Our first coloring book is filled with images from the Rubenstein Library’s collections for you to print out and color. Share your artistry with us on Twitter @RubensteinLib and use the hashtag #ColorOurCollections. Thanks to The New York Academy of Medicine’s Center for History (@NYAMHistory) for inspiring us!

Isotta Nogarola from Jacopo Filippo Bergomensis’ De Claris Mulieribus (Ferrara, Italy, 1497). Lisa Unger Basking Collection. David M. Rubenstein Rare Book & Manuscript Library, Duke University.
4 *Narcius mediocris purpureus flore pleno.*
Double flowed purple circled Daffodill.

5 *Papaver sylvestre.*
Wild Poppy.

3 *Pepomaximus compressus.* The great flat bottomed Pompion.

4 *Pepomaximus clypeatus.* The great Buckler Pompion.
Your engine makes this much Acid every day
...And it's Acid Action—not friction—that causes 90% of engine wear

New Alkaline Shell X-100 Motor Oil counteracts Acid Action

If you are a typical motorist, in a normal day's driving—a pint or more of acid is formed and passes through your car's engine, and it's acid action, not friction, that causes 90% of your engine wear. To neutralize the harmful effect of this acid, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it contains positive cleansing factors that help protect hydraulic valve lifters and other vital parts from fouling deposits.

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It's Incomparable!
ON THE BLUE HILLS OF NEW ENGLAND, FAR AWAY.

WORDS AND MUSIC BY
JOHN C. RUNCHEA
AUTHOR OF "RAE, RAE, RAE."

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MUSIC SECTION NEW YORK AMERICAN AND JOURNAL, SUNDAY, JULY 15, 1906-PAGES 8-8
THEY HAD TO SWIM BACK
TO THE SHORE

WORDS BY
JOE McCARTHY

MUSIC BY
JAS. V. MONACO

From *Feldbuch der Wandartzney* by Hans von Gerdorff (Strasbourg, 1517). History of Medicine Collections, David M. Rubenstein Rare Book & Manuscript Library, Duke University.
There was a young woman who swallowed a rule.
"Live to serve others;"
she learned it in school.
She swallowed the rule to go with the lie.
We all know why she swallowed that lie.
Perhaps she'll die!
Be Smart  
Be Thrifty  
Go Luxable—
with these "New York Creations"

Summer, 1942... and you, cucumber-cool in
dresses that lift you up, cut upkeep down... for
they Lux!

Gentle Lux is the cure the New York Dress Institute,
makers of "New York Creations," advise for
all summer wastables. It's so safe for anything
safe in water. So thrifty, too!

Of course, you don't risk cake-stop rubbing or
strong washi soap for pretty things these days.
Stick to the advice of the experts... the makers
of nice things, the fine stores which sell them...
be smart, be thrifty, go Luxable!

PERK & PECK have the pastel-splashed
spin rayon 50c and 75c lemonade. The rayon
shorts are tight enough next to nothing—cute
like white. About 8.00 buys the one. $3.00
the other. "For safety's sake use gentle Lux
for washable rayon," says Peck & Peck.

RUSSELL'S gives you the perfect summer suit;
beautifully tailored striped chambray and a
trim seersucker blouse. About $25 buys
the three pieces. They look like a charm, from
the blouse dry to keep it crisp. "Fine cottons-
like these deserve Lux care," says Russell's.

LORD & TAYLOR suggests this flower-
spinkled cloque. Cotton for impor-
tant summer evenings—about
$10. "To keep it supertatively
fresh and protect its finish—
insure Lux," they advise.

The New York Dress Institute...
leading stores everywhere...
advise New Quick Lux
Sailors Hope Tobacco, Emergence of Advertising Digital Collection, John W. Hartman Center for Sales, Advertising & Marketing History, David M. Rubenstein Rare Book & Manuscript Library, Duke University. http://library.duke.edu/digitalcollections/eaa_D0303/
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Mighty tangy chili!

Flame-broiled beef!

Yee-ha!
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WHAT’LL WE DO ON A SATURDAY NIGHT
(WHEN THE TOWN GOES DRY)

by Harry Ruby

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