

# Стэнли и Элен Резор

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# Стэнли Резор (Stanley B. Resor)



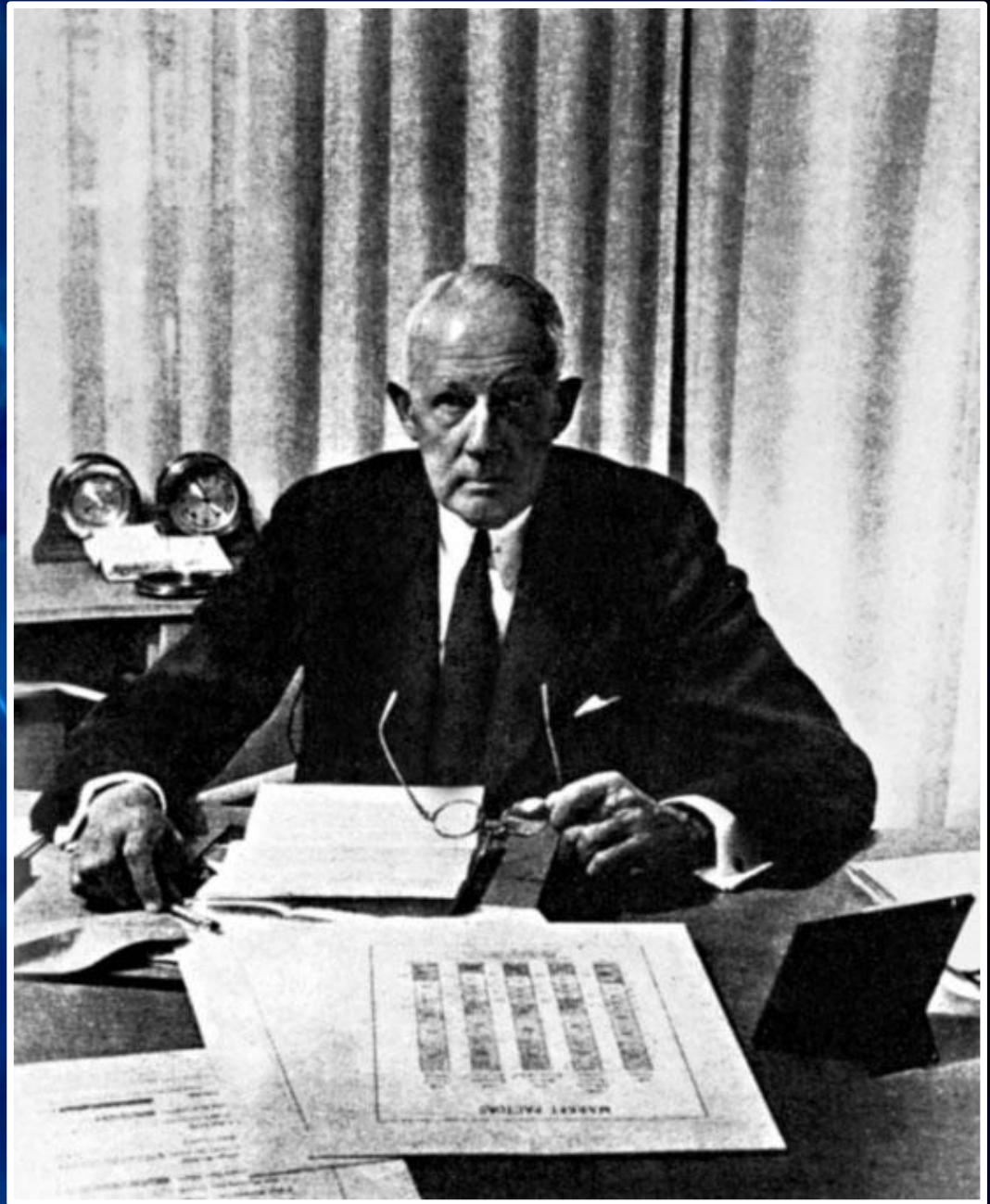
# Джей Уолтер Томпсон (JWT)

Experience and Knowledge  
Will Light You  
To Success.

1864. 1902.

J. WALTER — NEW YORK. — THOMPSON CO. — BOSTON. —  
CHICAGO. —  
ADVERTISING.

Что мы продаем?  
Кому мы продаем?  
Где мы продаем?  
Когда мы продаем?  
Как мы продаем?



«Сначала — широкое образование,  
потом — специализация.»

«Реклама основывается на изучении  
привычек.»

«Реклама — это прежде всего  
воспитание, массовое образование.»

*С.Резор*

Элен Лэнсдаун  
Резор



# Woodbury

**A - SKIN - YOU - LOVE - TO - TOUCH**

Write today for this picture! See offer below



**You, too, can have its charm if you will begin the following treatment tonight:**

Just before retiring, lather your wash cloth well with Woodbury's Facial Soap and warm water. Apply it to your face and distribute the lather thoroughly. Now with the tips of your fingers work this lather up, bringing it into your skin, always with an upward and outward motion. Rinse with warm water, then with cold—the colder the better. Finish by rubbing your face for a few minutes with a piece of ice. Use this treatment persistently and in ten days or two weeks your skin should show a marked improvement—the promise of that greater loveliness which the daily use of Woodbury's always brings.

**Send now for this beautiful picture**

This new painting of "A Skin You Love to Touch," by Mary Greer Blumenschein has been reproduced in nine colors, 11 1/2 inches by 4 and a beautiful process. No printing or advertising appears on it. Just send us your name and address with 50c in stamps or coin, and we will mail you the picture, together with a cake of Woodbury's Facial Soap. The Andrew Jergens Co., 238 Spring Grove Avenue, Cincinnati, Ohio. If you live in Canada, for picture and sample within The Andrew Jergens Co., Ltd., 140 Marlborough Street, Perth, Ontario, Canada.

238 a 10th. Get a sale order. For sale by dealers everywhere throughout the U. S. and Canada.



**Woodbury's Facial Soap**  
For Skin, Scales and Complexion



"A SKIN YOU LOVE TO TOUCH," BY T. K. HANNA "Science and everyday experience teach that a beautiful skin does not depend on youth"

## How long can a woman keep the charm of "A skin you love to Touch"?

At TWENTY—is a woman's skin always fresh and fair?  
At thirty—must it begin to fade?  
In romance—yes. But not in actual life.

Give your skin daily the right treatment, and you can keep it smooth, clear, flawless, long after youth is passed. For your skin never loses its power to respond. Each day it changes—old skin dies and new takes its place. This new skin you can make what you will.

A 25-cent cake of Woodbury's Facial Soap lasts a month or six weeks. Or you can get it in convenient 3-cake boxes. Get your Woodbury's today!

**For ten cents—a guest-size set of three famous Woodbury skin preparations!**

**Science and the woman of forty**  
Science and everyday experience teach that a beautiful skin does not depend on youth.

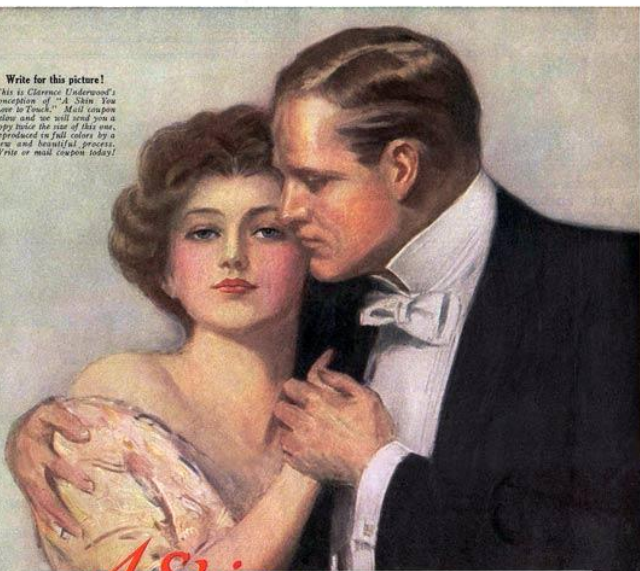
**Daily care is essential**  
Find the special treatment that your skin needs in the booklet of famous skin treatments wrapped around every cake of Woodbury's Facial Soap. Make this treatment a daily habit!

A woman of forty may have a fresh, clear, dazzling complexion. A girl of twenty may have a skin that is dull and sallow, disfigured by blackheads or ugly little blemishes.

Before long you will notice a wonderful improvement in the whole tone of your complexion.

**THE ANDREW JERGENS CO.**  
1310 Spring Grove Ave., Cincinnati, Ohio  
For the enclosed 10 cents—Please send me your miniature set of the Woodbury skin preparations, containing:  
A trial size cake of Woodbury's Facial Soap  
A sample tube of Woodbury's Facial Cream  
A sample tube of Woodbury's Facial Powder  
Tragler with the treatment book, "A Skin You Love to Touch."  
If you live in Canada, address The Andrew Jergens Co. Limited, 110 Sherbourne St., Perth, Ontario, Canada.  
Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Get out the coupon and send it to us today!

Write for this picture!  
 This is Clarence Underwood's  
 conception of "A Skin You  
 Love to Touch." Mail coupon  
 below and we will send you a  
 copy from the size of this one,  
 reproduced in full color by a  
 new and beautiful process.  
 Write or mail coupon today!



# A Skin you love to touch

can be yours when you understand the skin and its needs

So few people really understand the skin, that "a skin you love to touch" is rarely found.

Whatever the condition that is keeping your skin from being beautiful, it can be changed. Is your skin colorless, sallow, coarse textured or excessively oily? Are there little rough places in it that make it look scaly when you powder?

Whatever the trouble is, you can make your skin what you would love to have it. Like the rest of your body, your skin is continually being rebuilt. As old skin dies, new forms. Every day, in washing, you rub off the dead skin. This gives you your opportunity.

In the books that noted skin specialists have written you will find this advice: The best way to make this new skin so strong and healthy that it will truly be "a skin you love to touch" is to properly cleanse with a soap carefully prepared to suit the nature of the skin.

It was to meet the need for such a soap that John H. Woodbury, after thirty years' study and treatment of the skin, prepared the formula for his now famous Woodbury's Facial Soap.

Begin tonight to get its benefits  
 To make your skin "a skin you love to touch," begin this treatment tonight. Just before retiring, wash with Woodbury's in the

following way: With warm water work up a heavy lather of Woodbury's in your hands. Then work this cleansing, antiseptic lather into your skin—always with an upward and outward motion. Rinse with warm water, then with cold. Then rub your face for several minutes with a *lamp of ice*.

Use this treatment persistently, and in ten days or two weeks your skin should show marked improvement. Use Woodbury's regularly thereafter, and before long your skin will take on that finer texture, that greater freshness and charm of "a skin you love to touch." A six cent cake of Woodbury's is sufficient for a month or six weeks of this treatment. Get a cake today and begin tonight to get its benefits.

### Write for the beautiful picture above

Clarence Underwood's beautiful painting of "A Skin You Love to Touch" shown above has been reproduced in full colors by a new and beautiful process. It is twice the size shown here. No advertising matter appears on it. We want you to have this picture as a constant reminder that you, too, can have "a skin you love to touch." Mail the coupon below with ten cents in stamps or coin, and we will forward you the picture, together with a cake of Woodbury's Facial Soap large enough for a week's treatment. Mail the coupon today. ADDRESS: THE ANDREW JEGGINS CO., 222 SPRING GLEN AVE., CINCINNATI, O.

The Andrew Jeggins Co., 222 Spring Glen Ave., Cincinnati, Ohio

I enclose 10 cents for a full color reproduction of Clarence Underwood's new painting, "A Skin You Love to Touch," and a cake of Woodbury's Facial Soap, large enough for a week's treatment.



For sale by dealers everywhere throughout the United States and Canada.  
 Canadians: The Woodbury product is now manufactured also in Canada, and sold by Canadian druggists from coast to coast. For names and complete address: The Andrew Jeggins Co., Ltd., 212 BATHURST ST., TORONTO, ONTARIO.

Name \_\_\_\_\_

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

In Canada address: The Andrew Jeggins Co., Ltd., 212 Bathurst St., Toronto, Ontario





"Женщины  
должны работать,  
чтобы выиграть  
войну"





# Список использованных ресурсов:

- 1) <http://adindustry.ru/personnels/1210>
- 2) [https://studopedia.ru/6\\_166955\\_stenli-rezor-.html](https://studopedia.ru/6_166955_stenli-rezor-.html)
- 3) <http://reklamaster.com/marketing-and-advertising/istorii-velikih-pervaja-zhenschina-v-reklame>



*Благодарю за внимание :)*