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英文版



美国广告文化

A CULTURAL HISTORY OF
AMERICAN ADVERTISING

JULIANN SIVULKA



世界财经与管理教材大系



东北财经大学出版社

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Soap, Sex, and Cigarettes
A Cultural History of American Advertising

尤利安·斯沃卡 著

Juliann Sivulka

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出版者的话

但凡成事，均缘于势。得势则事成，失势则事不顺。顺势而行，如顺水行舟；借势而动，如假梯登高；造势而为，如太空揽月。治学、从政、经商、置业，均不可一日失势。势者，长处、趋势也。

今日中国，是开放的中国；当今世界，是开放的世界。改革开放，大势所趋，势不可挡。经济开放、文化开放、政治开放，世界需要一个开放的中国，中国更要融入开放的世界。借鉴国际惯例，学习他人之长，已经到了不可不为之时。

借鉴国际惯例，学习他人之长，已属老生常谈，但学什么、如何学、以何为蓝本为众多志士仁人所关注。可喜的是，由赤诚图文信息有限公司精心策划，ITP、McGraw-Hill 及 Simon & Schuster 等国际出版公司特别授权，东北财经大学出版社荣誉出版的“世界财经与管理教材大系”现已隆重面世！她以“紧扣三个面向，精选五大系列，奉献百部名著，造就亿万英才”的博大胸襟和恢弘气势，囊括经济学、管理学、财务与会计学、市场营销学、商务与法律等财经、管理类主干学科，并根据大学教育、研究生教育、工商管理硕士（MBA）和经理人员培训项目（ETP）等不同层次的需要，相应遴选了具有针对性的教材，可谓体系完整，蔚为大观。所选图书多为哈佛、斯坦福、麻省理工、伦敦商学院、埃维商学院等世界一流名校的顶尖教授、权威学者的经典之作，在西方发达国家备受推崇，被广为采用，经久不衰，大有“洛阳纸贵”之势。

借鉴国际惯例，毕竟只是因势而动；推出国粹精品，才是造势而为。在借鉴与学习的同时，更重要的是弘扬民族精神，创建民族文化。“民族的，才是国际的”。我们提倡学他人之长，但更希望立自己之势。

势缘何物，势乃人为。识人、用人、育人、成人，乃人本之真谛。育人才、成能人，则可造大势。育人、成人之根本在教育，教育之要件在教材，教材之基础在出版。换言之，人本之基础在书本。

凡事均需讲效益，所谓成事，亦即有效。高效可造宏基，无效难以为继，此乃事物发展之规律。基于此，我们崇尚出好书、出人才、出效益！

东北财经大学出版社

1998年4月

Introduction

From the moment our clock radio awakens us in the morning, we are inundated with as many as three thousand commercial messages a day. Advertising is an inescapable part of modern life—on radio and television, in newspapers and magazines, on city streets and subways, and even on computer screens.

The “trade of advertising is now so near to perfection that it is not easy to propose any improvement” wrote Dr. Samuel Johnson in 1759. Astonishingly many of the ways yesterday’s merchants tried to catch people’s attention, convince them that what they were selling was desirable, and persuade them to purchase the products are still in use today. But advertising is not stagnant. It is constantly changing, even as our culture is ever changing. On the threshold of the millennium, some observers even predict that emerging technologies will dramatically alter not only our lives but also the very process of advertising. To understand where advertising might be headed, it is important to examine how advertising in America got to be what it is today.

This book presents a broad overview of how advertising both mirrors a society and creates a society. Modern advertising couldn’t have developed without the printing presses, the Industrial Revolution, urbanization, and the rest of the tools of social organization and mass communication that evolved over the centuries. These forces eventually led to the emergence of advertising agencies a little more than a hundred years ago, further fueling the growth of advertising. As an element in consumer culture, social trends also altered people’s buying habits, and advertising responded by altering its messages to reach the new audience.

In addition, advertising has provided a means by which people have learned about new products and, in the process, shaped mass behavior and desires—desires that are a driving force in a consumer economy. Advertising taught women ways to attract a husband and manage a home. Advertising also showed the pleasures of owning bicycles, cameras, and motorcars; of drinking beer and orange juice; and of smoking cigarettes. But advertising made its greatest contribution

by showing how the endless stream of new inventions—toothbrushes, light bulbs, vacuum cleaners, refrigerators, washing machines, cars, computers—fit into ordinary people's lives.

A huge and powerful industry, advertising expenditures approached \$150 billion in 1995 and continue to reach record levels every year. The biggest advertisers are the nation's manufacturers of automobiles, food, soft drinks, beer, and tobacco. Advertising expenditures pass through the six thousand or so advertising agencies that primarily create the ads and buy the space or time in the media. However, 57 percent of the domestic billings pass through the forty-six U.S.-based agencies that form global corporations with worldwide connections. Other smaller agencies have chosen to specialize in retailing, direct mail, and minority markets, among other services.

Advertising stands with TV, sports, movies, and music as an icon of American popular culture. Brand names of products have become so familiar that they are synonymous with similar products. For example, Kleenex could refer to any facial tissue, and Xerox describes all types of photocopying processes. Likewise, advertising slogans and jingles have been assimilated into our national lexicon; examples include Wendy's "Where's the beef?" and Alka-Seltzer's "I can't believe I ate the whole thing." Advertising collectibles also re-create the familiar image of immortal characters such as Tony the Tiger, Joe Camel, and the Pillsbury Doughboy. Items also popular with collectors include Absolut Vodka ads, Coca-Cola trays, and numerous other objects with a company's logo or trademark—store displays, statuettes, coffee mugs, squeeze toys, banks, radios, dolls, inflatables, and so on.

Yet few students and professionals in the trade can identify the major developments and figures in the history of American advertising. To fill this need, this book is aimed at undergraduate college students enrolled in marketing, journalism, advertising, communications, and popular culture courses, for which little survey material exists on the history of advertising. This book is designed to stand alone as a text on the history of advertising or to be used as a supplement in a survey course. It should also be required reading for any advertising professional. And the growing number of collectors who treasure old ads will find this history of interest.

The book is organized as follows. Chapter 1 gives a brief history of advertising, laying a foundation for a more detailed examination of the growth of advertising over the past century or so. Chapters 2 and 3 examine how the Industrial Revolution enabled manufacturers to produce an ever-increasing variety of products and to distribute and advertise through a variety of media, including newspapers, magazines, and direct mail. The Industrial Revolution also created a whole new generation of customers who previously had bought few things from a store. Chapters 4–6 explore how admakers refined their selling techniques to stimulate mass consumption. Chapters 7–9 carry the story through to the present day. In the last half of this century, a

cornucopia of new products have flooded the marketplace, and the number of advertisements has increased proportionately. The book ends by tracing how the emergence of new technologies and the growth of international trade signal the end of one major epoch in American advertising history and the beginning of another.

Integrated throughout the chapters are examples of how advertising works, how it uses the skills of the creative artist and writer, and how it tries to get our attention and convince us to buy a product. Unfortunately, as of this writing, we were unable to obtain permission to reproduce ads for Absolut Vodka, Calvin Klein, Norwegian Cruise Lines, Marlboro, Virginia Slims, and Benson & Hedges cigarettes, as well as certain Coca-Cola ads. In any case, with this narrative outline in mind, let's take a look back at how advertising began in America.

Acknowledgments

A decade ago I began to write this book as a way of presenting material for a course on the history of American advertising. Along the way many individuals have provided helpful suggestions, references, and clippings, including Patricia Berns, Don Davidson, Michael D. Hamilton, John Heaphy, Mark Dixon, Lillian Hetherington, Tatsuko Martin, Dan Max, Deanne Berger-Moudgil, George Pouridas, Roxanne Farrar, Jan Morse Schroeder, Carrie A. Z. Smith, and my students. Thanks, as well, to Mel Warenback, who introduced me to the advertising profession, and to Mike Dattel, who first asked me to teach the subject. I am also deeply grateful to Leslie C. Kranz, whose ideas, critical insights, and suggestions were invaluable in preparing this book.

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HELMBOLD'S FLUID EXTRACT BUCHU.

[From Dispensatory of the United States.]

MEDICAL PROPERTIES AND USES.—Buchu is gently stimulating. It is given in Grave, Chronic Catarrh of the Bladder, Morbid Irritation of the Bladder and Urethra, Disease of the Prostate Gland, and Retention or Incontinence of Urine, from a loss of tone in the parts concerned in its evacuation. The remedy has also been recommended in Dyspepsia, Chronic Rheumatism, Cutaneous Affections, and Dropsy.



HOTTENTOTS SEEN GATHERING BUCHU LEAVES
AT THE

CAPE OF GOOD HOPE,

FOR

H. T. HELMBOLD, Druggist,

594 BROADWAY, New York.

Beware of Counterfeits.

1492

The first printing press arrives in colonial America (at Harvard College).

1639

America declares its independence from England.

1776

The first magazine advertisement appears in the May issue of Benjamin Franklin's *General Magazine*.

1741

1704

The first regularly published newspaper in America appears, the *Boston News-Letter*; the third issue contains the first paid advertisement in the colonies.

1839

The first photographs appear, called "dagguereotypes."

1840

The first telegraph message is transmitted between two cities.

Historical Overview



NOVA BRITANNIA. OFFERING MOST

Excellent fruites by Planting in
VIRGINIA.

Exciting all such as be well affected
to further the Game.



LONDON
at SAMUEL MACHAM, and are to be sold at
his Shop in Pauls Church-yard, at the
Signe of the Bull-head.

1669

DR. SCOTT'S ELECTRIC HAIR BRUSH.
An Honest Remedy
PRESCRIBED AND USED BY OUR BEST PHYSICIANS.

Made of Pure Bristles and wire, especially
Not a Wire Brush
But Pure Bristles.

IT IS WARRANTED TO CURE
Dandruff, Itching, and all
Scalp Diseases, and to produce
a rapid growth of hair on
bald heads, where the
glands and follicles are
not totally destroyed.

Will positively produce
a rapid growth of hair on
bald heads, where the
glands and follicles are
not totally destroyed.

ALL DEALERS WILL REFUND THE PRICE
IF NOT AS REPRESENTED.

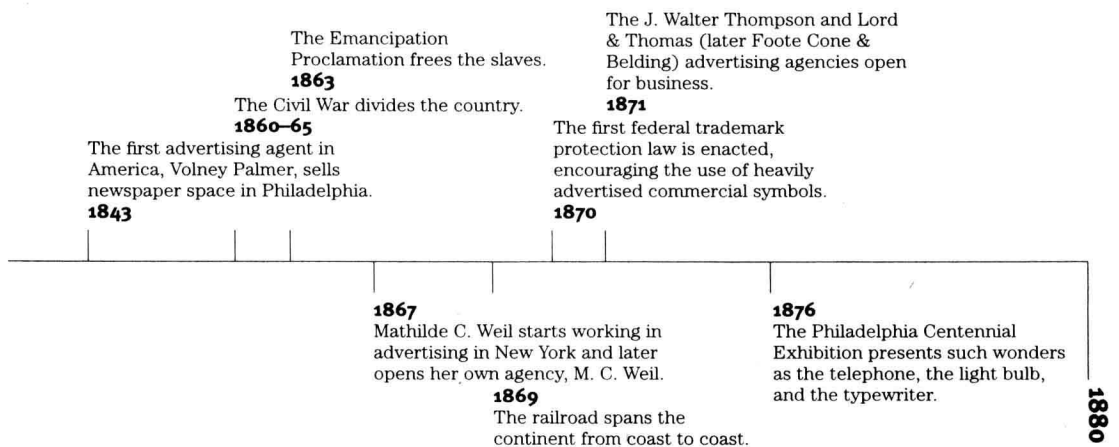
A BEAUTIFUL BRUSH. 1880.

Money returned if not as represented.

London, 1880.

Chapter 1

1492–1880 The Beginnings



Although advertising as we know it has its roots in the nineteenth century, advertising has been part of the American cultural landscape since it enticed European settlers to the New World. Ever since, this unique institution has played an ever larger role in our economy, helping to create a powerful new medium of information, entertainment, and selling that both mirrors a society and creates a society.

A modern world without advertising is unimaginable. Advertising has enabled people to learn about and to publicize products and services. An endless stream of ads and commercials pitches the wonders of microwavable foods, miracle cleaning agents, and soothing remedies. Ads give us hints on the latest trends in diet, fashion, gadgetry, electronic equipment, housing, automobiles, travel, and books. Looking for a job, an apartment, or a sale? Simply leaf through the newspaper or check the classified ads.

Yet the idea of advertising can be traced back to ancient times. Over the centuries technological and cultural changes have affected the evolution of American advertising—both the medium and the message. But the general purpose of advertising—to inform and to persuade—has not changed. By surveying the roots of modern advertising, we can establish a foundation for a more detailed examination of advertising over the past one hundred years.

Advertising in the Old World

For thousands of years tradespeople used public criers and pictorial signs to attract attention because few people could read. For example, in ancient Babylon, as in other lands, barkers enticed buyers with florid descriptions of cargoes such as wine, spices, rugs, and other wares from newly arrived ships. Like shopkeepers of later periods, early Egyptian, Greek, and Roman merchants hung carved signs and painted shop fronts, using symbols and pictures instead of words so that even illiterate passersby could identify the nature of the business. In medieval England customers could find the shoemaker by a golden boot, the baker by a sheaf of wheat, or the optician by a pair of spectacles. Advertisers also used hand-lettered flyers and posters to attract attention. And in the 1400s clergymen, lecturers, teachers, and other professionals promoted their services on tacked-up handbills—a practice similar to today's want ads.