**Advertising**

**Actual classified ads:**

* **Free 1 can of pork & beans with purchase of 3 BR 2 Bath home.**
* **Nordik Track, $300, hardly used. Call Chubbie**
* **Found: dirty white dog, looks like a rat, been out awhile, better be a reward**
* **Georgia peaches, California grown, 89 cents pound**
* **American flag, 60 stars, pole included, $100**
* **Our sofa seats the whole mob and it’s made of 100 percent Italian leather. *(Rocky Mountain News)***

**Six advertising approaches:**

# Hershey – no ads first 76 years

# Wrigley – spent $100 million on ads (1893-1932)

# Hoover – claimed vacuum cleaners “never needs repairs”

# Gallo – 17 ad agencies in 30 years

# Jergens lotion – no ads first 18 years

**Guinness – no ads for about first 175 years. *(World Features Syndicate)***

**Billboard for an advertising company in San Antonio, Texas: “We Tell Everybody Your Business.” *(Reader’s Digest)***

**Andy Lambros was just four years old when he was recruited to sing the “My bologna has a first name, it’s O-S-C-A-R” jingle for a TV advertisement. The youngster became frustrated with the number of takes necessary to get the song just right, and his “How’s that?” ad-lib was so naturally cute that it was ultimately left in the commercial. *(Lynne Patrice, in Tidbits)***

**You can boost sales of a product a lot faster by increasing the advertising budget than by improving the product itself. Statistics proved that long ago. On soap, politicians, cosmetics, whatever. *(L. M. Boyd)***

**Advertisement – what gets people on the brandwagon. *(Dell Crossword Puzzles)***

**Richard Burton saw an ad for the part of a Welsh boy in a London newspaper, answered it and won the role from director Emlyn Williams. *(Ripley’s Believe It or Not!: Book of Chance, p. 4)***

**A Massachusetts firm is bidding for the rights to beam radio commercials into school buses. Bus Radio, based in Needham, says it has already signed contracts with school districts representing 100,000 students and will, next year, start transmitting a blend of “age appropriate” pop music and kid-targeted radio ads. “What these corporations want to do is be in children’s faces 24 hours a day,” said psychologist Susan Linn. “And they’re getting close to that.” *(The Week magazine, June 16, 2006)***

**Enterprising advertisers tried a new medium in England. They put ad-carrying coats on cows grazing near part of the London-Brighton railroad line. *(The Wall Street Journal)***

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**Colonel Sanders: During that time (1964-1971), stock shares shot up from $15 to $500 each; and within a few years, an original investment of $5,000 was worth $3 million. By 1968, Brown and Massey were spending $7 million a year advertising the Colonel and his chicken, and grossing $700 million in sales. *(James Stewart-Gordon, in Reader’s Digest)***

**With sales down at KFC, Colonel Sanders calls the pope to ask for a favor. “Holy Father, I need you to change the daily prayer from ‘Give us this day our daily bread’ to ‘Give us this day our daily chicken.’ If you do that, I will donate $10 million to the Vatican.” The pope replies, “That is the Lord’s Prayer. I can’t change it.” “How about $50 million?’ “No.” “$100 million?” “I’ll get back to you.” The next day, the pope calls together his bishops. “I have good news and bad news,” he says. The good news is that KFC is donating $100 million to the Vatican. The bad news is, we have to give up the Wonder Bread account.” *(Planet Proctor Newsletter)***

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**Rod Serling on commercial television: “How can you put on a meaningful drama or documentary that is adult, incisive, probing, when every fifteen minutes the proceedings are interrupted by twelve dancing rabbits singing about toilet paper?” *(From a speech at Ithaca College, Ithaca, New York)***

**If you think advertising doesn’t work, consider the millions of Americans who now think that yogurt tastes good. *(Joe L. Whitley, management consultant)***

**Doing business without advertising is like winking at a girl in the dark; you know what you’re doing, but nobody else does. *(Bits & Pieces)***

**To most of the world it is still a curiosity that U.S. television commercials encourage dogs to eat more and people to eat less. *(L. M. Boyd)***

**Endorsements go way back in advertising. In 1840, President John Tyler’s wife Julia gave a testimonial for a department store. *(L. M. Boyd)***

**Eight in 10 Facebook users say they hardly ever or never click on ads or sponsored content on the social-networking site, according to an AP/CNBC poll. Boosting advertising revenue is central to Facebook’s business models. *(CNBC.com, as it appeared in The Week magazine, May 25, 2012)***

**Nationwide, fast-food restaurants spent $161 million advertising to children under 12 and an estimated $360 million on toys distributed with their meals in 2006, according to a 2008 Federal Trade Commission report. *(The North Platte Telegraph, February 2, 2011)***

**The first advertisement printed in English in 1477 offered a prayer book. The ad was published by William Caxton on his press in Westminster Abbey. No price wasmentioned, only that the book was “good chepe.” *(Noel Botham, in The World’s Greatest Book of Useless Information, p. 36)***

**The U.S. government has spent more than $24 million over the past six years flying a plane over Cuba that beams American-sponsored TV programming that Havana blocks with signal jamming. Congressmen representing Cuban exile communities in Florida have insisted that the blocked telecasts continue. *(ForeignPolicy.com, as it appeared in The Week magazine, August 9, 2013)***

**Groom for Improvement: When King C. Gillette introduced his safety razor in a 1901 Post ad, his big challenge was to depose the traditional straight razor, a brutal instrument that required continual sharpening and a steady, fearless hand. American men quickly found his shaving system outperformed their old razors; within three years, sales had climbed to 90,000 razors and 12 million blades. Then, in the 1930s, the Gillette company took on a new challenge: convincing American men to shave more often. Beards had long been out of fashion but many men were still unaccustomed to shaving every single day. So Gillette started a series of ads that showed how a poorly shaved man was endangering his social life, love life, and career. The company went so far as to quote Alice-Leone Moats, authority in modern manners and author of No Nice Girl Swears, who assured men, “failure to shave carefully is an affront that women simply will not overlook.” Not until some 70 years later, that is, when the hipster’s three-day stubble would become fashionable. *(The Saturday Evening Post)***

**Global advertising spending is expected to increase by 9.5 percent this year to surpass $1 trillion in revenue for the first time, according to media agency GroupM. Just five companies – Google, Meta, ByteDance, Amazon, and Alibaba – are expected to earn more than half the total. *(Financial Times, as it appeared in The Week magazine, December 20, 2024)***

**Google made more than $20 billion in ad revenue this year, more than all U.S. print media combined. In 2006, magazines and newspapers sold $60 billion more in ads than Google did. *(TheAtlantic.com, as it appeared in The Week magazine, December 28, 2012/January 4, 2013)***

**News is something somebody doesn’t want printed; all else is advertising. *(William Randolph Hearst)***

**How old is advertising? Nobody knows. On the walls of Pompeii posters advertised the day’s program in the amphitheater, others asked taxpayers to vote for local politicians, and one even offered $10 reward for return of a lost wolfhound. *(Bernie Smith, in The Joy of Trivia, p. 331)***

**On December 27, 1947, Buffalo Bob Smith and his character Howdy Doody were telecast for the first time on the television program Puppet Playhouse, an appearance that led to the creation of The Howdy Doody Show. The Howdy Doody Show was the first program on the NBC network to broadcast in color. The show was also used to sell color television sets. *(The Daily Chronicles)***

**The most truthful part of a newspaper is the advertisements. *(Thomas Jefferson)***

Last year, Americans received more than 60 billion pieces of junk mail. That’s 230 unsolicited appeals, advertisements and catalogs for every man, woman and child in the USA. Most of the mail was unwanted and thrown away unopened. *(Denis Hayes, in USA Weekend, April 19, 1991)*

One of life’s disappointments is discovering the person who writes advertising copy for a bank is not the person who approves requests for loans. *(Bits & Pieces)*

**Good week for: Your ears, after Congress passed the Commercial Advertisement Loudness Mitigation Act, forbidding TV advertisers from abruptly raising the volume to startling levels during commercial breaks. *(The Week magazine, December 17, 2010)***

Marketers are expected to spend $110.1 billion on digital ads this year, or 51 percent of the $214.6 billion total U. S. advertising-spending forecast, excluding political ads. Newspapers, radio, magazines, and local television now account for just 21 percent of the U.S. ad market. *(The Wall Street Journal, as it appeared in The Week magazine, December 11, 2020)*

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**It had to happen. McDonald’s recently opened three hamburger stands in Hamburg, Germany. In case the local burghers failed to notice the new fast-food chain, the town has been plastered with billboard ads announcing the coming of the hamburger to its namesake city. McDonald’s has made only one concession to local tastes – it serves German beer. *(Neil McInnes, in Barron’s)***

“Why you should buy a McDonald’s franchise,” circa 1952 (advertised to potential franchisees): ‘No waiters or waitresses” “No dishwashers” “No bus boys” “No car hops” “No more glassware” “No more silverware” “No more dishes” *(World Features Syndicate)*

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**In 1935, Lester Dill opened Meramec Caverns in Stanton, Missouri, and promoted the attraction by painting barns for free in exchange for their use as billboards. Dill also reportedly wired ads for the cavern onto car bumpers, creating the first bumper stickers. *(Marti Attoun, in American Profile magazine)***

**Modest Proposal: Advertising wasn’t always as aggressive as it is today. This ad appeared in an American newspaper 50 years ago: “The public is kindly requested to buy Universal Whitener tooth powder. It is neither better nor worse than most of the others in my store, but I think it is just about as good as any of them, and I particularly recommend it because it is made by my nephew, who is a very deserving young man and hopes to be married soon on the strength of it.” *(Gloria Pitzer’s National Homemakers Newsletter)***

**Elon Musk’s false or misleading posts about the election, such as the claim that Democrats are “importing” migrants to vote, have generated more than 2 billion views on his X platform, according to the Center for Countering Digital Hate. The non-profit found that Musk’s election-related posts, boosting Donald Trump and slamming Kamala Harris, were worth about $24 million in advertising. *(CNN.com, as it appeared in The Week magazine, November 15, 2024)***

**Advertising is as old as recorded history, the first ads being announcements for missing animals or slaves scrawled on rocks and walls. The Egyptians had papyrus handbills 3,000 years ago. *(Bernie Smith, in The Joy of Trivia, p. 321)***

**Propelled by a huge influx of spending by Super PACs, 70 percent of the political ads aired so far in the 2012 race have been negative – defined as criticizing an opponent by name. In 2008, the share of negative ads at this point was 9.1 percent. *(Los Angeles Times, as it appeared in The Week magazine, May 18, 2012)***

**Ad spending on the 2020 presidential primary has already surpassed $1 billion -- the most money spent in U.S. history this early in an election cycle. Democratic candidates have spent a combined $969 million -- with $724 million of that total spent by the campaigns of billionaires Michael Bloomberg and, Tom Steyer. Experts predict the candidates of both parties will spend a total of $10 billion on political ads before Election Day. *(Axios.com, as it appeared in The Week magazine, March 13, 2020)***

**Happy Landing: Flying home to Los Angeles after a visit to Miami Beach, we approached a stopover. The voice of the stewardess was heard on the intercom: “Please fasten your seat belts and permanently extinguish all cigarettes.” After a pause, she continued: “The previous message was brought to you through the courtesy of our airline – and the American Cancer Society.” *(Mickey Morton, in Reader’s Digest)***

Real classified ads:

* **Free puppies: ½ cocker spaniel, ½ sneaky neighbor dog**
* **Free Yorkshire terrier, 8 years old, unpleasant little dog**
* **Amana Washer: $100, owned by clean bachelor who seldom washed**
* **Snow blower for sale, used only on snowy days**
* **Tickle Me Elmo, still in box, comes with its own 1988 Mustang, 5L, auto, excellent condition, $6,800**
* **Star Wars Job of the Hut, $15**
* **German Shepherd, 85 pounds, neutered, speaks German. Free. *(Rocky Mountain News)***

**Market researchers now contend restaurants boost their business significantly when they run their menus in their ads. *(L. M. Boyd)***

**Some 2.5 billion robocalls were placed to U.S. consumers in October, according to the blocking service YouMail -- a 4.1 percent increase over September. That translates to 80.5 million robocalls a day. *(Wired.com,as it appeared in The Week magazine, December 1, 2017)***

**A piano maker asked Will Rogers for an endorsement of its pianos, which he had never played. Rogers replied, “Dear sirs, I guess your pianos are about the best I ever leaned against.” *(Ben Franklin’s Almanac, p. 190)***

**Let advertisers spend the same amount of money improving their product that they do on advertising and they wouldn’t have to advertise it. *(Will Rogers)***

**More than half of the 3,517 Facebook ads bought by the Russian-based Internet Research Agency during the 2016 presidential election made references to race. Hoping to inflame racial tensions, some Russian ads mimicked Black Lives Matter activists and others urged people to support pro-police groups. *(USA Today, as it appeared in The Week magazine, May 25, 2018)***

**YOU’VE GOT SPAM: $2,000: What it can cost an Internet marketing company to send a solicitation to a million e-mail addresses. Sending the same offer to 1 million people by regular mail costs at least $40,000 to a list of physical addresses, $190,000 for bulk-rate postage, plus more for paper and printing. *(The New York Times, as it appeared in Rocky Mountain News, April 28, 2003)***

**E. Joseph Cossman brought the “spud gun” to the masses. The toymaker who created the gun manufactured 100,000 but only sold 10,000. Cossman bought the remainder and soon learned, to his delight, that the United States was in the middle of a potato glut. He ordered five tons of potatoes to be dumped on his New York City sidewalk, a media stunt that helped him sell two million of the toys. *(The Daily Chronicles)***

**In 1957, an advertiser named James Vicary claimed that he had invented a new form of advertising that could trick the brain into buying products. During a movie, he embedded ads that read "Eat Popcorn" and "Drink Coca-Cola." The images lasted only 1/3000 of a second -- so short that they could not be consciously perceived. This was the first subliminal advertising. While Vicary later claimed it was a hoax, subliminal ads continue to fascinate. But do they really work? Brain imaging shows that our brains do respond to subliminal ads, but this may do little to influence our actions. *(The Daily Chronicles)***

**Fox said it collected record Super Bowl ad revenue this year. Each 30-second spot sold for $6 million to $7 million. *(CNBC.com, as it appeared in The Week magazine, February 24, 2023)***

**First American tobacco advertisement came out in 1789. It depicted an Indian smoking a long clay pipe. *(L. M. Boyd)***

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**Truth in Advertising?**

**Label on a box of rat poison: “An exclusive blend of natural ingredients.” *(Consumer Reports)***

**On a PACKAGE of dates: “MACHINE PITTED. Caution: May Contain Pits.” *(Herb Caen, in San Francisco Chronicle)***

**Sign on the box of a clockwork toy made in Hong Kong: “Guaranteed to work throughout its useful life.” *(“Observer” in Financial Times, London)***

**Label for a syrup bottle: “Imitation maple syrup with real maple flavoring.” *(Consumer Reports)***

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**You can tell the ideals of a nation by its advertisements. *(Norman Douglas)***

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