

information & advertising

History of Information

March 10, 2011

aob



exams
March 17
in class

essays
outline today
paper March 16

anniversary

working for western union

12 signs ... a minute ... 12,960 signs per day
eg: Buy 25 bales c., at 9, and 300 port, at 8.

1868: duplex (Joseph Stearns)

quadplex (Thomas Edison)

visible speech:
harmonic telegraph (Bell)

"Watson come here, I want (need) (to see) you"

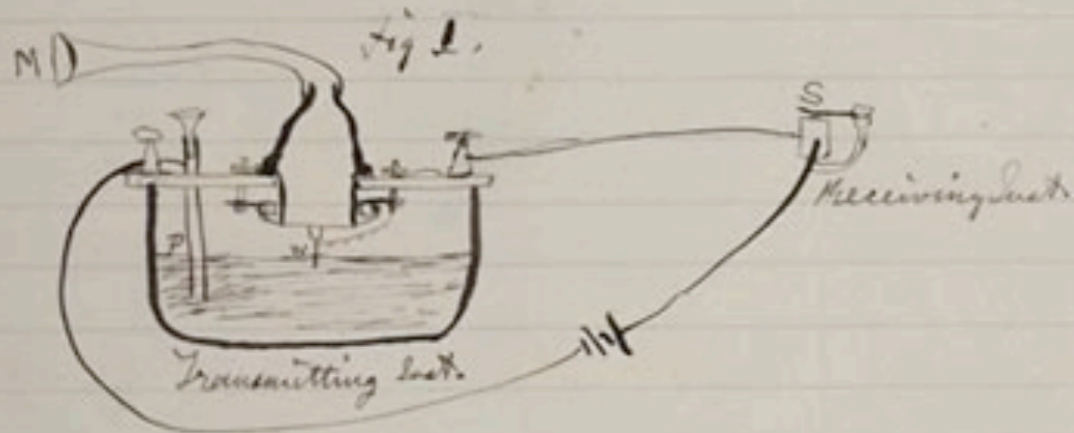
"I could hear your voice plainly.

I could almost make out what you said" (1875)

Hofl II - Narrow 3



March 10th 1876



1. The improved instrument shown in Fig. I was constructed this morning and tried this evening. P is a brass pipe and W the platinum wire M the mouth piece and S the armature of the Receiving Instrument.

Mr. Watson was stationed in one room with the Receiving Instrument. He pressed one ear closely against S and closed his other ear with his hand. The Transmitting Instrument was placed in another room and the doors of both rooms were closed.

I then shouted into M the following sentence: "Mr. Watson - Come here - I want to

see you". To my delight he came and declared that he had heard and understood what I said.

I asked him to repeat the words - ~~He said~~ He answered "You said 'Mr. Watson - come here - I want to see you'." We then changed places and I listened at S while Mr. Watson read a few passages from a book into the mouth piece M. It was certainly the case that articulate sounds proceeded from S. The effect was loud but indistinct and muffled:

If I had read beforehand the passage given by Mr. Watson I should have recognized every word. As it was I could not make out the sense - but an occasional word here and there was quite distinct. I made out "to" and "out" and "further", and finally the sentence "Mr. Bell Do you understand what I say? DO-YOU-UN-der-stand-what-I-say" came quite clearly and intelligibly. No sound was audible when the armature S was removed.

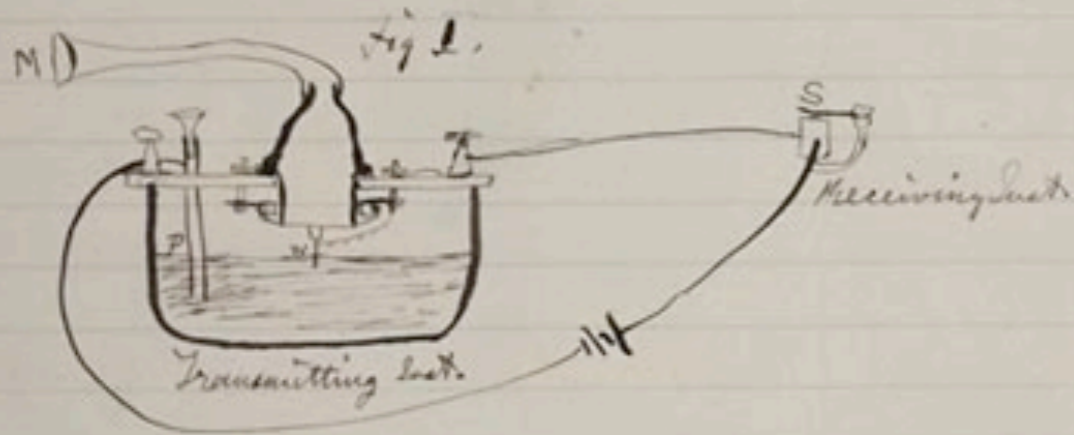
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"Watson come here, I want (need) (to see) you"

"I could hear your voice plainly.

I could almost make out what you said" (1875)

telegraph neutrality

"it is true, give a convincing proof of your power over the press; but surely this is not needed. The newspapers of California, which hardly dare notice the incorporation of a rival company, and dare not endorse a public measure of which you disapprove, are subservient enough already ... you could destroy a private business ... more completely than earthquake or conflagration could do the work the Telegraph, which has become a necessity of individual and social life, is not merely private property ... it is a great public trust to be administered for the benefit of the whole community"

Henry George, 1869

Hof III-Advertising 4

House subcommittee votes to kill net neutrality

Republicans push through a resolution of disapproval for the FCC's new rules

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telegraph neutrality

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Henry George, 1869

Hof III - Advertising 4

balancing acts

"apprehension of the wrong balance of trade, appears of such a nature, that it discovers itself wherever one is out of humour with the ministry, or is in low spirits."

David Hume,
"Of the Balance of Trade," 1752



David Hume
1711–1776

balancing acts



10 March 2011 Last updated at 12:54 ET

US trade deficit figure causes concern for investors

US stockmarkets have fallen after figures showed the US trade deficit had widened much more than expected in January.

The US Commerce Department said the deficit had widened to \$46.3bn (£28.8bn).

The 15% increase caused concern amongst investors and shares on Wall Street fell.

In early trading the Dow Jones was down 1.2% at 12,065 points and the broader S&P was down 1.4% at 1,301.

Analysts blamed demand for foreign cars and the surging price of oil for pushing up imports.

US exports rose 2.7% to an all-time high of \$167.7bn but imports rose to \$214bn.



Chinese government data also showed a surprise trade deficit



David Hume
1711–1776

overview

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advertising and infrastructure

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new media



why advertising?

a. detaching information from time & technology

cp: intelligence

b. pushing at technology

cp: intelligence

pornography

c. raising issues of reliability, trustworthiness, rights ...



why advertising?

d. information & the public sphere

WSJ Blogs >

Washington Wire

Political Insight and Analysis From The Wall Street Journal's Capital Bureau

OCTOBER 23, 2008, 1:33 PM ET

Cost of 2008 Election Cycle: \$5.3 Billion

Article Comments (14)

Email Printer Friendly Permalink Share:  Yahoo! Buzz Text Size  

Brody Mullins reports on money and politics.

The breakneck pace of fund-raising for the presidential race has made the 2008 election the most expensive ever, according to [a new report released](#) by the Center for Responsive Politics.

The nonpartisan organization estimates the race for the White House and Congress will cost a total of \$5.3 billion—about 25% more than 2004. The campaign for the White House alone will cost about \$1.6 billion; double the presidential race four years ago.

why advertising?

e. supporting information infrastructure



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who clicks?

Google

YouTube

information infrastructure

who clicks?

Google

YouTube

THE REPUBLIC
Columbus, Indiana

News Sports Living Fun Community Classifieds Search Subscribe! Sign-In E-Edi

Flash

YouTube shifts from Google's errant offshoot to strategic model

By Mike Swift San Jose Mercury News
First Posted: March 08, 2011 - 9:48 pm
Last Updated: March 08, 2011 - 9:48 pm

Stock Quotes:

Cbs Corporation New	23.70	↑	0.08
Evercore Partners Incorporated	33.25	↑	0.71
Google Incorporated Class A	592.31	↑	0.65

Quotes brought to you by:

WIRE

SAN JOSE, Calif. — Once derided as Google's folly, the home of cheesy cat videos and the money-losing stepchild of an otherwise wildly profitable company, YouTube is emerging as a model for the more nimble, faster-paced company Google co-founder Larry Page hopes to foster as he takes the reins as CEO.

That's quite a shift. While YouTube was a cultural phenomenon when Google bought it in 2006, it was



More A

• Unb

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information infrastructure

skin in the game

information infrastructure

skin in the game

More than 7 million
students use Google Apps.

Empower your school with our free email and collaboration tools

Gmail, Calendar, Docs and more.

Google Apps Education Edition offers a free (and ad-free) set of customizable tools that enable

information infrastructure

firefox

Why Firefox's future lies in Google's hands

[Click to see full size image](#)



[Gallery](#)

Posted on 19 Jan 2010 at 14:14

Firefox has just turned five, and it's doubtful anybody outside of Redmond begrudges Mozilla's celebrations. The open-source browser now accounts for 25% of the global market, according to figures from Net Applications, and has brought a radical rethink in what we expect from a browser.

However, as Mozilla blows out the birthday cake candles, it might also be reflecting on the curse of getting what you wish for. Its success has forced rivals to raise their game, and the past two years have seen Microsoft, Apple and Opera close the features gap significantly.

"They've been forced to improve their browsers, and they have resources at their disposal that Mozilla doesn't," said Rob Enderle, principal analyst at the Enderle Group. "It was a different ball game when it was Mozilla against Microsoft, everybody was on its side. Now that there are alternatives, it's going to be harder."

Not least because of Google, which with the release of Chrome now stands as both benefactor and rival to Mozilla. Google is the default homepage when Firefox first opens, and the default search engine when users type something into the "awesome bar". The deal, which runs until 2011, was worth \$66 million to Mozilla in 2007, accounting for 88% of the foundation's revenues that year (the last year for which it had published accounts). But now Google is a competitor as well as a partner, is it really wise for Mozilla to be so dependent on the search giant?

“ It was a different ball game when it was Mozilla against Microsoft, everybody was on its side. Now that there are alternatives, it's going to be harder ”

FOUNTAIN-ADVERTISING.COM

Wal-Mart U (and you)

The Chronicle Review

Home > Opinion & Ideas > The Chronicle Review



E-mail Print Comment (46) Share

August 31, 2009

Google's Book Search: A Disaster for Scholars



[Enlarge Image](#)

By Geoffrey Nunberg

Whether the Google books settlement passes muster with the U.S. District Court and the Justice Department, Google's book search is clearly on track to becoming the world's largest digital library. No less important, it is also almost certain to be the last one. Google's five-year head start and its relationships with libraries and publishers give it an effective monopoly: No competitor will be able to come

after it on the same scale. Nor is technology going to lower the cost of entry. Scanning will always be an expensive, labor-intensive project. Of course, 50 or 100 years from now control of the collection may pass from Google to somebody else—Elsevier, Unesco, Wal-Mart. But it's safe to assume that the digitized books that scholars will be working with then will be the very same ones that are sitting on Google's servers today, augmented by the millions of titles published in the

information infrastructure

LINUXTM
JOURNAL



Flash

— VIDEO — NEWS — BLOGS — REVIEWS — HOW-TOS — PARTICIPATE — MAGAZINE

Home ›

EOF - The Google Exposure

Feb 01, 2010 By [Doc Searls](#)

in [Linux Journal](#)

Neither Google nor its business model are trees that grow to the sky.

Advertising is a bubble. If that's a true statement, Google is a bubble too. And if that's true, many of the goods we take for granted on the Web are at risk. Let's run down some evidence.

Google has more than a million servers. The company is notoriously silent on the exact number, but I was told by a Google official that it was headed toward a million in the next couple years—and that was seven years ago. For a peek at the future, Jeff Dean of Google gave a presentation at an ACM workshop in October 2009, outlining “Spanner” a “storage and computation system that spans all our data centers” His “design goals” slide described



boo.com



failure impossible?



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Amendment I

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

information & advertising

economists' view

'the efficient market hypothesis'

- informing people
- helping consumers satisfy their needs
 - linking consumers with products

Tobacco Firms Sue to Block Marketing Law

By DUFF WILSON
Published: August 31, 2009

Most of the nation's largest tobacco companies filed a free-speech lawsuit on Monday in Kentucky to try to stop a landmark federal law from curtailing their marketing or forcing them to print graphic warnings on the top half of cigarette packages next year.

informing?

"The case is likely to proceed quickly," Floyd Abrams, a constitutional lawyer who is representing the Lorillard Tobacco Company, said in a phone interview on Monday. "Tobacco is a legal product for adults, and the Supreme Court has said that the industry has an interest which the First Amendment protects to communicate information about its products, and adults have the right to receive that information."

where's the beef?

**IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF TEXAS
AMARILLO DIVISION**

CIVIL ACTION CAUSE NUMBER
2:96-CV-208-J

[filed: February 26, 1998]
[11 Supp.2d 858 (N.D., 1998)]

TEXAS BEEF GROUP, PERRYTON
FEEDERS, INC., MALTESE, CROSS
CATTLE COMPANY, BRAVO
CATTLE COMPANY, ALPHA 3
3 CATTLE COMPANY, PAUL F.
ENGLER, CACTUS FEEDERS, INC.,
CACTUS GROWERS WC., and
DRIPPING SPRINGS CATTLE
COMPANY

Plaintiff's,

v.

OPRAH WINFREY
HARPO PRODUCTIONS, INC., and
HOWARD LYMAN

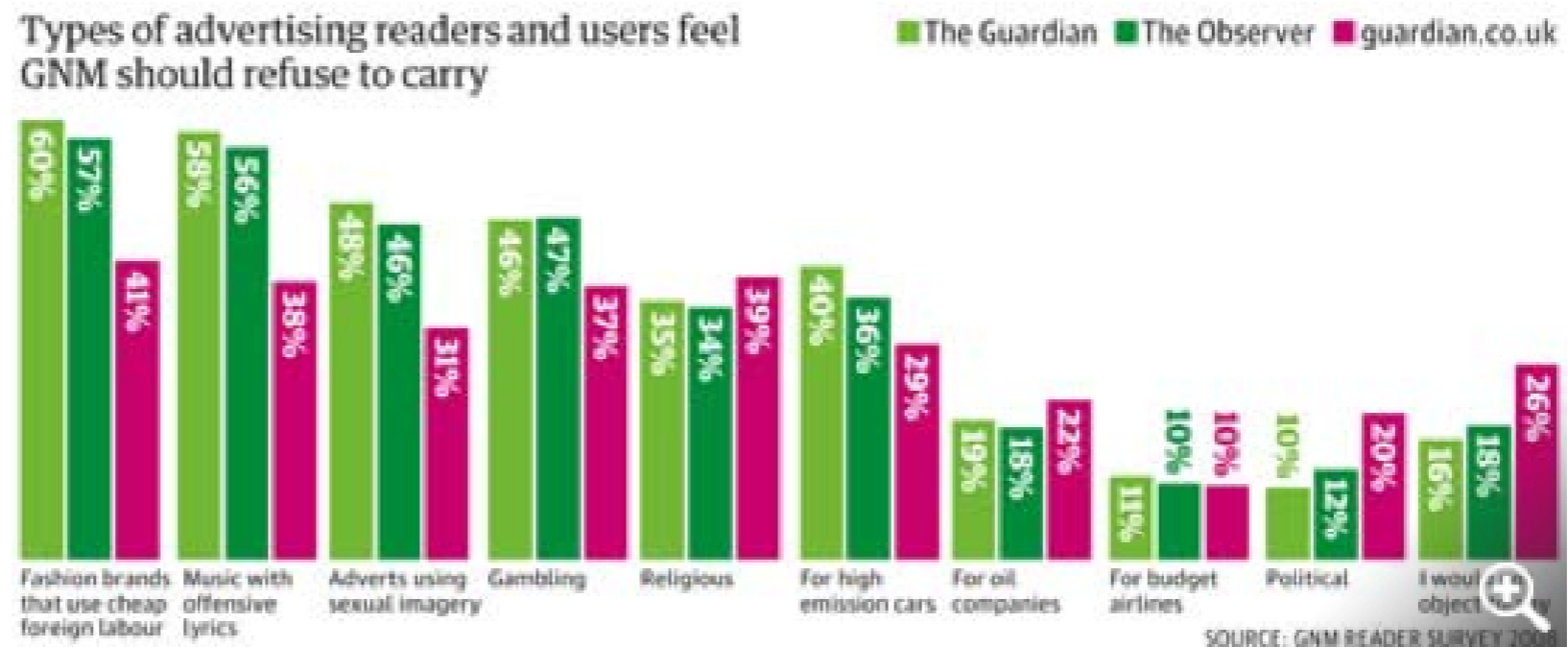
Defendants



Should we ban certain types of advertising?

The Guardian, Monday 17 November 2008 00.01 GMT
[Article history](#)

Types of advertising readers and users feel GNM should refuse to carry



Click on the image to enlarge it

There is an ongoing debate at GNM about whether it is right to refuse certain types of advertising for products that are particularly damaging to society and the environment. Our columnist George Monbiot has criticised newspapers for failing to ban adverts that "make the destruction of the biosphere seem socially acceptable".

Alan Rusbridger, editor in chief of the Guardian and Observer, argues that our journalism matters more than the advertising and as "long as the journalism is free and we allow George Monbiot to criticise us, and we feel free to criticise the people who advertise, that is more important than the advertising."

informing?

torches of freedom



Easter Parade, 1929



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advertising, pr & propaganda



Edward Bernays
1891-1995



Sigmund Freud
1856-1939

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 Motor

Hofl I I-Advertising 23

informing?

creating desires or anxieties?





informing?

creating desires or anxieties?





informing?

creating desires or anxieties?





informing?



creating desires or anxieties?





informing?

creating desires or anxieties?



From Advertising 24

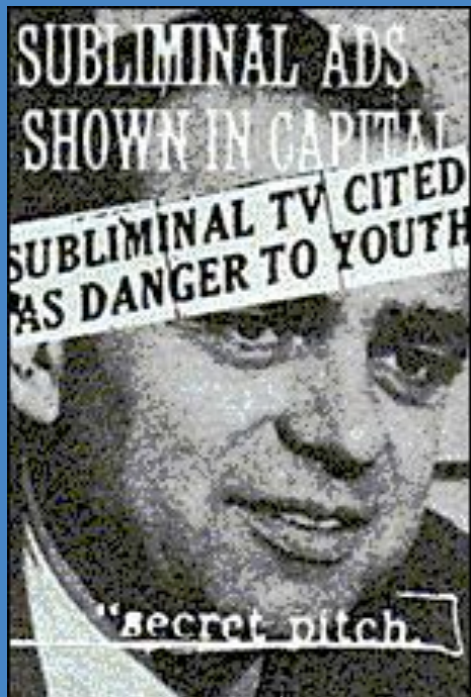
beyond informing?

James Vicary's subliminal experiments, 1957

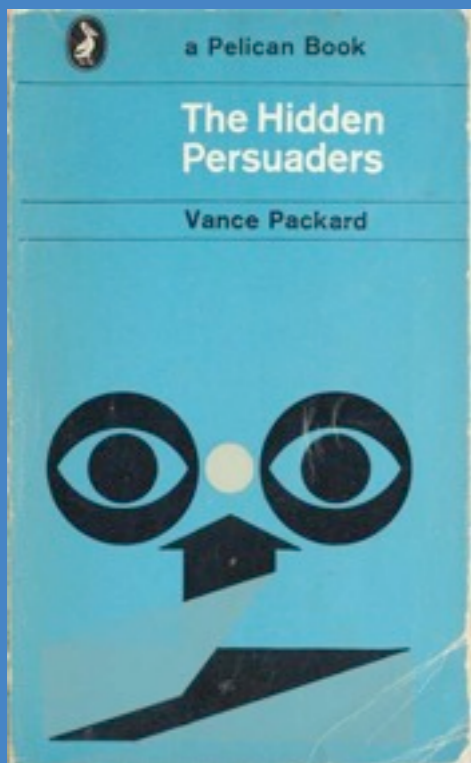
worries ahead

"by A.D. 2000 ...depth manipulation of the psychological variety will seem amusingly old-fashioned. By then, perhaps the biophysicists will take over with "biocontrol," which is depth persuasion carried to its ultimate. ... Planes, missiles, and machine tools already are guided by electronics, and the human brain--being essentially a digital computer--can be too."

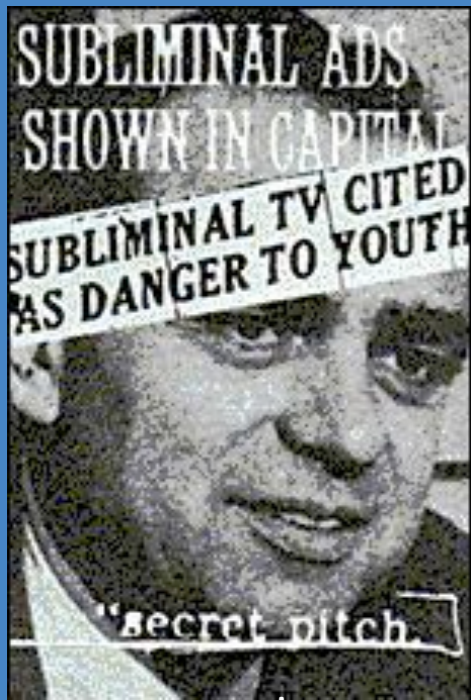
--Vance Packard, *Hidden Persuaders*, 1957



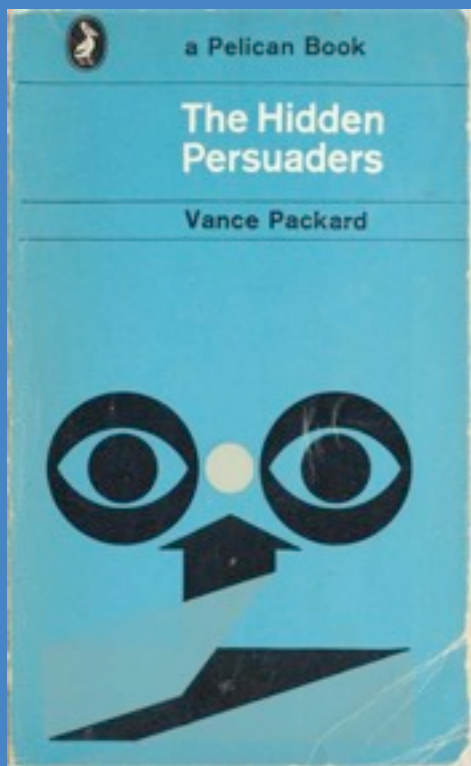
James Vicary
1915-1977



beyond informing?



James Vicary
1915-1977



Neuromarketing » » Branding Neuromanagement Neuroscience Research » »

8. March 2011 1 comment

Change Behavior with Fun

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technologically determined

Notes and Comments: The Death of Advertising

Roland T. Rust and Richard W. Oliver

Mass media advertising as we know it today is on its deathbed, and its prognosis is poor. Advertising agencies are restructuring to accommodate a harsher advertising climate, agency income is flat, agency employees are being laid off, direct marketing is stealing business from traditional advertising, and the growth of sales promotion and integrated marketing communications both come at the expense of traditional advertising. The reason for advertising's impending demise is the advent of new technologies that have resulted in the fragmentation of media and markets, and the empowerment of consumers. In the place of traditional mass media advertising, a new communications environment is developing around an evolving network of new media, which is high capacity, interactive and multimedia. The result is a new era of producer-consumer interaction. Because of the speed of technological innovation, the new media advertising paradigm that results will attain prominence faster than did mass media advertising. The new paradigm of 21st Century Marketing and advertising will be dominant by 2010 and should last well into the middle of the century. If they hope to survive, university advertising departments will have about ten years to 1) think of themselves much more broadly, and 2) transform themselves into departments specializing in information transfer in the new media environment.

Roland T. Rust (Ph.D. University of North Carolina-Chapel Hill) is professor and area head for Marketing, and Director of the Center for Services Marketing, Owen Graduate School of Management, Vanderbilt University.

Richard W. Oliver (Ph.D. SUNY Buffalo)

Advertising on its Deathbed

Never has advertising appeared so pale and lifeless. Advertising expenditures as a percentage of personal consumption expenditures peaked in 1984, and have been trending down ever since (McCann-Erickson, cited in Standard & Poor's 1993, p. M17). Advertising agencies are in a

a suspect relationship

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 notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.



change of mind

change of subject

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, 1678

a suspect relationship

"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 survived for 45 issues]

ADVERTISEMENTS

R. Stoughton, Apothecary, in Southwark, having some Time since, by order of a Merchant, sent 50 Dozen of his Cordial Elixir to Sweden, has lately receiv'd Advice, that Numbers of People finding it a great Preserver of Health, drink it every Morning: And further to assure it is so, hath a Certificate from thence, That (to the Person's best Knowledge and Observation) not one who took it hath had the Disease; and many are of Opinion it hath been of great Use in stopping the Progress of it. He hath also a Certificate from on Board a Ship at Jamaica, That after 6 or 7 of the Men died in 24 Hours of a Malignant Distemper, the Captain himself (fearing he should lose all his Men) gave the rest, who were seiz'd plentifully of this Elixir (which for many Years he took with him) and by God's Blessing on it, sav'd every Man after. He is not only willing, but desirous this may be publish'd for the Good of others. Few now will go to Sea or travel without it. The Certificates themselves any Gentlemen may see if they please.

Several Boxes are just now sent again into Sweden, and I hear the Czars Physicians have order'd it into the Army. If with some Merchants would send it into Dancmark, it might do much good there, and large Profit to the Sender.

Just Publish'd (many Thousands of the former Editions having sold in a little time,)

Mr. Marten's Seventh Edition of his Book and Second Edition of his Appendix, concerning Secret Diseases, both compriz'd in One Volume, with Amendments, and many hundred Additions: It being the last he will ever write; and it is pre-claimed, contains as much any can write on that Subject, for the Benefit of Patients; all the Degrees and Symptoms, Ways of Contracting, certain Signs discovering, Nature, Moods, and Cure, being shewn: as also the Use and Abuse of Mercury; Mischiefs by Quacks, Effects of ill Cures, Seminal Weakness, and all other Secret Infirmities in

both Sexes relating to that Infection, &c. are from Reason and long Experience explicated and detected; necessary for the Perusal of all that have, or ever had the least Injury that Way, and value the Health and Welfare of themselves and Posterity; that Distemper, if not totally eradicated, proving dangerous as well as obnoxious. The whole interspers'd with Prescriptions, Observations, Histories, Letters, and Proofs of many remarkable Cases and Cures. By John Marten, Surgeon. Sold at his House in Hatton-Garden; as also by N. Crouch in the Pouling, A. Beresworth on London-Bridge, P. Varrone at Seneca's Head in the Strand, C. King in Westminster-Hall, M. Atkins in St. Paul's Church-Yard, Bookellers, and D. Leach in the Little Old Bailey. Pr. Bound 7 s. 6d.

QUACKERY Unmask'd; in 3 Parts, containing, 1. Reflections on the 7th Edition of Mr. Martin's Treatise of the Venereal Disease. 2. An Examination of the Charitable Surgeon, The Generous Surgeon, The Tomb of Venus, and a pretended new Method of curing this Disease. 3. A brief Enquiry into the Ancient and present State of the Practices of Physick and Surgery; a full Account of Quacks; then (in a concise Method) is shewn the Cause, Nature, Signs, and Dangerous Effects of this Disease, various ways of Receiving, Symptoms first Discovering, and only Method of preventing its Infection; together with the best, most cheap, safe, speedy, easie and private Methods of Cure. As also the Cause and Cure of Old Glands in Men, and Weaknesses in Women. The Second Edition Enlarg'd. Sold by D. Brown without Temple-Bar, G. Straban, at the Golden Ball in Cornhill, and B. Barker, in Westminster-Hall; and by the Author, Dr. Spinke, at his House at the Golden Ball, 3 Doors directly past the Sun-Tavern, in Milk-street Market, Cheap-side. Price 2 s.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster Row. 1711.

support

"All the public papers now on foot depend on advertisements."

-- Defoe, Review, 1705

to inform ...

“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 or strayed; if he wants new sermons, electuaries, ass’s milk, or anything else, either for his body or his mind”

--Addison, 1710

Addison ads

Morning-Gowns for Men and Women, of Silk, Stuffs, and Callicoes (being the Gowns of Persons that sailed) which were to be disposed of at the Olive-Tree and Still, are now to be sold at the Golden Sugar-Loaf up one Pair of Stairs, over against the Horse at Charing-Cross; with a fresh Parcel at very low Rates, the Price being set on each Gown.

* * * Next Monday will be published, for the Month of Septemb. Bibliotheca Anatomica, Medica, Chirurgica, &c. containing a Description of all the several Parts of the Body, each done by one or more eminent Physician or Chirurgion, with their Diseases and Cures. Illustrated with several Hundred Figures, done by the best Artists, and from the truest Designs. Publish'd Monthly. This 11th for Septemb. 1710. continues the Cures of the Diseases of the Bones, as Fractures, trepanning the Skull, &c. with several particular Tracts, and extraordinary Cases, and 4 Copper Figures. Printed by J. Nutt in the Savoy, and sold by J. Morphew near Stationers-Hall. Where may be had the preceding 10 Months. Pr. 1 s. each. Note, on Tuesday the 26th Instant will be published Atlas Geographus for August.

Addison ads

**** This Day is publish'd. Royal Cookery ; or, The compleat Court-Cook :** Containing the choicest Receipts in all the particular Branches of Cookery now in Use in the Queen's Palaces, St. James's, Kensington, Hampton-Court and Windsor; with near 40 Figures curiously engraven on Copper, of the magnificent Entertainments, Banquets, Balls, Weddings, &c. at Court. Also Receipts for making the Soupes, Gellies, Bisques, Ragousts, Patties, Tarts, Forced Meats, Cakes, Puddings, &c. By Patrick Lamb Esq; near 50 Years Master Cook to their late Majesties K. Charles II. K. James II. K. William and Q. Mary, and to Her present Majesty Q. Anne. To which are added, Bills of Fare for every Season in the Year. Printed for A. Roper, and sold by J. Moxon near Stationers-Hall.

FOR Sale by the Candle, this Day, being the 14th Instant, at Lloyd's Coffee-house in Lombard-street, at 6 in the Afternoon, 41 Burs and 7 Hhds of new excellent Barcelona Wines, very deep, bright and strong; neat, the entire Cargo of the St. Peter of Dublin, lying in a Ground Ware-house in the Alley on Cox-Key, between London-bridge and Billingsgate. To be seen till the Hour of Sale. To be sold by T. Tomkins, Broker, in Seething-Lane, between Tower-street and Crouched-Fryars.

THE Household Goods and fine China of the Honourable Admiral Churchill, lately deceased, will be sold by Auction on Thursday the 21st Instant, at his late Dwelling-House in St. James's Place, St. James's Street. The Goods and

Addison ads

WHereas I Hannah Pawlyn, the Wife of William Pawlyn, Cl g-m'ker, living in Catherine-Wheel-Alley, Whitechapel, whose Daughter having had a Complication of Distempers, and such a Giddiness in her Head, that she kept her Bed above a Fortnight, and if she was stirred died away ; and thō we used a great many Medicines without Success, and it was judged she would fall into a Consumption, till I heard of Mr. John Moor, Apothecary, at the Pestle and Mortar in Abchurch-Lane, London, and through the Blessing of God, we no sooner made use of him, but we found immediate Relief, and he has perfectly cured her, to the Admiration of all that know her. Witness my Hand, April 14. 1710. Hannah Pawlyn.

health sells

and consumables

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, ... Miscarrying ..

THE VERTUE OF THE Coffee Drink.

The Grain or Berry Called Coffee, groweth upon little Trees, only in the Deserts of Arabia.

It is brought from thence, and drunk generally, throughout all the Grand Signiors Dominions.

It is a simple, innocent thing, compounded into a Drink by being dried in an Oven, and Ground to Powder and Boyled up with Spring Water, and about halfe a Pint of it to be Drunk, Fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured; the which will never fetch the Skin off the Mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at Meals, and other times, usually Water, and their Diet consists much of Fruit; the crudities whereof, are very much corrected by this Drink.

The quality of this Drink is cold and dry; and thought to be a dryer, yet it neither Heats, nor inflames more than hot Posset.

It doth close the Orifice of the Stomack, and fortifies the heat within, that it is very good to help digestion, and therefore of great use to be taken about three or foure of the Clock in the Afternoon, as well as in the Morning.

This Drink will very much quicken the spirits, and make the heart lightesome.

It is very good against sore Eyes, and the better, if you hold your head over it, and take in the Steam that way.

It suppresseth flames exceedingly, and therefore good against the Head-ach, and will very much stop any distillation of Humors, that distill from the Head upon the Stomack, and so prevent, and help Consumptions, the Cough of the Lungs, Fits of the Mother, Convulsions, Vapours, &c.

It is excellent to prevent and cure the Drop sic, Gout, and Scurvy.

It is known by experience to be better than any other drying Drink for people in years, or Children that have any running Humors upon them, as the Kings-Evill, &c.

It is very good to prevent Miscarrying in Child-bearing Women.

It is a most excellent remedy against the Spleen, Hypochondriack Windes, and the like.

It will prevent Drowsinesse, and make one fit for business, if one have occasion to watch; and therefore you are not to Drink of it after Supper, unless you intend to be watchfull; for it will hinder sleepe for three or foure houres.

It is observed, that in Turky, where this is generally drunk, they are not troubled with the Stone, Gout, Drop sic, or Scurvy; and that their Skins are exceeding cleare and white.

It is neither Laxative nor Restricting.

There are many Thousands in London who have received much benefit by this Drink.

It is to be sold by James Smith at the ...
by Quakers ...



THE Great and Wonderful Cures daily perform'd 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 be without them in their own Houses, viz. the Gout, Rheumatism,

Jaundice, Stone, Gravel, Asthma's and Cholicks, of what Kind or Nature soever, whether proceeding from Wind, Cold, or Hysterick Affection. Besides which, there is no one Secret in the whole Art of Physick of that surprizing and (were it not under the Confirmation of continual Experience) almost incredible Effects in Colds, Appearances, Fevers, 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 Patents) be had at the Printing-Office, Bow-Church-Yard, Cheshide, and elsewhere within three Quarters of a Mile from thence.

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

Note also, Shopkeepers, &c. in any Town, where they are not already sold, may be supply'd with the above Drops (and good Allowance) to sell again, by directing to Mr. Dicey, or Tho. Cobb and Comp. at Dr. Bateman's Wholesale Warehouse in Bow-Church-Yard, London.

print & pain?

advertising in newspapers

before 1700

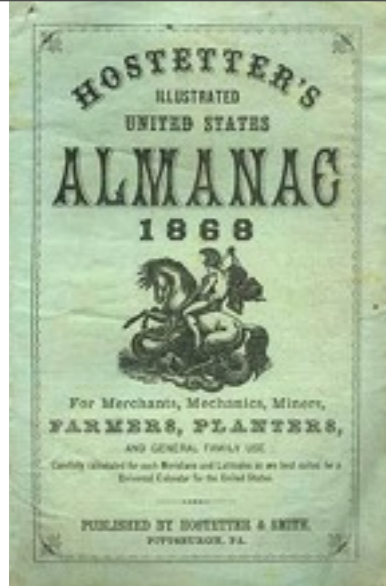
books 42%

medicines 6%

from 1700 - 1710

medicines 42%

-- R.B. Walker "Advertising in London Newspapers, 1650-1750" (1973)



medicine and marketing

" [T]hose who owned the newspapers were often involved in the distribution and sometimes the ownership of the brands concerned ... the [medicine] trade ... enjoyed an intimate relationship with the London publishing trade ... booksellers acted as agents for proprietary medicines. ... newspaper owned brands ... sellers of branded medicines more than any other ... developed the techniques of print advertising ... woodcut .. display typefaces, testimonials, endorsements, claims of royal and aristocratic patronage, and knocking copy."

--John Styles, "Product Innovation in Early Modern London," 2000

the wall

editorial/advertising

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

--Steele, *Spectator*, Friday April 25, 1712

more news

Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to ahve our Portugal Trade restor'd again ... Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, *Review* 1711

more news

Two Portugal Merchants
and Importers, to be Ret
Cellar ... It has rest
Adulteratings, Sophist
abominable Ingredients ar
Liquids into Wine ...
restor'd again ... Nothing
but Brook and Hellier ...
Glass of Brook and Helli
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the Cellar, Ten Pints in
shall hear them cry -- th

ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between
the Government and the Creditors
of the Navy, &c. As it relates to the
South-Sea Trade; and the Injustice of the
Transactions on either Side Impartially en-
quir'd into. Pr. 2d. Just Publish'd, an
Essay on the South-Sea Trade, by the Au-
thor of the Review. Pr. 6d. High-Church
Aphorisms by those Twin Brothers in Scand-
dal, the Examiner and modest Abel.
Pr. 6d. Printed for J. Baker in Pa-
ter-Noster-Row.

THIS is to give Notice, That
Messieurs Brook and Heller of Lon-
don, Merchants, who do now give such
general Satisfaction in Retailing their New
Natural Portugal Wines in the said City,
(being the best that have come from Portu-

gal for many Years past) have for the more
effectual supplying the other Parts of the
Kingdom, caus'd Ships to Sail directly from
Portugal to the following Places, where
they are Arriv'd with the like Natural
Wines, being the only New Wines that are
now there, or can Arrive this Season; which
Wines are to be sold by the following Per-
sons, in the respective Places, viz. By Mr.
Barth. Avent in Plymouth; Messieurs James
and John Arnold in Portsmouth; Messieurs
James Wakeman, and John Negus in Tar-
mouth; Mr. Joseph Taylor of Wysbich in Lynn
Regis; Mr. Crowle in Hull; Mr. Jos. Stone
in Gainsborough; Mr. William Proffor in
Newcastle upon Tyne: Note, the Price,
viz. The Viana Wines at 14l per Hoghead
or at 5s. 4d. per Gallon, and the Oporto
Wines at 16l. per Hoghead, or 6s. per
Gallon.

Printed for and sold by John Baker at the Black Boy
Pater-Noster-Row. 1711.

more news

Messieurs Brooke and Hellier Messieurs near Bread-street, having experienc'd that Oporto and Viana Wines do give such universal Satisfaction, they are encourag'd further to accommodate the Town, and they resolve to retail the entire Cargoes of the Gallies just arriv'd and landing, consisting of 30 Pipes of red and white Oporto, and 20 Pipes of red and white Viana, being the only Wines of these Sorts in Merchants Vaults and Taverns following, viz. in Freeman's Tavern under the Crown-Tavern in Breadstreet, under a Bay-pole in Fleetstreet, under Mr. Rymes a Bay-pole in the Strand, and at the Horn-Tavern in Westminster, and there is now open'd other Vaults and Tavern-Yard against Billingsgate, in the middle Buildings, and under St. James's Market-house; and on the 8th Instant will be open'd the Green-Dragon Tavern in Holborn. Note, The Prices of the above Wines in the Vaults, the new natural red and white Oporto at 18 d. per Quart and 17 l. per Hogshead, and the red and white Viana at 15 d. per Quart and 13 l. per Hogshead; and in the Taverns Oporto and white Viana at 20 d. and red Viana at 22 d. Note, The new white and red Anadea Wines at 20 l. per Hogshead, and to be had only in the aforesaid Vaults and Tavern-Yard, and in the middle Buildings, and under St. James's Market-House.

ADVERTISEMENTS.

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Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.

Advertiser] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper --Morison

the presses roll on

- 1731: *Daily Advertiser*
- 1737: *London Daily Post*
- 1744: *General Advertiser*
- 1751: *London Advertiser*
- 1752: *Publick Advertiser (Junius)*
- 1772: *Morning Post & Daily Advertiser*
- 1785: *Daily Universal Register*





Horace Greeley
1811-1872

remuneration

"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."

Horace Greeley, *New York Tribune*



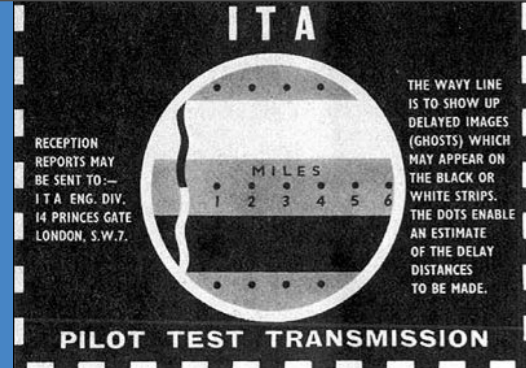
new technologies, old questions

still suspect

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

Herbert Hoover, 1922



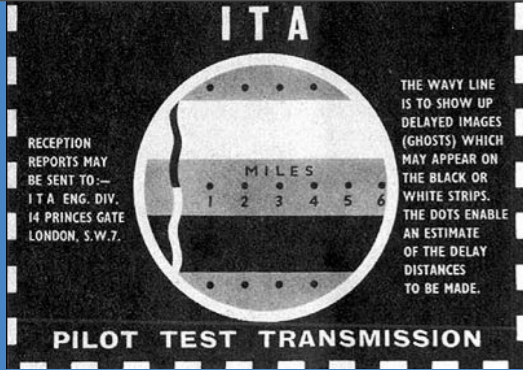


John Reith
1889–1971

a plague

"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of
the BBC (1923–1939), 1954



a suspect relationship

"It is utterly wrong that what we see in our homes should depend on the advertisers to make profits".
--Hugh Gaitskell, Labour MP, 1951



Hugh Gaitskell
1906-1963



NEWS

9 March 2011 Last updated at 00:14 ET



Libya no-fly zone 'UN decision'



Any decision to impose a no-fly zone over Libya should be made by the UN and not by Washington, US Secretary of State Hillary Clinton says.

Tuesday: Events and reaction

[Calls grow for no-fly zone](#)


In pictures: Libya revolt

[Libya: We cannot stand aside - Cameron](#)

[Libya uprising in maps](#)

[Full coverage: Mid-East unrest](#)

Watch/Listen



Gaddafi forces fight rebels in key towns



Rare glimpse inside Guantanamo Bay

Latest summary: [Watch](#) [Listen](#)

LIVE BBC World Service

ADVERTISEMENT

Should you be buying stocks right now?

If you have a \$500,000 portfolio, you should download the latest report by *Forbes* columnist Ken Fisher. In it he tells you where he thinks the stock market is headed and why. This must-read report includes his latest stock market prediction, plus research and analysis you can use in your portfolio right now. Don't miss it!

[Click Here to Download Your Report!](#)

FISHER INVESTMENTS™



Deadly religious clash in Cairo

At least one person has died in clashes between Coptic Christians and Muslims in Cairo, Egyptian officials say.

[Coptic Christmas in wake of bombing](#)

[Growing fears of Egypt's Copts](#)



Police open fire at Yemen protest

Security forces in the Yemeni capital Sanaa open fire on protesters calling for the resignation of President Ali Abdullah Saleh, injuring at least 50.

Mexico police chief seeks asylum

Mexico's youngest police chief, Marisol Valles Garcia, is seeking asylum in the US after apparently receiving death threats.

[Stolen gems found in Paris drain](#)

[US priests suspended in abuse probe](#)

a suspect relationship

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. **This causes search engine technology to remain largely a black art and to be advertising oriented.** ... we have a strong goal to push more development and understanding into the academic realm."

a suspect relationship



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honesty-- bad for business

The New York Times

VARIETY

Trade Papers Struggling in Hollywood

By MICHAEL CIEPLY and BROOKS BARNES
Published: March 14, 2010

LOS ANGELES — Variety, the show business bible, was born nearly 105 years ago when young Sime Silverman, by his own account, was fired by The Morning Telegraph for a review in which he declared a new theatrical sketch by a performer who happened to be one of the paper's advertisers "N. G. (No Good)."



Sasha Albert

Mr. Silverman started a paper of his own. Its first issue promised notices "that will not be influenced by advertising." Thus began a feisty tradition of entertainment trade reporting and criticism that has been so severely tested in recent weeks that some wonder whether the entire era is drawing to a close.

Variety's cost-cutting decision to lay off two of its most prominent critics and others last Monday sent shock waves through Hollywood. For generations, Variety's critics had a clout that far outweighed their number of readers, providing early readings on coming films and Broadway shows to an audience of powerful industry insiders.

Then, on Tuesday, it faced a lawsuit that accused the paper of having lured a film producer into the Oscar race with promises of wide-ranging support through a \$400,000 promotional package — only to wreck his movie's prospects with a negative review. The review, of the film "Iron Cross," was removed from the

SIGN IN TO RECOMMEND

TWITTER

E-MAIL

SEND TO PHONE

PRINT

SINGLE PAGE

REPRINTS

SHARE

Our Family
WEDDING
NOW PLAYING

good for business

Yelp and the Business of Extortion 2.0

Local business owners say Yelp offers to hide negative customer reviews of their businesses on its web site ... for a price.

By Kathleen Richards

170
tweets

retweet

The phone calls came almost daily. It started to get creepy.


"Hi, this is Mike from Yelp," the voice would say.


"You've had three hundred visitors to your site this month. You've had a really good response. But you have a few bad ones at the top. I could do something about those."

TOOLS

 [twitter](#)

 [facebook](#)

 [digg](#)

 [email](#)

overview

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information and advertising

infrastructure & content

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what's new

new media

so what's new?

forever young, forever anxious



Roman face cream,
c. 50AD

New Scientist, July 2003

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**

technological shift



William Caxton
1415?-1492

1475[?] print to England

1477: the pyes of salisbury

It it plese ony man spirituel or temporel to bye ony
pyes of two and thre comemoraciōs of salisbury use
enpryntid after the forme of this presēt lettre whiche
ben wel and truly correct, late hym come to westmo-
nester in to the almonesrye at the reed pale and he shal
haue them good chepe . . .

Supplicō stet cedula



near perfection

"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions.

--Samuel Johnson, 1759

Hofli I-Advertising 52

224 *The IDLER.* N^o 40.

N^o 40. *Saturday, January 20.*

THE practice of appending to the narratives of public transactions, more minute and domestic intelligence, and filling the News-papers with advertisements, has grown up by slow degrees to its present state.

GENIUS is shewn only by Invention. The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and Powder were to be sold, was undoubtedly a man of great sagacity, and profound skill in the nature of Man. But when he had once shewn the way, it was easy to follow him; and every man now knows a ready method of informing the Publick of all that he desires to buy or sell, whether his wares be material or intellectual; whether he makes Cloaths, or teaches the Mathematics; whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.

WHAT-



James Graham's
1745-1794



magnificence of promise

"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



Dr Graham's
Celestial Bed, 1783



recurring battles

"The Inventors of *Straps for Razors* have written against one another this way for several Years." --Addison, 1710

"the dispute about *Straps for Razors*, now happily subsided." --Johnson, 1759



voice of authenticity

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

. . .

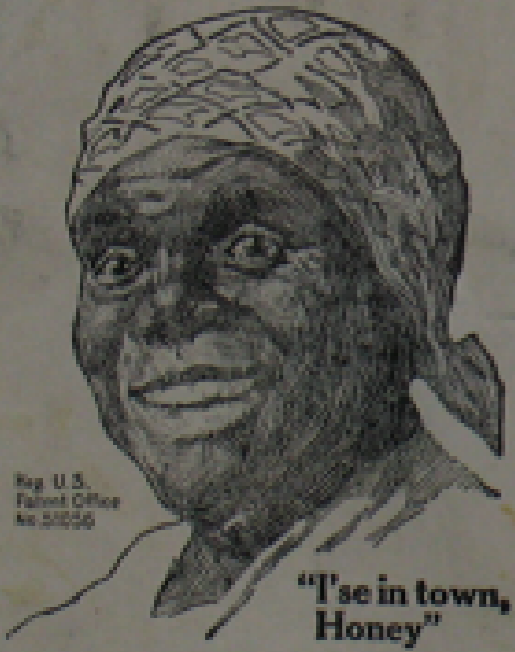
S. A, Massa, if I am continued in your service, dat will be ample reward for Scipio; bring good news to you of Packwood's new invention dat will move tings with a touch:

*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



Aunt Jemima 1903



[Aunt Jemima in 1921]



authencicity



*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.*

wedgwood



marketing innovations?

lifestyle

product placement

the wedgwood store

courting royalty

going global

"class emulation"

self-service

free postage

marking

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marketing innovations?



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self-service

free postage

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Hofl I I-Advertising 58



marketing innovations?



First daughters Malia and Sasha Obama wear J. Crew; retailer's Web site goes down

BY AMY DILUNA
DAILY NEWS STAFF WRITER

Updated Tuesday, January 20th 2009, 7:33 PM

Budding style stars Malia and [Sasha Obama](#) are proving to be fashion loyalists.

For the past two days, the girls have worn head-to-toe outfits from Crewcuts, the kids line from [J.Crew](#) that boasts "designer details" and couture touches on its mini-me separates.

The retailer's Web site, www.icrew.com, was down for about



Friday, March 11, 2011

- lifestyle**
- product placement
- the wedgwood store
- courting royalty
- going global
- "class emulation"
- self-service
- free postage
- marking

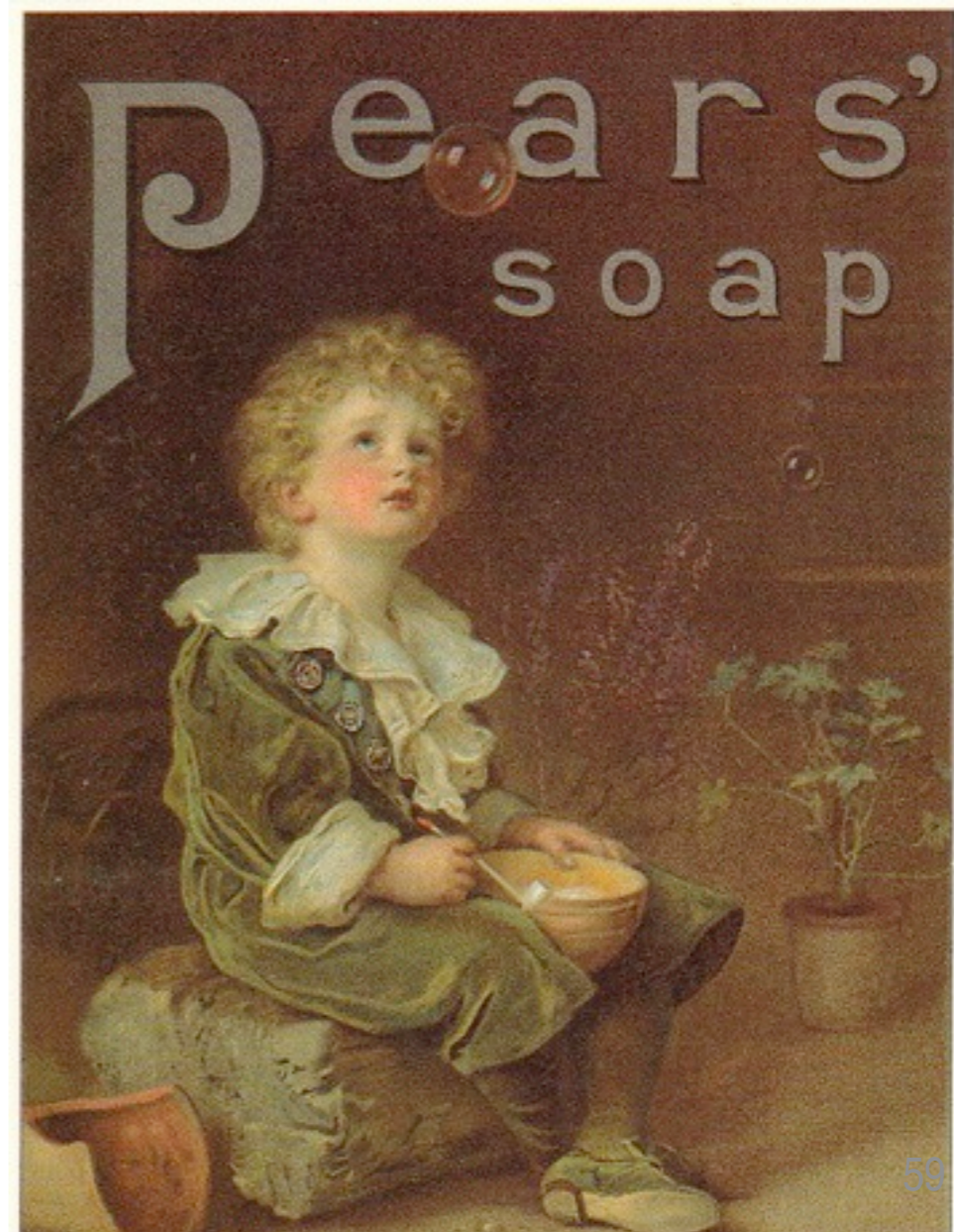
pears pair

Andrew Pears & Thomas J. Barrat



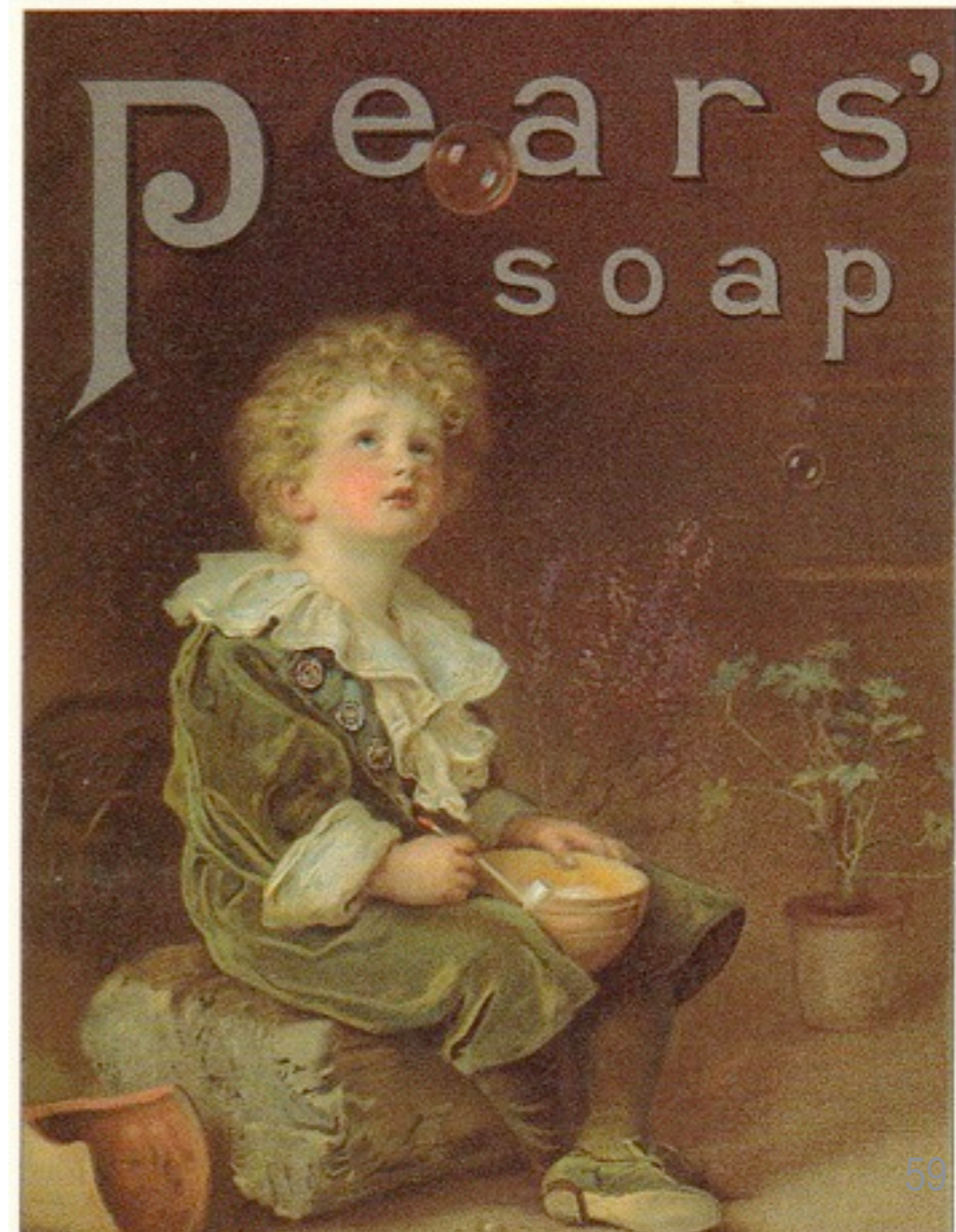
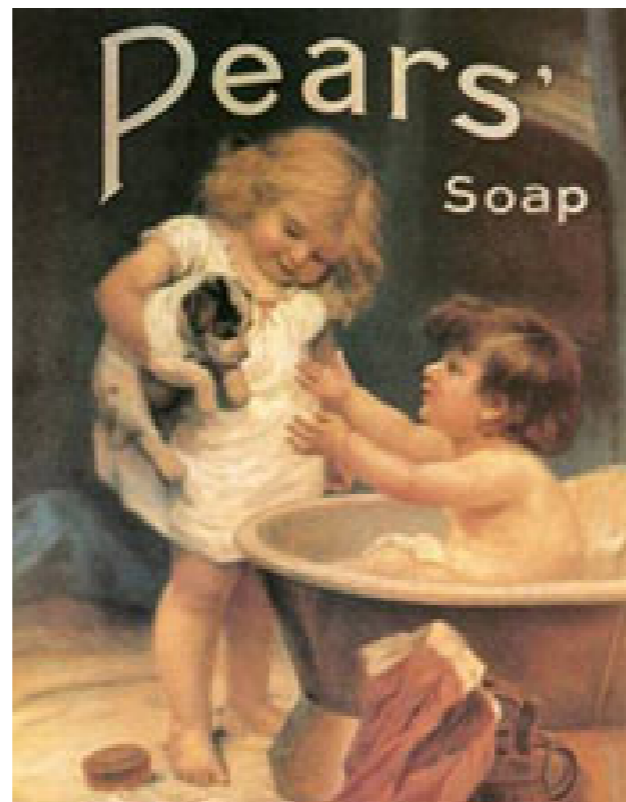
pears pair

Andrew Pears & Thomas J. Barrat



pears pair

Andrew Pears & Thomas J. Barrat



"no space:
the branded world"



overview

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what's new

new media



new technology

Illustrated London News

May 1842



new opportunity



THE BELT DRAWERS, A SPECIALITÉ IN GENTLEMEN'S UNDERCLOTHING.

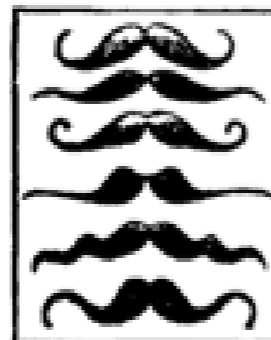
The Article is formed on a principle that affords to the wearer a nice, gentle, and uniform support to the loins, abdomen, &c., imparting therewith a sense of remarkable comfort, as also a pronounced healthful influence.
Moderate price and excessive durability, rendering the article an economical garment *wichal*.

Makers and Originators of the Article,
SANDLAND & CRANE,
Gentlemen's Dressers,
55 REGENT STREET,
LONDON.

(The Quadrant section of the Street, and next to Swan & Edgar's.)

Illustrated Prospectus & Price List on application.

TRAIN YOUR MOUSTACHE IN THE WAY IT SHOULD GO.



CARTER'S THRIXALINE

is a unique transparent fluid for training, fixing, and beautifying the Moustache of all sorts and conditions of men. Has never been equalled for holding the Moustache in any position. Prepared only by

JOHN CARTER,
HAIRDRESSER,
At the Old Palace of Henry VIII.
17, FLEET STREET, E.C.

Price, post free, 2/6, 5/6, and 10/6.

CLAXTON'S DOUBLE CHIN CURER.

Patent 2221/04.

Fortrestoring contour of face
in advancing years.
Gives an even support under
chin; will fit any size or
shape head.
No measurements required.

Price One Guinea, Post Free.
Please cross Cheques and Orders
"Coutts & Co."

P. CLAXTON
(Patentee of Ear Cap).
108, STRAND, LONDON, W.C.



Corset Attachment

The "TITAN" (Regd.).

Indispensable with the present tight-fitting skirt.
Produces straight front without increasing size of
waist or impeding action in walking, as it does not
require stocking-suspenders to keep it in position.
Guaranteed not to ride up or wrinkle.

Idealises the symmetry of the figure and gives
indescribable elegance to the simplest gown.

Reduces High Figures and Large Hips.

Restores the Figure after Confinement.

Affords great support with perfect ease, and
gives permanent satisfaction to the wearer.

Can be attached without sewing to any corset. Under-
skirts can also be attached without sewing to the lower
edge, thus further reducing size. Worn by Royalty,
Recommended by the Medical Profession. Thousands of
unsolicited testimonials.

N.B.—When ordering, the size round largest part of
size should be given. Every Attachment is stamped
"TITAN."

In Black, White, and Ecoru, price 5/9.

Of all the best Drapers and Ladies' Outfitters.

Or of the Patentee and Sole Manufacturer,

**A. WHITE, 1, 2, & 3, Langley Court,
LONG ACRE, LONDON, W.C.**

WHITE'S
PATENT.

WHITE
PATENT.



WITHOUT ATTACHMENT.



WITH ATTACHMENT.



TO BE WORN THREE TIMES IN THE WEEK.

Madame A. T. ROWLEY'S TOILET MASK (OR FACE GLOVES)

Is a natural beautifier for bleaching and preservin
the skin and removing complexional imperfections.

It is soft and flexible in form, and can be WORN with
discomfort or inconvenience.

It is recommended by eminent physicians and scientists as a substitut
for inferior cosmetics.

COMPLEXION BLEMISHES may be hidden imperfectly by co-
metics and powders, but can only be removed permanently by the Toilet
Mask. By its use every kind of spots, impurities, roughness, etc., vanis
from the skin, leaving it soft, clear, brilliant, and beautiful. It is harm-
less, costs little, and saves pounds wastefully expended for cosmetic
powders, lotions, etc. It prevents and removes wrinkles, and is both
complexion preserver and a beautifier.

Illustrated Treatise, with full particulars, post free, 3 stamps.

MRS. A. T. ROWLEY,
**THE TOILET MASK CO. 139, OXFORD STREET
LONDON, W.**

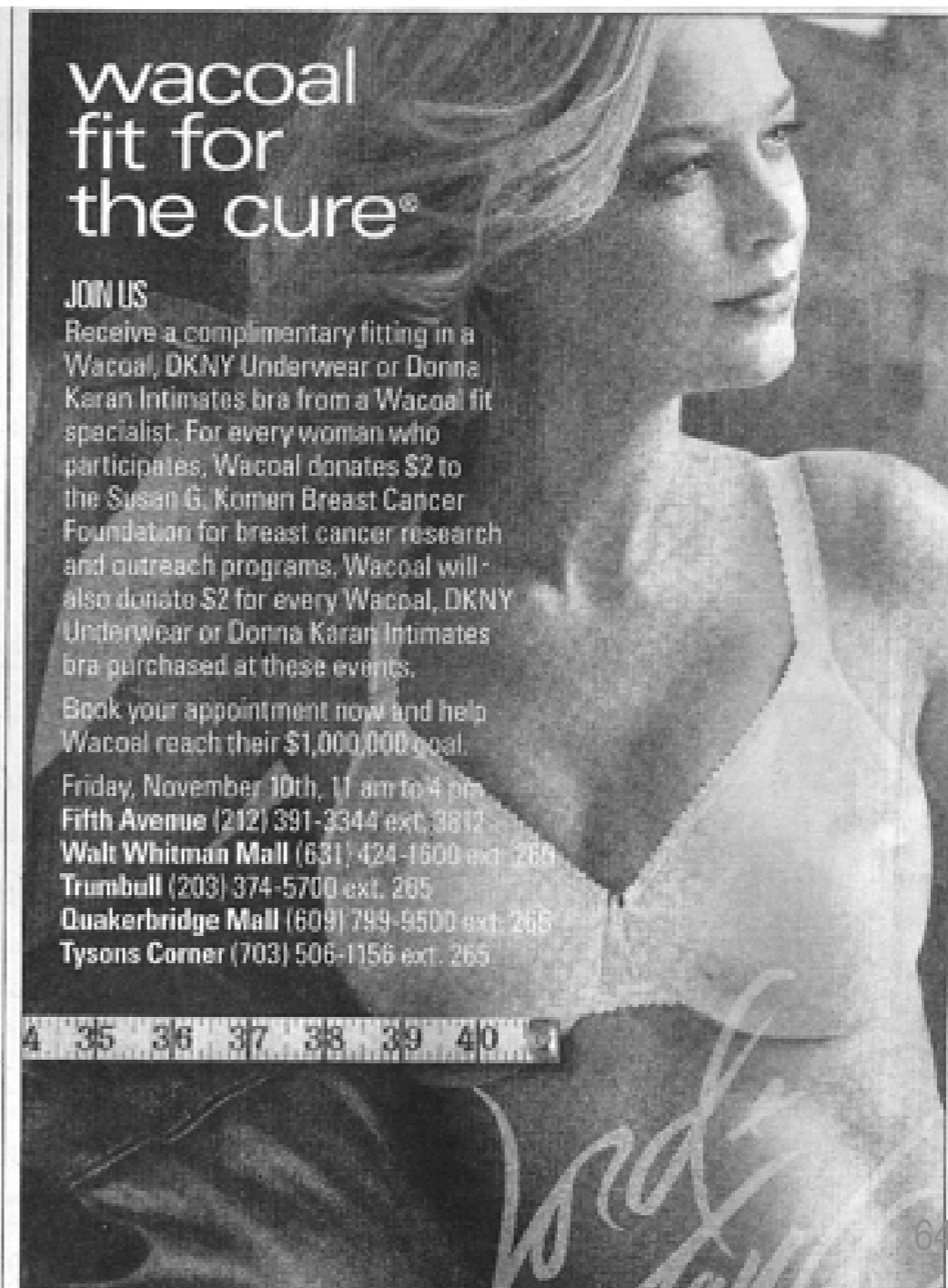
Hofli-Advertising 63

continuity or change?



MEET SERENA REES,
designer and co-creator of
Agent Provocateur, as we unveil
our fantasy-worthy boutique.
Lingerie-clad models will flaunt
a pin up-inspired collection to
a background of peep show
tunes. Plus, a favor-filled Agent
Provocateur gift bag* is yours to
keep with any purchase of 250.00
or more. Come shop, misbehave
and get away with it.

Tomorrow, November 9th, 6-8pm
Agent Provocateur Shop,
Intimates Boutique
On 4, 59th Street



**wacoal
fit for
the cure®**

JOIN US
Receive a complimentary fitting in a
Wacoal, DKNY Underwear or Donna
Karan Intimates bra from a Wacoal fit
specialist. For every woman who
participates, Wacoal donates \$2 to
the Susan G. Komen Breast Cancer
Foundation for breast cancer research
and outreach programs. Wacoal will
also donate \$2 for every Wacoal, DKNY
Underwear or Donna Karan Intimates
bra purchased at these events.

Book your appointment now and help
Wacoal reach their \$1,000,000 goal.

Friday, November 10th, 11 am to 4 pm
Fifth Avenue (212) 391-3344 ext. 3812
Walt Whitman Mall (631) 424-1600 ext. 265
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 265
Tysons Corner (703) 506-1156 ext. 265



Richard Sears 1863-1914



can't hide

1862: Homestead Act

1888: Sears Watch Co. catalog

1896: Rural delivery

[USPO: the 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

1968: the whole earth catalog

new media new opportunity

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

HofII I-Advertising 67

newer yet

1919 broadcasting begins in the Netherlands



new media -old anxieties

forever young

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

Woodbury



Examine your skin closely!

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed!

Take a daily bath of the Woodbury Soap. It will free your skin entirely of the tiny, but fatal particles and bacteria which so often do so gradually take on the character, texture and charm of "a skin you love to touch."

Use this treatment once a day.

The Woodbury Soap is the only soap that will free your skin of all the tiny, but fatal particles and bacteria which so often do so gradually take on the character, texture and charm of "a skin you love to touch."

Write today for week's free trial.

The Woodbury Soap is the only soap that will free your skin of all the tiny, but fatal particles and bacteria which so often do so gradually take on the character, texture and charm of "a skin you love to touch."

Woodbury's Facial Soap



A Skin you love to touch

Woodbury's Facial Soap

new media -old anxieties

Woodbury

Examine your skin closely!

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed!

Make a daily habit of the Woodbury treatment just here. It will give you skin worthy for the very best, best parties and keep the skin like an artist that gradually takes on the softness, freshness and charm of "a skin you love to touch."

Use this treatment once a day

...After your evening wash, before retiring, apply some of the Woodbury's Facial Soap to your face. It will give you skin worthy for the very best, best parties and keep the skin like an artist that gradually takes on the softness, freshness and charm of "a skin you love to touch."

Write today for week's free trial

...The Woodbury's Facial Soap is a...
...The Woodbury's Facial Soap is a...
...The Woodbury's Facial Soap is a...

Woodbury's Facial Soap

The Andrew Jergens Co.
222 Spring
Gloucester, Mass.

A Skin you love to touch

...The Woodbury's Facial Soap is a...
...The Woodbury's Facial Soap is a...
...The Woodbury's Facial Soap is a...

Woodbury's Facial Soap

new media -old anxieties

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Will buy her cosmetics from
Aesclyptöe



Examine your skin closely!

Whatever is keeping you from having the charm of "a skin you love to touch"—it can be changed!

...This soap is made from the finest, purest and most precious materials from the most fertile of the earth to insure a smooth, glowing, youthful complexion that will stay with you.

...If you have any blemishes, spots, freckles, pimples, etc., do not use any other soap. This would do you much harm. The best would be not to use any.

...Clean your skin with this soap every day. It will make it soft and tender, and give you the most beautiful complexion.

...Attention! The dealer by whom you buy this soap will tell you what you would like to buy. Take the best of your skin. You should be constantly and gently cleaned. At all stations, and here. This is just opportunity.

Woodbury's Facial Soap

Write today for week's free color.

The Andrew Jergens Co., 222 Spring Street, New York, N.Y.

Woodbury



A Skin you love to touch

Woodbury's Facial Soap



new media

The GIBSON FAMILY



Pretty Sally Gibson is getting a hand.
 "Your eyes, your skin—golly, you're a knockout," breathes Ted.
 "Oh, really?" blushes Sally. "You know the other girls won't believe that I just use Ivory Soap, but as Doctor MacFae says, a sensitive skin needs a pure soap."
 "Yes, doctors like their patients to use Ivory. They have no use for the exaggerated promises of many soaps. Doctors say: "Use a pure soap." Don't let impure soaps dry out your skin.

PROTECT your complexion. Pure Ivory Soap will help you.



"THESE SOCIETY LADIES" give a hint for your skin, young folks," says Junkies. Nurse Tippin smiles. "Do them a lot more good to use pure IVORY SOAP!"



TRUMPI TRUMPI TRUMPI . . . Poor Casey's living heart pounds like mad every time he takes a nap from Julia's smooth hands. And when his hand touches hers (by accident, we trust) he gets all pink in the ears!

As for Julia—she always thanks Mrs. Gibson for setting, "Yes, Julia, use Ivory for everything. It will keep your hands looking nice when you serve the table!"

IVORY FOR SOFTNESS KEEPS HANDS NICE



"GO ON, GO ON, Sally Gibson!" says Joan. "I wash my wash-me stockings. And I know half of them have used!"
 "If you wash-me every night with Ivory Flakes," insists Sally, "your stockings would not run-out, run-out so much."
 "That's what the salesgirl at Boston's said," says Joan. "She gave me a lecture on Ivory's purity, she did. So don't preach at me, Sally. From today I'm using Ivory Flakes!"

FINE STORES ADVISE IVORY FLAKES

Ivory



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires.

Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charm.

Send for Free Sample of the new Ivory Soap Flakes

—Ivory Soap, the most melting kind of genuine Ivory Soap that has ever been made. It melts in the hands, in the mouth, in the pocket, and in the wash tub. For garments and packages, just send your name and address to International L. The Crown & Quality Co., Cincinnati, Ohio.

IVORY SOAP . . . 99 44/100% PURE

7 The Manufacturers of Ivory Soap and Ivory Soap Flakes also make the following general household soaps: P. O. C.—The White Knight Soap, Bar Soap, and True Naphtha Washing Powder, also making the household use of a Purely U.S. Quality Soap with every package.



new media

The GIBSON FAMILY



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"THESE SOCIETY LADIES" give a hint. Nurse Tippin smiles. "Do them a lot more good to use pure IVORY SOAP!"



TRUMPI TRUMPI TRUMPI... Poor Clever's living heart pounds like mad every time he takes a nap from Julia's smooth hands. And when his hand touches hers (by accident, we trust) he gets all pink in the ears!

As for Julia—she always thanks Mrs. Gibson for setting, "Yes, Julia, use Ivory for everything. It will keep your hands looking nice when you serve the table!"

IVORY FOR SORES KEEPS HANDS NICE



"GO ON, GO ON, Sally Gibson!" says Joan. "I wash my wash-me stockings. And I know half of them have rips!"
 "If you wash-me every night with Ivory Flakes," insists Sally, "your stockings would not run-up, run-down so much."
 "That's what the salesgirl at Boston's said," says Joan. "She gave me a lecture on Ivory's purity, she did. So don't preach to me, Sally. From today I'm using Ivory Flakes!"

FINE STORES ADVISE IVORY FLAKES

Ivory



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires.

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—Ivory Soap, the most melting kind of genuine Ivory Soap that has ever been made. It floats, it melts, it lathers, it cleans, and it has the softest feel, without rubbing. For garments and packages, just send your name and address to International L. The Process & Quality Co., Cincinnati, Ohio.

7 The Manufacturers of Ivory Soap and Ivory Soap Flakes also make the following general household soaps: P. O. C.—The White Knight Soap, Bar Soap, and True Naphtha Washing Powder, also making the household use of a Purely U.S. Quality light quality soap for every purpose.



new media (again)

From: [Laurence Canter](#) - [view profile](#) Not yet rated
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, Dominican 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 c...@indirect.com

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Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
e-mail: c...@indirect.com telephone: (602)664-2044 Fax: (602)454-7647

and again



and again

facebook

Email

Password

Keep me logged in

[Forgot your password?](#)

Facebook Ads

Reach over 500 million people where they connect and share

[Create an Ad](#)

[or login to manage existing ads](#)

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your [Facebook Page](#) or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

coming up

Week 9

15 Mar: Information as property

Required reading:

- An Act for the encouragement of learning, by securing the copies of maps, charts, and books, to the authors and proprietors of such copies, during the times therein mentioned. Available [here](#)
- "An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned." Available [here](#)
- [U.S. Constitution](#) Article 1. Section 8, Clause 8.

17 Mar: MIDTERM