Freud On Madison Avenue Motivation Research And Subliminal Advertising In America
The novel opens with Aunt Polly scouring the house in search of her nephew, Tom Sawyer. She finds him in the closet, discovers that his hands are covered with jam, and prepares to give him a whipping. Tom cries out theatrically, "Look behind you!" and when Aunt Polly turns, Tom escapes over the fence. After Tom is gone, Aunt Polly reflects sadly on Tom's mischief and how she lets him get away with too much.

Tom comes home at supper and the boys tell him about his adventures. During supper, Aunt Polly asks Tom whether he was skipped school that afternoon and what happened to his clothing, which is still worn from his visit to Bashful Bill's school. Aunt Polly is satisfied, but Tom's half-brother, John, and his friends make fun of him, claiming that he has been led astray.

Tom goes out of the house in a rage and is hailed by someone. He is stopped by a man named Mark, who gives him a ride on his horse. Tom is grateful for the ride and eventually chooses the newsman as the way home.

When he returns home in the evening, Tom finds Aunt Polly waiting for him. She notices his dirtied clothes and resolves to make him work the next day, a Saturday, as punishment.

On Saturday morning, Aunt Polly sends Tom out to whitewash the fence. Jim passes by, and Tom tries to get Jim to do some of the whitewashing in return for a "white alley," a kind of money. Jim almost agrees, but Aunt Polly appears and chases him off, leaving Tom alone with his labors.
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Tom comes home at supper time and is asked if he did everything his aunt directed. Tom has not been whipped yet, and his aunt is pleased with him. Tom tells her about his adventures. During supper, Aunt Polly is so pleased with Tom that she asks him if he would like to skip school the next day. Tom says yes and goes to bed, knowing that his aunt is in a good mood.

The next morning, Tom wakes up early and heads to the river. He meets his friend Huckleberry Finn and they make plans to go on a journey on the Mississippi River. Tom is excited and tells Aunt Polly about his plans. Aunt Polly is angry, but Tom convinces her to let him go. Tom and Huckleberry Finn set sail and have many adventures, including a visit to a “whale alley,” a kind of ostrich farm. Tom almost gets caught, but Aunt Polly appears and chases him off, leaving Tom alone with his tales.