

Advertising in the 20th Century

Advertising in the 1930's

CARL HUBBELL
National Baseball League's Most Valuable Player—1934, 1935

Breakfast of Champions
IS THE TOPS!

Will You Prized WHEATIES?
 And It's Tops With These Stars, Too...

Breakfast of Champions is a cereal made from the finest wheat and is topped with raisins and other fruits. It is the most nutritious and delicious cereal you can buy.

At the bottom of the advertisement, there are several small portraits of athletes and their names: Babe Ruth, Lou Gehrig, Hank Aaron, and others.

THE SATURDAY EVENING POST

For as little as \$450* DOWN Interest Carrying optional
 you can drive a *seasoned*
STUDEBAKER EIGHT
 —costs less than 14 different sixes but will be worth more than a six when you trade it in!

With over 100,000 cars in use, the Studebaker Eight is the most popular car in America today. It's the only car that's been around for so long and still going strong. It's the only car that's been around for so long and still going strong.

THE STUDEBAKER CORPORATION OF AMERICA—A General Motors Company

Firestone
CHAMPION

The Tire with the New Safety-Lock Cord Body and New Gear-Grip Tread

Firestone's new Champion tire is the only tire built at the New York World's Fair. It's the only tire that's been around for so long and still going strong. It's the only tire that's been around for so long and still going strong.

Firestone
 LIFE PRESERVER
 THE ONLY TIRE IN THE WORLD

THE ONLY TIRE BUILT AT THE NEW YORK WORLD'S FAIR

BIG
5¢
VALUE

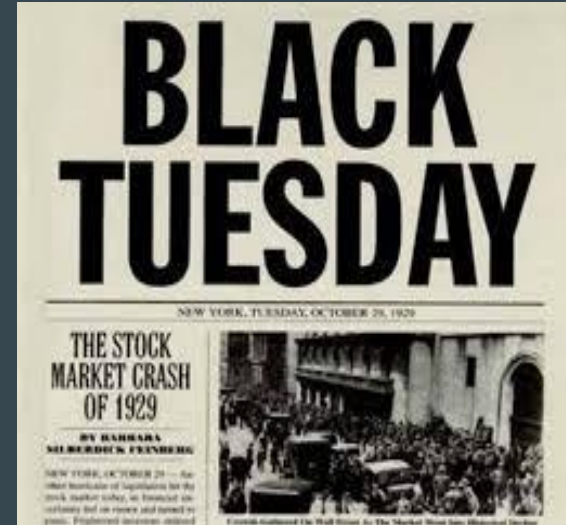
Butterfinger
 SENIOR
 SUGAR - PEANUT BUTTER - CHOCOLATE - MILK

Also
 Generous Sizes
 in 2 for 5 and 6 Bars

CURTISS CANDY CO., OTTO SCHNERING, PRESIDENT - CHICAGO

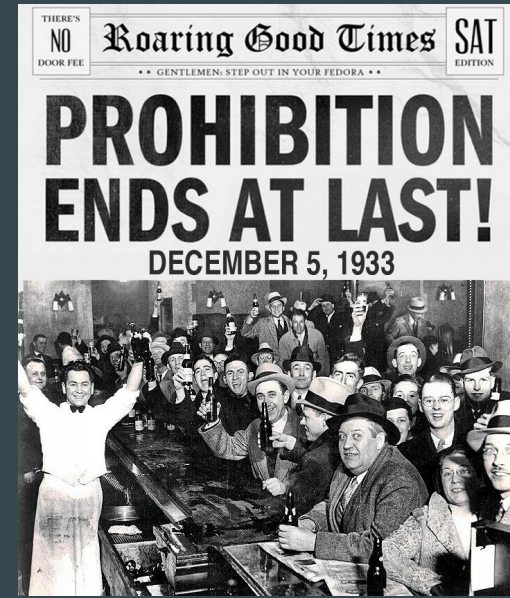
What was Happening Historically in the 1930s?

- The Stock Market crashed in Oct. 1929 triggering the start of a 10+ year long economic depression
 - Due to the Great Depression, companies had to make massive budget cuts as well as lay off most of their workers.
 - Unemployment rates reached 25% nationwide but rose as high as nearly 40% in some cities like Detroit.
 - President Roosevelt launched a series of programs known as “The New Deal” with the purpose of saving the country from its economic crisis. These programs created jobs, pumped money into the nation’s economy and establish reform programs designed to prevent future economic crisis.



What was Happening Historically in the 1930s?

- The 21st Amendment repealed the 18th Amendment's prohibition of alcohol
- The first commercially licensed radio station was established in 1930
 - Radios made advertising easier than ever before in the 1930s
 - Public radio was free
 - Radio stations were accessible from most anywhere in the country
 - Radio also gave people with literacy issues the same information that people would receive by reading a newspaper



Changes in Advertising in the 1930s

- Due to the popularity of radio and the decline in newspaper/magazine sales, companies spent less on print advertising and opted to spend more of their ad dollars on radio
 - Jingles became popular - easier for the consumer to remember than a lengthy print ad.
- Ads were less flashy and text-heavy than in the 1920s.



REDUCE YOUR FLESH
Wear my famous Rubber Garments a few hours a day while walking or exercising and your superfluous Flesh will positively disappear.

Dr. Jeanne Walter's
Famous
RUBBER GARMENTS
For Men and Women

Cover the entire body or any part. The safe and quick way to reduce by perspiration. Endorsed by leading physicians.

Frown Eradicator - - - \$2.00
Chin Reducer - - - - 2.00
Neck and Chin Reducer - 3.00
Bust Reducer - - - - 5.00
Abdominal Reducer - - - 6.00

Also Union Suits, Stockings, Jackets, etc., for the purpose of reducing the flesh anywhere desired. Invaluable to those suffering from rheumatism.

Send for illustrated booklet.
DR. JEANNE C. WALTER
Investor and Patentee
353 Fifth Avenue, New York
Cor. 34th Street, 3rd floor East

Bust Reducer, Price \$5.00
Made from Dr. Walter's famous reducing rubber with coutil back

Cheerio
BRAND

"THE ARISTOCRAT OF THE CROP"

CALIFORNIA VEGETABLES

MERRILL PACKING CO.
SALINAS, CALIF., U.S.A.

FOUNTAIN SERVICE
DRINK
Coca-Cola

"Let's get a Coca-Cola"

It's a lucky thing that meets an ice-cold Coca-Cola... America's favorite meeting place, the soda fountain. Coca-Cola has the same thing goes for. It leaves you with an after-sense of complete refreshment...making a pause the pause that refreshes.

Trends in 1930s Advertising

- Some ads ignored the Depression, depicting a much more financially stable America
- Many ads attempted to guilt consumers into buying a product
 - Companies tried to convince consumers that they would in some way fail without it (preying upon people's struggles of getting a job)
- In some cases, ads highlighted the products' appearance, while others focused on efficiency and practicality.

Gray Hair Cost Her Her Job!

She was willing and capable, but gray hair made her look old and slow. "A younger woman would work more snappily," was the verdict.

Gray hair *does* make a person look old, but gray hair is an unnecessary burden. Today, many women—and men—know that a mixture of sage tea and sulphur actually restores gray, faded or streaked hair to its original life and color. You can either prepare the mixture at home yourself, or more conveniently, buy it already prepared and ready to use. All druggists carry it in the form of Wyeth's Sage & Sulphur, and since the cost is only 25¢ a bottle, there is really no need to prepare it yourself. You simply moisten a comb or soft brush with it and draw it through your hair, one strand at a time. One application banishes the gray and one or two more completely restore your hair to its original color, so evenly, so naturally that no one can possibly tell you have used it.



AVOID that future SHADOW



When Tempted
Reach for a
LUCKY

LUCKY STRIKE
CIGARETTES

"It's toasted" No Throat Irritation - No Cough.

COMING EVENTS CAST THEIR SHADOWS BEFORE
(Thomas Campbell, 1771-1864)



“No Ring? Here’s your Life Saver”

The man who can hand out Life Savers is best man to go to for wholesome candy. Eat one of these little pure-sugar rings and you will be wedded for life to the dainty, delicate quartet of

LIFE SAVERS

THE CANDY MINT WITH THE HOLE

Each of the Life Saver flavors is as sweet as a June bride.

PEP-O-MINT is full of delicious pep.
WINT-O-GREEN is cool and refreshing.

CLO-VE is warm with the spice o’ life.
LIC-O-RICE will make every moon a honeymoon.

When you buy substitutes, you take a chance for better or worse. You pay the Life Saver price and look in vain for Life Saver quality—this is breach-of-promise. Once you know these pure sugar-and-spice tidbits, nothing can alienate your affections.

MINT PRODUCTS COMPANY
New York Montreal



KIWI

BLACK

MAKES OLD SHOES LIKE NEW

USE your CENTS

BUY JIMINY

Butterfinger

Buy Baby Ruth

CURTISS PENNY CANDIES

Pure . . . Delicious

CURTISS CANDY COMPANY

With very tight budgets, consumers became more skeptical of products, as well as the advertisements they were being shown. Advertisers needed to convince potential buyers of the product’s worth.

Trends in 1930s Advertising

- Advertising became more of a luxury (many smaller businesses couldn't afford them)
- Advertising revenue hit the decade's lowest point in the decade in 1933 at \$1.3 billion (down nearly 2/3 from the 1920s)
- The Federal Trade Commission, Securities Exchange Commission, Post Office, and the IRS all became much more regulatory of advertisers, demanding greater truth in advertising.



CURVES OF YOUTH
will be yours if you will
"Pull the Cords"

Gives the
Flesh the
Resiliency
and
Freshness
of
Youth

Prevents
Double
Chins

Effaces
Double
Chins

Reduces
Enlarged
Glands

PROF.
MACK'S

Chin Reducer
and
Beautifier

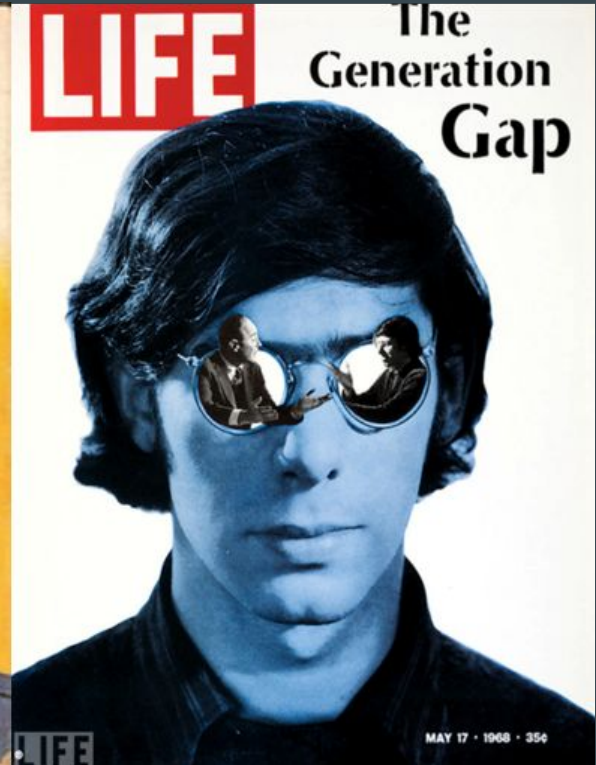
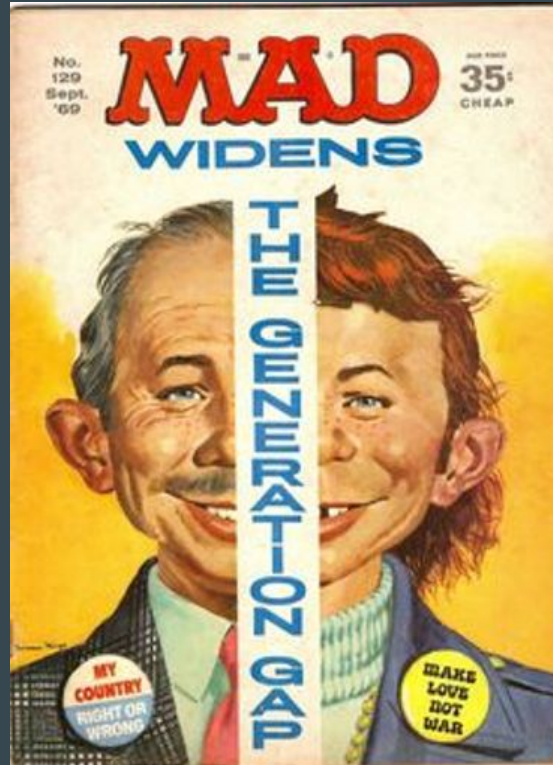
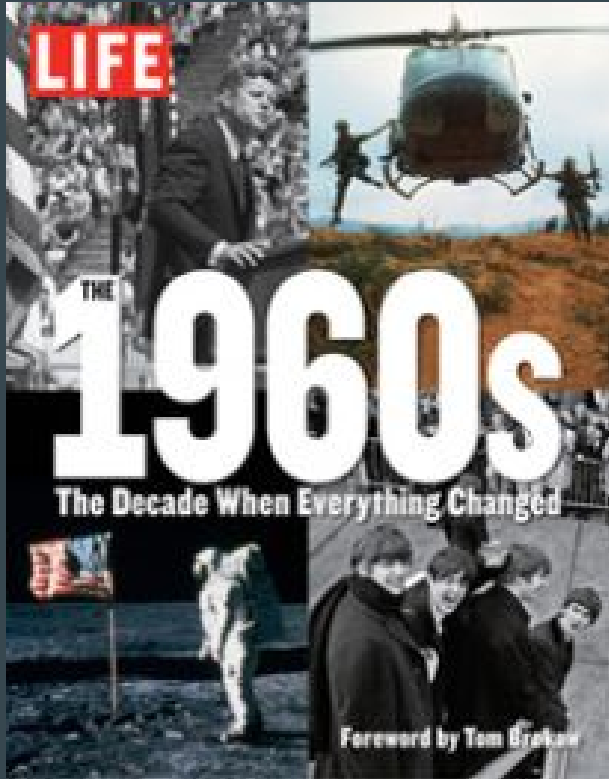


The only mechanism producing a concentrated, continuous massage of the chin and neck, dispelling flabbiness of the neck and throat, restoring a rounded contour to thin, scrawny necks and faces, bringing a natural, healthy color to the cheeks, effacing lines and wrinkles. Price only \$10. What better investment could be made? Sent postpaid immediately.

Free Booklet
—giving valuable information on how to treat double chin and enhance facial beauty will be sent on request. Write at once to

Prof. Eugene Mack
507 Fifth Ave. Suite 1004 New York

Advertising in the 1960's



What was Happening Historically in the 1960s?

- The modern Civil Rights movement was underway
 - Lunch counter sit-ins, March on Washington
 - In 1964, LBJ pushed for the Civil Rights Act and in 1965 for the Voting Rights Act
- A number of prominent leaders were assassinated including President Kennedy, Martin Luther King, Jr., Malcolm X, and Robert Kennedy
- The modern women's liberation movement was underway by the end of the 1960s.
- Rise of the hippies & the counterculture



What was Happening Historically?

- The Vietnam War raged on and divided the nation. By 1968, the U.S. had over 530,000 troops stationed in Vietnam
 - Youth began to protest against war or move to Canada to avoid it.
 - Draft resistance
 - Teach-ins
 - Woodstock (3 days of peace and music)
 - Many parents and older people formed a “silent majority” because of their lack of support or defiance.
 - This led to a growing age gap between America’s youth and its older generations.



Advertising Trends in the 1960s

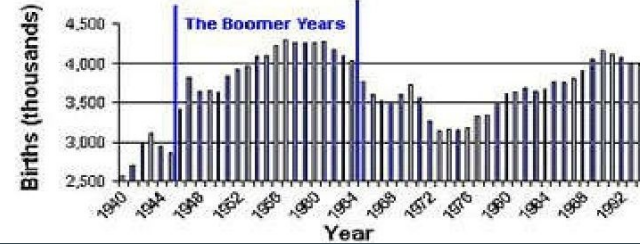
“The concepts “young,” “counterculture,” & “creative” became virtually synonymous within advertising agencies in the 1960s”

- As almost ½ of Americans were 25 or younger, advertisers realized they had to start targeting a younger market. They began to shift their lens from the stingy generation that grew up during the times of the Great Depression to those in “The Now Generation.”
- Major focus in advertising on producing creative and interesting advertisements that reflected the ideas and attitudes of the younger generation.

Baby Boom

- US population grew by 29 million in 1950's
- Why?
 - Returning soldiers marrying & having kids
 - Lower infant mortality

U.S Births: 1940 - 1994



Techniques Designed to Sell to Youth

The Counterculture

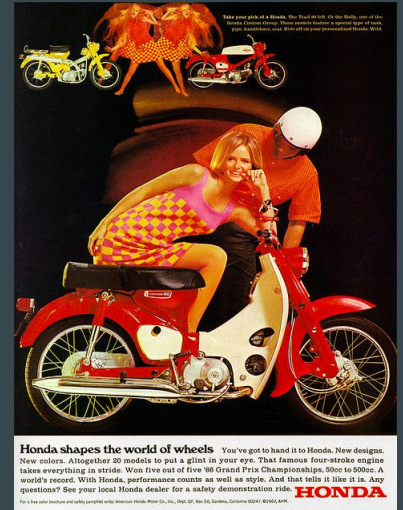
A culture of young people with values that ran counter to those of the established culture

Generation Gap: the differences in attitudes between people of different age groups



Companies drew on popular trends such as fashion, references to the sexual revolution, and new entertainment ideas to advertise their products.

- Companies offered products that were pitched as anti-consumer, anti-establishment, and anti-conformity.




Advertising to the “Counterculture”

- Advertisers introduced psychedelic graphics, hired more racially diverse actors, featured long-haired models in hip clothing, and used sounds such as heavy guitar music to attract youth and appear hip.
- Ads were featured in underground magazines and newspapers
- Contained slogans that matched the attitudes of popular culture
 - “Wet and Wild”
 - “Youngmobile”



Advertising Liberates Women

- The women's liberation movement didn't become an important aspect of marketing strategies until the end of the 1960s
- Agencies began to target the “new woman” while also keeping tradition in tact (ex. Pond's changed their lotion color from the typical white to pink, ad showed nontraditional activities for women such as working on a motorcycle)



VERSATILE

**DEPENDABLE
COMPATIBLE**

(MAYBE EVEN SEXY)

**CALL IT
WHAT YOU WANT...**

We call it a PENRIL MODEM!

Penril's modems are all performers — with a family ranging from teletype (Bell 101C) modems and single card LSI 1200 BPS (Bell 202C) modems up to our adaptively equalized 4800 BPS models.

Penril
Data Communications, Inc.

5520 RANDOLPH ROAD, ROCKVILLE, MARYLAND 20852 • 301-881-8151

We'll be on display at Booth 2028 at FICC in Las Vegas.

Keep her where
she belongs...



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own dot-to-

dot carpeting, hunt up a pair of these hairy **Mr. Leggs** slacks. Such as our new automatic wash wear blend of 65% "Dacron" and 35% rayon—incorporating wrinkle-resistant. About \$12.99 at plush-carpeted stores.

Dacron for Fall!

Get yourself a new pair of **Mr. Leggs**

THOMSON COMPANY, 1290 Avenue of the Americas, New York 10, N. Y.

the freedom spray



Massengill Feminine Hygiene Deodorant Spray. It's the better way to be free to enjoy being a woman. Free from worry about external vaginal odor. We make it with hexachlorophene. It has a delicate scent, a soft spray, and 60 years of the trusted Massengill name behind it. Get Massengill Spray. You'll like it. You like freedom, don't you?

MASSCO Division of The S. E. Massengill Company, 8160, Tennessee 37020



You've come a long way, baby.



Virginia Slims
The taste for today's woman.



① Mrs. Violet Anderson claims to have smoked her first cigarette on May 19, 1910...in the attic of her grandfather's farmhouse. ② Cynthia Irene Bell smoked her first cigarette behind the old barn out back on Jan. 4, 1912. It was cold. ③ Myrna F. Phillips confesses she smoked March 4 or 5, 1911, out in the country, where only a squirrel and a bird could see her. The others offered "no comment." You've come a long way. Now there's a new slim filter-cigarette that's all your own.

New Virginia Slims.

What is this new extra-long cigarette for women? Is it just a normal, ordinary cigarette we call "a woman's cigarette"? No. We tailor it for women. We tailor it for the feminine hand. Virginia Slims are slimmer than the fat cigarettes men smoke. They have the kind of flavor women like—rich, mild Virginia flavor.

Regular or Menthol



You've come
a long way.

Advertising to African Americans

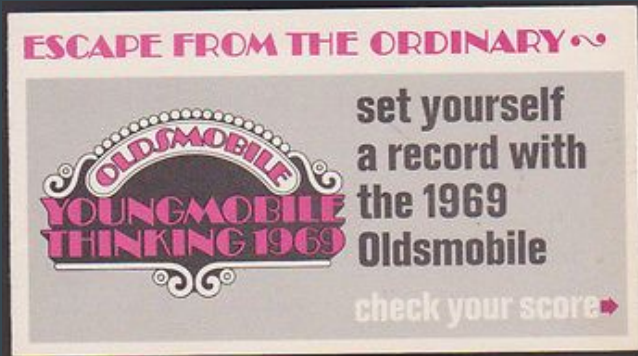
“In the 1960s, African Americans began to be recognized as important consumers.”

- The book *The \$30 Billion Negro*, written by African American author, D. Parke Gibson, convinced advertisers of the benefits of advertising to non-white consumers.
 - At first, advertising to African American consumers only occurred in black-oriented publications such as *Ebony* magazine and *Negro Digest*.
 - Eventually other companies, like Greyhound busses, a major symbol of segregation in the South, learned the importance of advertising to all of the population and embarked on a minority hiring plan.

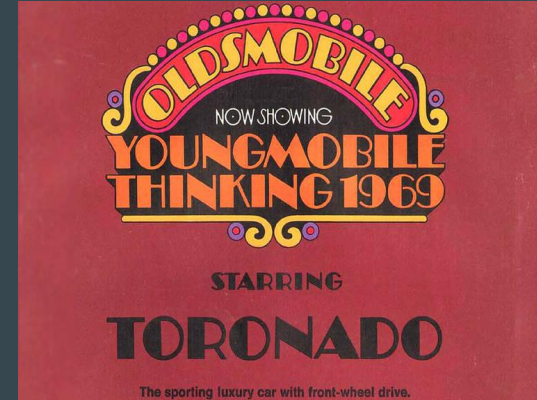


Techniques Designed to Sell to the Older Generation

- By the mid 1960s, advertisers began to aim the youthful image at older generations, enticing them with the idea that those who were old could look young by buying the right products
 - Car advertisements made certain vehicles seem cool and suggested that cars would allow older people to feel young again



Oldsmobile commercials integrated popular music and offered people an opportunity to “escape from the ordinary.” Oldsmobile was billed as the “Youngmobile” due to its vibrant advertisements through commercials, which attracted older generations as well as young.



Dodge



Mother warned me...

that there would be men like you driving cars like that. Do you really think you can get to me with that long, low, tough machine you just rolled up in? Ha! If you think a girl with real values is impressed by your air conditioning and

stereo... a 440 Magnum, whatever that is... well—it takes more than cushy bucket seats to make me flip. Charger H/T SE. Sounds like alphabet soup. Frankly, I'm attracted to you because you have a very intelligent face. My name's Julia.

Join the fun... catch
DODGE fever

“PEPSI-COLA” AND “PEPSI” ARE TRADE MARKS OF PEPSI-COLA COMPANY, INC., U.S. PAT. OFF. © 1963, PEPSI-COLA COMPANY



now it's Pepsi-for those who think young

Sunshine brings more people out today—and more people bring out Pepsi! Light, bracing Pepsi matches your modern activities with a sparkling-clean taste that's never too sugary or too sweet. And nothing drenches your thirst like a cold, inviting Pepsi-Cola. So think young—say “Pepsi, please!”





Advertising in the 1970s

What Was Happening Historically in the 70s?

- THE ENVIRONMENTAL MOVEMENT
- WOMEN'S LIBERATION MOVEMENT
 - Roughly 50% of women held jobs by the mid-'70s
- THE WATERGATE SCANDAL
- ECONOMIC RECESSION
 - Stagflation - stagnant economy and growing inflation
- ENERGY CRISIS
- LEGALIZED ABORTION
- US PULLED OUT OF VIETNAM



The Federal Govt. Role in Advertising

- By the '70s, the public was disillusioned towards advertisements
 - Advertising executives were rated last in a poll of the honesty of various professions
- The government began to increase its regulation of advertising claims, especially those targeted toward children.
 - The Federal Trade Commission banned unclear, exaggerated, or false advertising claims
 - During the early 1970s, the FTC forced companies to do "corrective advertising" in cases where their ads were false. (The FTC ordered Listerine to spend \$10 million to run ads that said Listerine did not prevent colds or sore throats, as it had previously stated.)
- Government regulation of advertising dropped off after the 1976 Supreme Court decision that "commercial speech" was a form of free speech

"So who's doing something about this advertising stuff?"



What Changes Took Place in the Advertising Industry in the 1970s?

- Advertising targeting children was regulated:
 - By the mid 1970s, 43% of the commercials on Saturday mornings were for breakfast cereal, followed by candy ads (SUGAR!)
 - Commercials aired during children's programming were decreased from 16 minutes per hour to 10 min.
 - Restrictions were passed on mentioning specific commercial products in a program.
 - Use of cartoon characters or other recognizable show hosts to sell products which were harmful to children were banned.

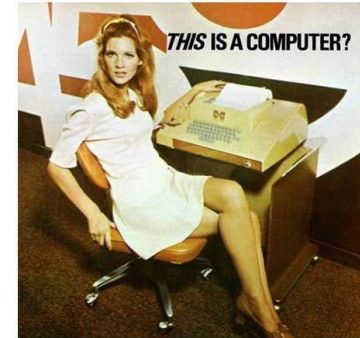
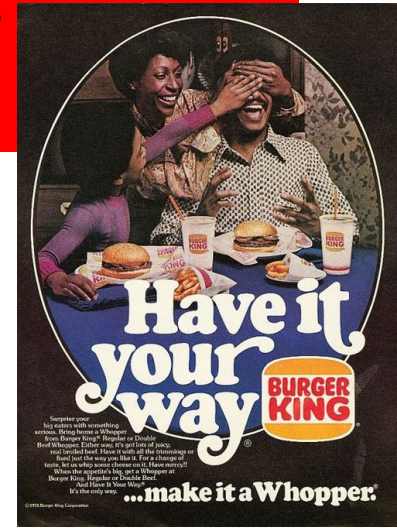




VintageTVCommercials.com

What Style of Advertisements Were Most Common in this Decade?

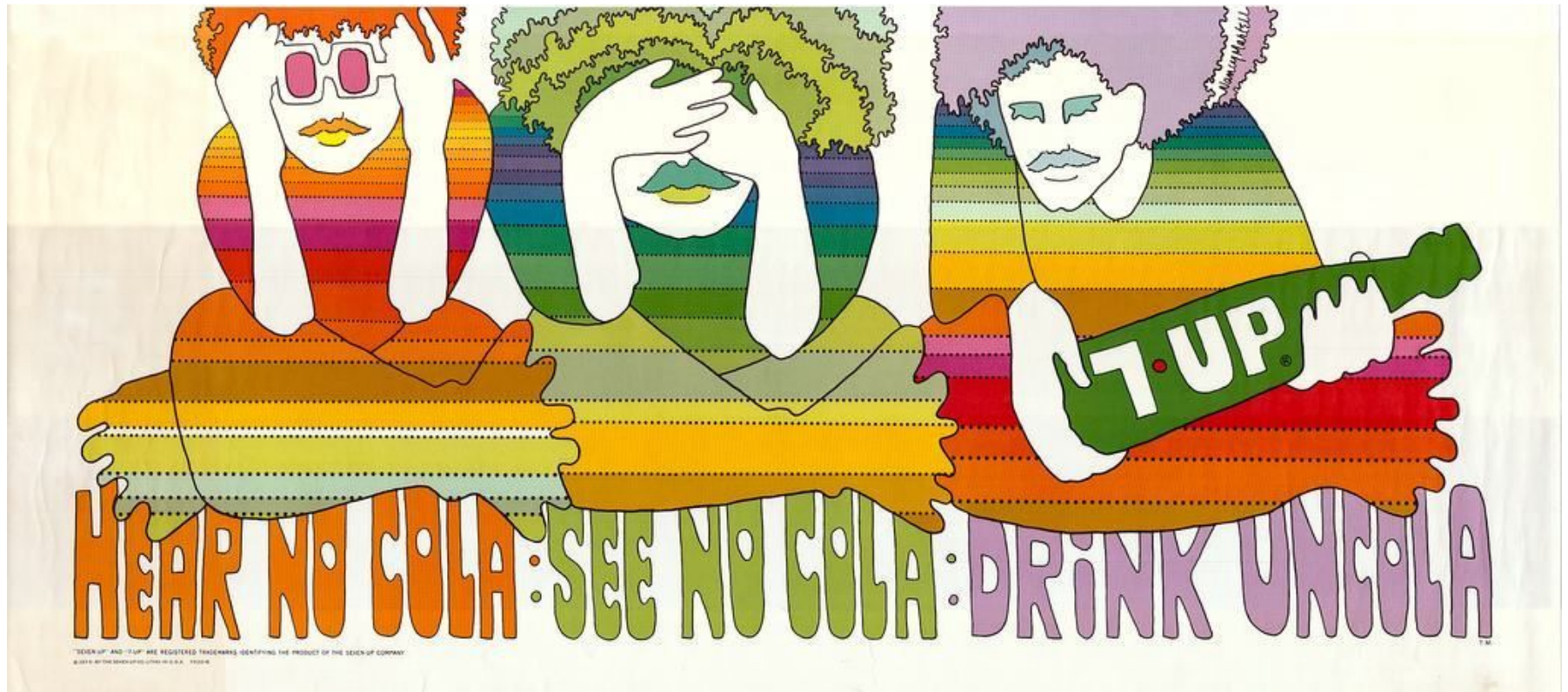
- Advertising agencies began using computers to analyze consumer data and make projections based on certain marketing strategies
- More catchy slogans were being put in place
- Greater racial and economic diversity in ads/scenarios to be more relatable..
- Ads during the 1970s shifted towards "comparative advertising", in which the product is compared to the competition (i.e. a commercial for Dictaphone (a typewriter company) says "Bad news for IBM" (who also manufactured typewriters).)



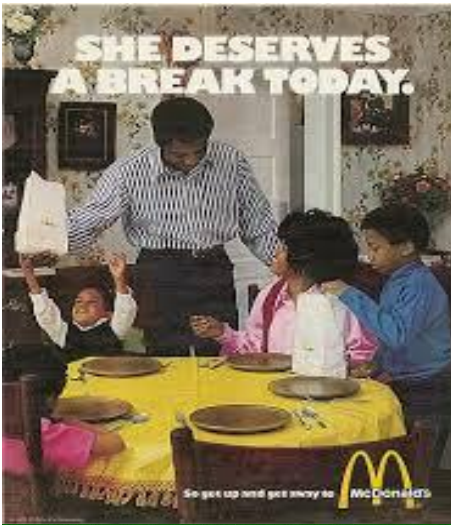
YOU BET YOUR SWEET TELEX OPERATOR IT IS!

DATA COM
DATA COM
DATA COM

404 Jacques Serra Drive, San Mateo, California 94402
Telephone: (415) 353-9800/Telex: 57-4664



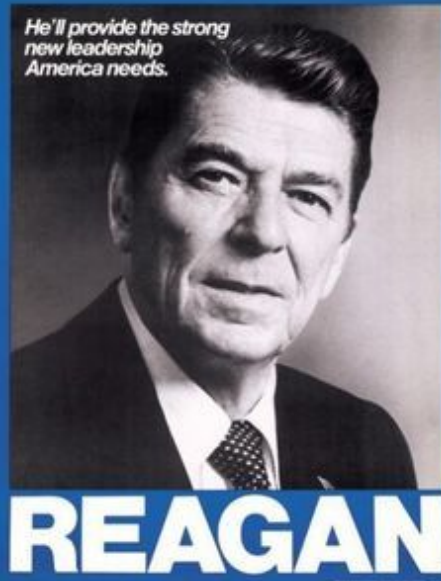
7-UP ran its "Uncola" ad campaign in the 1970s, doubling its sales. This is a form of comparative advertising (7-UP is described as different than the traditional cola drink.)



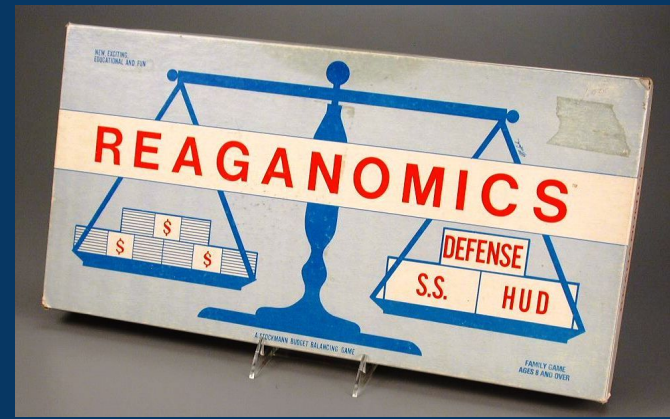
- Companies like McDonald's and Miller Lite beer created ad campaigns in the 1970s which gave mothers, many of whom were trying to juggle parenthood and a career and facing criticism because of it, permission to take their children to fast-food restaurants without feeling guilty
 - Successfully created ads for things that were frowned upon such as taking children to fast food restaurants such as the McDonald's ad with the slogan "You deserve a break today." This ad was created for working single mothers who had to juggle working and raising children.



Advertising in the 1980s



What was happening historically in the 1980s?



- Ronald Reagan was elected president in 1980
 - Introduced an economic plan designed to stimulate the nation's economy through aid to the rich/businesses
 - Massive budget cuts to poverty, infrastructure, social services and increase in defense spending.
- "Just Say No" drug campaign launched by First Lady Nancy Reagan.
- The Cold War was still in progress but relations with the Soviets improved. The Berlin Wall was taken down.

What was happening historically in the 1980's?

- The nation's inner cities were physically crumbling
- Crime/drugs became a national focus.
- Movies like ET, The Breakfast Club, Ferris Bueller's Day Off, and Pretty in Pink were being released.
- MTV was debuted and helped Michael Jackson's Thriller reach 600,000 album sales in 5 days.



Advertising Trends in the 1980s



- Portrayed a path to a better life - played on consumers' aspiration
- Featured celebrities (celebrity endorsement)
- Infomercials, 30-minute commercials often centered around product promotion by celebrities, became popular.

Style of advertisement

Style over over substance

- The 1980s were dominated by television.
- Commercials made products appear to better the lives of the consumers.
- People didn't care about the function of the product, but more so of who had it and how popular it was.

The more you hear the better we sound.



What would long distance service be if it only served selected cities at selected hours...
If there were no operator service...
no person-to-person or collect calling...
no immediate credit for wrong numbers...

We know one thing.
It wouldn't be AT&T.
Calling anywhere. Anytime.
Long distance operators.
And over a century of commitment.
That's AT&T.
The more you hear the better we sound.

AT&T
Reach out and touch someone™



- Commercials used catchy slogans.
- Used famous songs sung by characters or different celebrities.



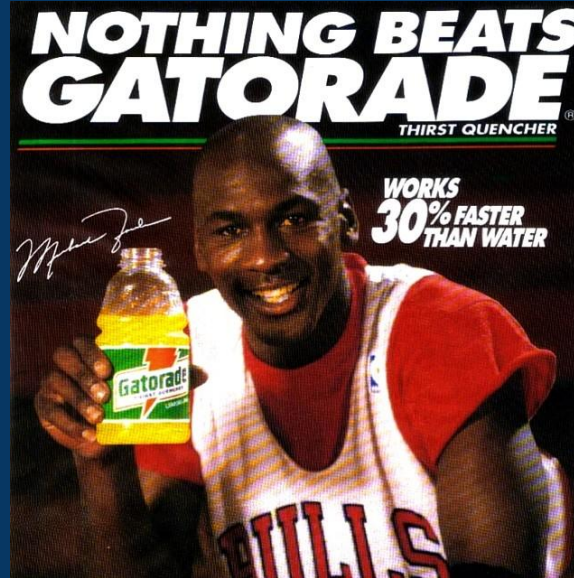
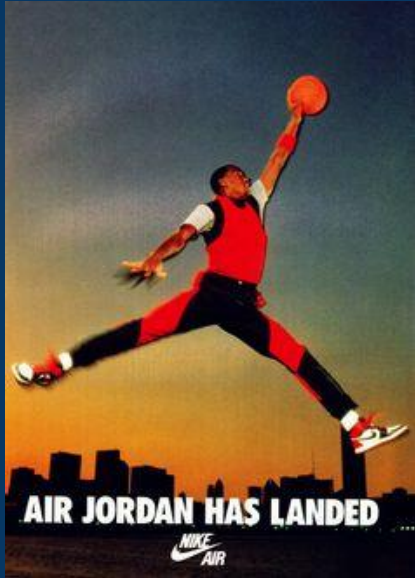
Wendy's "Where's the Beef?" ad campaign struck gold and became so successful, there were t-shirts and underwear that used the iconic slogan. It was even used by the Democratic candidate of the time, addressing Ronald Reagan, during the presidential election. This campaign showed the power of advertising, it can turn anybody into a celebrity.

- Companies used the promise of the American Dream to sell their products
 - Ads told Americans the only way to be successful or cool was to wear the right clothes, drink the right drinks, and drive the right cars.
 - Ads that targeted poorer demographics often promised better lifestyles, for example Miller Brewing Company had a slogan “High Life.”



Celebrity Endorsements

- Advertising began to rely on celebrity endorsements and faces of their brands; products are not simply products, they are a way of life



Bill Cosby played a major part in the “Coke is it” campaign and said that he made almost a third of his income from advertising at the time.

