

Business History Review

- Family partnerships and European trade in the early modern period
- Chartered trading companies as multinationals
- Cartels, contracts, and investments: German business in Scandinavia, 1918–1939
- An American multinational deals with Nazi Germany
- MNE theory and service industries: multinational advertising agencies

FOCUS ON

MULTINATIONAL

ENTERPRISE

So clean you can use them straight from the packet

— over 6,000,000 British housewives prefer these delicious, selected raisins

It is not for nothing that the homes in Great Britain, wherever they are, are so clean and bright. For these women the old-fashioned methods of washing and preparing raisins are out-of-date. They use fruit that is ready to use and spotlessly clean — and even faster! They use Sun-Maid!

The Sun-Maid comes from the world's largest raisin and packers of raisins — who select, clean and grade them by exclusive Sun-Maid methods. Each packet contains fruit that's been freshly selected and so carefully cleaned that it is a minimum used in washing and packing it.

Daily delicious — for they're made from wonderful grapes dried by sun alone. Only the white table-grapes grown from special vines are treated by the new alone into dark-colored Sun-Maid Raisins. Picked only when they have reached perfection — these backbone grapes have a sugar content far above standard. All our drying begins in all the rich sweetness — really superb!

Try Sun-Maid in cakes and puddings — you'll be delighted with the difference they make. Use the delicious sweet flavor they give.

Ask your grocer for Sun-Maid Raisins. Ask your grocer for Sun-Maid Raisins. Ask your grocer for Sun-Maid Raisins. Ask your grocer for Sun-Maid Raisins.



Up-to-date housewives prefer clean, packed Sun-Maid Raisins — always plenty and appetizing.

Send a post-card for free receipt booklet to Dept. , Sun-Maid Raisin Growers, 59, Eastcheap, London, E.C.3.



Ett tvättmedel för hela byken

En kvinna tvättar tväskor i en tvättkåpa. En man och ett barn står bredvid henne. I bakgrunden syns ett hus och ett träd.

Det här är ett tvättmedel för hela byken.

Ni kan avvara lut, säpa och skarpa tvättpulver — det nya, milda tvättmedlet gör ensamt kläderna lika rena, nej, renare!

Ni har alltid troat, att lut och säpa och litet "skarpat" saker varo oombärliga för en riktigt stortvätt.

Visst ha de kommit skänket att tvätta och vasst har det kommit mycket och hårt arbete att driva dem ur kläderna, sedan de gjort sitt verk och löst smutsen. Men det får man ju inte tänka på, här Ni tycket, när det likväl är det enda sättet att få kläderna riktigt vita.

Särpta, frätande tvättmedel gammalmodiga.

Tänk, om Ni nu får lära, att vetenskapen verkligen lyckats bevisa, att kläderna kunna bli precis lika vita utan "skarpat" saker! Att ett mildt tvättmedel som inte gör en enda tråd sköra och inte kommer händerna att svulla och rödnä, kan vara lika verkosam, ja, verksammare, än de skarpa, föruvansat att det är sammansatt på rätt sätt.

Rinso (tillverkare ha länge vetat, att det borde vara möjligt att framställa ett sådant tvättmedel. Och efter många års experimenterande har det också lyckats dem. Det smutslösande ämnet i Rinso är visst verkosamma och fullständigt oskadliga. Tack vare sin fina konsistens löser sig Rinso vidare-oväntligt snabbt i vatten och ger ett vinnigt lödler — som evigligt gradde! Dess bubblor rengör genom varjt annars ut värsta tråd.

Läs om Rinsoetodalen! Träm ett paket i en liten kaffestall och slå samtidigt på kokande vatten.

Rie om tills Rinso är löst. Häll kokeningen i en tvättkåpa, fyll med vatten (cirka 30 liter). Lagg i kläderna, låt vattent komma i kokning och låt kläderna verka ungefär 1 timme. Skölj väl i 2 eller 3 vatten. All gjuding och stökning är oförelig, för så vitt vike kläderna är lika smutsade. I så fall gradas de smutsigaste ställen före kokeningen i Rinso-lösningen.

(Om man så vill, kunna kläderna blötiggas kvällen, förbylken — aningen i rebart vatten, eller i vatten med tillagt av löst Rinso.)

Så låt här väl tvätten aldrig gått förr? Och ändå är Ni mjöd. Kläderna bli bländande vita, lukta friskt och rent och känns mjuka och lätta i handen. Tag hem ett paket Rinso redan idag!

Det nya, milda tvättmedlet gör kläderna rena, släta och mjukare.

Changing Images from Multinational Advertisers: J. Walter Thompson in the 1920s and Saatchi & Saatchi in the 1980s

Vogue every month. Squash every week. Daily Mail every day.

Illustration of a woman sitting at a table reading the Daily Mail newspaper. On the table is a bottle of squash and a glass. The background shows a window with curtains.

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COVER: ADVERTISING FROM MULTINATIONAL AGENCIES. The cover collage shows the first ad placed on the Continent by J. Walter Thompson's London office, in 1926; an ad for the American-based Sun Maid Raisin producers run in Britain from the same office in 1929; and Saatchi & Saatchi's 1980 ad for its client, the *Daily Mail*. (Reproduced courtesy of J. Walter Thompson and Saatchi & Saatchi.) For an article on competition between American and British multinational advertising agencies, see pp. 467-501.

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