

POISONS, POTIONS and PROFITS

THE ANTIDOTE TO
RADIO ADVERTISING

BY PETER MORELL

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New York, 1937

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Poisons Potions Profits

Michele Hilmes, Jason Loviglio



Poisons Potions Profits:

Poisons, Potions and Profits Peter Morell, 1937 *Radio Reader* Michele Hilmes, Jason Loviglio, 2002 First Published in 2002 Routledge is an imprint of Taylor Francis an informa company Radio Active Kathleen M. Newman, 2004-05-17 Radio Active tells the story of how radio listeners at the American mid century were active in their listening practices While cultural historians have seen this period as one of failed reform focusing on the failure of activists to win significant changes for commercial radio Kathy M Newman argues that the 1930s witnessed the emergence of a symbiotic relationship between advertising and activism Advertising helped to kindle the consumer activism of union members affiliated with the CIO middle class club women and working class housewives Once provoked these activists became determined to influence and in some cases eliminate radio advertising As one example of how radio consumption was an active rather than a passive process Newman cites The Hucksters Frederick Wakeman s 1946 radio spoof that skewered eccentric sponsors neurotic account executives and grating radio jingles The book sold over 700 000 copies in its first six months and convinced broadcast executives that Americans were unhappy with radio advertising The Hucksters left its mark on the radio age showing that radio could inspire collective action and not just passive conformity *Domestic Commerce* United States. Bureau of Foreign and Domestic Commerce, 1937 *Interagency Coordination in Drug Research and Regulation* United States. Congress. Senate. Committee on Government Operations, 1963 **How McGruff and the Crying Indian Changed America** Wendy Melillo, 2023-08-08 Pulitzer Prize nominated journalist Wendy Melillo authors the first book to explore the history of the Ad Council and the campaigns that brought public service announcements to the nation through the mass media How McGruff and the Crying Indian Changed America A History of Iconic Ad Council Campaigns details how public service advertising campaigns became part of our national conversation and changed us as a society The Ad Council began during World War II as a propaganda arm of President Roosevelt s administration to preserve its business interests Happily for the ad industry it was a double play the government got top notch work the industry got an insider relationship that proved useful when warding off regulation From Rosie the Riveter to Smokey Bear to McGruff the Crime Dog How McGruff and the Crying Indian Changed America explores the issues and campaigns that have been paramount to the nation s collective memory and looks at challenges facing public service campaigns in the current media environment Consuming Modernity Cheryl Krasnick Warsh, Dan Malleck, 2013-08-23 Positioning consumer culture in Canada within a wider international context Consuming Modernity explores the roots of modern Western mass culture between 1919 and 1945 when the female worker student and homemaker relied on new products to raise their standards of living and separate themselves from oppressive traditional attitudes Mass produced consumer products promised to free up women to pursue other interests shaped by marketing campaigns advertisements films and radio shows Concerns over fashion personal hygiene body image and health reflected these new expectations This volume is a fascinating look at how the forces of

consumerism defined and redefined a generation

Shopping for Change Louis Hyman, Joseph Tohill, 2017-06-15

Consuming with a conscience is one of the fastest growing forms of political participation worldwide Every day we make decisions about how to spend our money and for the socially conscious these decisions matter Political consumers buy green for the environment or they buy pink to combat breast cancer They boycott Taco Bell to support migrant workers or Burger King to save the rainforest But can we overcome the limitations of consumer identity the conservative pull of consumer choice co optation by corporate marketers and other pitfalls of consumer activism in order to marshal the possibilities of consumer power Can we quite literally shop for change Shopping for Change brings together the historical and contemporary perspectives of academics and activists to show readers what has been possible for consumer activists in the past and what might be possible for today s consumer activists Contributors Kyle Asquith University of Windsor Dawson Barrett Del Mar College Lawrence Black University of York Madeline Brambilla Northeastern University Joshua Carreiro Springfield Technical Community College Springfield MA H Louise Davis Miami University Jeffrey Demsky San Bernardino Valley College Tracey Deutsch University of Minnesota Twin Cities Mara Einstein Queens College CUNY Bart Elmore University of Alabama Sarah Elvins University of Manitoba Daniel Faber Northeastern University Julie Guard University of Manitoba Louis Hyman ILR School Cornell University Meredith Katz Virginia Commonwealth University Randall Kaufman Miami Dade College Homestead Campus Larry Kirsh IMR Health Economics Portland OR Katrina Lacher University of Central Oklahoma Bettina Liverant University of Calgary Amy Lubitow Portland State University Robert N Mayer University of Utah Michelle McDonald Stockton University Wendy Wiedenhoft Murphy John Carroll University Mark W Robbins Del Mar College Jessica Stewart Cornell University Joseph Tohill York University and Ryerson University Allison Ward Queen s University and McMaster University Philip Wight Brandeis University Interagency Coordination in Drug Research and Regulations

United States. Congress. Senate. Government Operations, 1962

Food and Drug Legislation in the New Deal Charles

O. Jackson, 2015-03-08 In June 1938 Franklin D Roosevelt signed into law a new Food Drug and Cosmetic Act the first major legislation regulating these industries since the 1906 Wiley law Eliminating many serious and long standing abuses in production labeling and advertising the 1938 Act was in the words of David L Cowen a milestone in federal interest in consumer protection Despite its importance to the American public however its passage was effected only after a long complex battle between conflicting interest groups This volume is a study in depth of that five year struggle fully documented by records correspondence and publications as well as a social history of the period The author analyzes the inadequacy of the 1906 law the roles of Franklin Roosevelt Henry Wallace and Rexford Tugwell the American Medical Association drug associations and consumers and women s groups Originally published in 1970 The Princeton Legacy Library uses the latest print on demand technology to again make available previously out of print books from the distinguished backlist of Princeton University Press These editions preserve the original texts of these important books while presenting them in

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