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Edited by Stephen O. Saxe

Old Time Advertising Cuts

Andrew C. Long



Old Time Advertising Cuts:

Nature's Perfect Food E. Melanie Dupuis, 2002-02 The story of how Americans came to drink milk For over a century America's nutrition authorities have heralded milk as nature's perfect food as indispensable and the most complete food These milk boosters have ranged from consumer activists to government nutritionists to the American Dairy Council and its ubiquitous milk moustache ads The image of milk as wholesome and body building has a long history but is it accurate Recently within the newest social movements around food milk has lost favor Vegan anti milk rhetoric portrays the dairy industry as cruel to animals and milk as bad for humans Recently books with titles like *Milk The Deadly Poison* and *Don't Drink Your Milk* have portrayed milk as toxic and unhealthy Controversies over genetically engineered cows and questions about antibiotic residue have also prompted consumers to question whether the milk they drink each day is truly good for them In *Nature's Perfect Food* Melanie Dupuis illuminates these questions by telling the story of how Americans came to drink milk We learn how cow's milk which was associated with bacteria and disease became a staple of the American diet Along the way we encounter 19th century evangelists who were convinced that cow's milk was the perfect food with divine properties brewers whose tainted cow feed poisoned the milk supply and informal wetnursing networks that were destroyed with the onset of urbanization and industrialization Informative and entertaining *Nature's Perfect Food* will be the standard work on the history of milk

Newspaper Advertising George Henry Edward Hawkins, 1914

How to Advertise a Retail Store, Including Mail Order Advertising and General Advertising Albert E. Edgar, 1913

McClure's Magazine, 1924

Magazine Advertising in Life during World War II Monica Brasted, 2018-03-01 Magazine Advertising in Life during World War II Patriotism through Service Thrift and Utility is a descriptive analysis that examines how the cultural values of service thrift and utility were framed in advertisements in Life magazine from 1942 to 1945 These cultural values were used by advertisers to create citizen consumers who practiced frugal consumption of advertised products and services to demonstrate their patriotism and fulfill their perceived civic duties Patriotism through service thrift and utility was not limited to citizen consumers but was also used in the advertisements to highlight the contributions of manufacturers to the total war effort The advertisements were able to support the war and reinforce the American way of life and its consumer culture by framing service thrift and utility in relation to patriotism and consumption Recommended for scholars of media studies cultural studies communication advertising history and women's studies

Advertising Fortnightly, 1930

Reading Arabia Andrew C. Long, 2014-02-21 Reading Arabia traces the evolving tradition of British Orientalism in the late nineteenth and early twentieth centuries examining the role of mass print culture in constructing the British public's perception of Arabia Long brings together close readings and ideological analyses of primary texts by Richard Burton Charles Doughty Robert Cunninghame Graham Marmaduke Pickthall and T E Lawrence along with pamphlets journalism and commentary silent films stage spectacles and travel literature Through these texts Long examines the fantasy

of the Orient and its constitutive function Building on the pioneering work of Edward Said Reading Arabia looks beyond foreign policy debates and issues of human rights to show how British Orientalism is rooted in words and phrases of a popular culture that shaped the way the public read and imagined the Arab world

The Advertising Handbook S. Roland Hall,1921 **Printers' Ink; the ... Magazine of Advertising, Management and Sales** ,1891 **American Lumberman** ,1906 The Keystone ,1918 *Associated Advertising* ,1921 The Advertising News ,1918 Editor & Publisher ,1913

Marketing/communications ,1898 **The Publishers Weekly** ,1921 **Phillips' Old Fashioned Type Book** Frederic Nelson Phillips, Inc,1945 Printers' Ink ,1921 *The Northwestern Druggist* ,1923 **The Clothier and Furnisher** ,1917

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