



*Депрессия и Вторая мировая война  
(1930-1945)*

*Алехина Полина, Пономаренко Александр  
(899 группа)*



Обвал фондовой биржи ознаменовал собой начало худшего экономического кризиса в американской истории, а также трудных времен для рекламы. За несколько недель паники октября 1929 г. буквально испарились миллиарды долларов в ценных бумагах



В 1930-е гг. программу восстановления «Новый курс» символизировал синий орел



Франклин Д. Рузвельт

В начале 1930-х гг. объявление «Listerine» предлагало потребителям выгодно купить эту марку, а на сэкономленные деньги приобрести обувь, одежду и молоко

Need new shoes again, eh?

Yes—and I've saved the '3 to buy them

**This modern tooth paste polishes teeth to sparkling whiteness—but never scratches**

See what you can buy with the '3 you save!

25¢ For the Big Tube

**LISTERINE TOOTH PASTE**

AND IT MAKES THE BREATH SWEETER

В этом  
объявлении  
1932г. пугающая  
статистика и  
сенсационный  
текст в отчаянной  
попытке  
продать  
больше туалетной  
бумаги

# Acids..Mercury..even Arsenic..

found in many brands  
of toilet tissue

*Be careful, Mother!*  
This is the most important thing you can do for your child. Do a check on the toilet tissue you use. It may contain acids, mercury, arsenic, and other harmful chemicals. These are the same chemicals that are found in many brands of toilet tissue. They are the same chemicals that are found in many brands of toilet tissue. They are the same chemicals that are found in many brands of toilet tissue.

**Yes, you can protect your child.** You can protect your child from the harmful effects of these chemicals by using the most reliable brand of toilet tissue. The brand that is medically safe. The brand that is the most reliable. The brand that is the most reliable.

Some of the brands made in a certain way have been found to contain acids, mercury, arsenic, and other harmful chemicals. These are the same chemicals that are found in many brands of toilet tissue. They are the same chemicals that are found in many brands of toilet tissue. They are the same chemicals that are found in many brands of toilet tissue.

Using acids, mercury, arsenic, and other harmful chemicals may harm your child. To protect your child, use the most reliable brand of toilet tissue.

**Medically Safe**

The hospital tests described above showed that Scott's and Wadkin's toilet tissue are both medically safe and chemically pure. These are the only two brands of toilet tissue that have been approved for safety by the U.S. Public Health and Health Commission.



Это объявление  
1930-х гг.  
представляет  
собой образец  
настойчивого  
подхода в стиле  
фотожурналистики  
с впечатляющими  
фотографиями

# RITZ GOES TO A PICNIC



There they go

Forward to the winner



They're here a crowd



NATIONAL BISCUIT COMPANY

В этом объявлении 1930-х гг. для активизации сбыта автомобиля «Dodge» использована техника «нового апеллирования» и газетный формат

# "NEW DODGE HAS 'CUSTOM-TYPE LUXURY' DECLARE NOTED STYLISTS

yet costs just a few dollars more than lowest-priced cars

FOR THE CUSTOMER WHO WANTS...

ALL STEEL BODY

INTERIOR STORAGE COMPARTMENTS

LEANING POWER ENGINE MOUNTING

NEW DODGE

NEW DODGE HAS 12 CONVENIENT MOTOR VEHICLES

NEW BIGGER DODGE \$645



Цель этого объявления 1930-х гг. — вызвать чувство вины и стыда у матерей при помощи мелодраматической истории о том, что дети, которым позволяют не пить молоко, не получают полноценного питания



**People pitied my boy  
he was so thin....**  
*but now he is the healthiest youngster in the neighborhood*

Once a mother will understand how  
I felt when I overheard two women  
praising my little boy. The first  
as I heard them say: "If he, that child  
looks half-starved!"

"I was shocked... but what they  
said was true. Arthur was so thin, his  
legs were like broomsticks.

"Yet one winter day I mailed him  
with milk, he couldn't gain an ounce.  
In winter would begin mailing Cocomalt  
with the milk that Arthur began to put  
on tonight. He liked it so much better  
than plain milk that he drank almost  
twice as much... and the extra milk  
began to fill him out at once.

"He's a real little man now... I  
pride myself—and prying to be the  
healthiest youngster in the neighborhood.  
I'm so proud of him!"

**If by doctors' recommendation  
Cocomalt**

Thousands of mothers will be virtually  
the only ones.

Cocomalt is 20% more valuable

than any milk, always doubling the food  
value of every glass your child drinks.  
It provides extra body building pro-  
tein, carbohydrates and minerals. Doc-  
tors recommend this rich, creamy, essen-  
tially lactose free milk as part of every  
growing child's diet.

**The urgent need for Vitamin D**  
Cocomalt contains Vitamin D—the same  
abundant produced by summer sunshine.  
This vitamin helps us prevent rickets  
and its kind among bones, weak teeth.

**Special treat offer**  
—small coupons

Cocomalt comes in powder form, ready  
to mix with milk, 1/2 lb., 1 lb., and 1 lb.  
family size. High in food value, low in  
cost. No grains and drug wastes. Or milk  
evaporated and for two cover cover of pack-  
ing and mailing. For 100¢—enough  
for the whole family to enjoy what a  
wonderful food drink Cocomalt is!

**Cocomalt**

Это объявление  
1933 г.  
ориентировано на  
беспокойных  
родителей,  
которые после  
Депрессии обрекут  
своих детей на  
неуспех, если не  
будут покупать  
зерновой напиток  
«Postum»



## Held back by Coffee . . *this boy never had a fair chance*

A student who sits here "is hindered" and  
loses his chance for a bright future by  
not drinking Postum.

For the brain to do its best work . . . it  
needs Postum. The thousands of parents  
who are sending their children to school  
are not doing them any good unless they  
are drinking Postum.

### Why coffee hinders children

The caffeine in coffee makes it difficult  
for the brain to do its best work. It  
is a stimulant which makes the brain  
work too hard.

Coffee makes the brain work too hard  
and too long. It makes the brain  
work too long and too hard. It makes  
the brain work too long and too hard.

Postum makes the brain work just  
right. It makes the brain work just  
right. It makes the brain work just  
right. It makes the brain work just  
right.

### Read this warning group!

Parents should be responsible for making  
sure their children are drinking Postum.

Some of the children who are hindered by  
coffee are the ones who are not  
drinking Postum. They are the ones  
who are not drinking Postum.

A warning against the use of coffee  
because it makes the brain work too  
hard. It makes the brain work too  
hard. It makes the brain work too  
hard.

Parents should be responsible for making  
sure their children are drinking Postum.  
They are the ones who are not  
drinking Postum.

The healthiest children are the ones  
who are drinking Postum. They are  
the ones who are drinking Postum.  
They are the ones who are drinking  
Postum.

The healthiest children are the ones  
who are drinking Postum. They are  
the ones who are drinking Postum.  
They are the ones who are drinking  
Postum.

A full marketing plan is important  
for the success of any business. It  
is a plan that shows the way to  
success. It is a plan that shows the  
way to success.

Every child who sits here is hindered  
and loses his chance for a bright  
future by not drinking Postum.

For the brain to do its best work . . .  
it needs Postum. The thousands of  
parents who are sending their children  
to school are not doing them any  
good unless they are drinking Postum.

Why coffee hinders children  
The caffeine in coffee makes it  
difficult for the brain to do its best  
work. It is a stimulant which makes  
the brain work too hard.

Postum makes the brain work just  
right. It makes the brain work just  
right. It makes the brain work just  
right. It makes the brain work just  
right.

Read this warning group!  
Parents should be responsible for making  
sure their children are drinking Postum.

A full marketing plan is important  
for the success of any business. It  
is a plan that shows the way to  
success. It is a plan that shows the  
way to success.

Эти объявления мыла «Lifebuoy» и «Rinso» с рисованными картинками и прямой речью в рамке представляют мини-истории в стиле реализма

**SOME OF OUR MOST EXPENSIVELY GOWNED WOMEN HAVE "B.O."... SUCH A NEEDLESS SHAME!**

First to wash their gowns they would rid themselves of this source of cleaning "B.O."

They had the idea in one of their "B.O." moments. They were about to wash their gowns in the wash. They had the idea in one of their "B.O." moments. They were about to wash their gowns in the wash. They had the idea in one of their "B.O." moments. They were about to wash their gowns in the wash.

*One day when he went to the wash he found...*

...that his wife had been washing her gowns with Lifebuoy soap. He was so surprised that he asked her why she had done so. She told him that Lifebuoy soap was the best for washing gowns. It was so good that he decided to buy some for himself.

**ON GUARD!**

A woman is always in the wash with her gowns. She is always in the wash with her gowns. She is always in the wash with her gowns. She is always in the wash with her gowns. She is always in the wash with her gowns.

**LADIES! HAVE YOU TRIED THE NEW 1937 RINSO IN YOUR WASHER? IT'S BETTER THAN EVER... WOMEN EVERYWHERE SAY IT GIVES 25 TO 50% MORE SUDS**

**LETTER**

Dear Sirs: I have just received your advertisement for Rinso. I am very interested in it. I have just received your advertisement for Rinso. I am very interested in it. I have just received your advertisement for Rinso. I am very interested in it.

Makers of 23 Washers say "Use New Rinso for richer suds, whiter washes"

**Rinso**

В ЭТОМ  
 объявлении от  
 Young &  
 Rubicam  
 использован  
 юмор для  
 рекламы  
 рубашек марки  
 «Arrow»

My friend, Joe Holmes,  
 is now a horse



Joe always said when he died he'd like to  
 become a horse.

One day Joe died.

Early this May I saw a horse that looked like  
 Joe drawing a milk wagon.

I walked up to him and whispered, "Is it you,  
 Joe?"

He said, "Yes, and am I happy?" I said, "Why?"

He said, "I am now wearing a comfortable  
 collar for the first time in my life. My shirt col-  
 lars always used to choke and murder me. In  
 fact, one choked me to death. That is why I died!"

"Goodness, Joe," I exclaimed, "Why didn't  
 you tell me about your shirt sooner? I would  
 have told you about Arrow shirts. They never  
 choke. Not even the collars."

"Gee wh," said Joe. "Oxford's the worst

shrinker of all!"

"Maybe," I replied, "but not Gordon, the  
 Arrow Oxford. I know. I'm wearing one. It's Non-  
 formal-Oxford proof. Besides, it's cool. Besides,  
 this creamy shade I chose is the smartest shirt  
 color, London."

"Sweet," said Joe.

"My horse needs a shirt

like that. I'll tell him

about Gordon. Maybe

he'll give me an extra

quart of oats. And,

gosh, do I love oats!"



*If it has an Arrow label  
 it has an Arrow shirt!*

**ARROW SHIRTS**

*Endorsed Brand—a new shirt for all our shirts*

Made by CLUETT, PEABODY & CO., INC.

В 1936 г. в рекламе молочных продуктов (Border) Cow дебутировала корова Элси, плод фантазии Young & Rubicam

**"But, dear, mothers-in-law are harmless!"**  
cried Elsie

"I'm not an overcast," mumbled Elsie, the bull, "but I'm not having any strange manifestations showing up the place!"

"And nobody's asking you or, darling," smiled Elsie, "nobody ever asks me anything, not even yourself!"

"What?" Elsie said, "I don't want a pair of scissors with my haircutting in my hair? Well, I know, the price will be five each in lower class, I'm getting my hair done by Elsie!"

"Now, dear Elsie, never," mumbled Elsie. "The only way I could ever see to really have a pair of my own hands, if I had a pair, I'd like to see you to have your hair done by me!"

"No one's asking me anything," mumbled Elsie. "I'm not an overcast, I'm not a pair of scissors!"

"Don't be silly, dear," smiled Elsie. "You're like everybody else here, but in the great things, why, the only thing you're asking me, Elsie, the Borden's Fresh Milk, that's the only thing you're asking me, it's the only thing you're asking me!"

"What?" Elsie goggled Elsie. "Someone else?"

"I've had to go on many exciting expeditions for you, if you'd look back a few months, Elsie, you'd find all kinds of adventures, including lots of wonderful Borden's Milk!"

"I haven't time for your Borden's Milk," mumbled Elsie. "You're for me, you know, I go, answer me that, how long are they going to stay in my hair?"

"That's what they find the right time in the right place," mumbled Elsie. "Now, dear, if I promise to spend that day, will you please get away from those lumpy-looking hands?"

"I will!" mumbled Elsie. "But my condition, if I wish myself every body's partner, that's all I want!"

"I'm glad you're interested in my milk," mumbled Elsie. "Because Borden's is the only milk on the market that's ever been tested for its cream content, and it's Borden's Fresh Milk for Cream!"

"It's so good to see a girl like you!" mumbled Elsie. "I'm sure you'll like it!"

"I'll be sure to see a girl like you!" mumbled Elsie. "I'm sure you'll like it!"

**Jiffy hot coffee—with Borden's Instant Coffee!**  
It's the most handy like a smart young woman!

"It's the best," mumbled Elsie. "It's the best way to make hot coffee in such Borden's Instant Coffee and it's the best!"

"It's the best!" mumbled Elsie. "I'm not having the best thing Borden's is, but I'm getting it!"

"Nothing else," mumbled Elsie. "You know that the Borden's has asked someone who probably can't get it better or anything is better right here!"

"It's the best thing in the world," mumbled Elsie. "The Borden's is the best thing in the world!"

**Produce—direct from—Borden's Fresh Milk for Cream!**  
It's made with fresh, juicy produce and real cream!

"Don't buy the other kind, woman," mumbled Elsie. "You'll see it's a real Borden's good!"

"What a question!" mumbled Elsie. "You know it's Borden's, it's good to be good!"

**Yours in TOMMY RYGG and BETTY LOU Friday Evenings—CBS**



*—if it's Borden's, it's got to be good!*

Это знаменитое  
объявление 1930-х  
гг. агентства Young  
& Rubicam было  
первым в серии  
рекламы,  
описывающей  
прелесть  
холодного,  
освежающего  
напитка в жаркий  
летний день



## Cooling idea

### Here's how this picture

is to be used in a very easy to understand way. The picture and the following Four Roses and whisky words are to be used in a very effective manner.

It is simple and direct. In the picture, it is to be used for the best appearance of Four Roses whisky. It is to be used in a simple and direct manner. It is to be used in a simple and direct manner.

Other, as they, there's no other whisky with quite the distinctive flavor of Four Roses. You'll see how right we are if you'll just make the cooling idea a commercial reality - now! Try a Four-Rose-and-make-yourself-cool!

Four Roses is a fine blended whisky. It is a good, soft, smooth whisky. It is a good, soft, smooth whisky. It is a good, soft, smooth whisky.

## FOUR ROSES

A TRULY GREAT  
BLENDED WHISKY



Four Roses Distillers Corporation, N. Y.

### Любимые радиоджинглы

#### «Pepsi-Cola»

Pepsi-Cola — будет весело, Двенадцать полных унций, это много. Вдвое больше за 5 центов. Pepsi-Cola — напиток для вас. За пятак, пятак, <i>пятак, пятак.</i> Льется, льется, льется, льется...	Pepsi-Cola hits the spot, Twelve full ounces, that's a lot. Twice as much for a nickel, too. Pepsi-Cola is the drink for you. Nickel, nickel, nickel, nickel. Trickle, trickle, trickle, trickle.
---	--

#### Стиральный порошок «Rinso»

Звуковой эффект: Крик птицы. Поет девочка: Rinso белый! <i>Rinso яркий!</i> Счастливая песенка в день стирки!	Sound Effect: Bird call whistled twice. Girl Singer: Rinso white! Rinso bright! Happy little washday song!
---	---

#### Стиральный порошок «Tide»

Tide, Tide! Грязь уходит. Tide, Tide! Грязь уходит. Tide отстирает одежду лучше, чем любое мыло. T-I-D-E, Tide!	Tide's in, dirt's out. Tide's in, dirt's out. Tide gets clothes cleaner than any soap. T-I-D-E, Tide!
--	--

#### Шампунь «Halo»

Halo, для каждого Halo. От шампуня Halo ваши волосы блестят. Halo, для каждого Halo. Вот так Halo, шампунь Halo!	Halo, everybody, Halo. Halo is the shampoo that glorifies your hair. Halo everybody, Halo. So Halo Shampoo, Halo!
---	--

#### Мыло «Lifebuoy»

Диктор: Lifebuoy действительно останавливает... Звук сирены: Уининини... Иининини!	Announcer: Lifebuoy really stops... Foghorn Effect: Beeeeeeee... Ohhhhhh!
---	---

#### Часы «Bulova»

Диктор: Время _____ часов, Время часов В-U-L-O-V-A, Bulova.	Announcer: The time is _____ o'clock, В-U-L-O-V-A, Bulova watch time.
---	---

### Пиво «Pabst Blue Ribbon»

Бармен: Что вы желаете? Первый Голос: Pabst Blue Ribbon! Бармен: А что вы желаете? Второй Голос: Pabst Blue Ribbon! Бармен: А что вы желаете?	Bartender: What'll you have? First Voice: Pabst Blue Ribbon! Bartender: What'll you have? Second Voice: Pabst Blue Ribbon! Bartender: What'll you have? Third Voice: Pabst Blue Ribbon! Хор: Пиво Pabst Blue Ribbon!
---	--

### Лезвия «Gillette»

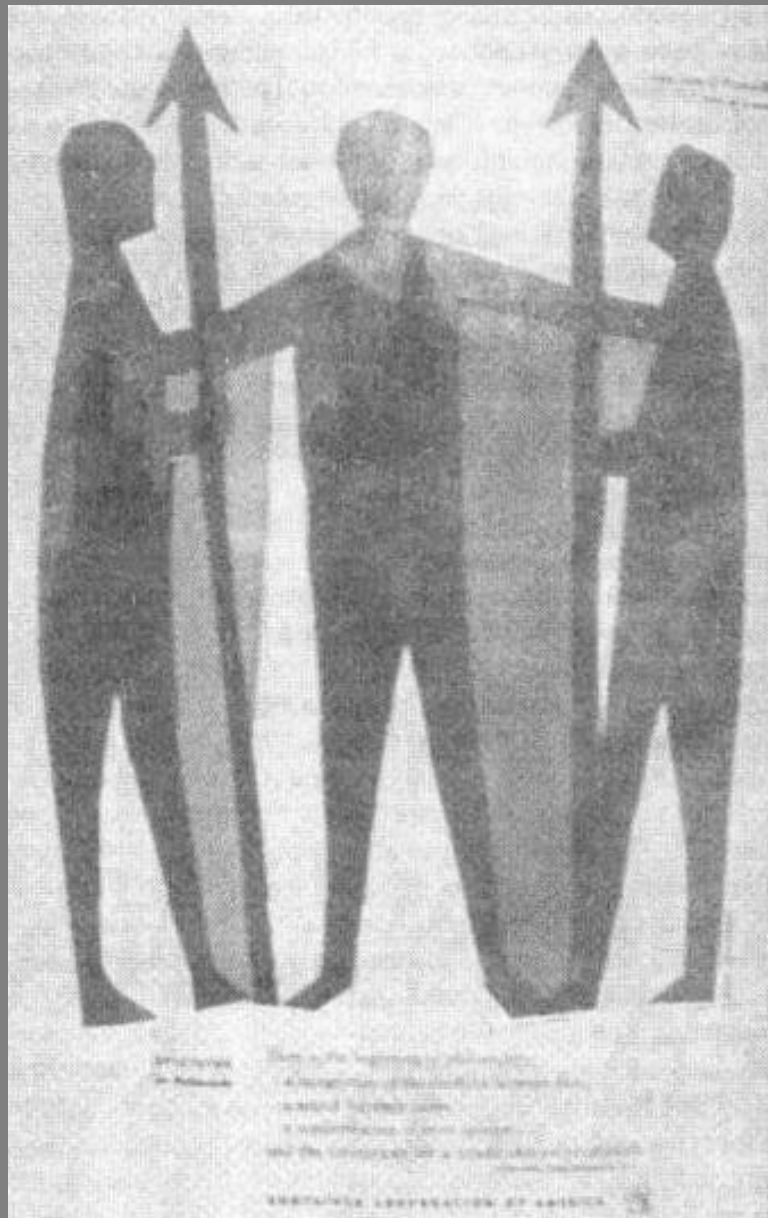
Диктор: Выгляди острым! Звук гонга Диктор: Почувствуй остроту! Звук гонга Диктор: Будь острым! Звук гонга Диктор: Используйте лезвия Gillette Blue Blades... с краями заточенными так остро, как только возможно.	Announcer: Look sharp! Sound: Prizefight bell. Announcer: Feel sharp! Sound: Prizefight bell. Announcer: Be sharp! Sound: Prizefight bell. Announcer: Use Gillette Blue Blades... with the sharpest edges ever honed.
---	---

### Бананы «Chiquita»

Я — Чикита Банана, и пришла, чтоб сказать Бананы должны созреть, чтоб было вкусно их есть. Когда Они приобретут коричневый и золотой Оттенок, У бананов самый лучший вкус — тебе понравится их вкус. Их можно добавлять в салат И даже В пироги, да-да Ешь их как угодно Но только не роняй Бананы любят очень, Очень теплый климат, тропический. Так что Ни в коем случае не клади бананы в холодильник. Нет, нет и нет!	I'm Chiquita Banana and I've come to say Bananas have to ripen in a certain way. When They are fleck'd with brown and have a golden hue, Bananas taste the best and are the best for you. You can put them in a salad You can put them in a pie-aye Any way you want to eat them It's impossible to beat them But bananas like the climate of the very, very tropical equator. So you should never put bananas in the refrigerator. No no no no!
---	--

Сотрудничество Metropolitan Opera с Техаса оказалось самым продолжительным в истории радио. Среди других оплаченных музыкальных программ были «Бродячий оркестр Fitch» призывавшая слушателей «Чаще смеяться, идти по жизни с песней, используя шампунь "Fitch"».

Это объявление  
1937 г. Container  
Corporation of  
America со строгой  
графикой и  
лаконичным  
текстом стало  
законодателем  
моды в дизайне





Это объявление 1934 г. Airflow Chrysler обращает особое внимание на обтекаемую форму автомобиля, которая символизирует «современность»

*A New Era of Transportation*  
**BRINGS FUNCTIONAL DESIGN**



*Now only in method of construction - streamlined passenger form*



*Your head out of a car window going at 40 miles per hour is like an old man at 60. Notice the resistance after you sit in a stream in your bath. From the car's front end, the wind is cut away.*



*Whether it be an air plane, or a car, the resistance of the air is a factor that has always been a hindrance to the speed of the machine. Chrysler engineers with the new Airflow car, in their study, have broken the line of the gradually rounded nose and curved smoothly over the flowing curves of the body to the sloping, flowing rear. It is all of the air-dusting, aerodynamic, modern, fast shape, form-like, form-reduced and the new Airflow Chrysler flows through the air as perfectly as a fish through the water.*

*It is the modern engineering and science that has brought you this new Chrysler.*

*A new era of transportation has arrived - an era whose influence is revolutionizing transportation in every field, changing all previous and changing all the old-bound methods inherited from a time and longer ago. It is an era that is fastening all modern transportation to a better performance of speed, comfort. It is a time whose research has demonstrated the tremendous efficiency and unexpected ease of power of aerodynamically shaped vehicles in having wind resistance. Just put*

*your hand out of a car window going at 40 miles per hour is like an old man at 60. Notice the resistance after you sit in a stream in your bath. From the car's front end, the wind is cut away.*

*It is the modern engineering and science that has brought you this new Chrysler.*

*- and CHRYSLER brings*



**FLOATING RIDE**

Этот плакат 1942 г.  
«Rosie the Riveter»  
(«Клепальщица  
Рози»)



Это классическое  
объявление 1942  
г. железной  
дороги  
New/Heaven Road  
апеллировало к  
чувству  
патриотизма для  
укрепления  
лояльности  
потребителей



Объявление Stetson 1943 г. напоминает патриотично настроенным американцам, что «болтун — находка для шпиона»

