

Pair 1



Adrienne Pagnette, 14 or 15 year old mill worker,
Glenallen Mill, Massachusetts, 1911



Boston teens, late 1940s

Pair 2

**Average weekly income of teenage boy
(allowance plus job earnings):**

1946

\$2.41



1956

\$8.96

**Source: *Time* magazine, “Bobby Soxers’
Gallup,” Aug. 13, 1956**

Pair 3



Drink
Coca-Cola
Delicious and Refreshing

Thirst asks nothing more

DRINK
Coca-Cola
ICE-COLD

Life's "big moments" are often little ones. One of them is that happy moment at the soda fountain... with a tinkling glass of ice-cold Coca-Cola. "Delicious and refreshing" ... Coca-Cola has the taste all ages like.

PURE REFRESHMENT... FAMILIAR TO EVERYONE

Coca-Cola Ad, 1940



Slumber party? Gee, that's dandy!
Look your sharpest, everyone!
Snappy P.J.'s come in handy -
"Fresh up" parties sure are fun!

Fresh up" with Seven-Up!

THE ALL-FAMILY DRINK! Enjoy sparkling, crystal-clear 7-Up... often. Seven-Up is so pure, so good, so wholesome that everybody—from tiny tots to grandmas and all ages in between—may "fresh up" to his heart's content. And 7-Up makes food taste extra good. So have a Stackwich with chilled 7-Up. Buy 7-Up wherever you see those bright 7-Upsigns. **You like it...it likes you!**

Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy-to-open center handle, easy to store.

7Up Ad, 1954

Pair 4

Colliers, The National Weekly

RCA Victor
presents the
CONSOLE GRAND
-a completely new
radio idea

Original in Design
Startling in Value



Why this instrument
is the sensation of the year

RCA Victor's Console Grand 6BE, shown above, is a big radio, an new looking horizontal box, and equipped with RCA Victor Electric Tuning. You have only to depress and hold this convenient to understand why it has won immediate success among all who like good radio. The Magic Eye, Straight-Line Dial, Variable Push-Button and other important features.

And the price is only **\$85**

ONE OF 32 NEW RCA VICTOR RADIOS THAT OFFER
ELECTRIC TUNING for All

Only RCA Victor Offers RCA Victor Metal Tubes

Most radio sets containing a radio with complete factory set RCA Victor Metal Tubes. Each radio set is built to give you the best performance of any radio of its kind.

Only RCA Victor has the Variable Button

The Variable Button, on the console Grand 6BE, is a feature which allows you to tune in any station with great ease. This feature is not found on any other radio.

Push a button... there's your station... that's RCA Victor Electric Tuning... the mark of a modern radio.

Tuned every way to tune is presented in a truly spectacular setting in the RCA Victor Console Grand. The superb new instrument, shown in color photograph above, offers you a completely new sensation of radio value. Its appearance, its performance and its location ease of operation represent a real triumph in radio design and manufacture.

This sensational instrument is only one of 32 new RCA Victor models, all with Electric Tuning, all offering starting new features... and a remarkable value at its price.

In addition to the Console Grand models, you will find instruments known to 1938.

Conveys period radiobility and table use in the new Continental style. Whatever your needs, you can have a genuine RCA Victor Electric Tuning model at a price to suit your budget.

Visit your RCA Victor dealer. See the complete range of choices he offers. Test Electric Tuning. Note the beauty of design and finish. Ask about a trade-in on your present set, and the convenient terms available. Then you will see that right now you can have the radio you want.

Now you can RCA Victor Radios on C.T.T. (Cash-Trade-Transfer) terms. Buy your radio on C.T.T. terms with an RCA Victor Radios. All prices back Cash/Trade/Transfer, and you can change without notice.

It's a genuine RCA Victor "Magic Eye" feature. See it on C.T.T. on the NBC Blue Network.

Get \$25.95 Value in Extra Records and RCA Records (4-inches) for \$11.91

Save \$11.00. The special offer gives you \$11.00 (the price of RCA Victor Records) \$11.91 in extra records. \$1.00 value in 10 extra records and membership in the Extra Record Society. All for \$11.91... a saving of \$11.00. See your dealer for details.

RCA Victor
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Radio Ad, 1938

Pocketful of power



Like carrying a full 10-tube radio in your pocket! This pint-size power-plant packs 8 transistors and 2 germanium diodes. Extra amplifier transistor in RF Stage produces 5 times more power to get more stations. 3-section gang Tuning Condenser has 9 times more power to select desired stations, reject unwanted stations. Audio transformer delivers 50% more audible volume without distortion. Plays hundreds of hours at peak performance on penlite batteries you buy for pennies.

More  **MOTOROLA**
to enjoy

Radio Ad, 1959