

Selling Themselves

© THE EMERGENCE OF © CANADIAN ADVERTISING

Russell Johnston

It was the advertising agents who emerged as the reader's key intermediaries. Agents sought out retailers and manufacturers who were not advertising, and attempted to bring them into the fold. Many such businessmen believed that advertising was money poorly invested. Their returns were difficult to know. Agents eager to turn reluctant prospects into satisfied clients were compelled to justify the expense, and in so doing they began to change the practice of advertising itself . . . Effective advertising had to report the news about the product for sale. Certainly, this had been the traditional role of advertising. As late as 1900 ads still appeared which merely reported that a certain retailer had new goods in stock, or that a manufacturer had created a new product which the reader might find useful . . .

[However] advertising was [also] "salesmanship in print." A copywriter had to do more than simply describe the goods for sale or make claims about their value. The copywriter had to re-create in solid type the sense of friendly persuasion that a salesman might use in a personal encounter.



Selling Themselves The Emergence Of Canadian Advertising

**Tracy Penny Light, Barbara
Brookes, Wendy Mitchinson**



Selling Themselves The Emergence Of Canadian Advertising:

Communicating in Canada's Past Gene Allen, Daniel J. Robinson, 2009-01-01 The first collection of its kind this volume assembles both well established and up and coming scholars to address sizable gaps in the literature on media history in Canada

Selling Themselves Russell Johnston, 2012-02-01 From its origins in the Victorian era as a marginal and somewhat shady enterprise the advertising trade in Canada changed radically after the turn of the century rising quickly to a position of influence and respectability In this book Russell Johnston tells the story of the people who made it so Johnston's setting is the dynamic intersection of business and culture during the early decades of the twentieth century During this period he argues magazines and newspapers grew increasingly dependent on sales of advertising space and this precipitated a widespread restructuring of the publishing industry Ultimately this affected the range and content of Canadian periodicals setting the parameters for a newly invigorated though still fragile Canadian magazine industry Johnston charts this process by exploring the lives goals and ideas of a new breed of solicitor the ad agent and shows how agencies began to draw on the disciplines of psychology and economics to promote their products thus initiating the modern market research industry The only thorough analysis of the forces shaping advertising in Canada prior to 1930 this study documents the emergence in Canada of a key component of the modern culture of consumption

Now Playing Paul S. Moore, 2008-04-17 Winner of the 2009 Gertrude J Robinson Book Prize presented by the Canadian Communication Association Using Toronto as a case study and focusing on a period from the opening of the first theaters showcasing moving pictures in 1906 to the end of World War I *Now Playing* locates the origins of our present day mass audience in the culture of cities Paul S Moore examines the emergence of everyday moviegoing and its regulation through neglected details like fire safety newspaper ads serial films and amusement taxes connecting them to more familiar themes of studio ownership of theaters censorship and journalism In Toronto a foreign city inside the American mass market patriotism ultimately comes to the fore as civic forms of showmanship turn the simple act of going to the movies into a form of citizenship

Placing Memory and Remembering Place in Canada James Opp, John C. Walsh, 2010-11-01 *Placing Memory and Remembering Place in Canada* maps a fascinating terrain in memory studies by shifting the focus from nation and empire to local places that sit at the intersection of memory making and identity formation main streets city squares village museums internment camps industrial wastelands and the rural landscape While offering a unique perspective on the politics of place and memory across differing chronologies and geographies the first part of the book Commemorations traces how local expressions of memory such as celebrations museums statues postcards and plaques have contributed to a sense of place and belonging in twentieth century Canada The second part Inscriptions in turn explores how ordinary Canadians have embedded their memories of place in oral stories photographs and the landscape itself With its focus on the materiality of image text and artefact these essays argue for an understanding of place as imagined made claimed fought for and defended always in a state of becoming

From Old

Quebec to La Belle Province Nicole Neatby, 2018-11-30 Tourism promoters strive to brand their destinations in anticipation of what they think travellers hope to experience In turn travel writers react in part to destinations in line with their expectations While several scholars have documented such patterns elsewhere these have remained understudied in the case of Quebec despite the frequency with which the province was branded and rebranded and its status as a major North American travel destination in the decades leading up to Expo 67 The first comprehensive history of Quebec tourism promotion and travel writing *From Old Quebec to La Belle Province* details changing marketing strategies and shows how these efforts consistently mirrored and strengthened French Quebec's evolving national identity Nicole Neatby also takes into account the contentious role of English speaking promoters in Montreal belying the view that Quebec was unvaryingly represented and appreciated for being old Taking a comparative approach Neatby draws on books and a wide array of newspapers popular and specialized magazines and written and visual sources from outside the tourist genre to reveal how the distinct national and cultural identities of English Canadians Americans and French Quebecers profoundly shaped their expectations and reactions to the province *From Old Quebec to La Belle Province* traces and explains shifting promotional priorities for tourism and travel writers varying reactions over the course of four decades and how these attitudes

harmonized with evolving national identities **J.W. McConnell** William Fong, 2008-10-24 J W McConnell 1877 1963 born to a poor farming family in Ontario became one of the wealthiest and most powerful businessmen of his generation in Canada and internationally Early in his career McConnell established the Montreal office of the Standard Chemical Company and began selling bonds and shares in both North America and Europe establishing relationships that would lead to his enormous financial success He was involved in numerous businesses from tramways to ladies fashion to mining and served on the boards of several corporations For nearly fifty years he was president of St Laurence Sugar and late in life he became the owner and publisher of the Montreal Star McConnell was an indefatigable and formidable fundraiser for the YMCA the war effort of 1914 18 hospitals and McGill University where he served as governor for almost three decades In 1937 he established what would become The J W McConnell Family Foundation the first major foundation in Canada and still one of the best endowed J W McConnell was a principled and brilliant visionary with a strong work ethic and a deep commitment to the public good a Rockefellerian figure in both big business and high society who quietly became one of the greatest philanthropists of his time His life story told in uncompromising detail by William Fong is a study of raising spending and giving away money on the grandest scale *The Dominion of Youth* Cynthia Comacchio, 2008-10-08 Adolescence like

childhood is more than a biologically defined life stage it is also a sociohistorical construction The meaning and experience of adolescence are reformulated according to societal needs evolving scientific precepts and national aspirations relative to historic conditions Although adolescence was by no means a discovery of the early twentieth century it did assume an identifiably modern form during the years between the Great War and 1950 *The Dominion of Youth* Adolescence and the

Making of Modern Canada 1920 to 1950 captures what it meant for young Canadians to inhabit this liminal stage of life within the context of a young nation caught up in the self formation and historic transformation that would make modern Canada. Because the young at this time were seen paradoxically as both the hope of the nation and the source of its possible degeneration, new policies and institutions were developed to deal with the problem of youth. This history considers how young Canadians made the transition to adulthood during a period that was developmental both for youth and for a nation also working toward individuation. During the years considered here, those who occupied this dominion of youth would see their experiences more clearly demarcated by generation and culture than ever before. With this book, Cynthia Comacchio offers the first detailed study of adolescence in early twentieth century Canada and demonstrates how young Canadians of the period became the nation's first modern teenagers.

The Modern Girl Jane Nicholas, 2015-03-27. With her short skirt, bobbed hair, and penchant for smoking, drinking, dancing, and jazz, the Modern Girl was a fixture of 1920s Canadian consumer culture. She appeared in art, film, fashion, and advertising, as well as on the streets of towns from coast to coast. In *The Modern Girl*, Jane Nicholas argues that this feminine image was central to the creation of what it meant to be modern and female in Canada. Using a wide range of visual and textual evidence, Nicholas illuminates both the frequent public debates about female appearance and the realities of feminine self-presentation. She argues that women played an active and thoughtful role in their embrace of modern consumer culture, even when it was at the risk of serious social, economic, and cultural penalties. The first book to fully examine the Modern Girl's place in Canadian culture, *The Modern Girl* will be essential reading for all those interested in the history of gender, sexuality, and the body in the modern world.

Marketing Theory Michael J. Baker, Michael Saren, 2016-05-16. *Marketing Theory* introduces and explains the role of theory in marketing by uncovering its histories, disciplinary underpinnings, subfields, discourses, and debates. From strategy and ethics to digital marketing and consumer behaviour, leading marketing experts shine a light on what can be a challenging perspective of marketing. In this new Third Edition, there are up-to-date examples from global companies such as Pepsi, Amazon, and H&M, entirely new chapters on Digital and Social Media Marketing and Service-Dominant Logic (SD-L), and contributions from Global Specialists including Bob Lusch, Patrick Murphy, and Susan Hart. Ideal for upper-level undergraduate and postgraduate marketing students studying marketing theory, critical marketing, and the history of marketing modules.

Settling and Unsettling Memories Nicole Neatby, Peter Hodgins, 2012-01-01. *Settling and Unsettling Memories* analyses the ways in which Canadians over the past century have narrated the story of their past in books, films, works of art, commemorative ceremonies, and online. This cohesive collection introduces readers to overarching themes of Canadian memory studies and brings them up to date on the latest advances in the field. With increasing debates surrounding how societies should publicly commemorate events and people, *Settling and Unsettling Memories* helps readers appreciate the challenges inherent in presenting the past. Prominent and emerging scholars explore the ways in which Canadian memory has been put into action across a variety of communities.

regions and time periods Through high quality essays touching on the central questions of historical consciousness and collective memory this collection makes a significant contribution to a rapidly growing field Beyond Bylines Barbara M. Freeman,2012-08-01 Beyond Bylines Media Workers and Women s Rights in Canada explores the ways in which several of Canada s women journalists broadcasters and other media workers reached well beyond the glory of their personal bylines to advocate for the most controversial women s rights of their eras To do so some of them adopted conventional feminine identities while others refused to conform altogether openly and defiantly challenging the gender expectations of their day The book consists of a series of case studies of the women in question as they grappled with the concerns close to their hearts higher education for women healthy dress reforms the vote equal opportunities at work abortion lesbianism and Aboriginal women s rights Their media reflected their respective eras intellectual magazines daily and weekly newspapers radio feminist public relations alternative women s periodicals and documentary film made for television Barbara Freeman takes an interdisciplinary approach combining biography history and communication studies to demonstrate how their use of different media both enabled and limited these women in their ability to be daring advocates for gender equality She shows how a number of these women were linked through the generations by their memberships in activist women s organizations

Revivalists Kevin Bradley Kee,2006 How prominent Canadian revivalists used commerce and entertainment to advance their Christian causes Revivalists Kevin Kee,2006-06-26 The history of religious change has been largely devoted to study of the churches Revivalists focuses on evangelists singling out several significant entrepreneurs Hugh Crossley and John Hunter active from 1880 to 1910 Oswald J Smith who built his independent Toronto church into a popular evangelistic emporium Frank Buchman and the Oxford Group who appealed to the upper classes in the 1930s and Charles Templeton who enjoyed two careers as a revivalist Kee shows that by adjusting their methods to the cultural forms of the day these evangelists contributed to the vitality of Canadian Protestantism **The Woman's Page** Janice Fiamengo,2008-09-15 In the late nineteenth and early twentieth centuries journalism politics and social advocacy were largely male preserves Six women however did manage to come to prominence through their writing and public performance Agnes Maule Machar Sara Jeannette Duncan E Pauline Johnson Kathleen Blake Coleman Flora MacDonald Denison and Nellie L McClung The Woman's Page is a detailed study of these six women and their respective works Focusing on the diverse sources of their rhetorical power Janice Fiamengo assesses how popular poetry journalism essays and public speeches enabled these women to play major roles in the central debates of their day A few of their names particularly those of McClung and Johnson are still well known today although studies of their writings and speeches are limited Others are almost entirely unknown an unfortunate fact given the wit intelligence and passion of their writing and self presentation Seeking to return their words to public attention The Woman's Page demonstrates how these women influenced readers and listeners regarding their society s most controversial issues 2001 Massimo Mastrogregori,2011-08-02 Annually published since 1930 the International

bibliography of Historical Sciences IBOHS is an international bibliography of the most important historical monographs and periodical articles published throughout the world which deal with history from the earliest to the most recent times The works are arranged systematically according to period region or historical discipline and within this classification alphabetically The bibliography contains a geographical index and indexes of persons and authors *The Mass Media in Canada* Mary Vipond, 2011-03-25 Canada has one of the most advanced mass media systems in the world which allows Canadians more access to American culture via television the movies and the Internet than ever before At the same time governments support the production and distribution of Canadian content to Canadians In this fully updated fourth edition Mary Vipond traces the rise of the traditional mass media in Canada explores the new media and discusses the influence of old mass media on new media Clearly written and persuasively argued *The Mass Media in Canada* demonstrates the huge challenges government face today in trying to influence media content and considers the troubling questions of who decides what we read watch and hear **Bodily Subjects** Tracy Penny Light, Barbara Brookes, Wendy Mitchinson, 2014-12-01 From the nineteenth century British Poor Laws to an early twentieth century Aboriginal reserve in Queensland Australia to AIDS activists on the streets of Toronto in the 1990s *Bodily Subjects* explores the historical entanglement between gender and health to expose how ideas of health a concept whose meanings we too often assume to understand are embedded in assumptions about femininity and masculinity These essays expand the conversation on health and gender by examining their intersection in different geo political contexts and times Constantly measured through ideals and judged by those in authority healthy development has been construed differently for teenage girls adult men and women postpartum mothers and those seeking cosmetic surgery Over time meanings of health have expanded from an able body signifying health in the nineteenth century to concepts of well being a psychological and moral interpretation which has dominated health discourse in Western countries since the late twentieth century Through examinations of particular times and places across two centuries and three continents *Bodily Subjects* highlights the ways in which the body is both subjectively experienced and becomes a subject of inquiry Contributors include Barbara Brookes University of Otago Brigitte Fuchs University of Vienna Catherine Gidney St Thomas University Mona Gleason University of British Columbia Natalie Gravelle York University Rebecca Godderis Wilfrid Laurier University Antje Kampf Humboldt University of Berlin Marjorie Levine Clark University Colorado Denver Wendy Mitchinson University of Waterloo Meg Parsons University of Auckland Tracy Penny Light University of Waterloo Patricia A Reeve Suffolk University Anika Stafford Simon Fraser University and Thomas Wendelboe University of Waterloo *Covering Niagara* Joan Nicks, Barry Keith Grant, 2010-07-03 *Covering Niagara Studies in Local Popular Culture* closely examines some of the myriad forms of popular culture in the Niagara region of Canada Essays consider common assumptions and definitions of what popular culture is and seek to determine whether broad theories of popular culture can explain or make sense of localized instances of popular culture and the cultural experiences of people in their daily lives

Among the many topics covered are local bicycle parades and war memorials cooking and wine culture radio and movie going music stores and music scenes tourist sites and blackface minstrel shows The authors approach their subjects from a variety of critical and historical perspectives and employ a range of methodologies that includes cultural studies textual analysis archival research and participant interviews Altogether Covering Niagara provides a richly diverse mapping of the popular culture of a particular area of Canada and demonstrates the complexities of everyday culture **Canadian Content** Ryan Edwardson, 2008-05-24 A nation is given shape in large part through the cultural activities of its builders Historically nationalists have turned to the arts and media to articulate and institute a sense of unique national identity This was certainly true of Canada in the twentieth century Canadian Content explores ways in which nationhood was defined and pursued through cultural means in Canada throughout the last century As a framework for the study Ryan Edwardson distinguishes between three phases of Canadianization support for the arts and cultured mass media during the colony to nation transition the new nationalist empowerment of multi brow culture and the call for state intervention in the mid 1960s and 1970s and the cultural industrialism initiated by the federal government under Pierre Trudeau in 1968 Examining each phase in its turn Canadian Content looks at Canada as an ongoing postcolonial process of not one but a series of radically different nationhoods each with its own valued but tentative set of cultural criteria for orchestrating and implementing a Canadian national experience Considering the relationship between culture and national identity this study offers an idea of what it means to be Canadian and suggests just how adaptable problematic and ongoing the pursuit of nationhood can be

Canada's Entrepreneurs Andrew Ross, Andrew Smith, 2011-11-23 Molson Redpath Desjardins Labatt Massey Eaton These names are as much a part of our national identity as our hockey teams and our literature but few of us know much about the people behind them the individuals who have energized this country's economic life for over four centuries and whose entrepreneurialism has shaped the face of Canadian business as we know it This captivating collection of biographies profiles Canada's most prominent and innovative business people from the early 1600s through the first quarter of the twentieth century Beginning with an accessible overview of the rise of entrepreneurialism in Canada it features portraits of 61 individuals organized thematically Here readers will meet a variety of seminal characters the merchants of the first trading posts and the commercial empire of the St Lawrence the industrialists of the Maritimes Central Canada and the West the railway builders and urban developers and everyone in between Bringing to the fore new Dictionary of Canadian Biography research on the rise of Canadian entrepreneurialism one of the least explored yet most important themes in our history this book showcases Canada's long running tradition of business innovation and growth

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web based on the dc comics supervillain of the same name he is depicted as a psychopathic criminal mastermind with a warped sadistic sense of humor who defines himself by his conflict with the vigilante batman in the film the joker tests how far batman will go to save gotham city from descending into chaos

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