

Many valuable B vitamins that have, since days of time, been lost from ordinary polished rice are retained in Uncle Ben's, sealed into every grain. Better for you.

TASTES AS RICE SHOULD TASTE!

People by the hundreds write in to say that they never knew how really delicious rice could be until they tasted Uncle Ben's. If your grocer does not have it, ask him to order Uncle Ben's for you!

Ideal for overseas packages, too, because each grain is weevilproof. Keeps perfectly.

New booklet of Uncle Ben's Rice recipes. Send no money! Just enclose box top.

Converted Rice, Inc., Dept. WD 3
 P. O. Box 1752, Houston, Texas
 Please send me your new booklet of
 24 tested recipes. Enclosed is top
 from package of Uncle Ben's Con-
 verted Long Grain Rice.
 NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



Kellogg's

10
VITAMINS
& MINERALS

**FROSTED
FLAKES**
OF CORN

**THEY'RE
GR-R-REAT!**

Want To
Change
The World?

SIFE

STUDENTS IN FREE ENTERPRISE
See back to find out how!

NET WT. 31 OZ. (1 LB. 15 OZ.) (879g)

TONY



¡FELIZ CUMPLEAÑOS TIGRE TONO!

FORTECALCIO **Kellogg's** ADICIONADO CON **11**
VITAMINAS
Y MINERALES

ZUCARITAS

HOJUELAS DE MAÍZ ESPOCHADAS CON AZÚCAR DE COLORES.

CONTENIDO NETO 730g

**AHORA TODOS LOS REGALOS...
¡SON para ti!**

MÁS INFORMACIÓN AL REVERSO

BENOTTO, XBOX CHEVROLET SIEMPRE CONTIGO







“Shameless exploitation in pursuit of the common good”

NIKE
AIR



The Air Essential. Something soft between you and the pavement.

INTRODUCING TWO NEW WALKING SHOES FROM NIKE. WITH NIKE-AIR® CUSHIONING IN THE HEEL, THEY'RE VERY SAFE PLACES TO LAND.



The Air Max 270

MVP Sports

Found in Mom's Basement

JUST DO IT



**JUST BUY IT
AT OLYMPUS SPORT**

The UK's No. 1 sports retailer. Over 100 stores nationwide.

OLYMPUS
SPORTS

NIKE



