



Grada Fact File

Advertisements Related to the Children's World in Printed Media between the Two World Wars

Written by Sanja Lovrić Kralj and Laila Šprajc

Translated by Nikola Novaković

In his book *Psihodinamika reklame* [Psychodynamics of Advertisements], Miroslav Feller¹ states the following about advertising ([1932] 2022: 48):

Indeed, every advertisement, no matter how insignificant it may seem, conceals two very serious and often deeply buried secrets [...]. One is the secret of the creation of the advertisement, and the other is the secret of its effect on the audience (or its failure to resonate with them).

The first secret might possibly be uncovered through thorough research, but the second – how advertisements influence the audience of their time – would likely remain elusive for today's researcher, no matter how skilled or learned they might be. The advertisements presented in this issue are not merely the result of nostalgic

¹ Miroslav Feller (1901–1961) was a “writer, critic, theorist, publicist, and advertising expert” (Štuka 2022: 228). He worked for Imago – the Institute for Scientific Research and Production of Advertisements (1928–1929) and founded the periodical *Reklama – časopis za sva pitanja reklame, propagande i prodajne organizacije* [Advertising – A Magazine for All Issues of Advertising, Propaganda and Sales Organisations] (Fatović-Ferenčić and Ferber Bogdan 2018: 67). ▶

Novinski oglasi između dvaju svjetskih ratova povezani s dječjim svijetom

Sanja Lovrić Kralj i Laila Šprajc

Istražujući reklamu, u svojoj knjizi *Psihodinamika reklame*, Miroslav Feller¹ piše ([1932] 2022: 48):

Uistinu, svaka reklama, ma koliko neznatna bila, krije u sebi dvije veoma ozbiljne i često duboko skrivene tajne [...]. Jedna je tajna o nastanku reklame, a druga tajna njezina djelovanja na publiku (odnosno njezina neuspjeha kod nje).

Prvu bi tajnu temeljitim istraživačkim radom možda bilo moguće razotkriti, no druga bi, ona kako su reklame djelovale na ondašnju publiku, današnjemu istraživaču, koliko god umješan i učen bio, vrlo vjerojatno ostala teško dokučivom. Oglasi predstavljeni u ovom broju nisu samo rezultat nostalgičnoga sjećanja na razdoblje

¹ Miroslav Feller (1901. – 1961.) bio je „[...] književnik, kritičar, teoretičar, publicist, reklamni stručnjak“ (Štuka 2022: 228). Djelovao je u Zavodu za znanstveno proučavanje reklame i umjetničke reklamne produkcije – Imago (1928. – 1929.), i pokrenuo časopis *Reklama – časopis za sva pitanja reklame, propagande i prodajne organizacije* (usp. Fatović-Ferenčić i Ferber Bogdan 2018: 67). ▶

► remembrance of a period nearly a hundred years ago but also represent a kind of “plunge into a historical perspective that provides the necessary illumination” (Majhut 2022: 23) for a better understanding of both the past and the present. In other words, in “the modern mode of perception, there must be images for something to become ‘real’” (cf. Sontag [2003] 2013: 130). Old newspaper advertisements thus become “real” through various observations and readings and, in a certain sense, can even be viewed as narratives since they often conceal a story of their own.

A total of forty-six newspaper advertisements from 1926 to 1939 cover a diverse range of items and can be broadly divided into several categories. Some promote household hygiene products, such as soap or washing powder, while others offer shampoo, soap, or baby powder. Another group focuses on food and beverages, including mineral water and hot instant drinks for children. Additionally, there are advertisements for sweet products, such as Ovomaltine, a hazelnut and cocoa spread which is still produced in Switzerland, and three types of sweets: Ki-Ki toffee candies, hard candies “505 with a line”,² and Nestlé chocolate. All three of these products today remain on the Croatian market and elsewhere.

Among the advertisements for clothing and footwear, those promoting fabrics for making clothes stand out. School supplies are the most frequently advertised, including pencils, pens, crayons, school bags, books, and the stationery stores where these items could be purchased. Toys are advertised by brands such as Bazaar, Tivat, and König, and there is also an advertisement for an accordion. Equipment for children’s leisure time, such as cameras and radios, are also promoted, as well as the children’s radio programme *Pričalo* [Storyteller], which shares its name with the newspaper where the advertisement appears.

Additionally, small classifieds offer children dance classes and foreign language courses, as well as organised summer holidays in the mountains under medical supervision. An advertisement for an “artificial sun” can also be included in this category.

Advertisements about everyday items that reflect lifestyles, needs, or habits include those offering various types of watches or jewellery as gifts for Confirmation or other occasions and those promoting savings or life insurance. An advertisement for the insurance cooperative “Croatia”, which still exists today, provides a significant insight into societal expectations at the time, which differed for boys and girls. Girls, it states, should save for a dowry, while boys are encouraged to save for education and future independence.

The diversity of categories not only highlights the rich and varied range of products available at the time but also demonstrates how “[a]dvertisements reflect the time and place in which they were created; they are an image of society and a stamp of the moment” (Vlastelić 2021: 535). The selected advertisements come from various sources, and not all are aimed at children, yet they provide a glimpse into the era, capturing a touch of its elusive lived culture (Williams 2006) and childhood in the 1920s and

² “The slogan ‘Anywhere – Ki-Ki is there!’ has been used since 1935 when it was created, in response to an open competition, by Ratko Zvrko, then a pupil and later a children’s author” (Kraš 2019).

► otprije gotovo stotinu godina, već i svojevrsno „poniranje u povijesnu perspektivu koja tek daje neophodno osvjetljenje“ (Majhut 2022: 23) za bolje razumijevanje prošlosti, ali i sadašnjosti. Drugim riječima, u „modernom načinu spoznaje moraju postojati slike kako bi nešto postalo ‘stvarno’“ (Sontag [2003] 2013: 130). Stari novinski oglasi tako postaju „stvarni“ različitim promatranjem i čitanjem, a u određenom smislu može ih se sagledati i kao pripovijed jer većinom skrivaju i neku priču.

Ukupno četrdeset i šest novinskih oglasa, iz razdoblja 1926. – 1939., tematski je različito, a mogu se načelno podijeliti u više kategorija. Dio ih reklamira proizvode za održavanje higijene u kućanstvu, kao što su sapun ili prašak za pranje rublja, a drugi nude šampon, sapun ili puder za dječju njegu. Dio oglasa odnosi se na hranu i piće, pri čemu se za djecu nude mineralna voda i topli „instant“ napitci, a drugi reklamiraju slatke proizvode, uključujući namaz s lješnjacima i kakaom Ovomaltine, koji se još uvijek proizvodi u Švicarskoj, te tri vrste slatkiša: Ki-Ki bombone,² bombone 505 s crtom i čokoladu Nestlé. Sva su tri proizvoda i danas dostupna (ne samo) na hrvatskom tržištu.

Od oglasa koji reklamiraju odjeću i obuću izdvajaju se ponude tkanina od kojih se odjeća šiva. Najčešće se oglašuje školska oprema (olovke, pera, bojice, školske torbe, knjige) te papirnice u kojima se sve to može kupiti. Igračke oglašuju tvrtke poput Bazara, Tivata i Königa, a srodan im je i oglas za harmoniku. Reklamiraju se i uređaji kojima se djeca mogu služiti u slobodno vrijeme, kao što su fotoaparati i radioprijamnik, ali isto tako i radijski program za djecu *Pričalo*, istoga imena kao i novine u kojima se oglas pojavljuje.

Osim toga, djeci se u obliku malih oglasa nude tečajevi plesa i učenja stranih jezika, ali i organizirani boravci u prirodi uz liječničku skrb. Njima se može pridružiti i oglas za umjetno sunce.

Uz svakodnevne predmete koji upućuju na način života i životne potrebe ili navike povezujemo oglase koji nude razne vrste satova ili nakit kao poklone za krizmu ili druge prigode te one koji pozivaju na štednju ili životno osiguranje. Oglas osiguravajućega društva Croatia, koje još uvijek postoji, pruža i bitnu informaciju o očekivanjima društvene zajednice, različitim za dječake i djevojčice. Djevojčice, kažu, neka štede za miraz, a dječaci za školovanje i neovisnost u budućem životu.

Raznolikost kategorija ne upućuje samo na bogat i šarolik asortiman za ondašnje doba, već i na to kako „[r]eklame odražavaju vrijeme i prostor u kojemu su nastale; one su slika društva i pečat trenutka“ (Vlastelić 2021: 535). Odabrani su oglasi iz različitih izvora i nisu svi namijenjeni djeci, ali držimo da bi se njima mogao osvijetliti barem dio onoga vremena, dašak neuhvatljive življene kulture (Williams 2006) i djetinjstva dvadesetih i tridesetih godina 20. stoljeća. Vrijeme je to snažne komercijalizacije i uzleta reklamnih agencija poput reklamnoga zavoda Imago u Zagrebu (osnovan 1928.) koji je objedinio znanstveni pristup razumijevanju učinka reklame s umjetničkim konceptom i shvaćanjem vizualne komunikacije (Magaš 2008) ili reklamne agencije Maar (osnovana 1931.) koja je prva javno projicirala reklamne filmove, na glavnom

² Usp.: „Slogan ‘Bilo kuda, Ki-Ki svuda!’ koristi se od 1935. godine kada ga je u otvorenom natječaju osmislio, tada učenik, a kasnije dječji pisac, Ratko Zvrko“ (Kraš 2019).

1930s. This period saw growing commercialisation and the flourishing of advertising agencies, such as the Imago Institute in Zagreb (founded in 1928), which combined a scientific approach to understanding the effects of advertising with an artistic concept and understanding of visual communication (Magaš 2008), or the Maar advertising agency (founded in 1931), which was the first to project advertising films in public on Zagreb's main square. Advertisements filled periodicals, began appearing in children's magazines, and even emerged in the form of picturebooks (Lovrić Kralj and Milković 2023). When advertisements target a child audience, as is particularly evident in the commercial children's magazine *Pričalo*, they are thematically linked to the children's world, stimulating the desire for toys, musical instruments, and gifts for birthdays and religious holidays. Remarkably, these advertisements often address adults through children, as children are seen as intermediaries. We observe advertisements that directly communicate with children as the recipients of the message, inviting them to relay the information to their parents (e.g., the advertisement for fabrics and silks by Lebinec).

The selected advertisements also reveal another promotional strategy: the visual presentation of the child figure. Even when an advertisement does not directly address children, if the product is aimed at their well-being (such as care and health), it often depicts a culturally conditioned ideal image of childhood. This can be observed, for example, in images in advertisements for toys, clothing, and an artificial sun, as well as in advertisements that reflect societal needs, such as the one offering a weight-gain programme for children during their stay on Sljeme (the highest peak of Medvednica mountain, north of Zagreb).

In addition to evoking nostalgia through products from domestic companies still recognised today (such as Penkala and Union – now Kraš), the selected advertisements also reflect the broader social and industrial landscape of the time. They remind us of companies founded with foreign capital; for instance, the Ovomaltine factory was opened in Zagreb in 1929 by Swiss entrepreneur Dr. Albert Wander. Following the political and ideological shifts after World War II, it was nationalised in 1947 and later integrated into today's Pliva. A similar fate befell the Stock Cognac Medicinal plant, established in 1921 in Požega, which was leased to the company Nestlé. The factory was nationalised in 1946 and is now known as Zvečevo. Even within this relatively narrow selection, it is evident that a significant number of advertisements promoted imported products.

An important aspect of understanding the interwar period in Croatia is the fascination with new media. Advertisements for various brands of radios, telephones, and gramophones frequently filled advertising space, and in the professional journal *Kino i film* [Cinema and Film], there is even an advertisement for cinema-hall equipment, such as seats. These products and advertisements did not bypass the children's world. This is also demonstrated by a contest for children published in issue 16 of the first volume (1936) of the magazine *Pričalo*: the company Lorenz-radio opened a competition for the best poem about radio sets, listening to the radio, and all its beauty and benefits, with a special commendation for Lorenz. The magazine also featured the

poem “Najljepša nagrada” [The Most Beautiful Prize] as an incentive for children to participate in the contest:

The Most Beautiful Prize

Remember, children, what I now say,
 Listen to me, both smaller and bigger today.
 For a good deed, a reward awaits,
 This rule has been true since ancient dates.
 Whoever is good may hope to receive,
 A lovely reward – this you can believe.
 And do you know what’s best for you?
 Always hearing Pričalo’s voice so true.
 LORENZ is a brand of radios fine,
 With it, hearing everything is divine.
 Ask your moms, ask your dads, too,
 To buy you LORENZ sets, brand new!

Below, we present facsimiles of the selected advertisements,³ including details of their publication and translations of the texts into English. All reproduced images are in the public domain.

Popis literature/References

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³ We are grateful to the National University Library in Zagreb and to the Jewish Community of Zagreb for giving us access to publications in their collections containing the selected advertisements.

mora pohvalno spomenuti upravo Lorenz. Časopis također donosi i pjesmu „Najljepša nagrada“ kao poticaj djeci na sudjelovanje u natječaju:

Najljepša nagrada

Pamtite djeco što ću Vam reći
 Čujte me sada i mali i veći.
 Za dobro djelo nagrada slijedi
 Ovakvo pravilo već odavna vrijedi.
 Tkogod je dobar, nadat se smije
 Nagradi lijepoj, varka to nije.
 A znate li šta je najljepše za Vas:
 Uvijek dobro čuti Pričalov glas.
 LORENZ je marka od radija fina
 I kroz njeg sve čujte da je milina.
 Molite mame, molite tate,
 Neka Vam kupe LORENZ – aparate.

U nastavku objavljujemo faksimile izabranih oglasa³ s podatkom o njihovu objavljivanju i prijevodom teksta na engleski. Svi su slikovni prilozi u javnoj domeni.

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³ Zahvaljujemo Nacionalnoj i sveučilišnoj knjižnici u Zagrebu i Židovskoj općini Zagreb na pristupu publikacijama iz kojih su preuzeti vizualni materijali.



Sapun Zlatorog [Zlatorog Soap].

1926. *Židov* 10 (19): 6.

LOOK AND YOU WILL FIND!

This boy is bright and gay.
He helped his mother wash the laundry

with
ZLATOROG
TURPENTINE SOAP
and found
a real gold coin in it!

LUX

Sačuvati će odjeću Vašega čeda mekom, da mu ne povrijedi nježne puti. Vu-nena roba ne će se skupiti kod pranja.

LEVER BROS. LTD.,
Port Sunlight,
ENGLAND.

Dobiva se u svakoj trgovini i drogeriji.
Zastupstvo i depot: Norbert Weiss i drug
Zagreb, Sajmište br: 51.
Telefon br. 7-33. Brzjavni: Norbertis

Prašak za pranje rublja Lux
[Lux Washing Powder].

1926. *Židov* 10 (35): 5.

LUX

will keep your child's clothes soft, without
harming their gentle skin. Woollen items will
not shrink in the wash.

LEVER BROS. LTD.,
Port Sunlight, England.

Available in every shop and drugstore.

Representative and depot:

Norbert Weiss & Co. Zagreb, Sajmište
[Zagreb Fair] No 51.

Phone No. 7-33. Telegrams: Norbertis.



Prašak za pranje rublja Lux
[Lux Washing Powder].

1930. *Židov* 14 (5): 3.

FOR WASHING
CHILDREN'S CLOTHES

LUX

If water does no harm, neither does LUX.



Mirišuća svilena kosa

djeteta, koju tako rado milujemo i ljubimo. Očuvajte Vašem ljubimcu ovu svilenu kosu tako dugo, dok je moguće. Perite ju sa neškodljivim sredstvom.

Bez traga škodljivih ili oštih primjesa čisti Elida-Shampoo pomoću blagog specijalnog sapuna kosu i kožu glave lagano i temeljito. On stvara obilnu, jaku pjenu, koja sa svojih milijun mjehurića sve nepotrebno omota.

Elida-Shampoo daje kosi prekrasan, zagasit sjaj, te čuva prekrasne naravne valove.

Upotrebljavajte stoga uvijek od sode prost

**ELIDA
SHAMPOO**

Jugoslav. d. d. Georg Schicht, Osijek. Odio "ELIDA".
 Pošaljite mi besplatno izvorni omot Elida-Shampoona
 Ime:
 Naslov:
 Metnite molim ovaj odrezak u jedan omot, te ga naznačite kao fiskalicu.

Šampon Elida [Elida Shampoo].

1926. *Židov* 10 (35): 3.

Fragrant Silky Hair

which we so gladly caress and kiss on a child. Keep your darling child's hair silky for as long as possible. Wash it with a harmless product.

Without a trace of harmful or harsh components, Elida Shampoo washes the hair and the scalp gently and thoroughly with mild special suds. It creates an abundant intense foam, which envelops all unwanted matter in its million bubbles.

Elida Shampoo gives the hair a beautiful shine and preserves pretty, natural locks.

So, always use soda-free

**ELIDA
SHAMPOO**

Jugoslav. d.d. Georg Schicht, Osijek. Dept. "ELIDA".
 Send me an original packet of Elida-Shampoo free of charge.
 Name:
 Address:

Please put this coupon into an envelope, and label it as printed matter.

Ja sam uvijek zdrav i veseo

jer me moja majka počam od poroda njeguje sa svjetski poznatim i nenadmašivim



**Höfer
puderom br. 1.**

Majke! Rabite samo ovaj prokušani prah, koji :—: se dobiva u svakoj ljekarni i drogeriji. :—:

**Dječji puder Höfer
[Höfer Baby Powder].**

1926. *Židov* 10 (22): 4.

I am always bright and cheerful because ever since I was born my mother has been using for my skin care the world-renowned and outstanding

Höfer powder No. 1.

Mothers! Use only this tested powder, which can be obtained in every pharmacy and drugstore.



Napitak Salvomalt
[Salvomalt Instant Beverage].
 1936. *Pričalo* 1 (11): n.p.

A malt product
 with high nutritional value

Salvomalt



Prirodna mineralna voda Radenska
[Radenska Natural Mineral Water].
 1936. *Pričalo* 1 (15): 3.

Radenska
natural mineral water
 is very beneficial for health.

G I V E it to children to drink on every
 occasion.

The main representative office:
 Joint Stock Company of the first cafe, inn
 and tavern factory of soda water in Zagreb
 Telephone 36–31 Ljubljanska 5



Namaz Ovomaltine
[Ovomaltine Bread Spread].
 1936. *Pričalo* 1 (12): 3.

*The best food
 for
 children
 is
 Ovomaltine,
 Daddy Mile said.*

Čokolada Nestlé [Nestlé Chocolate].1938. *Dom i škola* 7 (6): 60.**NESTLÉ
CHOCOLATE**

EACH BAR OF THE EXCELLENT NESTLÉ CHOCOLATE, SOLD FOR DIN 1 – OR A LITTLE MORE, CONTAINS A BEAUTIFUL SMALL PICTURE. SAVE THEM IN THE NEW ALBUM “WONDERS OF THE WORLD”, VOLUME III, “BEAUTIFUL STORIES!”, WHICH YOU CAN GET FROM YOUR SUPPLIER. THE ALBUM IS INCREDIBLY INTERESTING AND EDUCATIONAL.

**Ki-Ki voćne karamele [Ki-Ki Fruit Toffee].** 1939. *Pričalo* 4 (1): 7.

ANYWHERE

Ki-Ki

IS THERE!

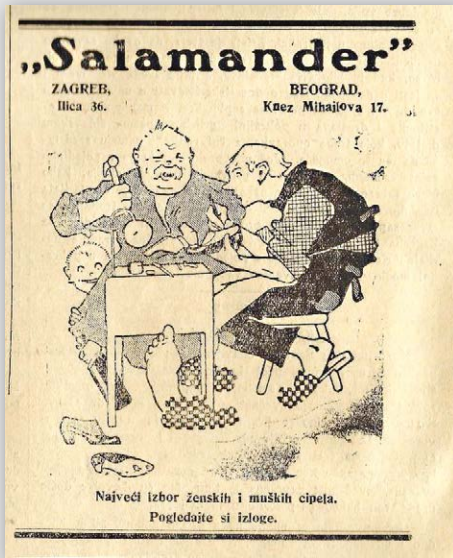
“UNION” SPECIALITY

**Tvrđi bomboni „505 sa crtom” [Hard candies “505 with a line”].**1939. *Židov* 23(17): 5.*What is this little one doing?*

He is climbing
the lines
of the hard candies

505

WITH A LINE



Cipele Salamander [Salamander Shoes]. 1926. *Židov* 10 (22): 6.

“Salamander”

ZAGREB, BELGRADE,
Ilica 36. Knez Mihajlova 17.

The largest selection of women's and men's shoes.
Just go window shopping.



Cipele Bata za Božić [Bata Shoes for Christmas]. 1937. *Dom i škola* 6 (5): n.p.

For Christmas!
The best present is a pair of shoes.

Bata

Cipele Bata za dječake [Bata Shoes for Boys]. 1937. *Dom i škola* 6 (9): n.p.

za dječake

39 3762-6880 Visoke dječje cipele od jake kravine sa neodrživim i nepromočivim gumenim dnom. Neophodna za školsku djecu za kisu, snijeg i blato. Velič. 30-34 Din 45.-, velič. 35 do 38 Din 59.-.

69 6262-08 Za živahnu djecu najpotresnije cipele od jakog sport-boksa sa kožnim dnom. Velič. 30-34 dinara 79.-.

69 6602-44722 Visoke cipele za dječake i djevojčice od fino emeraldnog ili crnog telesnog boksa sa čvrstim kožnim dnom. Stole samo Din 69.-. Velič. 30-34 Din 79.-.

99 1834-61721 Dječjim za nedeljnu i svečane prilike. Krasne polucipele od najfinijeg laka sa kožnim proširenim dnom. Cijena je svega 99 dinara. Velič. 35-38.

79 1934-44722 Vanredno jake i čvrste polucipele za odnose dječake od otpornog boksa sa kožnim dnom. Veličina 35-38.

99 1674-22 Elegantne visoke cipele za dječake od najfinijeg smaragd boksa sa kožnim dnom. Stole samo Din 99.-. Veličina 35-38.

Bata

For boys

39

Children's ankle-high boots made of strong cowhide with untearable and waterproof rubber soles. – Just right for school children in the rain, snow and mud. Size 30-34, Din 45 –. Size 35 to 38, Din 59 –.

69

For lively children, the best shoes are those made of strong sport box leather with leather soles. Size 30-34, dinars 79 –.

69

Ankle-high boots for boys and girls made of fine brown or black box calf leather with tough leather soles. They are only Din 69 –. Size 30-34, Din 79 –.

99

For boys for Sundays and for festive occasions, beautiful closed-laced shoes made of the finest patent leather with stitched leather soles. The price is only 99 dinars. Size 35-38.

79

Especially strong and firm closed-laced shoes for grown-up boys made of resistant box leather with leather soles. Size 35-38.

99

Smart ankle-high boots for boys made of the finest brown box with leather soles. Only Din 99 –. Size 35-38.

Bata

Majčice! Pogledaj ovu



djecu, kako su lijepo obučena! Sigurno zato što im majica sve kupuje u specialnoj trgovini

Seka i Braco Zagreb, Masarykova 11

Seka i braco – dječja odjeća [Children's Clothes at "Sister and Brother" Shop].

1936. *Pričalo* 1 (5): n.p.

Mummy! Look how nicely these children are dressed! Of course, because their mummy **buys everything** for them in the special shop

**Seka i Braco [Sister and Brother],
Zagreb, Masarykova 11**

Rublje za novorođenčad [Clothes for Newborns].

1926. *Židov* 10 (4): 7.

**Rublje za novorođenčad, jednostavno i luksuzno,
vlastiti domaći proizvod, preporuča
»E G A«, Ilica 53,
uz najsolidniju izradbu i uz najniže cijene.**

Clothes for newborns,
simple and luxurious,
own home-made product,
recommended by

“E G A”, Ilica 53,
of the strongest production
and at the lowest prices.

Djeco!

Recite

*vašim mamicama da
se najljepše*

**svile,
štofove**

i sve za haljine

kupuje u najvećem izboru

kod

POMODNE KUĆE

Lebinec

RADIČEVA UL. 1

Štofovi i svile Lebinec [Lebinec Fabrics and Silks].

1936. *Dom i škola* 6 (2): 2.

Children!

Tell

*your mummies that
the most beautiful*

**silks,
fabrics**

and everything for dresses

is to be bought in the biggest selection

at

FASHION HOUSE

Lebinec

RADIČEVA ST. 1

TATICE!

Ako trebaš dobro, odijelo
onda kupuj kod našeg

SELJANA

Masarykova ul. 1

**Odijela kod Seljana [Suits at
Seljan's].**

1936. *Pričalo* 1 (5): n.p.

DADDY!

If you need a good suit,
then shop at

SELJAN'S

Masarykova St. 1



Vodene bojice Pelikan [Pelikan Watercolours].

1936. *Dom i škola* 6 (1): 5.

Pelikan

A box of watercolours 11/12

Filled with 12 Pelikan watercolours type 11. These colours are easy to dilute using a brush, they are clear and bright in tone and produce a picture full of freshness and life. In stock in specialist stores.

GÜNTHER WAGNER K.D. ZAGREB



Knjižara St. Kugli [St. Kugli Bookstore].

1936. *Dom i škola* 6 (4): n.p.

Bookstore

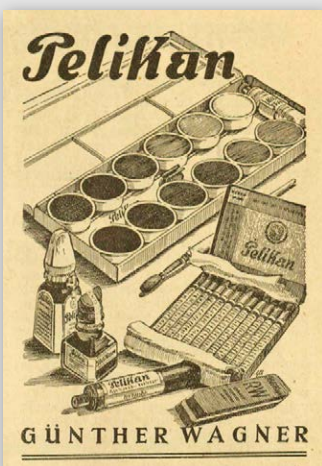
St. Kugli

Zagreb – Ilica no. 30

• •
all books and supplies
for students and schools

always in stock

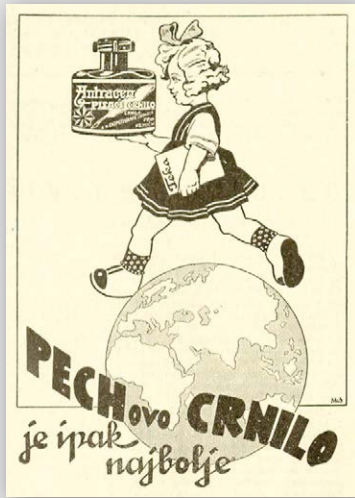
• •
A large selection of school bags at very low prices will make it easy for parents to provide what their children need.



Školske potrepštine Pelikan [Pelikan School Supplies]. 1937. *Dom i škola* 7 (1): 5.

Pelikan

GÜNTHER WAGNER



Pechovo crnilo [Pech's Ink].

1938. *Dom i škola* 7 (8): 93.

[Anthracene
WRITING INK
INK FOR CORRESPONDENCE AND
BOOKIN...
THE FIRST ...
CHEMIC...]
[NOTEBOOK]
PECH'S INK
is still the best



Papirnica Univerzum [Univerzum Stationery Store]. 1936. *Pričalo* 1 (15): 5.

FOR SCHOOL
SUPPLIES
BOOKS
BAGS

GOOD AND CHEAP

UNIVERZUM
PAPER - STATIONERY - OFFICE MACHINES
DRAGUTIN FRIED - ZAGREB - FRANKOPANSKA 14



Papirnica Univerzum [Univerzum Stationery Store]. 1937. *Dom i škola* 7 (1): 7.

[UNIVERZUM
STATIONERY - OFFICE SUPPLIES
DRAGUTIN FRIED]
(OFF TO THE UNIVERZUM STATIONERY
STORE?)
(RIGHT! ... LET'S GO TOGETHER!)

Olovke Koh-I-Noor - Hardtmuth [Hardtmuth's Koh-I-Noor Pencils].1937. *Dom i škola* 7 (3): 23.

*Tko ima za sobom učiteljstvo, za njime je i mladež,
a s kime je mladež, njegova je budućnost!*



Diljem svijeta poznata tvornica Koh-i-noor olovaka L. & C. HARDTMUTH od uvijek je smatrala i smatra mjerodavnima želje i upute učiteljstva kod proizvodnje olovaka za potrebu škola. Zato uživaju HARDTMUTH-ove školske olovke povjerenje učiteljstva, koje im daje prednost u većini škola čitavoga svijeta.

Po cijelom svijetu priznate HARDTMUTH-ove olovke postale su sada **domaći** proizvod, jer se od kratkog vremena proizvadjaju u novo osnovanoj, najmodernije uređenoj i jedinoj domaćoj tvornici olovaka u Zagrebu.

U ruke našeg đaka spada jedino
domaća
HARDTMUTH-ova olovka!

TVORNICA KOH-I-NOOR OLOVAKA
L. & C. HARDTMUTH
U ZAGREBU

Those who have teachers behind them, young people follow too, and those who have young people behind them, theirs is the future!

The world-renowned factory of Koh-I-Noor pencils L. & C. HARDTMUTH has always considered teachers' wishes and guidance for the production of pencils for use in schools. This is why HARDTMUTH's school pencils enjoy teachers' trust, which gives these pencils an advantage at most schools around the world.

World-famous HARDTMUTH pencils have now become a homemade product because they have recently been produced in the newly established, modern, fully equipped and the only domestic pencil factory in Zagreb.

Only the
domestic
HARDTMUTH pencil
feels right in the hands of our schoolchildren!

KOH-I-NOOR PENCILS FACTORY
L. & C. HARDTMUTH
IN ZAGREB



Igračke – Tivar [Toys at Tivar’s].

1936. *Pričalo* 1 (6): 7.

T
I
V
A
R

Oh, Mummy, let’s go to
Tivar’s to see what
beautiful new toys Uncle

TIVAR has.



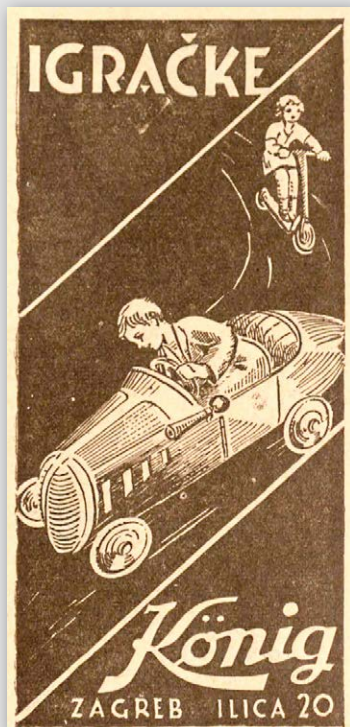
Igračke Tivar [Tivar Toys].

1936. *Pričalo* 1 (15): 6.

TIVAR

Four little bears
Dancing in a ring
They love children
It’s as if they ask:

“Children, come on, buy us
We will amuse you”.



Igračke kod Königa [Toys at König's].

1938. *Pričalo* 3 (11): 4.

TOYS

König

ZAGREB ILICA 20



Igračke kod Königa [Toys at König's].

1938. *Pričalo* 3 (11): 5.

TOYS

König

ZAGREB ILICA 20

Igračke – amerikanski Bazar [Toys – American Bazaar].
1935. *Židov* 19 (49): 2.



TOYS

a large selection
AMERICAN BAZA[A]R
IDO HASON
Jurišićeva St. no. 4



Igračke kod Königa [Toys at König's].
1938. *Pričalo* 3 (7): 6.

[Easter]

Spring is coming...
for your children,
get just the right

TOYS

König

ZAGREB ILICA 20



Hohnerova harmonika [Hohner
Accordion]. 1938. *Pričalo* 3 (7): n.p

[HOHNER]

HOHNER

Our best
musicians
play the accordion
SCHNEIDER

16 KINO I FILM

Tungsram sijalica
nestomljiva je!

Sve vrste žarulja
Automatske telefonske centrale
sistema Western Electric Co.
Sav ostali telefonski materijal



Radio-aparati i pribor

TUNGSRAM D. D.

Zagreb	Beograd
Gajeva ulica br. 32	Kosmajška ulica 53
Telefon broj 14-65	Telefon broj 37-84

Tungsram žarulje i druga oprema
[Tungsram Bulbs and Other Equipment].

1926. *Kino i film* 1 (1): 16.

The Tungsram Bulb
is unbreakable!

All kinds of bulbs
Automatic telephone exchanges of Western
Electric Co.

All other telephone equipment

Radios and accessories

TUNGSRAM J.S.C.

Zagreb

Belgrade

Gajeva St. No. 32

Kosmajška St. 53

Telephone No. 14-65

Telephone No. 37-84

Slušajte Pričalo
kroz Radio-Zagreb



Radijska emisija „Pričalo“ [Radio
Programme “Storyteller”].

1936. *Pričalo* 1 (15): 1.

Listen to Pričalo [Storyteller]
on Zagreb Radio

Our little friends,
boys and girls
[Pričalo=Storyteller]

RODITELJI I DJECA!

Sa foto aparatom
od Din 190 — do-
bivate već lijepe
slike.

Besplatne upute



FOTO CORSO
ZAGREB
ILICA 25

Foto aparat u trgovini Foto Corso
[Cameras at Foto Corso].

1936. *Pričalo* 1 (17): 3.

PARENTS AND CHILDREN!
With a camera from Din 190 – you get
beautiful pictures right away.

Instructions free of charge

FOTO CORSO

ZAGREB

ILICA 25

Stolice za kinokazališta [Cinemas Seats]. 1926. *Kino i film* 1 (1): 35.**Cinema Seats**

of various types and of the best quality!

Prices beyond compare!

“ELEKTROIMAGO”, ZAGREB,
GAJEVA ST. 15

Plesni tečajevi [Dancing Courses]. 1934. *Židov* 18 (47): 6.**PLESNI STUDIO BAHAR****ILICA 50/I**

počinje radom u subotu 24 o. mj. u 8 sati. Svaku večer od 8–11 sati. a subotom i nedjeljom i od 4–7 sati plesne vježbe uz Jazz-Band! — PLESNE KOTERIJE za početnike i napredne počinju 26 o. mi. Dječje koterije. — Posebni časovi za pojedince i grupe. Cijene umjerene! Informacije preko cijelog dana.

(T 282-1)

DANCING STUDIO BAHAR**ILICA 50/I**

opens on Saturday the 24 of this month at 8 pm. Every evening from 8–11 pm, and Saturdays and Sundays also from 4–7 pm, dancing exercises accompanied by Jazz-Band! — DANCING GROUPS for beginners and those who are advanced start on the 26 of this month. Children's groups. — Special classes for individuals and groups. Modest prices! More information daily at any time.

Sljeme zove [Sljeme is Calling]. 1939. *Židov* 13 (27): n.p.**MALI OGLASNIK****DJECO! SLJEME VAS ZOVE!**

Idealno ljetovanje u bregovima s engleskim, francuskim i njemačkim tečajevima te jutarnjom gimnastikom od 1 VII do 1 IX. Po želji kure ležanja i debljanja uz liječnički nadzor. Informacije: »Salon Ethel«, Tel. 79-80, Jelačićev trg 17. U-1114-6-4

SMALL CLASSIFIEDS**CHILDREN! SLJEME MOUNTAIN IS CALLING YOU!**

An ideal summer vacation in the mountain with courses in English, French and German and with morning exercises, from 1 July until 1 September. According to your wishes, lying down cures and weight gain under medical supervision. More information at “Ethel Salon Shop”. Phone: 79–80 Jelačić Square 17.

Engleski za djecu [English for Children]. 1939. *Židov* 23 (4): n.p.**ENGLISKI TEČAJ ZA DJECU**

od 4 godine dalje, dva puta tjedno, poslije podne od 3–6 sati. — Upitati kod Herte Engelsrath, Draškovićeve ul. 36/II. Tel. br. 87-03. (U-1049)

A COURSE IN ENGLISH FOR CHILDREN

from 4 years of age onwards, twice a week, afternoons 3–6pm. Enquiries at Herta Engelsrath's, Draškovićeve St. 36/II. Telephone 87–03.

Budilice kod Hrnčića [Alarm Clocks at Hrnčić's]. 1936. Dom i škola 6 (1): 2.

ŽIVILA KONKURENCIJA!
BUDILICE 38 DINARA

uz 3-godišnje jamstvo, džepni satovi željezničarski, Roskopf Nikel-anker stroj Din 55 te raznog dragocjenog nakita i ostalih satova uz najniže cijene. Popravci uz najniže dokazane cijene. 1 šlifano staklo Din 2, kazalo Din 3, čišćenje Din 20, veći popravci Din 25 dalje. uz 3-godišnje jamstvo. Roba se šalje uz pouzće.



Tražite besplatno cjenike!

RUDOLF HRNČIĆ, Vlaška ulica 13

LONG LIVE THE
COMPETITION!

ALARM CLOCKS 38 DINARS

with a 3-year warranty, railway pocket watches. Roskopf Nikel-anker machine Din 55 and various precious jewellery and other watches at lowest prices. Repair at guaranteed lowest prices. 1 cut glass Din 2, [watch/clock] hand Din 3, cleaning Din 20, bigger repairs Din 25 or more, with a 3-year warranty.

Goods are sent cash on delivery.

Ask for a price list free of charge!

RUDOLF HRNČIĆ, Vlaška St. 13

Džepni satovi kod Hrnčića [Pocket Watches at Hrnčić's]. 1936. Pričalo 1 (6): 7.

Živila konkurencija! Za sv. Potvrdu.



Džepni satovi uz jamstvo

samo Din **29** na više

Ručni satovi	" 89 " "
14 kar. zlatni ručni satovi na vrpci uz jamstvo	Din 250 na više
14 kar. zlatni lančić	Din 80 " "
14 " " križić	" 20 " "
14 " " naušnice	" 80 " "

Satovi uz jamstvo 3–15 godina
OMEGA, DOXA, ETERNA itd.
 Popravci uz dokazane najjeftinije cijene.

RUDOLF HRNČIĆ
 Zagreb, Vlaška 13, telefon 38-35
 Tražite besplatne cjenike!

Long Live the Competition!
For Confirmation

Pocket watches
with a warranty

only Din **29** or more

Wrist watches ... " **89** " "
 14 carat gold wrist watches on a strap with warranty Din **250** or more
 14 carat golden chain Din **80** " "
 14 " " cross pendant " **20** " "
 14 " " earrings " **80** " "

Watches with 3–15 years warranty
OMEGA, DOXA, ETERNA etc.
 Repairs at guaranteed lowest prices.

RUDOLF HRNČIĆ

Zagreb, Vlaška 13. Telephone 38–35

Ask for a free price list!

Police osiguranja – „Croatia“ [“Croatia” Insurance Policies]. 1936. Pričalo 1 (5): 7.

Budućnost Vaše djece je neizvjesna

To Vam zacijelo zadaje teških briga, jer niste i ne možete biti sigurni, da li će se Vaše lijepe i plemenite želje, koje želite svojoj djeci, moći ispuniti.

Da se riješite tih briga, obratite se za bezobvezatnu informaciju na našu staru, domaću i dobro poznatu

osiguravajuću zadrugu „Croatia“,

koja je uvela specijalna osiguranja

za miraz ženskoj djeci

i posebna osiguranja za obezbeđenje

samostalnosti i studija muškoj djeci.

The Future of Your Children Is Uncertain

This must be causing you deep worry because you are not and cannot be sure that your great and noble wishes for your children can possibly be fulfilled.

To remove these worries and to get free information, contact our old, local and well-known

“Croatia” Insurance Cooperative, which has introduced special insurance policies

for a dowry for girls

and special insurance to ensure the **independence and future study for boys.**

Kućna štedioničica [A Little Piggy Bank]. 1937. Dom i škola 6 (5): 48.



THE CITY SAVINGS BANK OF THE MUNICIPALITY OF ZAGREB

PROVIDES EVERYONE **FREE** OF CHARGE WITH AN OVAL LITTLE PIGGY BANK FOR USE AT HOME.

INSTRUCTIONS CAN BE OBTAINED AT THE CASH DESK OF THE CITY SAVINGS BANK IN ZAGREB

THE WAY TO THE SAVINGS BANK IS THE WAY TO PROSPERITY

ALL DEPOSITS ARE GUARANTEED BY THE MUNICIPALITY OF THE CITY OF ZAGREB