

TIDE

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CROSS-COUNTRY REPORT

THE STORY OF MONEY

Chicago: The fascinating stories behind all the different types of legal tender used in various parts of the world provide the theme for a new series of financial advertisements which Davis-Fisher-Kayne, Inc. (Chicago), is currently offering to banks all over the U.S. The series covers everything from Chinese shoe money to Ethiopian Salt money, appears under the heading "It's Legal Tender" (see cut). Written by a prominent numismatist, M. A. Powells, the ads were created originally for one of the agency's banking clients. They were so well received, with schools and clubs asking for reprints in booklet form, that the agency decided to make them available nationally. There are 208 stories in the series right now and the agency is planning to increase the number so that they may run for years. A brochure specifies that the series will be sold to only one advertiser in each city in sets of 52, 104 and 156 ads per year. These are also available in booklet form with the advertiser's imprint.

Atlanta: The Community Development Division of the Georgia Power Co. has come up with the series.

It's Legal Tender by M. A. Powells

Book
Tide, Davis-Fisher-Kayne, Inc.



ETHIOPIAN Salt Money

Not uncommon, in many parts of Ethiopia, are the bars of crystal salt



"coins" to be licked. Thus good manners are truly a luxury and one's politeness varies directly with one's pocket-book. The bars of crystal salt are of two distinct shapes, measuring approximately 6 in. x 8 in. but with a

scowl into a broad grin. Take a few minutes to come . . . and arrange for a personal loan. You'll find our terms fair . . . our service pleasant. Once you try our convenient way—you'll keep smiling.

YOUR NAME HERE

FINANCIAL AD

Everything from Chinese shoe money to Ethiopian salt

INTEREST WAS TERRIFIC!

Requests were received from
BANKS, NEWSPAPERS,
SCHOOLS, COLLEGES,
ADV. AGENCIES