Brief Contents

PREFACE  xii

PART I  Historical Overview  1

The origins of advertising are traced from the introduction of printing through the circumstances that gave rise to modern marketing and a new occupation, the advertising agent.

Chapter 1  The Beginnings: 1492 to 1880  3

PART II  Early American Advertising  39

Advertising agencies evolved into their present-day form as national advertising of brand-name packaged goods became the norm.

Chapter 2  Selling the Goods: 1880 to 1900  41

Chapter 3  The Rise of a Consumer Economy: 1900 to World War I  79

PART III  Modern American Advertising  117

New developments in marketing and advertising thought emerged as manufacturers shift from selling what the factory made to marketing what the consumer desired.

Chapter 4  The Roaring Twenties: 1920 to 1929  119

Chapter 5  The Depression and War Years: 1930 to 1945  163

Chapter 6  The Postwar Boom: 1945 to 1960  201
PART IV  Contemporary American Advertising  243
Advertising comes of age, and ad makers discard traditional styles and formats in favor of the “new advertising.”
Chapter 7  The Creative Revolution: 1960 to 1975  245
Chapter 8  From Positioning to Image Building: 1975 to 1990  285
Chapter 9  The Information Revolution: 1990 to 1999  325

PART V  Advertising in the New Millennium  365
Emerging new media and technology alter the way advertising is created, produced, and delivered in the “next creative revolution.”
Chapter 10  The Digital Age: Since 2000  367

EPILOGUE  406
NOTES  409
REFERENCES AND FURTHER READING  414
INDEX  417
Contents

PREFACE xii

PART I Historical Overview 1

Chapter 1 The Beginnings: 1492 to 1880 3

The Impact of the Printing Press 4
The New World 6
Colonial Enterprise 7
The Effect of Paper Shortages 12
Impact of the Industrial Revolution 14
Mass Production Spurs Economic Growth 14
Network of Railroads 16
The Communications Revolution 19
Evolution of Modern Marketing 21
Urbanization Changes the Face of Retailing 22
The Civil War Fuels a Consumer Economy 24
General Merchandisers Pass on Economies of Scale 26
Mass Media and Mass Markets 28
The Modern Magazine Debuts 30
The Advertising Agent: A New Occupation 32
Puffery and Patent Medicines 34
PART II  Early American Advertising  39

Chapter 2  Selling the Goods: 1880 to 1900  41

The New Culture of Consumption  42
A New Role for Advertising  46
  The Packaging Revolution  46
  Brand-Name Advantages  49
From Hard Sell to Soft Sell  51
  Honesty Takes Its Turn  51
  Slogans and Jingles Catch On  54
  Trademarks Come to Life  56
New Wave of Design and New Media  59
  The New Art and Magazines  59
  Pictures Show the Way  64
  Agencies Widen Their Services  67
The First National Advertisers  69
  A Trio of Household Staples  69
  Try It! You’ll Like It!  72
Selling Entirely New Products  75

Chapter 3  The Rise of a Consumer Economy:
  1900 to World War I  79

Big Business Gets Bigger  80
Emerging Consumer Economy  82
  Packaging Revolutionizes Mass Retailing  83
  Chains Link Store after Store  83
Advertising and Progress  84
  America Cleans Up Its Act  86
  Advertising Revolutionizes the Breakfast Menu  87
  Getting “Wired” Catches On  91
  America Hits the Road  93
New Ways of Selling  96
  Golden Age of Trademark Advertising  96
  Agencies Widen Their Services  98
Four Creative Philosophies  102
  Claude Hopkins—The Preemptive Claim  103
  Helen Lansdowne Resor—Editorial Style  104
CONTENTS

Ernest Elmo Calkins—The Look of the Ad 108
Theodore MacManus—Impressionistic Copy 110
Adverting and World War I 113

PART III  Modern American Advertising 117

Chapter 4  The Roaring Twenties: 1920 to 1929 119

The Prosperous New Era 120
The Business of America Is Business 120
Retailing Hits Its Stride 122
Roaring Twenties 125
Fashion, Color, and Style 127
The American Home Goes Modern 129
Automobile Advertising Shifts Gears 131
Advertising Hits the Road 136
Mass Media and Mass Markets 138
New Media Defines New Markets 138
Modernist Influence in Print Media and Advertising Design 142
Voice of Radio 144
Two Creative Philosophies 147
Albert Lasker—Selling the Cigarette Habit 148
J. Walter Thompson Co.—Personality Advertising and Emotional Writing 149

Chapter 5  The Depression and War Years: 1930 to 1945 163

Brother, Can You Spare a Dime? 164
The Effects of the Depression 165
A New Deal for the Forgotten Man 165
A “Hard Sell” for Hard Times 168
Advertising Goes for the Hard Sell Again 169
Ruthrauff & Ryan—Mail-Order Style 173
Consumers Organize 175
Another Wave of New Design 176
Consumer Engineering 176
The Printed Page 177
The Maturing Voice of Radio 180
CONTENTS ix

Three Creative Philosophies 184
J. Stirling Getchell—Photojournalism 184
Raymond Rubicam—Scientific Advertising 187
Bernice Fitz-Gibbon: Be Specific—It Pays 191

The 1940s and World War II 195
Television Enters the Picture 195
The War Years 196

Chapter 6 The Postwar Boom: 1945 to 1960 201
The Fabulous Fifties 202
Realizing the American Dream 203
Keeping Up with the Joneses 205
Dressing Up the Automobile 209
The Atomic Age 211
Don’t Rock the Boat 213
The Generation Gap Opens Up 216
Civil Rights Become an Issue 217
New Ways of Selling 219
Elaboration of Market Segmentation 219
Tapping into Consumers’ Hidden Desires 223
Explosive Growth of Television 228
Four Creative Philosophies 231
Rosser Reeves—Unique Selling Proposition 231
Leo Burnett—Inherent Drama 233
David Ogilvy—Image and Science 235
Bill Bernbach—The “New” Advertising 236

PART IV Contemporary American Advertising 243

Chapter 7 The Creative Revolution: 1960 to 1975 245
The Times They Are A-Changin’ 246
Power to the People 247
A Nation Divided 249
Counterculture 252
Wave of New Design 254
Creative Revolution in Advertising 256
The “New” Advertising 257
Creative Boutiques 263
Reform Sweeps Madison Avenue 269
Minority Groups Demand a Piece of the Pie 269
You've Come a Long Way, Baby! 273
Regulation Concerns 277

Chapter 8 From Positioning to Image Building: 1975 to 1990 285
Management, Mergers, and Mega-Agencies 287
Emerging New Technologies 289
Subcultures, Market Niches, and Specialized Media 295
Subculture Influences 295
Market Niches and New Media 298
Corporate Sponsorship 299
Product Differentiation and Market Segmentation 301
Al Ries and Jack Trout—Positioning 301
Comparative Advertising 305
The New Creative Revolution 309
The Ultra Consumer 309
Breaking the Mold 313
Sex and Symbolism 317
Three West Coast Agencies 319

Chapter 9 The Information Revolution: 1990 to 1999 325
Advertising in Transition 327
The Challenge in Media Planning 331
The Internet, the Fastest Growing Medium for Advertising 336
The Printed Page Goes Digital 336
Digital Advertising and Interactivity 338
Elaboration of Segmentation 340
The New Women and the New Man 342
"X" Marks the New Target 346
Aging Population 351
Subcultures and Niche Markets 352
Minority Marketplace 353
Valued Interests and Causes 357
Account Planning and Creativity 358
PART V  Advertising in the New Millennium  365

Chapter 10  The Digital Age: Since 2000  367
  The Lost Decade  370
    From Boom to Bust  370
    Shrinking American Dream  373
  Elaboration of Segmentation  375
    The Women’s Market and a New Focus on Men  376
    The New Affluent  381
    Generation Y  382
    Multicultural Marketing  385
  Media Oversaturation and Branded Entertainment  390
  Consumer Empowerment and Digital Interactive Media  391
    Internet Advertising  392
    Consumer Generated Content  392
    Interactive Television  396
  Mobile Apps Revolutionize Advertising  398
  Three Agencies in the Multimedia Age  400

EPILOGUE  406
NOTES  409
REFERENCES AND FURTHER READING  414
INDEX  417