advertising

the old and the new

History of Information

November 19, 2007
overview

why advertising
12 types?
Wedgwood
looking back
looking around
recurring themes
plus ça change?
As Bank Profits Grew, Warning Signs Went Unheeded

We should have known something was strange. The banks were doing a lot better than they should have been doing.

Instead of being suspicious, many analysts believed that banks had found a new way to prosper. Making a loan and keeping it on the balance sheet until it was repaid was so old-fashioned. It was far better to collect fees for arranging transactions and passing on the risk to others. We did not ask why passing on risks should be so profitable to the risk-passers.

In reality, it was not.
If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat.

Hi-tech
Low tech
Open source
Republican Attack Ad Withdrawn, Revised
April 13, 2006

The NRCC says a Democratic candidate in Ohio was investigated by the FBI. He wasn't. But there was a state criminal probe.

Summary

The National Republican Congressional Committee (NRCC) withdrew and revised an ad attacking Charlie Wilson, a Democratic candidate for the House in Ohio. The NRCC removed a

Willie Horton

Firms withdraw BNP Facebook ads

Six major firms have withdrawn advertisements from the networking website Facebook, after they appeared on a British National Party page.

First Direct, Vodafone, Virgin Media, the AA, Halifax and the Prudential have all withdrawn ads. Virgin said it had to "protect its brand."

Political television advertising to reach $3 billion

By Mark Preston
CNN Washington Bureau

WASHINGTON (CNN) -- A wide-open presidential race and a willingness by candidates, interest groups, unions and corporations to buy TV time will lead to historic spending for political and issue-advocacy advertising in the 2008 election cycle, an analysis shows.
leaving
the past behind

Google ad revenue 'to surpass TV'

Google is about to overtake the UK's main commercial TV channels in the race for advertising revenue, a study says.

It found that the US internet search giant's 2006 UK revenues are expected to surpass Channel Four's predicted £800m ($1.5bn) returns.

Google will then overtake ITV1 within 18 months, advertising buying companies Mindshare and Initiative told the Financial Times.

Last month Google revealed global third quarter profits of $733m (£390m).

This was a 92% increase on the $381m it made during the same time last year.
Junk Mail Is Alive and Growing

Ginger Stickel, like most Americans, has been getting a lot more junk mail these days. Yesterday, for example, she received 37 pieces of mail, and 28 were junk, including a pitch for mail-order pizzas and a flier for a warehouse furniture sale. Surprisingly, she says she doesn’t mind.

“I would rather get a catalogue over a call during dinner 10 times over,” Ms. Stickel, a mother of two young children in Greenwich, Conn., said. “I always open those letters, and sometimes they’re useful.”

Remember when the Internet and online marketing were going to spell the end of the direct mail business? Well, it hasn’t exactly worked out that way.

Over the last year, marketers sent more than 114 billion pieces of direct mail — catalogues, credit card solicitations, coupons and the like — an increase of roughly 15 percent from five years ago, according to the United States Postal Service. And in the last year, for the first time, the volume of bulk mail, which is all direct mail, exceeded first class.
Sending a Scent by Snail Mail

By ERIC PFANNER

Published: November 15, 2007

LONDON

IT sometimes seems that everything is being digitized, particularly in businesses like media and marketing. But there are still a few things that cannot be reduced to electronic pulses and sent around the world instantly: The taste of chocolate, for example, or the smell of perfume or the human touch.

Now the Royal Mail, the British postal service, which has been hit hard by the effects of the Internet, is trying to stimulate business by appealing to the senses. A new initiative, aimed at marketers who use the mail to reach consumers, encourages them to incorporate a scent, taste, or other sensory experiences.
Newspapers to Test Plan to Sell Ads on Google

Tom Phillips, who runs print operations at Google, said the company wanted to be a friend to newspapers.

By SAUL HANSSELL
Published: November 6, 2006

In a move into the old-fashioned business of ink on paper, Google is going to start selling advertisements that will appear in the print editions of 50 major newspapers.
Police arrest girl whose MySpace site led to £20,000 party disaster

- Girl emerges from hiding to apologise to parents
- Hackers blamed for doctoring web pages

Martin Wainwright
Saturday April 14, 2007
The Guardian

The teenage girl who hosted a disastrous "let's trash my house" party was arrested yesterday on suspicion of causing criminal damage.

Rachael Bell, 17, was questioned by detectives then released on police bail, pending further inquiries, after she emerged from hiding to blame internet hackers for the £20,000 chaos, and to apologise profusely to her parents.

She accused schoolfriends of taking over her pages on the website MySpace to tempt revellers from all over the country with the prospect of drink and sex in an astonished cul-de-sac on a private estate in county Durham.

She said she was too scared to face her mother, Elaine, and father, Alan, who have been forced to rent temporary housing and are pressing for criminal charges against partygoers.

But although she spoke to her mother by phone, her remorse was undermined by the appearance of a message ascribed to her on a friend's MySpace site saying: "haha ... well i hope u liked the party ... was fuckin wild"
ads & information

creating the informed consumer

information

product
supplier
price
ads & information

information
creating the informed consumer
ads & information

information
creating the informed consumer

product
supplier
price
black & white?

informing the consumer
assuring quality
offering solutions
or
misleading
crowding out
creating desires
“The astronomical growth in the wealth and cultural influence of multinational corporations over the last fifteen years can arguably be traced back to a single, seemingly innocuous idea ... that successful corporations must primarily produce brands, as opposed to products?”

--Naomi Klein, No Logo

“the consumer dictates to the companies ... simplify choice, guarantee quality ... ultimate accountable institution”

--Economist (review of No Logo)
Someone’s doing the LOOK test!

1st LOOK: What are you doing in the kitchen? Wash all your white Persil, and see how much whiter they get! A clean, white shirt doesn’t mean white!

2nd LOOK: See how bright Persil comes up against your clothes, brilliantly clean, and that’s one of THE Toughest WHITENESS TESTS OF ALL!

3rd LOOK: See how bright Persil washes your coloureds, how it keeps brightness free of colour, your shirt will never be duller to hands and neck.

4th LOOK: Your hands? Persil is so much kinder to hands and skin - yes, you can use it.

Yes, yes, or no yes, Persil means the lot!

Best in your washing machine, too!

PERSIL washes whiter! - and that means cleaner!
Seth Stevenson,
There are 12 kinds of ads. Slate 2007
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There are 12 kinds of ads. *Slate* 2007
There are 12 kinds of ads. *Slate* 2007

1. Demo: Samsonite
2. Show (previously unperceived) risk, need or problem: Cingular
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Josiah Wedgwood

1730-1795

technological innovation
division of labour
canals
coffee & tea
globalization
Josiah Wedgwood

1730-1795

Technological innovation, division of labour, canals, coffee & tea, globalization, marketing innovation.
Josiah Wedgwood

1730-1795

technological innovation
division of labour
canals
coffee & tea
globalization
marketing innovation

how innovative?
appellation Chalkidian controllée
Mendaian amphora
Greece 4–5th century bc

a particular coin type of Mende -- Dionysos as an ass -- was used as a stamp on the handles of a specific type of
for beauty that

Greece & Rome
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe

Roman face cream, c. 50AD
New Scientist, July 2003
mirrors & shells
Wyde wyndowes ywrought.
ywritten full thikke,
Schynen with schapen scheldes.
to schewen aboute
With merkes of marchauntes.
ymedled bytwene,
Mo than twenty and two.
twyes ynoumbred.

*Piers Plowman's Crede, c. 1394*
merchants' marks

And other synes I seghe
sett appon loft, 
Some witnesse of wolfe,
and some of wyne tounnes
Some of merchandes merke,
so many and so thikke
That I ne wote in my witt,
for alle this werlde riche
What segge under the sonne

can the sowme rekken.

Wynnere and Wastour, c. 1350
obligatory to voluntary

cutlers' marks
Hallamshire
Earl of Salop's grant, 1564
Act of Parliament, 1624
print advertising

The Pyes of Salisbury
William Caxton, 1477

"If it pleese or hym spirittuel or temporel to bye any pyes of two and thr. comemoracios of salisbury vse enprentid after the forme of this preset lettre whiche ben wel and truly correct late hym come to westmou; neler in to the almonerlye at the reed pale and he shal have them good chepe..."

Supplio get cedula
If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence. Farewell; this twenty third of August 1622.
If any Gentleman or other accustomed to buy the Weekly Relations of Newes, be desirious to continue the same, let them know that the Writer or Transcriber rather of this Newes hath published two former Newes, the one dated the second and the other the thirteenth of August, all of which doe carrie a like title, with the Armes of the King of Bohemia on the other side of the title page, and have dependance one upon another: which manner of writing and printing he doth propose to continue weekly by God's assistance, from the best and most certain intelligence.

Farewell; this twenty third of August 1622
London Gazette
1666 June 18
An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notify once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.
London Gazette
1666
An Advertisement. The Commissioners Request may be put into the Gazette, That upon the Third day of July next, there will be sold at Grocers-hall, of Prize-goods, Wines, Brandies, Tobaccoes, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.
Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elabaratory.
London Gazette
1672

... the true English Lacker, to prevent abuses by mixture or otherwise, is now published (in Bottles Sealed with a Chevernum, charged with three Cressants between three Martlets) by License from the Persons to whom the Priviledge is Granted, and is to be sold at the Rate of 3 s. a Quart besides the Bottle.
London Gazette, 1690

Dr. Anderson's, or the Scotch Pills, being much abused by dangerous Counterfeits, since the decease of Mrs. Katherine Anderson: These are to certifie, (for the publick Good,) that the true and approved Pill is faithfully prepared and for the future to be sold, with Printed Directions.
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Whereas several persons of Quality formerly Patients to Dr Goddard, have been very solicitous to know to whom he left the receipt of his Medicines, and where the same may be had. These are to give notice, that the said Medicines commonly called Dr. Goddard's Drops, are now faithfully prepared by Dr Charles Goodall.
London Gazette
1674

Whereas several persons of Quality formerly Patients to Dr Goddard, have been very solicitous to know to whom he left the receipt of his Medicines, and where the same may be had. These are to give notice, that the said Medicines commonly called Dr. Goddard's Drops, are now faithfully prepared by Dr Charles Goodall.

first Colonial patent 1711
"Tuscarora Rice"
THE Great and Wonderful Cures daily performed by Dr. Bateman's Pectoral Drops, in the following Distempers, have gain'd him so indisputable a Character, that few Families who have ever heard or experienced the Virtues thereof, can to be without them in their own Houses, viz. the Gout, Rheumatism, Jaundice, Stone, Gravel, Asthma's and Cholicks, of the Kind or Nature sooner, whether proceeding from Wind, Cold, or Hysterick Affectation. Besides which, there is no Secret in the whole Art of Physick of that surprising and (were it not under the Confirmation of continual Experience) almost incredible Effects in Colds, Ague, Ferves, and those endemic Evils which appear in most Constitutions at Spring and Fall. The Price of each Bottle; which are three moderate Doses, is but one Shilling, and may (by Vertue of the King's Letters Patent) be had at the Printing-Office, Bow-Church-Yard, Cheapside, as well as where else within three Quarters of a Mile from thence.

N. B. A Book of the Virtues thereof, with Testimonies of some hundred Cures performed thereby, under the Hands of Persons of known Worth and Credic, may be had gratis with the said Bottles.

Note also, Shopkeepers, &c. in any Town, where they are not already sold, may be supplied with the above Drops (and good Allowance) to sell again, by directing to Mr. Dicey, or Tho. Cobb and Comp, at Dr. Bateman's Wholesome Warehouse in Bow-Church-Yard, London.
And here I must take leave to assert, That all imported Commodities are better restrain'd by the height of Imposition, than by an absolute Prohibition, if sufficient Care be taken to oblige the Importers to a ful and strict Payment; for this woud be a kind of Sumptuary Law, putting a necessity upon the Consumer.

Thomas Sheridan, A Discourse of the Rise and Power of Parliaments, 1677
The drink called Coffee (which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, and many others) ...
The Publick Advertiser, 1657

In Bishopsgate Street in Queen's Head Alley, at a Frenchman's house, is an excellent West India drink called chocolate, to be sold, where you may have it ready at any time, and also at reasonable rates.
An Advertisement. The Commissioners Request may be put into the *Gazette*, That upon the Third day of *July* next, there will be sold at *Grocers-hall*, of Prize-goods, Wines, Brandies, Tobaccoes, and other Goods; and a considerable quantity of Spanish Salt; to be delivered at Dover.
Then to the Cook’s with Mr. Shepley and Mr. Creed, and dined together, and then I went to the Theatre and there saw Bartholomew Fair, the first time it was acted now a-days. It is a most admirable play and well acted, but too much prophane and abusive. From thence, meeting Mr. Creed at the door, he and I went to the tobacco shop under Temple Bar Gate, and there went up to the top of the house and there sat drinking Lambeth ale a good while. Then away home, and in my way called upon Mr. Rawlinson ... for his advice to answer a letter of my uncle Robert... So home and to bed.
the birth of a deadly sins
gluttony, lust, greed ....

Bernard de Mandeville
The Fable of the Bees:
or, private vices publick benefits ... (1714)

"A Highwayman having met with a considerable Booty, gives a poor common Harlot, he fancies, ten Pounds to New rig her from Top to Toe; is there a Spruce Mercer so conscientious that he will refuse to sell here a Thread Sattin, tho' he knew who she was? ... the Stay
For Sale by the Candle.

On Thursday next, the 17th Instant, at the Coffee house in Lombard St. et, at 4 o'Clock in the Afternoon, by one Cask in a Lot; viz. 38 Hds. of excellent new French Red Wine near, an entire Parcel, containing the Cask, the Prize taken by the Mary Gaffey, just landed, now in the Lead-yard on Porte's Key, next the Custom-house. By Burs of excellent Benetacaus Barceona Wine, very deep, high strong, next, an entire Parcel; in a Cellar under the House of Daniel Smyry in Savage Garden between the Arch in Crockton and Great Towe-hill. All the aforesaid Wines are to be Cashed to Morrow and Wednesday from 7 o'Clock to 1, and in 7, and all Thursday till the Time of Sale. To be sold by Tomkyns Broker in Seething-lane in Tower Street.

Just Published,

The Passion of Sappho, and Feast of Alexander.

Set to Musick by Mr. Thomas Clayton, as it will in a few Days be performed at his House in York Buildings. Printed for Jacob Scott at Shakespeare's Head over against Catherine Street in the

Concerning the Small-Pox.

R. Stoughton, Apothecary, at the Unicorn, Southwark, having about Christmas last published in the

Taste and Courant, a long Advertisement of his large Experience and Success in curing the Small-Pox, even of the worst and Circumstances, having had a Reputation for it almost 30 Years, and can lay, that not 3 in 20 Miller's under his Hands; both Contract it, and only repeat, that he thinks he has attained great a Certainty therein, and the Measles, which are near off, hath been acquired in curing any one Disease, (an intermittent with the Small-Pox only excepted) which he conceives may at that Time when the Small-Pox so prevails, and is so mortal, justify his Observation, being pressed by several to do, and hopes it may be the Good of many. He has had many Patients since his last Publication, and but one of all dy'd. He hath also Certificates from 20 in a small Time cured, and of the worst Sort. What is here
more disclaimers

"No Advertisement was ever admitted to it, tho earnest Application was made for it ... It made its own way into the World"

John Oldmixon, writing about The Medley, launched in 1710.
advertising wars

"The inventors of Strops for Razors have written against one another this way for several years, and that with great bitterness; as the whole argument pro and con in the case of the Morning-gowns is still carried on after the same manner. I need not mention the several proprietors of Dr. Anderson's pills."

--The Tatler, Sept 14, 1710.
"Mr. SPECTATOR. Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to Brooke and Hellier. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health"

Spectator, Friday April 25, 1711
For SALE by AUCTION.

On Tuesday the 18th Instant, at 10 o’Clock, the Morning, at the Black Bull and Looking glass in Cornhill, by the Goods of Mr. T. Bromfield, late a Bankrupt, Looking-glass, Glass Sconces of all Sorts, Japan Cabinets, Desks and Book Cloths, Card-Tables and India Tea-Tables, Union Suits, with severer Rarities, likewise the Household Goods to be sold, and House and Shop to be let. Note. The Goods to be viewed 24 hours before the Time of Sale. Attendance is given from Monday Night.

Messieurs Brooke and Hellier Merchants in Bread-street, having experienced that their new and rare Wines do give such universal Satisfaction, they encourage further to accommodate the Town, and give Notice that they resolve to retain the entire Cargoes of the Sophronia and Galerie, just arrived and landing, consisting of 300 Pipes of red and white Oporto, and 20 Pipes of red and white Andea Wines (being the only Wines of these Sorts in Merchants Hands) in several Vaults and Taverns following, viz. in Freeman’s Yard in Cornfield under the Crown Tavern in Breadstreet, under a front House in Salisbury Court in Fleetstreet, under Mr. Rymes Furnier near May-pole in the Strand, and at the Horn Tavern in Paddington Westminster; and there is now open’d other Vaults, viz. in the Tavern-Yard against Billingsgate, in the middle Street in Buildings, and under St. James’s Market-houfe; also on Tuesday, 18th Instant will be open’d the Green-Dragon Tavern in Great Lane in Holborn. Note. The Prices of the above said Wines, the Vaults, the new natural red and white Oporto and white Vin 18 d. per Quart and 17 l. per Hogshead, and the new red Vin 23 d. per Quart and 13 l. per Hogshead; and in the said Tavern Oporto and white Viana at 20 d. and red Viana at 16 d. per Case. Note. The new white and red Andea Wines are at 25 per Quar and 20 l. per Hogshead, and to be had only in the forenamed Vaults and York Buildings, and under St. James’s Market House.

Just Publish’d,

An impartial View of the two late Parliament, their Proceedings, and the late Ministry fully justify’d: Together with the Affairs of Convocation, wherein the Irregularities of the Upper House are expos’d from their Original to this present, and a fair Comparison offer’d at between the late Parliament and last Session. Price 5s. Printed for J. Baker in Pater-Noster Row.
For SALE by the CANDLE.

On Wednesday, the 8th Instant, at Lloyd’s Coffee-house in Lombard-street (precisely) at 6 o’Clock in the Afternoon, (only one Cask of Wine in a Lot) viz. 32 Butts and 9 Hhds. of excellent new Sherry wines of the true Leaf, strong, clean, and well taffed. Inspected by the Aleppo Factor, William Coveney Master, directly from Cadiz, and lately landed. Now in a Vault in the Hemp-Yard between Seething Lane and Mark Lane. 32 Pipes and 4 Hhds. of extraordinary good new red Ribadavia Galicia Wines, deep, bright, strong, rich and neat. And 3 Pipes of new white Galicia Wines, of the true Flavour, and neat, in a Cellar under Sir Godfrey Webster’s in Frienchurch-street. Also 24 Pipes and 3 Hhds. of excellent new red Ribadavia Galicia Wines, of the afored good Qualities, in a Cellar under a Painter’s, the upper end of Lawrence Pannaney’s Lane, in Cannon-street. 10 Butts of excellent new red Alicante Wines, very deep, bright, strong, rich and neat. In a Cellar under the House of Mr. Stafford before Merchant in Savage-Garden, between Crouch’d Inns and Great Tower-hill. 5 Pipes of very good old red Oporto Wines, deep, bright, strong, and rich. And 6 Hhds. of new Bordeaux French Clarier, neat, in a Cellar under a Goldsmith’s against Barkis Church in Great Tower-street. All to be seen and tasted this Day and Tomorrow, from 8 to 1, and from 2 to 5, and all Wednesday, (as above) till the Time of Sale. To be sold by T. Harston and Wm. Gibson, Brokers.

For SALE by the CANDLE.

On Friday, the 9th Instant, at Lloyd’s Coffee-house in Lombard-street, (precisely) at 3 o’Clock in the Afternoon (only one Cask of two Chelms of Wine in a Lot) viz. 4 Hhds. of Old Margaux French Clarier, of the Growth of the Year 1715, deep, bright, strong, rich, and neat, and 4 ditto of excellent New Oboan French Clarier, deep, bright, strong, and rich; in a Cellar under a Fishier’s, in Fiship lane in Frienchush-street. 150 Chelis of New Red Canty Florence Wines, full landed; now in a Cellar fronting the Thames, at Goalley-Key, between the Custom-House and Tower-Dock; 17 Pipes of extraordinary good new Red Baratarian Lisbon Wines, deep, bright, strong, rich, and 8 ditto of excellent new White Garvallia Lisbon Wines, strong, clean and well taffed, landed last Saturday; and now in a Warehouse, up two pair of Stairs, fronting the Thames, at Smart’s Key, next Billinge Gate. Also 18 Pipes of excellent New Orotava Canary Wines, rich and racy, in a Warehouse in the dark Gateway of Goalley-Key, between the Custom-House and Tower-Dock afored. All to be seen and tasted next Wednesday, and Thursday from 8 to 1, and from 2 to 5; and all Friday (as above) till the Time of Sale. To be sold by T. Harston and Wm. Gibson, Brokers.

For SALE by the CANDLE.

On Wednesday, the 8th Instant, at Lloyd’s Coffee-house in Lombard-street, (precisely) at 3 o’Clock in the Afternoon, The Blenheim Galley, English Built, about 240 Tons more or less, now lying in Major Lechmoore’s Wet Dock near Deptford, THo. Smith late Commander. And on Thursday the 9th, the Elizabeth and Mary, River Built, Burthen 240 Tons, or thereabout, now lying in Mr. Brumby’s Wet Dock by the Red-House, THo. Reed Commander. Inventories of the said Ships with their particular Dimensions, to be seen on Board, and at the Place of Sale. To be sold by T. Harston, Brokers.
ANTISYPHILICON.
The only short and most infallible
Cure is the use of the Virginal Digitalis, from the
bitter pill in the most severe and difficult Stage of
its course, when the Blood and Joints are thoroughly
contaminated with this malignant disease, and the very bones are affected with it.
Carbo Anti-Syphilis, with all their attendant symptoms, this cure is superior, and most effectually not only to all the other
plasters, and all other methods of treatment, but also to
all the other medicines, and is most effectually curative,
and effectually and more lately cured than by Salivation
ointment, or any other Method whatsoever, and is safely
and effectually a sure cure, without impairing strength, or
occasioning any inconvenience, as safely to be kept in the only
apothecary's or from General Assistance in the world, and this
must, however it may be experienced, with the knowledge of
the nearest Friend.

There is no other they have recourse to injure, may be only
a look or two of it, or safely from all apprehension; for
it has no effect as far as men are not in the body, but who
will experience it for themselves, in a gentle, easy and most
suitable Manner.

All such as believe they have seen a number of habits of former
injuries, may be a few times of an injured sense, but
the skill of an apothecary, or Difference in the
place of it, or any other wound, and its
in the body, and safety, and
all such, may be a few times of a
number of habits of former
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all such, may be a few times of an injured sense,
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place of it, or any other wound, and its


**Daily Advertiser, 3.13.1731**

---

**ANTISYPHILIC**

THE only short and most infallible Cure in the Universe for the Venerable Disease, from the highest Infection to the most minute and obstinate Degree of it, even when the Blood and Fevers through the Body are manifest with its malignant Agitation, and theays hottest are affected with it.

Poisoned Blood, Affected with any severe complex Symptoms, or any other serious Affliction, are perfectly cured by it. For it is found to kill the and stop all the Sufferings of the Disease, and to preserve life to the last, and to prevent the worst Consequences.

And the most excellent Officers of the French Art, attested, that with Phrenology, universal Baffling out, and all other the most approved Methods, are not sure over the Symptom, and still less, so that they are often cured by it. For it is found to kill the, and stop all the Sufferings of the Disease, and to preserve life to the last, and to prevent the worst Consequences.

It is pleasant to take, continue and improve, and increase the Power of the Body, and it may be taken, and the Health may be accomplished, without the knowledge of the nearest Friend.

Whosoever they have received an Infection, may by only one Glass or two be entirely freed from all Prejudices, and all Ills to which they may be subject, and they may be entirely cured by it.

All such as have been infected with the Disease, have been relieved from all the Sufferings of the same, and have been healed in a few Days, and have been entirely freed from all Physicians, and have been entirely cured by it.

The Proved and tested Power of Antisypillic Cancer, is such that it will preserve life to the last, and to prevent the worst Consequences.

---

**Moral Poem**

- Poem, called "The Wanderer," by John, a young, innocent, and virtuous Boy, who had wandered from his native Country, and who had been long absent from his distressed Parents.

---

**Dr. Benjamin Godfrey's General Cordial**

So universally approved by the Cholick, and not only in America, but in Europe, and Africa, and Asia, and in the West Indies, and in every part of the World, as to be universally approved by all the Physicians and Apothecaries in the World. It is found to kill the, and stop all the Sufferings of the Disease, and to preserve life to the last, and to prevent the worst Consequences.

---

**Library of a Young Gentleman**

- Library of a Young Gentleman, consisting of many scarce and valuable Books, as well as other American and Foreign Works, etc.

---

**Employment**

- Earn $90.00 HR. Tuning Pianos. Learn Piano Tuning and Repair at home with the American School of Piano Tuning Study Course. Tools included. Diploma granted. 1-800-497-9793.
Ashley's London Punch House
Ludgate Hill.
As a Cellar under my House (laze the Ribbon Cellar) and in a Cellar adjoining, are
To be SOLD,
A S fine old Jamaica Rum, and Coniac
Brandy, as has been landed at the Port of London for
many Years, Warranted entire neat, at 7 s. 6 d. per Gal.
delivered at the Cellar Door; but in no less Quantities than
5 Gallons, all under at 8 s. per Gallon.
As also a Parcel of superfine old Battavia Arrack, at 12 s.
per Gal.
Buy and Sell for ready Money only.
PUNCH made of the said most excellent Brandies, Rum,
and Arrack, to the greatest Perfection, by
J A. Ashley.
that are Lovers of PUNCH,

This Notice is given,

THAT I have open’d

on Ludgate Hill the London

Coffee-House and PUNCH HOUSE,
(two PUNCH-BOWLS on Iron Pedestals before my Door)

Where the best and best Old

Barbary-Arrack, Jamaica Rum, and

French Brandy, are made into

PUNCH, with the finest Ingredients,

and to the utmost Perfection, viz:

A Quart of Arrack made into

PUNCH for 6 d., and in Proportion to the Smallest Quantity, which

is half a Quarter for 4 d. 1/2 ob.

A Quart of Rum or Brandy made

into PUNCH for 5 d., and in Proportion to the Smallest Quantity, which

is half a Quarter for 3 d., and

Gentlemen may have it as soon

made as a Gill of Wine can be drunk,

with the best of Music, Attendance

and Accommodation.

I do hereby assure the Publick,
that I buy my Goods on the Keys,
and at the best Hand, with ready

Money, and all at one time, provided
with all well chosen Brandies, Rum

and Arrack, as any in Town, and
will at all times procure the best

that is import’d. But what may

convice Gentlemen of the Truth

hereof, is (besides the great

Encouragement this Undertaking

meets with) that the Sherbet is always brought by itself, and

Brandy, Rum or Arrack in the Measure, so that there can be no

Imposture, either in Quantity or Quality; for Proof whereof I

appeal to all Gentlemen who have done me the Honour to call

at my House.

J. Ashley.
1740 To be SOLD,
At a Vau't under the China-Shop the Corner of Compton Street, behind St. Ann's Church, Saba. (as warranted neat as imported.)
A Small Parcel of genuine excellent old French
Claret, at Thirty Shillings a Dzen. Bottles included; equal, if not superior, in Strength and Flavour, to that which is elsewhere sold at Forty-two Shillings, and upwars, a Dzen.
At the same Place is likewise to be sold, very cheap, a Parcel of old
Rum Red Port, as good as any in England, warranted to be without the least Adulteration, and imported by a Gentleman for his own Use.

At Brownlow-Street New Bagnio, the Two White Posts, the back side of Long-Acre,
CUPPING AND BATHING are
performed after the best Manner; likewise commodious Lodgings for Gentlemen and Ladies; and all other useful Accommodations, by their most humble Servants,

MARY BANKS,
From the Cotton Bagnio, King-Street, Covent-Garden.

THO. W. C. W. S. E. S.
AT the
Indian Queen and
the Corner of I
without Billigh
den,

Sells all
Chattha for Chi
and Workhouse, the
Body that makes them
in any Part of England, the
Poor, that owns them being obliged to go into
the Country.

WILL begin to sell this Day, the
mention'd Mineral Waters at the following Prices
three-pint Bottles, at 12s. a Dzen; the same in 1
Bottle, at 9s. German Spa three-pint Flasks, at 12s.
Hall-Flasks, at 9s. Brittle, at 6s. Half, at 10s. and Bar
borough at 7s. 6d. a Dzen; and 4s. the half Dzen; all very
good and fresh as any in England.

And all at the same Warehouse are sold Coffee, Tea,
Snuff, Leaf-Sugar, Wine, Brandy, Rum, and Arrack, as go
as any in London.

Convenient Lodgings to be let.

Daily Advertiser, 4.26.1740
“Advertisements ... appear at the end of all our public prints .... [W]e hear that a sovereign prince is fled from his capital city ... of the tradesman who hath shut up his shop and run away ... An advertisement from Picadilly goes down to posterity with an article from Madrid ... John Bartlet of Goodman’s Fields is celebrated in the same paper with the Emperor of Germany.”

--Richard Steele, *The Tatler*, September 1710
"[H]alf the advertisements one meets with nowadays are purely polemical. The inventors of Strops for Razors have written against one another this way for several years, and that with great bitterness; as the whole argument pro and con in the case of the Morning-gowns is still carried on after the same manner. I need not mention the several proprietors of Dr. Anderson’s pills”

--Steele, 1710
“to inform the world where they may be furnished with almost everything that is necessary for life. If a man has pains in his head, colics in his bowels, or spots in his clothes, he may here meet with proper cures and remedies. If a man would recover a wife or a horse that is stole on strayed; if he wants new sermons, electuaries, ass’s milk, or anything else, either for his body or his mind”

--Steele, 1710
"The trade of advertising is now so near perfection that it is not easy to propose any improvement".
--Samuel Johnson, 1759

"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic".
--Samuel Johnson, 1761
A DIALOGUE BETWEEN A MERCHANT
AND HIS BLACK SERVANT

M. SCIPIO

S. What you please to ave, Massa?
M. Yesterday you did not perform your office properly. You tore the skin from my face .... ...

S. A, Massa, if I am continued in your service, dat will be ample reward for Scipio; bring good news to you of Packwood's new invention dat will move tings with a touch:

No wonder Packwood's Strops occasion a fuss
By their value, they are undersold;
A most generous public acknowledges thus
All their weight they are well worth in gold

Morning Chronicle, 1794
Aunt Jemima's Frozen Pancake Batter
For Aunt Jemima's that taste just great!
No measurin', no mixin', just real easy fixin',
Three minutes from package to plate.
Electioneering Intelligence
George Packwood, we hear, is returned for the county of Strop, with very little opposition.

Law Intelligence
a certain perfumer ... did clandestinely and wilfully utter and sell a base counterfeit Razor Strop and a box of Paste, and imposed it upon his customers for the make of Packwood

Sporting Intelligence
Packwood is a good shot ... The town has witnessed this on more accounts than one, but particularly when he takes his favourite piece (the Razor Strop)
Wedgwood

courting prestige
kings, queens, princes

product placement
Wright
Stubbs
Romney

outlets
illustrated London news

1842, war reporting
more art with less matter
continuity or change?
pears pair

Andrew Pears & Thomas J. Barrat
"no space: the branded world"
"with merkes of merchauntes"

Merchandize Marks Act (UK), 1862

Trademark Registration (UK), 1875
### Trademarks Act (US), 1870

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<th>#</th>
<th>Commodity</th>
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<td>2</td>
<td>Mustard Food</td>
<td>42</td>
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<tr>
<td>3</td>
<td>Retail coal Raw minerals</td>
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<td>4</td>
<td>Fish Food</td>
<td>42</td>
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<tr>
<td>5</td>
<td>Oyster pack Raw minerals</td>
<td>4</td>
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<tr>
<td>6</td>
<td>Wrought-iron Metal</td>
<td>13</td>
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<tr>
<td>7</td>
<td>Snuff Tobacco</td>
<td>45</td>
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<td>8</td>
<td>Car-wheels Carriages</td>
<td>2</td>
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<tr>
<td>9</td>
<td>Soap Candles, etc.</td>
<td>47</td>
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<tr>
<td>10</td>
<td>Woollen hos Clothing</td>
<td>38</td>
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<tr>
<td>11</td>
<td>Hams Food</td>
<td>42</td>
</tr>
<tr>
<td>12</td>
<td>Dry goods Food</td>
<td>42</td>
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<td>13</td>
<td>Polishing pre Chem</td>
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<tr>
<td>14</td>
<td>Yeast powd Furniture</td>
<td>41</td>
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<tr>
<td>15</td>
<td>Whiskey Alcohol</td>
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<td>16</td>
<td>Fertilizing co Chem</td>
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<td>Seamless m Metal</td>
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<td>18</td>
<td>Stove blacki Chem</td>
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<td>19</td>
<td>Lead-pencils Paper</td>
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<tr>
<td>20</td>
<td>Tobacco Tobacco</td>
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<td>21</td>
<td>Preparations Perfumery</td>
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<td>22</td>
<td>Cigars Tobacco</td>
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<table>
<thead>
<tr>
<th>Company</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>Averill Chem. Paint Co.</td>
<td>New York</td>
<td>NY</td>
</tr>
<tr>
<td>Baldy &amp; Co., J. B.</td>
<td>Toledo</td>
<td>Ohio</td>
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<tr>
<td>Branson, Ellis</td>
<td>Philadelphia</td>
<td>Pa</td>
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<tr>
<td>Coit, Tracy</td>
<td>New York</td>
<td>NY</td>
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<tr>
<td>Ellis &amp; Co., W. L.</td>
<td>Baltimore</td>
<td>Md</td>
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<tr>
<td>Evans, Clow, Dalzell &amp; Co</td>
<td>Pittsburgh</td>
<td>Pa</td>
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<tr>
<td>Garrett &amp; Sons, W. E.</td>
<td>Philadelphia</td>
<td>Pa</td>
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<td>Hamilton, W.G.</td>
<td>New York</td>
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<td>Hogg, John K.</td>
<td>Frederick</td>
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<td>Olzendam, A. P.</td>
<td>Manchester</td>
<td>NH</td>
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<td>Ryan, William</td>
<td>Dubuque</td>
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<td>Dale, Ross, &amp; Co.</td>
<td>Philadelphia</td>
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<td>Buffalo Magic Polish. Co.</td>
<td>Buffalo</td>
<td>NY</td>
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<td>Thuerber &amp; Co., H. K.</td>
<td>New York</td>
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<td>Turner &amp; Co., J.J.</td>
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<td>American Tube Works</td>
<td>Boston</td>
<td>Mass</td>
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<td>Bartlett &amp; Co., H. A.</td>
<td>Philadelphia</td>
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<tr>
<td>Faber, Eberhard</td>
<td>New York</td>
<td>NY</td>
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<td>Foote, Arthur W.</td>
<td>Brooklyn</td>
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<td>Green, Richard</td>
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<tr>
<td>1871</td>
<td>Medical</td>
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<td>1871</td>
<td>Minerals</td>
<td>Mineral-water</td>
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<td>1871</td>
<td>Food</td>
<td>Tea</td>
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<tr>
<td>1871</td>
<td>Alcohol</td>
<td>Whiskey</td>
</tr>
</tbody>
</table>

**Welcome to Saratoga Spring Water**

Since 1872 Saratoga Spring Water has been providing America with the finest spring water products available. Today Saratoga Spring Water is the definitive choice for upscale establishments and discerning customers across the country. Join those who have discovered the Elegance, Simplicity, and Purity of America's First and Finest Spring Water! Our unique packaging and delicious spring water combine to create an exceptional family of products.
real leaders

1825

1858
1862: Homestead Act
1888: Sears Watch Co., catalog
1896: Rural delivery
[USPO: catalogs: “aids in the dissemination of knowledge”]
1893: Sears, Roebuck & Co, catalog
1897: first color catalog
1908: catalog homes: *Book of Modern Homes and Building Plans*
25 tons, 30,000 parts
1908-1940: 100,000 homes sold
1927: Norman Rockwell cover
### Agencies

<table>
<thead>
<tr>
<th>Year</th>
<th>Service Description</th>
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<tbody>
<tr>
<td>1866</td>
<td>Advertising offices</td>
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<tr>
<td></td>
<td>Advertising agents</td>
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<tr>
<td></td>
<td>(town &amp; country)</td>
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<td>1906</td>
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<td>Agents and contractors</td>
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<td>Offices for Prospectuses</td>
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<td>Novelty Manufacturers</td>
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<td>Advertising Artists</td>
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<td>Advertising Balloon-makers</td>
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<td>Offices (American)</td>
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<td></td>
<td>Offices (Colonial)</td>
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<td>Offices (Provincial)</td>
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<td>Offices (Scottish)</td>
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</table>
Edward Bernays, 1891-1995

1913, Committee on Public Information

Propaganda, 1928
Engineering of Consent, 1955
Biography of an Idea, 1965

Proctor & Gamble
United Fruit Company
American Tobacco
Dodge Motors

[don’t miss: http://cabraham.com/history-public-relations-bbc]
"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it,"

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind."
NEUROMARKETING

NEUROMARKETING CONSULTANCY

“Market research is now a key component of almost every commercial enterprise. Accurate estimation of consumer demand and preference is vital for the success of new products, product relaunches and the range of related sales activities including sales promotions, packaging design, point-of-sale displays and advertising strategies. Because so much of our thought occurs in the unconscious, traditional research methods that mine the surface are likely to miss many of the factors that influence consumer behaviour. Bridging the gap between mind and behaviour is thus one of the key challenges that face marketers today. Cognitive neuroscience now offers us a means to bridge that gap.”

Michael Brammer, BSc (Biochem), PhD
Chairman, Neurosense Limited
when old media were new

1903: telephone advertising

1909: telephone newspaper

"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"
predictable uses?

"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

*Telephony*, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

*Rochester, Union & Advertiser*, 1909
1919 broadcasting begins in the Netherlands
The London Gazette

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notify once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.
"No Advertisement was ever admitted to it, tho earnest Application was made for it ... It made its own way into the World"

John Oldmixon, writing about *The Medley*, launched in 1710.
It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter.

Herbert Hoover (Commerce Secretary), 1922

August 28, 1922, AT&T's first sponsored program:
This afternoon the radio audience is to be addressed by Mr. Blackwell of the Queensboro Corporation, who through arrangements made by the Griffin Radio Service, Inc., will say a few words concerning Nathaniel Hawthorne and the desirability of fostering the helpful community spirit and the healthful, unconfined home life that were Hawthorne ideals.

Ladies and Gentlemen: Mr. Blackwell.
for ads that last

Greece & Rome
For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe

Roman face cream, c. 50AD
New Scientist, July 2003
new media

Woodbury

Examine your skin closely!
Whatever is keeping you from having the charm of "a skin you love to touch," it must be changed.

Woodbury's Facial Soap
new media

Ivory

The Gibson Family

Ivory Soap... 99% Pure
new media

Ivory
ivory's baby

James Gamble
the Ivory baby, 1886
1939 Cincinnati Reds
Brooklyn Dodgers
Red Barber
& Ivory Soap
"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits". Hugh Gaitskell

26th November

1953: Lords vote for commercial television

Peers have backed the Conservative Government's proposals for the introduction of commercial television - despite fierce opposition from some rebels.

The House of Lords voted by 157 to 87, a Government majority of 70, in favour of the plans as outlined in its White Paper on the future of television.

But today's victory came only after two days of vigorous debate in which some serious opposition to the idea of a commercial station paid for by advertising was expressed.
behind the times

**ITV** ("independent television") *launched*

"Television advertising in Britain began on 22 September 1955. "Coincidentally" the BBC chose the same evening to kill off Grace Archer in its long-running radio soap, The Archers, thus stealing the next day's newspaper headlines."
while on radio

Radio Luxembourg 1933-1992

Radio Caroline 1964-1967

"By autumn 1964, Radio Caroline had more listeners than the three BBC networks combined"

1973: Commercial radio joins UK airwaves

Britain's first independent radio station began broadcasting today on VHF and medium wave.

LBC (London Broadcasting Company) joined the airwaves with a signature tune followed by a two hour 'news-feature' programme presented by former BBC reporter David Jessel.

The radio station is the first to challenge the BBC's 50-year radio monopoly. LBC'S intended target audience will be listeners of BBC Radio 4 and BBC London.
backlash

conspicuous consumption: Thorstein Veblen, Theory of the Leisure Class (1899)
muckraking Samuel Hopkins Adams, The Great American Fraud (1906)
subliminal advertising Vance Packard The Hidden Persuaders (1957)
culture jamming Naomi Klein No Logo (2000)
public service

Debi

high school

congress

"Mind if I smoke?"

"Care if I die?"

(California Anti-Smoking Ad)
celebrity endorsement

times they are a changin'?
new media (again)

From: Laurence Canter - view profile
Date: Tues, Apr 12 1994 12:40 am show options

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a
certain annual allotment of Green Cards to persons born in certain
countries. The lottery program was scheduled to continue on a
permanent basis. However, recently, Senator Alan J Simpson
introduced a bill into the U.S. Congress which could end any future
lotteries. THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE
SOON, BUT IT MAY BE THE VERY LAST ONE.

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR
FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China;
Taiwan, Philippines, North Korea, Canada, United Kingdom (except
Northern Ireland), Jamaica, Domican Republic, El Salvador and
Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be
given to those who register correctly. NO JOB IS REQUIRED.

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS
NOW!!

For FREE information via Email, send request to
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