

Advertisin

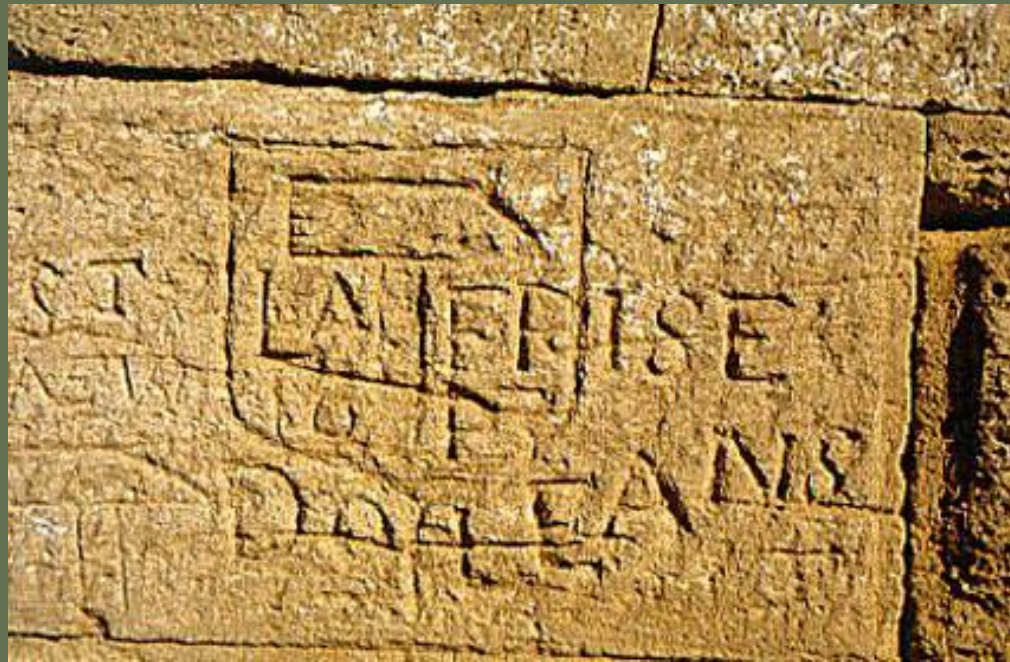
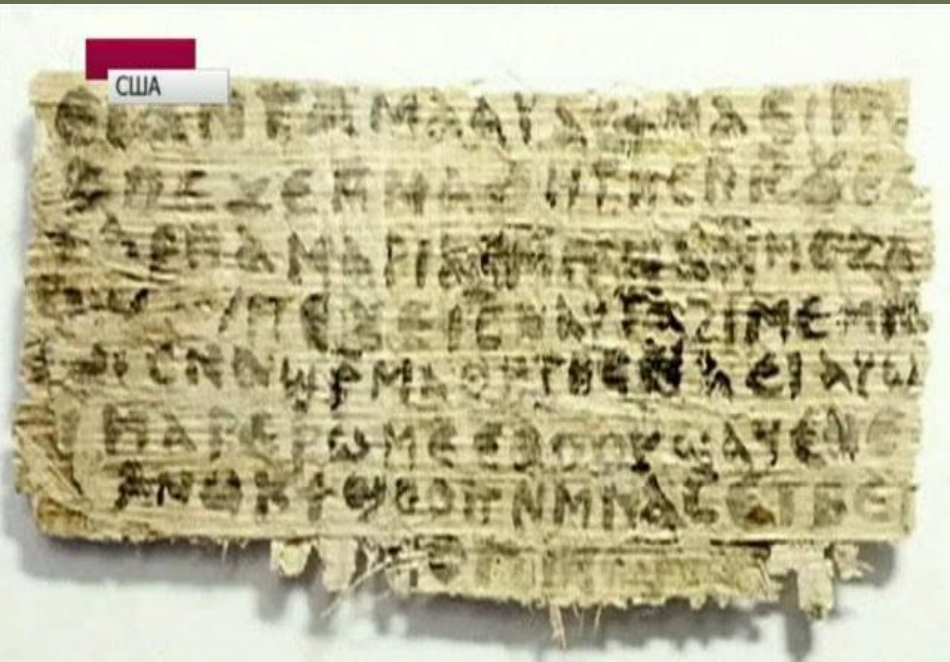
- ▶ Advertising is a part of our society, a social phenomenon which has an impact on the style of our life and, in turn, depends on it.

Find the proper translation of the following words and word-combinations

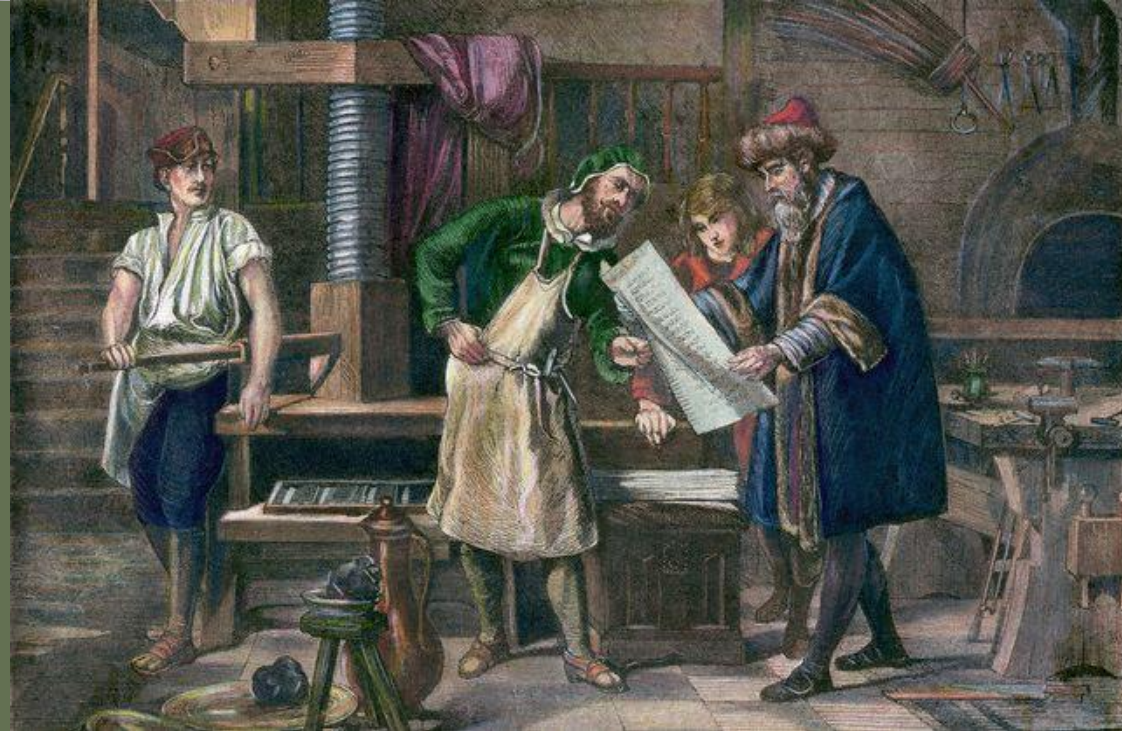
- | | |
|---|---|
| A. to give true information - | 1. Улучшить вкус |
| B. to make you buy one thing instead of another - | 2. Заставить людей покупать ненужные вещи |
| C. to show life unrealistically - | 3. Давать правдивую информацию |
| D. to put pressure on consumers - | 4. Здравый смысл |
| E. to improve taste - | 5. Раздражающий |
| F. annoying - | 6. Оказывать давление на покупателей |
| G. to convince people to buy things they don't need - | 7. Постоянно напоминать |
| H. to remind constantly - | 8. Творческий |
| I. common sense - | 9. Оказывать жизнь нереалистичной |
| J. creative - | 10. Заставлять купить одну вещь вместо другой |

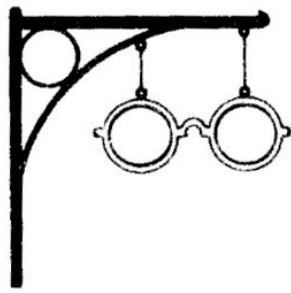
Find the definitions

- A. mislead -
 - B. commercial -
 - C. consumer -
 - D. truthful -
 - E. to check -
 - F. product -
 - G. to complain -
1. is the habit of telling the truth
 2. gives a wrong impression
 3. thing produced by nature or by man
 4. person who uses, buys goods
 5. examine in order to learn whether something is correct
 6. say that one is not satisfied, that something is wrong, that one is suffering
 7. Advertisement inserted in a TV or radio programm

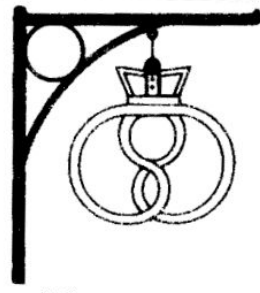




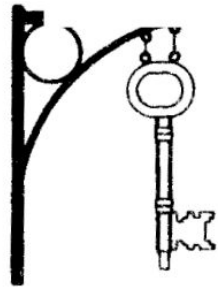




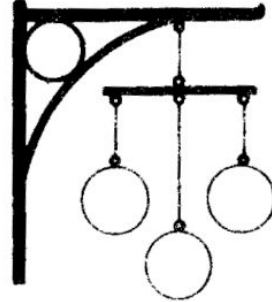
Оптик



Пекаръ



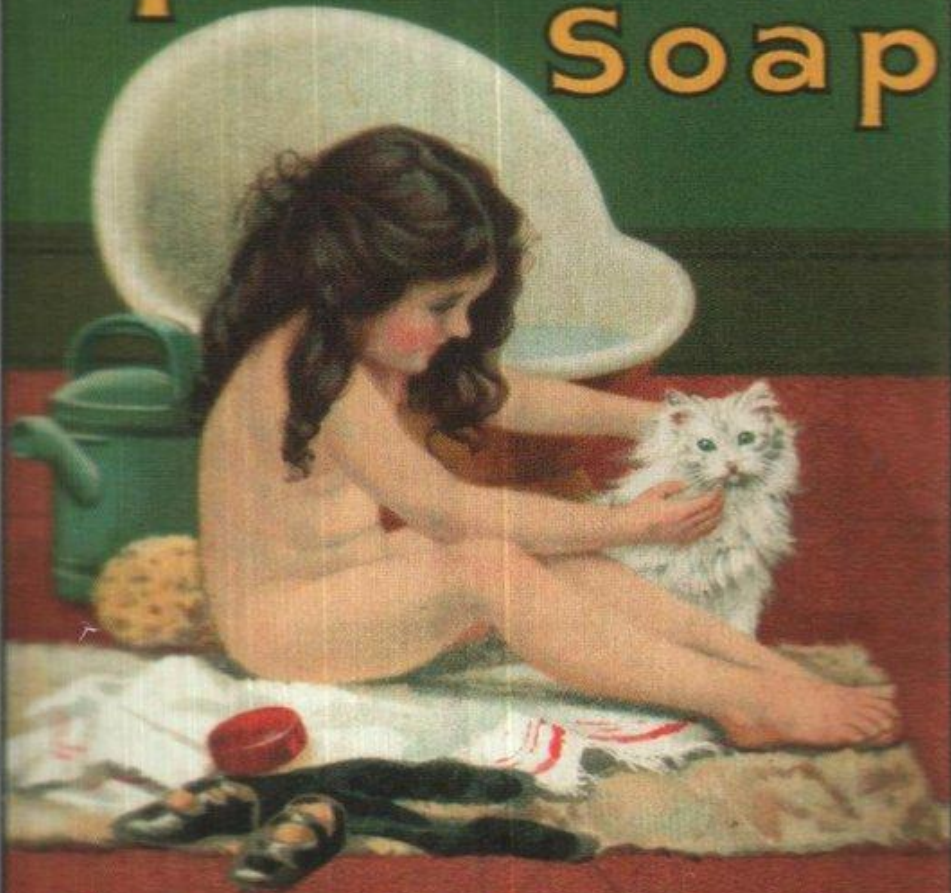
Слесарь по замкам



Ростовщик



Pears' Soap



*Good Morning!
Have you used Pears' Soap?*

Ladies in all Stations of Life should send at once for

HARNESS' ELECTRIC CORSET.

BEAUTIFULLY DESIGNED, SCIENTIFICALLY CONSTRUCTED, COMFORTABLE TO WEAR.

A SOON
SUFFERERS.

5/6

HARNESS' ELECTRIC CORSET.

Scientifically constructed for the relief of the most distressing cases of
Neuralgia, Rheumatism of the Chest,

and all other cases in the chest, and for the relief of the most distressing cases of
Sciatica, Rheumatism of the Hip, and all other cases in the lower limbs.

THE "VERY THING" FOR LADIES.

DON'T
DELAY.
SEND
AT
ONCE.



TRY
IT.

FOR RACK, GIRDLE, NO GIRDLE.

Even Scientific Designers
DON'TH DURE "WEAK BACK."

It is the only corset that can be worn
without any other support, and it is the only
one that can be worn without any other support.

"NO MORE DURE IN WEAK BACK."

It is the only corset that can be worn
without any other support, and it is the only
one that can be worn without any other support.

It is the only corset that can be worn
without any other support, and it is the only
one that can be worn without any other support.



SCIENTIFICALLY
CONSTRUCTED FOR THE
RELIEF OF THE MOST
DISTRESSING CASES OF
NEURALGIA, RHEUMATISM
OF THE CHEST, AND ALL
OTHER CASES IN THE
LOWER LIMBS.



SCIENTIFICALLY
CONSTRUCTED FOR THE
RELIEF OF THE MOST
DISTRESSING CASES OF
NEURALGIA, RHEUMATISM
OF THE CHEST, AND ALL
OTHER CASES IN THE
LOWER LIMBS.

TRY ONE,
AND YOU WILL
KNOW WHY
ANY OTHER IS
WORTHLESS.

FOR
RACK,
GIRDLE,
AND GIRDLE.

SPECIALLY DESIGNED CORSETS FOR CHILDREN.

These corsets are specially designed for the relief of the most distressing cases of
Neuralgia, Rheumatism of the Chest, and all other cases in the lower limbs.

SEND AT ONCE for the only corset that can be worn without any other support.

THE MEDICAL BATTERY CO., LTD.

52, OXFORD ST., LONDON, W.

The first form of advertising was...

- ▶ **A. written**
- ▶ **B. oral**
- ▶ **C. commercial**
- ▶ **D. newspaper advertising**

The first print advertising leaflet advertised...

- ▶ A. books of religious content
- ▶ B. political parties
- ▶ C. clothes
- ▶ D. furniture

Egyptians used ... to make sales messages

- ▶ A. rocks
- ▶ B. stones
- ▶ C. papyrus
- ▶ D. paper

In many parts of Asia, Africa and South America you can find such ancient advertising form as...

- ▶ A. leaflets
- ▶ B. furniture painting
- ▶ C. wall painting
- ▶ D. radio advertisement

People who advertised goods by crying in the street were called...

- ▶ A. road crier
- ▶ B. country man
- ▶ C. street boy
- ▶ D. street caller

Thomas Barratt sold ...

- ▶ A. Pear's soap
- ▶ B. apple's shampoo
- ▶ C. orange's lipstick
- ▶ D. carrot's juice

The first paid advertising in newspaper appeared in...

- ▶ A. England
- ▶ B. France
- ▶ C. Russia
- ▶ D. Poland

The street caller advised people...

- ▶ A. to buy America food
- ▶ B. to move to America
- ▶ C. not to move to America
- ▶ D. to learn English





MEDIA IN
Motion



LIPTON GREEN TEA

Creative Media in Cairo













Sometime
To-day

you'll be about all in. Feel as if you'd like to toss up the whole thing and just rest--but you can't. When that time comes snatch a moment from your work--seek the nearest soda fountain and get a glass of delicious and refreshing

Coca-Cola

It will relieve your fatigue, cool you off comfortably, calm your jangled nerves and quench the thirst. But be sure to

GET THE GENUINE

Cooling — Refreshing
Wholesome

5c.
Everywhere

Whenever you see an Arrow think of Coca-Cola

GOOD HOUSEKEEPING—THE HOUSEKEEPERS' DIRECTORY

FROM the REALM of FANCY to REALITY

DRINK
Coca-Cola
THE SATISFYING BEVERAGE

Relieves the fatigue that comes from over-play, over-work and over-thinking. :: ::

DELICIOUS!
REFRESHING!
THIRST-QUENCHING!

Coca-Cola 5c
SOLD EVERYWHERE 5c

* Guaranteed under the Pure Food and Drug Act, June 30th, 1906, under number 2234.

When you write advertisers please say "I saw adv in G.H."

The Drink of All the Year

Coca-Cola

Fresh with the fragrance of Springtime—Sweet with the ripe fruits of Summer—Red with the blushes of Autumn—Chilled with the white snows of Winter. The delicious gift of all seasons—the refreshing drink of the year.

Prepared and bottled by the
THE COCA-COLA COMPANY ATLANTA, GA.

DRINK
Coca-Cola



SIX **BOTTLES**
in this new handy container

