



Right this way to a world of travel benefits.



Hello, Brent

SkyMiles® #9174920273 >

YOU MAY WANT TO SIT DOWN FOR THIS SPECIAL OFFER.



LEARN MORE >

Special offer for select SkyMiles® Members!



Earn **50,000 Bonus Miles** after you spend \$1,000 or more in eligible purchases with your new Gold Delta SkyMiles® Credit Card within the first 3 months of Card Membership.¹ Plus, earn a **\$50 statement credit** after making a Delta purchase with your new Card in the first 3 months.²

As a Card Member, you can enjoy these exclusive benefits and more:

- ✓ **Check Your First Bag Free** on Delta flights— that's a savings of up to \$200 per round trip for a family of 4.³
- ✓ **Pay with Miles** allows you, when you book on delta.com, to reduce the cost of eligible Delta tickets—**this 50,000 Bonus Miles offer can be redeemed for up to \$500 toward Delta flights.**⁴

EARN ~~35,000~~ 75,000 BONUS MILES
AND NEVER MISS A MOMENT.*

NEW ADVENTURES ARE JUST AROUND THE BEND.

LIMITED TIME OFFER

Deck!
Earn 75,000 bonus miles & 3,000 Medallion® Qualification Miles (MQMs) after you spend \$2,000 in eligible purchases on your new Card in the first 3 months of Card Membership!
Annual fee of \$95.†

With 75,000 bonus miles, you can quickly add to the miles you've already earned flying Delta and our partners.

Your Current SkyMiles® Balance:	52,000
Bonus Miles Awaiting You:	+75,000
NEW TOTAL SKYMILES® BALANCE:	127,000

©2019 Delta Air Lines. All rights reserved. *See Delta.com for details. †Annual fee of \$95. ‡See Delta.com for details.

APPLY TODAY USING YOUR SKYMILES® NUMBER.
Your miles don't expire. See Delta.com for details. Offer valid on April 3, 2019.

DELTA.COM/PLATOFFER or 1-800-750-2552 Your SkyMiles® Number: 2123456789

NEW ADVENTURES ARE JUST AROUND THE BEND.

Enjoy these exciting perks and more.

EARN A \$100 STATEMENT CREDIT WITH WELCOME OFFER
After you make 3 Delta purchases with your new Card in the first 3 months of Card Membership.†

MILES BOOST™
Earn 2,000 MQMs and 1,000 bonus miles after you reach \$20,000 in eligible purchases on the Card within the calendar year.

MILES DON'T EXPIRE
There's no Card to lose rates when you use ours.

MEMBER PERKS

ANNUAL COMPANION CERTIFICATE

EXPERIENCE IT FOR YOURSELF WITH THIS LIMITED TIME OFFER.

EXPERIENCE IT FOR YOURSELF WITH THIS LIMITED TIME OFFER.

SPOTLIGHT ON REWARDS

WITH SO MANY BENEFITS TO BEING A CARD MEMBER, HERE'S A CLOSER LOOK AT ONE OF THEM.

ANNUAL COMPANION CERTIFICATE

While the Platinum Delta SkyMiles® Credit Card from American Express is a world-class membership, Annual Companion Certificate™ is just for enjoying your Card. With this Certificate, you can make one more person to fly with you on our Delta and our partners. It's a way of saying thanks for being a Card Member.

For a full list of benefits and terms, visit **DELTA.COM/PLATOFFER**.

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ANNUAL COMPANION CERTIFICATE



COUNTER CULTURE.

Specialty countertops make an eye-catching statement in any room, whether you're seeking on-trend looks, durability, easy maintenance or a combination of all. Here's how to choose the specialty type to suit your style.



MARBLE


Perfect for those seeking a stunning focal point, marble is classic, giving a one-of-a-kind, elegant look. Admired in bathrooms, islands, bars and beyond, this heat-resistant surface adds instant wow factor.

ULTRA DURABLE

High-traffic rooms will benefit from the extreme strength of ultra-durable surfaces. The ultimate in resistance to scratches, stains and heat damage, they're ideal for cooking surfaces, crafting areas, bathroom vanities and more.

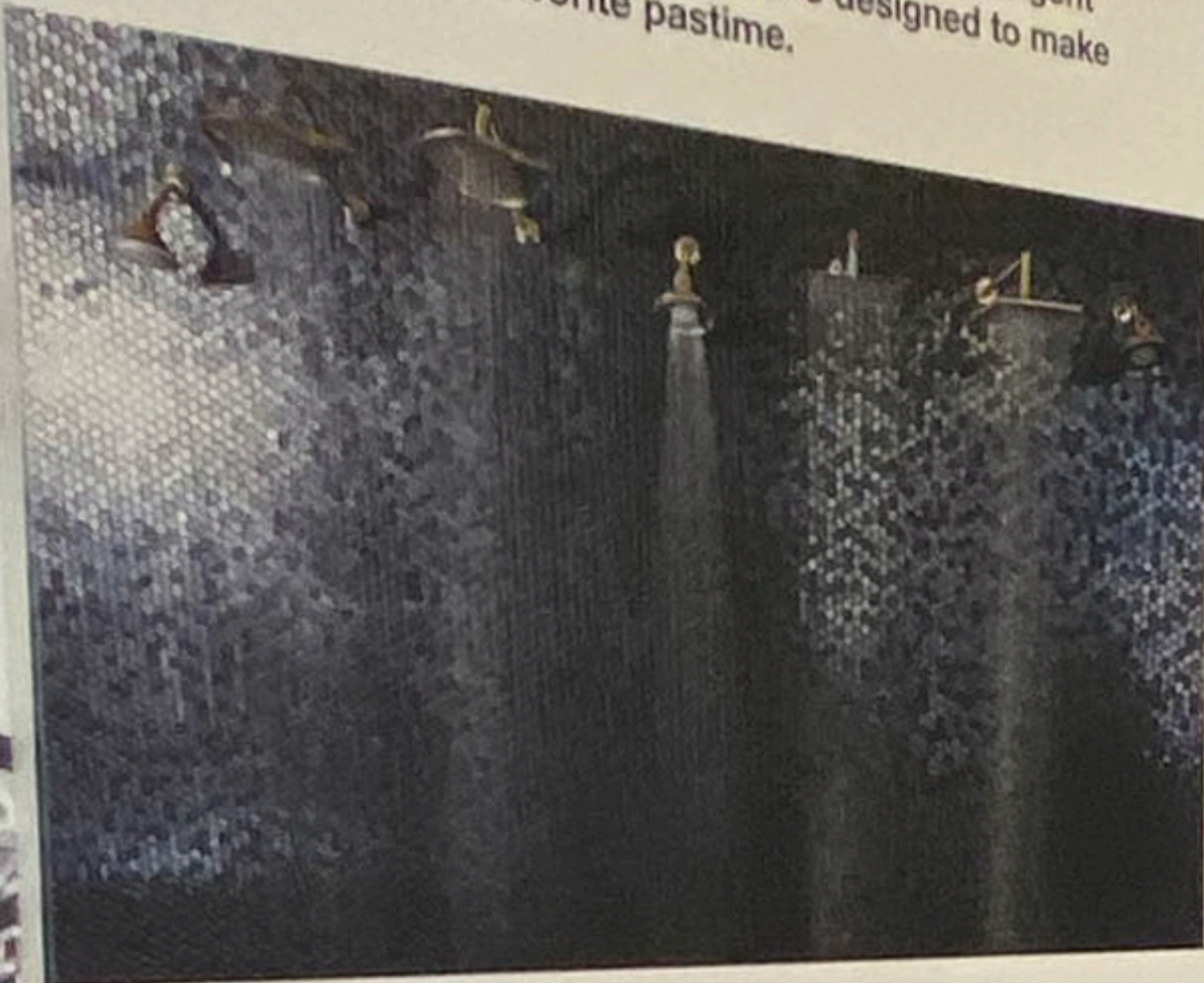
DID YOU KNOW?

Marble countertops are ideal for bakers—marble keeps dough cool, and spills wipe off easily.

 In-Store Environment Division		PROOFREADING SIGNOFF INITIALS: _____ DATE: _____ APPROVED: <input type="checkbox"/>	NAME AD/ACD GRIFFITH DESIGN HRABOVSKY PA PPM SCOTT PM GIRONDO/JOHNSON CLIENT LUKOMSKE
	JOB: HDDCMD_63811_50-53_EducationBoards-V1_12.25x24.25_R03_EO	SPECS: 4/C + 1	DOUBLE SIDED: <input type="checkbox"/> DELINE REQUIRED: <input type="checkbox"/>
DATE: 09/02/2020 NOTES:			

RINSE. RELAX. REPEAT.

The shower starts the day off fresh and caps off the night with a relaxing massage. Packed with indulgent features, these bath innovations are designed to make showering a new favorite pastime.



ENVIRONMENTS

Forget traditional designs and embrace open-air wet rooms, frameless glass enclosures, steam rooms and more.

FIXTURES

Jets, sprays, valves... Create everything from the simplicity of a tropical shower experience to a multi-angle, high-performance water extravaganza.

INNOVATIVE EXTRAS

Engage the senses using lights and music to set the mood, along with smart thermostats and sensors to deliver water at the perfect temperature and pressure.

DID YOU KNOW?

Showers with digital controls and presets for temperature, time and water volume help turn the morning routine into an individualized escape.

TIME TO RELAX.

Indulge with a multisensory experience in a spa-like tub. From simple antique charm to therapeutic jets and chromatherapy, it's all here to help submerge into relaxation.



DROP-IN TUBS

With custom platforms and self-rising edges, drop-in tubs offer a contemporary look that is ideal for spaces both small and large.

WHIRLPOOLS

As both hot and whirlpool tubs have one common goal: to provide relaxation and relieve muscle tension. Enjoy the heated and ergonomic comfort with the spa-like experience.

FREE-STANDING TUBS

Luxurious and designed for soaking, free-standing tub styles range from classic to ergonomic shapes that seem to emerge from the floor.

APRON TUBS

Used for relaxation and some medicinal purposes, apron tubs provide a warm and ergonomic soak, with features like jets to correct vertigo and double doors.

DID YOU KNOW?

Drop-in tubs are often used to conserve space and are ideal for small bathrooms, while free-standing tubs offer more prominent appeal with larger soaking space.

CLASSIC. ONLY COOLER.

Dual flush, comfort height and elongated seats are just the beginning. Now look for smaller tanks, streamlined shapes and must-have tech features.



SKIRTED TOILETS

With the sleekest design and advanced features, skirted toilets offer a modern look and a more ergonomic seat.

HIGH-TECH TOILETS

With advanced features like bidet seats, heated seats, and automatic flush, high-tech toilets offer a modern look and a more ergonomic seat.

WALLMOUNTS

Compact and sleek, wallmount toilets are a great choice for small bathrooms and modern homes.

DID YOU KNOW?

Wallmount toilets are a great choice for small bathrooms and modern homes.

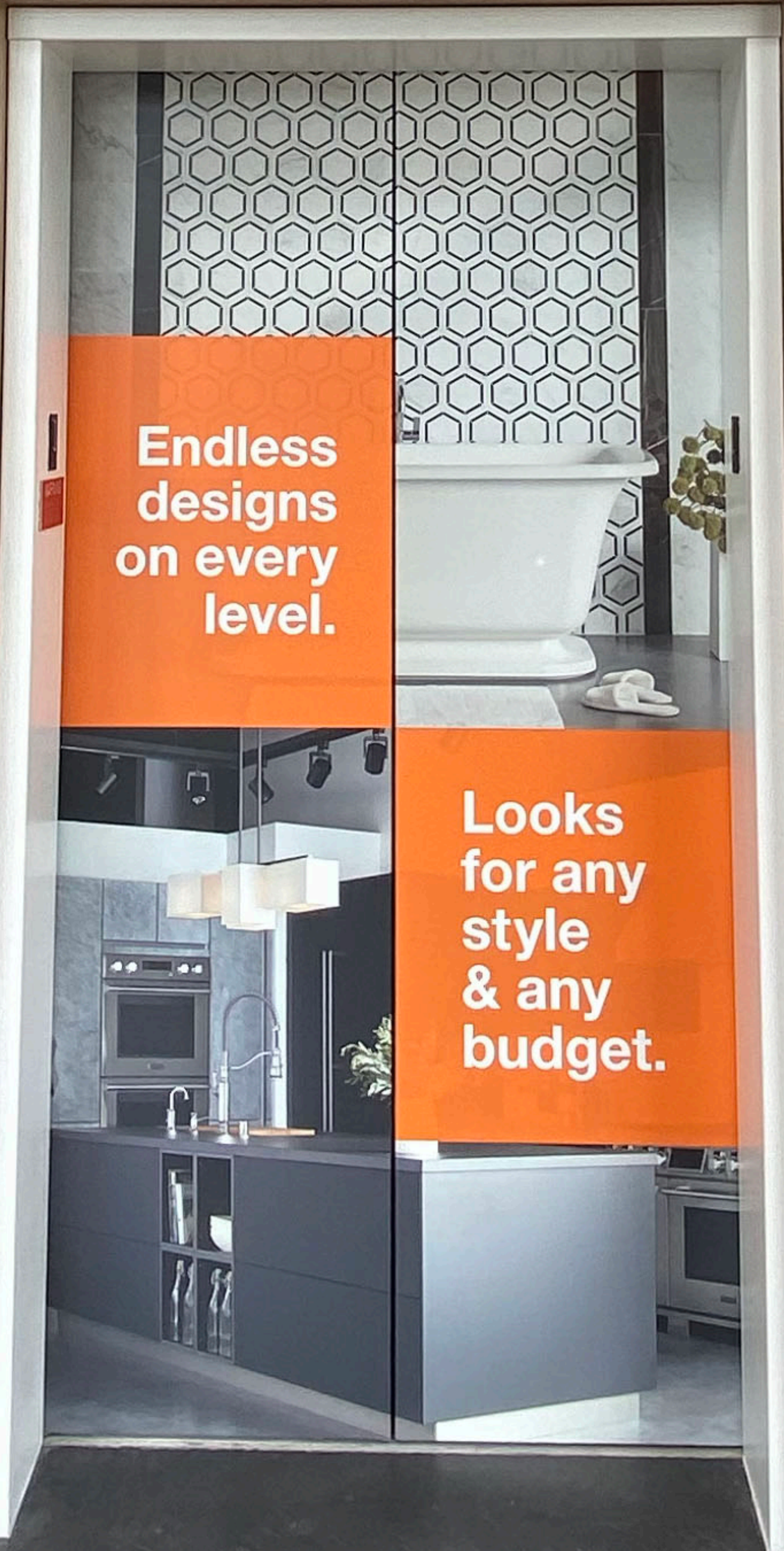
The Home Depot Design Center

TM



2
BATH
LAUNDRY
FLOORING
IDEATE & CREATE
2.01-2.10
RESTROOMS

1
KITCHENS
COOK & TELL KITCHEN
COUNTERTOPS
APPLIANCES
IDEATE & CREATE
1.01-1.06
RESTROOMS



Endless designs on every level.

Looks for any style & any budget.



Limit one customer or customer group at a time in the elevator.



HD.com
Experience
(Pre-Opening,
Desktop)

The Home Depot Design Center

Home | The Home Depot Design Center

The Home Depot Design Center

Experience Design You Can Feel.

Opens August 10

See. Touch. Explore.

Our new design destination will impress you with an expanded assortment of the most innovative kitchen, bath and appliance brands, along with complimentary design and project management services.

[Make an Appointment](#)

The Home Depot Design Center
5480 Carroll Park Drive
San Diego, CA 92121
Mon-Sat 9:00am - 7:00pm
Sun 10:00pm - 5:00pm

More saving. More doing.®

Customer Service: Check Order Status, Play Your Credit Card, Home Improvement, Returns, Shipping & Delivery, Product Recall, Help & FAQs.

Resources: Services & Offers, DIY Projects & Ideas, Home Services, Specials & Offers, Local Events, Moving Supplies & Services, Real Estate Plans & Programs, Professional Plans, Home Center, Gift Cards.

About Us: Contact, Corporate Information, Investor Relations, Open House & Events, Affiliate Program, Our Options.

Our Other Sites: The Home Depot Canada, The Home Depot Mexico, The National, The Company Store.

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Local store hours may vary. See the site at [www.homedepot.com](#) for more information. Home Depot is a registered trademark of Home Depot.
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Landing Page

Home | The Home Depot Design Center

What can we help you find today?

Home | The Home Depot Design Center

KITCHENS FOR EVERY TASTE

UP TO 40% ON THE KITCHEN OF YOUR DREAMS

Explore a New Destination for Kitchen Design
Opens August 10

Design It Yourself

Expert Design & Project Help

Cabinet Refacing

Mix & Match

Home | The Home Depot Design Center

What can we help you find today?

Home | The Home Depot Design Center

QUALITY KITCHEN CABINETS

UP TO 40% OFF THE PERFECT BATHROOM

Explore a New Destination for Bath Design
Opens August 10

Update Your Bathroom

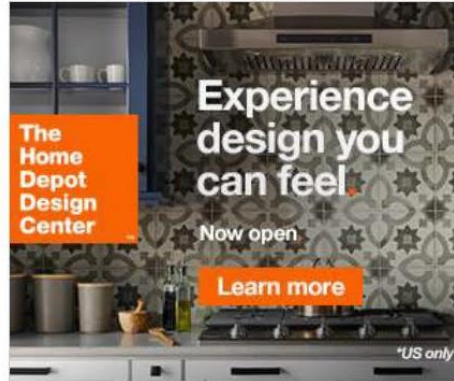
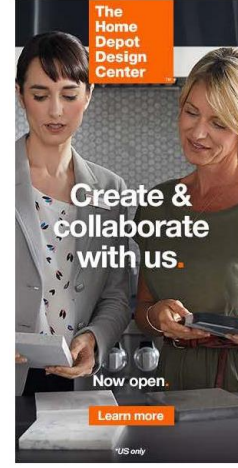
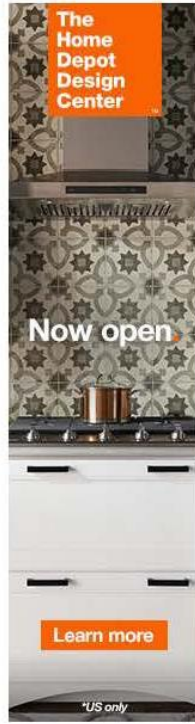
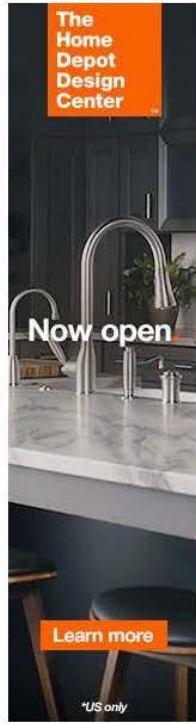
Expert Design & Project Help

Cabinet Refacing

Mix & Match

Kitchen L1
Cabinets
Bath L1

Digital Banner Ads



Facebook



Desktop: 820x312

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Discover design that's not only seen, but felt. Introducing The Home Depot Design Center.

FB/IG Paid Carousels will be auto-optimized.

See
A new destination for design

Touch
25+ kitchen, bath and laundry displays

Test
Expanded assortment of top-brands

Taste
Fresh ideas and tastings happening daily

Create
Get creative in our space

The Home Depot Design Center
Opening August 10th [Learn More](#)

👍 22
Like Comment Share

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<https://www.homedepot.com/designcenter>

The Home Depot Design Center

It's not just an oven, it's the secret ingredient to the perfect beef bourguignon.

👍 Like 🗨 Comment ➦ Share

👍 87 [Top Comments](#)

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Introducing a one-of-a-kind design experience for one-of-a-kind designs.

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See
Introducing a new destination for design

Touch
25+ interactive displays

Share
Complimentary services

Curate
Discover expanded assortment of top brands

Create
Get creative in our space

The Home Depot Design Center
Opening August 10th [Learn More](#)

👍 22
Like Comment Share

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<https://www.homedepot.com/designcenter>

The Home Depot Design Center

Matches made in heaven. Explore our expertly curated products for your next bath project.

👍 Like 🗨 Comment ➦ Share

👍 87 [Top Comments](#)

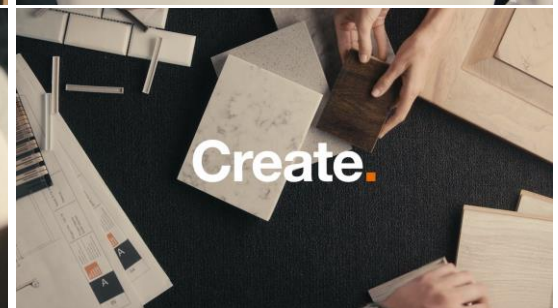
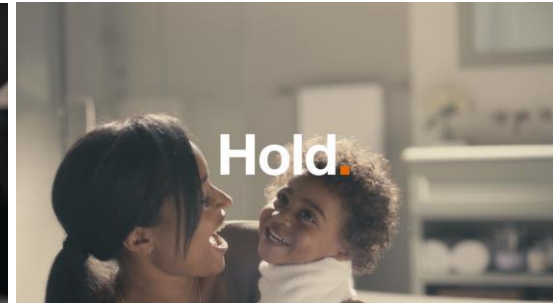
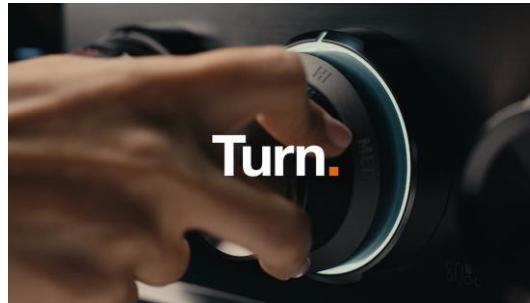
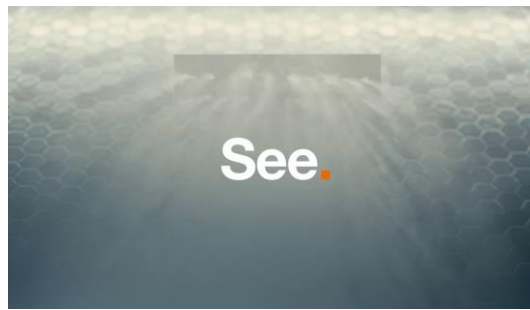
Video
(:30 and
:15-second)



:30-second Consumer ([Here](#))
:15-second Consumer ([Here](#))
:15-second Trade ([Here](#))



Videos are rough cuts and not color corrected or final
Links can be opened by right-clicking here, select open
hyperlink. Must be connected to THD secured network



Chick-n-Minis™

10 count

...

Score a taste touchdown



0.00
90 cal
per mini



Only available at Chick-fil-A® [store name].

© 2017 CFA Properties, Inc. All trademarks shown are the property of CFA Properties, Inc.

Chocolate Chunk Cookies

...

Share the love



Available only at participating locations.



6ct

0.00

350 cal per cookie

FREE SHIPPING ON ORDERS OF \$100 OR MORE [LEARN MORE](#) 



THE NEW

LEVI'S® 2012 REFINED COLLECTION

TAILORED FOR THE SEASON, THIS COLLECTION BRINGS AN ENTIRELY NEW STYLE OF CLASS TO LEVI'S. FROM JACKETS TO JEANS TO DRESSES, YOUR SPRING WARDROBE HAS FINALLY FOUND THE ELEMENTS YOU NEVER KNEW YOU NEEDED!

[SHOP MEN'S](#)

[SHOP WOMEN'S](#)



TAPER

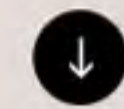
508 TAPER & PERFORMANCE ARMY JACKET



COMMUTER

FORM. FUNCTION. CYCLING.

The first Levi's® collection for those who believe that life is better on two wheels.



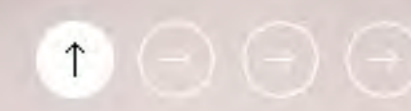
1
REFLECTIVE TAPE
3M Scotchlite lining give you high visibility at night

2
STRETCH FABRIC
Greater flexibility for when you're pumping those peddles



GETTING WARMER

SPRING HAS AWAKENED, SO START BLOOMING WITH OUR LATEST COLLECTION OF LIGHT, COMFORTABLE DRESSES.



FREE SHIPPING ON ORDERS OF \$100 OR MORE [LEARN MORE](#)

501®

ORIGINAL FIT JEANS

THE BLUE JEAN THAT STARTED IT ALL.
A BESTSELLER FOR ITS ONE-OF-A-KIND FIT.


*** ** [13 REVIEWS](#)



Model is 6'0" and wearing size 39W x 38L.

[Like](#) [3K](#) [Tweet](#) [316](#) [Pin](#) [5](#) [Send to a friend](#)

STYLE #39482359
STEELHEAD / GRANEL HOUNDSTOOTH



WAIST	28	29	30	31	32	33	34
LENGTH	36	38					
	30	32	34	36			

[SIZE CHART](#)

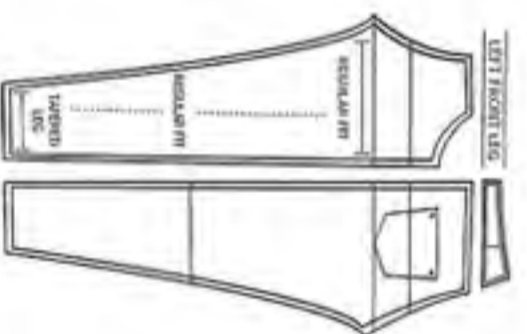
\$138 x [1](#)

[ADD TO BAG](#)

[RETURN POLICY](#)



Levi's 520™ Taper Jeans were created for those who put an equal premium on comfort and style. As casual as they are classy, 520™'s are made from a durable resin-coated denim, starting just below the waist with a slouched fit and tapering all the way down to a super-skinny opening at the ankle.



MATERIAL & FEATURES

Oversized front patch pockets with coin pocket and vertical button entry. Oversized back patch pockets wrap from the front. Double-needle stitching. Denim, 100% cotton, 11 oz. Imported

HOW'S THE FIT AND SIZING?

Slouch taper fit.
Sits low on hip (11 1/4" front rise).
Tapered (13" leg opening).
Measurements are based on a size 32W x 32L

GO WATER-LESS

We're committed to doing our part to tackle the global water crisis. That's why 520™ Taper Jeans are made with up to 95% less water using our Water-LESS finishing process.

MEN'S JEANS FIT GUIDE



CARING FOR DENIM

Your 520™'s are happiest washed inside out in cold water to preserve the color. And never, ever put them in the dryer or you're just begging them to fade.



WHAT IT ALL MEANS

You don't put time into wearing a pair of jeans just for them to spilt when they finally break in. "Double-needle stitching" is a stronger stitch, keeping your Levi's® together longer.



WEARING IT

We suggest you wear your 520™'s rolled at the cuff with a classic pair of wingtips or oxfords, or tucked into your favorite pair of worn-in boots.

N

PUT IT TOGETHER

520™ Taper Jeans are the perfect companion for this slim fit, contemporary version of our Trucker Jacket. It features the spread collar and vertical-seam construction of the original, plus two button-flapchest pockets, two welt pockets, and side tabs that adjust the fit.

Layer it all over our super soft premium tee, the classic base layer with short sleeves, a crew neck, and one patch pocket at the chest.



YOU MIGHT ALSO LIKE



SEA RANCH DRESS



8 POCKET BLAZER



DRILL SHORTS



ONE POCKET SHIRT



TRUCKER JACKET



PREMIUM POCKET TEE



DERBY SHOE

501[®] JEANS

WHEN LEVI STRAUSS GOT TOGETHER
WITH JACOB DAVIS IN 1872
TO REINFORCE A GARMENT FOR
HARD WORKING WESTERN PIONEERS.
THEY HAD NO IDEA THE IMPACT
ON MODERN CULTURE
THEIR PATENT WOULD MAKE.
IT'S MORE THAN THE ORIGINAL JEAN
& IT'S MORE THAN AN AMERICAN ICON.
IT HAS **BECOME A PART OF THE**
WORLD'S VISUAL LANDSCAPE.

L.S. & CP
1938

PROPER SHIRT

TAKE THE ROUNDED POCKET
OF A '30s DRESS SHIRT, GIVE IT THE STRENGTH
OF '50s WORKWEAR AND A CLEAN, MODERN COLLAR,
AND YOU'VE GOT THE PROPER, CLASSIC ELEMENTS
COMBINED FOR A REFINED NEW LOOK.

3v. 66

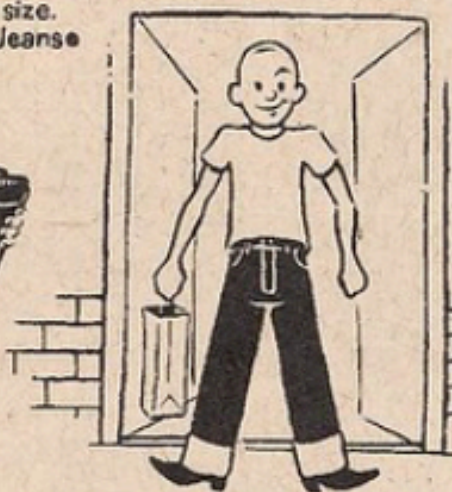
ONE POCKET SHIRT

SOMETIMES A CLASSIC SHIRT LOOKS JUST RIGHT.
WE'VE ADDED DETAILS TO AMPLIFY THE APPEAL OF
OUR ORIGINAL ONE POCKET. FEATURING TRIPLE NEEDLE
STITCHING AND A LIVED-IN GARMENT WASH,
IT'S A CLASSIC GONE RUGGED.

6v. 48

Make them your own

Step 1. Find your true size.
Shrink To Fit® 501 Jeans®



Step 2. Wear them out of the store.
(after you buy them)



Step 3. Live in them as long as possible.



Wear them for at least a year

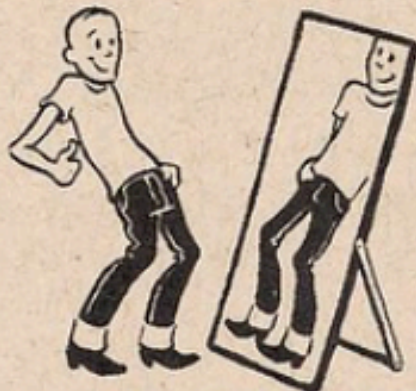
Step 4.
When you finally wash them,
soak for 20 minutes
with a capful of
Dr. Bronner's Soap
in cold water



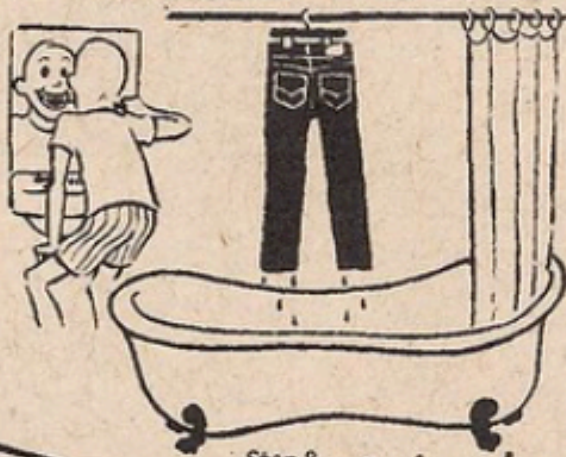
Step 6. Put them back on
(nopefully on a warm day or by
a nice fire.)



Step 7.
As they dry they'll
shape to your body.



Step 5. Let them drip dry until they are slightly damp.



Step 8. *Enjoy!*



Wash them too soon they will shrink

Refer to packaging for traditional Shrink To Fit® sizing.



www.levi.com/501shrinktofit

WHAT'S IT GONNA TAKE?

LG makes incredible phones—and the G7 ThinQ™ is our greatest yet. It has **AI** built into its core, a **Boombox Speaker** for audio that's out of this world, best-in-class **Cameras** that aren't afraid of the dark, plus a color-superb, super bright **Display**. This is thoughtful, no-nonsense innovation inside and out.



KEY SELLING POINTS

Here is a simple way to remember these features on the sales floor.



Artificial Intelligence (AI)

Boombox Speaker

Camera

Display

SWITCH TO LG NOW!

SEAL THE DEAL May 25 - June 30 | Get up to \$750 Back!*

When you buy two LG G7 ThinQ devices.

*Via 24-monthly bill credits.



Artificial Intelligence

- AI Cam provides scene-specific recommendations.
- Google Lens is a visual browser that searches, shops and translates.
- Super Far Field Voice Recognition picks up requests from even farther away.*

*Compared to conventional voice recognition.

How to sell

Say: “AI makes your interactions easier and more intuitive. Take AI Cam — it recognizes the scene and offers four optimized filters so you can capture better photos.”

Do: Demo AI Cam by accessing the camera and tapping ‘AI CAM’. Then, focus on a subject and show how the clever camera thinks by populating words on-screen.



Boombox Speaker

- Listen to louder sound with more bass.
- LG G7 ThinQ™ uses its inner space as a resonance chamber.
- 39% larger speaker and greater sound levels.*

*Compared to the LG G6®

How to sell

Say: “With a larger speaker size and greater sound levels, listen to music that’s built for bass and is louder than ever!”

Do: Load a few popular songs onto the phone. Play the song(s) and set the device on a flat (ideally elevated) surface so your customers can hear the difference.



Camera

- 16 MP Standard & Wide-Angle Rear Cameras
- Portrait Mode focuses on up to five faces and blurs the background.
- Super Bright Camera for four times brighter* photos and videos in low light.

*Compared to the LG G6.

How to sell

Say: “Get the shot you want from every angle! Switch easily between the standard and wide-angle rear lenses. Plus, take picture-perfect portraits with background blur.”

Do: Access the rear camera and tap the standard and wide-angle icons to show quality from both angles. Then, tap Portrait Mode and snap a few shots pointing out the background blur.



Display

- Super Bright Display provides amazing clarity in direct sunlight by adding a white pixel to the panel.
- Choose to use a New Second Screen or extend the display all the way.
- LG’s iconic FullVision™ Screen provides immersive viewing with minimized bezel.

How to sell

Say: “This brilliant display is nearly twice as bright as its predecessor and extremely easy to see—even in direct sunlight.”

Do: Turn on the phone and activate Super Bright Display mode from the drop-down menu. Then, compare the screen to a competitor product under a light in-store.

Start Your Engines.



Our automotive offers are our most popular benefit. Reserved Living & Giving clients have already saved **\$17 million** on car purchases and other offers.

[View Offers](#)

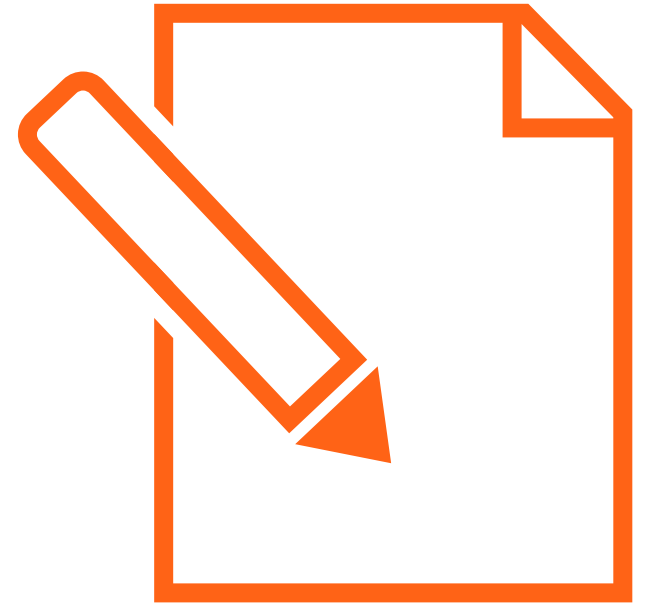


VOLVO

Employee Pricing and save up to \$10,266 on the purchase or lease of a new eligible Volvo.

Copywriting & Language

Revised: April 19, 2023



**In-Store Environment
Standards Guide**

WELCOME TO WELL-BEING.

Steam showers can turn the usual morning prep into a luxury spa experience and do wonders for the mind and body.



HEALTH

Steam is well-known for soothing the symptoms of arthritis, allergies and asthma. And it can boost the immune system, increase metabolism and improve breathing for a more restful night's sleep.

RELAXATION

Steam improves blood flow and circulation to relieve stress and relax stiff joints and muscles. Adding aromatherapy and bath oils will awaken the senses.

BEAUTY

Feeling relaxed, healthy and well-rested looks good on everyone. Steam also hydrates the skin for a glowing complexion and a smoother shave.

TECHNOLOGY

Digital displays and custom presets ensure the perfect temperature, steam level, music and more—and with app control, that's even before stepping out of bed.

DID YOU KNOW?

Steam showers heat up to 118°F and require only 12 to 20 minutes to achieve health-promoting benefits.

End Punctuation

Except in disclaimers, end punctuation should be kept to a minimum.

- Use periods in headers, subheads and taglines when necessary for clarity (e.g., “Smarter. Faster. Better.”) or when part of existing THD messaging that requires periods (e.g., “How does get more done.”). Also frequently used after headlines and subheads for the Home Depot Design Center.
- Periods are also frequently used after headlines and subheads for the Home Depot Design Center.
- Bullets should be short phrases that receive no end punctuation (preferred for all in-store signage); however, if one bullet needs to be multi-sentence, it requires an end period, and all other bullets in the series need a period for consistency.

Note: “Bullet statements” that are left-justified and do not have bullet glyphs, such as in decks, will often require periods for clarity; if one page in a deck uses this style, then all pages should use this style.

- In longer pieces, it's OK for bullets to use complete sentences with end punctuation (brochures, pamphlets, booklets, etc.).

- Question marks and exclamation marks are normally never used. Exclamation marks should always be marked up as off-standard, but question marks are becoming more common in store copy, especially in Home Services headlines: “Need Help?” etc.

Miscellaneous Punctuation

For in-store signage, avoid colons, parentheses, ellipses and semicolons, except in disclaimers. Parentheses are occasionally used with numbers in bulleted copy, as explained on the next page.

For brand claims (“#1 Power Tool Retailer in America,” etc.) use the number symbol (#), not the abbreviation “no.” On product cards, “Model# 452” should have a space after but not before, with no colon. The word “SKU” does not need “#” after it.

A

affect/effect

“Affect” is a verb that means to influence (e.g., The game will affect the standings). “Effect” is a noun that means result (e.g., He misjudged the effect of his actions).

all-purpose

Hyphenated when used as an adjective modifying a noun. (e.g., “All-purpose cleaning product”). Not hyphenated when used after the noun (e.g., “The product is all purpose”). Follow packaging when part of a product name.

anytime/any time

Use “anytime” when modifying/qualifying a word or phrase (e.g., “Anytime Shopping”). “Any time” follows a word or phrase to indicate a time period and is used when “at any time” is implied (e.g., “Buy Any Time”).

Associate/Assistant

Never abbreviate; always capitalize

at vs. @

Do not use the @ symbol in copy; reserved for email addresses only

B

bagless

Not “bag-less”

ball bearing

Not “ball-bearing”

barbecue

Not “barbeque”; can abbreviate BBQ

best-in-class

Two hyphens whether used as a noun or adjective; lowercase

bifold

Not “bi-fold”

bookshelf

Not “book shelf”

BOPIS

Buy online, pick up in store

BOSS

Buy online, ship to store

BODFS

Buy online, deliver from store

briquettes

Not “briquets.” Do not use “charcoal briquettes”—use “charcoal” alone.

built-in

Not “built in.” When in title case, capitalize “I” (“Built-In”).

burned

Not “burnt” (e.g., “burned-out bulbs”)

C

cactuses

Not “cacti”

cell phone

Not “cellphone”

centerset

Not “center set”

Certified Nursery Consultants

Always title case

chain-link fence

Not “chainlink fence”

chain saw

Not “chainsaw”

cleanup vs. clean up

As a noun, one word (“job site cleanup”). As a verb, two words (“clean up your yard”). As an adjective, hyphenated (“Clean-up days are here”).

compliment/complement

“Compliment” is an expression of praise or courtesy; “complement” means to complete or supplement.

complimentary/complementary

“Complimentary” means free of charge; “complementary” means compatible or matching.

comprise/consist of

Never “is comprised of”; the verb “comprises” by itself has the same meaning as “consists of.”

cordless

Not “cord-less”

countertop

Not “counter top”

cutout vs. cut out

Spelled “cutout” when used as a noun (e.g., countertop sink cutout) and “cut out” when used as a verb (e.g., cut out a section of drywall)

D

deal (not used)

Instead, use terms such as “value,” “savings” and “low prices.” Also see entry for “savings vs. value.”

decor

Not “décor”—no accent

dishdrawer

Not “dish drawer”

downtime

Not “down time”

dual flush toilet

Not “dual-flush”

dual mount faucet

Not “dual-mount”

E

each

Use when a single price is given but multiple items are shown in the image, to clarify that the price is for only one of the items.

effect/affect

“Effect” is a noun that means result (e.g., He misjudged the effect of his actions). “Affect” is a verb that means to influence (e.g., The game will affect the standings).

Eco Options®

Title case, two words; exclusive THD program consisting of products that save energy, conserve water, improve air quality, reduce household hazardous waste and dangerous toxins, and utilize sustainable forestry (includes WaterSense®, ENERGY STAR®)

email

Only capitalize “e” if it begins a sentence; no hyphen

engine/motor

An engine creates its own energy through internal combustion or some other means; a motor needs an outside energy source to operate

'I Never Was a Beat Poet': Lawrence Ferlinghetti's Musical Vision

Over his 101-year life, the poet and activist created spaces for artists to thrive — but he also helped transform the sound of American poetry

By **BRENT CALDERWOOD** 



Lawrence Ferlinghetti

Gezett/ullstein bild/Getty Images

Lawrence Ferlinghetti, who **died last month** just 30 days shy of his 102nd birthday, lived a life of fascinating contradictions. From a Dickensian childhood — his father died before he was born, and his mother was institutionalized when he was only two years old — Ferlinghetti eventually landed with wealthy foster parents who nurtured his love of literature and art. He was a World War II naval officer who went to Normandy on D-Day and Nagasaki six weeks after the atomic blast, but was forever afterwards dedicated to anti-war writing, activism, and publishing. He was a counterculture icon whose sartorial style included button-down shirts and a bowler hat; and an Ivy League-educated intellectual who wrote **poetry** that was intentionally populist, in the truest sense of that word: written for the many rather than the few.

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But one contradiction stands above the rest. The man who cofounded **City Lights bookstore** and press and wrote the million-selling poetry collection ***Coney Island of the Mind***, a seminal text in the Beat canon alongside classics like Jack Kerouac's *On the Road*, did not consider himself a Beat. As he told an interviewer in the **2013 documentary *Ferlinghetti***, "I never was a Beat. It wasn't until City Lights published Allen Ginsberg's *Howl* in 1956 that the Beats arrived."