



*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





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 never a crowd



NATIONAL BISCULET COMPANY



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 melted him  
with milk, he couldn't gain an ounce.  
In winter would begin nursing 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  
I 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 nutritive  
than milk, always doubling the food  
value of every glass your child drinks.  
It provides extra body-building pro-  
tein, carbohydrates and minerals. One  
ounce dissolved in hot, warm, or cold  
water forms food drink as part of every  
growing child's diet.

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

**Special treat offer**  
—small coupon

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 100% no cover cover of pack-  
ing and mailing. No wasteful strength  
for the whole family as well as 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*

When the boy was "held back" last year, his mother was a "held back" mother. The boy was a "held back" child. The mother was a "held back" mother. The boy was a "held back" child. The mother was a "held back" mother.

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### Why coffee harms children

The coffee which is sold in this country is made of coffee beans which are grown in the tropics. It is a very strong and bitter drink. It is not good for children.

Children who drink coffee are often sick and tired. They do not do well in school. They are often held back in school.

When a child is sick and tired, he cannot learn. He is held back in school. He is not a fair chance.

### Read this warning first!

Parents should be responsible for the health of their children. They should not let them drink coffee.

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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 rushed 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 collars 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-forward-oxid proof. Besides, it's cool. Besides, this creamy shade I chose is the newest 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.





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.
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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!
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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!
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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 <i>your hair.</i> Halo everybody, Halo. So Halo Shampoo, Halo!
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Мыло «Lifebuoy»

Диктор: Lifebuoy действительно останавливает... Звук сирены: Уининини... Иининини!	Announcer: Lifebuoy really stops... Foghorn Effect: Beeeeeeee... Ohhhhhh!
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Часы «Bulova»

Диктор: Время _____ часов, Время часов B-U-L-O-V-A, Bulova.	Announcer: The time is _____ o'clock, B-U-L-O-V-A, Bulova watch time.
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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! Chorus: Pabst Blue Ribbon Beer!
Третий Голос: Pabst Blue Ribbon! Хор: Пиво Pabst Blue Ribbon!	

Лезвия «Gillette»

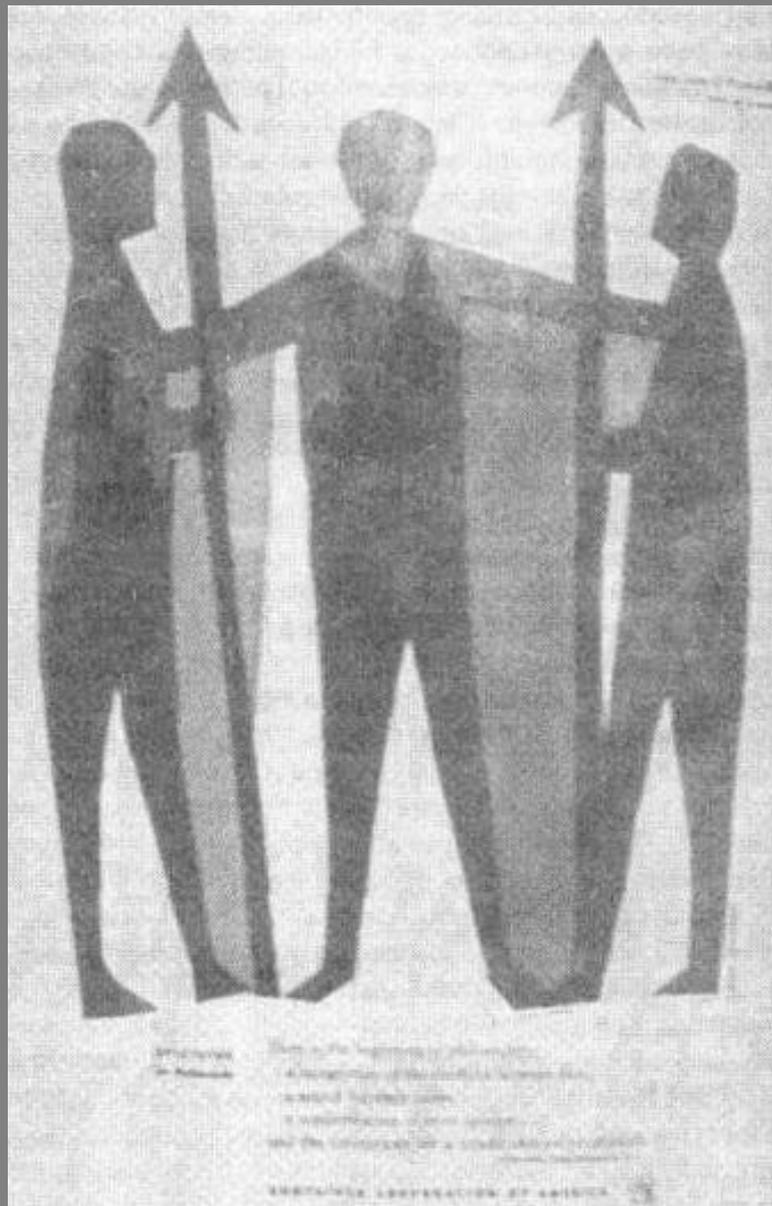
Диктор: Выгляди острым! Звук гонга Диктор: Почувствуй остроту! Звук гонга Диктор: Будь острым! Звук гонга Диктор: Используйте лезвия Gillette Blue Blades... с краями заточенными так остро, как только возможно.	Announcer: Look sharp! Sound: Prizefight bell. Announcer: Feel sharp! Sound: Prizefight bell.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



*Now look out of your window going at an angle you have never seen before. Notice the streamlined shape of the front end. From the simple front view, it is a perfect example of the beauty of the Chrysler design.*



*Whether it be an airplane or a car, the aerodynamic design has always been the key to success. The Chrysler designers have designed the new Chrysler Chrysler automobiles with this same aerodynamic design. In their design they follow the lines of the gracefully rounded nose and curved smoothly over the flowing curves of the body to the sloping, flowing rear. It is all of the air-diffusing aerodynamic design, head lamps, bumpers, have been rounded and the new Chrysler design through the car in perfect air flow.*

*It is the modern engineering and design that has brought you the Chrysler design.*

*A new era of transportation has arrived - one whose influence is revolutionizing transportation in every field, changing all previous and changing all the old-fashioned methods inherited from a time and longer ago. It is the era that is following all modern transportation to a better performance of their functions. It is because research has demonstrated the tremendous efficiency and economy of power of aerodynamically shaped vehicles in having wind resistance that just*

*inspired in producing the streamlined car over the highways. It is why you find the streamlined car of the 30's better and longer lived with more approximately half as fuel consumption, and systems of high service have been developed for road life longer than in other cars from a rounded head to a rounded tail is used to improve the efficiency of their construction.*

*- and CHRYSLER brings*

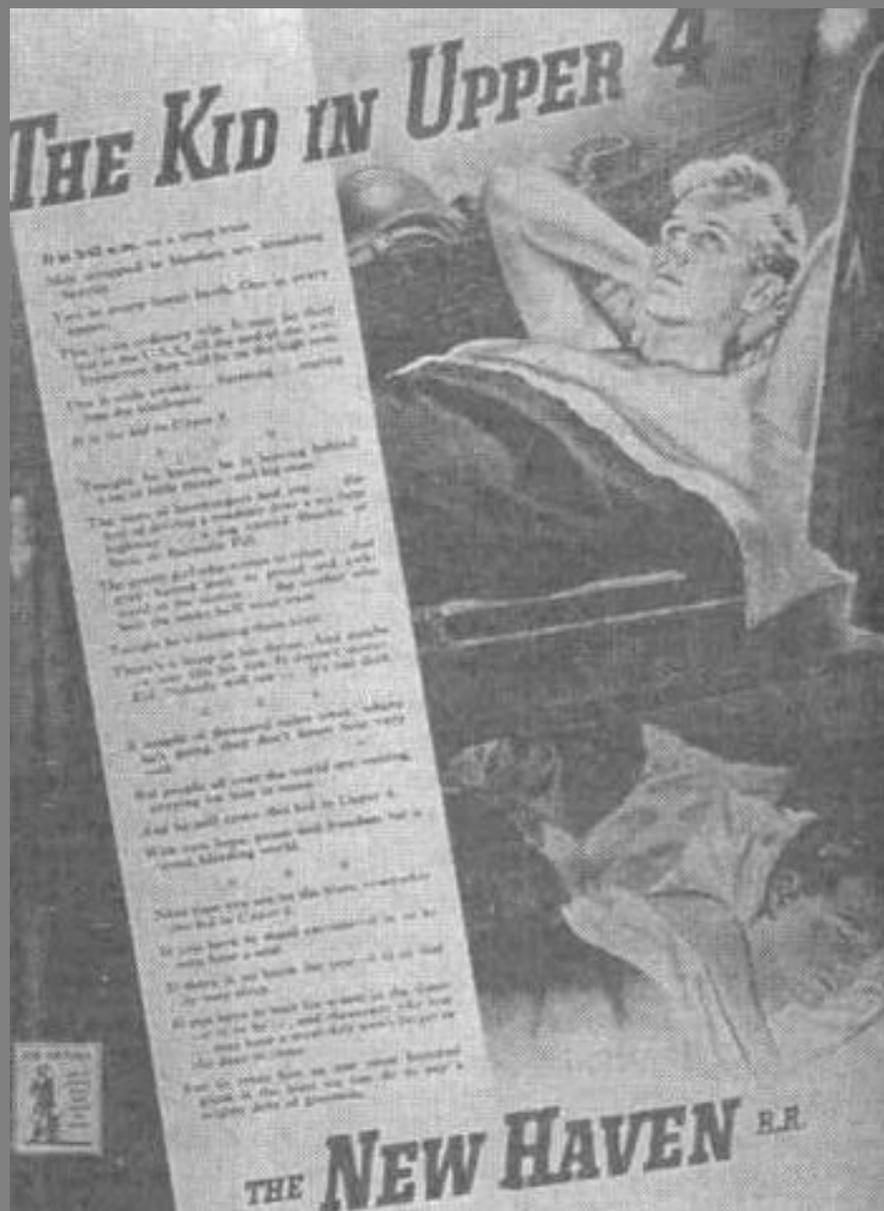


**FLOATING RIDE**

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»

Idle words make busy subs!

Keep it under your **STETSON**

WAR PRODUCTION CO. ORDINATING COMMITTEE