

advertising

History of Information

April 9, 2009





why are we here?

does advertising belong in a History of Information course?

I base relevance compared to other solid parts of information. Such as the telegraph, it fundamentally changed the transmission and reception of information, and caused a giant shift in the culture of the time. Advertising, branding, and marketing, however, ... seem to be irrelevant.

--Pratiklal Patel



why are we here?

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The history of information is really a history of human expression and communication; that history would be as dull as a listing of annual temperatures if humans had not our tendency to lie, dissemble, and promote ourselves at every opportunity ... whether or not we should count [on advertising and branding] as informational practices ... [is] very important [questions]

--Samuel Ryan



why are we here?

does advertising belong in a History of Information course?

... advertising belongs ... as much as the Greek alphabet. ... [a] conveyance of information and the creation of new ways of thinking ... 'Information' is closely related to perception, knowledge, and communication--the very three aims of advertising.

--Elaine Westra



why are we here?

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cheapness of manufacturing ... might dictate the technologies form. On the other hand, Klein ... argues differently. Advertising seems like a deliberate confrontation with social and technological determinism ... branding can change a products image without changing its form.

--David Belford



why are we here?

Advertising
seems like a
deliberate
confrontation
with social and
technological
determinism
--David

my answers

a. detaching information from technology

*cp: public sphere
intelligence*

b. pushing at technology
print--images, color

radio, television, internet

*cp: intelligence
pornography*

c. raising issues of reliability, trustworthiness ...



why are we here?

my answers

d. topicality

-advertising &

the public sphere

WSJ Blogs ›

Washington Wire

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

OCTOBER 23, 2008, 1:31 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.

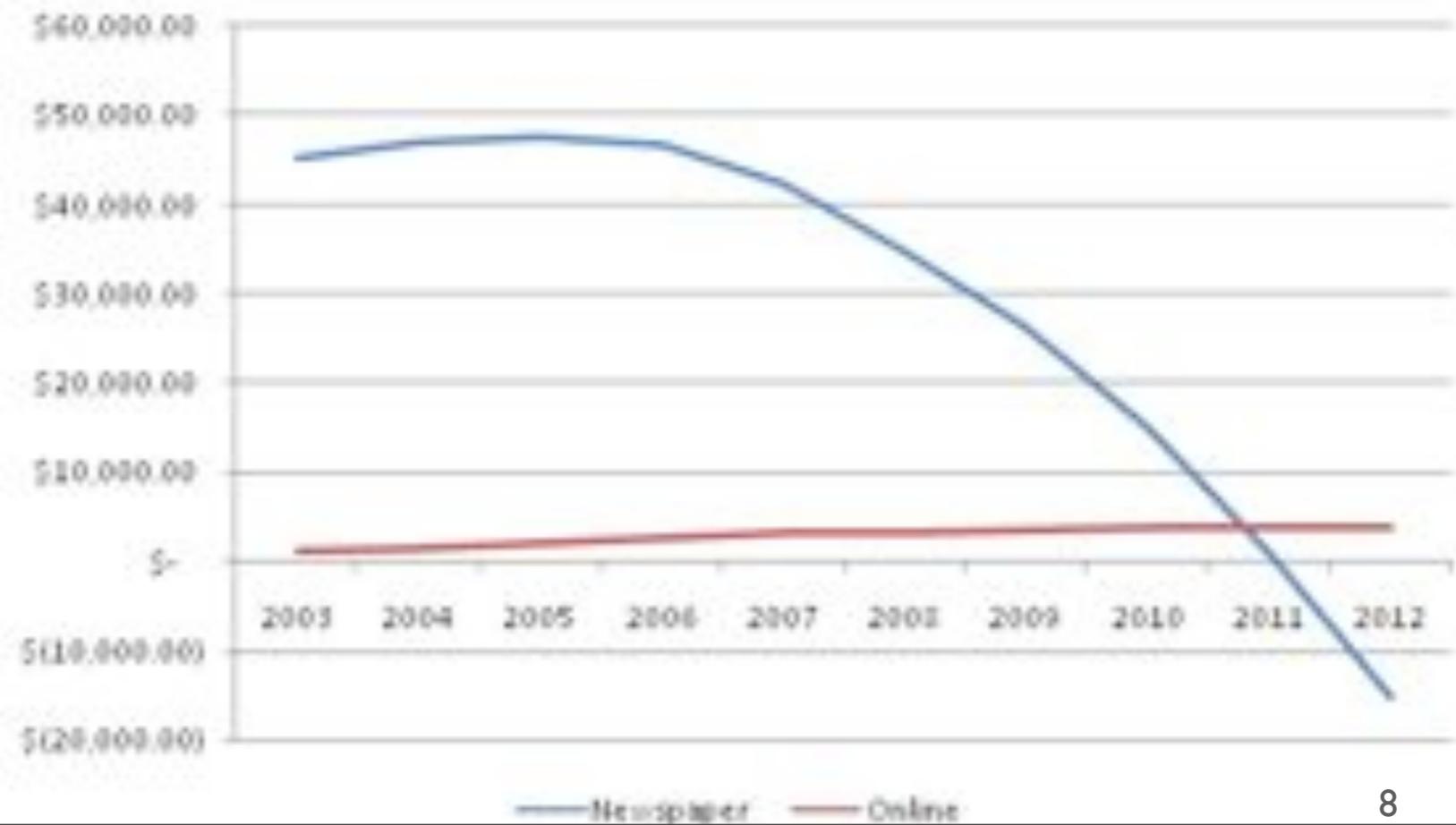
The breakneck pace of fund-raising for the presidential race has made the 2008 election the most expensive ever, according to [a new report released](#) by the Center for Responsive Politics.

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 are we here?

my answers
d. topicality
-advertising &
the public sphere





why are we here?

my answers

e. topicality

-advertising &

information infrastructure



They Pay for Cable, Music and Extra Bags. How About News?

By RICHARD PÉREZ-PERA and TIM ARANGO
Published: April 7, 2009

Just a year ago, most media companies believed the formula for Internet success was to offer free content, build an audience and rake in advertising dollars. Now, with the recession battering advertising online, in print and on television, media executives are contemplating a tougher trick: making the consumer pay.

Publishers like Hearst Newspapers, The New York Times and [Time Inc.](#) are drawing up plans for possible Internet fees. [Jeffrey L. Bewkes](#), [Time Warner's](#) chief executive, is promoting a plan called "TV Everywhere," to offer consumers a vast array of television online, provided they are paying cable TV customers. And [Rupert Murdoch](#), who once vowed to make The Wall Street Journal's Web site free, is now an evangelist for charging readers.



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[China Daily](#)

Are Google's 200 Layoffs a Sign of Something Else?

eWeek - Mar 27, 2009

IBM, Microsoft and other large companies have laid off employees in larger numbers as they combat the economic downturn, but **Google's own layoffs** could show ...

[Google Lets Go Of 200 Marketers](#) InformationWeek

[Google Lays Off 200 More, But Still Surprisingly Selective](#) BusinessWeek

[Google To Cut 200 Jobs In Sales And Marketing](#) Forbes

[PC World](#)

[all 516 news articles »](#) 

online, provided they are paying cable TV customers. And [Rupert Murdoch](#), who once vowed to make The Wall Street Journal's Web site free, is now an evangelist for charging readers.





information issues

our tendency to
lie, dissemble,
and promote
ourselves

-Sam

information & advertising

economists' view

- informing people
- helping consumers satisfy their needs
- helping link producers and consumers



information issues

conveyance of
information and
the creation of
new ways of
thinking

-Elaine

information & propaganda

- manufacturing desires

The Engineering of Consent -- Bernays

The Hidden Persuaders -- Packard



informing?

torches of freedom



Easter Parade, 1929





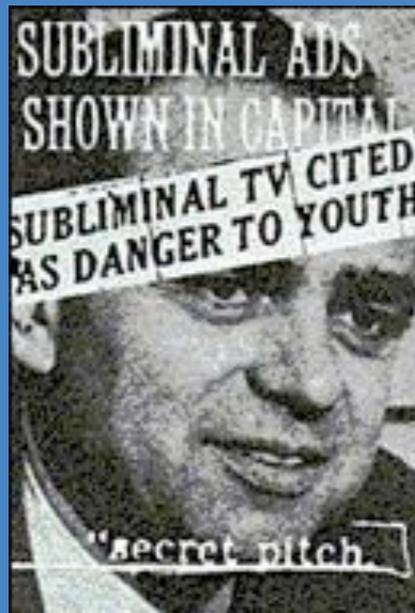
informing?

creating desires or anxieties?





informing and beyond



James Vicary
1915-1977

James Vicary's subliminal experiments, 1957

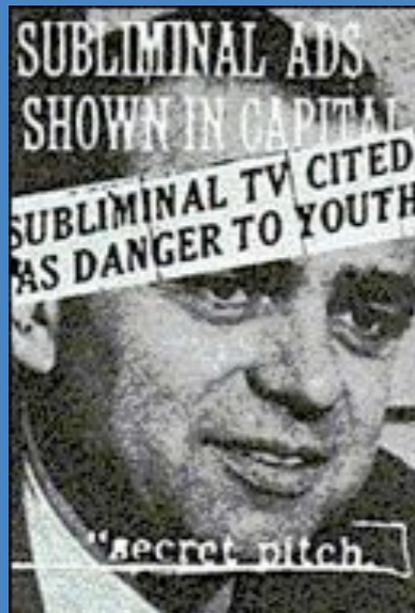
worries ahead

"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



informing and beyond



James Vicary
1915-1977



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 re-launches 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



uniting producers and consumers?



"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*)



information issues

commerce and information
a suspect relationship

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



Harvard Medical Students Rebel Against Big Pharma Ties

Two hundred Harvard Medical School students are confronting the school's administration, demanding an end to pharmaceutical industry influence in the classroom.



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.**

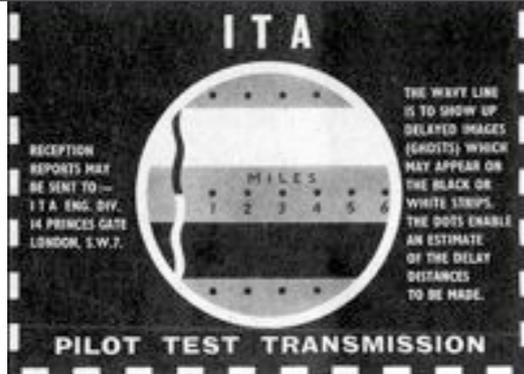


a suspect relationship

"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]

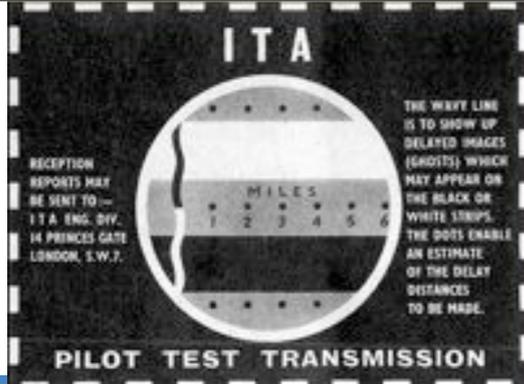


a suspect relationship



Hugh Gaitskell
1906-1963

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

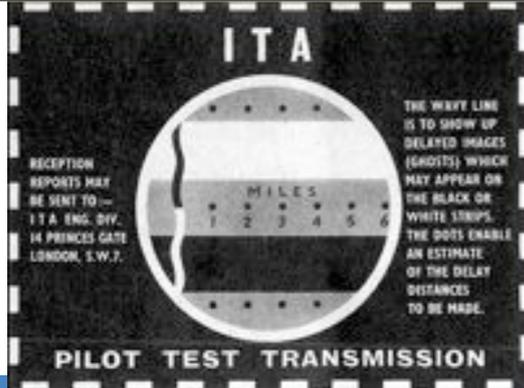


a suspect relationship



John Reith
1889–1971

"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



John Reith
1889–1971



"Somebody introduced Christianity into
introduced smallpox,
and the Black Death.
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--John Reith, director general of the BBC
(1923–1939), 1954



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."



so what's new?

Klein ... claims
the brand is
a ... new
phenomenon.

McKendrick
shows ... around
for centuries

-Sarah Wyman

Chalkidian wine 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 amphora, consequently dubbed
Mendaian



Australian Archaeological Institute at Athens
and the Athens Archaeological Society

Figure 6 (above, right). Mendaian-type
amphora, but of unusual fabric:
Torone inv. 82.1359. Courtesy Australian
Archaeological Institute at Athens and the
Athens Archaeological Society

Figure 7. Silver stater (tetradrachm),
Mende. a) Obverse: Dionysos on ass;
b) Reverse: grape vine and MENDAION
legend. Private collection.
Courtesy Hirmer Verlag GmbH



forever young



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

the brand will
never die

-Sarah

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



gilded shields



Guild of Shoemakers
Edinburgh

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 ynoubred.

Piers Plowman's Crede, c. 1394



merchants' marks



wine merchants of Bruges
Flanders, 1407

ANdeF

And other synes I seghe
sett appon lofte,
Some witnessse of wolle,
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





technological shift



William Caxton
1415?-1492

1475[?] print to England

1477: the pyes of salisbury

If it please 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 . . .

Supplico stet cedula



"Newspapers have long tried ways to develop standby
advertisers willing to fill unused space ..."

NYT, 11.6.06

broadcast

Weekly Relations of Newes, 23 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

next ad 1624



change of mind

London Gazette

1666 June 18

This is to notifie once
and for all, that we
will not charge the
Gazette with
Advertisements

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



the patent medicines



THE Great and Wonderful Cures daily perform'd by Dr. Boteman's Pestoral Drops, in the following Distempers, have gain'd them 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, Athema'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 surpris and (were it not under the Confirmation of continual Experience) almost incredible Effects in Colds, Agress, Fevers and those endemic Evils which appear in most Constitutions at Spring and Fall. The Price of each Bottle is 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, Chancery-Lane, or where else 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 Hand of Persons of known Worth and Credit, may be had gratis with the said Bottle.

Note also, Shopkeepers, &c. in any Town, where they are not already sold, may be supply'd with the above Drops (and good Advice) to sell again, by directing to Sir.



birth of the consumer?

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 full 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



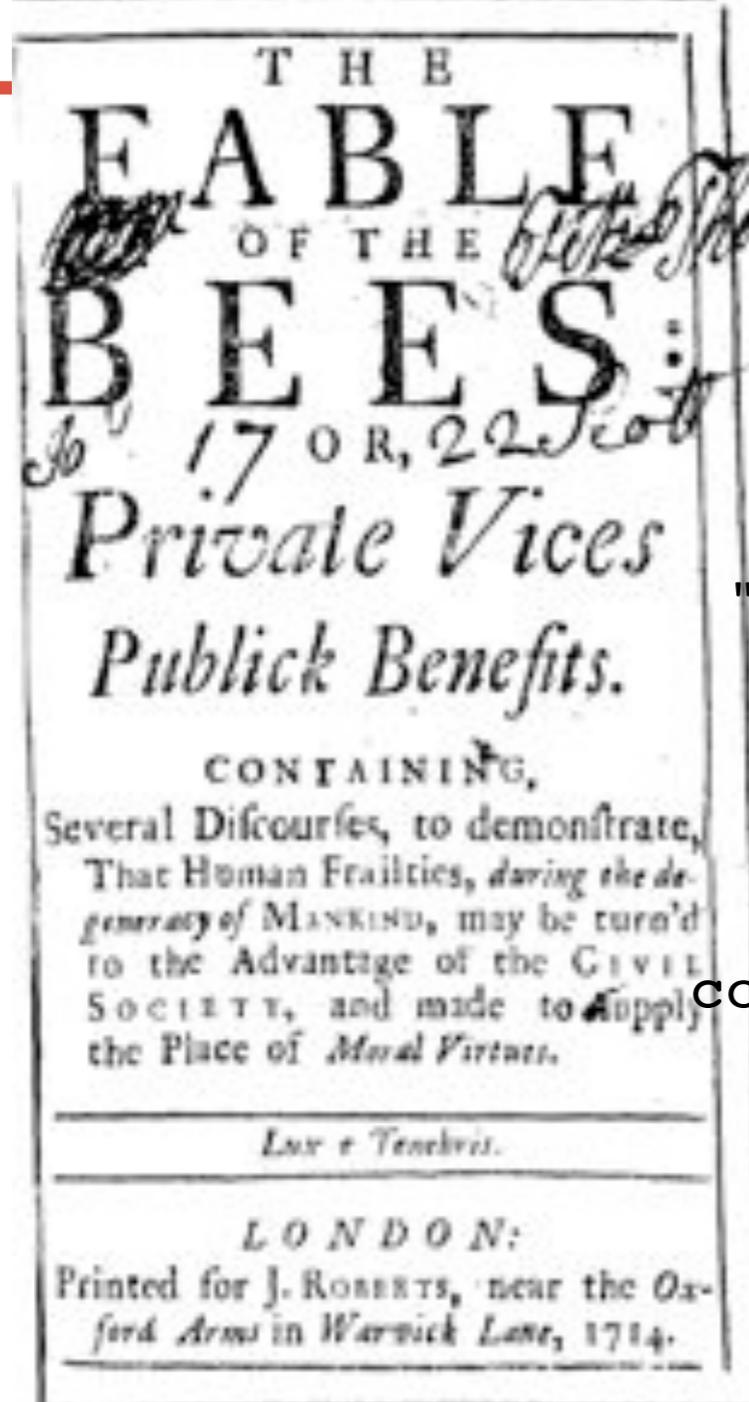
and consumables

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, and many others) ...

Publick Advertiser, 1657



the birth of a consumer society



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 her a Thread Sattin, tho' he knew who she was? ... the Stay and Manteau-maker, the Sempstress and the Linnen draper, all must get something by her."



consumer



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. .. So home and to bed.

Sat 8 June, 1681



ever-permeable wall

ADVERTISING

Magazines Blur Line Between Ad and Article

By STEPHANIE CLIFFORD

Published: April 7, 2009

If the separation between magazines' editorial and advertising sides was once a gulf, it is now diminished to the size of a sidewalk crack.

 [Enlarge This Image](#)



Recent issues of Entertainment Weekly, Esquire, Time, People, ESPN the Magazine, Scholastic Parent & Child and other magazines have woven in advertisers in new ways, some going as far as putting ads on their covers.

In a medium like television, a partnership with advertisers is nothing surprising — look at how often plastic bags and containers from Glad are featured on “Top Chef.”

But in magazines, the editorial and advertising sides have stayed distinct, largely because of the American Society of Magazine Editors. The society hands out the annual National Magazine Awards, and its [guidelines](#) govern how editorial content and advertising should be kept separate. Cover ads are

-  E-MAIL
-  SEND TO PHONE
-  PRINT
-  REPRINTS
-  SHARE

ARTICLE TOOLS
SPONSORED BY





ever-permeable wall

“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



Spectator, 9.11.1711

For SALE by AUCTION,
On Tuesday the 18th Instant, at 10 a Clock
the Morning, at the Black Bull and Looking glass in Cornhill, be
the Goods of Mr. T. Bromfield, late a Bankrupt, Looking-glasses
Glass Sconces of all Sorts, Japan Cabinets, Desks and Book Cases
fine Card-Tables and India Tea-Tables, Unions Suits, with several
other Rarities, likewise the Household-Goods to be sold, and
House and Shop to be let. Note, The Goods to be view'd, &c.
before the Time of Sale. Attendance is given from Morning
Night.

Messieurs Brooke and Hellier Merchants in
Lane near Bread-street, having experienc'd that their new natural
porto and Viana Wines do give such universal Satisfaction, they
encourag'd further to accommodate the Town, and give Notice
they resolve to retail the entire Cargoes of the Sophronia and
Galicia just arriv'd and landing, consisting of 100 Pipes of new
and white Oporto, and 20 Pipes of red and white Anadea Wine
(being the only Wines of these Sorts in Merchants Hands) in the
ral Vaults and Taverns following, viz. in Freeman's-yard in Cook
under the Crown-Tavern in Breadstreet, under a front House in
libury-Court in Fleetstreet, under Mr. Rymes a Furrier against
May-pole in the Strand, and at the Horn-Tavern in Palace-yard
Westminster, and there is now open'd other Vaults, viz. in the
Tavern-Yard against Billingsgate, in the middle Street in the
Buildings, and under St. James's Market-house, also on Tuesday
18th Instant will be open'd the Green-Dragon Tavern in Gray's
Lane in Holborn. Note, The Prices of the abovesaid Wines, in
the Vaults, the new natural red and white Oporto and white Viana
18 d. per Quart and 17 l. per Hogshead, and the new red Viana
15 d. per Quart and 15 l. per Hogshead, and in the said Tavern
Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart
Note, The new white and red Anadea Wines are at 2 s. per Quart
and 20 l. per Hogshead, and to be had only in the aforesaid Vaults
York-Buildings, and under St. James's Market-House.

Just Publish'd,

An impartial View of the two late Parliaments
their Proceedings, and the late Ministry fully justify'd: Together
with the Affairs of Convocation, wherein the Irregularities of the
lower 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 5 s. Printed for J. Baker in Pater-noster-row.



daily advertiser

the... of...
the... of...
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L.D.
of Middlesex,
Judge of Tenc-
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O.N.
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the... of...

Phone: 7991, Broker and Auctioneer.

ANTI-SYPHILICON.

THE only short and most infallible
Cure in the Universe for the Venereal Disease, from the
Slightest Venereal to the most extreme and fatal Degree of
it, when the Blood and Joints are thoroughly contaminated
with its malignant Virus, and the very Bones are affected with it.
Flesh Eruptions, GUM Claps, with all their attendant sym-
ptoms, that ever it causes, are entirely cured off by it in a few
Days, and its efficacy to prevent the Blood and Joints from
being tainted with any remaining Rabid or one Head, or a Sec-
ondal Ulcer or Mischief is proven on the spot.

And the most distressing Ingress of the French Disease, attended
with Venereal Fever, mercurial Breakings out, and all other
the most exasperated symptoms, are thus removed by it, and
effluvia and much more Gouty issues than by Salivation,
Imposition, or any other Mercurial whatever, and in a very short
space of Time, without expending Strength, or weakening
any Inconvenience, so truly to begeth it the only specific
Remedy or one Universal Antidote in the World; and this same
Disease has in their great Joy experienced.

It is pleasant to take, and does no Inconvenience whatever, nor
requires Confinement; but may be taken, and the Cure be
accomplish'd, without the Knowledge of the several Trials.

Those who suppose they have received an Injury, may by only
a Dose or two of it be perfectly cured from all Appearances;
but it follows no lasting Nuisance to be had in the Body, but wholy
restores it to its natural State, in a gentle, easy and most effec-
tual Manner.

All such likewise as think they have been retaining Effects
of former Injuries, may by a few Doses of it entirely free them-
selves from all Impurities of that Kind; for it dissolves all
Fleas, Corruption, or Putrefaction whatever, all sorts of
the Blood, or its Adhesions to the Walls, and so this Account, as
all Mercurial, Syphilitic, and even Leprous Eruptions, or all
sorts of the Skin, Glandular Swellings and Impurities of the
Joints, it does more by one Dose, than any other Medicine yet
known can by one.

The Price of this most noble Anti-Syphilitic is but Six Shillings
a Pot, which considering its extraordinary Efficacy, and the
only being sufficient to cure all Venereal Diseases, that's not
to be a small part of its Value; and is appointed by the Faculty
of Physicians at St. Bartholomew's Hospital, at the King's College
Hospital, St. Charles's Hospital, and all the several Hospitals in
London, who are ever affected with any Degree of the Venereal Disease,
may perfectly understand their own Condition, and certainly
know when, and what use, the several Courses of this Syphilitic
are to be taken.

None, but only the original Writing POT for the Liberty.

DR. BENJAMIN GODFREY'S GENERAL CORDIAL

So universally approved for the Cholera,
and all kinds of Epidemic and Sporadic Fevers,
Small Pox, Measles, Mumps, and all other
Venereal and Children, and particularly for the Relief of
Worms, and Relief of young Children in the breeding their
Time. This Cordial for the Venereal Disease, is
not because the most approved Remedy for the Venereal Disease
is known, but which is the most approved Remedy for the
Venereal Disease, London, and is sold in all the
Streets, and Markets - Towns, throughout Great Britain and
Ireland, and most public Dispensaries, at all these Places
as a Guide for all.

None, but only the original Writing POT for the Liberty.



Classifieds

EDUCATION

"LADY" LUTHERAN SCHOOL

Experience the most advanced one-on-one
hands-on learning in quiet building and re-
ports of acoustic, electric, and bass guitars,
taught by a master craftsman with nearly 40
years experience.

For more information: Tel: (708) 328-2008,
www.lady-music.com, e-mail: ladymusic@com-
cast.com, Lindley, OK, CANADA

OWN YOUR VOICE!

Learn the revolutionary vocal technique
used by over 100 Grammy winners. "Speech
Level Singing" SLS is the most effective
technique available today and is taught by
a certified teacher in Toronto (1 of only 4 in
Canada). Sing any style without strain, voice
wear, hoarseness, develop incredible range, and
perform. All Ages/Registers to Pro/Broadway
comprehensive.com, Toronto (416) 603-7132

VOCAL SCIENCE

Revolutionary Accelerated Vocal Method,
Register to Pro Singer in 18 Hours. GUAR-
ANTEED Unique Vocal Science Instruction
Course for out of town clients - delivered in
4 2-day/Weekend Seminars - See, Hear, Feel
the Difference Instantly! "Diana doesn't work
on the stage, she works on the brain." CFTO
Singer, Toronto. Noteworthy clients include:
Lakeshore - Winner of the Bachelor - Super-
stars TV Show competition, Babe of Our Lady
Power (Song), Brian Byrne of I Mother Earth
(Drama), Santa Fees (R&B), Kharma (R&B),
etc. VOICE LOVER! We specialize in NON-SUB-
GICAL VOICE METHOD. Soundings too classi-
cal? Need to change the style to Rock, Pop,
R&B, etc? Ask us how! Toll free: 1-888-229-
7132. 2002 www.vocalscience.com

EMPLOYMENT

EARN BIG \$\$\$, TURNING PIANO Learn Piano
Tuning and Repairs at home with the Ameri-

MUSICIANS

Cells PRO to 70 for
music@howard.com

Cultural Learning re-
18-27, myspace.com

MUSICIANS

**CANADA'S #1 IN
FACT: AND PEOPLE**
wonderful music
they don't already
Publishers now offer
location and have
CD/DVD/RPE to AM
world of Pop/Rock
Present, CMV & SLS
sing experience will
We will give you 400
composers that have
AM will create your
of their responses. Po-
& women report date
music and their entire
Value PROCEED, I
your deadline apply
www.abc.com

WORLD MUSIC FOR PROMOTION!

**DO YOU NEED TO G
A RECORD OR PROM
BAGG DISPLAY
GET YOUR COB PLA
LET US PROMOTE Y
Established record
company in now a
new CDs from a
working professional
or publishing deal,
creation of NEED
music conferences, I
July 2007. Limited
copies accepted. We**



comment

[Put an advertisement in the *Courant*] by that Means, you'll have the Assistance of the most able Men in the Kingdom.

-Susanne Centilivre,
Love's Contrivance,
1703

"[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"

--Richard Steele,
The Tatler, September 1710



comment

To Mr John Moore,
Author of the
Celebrated Worm-
Powder

-Alexander Pope,
1716

"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"

--Steele, 1710



James Graham's
1745-1794



Dr Graham's
Celestial Bed, 1783



perfection?

"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



inventors of strops for razors ...



Electioneering Intelligence

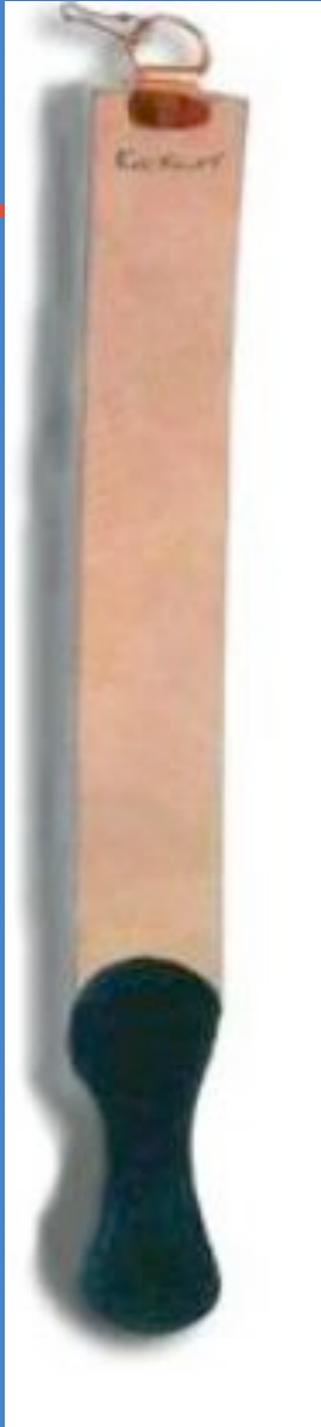
George Packwood, we hear, is returned for the county of Strop,
with very little opposition.

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)



inventors of strop razors

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

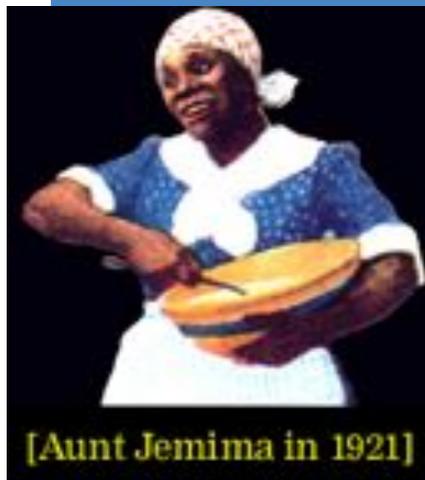


logos were tailored
to evoke folksiness
--Klein

what goes around



Aunt Jemima 1903



[Aunt Jemima in 1921]



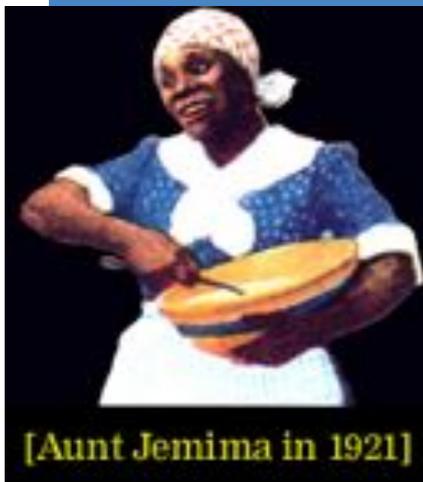
*Aunt Jemima's Frozen Pancake Batter
For Aunt Jemima's that taste just great!
No measurin', no mixin', just real easy fixin',
Three minutes from package to plate.*



logos were tailored
to evoke folksiness
--Klein



Aunt Jemima 1903



[Aunt Jemima in 1921]





wedgwood





innovation



lifestyle
product placement
the wedgwood store
courting royalty
going global



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

BY AMY DILLINA
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.jcrew.com, was down for about

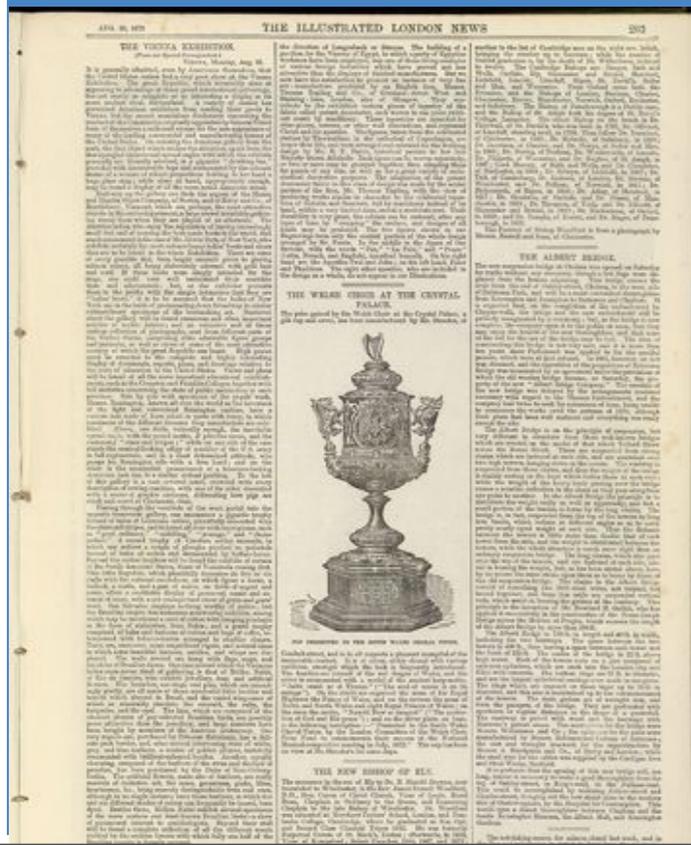




new technology again

Illustrated London News

May 1842





continuity or change?

Sephora Intense

MEET SEPHORA FITS,
Designed with moments of
Apert Fitness at its core, we created
our fashion-worthy Intense
Lingerie-line models with fitted
a per se-inspired silhouette for
a background of deep olive
tones. Plus, a 100% fitted Apert
Intensifier gift bag is yours to
keep with any purchase of 200.00
at home. Give shop, relax and
and get away with it.

Thursday, November 16th, 8-10pm
Apert Intensifier Shop
Wendell's Boutique
101 E. 10th Street

wacoal
fit for
the cure®

WACOAL
Beginning a complimentary fitting in a
Wacoal DKNY Underwear at Donna
Karan Intimates bra from a Wacoal fit
specialist. For every woman who
visits us, Wacoal donates \$2 to
the Susan G. Komen Breast Cancer
Foundation for Breast Cancer Research
and Control programs. Wacoal will
also donate \$2 for every Wacoal DKNY
bra bought at Donna Karan Intimates
departments at these events.

Get a great adjustment now and help
Wacoal reach their \$1,000,000 goal.

Friday, November 16th, 11am-12pm
Fifth Avenue 200 200 200 and 200
West Village Mall 100 100 100 and 200
Times Square 100 100 100 and 200
Quakerbridge Mall 100 100 100 and 200
Tysons Corner 100 100 100 and 200

4 35 28 31 38 23 40 21

Wacoal



pears pair

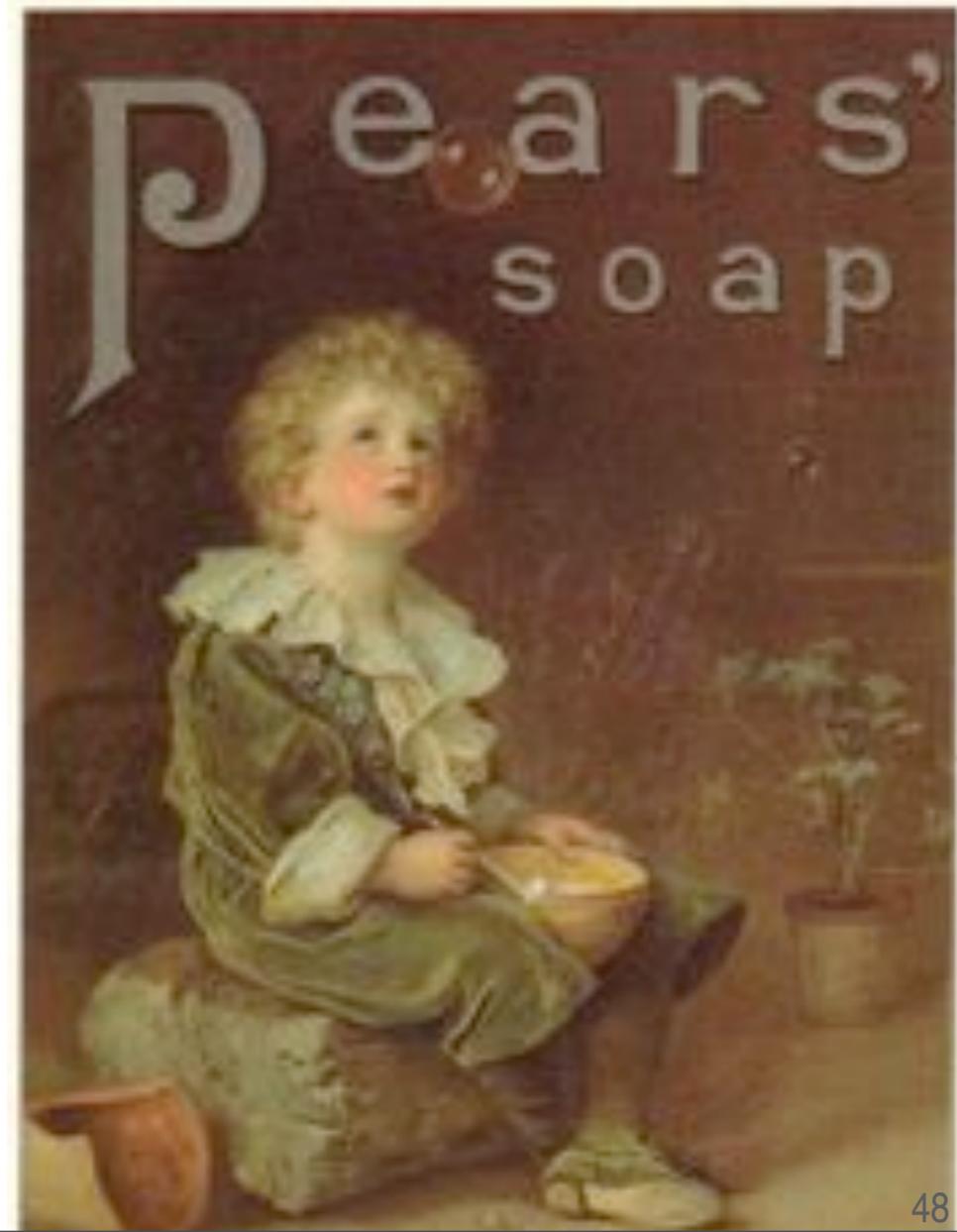
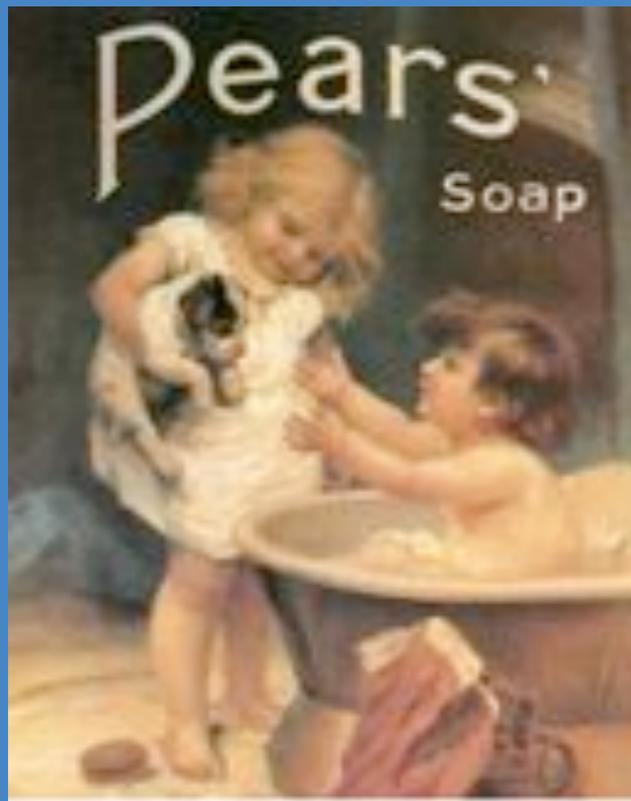
Andrew Pears & Thomas J. Barrat





pears pair

Andrew Pears & Thomas J. Barrat



"no space:
the branded world"

