

**Advertising of Household
Appliances through Various
Media, Concentrating Largely
on Women's Magazines**

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TITLE:-

"ADVERTISING OF HOUSEHOLD APPLIANCES THROUGH VARIOUS
MEDIA, CONCENTRATING LARGELY ON WOMEN'S MAGAZINES".

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INTRODUCTION

Household appliances are advertised through many different mediums, television, radio, newspapers, magazines, brochures and exhibitions. There are many good reasons for advertising. It communicates information to potential consumers, it stabilizes production and the economy, increases the range and variety of products and keeps prices down.

The earliest advertisements appeared in newspapers and magazines. Today a manufacturer wishing to advertise a household appliance would assess the market which he is aiming for and the campaign would usually entail an introductory run of advertisements through television and/or radio followed by a more lengthy campaign in magazines, newspapers and other such periodicals.

I have chosen to concentrate on advertising through the medium of Women's Magazines, as many agencies feel that Women's Magazines offer the right medium for the sale of such appliances. They convey more credibility than flash commercials on television or radio. There is an image of comfort, relaxation and privacy about Women's Magazines, they are picked up, read and re-read, browsed through and often passed on to friends, thus they are viewed at a higher frequency than most other mediums. The audience for Women's Magazines is enormous being read by 16 million women in the U.K., alone everyweek, furthermore, targeting of the consumer is quite effective through the choice of various magazines.

The earliest Woman's Magazine published was Woman's Home Journal in 1883, with the majority of current magazines being first published between the years of 1910 to 1930. Thus research into the history of advertising of domestic appliances was possible with direct reference to the actual magazines.

In this essay I shall trace the development of advertising in the field of household appliances from the period of 1910 in chronological order through to the present day.

Since the introduction of household appliances as we know them, it has become obvious that the more abundant products become, and the more removed they become from basic social and physical needs, the more open the consumer becomes to appeals which are psychological grounded. We are induced to buy products through fantasy situations rather

than through rational argument. Thus over the years, we have become more and more engrossed in the fantasies and less concerned with the communication of essential information about the product on the surface level of the advert, but more importantly about social values and our true needs on a deeper and more widespread level.

CHAPTER ONE:-

EARLY HISTORY

Advertising has been with us for centuries. It has not, however, always been as organized as it is today. Advertising has evolved into a more complex form of communication, appearing to be unnoticed, unintentional and innocuous, but nonetheless impinging itself on almost every aspect of our lives. Product promoters study and survey potential consumers and then target them using their personalities, weaknesses and idiosyncrasies to form an acceptable package thereby creating the desire to purchase the advertised product.

The invention of the first printing press in 1440 heralded the dawn of advertising as a form of mass communication, progressing through the centuries on to the advent of the first newspapers in 1830 - (ie., Pennypapers). However the necessity to advertise on a larger scale than before arose at the end of the 18th and the beginning of the 19th Century. The Industrial Revolution provided the real ingredients of the modern sales and marketing operation. First mass production, then mass distribution, thirdly mass communication. The first Advertising Agency to open was the American Firm Volney Palmer, in 1841, and the modern advertising agency operates in essence similarly to that which was first put into practice.

The success of Capitalism has always depended on its capacity to innovate and sell new products. The many societies in which Capitalism has taken hold, have expressed resistance for social, religious or cultural reasons to the newness of things, as people are in general adverse to change and reluctant to try anything new. Design through the medium of advertising has helped remove peoples opposition to progress and change. The 19th Century was a period of immense progress and both design and advertising were used to break down the barriers which new products encountered during the period.

While the 19th Century viewed the home as the stronghold of beauty and spiritual virtue, it was replaced in the 20th Century by the idea that the homes main function was as a source of concern for the health and welfare of its occupants. During this period kitchens began to receive far more attention then before revealing changes in the underlying social values of the time. These changes were symptoms both of new social realities which emerged with the 20th Century, such as the growth of the middle class

without servants, but they were also an indication of the new idea of what constituted a home. The home became a sanctuary from the workplace and the pressures of the outside world. Furthermore changes in health and hygiene and a pre-occupation with cleanliness became apparent due perhaps to the evolution of medical science. Whatever the cause one of the results of this change in ideology was probably the introduction of domestic appliances geared towards increasing the standards of cleanliness in the home, for example, fridges, washing machines, etc.

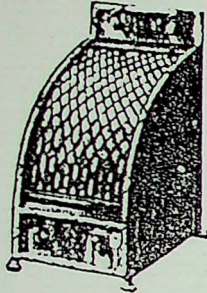
Advertising of household appliances did not feature to any great extent until the introduction of electricity in the home. This began from the end of the 19th Century in America and about 1905, in Britain. Anticipating a rapid growth in domestic consumption a number of entrepreneurs began to make electrical appliances during the years before 1914, and by then a enormous variety of these products were available to anyone who could afford them. They were largely hand made individually and thus were very expensive. Indeed almost every appliance known to us today, could be obtained in 1914, not only electric cookers and heaters but also kettles, toasters, dishwashers, washing machines, vacuum cleaners, mixers, potatoe peelers and knife grinders. Fuel costs were also very high and as a result, on the whole demand was very low. In the earlier years of the century many of the larger appliances were made to order. Advertisements from around this time often depict the appliances being operated by servants (see Fig. 2) which implies they were mainly purchased by the upper middle classes.

In these earlier days of advertising there appears to be little emotive content in the advertisements. There were very often purely descriptive of the product, its functions and its price. Few advertisers had yet begun to appreciate the advantages of selling the benefit instead of the product. Most of these advertisements retained the quality of announcements. The anticipated growth in consumption did not begin to happen immediately but while the electrical house looked feasible at this stage, the actual proportion of households using electricity were too small to warrant large scale production.

World War One was a prosperous time for the electrical industry since it was called upon to supply power to many of the wartime industries. However with the return to peacetime increasing demand for domestic electricity became the priority. The electrical industry did its utmost through advertising, exhibitions and show houses to convince the public that electricity was indeed the fuel of the future. Recurrent

"Magnet"

Electric Heating and Cooking Appliances.

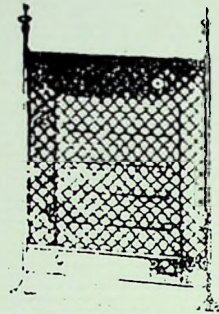


"Magnet"
Electric Fire.
Panel Type
H1910 77/6

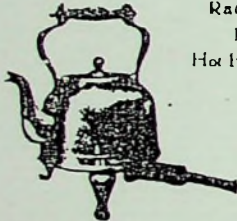
CAREFUL attention to even the most minute details in design and manufacture has resulted in the "Magnet" System being universally recognised as the "best of all" Electric Heating and Cooking Apparatus.
All "Magnet" Kettles, Irons, etc., are fitted with easily replaceable heating elements.



Radiator and Hot Plate.
H2160 110/-
Hot Plate detachable and provided with a separate switch.



"Magnet"
Electric Fire.
Rod Type
H1950 80

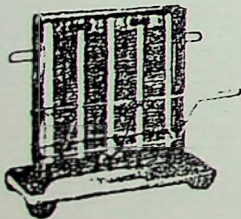


"Magnet" Electric Kettle.
Useful alike in Drawing Room or Kitchen.
H5308 2-pint ... 21/- (Polished Copper).
H5309 3-pint ... 27/- (Polished Copper).
Can also be supplied Nickel-Plated.



"Magnet" Domestic Iron.
H5840 4 lbs. ... 12/6
H5842 6 lbs. ... 15/-

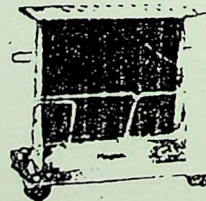
If supplied complete with three yards flexible Cord and Adaptor, 1/- each extra on above prices.



"Magnet"
Electric Toaster.
Makes perfect brown toast on your table.
H5600 Nickel-Plated 15/-



"Magnet" Milk Sterilizer.
H5500 1-pint ... 27/6
Of polished copper, electrically fitted exterior, and best china inner container.

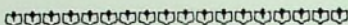


"Magnet"
Electric Toaster.
H5602 Nickel-Plated 21/-

Fig. 1. Advertisement for Magnet Electrical Appliances, 1914.
This shows the very extensive range of small Electrical appliances already available by that time.

Revolution in House Cleaning.

THE 1914 SURPRISE.



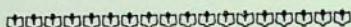
Since the body of this book went to press, we have introduced two new Models of Electric Suction Cleaners, the

"ECONO"

and the

"CLEVELAND,"

that form the last word in domestic home cleaning.



ECONO Electric Vacuum Cleaner.

The **"ECONO"** Model has been designed to meet the requirements of those who desire a smaller, lighter and cheaper machine than our famous **"SANTO,"** which it resembles in appearance.

Only 17 in. high and 11 in. in diameter,
weighs only 2½ lbs.

UNIVERSAL MOTOR.
AUTOMATIC LUBRICATION.
METAL SUCTION HOSE.

Guaranteed for Twelve Months

Price Complete with Accessories.
£15 15s.

The **"CLEVELAND"** Model is the
Lightest, Cheapest and Simplest electric
Vacuum Cleaner on the Market.

It is really the essence of a Hand Cleaner.

Every part standardised and
strongly replaceable.

Guaranteed for Twelve Months

Price **£6 15s.**

Complete set of Accessories **36s. extra.**



"CLEVELAND"
Electric Vacuum Cleaner.

Fig. 2. Advertisement for Portable Electric Vacuum Cleaners 1914. Advertisement depicts cleaner being used by Servant. Price of cleaner enabled only the upper middle classes to purchase.

themes in its advertising campaigns were those of cleanliness, efficiency, modernity, and its liberating effects when the problems of overcoming superstitions about electricity was at its greatest. Fear of electricity in these early days was not as trivial as it might appear, many people were afraid to use electrical appliances and this was a major obstacle to be overcome. Since these fears were partially irrational no amount of reason could entirely overcome them. A more effective approach was therefore to try replacing the then popular idea of electricity as a dark, sinister and lethal force by a more positive image of it as a miraculous source of energy that would take away all the troubles of the world.

The advertising image which the electricity industry built up for itself and its appliances (since only through use of its appliances could it promote its benefits) was an image which was far reaching from the reality. Its claim that electricity was the only modern form of energy and that it could bring relief from the burden of monotonous domestic drudgery were not altogether true. Prices were still too high as were fuel costs to entice potential customers to make purchases. So, for their part, the appliance manufacturers had no great incentive during the 1920's to improve their designs. Far from living up to the vision of modernity, the majority of appliances on the market in the 1920's looked awkwardly functional and clumsy. The appliances themselves were distinctly old fashioned and cumbersome compared with the futurism projected by the Electricity Development Association (EDA) in an advertisement published in 1930 (see fig. 5).

As the prices began to fall in the 1920's appliance manufacturers foresaw the prospect of a mass market as more and more people, despite the effects of the depression, were able to buy the, by now cheaper products. The manufacturers began to realize that the use of modern imagery in advertising was not in itself sufficient to sell the products. The products themselves had to correspond to the media's depiction of them. Manufacturers became increasingly aware of the importance of the appearance of their appliances and began to discover the commercial value in using modern imagery which corresponded with the advertisement, to attract customers. Moreover the link between advertisers and manufacturers was being established or more correctly the link between design and advertising.

Fig. 3. An attempt by the E.D.A. to illustrate the great power of Electricity.



**NO
LONGER**
*tied down
by
housework*



Fig. 4. One of the gifts of electricity was the relief it gave from the toil of housework, through the use of electrical appliances. This advert suggests the electricity will take care of it while you go off to play golf.



Spring-clean with
ELECTRICITY

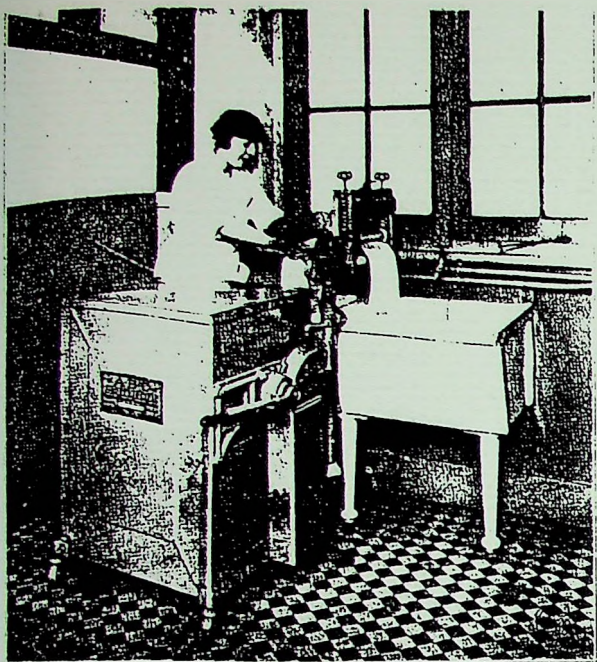


Fig. 7. Early domestic appliances were generally expected to be used by Servants and resembled industrial Plant.

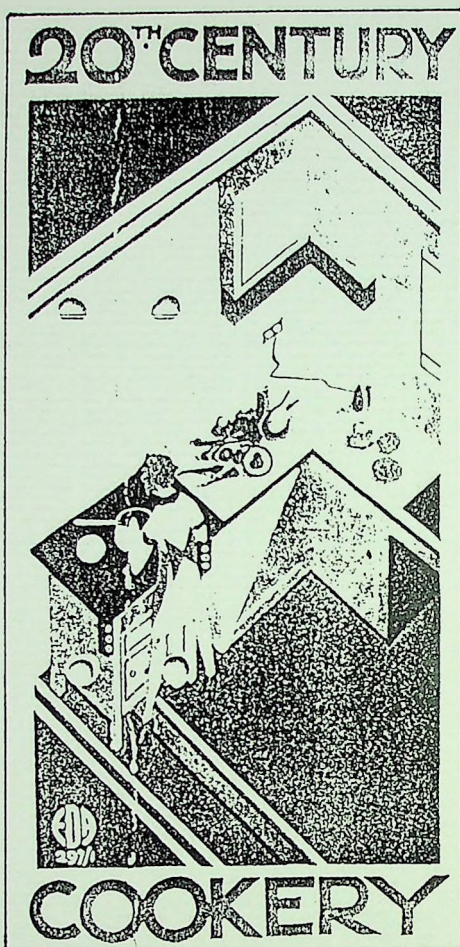


Fig. 5. The image of modernity and futurism projected by the E.D.A contrasted strongly with the reality.

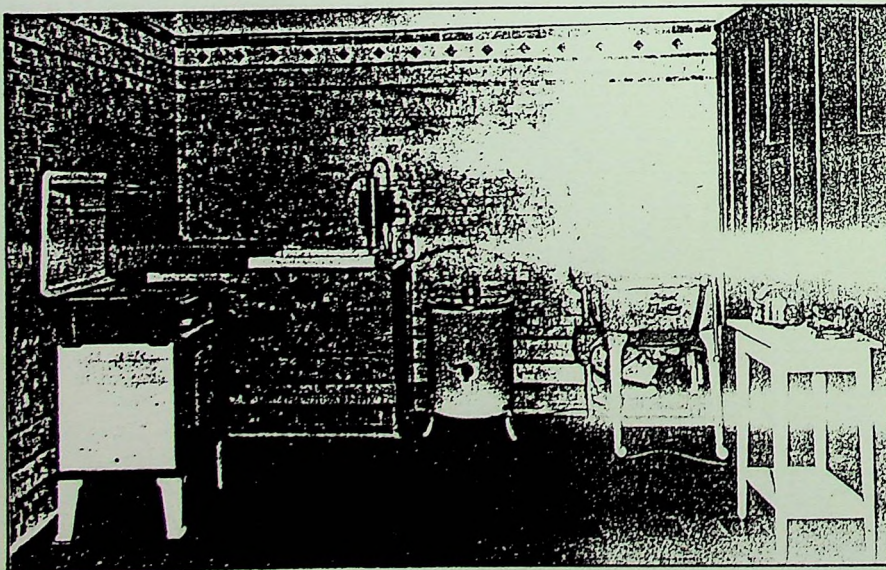


Fig. 6. Household appliances were in actual fact awkward and cumbersome.

CHAPTER TWO:-

THE INTERWAR PERIOD

The advertising of domestic appliances first came to light in the beginning of the 20th Century but as already stated demand at this time was minimal. Consumers of domestic appliances were invariably upper middle class. However they themselves were not the users, employing a sufficient number of servants and housemaids to carry out all household chores, the lady of the house merely acting as supervisor, to ensure that everything ran smoothly. She was in fact a lady of leisure with little contact with the appliances of which she was the purchaser.

When after World War One the alarm among the middle classes that the temporary shortage of servants might become permanent, they began to seek ways of making domestic service seem more attractive. They purchased domestic appliances like washing machines and vacuum cleaners in an attempt to entice the working classes back into service.

These early electrical appliances, especially the larger ones, generally resembled industrial plant, their form being determined by the class of labour for which they were intended as they were made principally for use by the working classes in domestic service. Manufacturers also gave their products such names as "The Daisy" or the "Betsy Ann", (both vacuum cleaners) to suggest that the appliance could be purchased as a substitute for a servant. During and after the war domestic servants began to decline. This was most probably due to the increasing numbers who sought work in the Munitions Factories during the war and failed to return to the narrow class conscious confines of domestic service preferring the freedom and better wages of industrial employment.

Clearly there were problems for the advertisers of domestic appliances at the time. It became clear to advertisers that in a servantless society it was necessary to change the imagery used to advertise these goods. While on the one hand housewives who were climbing up the social ladder did not relish reminders of the fact that they were still carrying out the same tasks which they had done while in domestic service. On the other hand neither did the middle class and upper class housewife wish to be reminded that tasks which recently had been the preserve of servants were now her duty and function in the home. She was slipping from a more managerial role into that of an unspecialized

"Proletarianized" household worker.

Furthermore perceptions of a quickened tempo of change in the 1920's intensified peoples fears of failing to keep pace with new complexities and of becoming "Lost in the crowd". Now increasingly many people pursued their search for a secure identity, for "Self Realization" by seeking advice and examples in those sources most conveniently available ie., the mass media, advertisers gradually recognized that the complexities of an increasingly urbanized, specialized, interdependant mode of life were creating a residue of unrealized needs. Perceiving a need for guidance in the general public, they stepped forward to offer products as answers to modern discontents, providing solutions to the contradictions facing housewives as to whether they were mere servants or whether theirs was an important role in society. Advertisers recognized the necessity of associating their selling messages with the values and attitudes already held by their audience, but only on those notes that would evoke a positive response. Therefore in a society striving towards middle class status it was important to sell middle class values. It became important to stress the fact that housewives did not engage in any form of menial labour. Woman themselves were quite willing to cling to these myths, naturally wanting to distinguish housework from servants work, in order not to be down graded by it. Housework once considered to be underpaid drudgery unfit for any but the lower classes slipped comfortably into a new role and became elevated to the status of a craft or a science. It was carried out as an act of love for one's family and was rewarded not with money but with the superior currency of emotional satisfaction.

The image of women as housewives and consumers was all important to the advertising industry. This image also fitted with the moral and economic climate of the time. Directly after the war with the rise of the Suffragette Movement, women became more conscious of exploitation in the workplace. This, along with the closure of the Munitions Factories and the resulting rise in unemployment as ex-service men re-entered the employment market made the home a more correct place for women to fulfil their social duties. Domestic work was now re-defined as a productive activity. Advertising, Womens Magazines, Health Guides and other forms of current popular literature all advocated the return of women to the home where she could productively attend to the needs of her family. Housekeeping and consumption became a science analysed by hygienists, magazine editorials and advertisers alike. The home was to be organized and re-organized on an almost weekly basis to accommodate new insights in hygiene, child care, food preparation and innovations in cleanliness.



Fig. 8. , 9. The Eureka man setting the standards for Health and Hygiene and Happiness in the home.

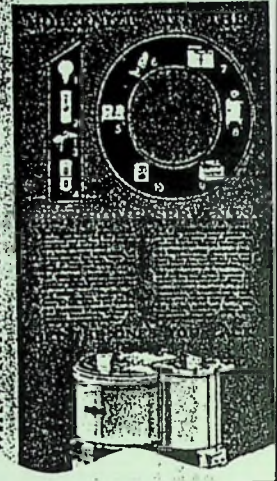


To re-enforce this new ideology domestic appliances were presented to the housewife as an alternative to the servant (see fig. 10) a substitute which would appear to take care of the more menial and laborious aspects of her work leaving her free to attend to the organizational end. Thus the myth was created that domestic appliances were the servants of the housewife and the work was taken over by the gadgets and machines. This myth was repeated so often in advertising right through to the present day that it has "Acquired the authenticity of a historical truth"²(Adrian Forty).

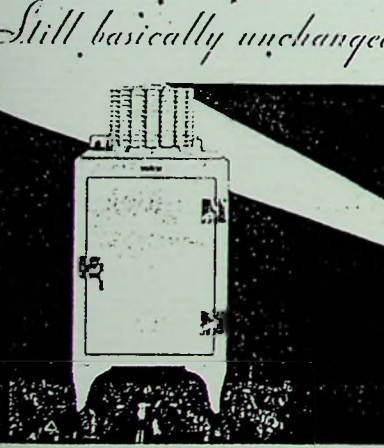
A look at advertisements around the period of 1915 indeed presents a totally different picture than examples for similar products 10 to 15 years later. Doubtless the rise of the working class to a level where they became an important sector as potential consumers had its effects. This element of the market had quite an effect on the advertising industry both in terms of the values which they held and their aspirations. The once tiny social elite, the buying power in the market place, expanded rapidly to encompass the working classes whose aspiration was to join with the middle class. The apparent way to social betterment was through possessions, the acquisition of material goods. "We are what we own", became the standard. Thus during the "Roaring Twenties" the advertising industry's main concern was that of getting commodities to consumers. The appliances advertised were to the consumer relatively new concepts in housekeeping - many of these adverts were based around the "Look at this wonderful product", type of imagery. In such advertisements gigantic appliances often floating in the sky emitting rays of light or either directly in the spotlight, with human figures gazing transfixed from the ground below. (See fig. 12). These adoring throngs manifested the manufacturers fantasy of public response to his product. Advertisers must also have recognized the two fold effect of such illustrations on their client's ego.

Another visual image which was familiar was of a tableau of a small group of people clustered reverentially around a new fridge or other such appliance. The image of the fridge in early advertising was rather akin to that of an icon. The gleaming white of the exterior suggested cleanliness and purity. It was a protector of health through the prevention of spoilage and an immediate source of life sustaining foods. Little wonder that the typical housewife and her friends in the advertising tableau should be awestruck by "Its" presence. The advert for Hoover (see fig. 15) is another example of how advertising had appropriated the imagery of the sublime. It would be difficult to portray more worshipful expressions and postures than these which are suggestive of religious ecstasy. Most tasteful standards of dress were observed by those featuring

A black and white illustration of a woman in a patterned dress standing in a room. She is positioned in the center-right, looking towards the left. The room features a large circular window on the left wall, through which a landscape with a house and trees is visible. Below the window is a fireplace with a decorative mantel. The room has a patterned rug and a large, ornate chair or sofa on the left. The style is reminiscent of early 20th-century magazine illustrations.

[illegible]

Still basically unchanged



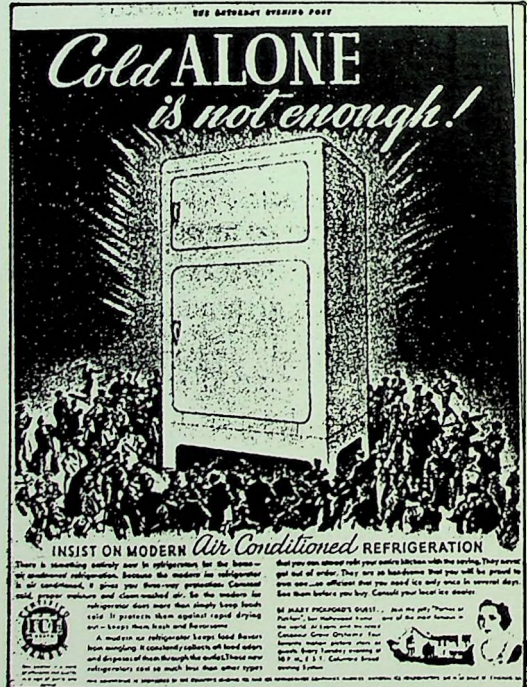
THESE THINGS prove and answer worked out by only the General Electric Refrigerator, the best of which is only 14 1/2 inches high, 14 1/2 inches wide and 14 1/2 inches deep. It is the only one of its kind in the world. It is the only one of its kind in the world. It is the only one of its kind in the world.

changed, the General Electric Refrigerator stands as a symbol of efficient, economical convenience. A new and modern feature has added to its convenience, but to the economy of which performance and economy, the General Electric Refrigerator remains the same.

General Electric Co., Electric Equipment Division
Boston 210, West End Street, New York 17, N.Y.

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

PHOTO: THOMSON PHOTO CO. HONOLULU. STYLING: JANE LEE. SET: MARY ALLEN



- 16 -

All the mechanism is in here

It's all in a single
hermetically sealed
casing inside these coils
..... there's no
machinery underneath,
none in the basement

YOU will notice that the unit of the
new General Electric Refrigerator is
on top of the cabinet. There are many
important reasons why it should be there.
General Electric engineers, in fifteen years
of intensive research, found that the top-
unit design was most efficient . . . and
most economical.

With this arrangement, no heat is gener-
ated under the refrigerator. It all rises
above. This cuts down current consump-
tion. And the air-cooled coils also play
an economical part in the running of the
General Electric Refrigerator.

The top unit means no installation prob-
lem. All the mechanism—with a perma-
nent supply of oil—is enclosed in one
hermetically sealed casing. This is merely
lowered into the top of the cabinet.
There is no plumbing or assembling.
There are no belts, pipes, drains or stuff-
ing boxes. There is a constant circulation
of air through the coils which actually
prevents dust from settling.

This simplified refrigerator is unusually
quiet. It is very economical. It is gener-
ously roomy because, with a given over-
all size, a minimum of space is occupied
by the freezing chamber. Even the small-
est model—the five-cubic-foot size—has
a shelf area of nine
square feet. Each

refrigerator is guaranteed by General
Electric. There are many models. You
will want to see them before you decide.
Let us send you the address of the dealer
who has them on display and booklet
95, which is interesting and descriptive.

Electric Refrigeration Department
of General Electric Company
Hanna Building
Cleveland, Ohio



Refrigerator

GENERAL ELECTRIC

Fig. 13. No open refrigerator in the advertising tableau, ever disclosed a sparse supply of food. The appliance has so many good points, that the attentive housewives are seated, while the salesman gives his lengthy lecture.

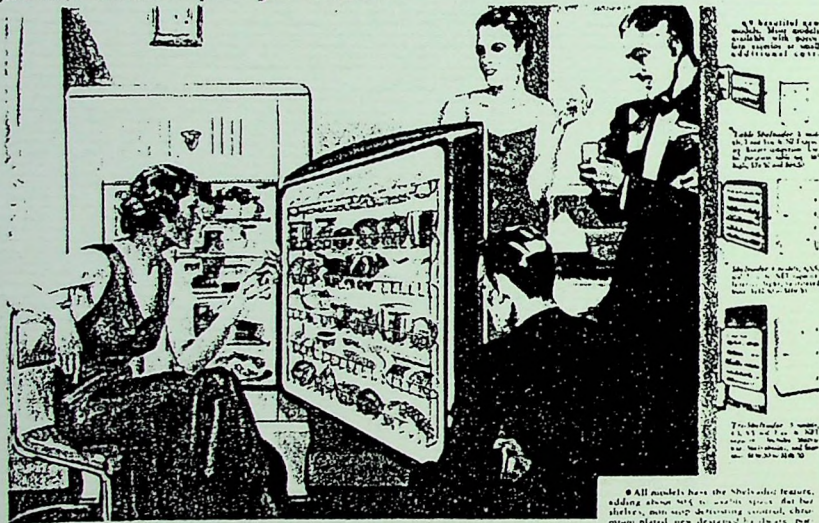
There's no room for stones in the kitchen will continue to be good taste. Whatever the home, and wherever the home in which the latest finds expression. Naturally, the Electric Refrigerator in such homes—as in yours—is selected critically. *Enough*. To meet the unyielding standards: Enduring Beauty, Care-free Performance, Through and through Quality, Instant Convenience.

everywhere are quick to respond and proud to do the work

Nothing finer than the Shuckdon ever has been built to grace the American kitchen, whether the home has three rooms or thirty. In the Shuckdon, the exclusive *Salsotto-Crolier* features give point to the phrase — "This Much More in a Shuckdon." There's about 50% more usable space than in an ordinary electric refrigerator. The Crolier's Shuckdon and the other exclusive features are available in many beautiful models to suit every need, every type and size of home. The household that needs an extra electric refrigerator, as well as the family which requires only one . . . and that one the *Shuckdon*.

EXCLUSIVELY IN
CROSSLAND
ELECTRIC REFRIGERATORS

Just as, among us, the hallmark, the seal, is the "fisher mark" of good taste



THE CROSLY RADIO CORPORATION, CINCINNATI

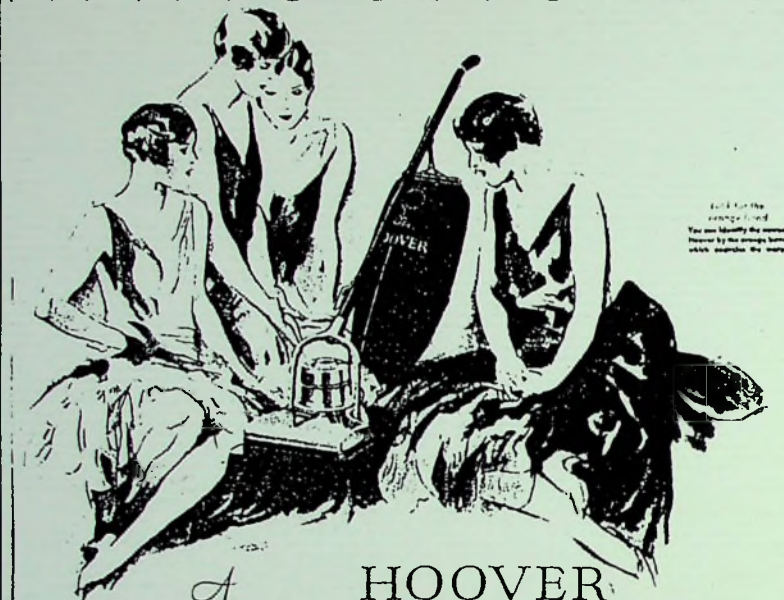
POWELL CROSBY *Tr. President*

SECRETED BY THE SECRETARY OF THE ARMY

④ 1949.10.13 1949.10.13

-18-

ANNOUNCING



Look for the
orange line
You can identify the model
described by the orange band
which encircles the motor

A HOOVER

*The cleaner already first in dirt removal
now becomes 25% more efficient!*

THERE is a new Hoover. It so far outshines anything previously offered that it can truthfully be said to be the finest portable electric cleaning machine ever made. Its extraordinary efficiency can only be shown by comparison with all electric cleaners which have gone before it.

Of these electric cleaners, the one offering the swiftest, easiest, most thorough cleaning, the one ranking first in efficiency by its ability to remove the most dirt per minute, is the recent Hoover.

The new and greater Hoover exceeds that Hoover in its dirt removing efficiency by 25% and it does this with the same power and the same weight as the old Hoover.

pelting device. The new Hoover gives new significance to the famous cleaning principle, Positive Agitation, which removes embedded grit untouched by ordinary cleaning.

In addition to its unparalleled dirt removing ability, the new Hoover offers these new refinements:

An Extraordinary Feature

of the New Model Hoover is the portable dust bag which is now supplied with a new opening device. This new opening device is a simple, practical, and efficient device which is now supplied with a new opening device. This new opening device is a simple, practical, and efficient device which is now supplied with a new opening device.

ments: a new cloth dust bag with a top opening which permits simplified removal of the dirt; a more powerful, smooth running, ball-bearing motor; an improved fan; an automatic friction-stop handle control, which keeps the handle in position without special adjustment, non-rusting, polished Nitralloy boiler bars. It is also newly beautiful in line and finish.

Telephone your Hoover dealer or your local Hoover office and ask for a free trial or home demonstration of this new Hoover, Model 725. There is also a greatly improved new popular Hoover, Model 725, which is now supplied with a new opening device. This new opening device is a simple, practical, and efficient device which is now supplied with a new opening device.

Fig. 15. Advertising would have been hard pressed to discover more worshipful expressions and postures than those with which they endowed the figures in this adoration scene.

in the advert, suggesting harmony between them and the object advertised.

No one expected consumers to be deceived by such imagery which served to arrest the readers attention. Their purpose was to give great importance to commonplace appliances and thereby command confidence and respect in them. Although still rather primitive by today's standards, advertisements which depicted a small group clustered around the appliance linked devotional imagery with human interest creating a rather more personalized view of the product.

Writers in advertising journals recounted another typical scenario, it began with adverts depicting the founder and his factory, then moved to illustrations of the housewife using the product (eg., pushing a hoover) and finally arrived at scenes of fulfillment as in the housewife's friends blinded by her gleaming floor or with her children on an excursion to the country picking wild flowers.

This trend towards consumer satisfaction was called dramatic realism, a trend which was derived from the romantic novel. It intensified everyday problems and triumphs by tearing them out of the humdrum routine, spotlighting them as crucial life decisions or fantasizing situations using enhanced luxurious social settings. In selling leisure, enjoyment, beauty, good taste, prestige and popularity along with the mundane product, it was assumed that the consumer was pre-sold on these satisfactions as part of the good life. Advertisers realized that consumers would rather identify with scenes of fantasy then ponder and reflect on their actual lives.

If the entry of the working classes into the advertising market was particularly significant, so equally was the entrance of woman. Due to the fact that the dominant role of women in the 1920's and 1930's was that of a housewife it thus followed that she became the principal consumer. According to statistics women did the bulk of retail buying, the advertising trade journals commonly attributed 85% of all consumer spending to women. An often used Agency Cliche referred to them as "Purchasing Agents" of the family or as they became labelled in the United States "Sitting Ducks", ideal targets in the business of advertising. Once the readership was understood to be overwhelmingly female certain implications for copy content and selling appeal seemed evident. Since women possessed greater emotionality, then adverts should mirror this feminine trait.

A contributor to "Printers Ink" in the 1920's (an advertising Agents Journal in the United States) wrote, "Women are characterized by inarticulate longings". Thus it was

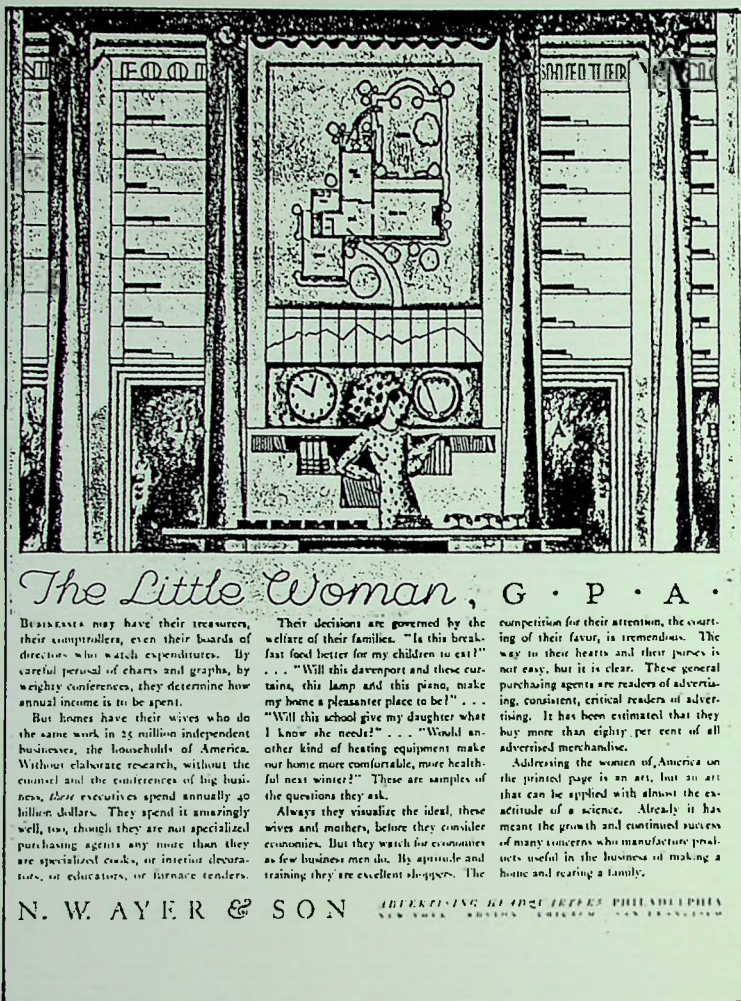


Fig. 16. The Little Woman, the homes "General Purchasing Agent" is depicted by advertising agents against a backdrop of charts, graphs, books, clocks, and telephones. In an effort to dignify housework, they resorted to business analogies and labelled her role as manager or executive of the home.

suggested that advertisements should portray idealised visions rather than prosaic realities". We must remember, he wrote "That most American women lead rather monotonous and humdrum lives.... Such woman need romance. They crave glamour and colour" The advertising pages should become he argued "The magic carpets on which they ride out to love".³

The infamous piece of propaganda from The Great War "What did you do during The Great War Daddy?" is frequently invoked as the father of emotive advertising. Featuring a depressed and emaciated father slumped in his armchair with a coquettish little seven year old innocent nestling in his lap. The same technique was later successfully deployed on the minds of the civilian population by an advertising industry keen to push them to their limits of consumption. This image of inadequacy would be churned out again and again in different guises in an attempt to lure the housewife to buy various household appliances. Inadequacy in front of her husband, her children, her neighbours and society as a whole.

After World War One the face of advertisements began to change slowly at first but once they began to realize the economic merits of emotive advertising and selling benefits as opposed to products it was an approach that was soon widespread in the industry.

The United States was at the forefront of the advertising game from the beginning. This is largely due to the colossal productive capacity of American Industry, built up by methods of mass production which in turn required effective sale techniques to keep the economy moving. Doubtless another factor which enabled the United States to surge ahead was the Great World War. The effect which the war had on the economies of Europe was much more devastating than that on the United States. Most of Europe was saddled with tremendous war debts and populations exhausted and crushed by the weariness of the war years.

Furthermore, consumption was to a greater extent in the United States promoted as the patriotic thing to do. The American Dream was a thoroughly modern dream, offering individualism, equity and cost, free progress within the emerging mass society. The consumption ethic became the embodiment of this dream.

From the point of view of the appliance industry the United States became electrified at an earlier stage than did Europe, therefore demand for household appliances was greater in the 1920's in the United States than elsewhere. While household appliances were

Fig. 18. Babies are very often used in emotive advertising of household appliances. You are putting your family at risk if you do not hoover clean your rugs. You are not fulfilling the functions required of a good wife and mother.

DIRTY RUGS ARE DANGEROUS—

HOW DO YOU CLEAN YOURS?

... this way?
... this way?
... or this way?





"64% DIRTY"
Partial comparison of embedded dirt which is left in your rug after scrubbing method. (Hoover's vacuum cleaner removes 94% of the dirt.)

"25% DIRTY"
Partial comparison of embedded dirt left in your rug after scrubbing method. (Hoover's vacuum cleaner removes 75% of the dirt.)

HOOVER CLEAN
Partial comparison of embedded dirt left in your rug after Hoover's vacuum cleaning method. (Hoover's vacuum cleaner removes 94% of the dirt.)

Where children are playing on rugs, you simply can't take chances on your cleaning method. You must use the one that gets rugs clean.

Yet cleaning principles differ so widely that scrubbing with a brush or vacuum plus a sweeping brush. Double action cleaning—more effective—has a motor driven brush added to vacuum.

But even that method, once the best that cleaning devices offered, was abandoned in The Hoover over six years ago because the brush quickly became clogged with thread and hair, blocking cleaning action, and because, as the brushes wore down, cleaning efficiency was rapidly reduced.

To supersede this method, Hoover developed an entirely new kind of triple action cleaning principle embodying Positive Agitation, radically different and superior in efficiency. Positive Agitation is

gentle tapping the rug with smooth, polished metal beater bars, dislodging the dirt against which ordinary cleaning methods have proved themselves ineffective—the most dangerous and destructive dirt that collects in rugs, the sharp-edged, deep-packed, germ-laden grit.

As a result, The Hoover removes 94% more dirt. This figure was determined by tests, the method and procedure of which were investigated and approved by Pittsburgh Testing Laboratory.

Why not send for a Hoover and compare it with other cleaners? Simply telephone your local Hoover dealer for a Hoover Home Trial. The Hoover is only \$6.31 down, complete with Beating Taps or Beater Bars monthly. Liberal allowance for some old electric cleaners. The Hoover representative who will call is a permanent member of your community.

NOW—THREE MILLION HOOVERS!
The Hoover—now more household electric appliances to give the three million people who have the choice of the largest number of these cleaners every day a choice upon which you have your own to buy a Hoover.

**ONLY
\$6.31
DOWN**



The
HOOVER

reaching the working classes in the United States during the 1920's it would be the early Thirties in Britain before the masses began to feel the benefits of such innovations. Much of the advertising techniques were simply imported into Europe once they had been perfected in the United States.

While advertising is often viewed as the product of an economy lush with money, resources and luxury goods, in fact this is not the case. The greatest advances in advertising have stemmed from periods of instability in the economy. Thus it was the depression of the 1930's which caused further developments in the world of advertising. Crucially advertising had to shed its popular image as a promoter of luxuries, and instead argue its case for a central role in economic planning, the mediator of production and consumption. If earlier thinking was premised on the existence of a natural pre-existing market for the product, an audience whose attention simply had to be grabbed to turn them into consumers, then the depression certainly changed that idea. Consumers suffering the effects of a lagging economy had to be persuaded to part with their money. Advertising was no longer concerned with distribution, the getting of commodities to consumers, the problem facing them during the depression was that of getting consumers to commodities. There was general agreement among politicians and economists alike, that the best solution to the depression was to consume their way out of the crisis. Never were advertising men more needed and the depression injected a new competitive intensity into the industry. One way of getting people to buy vast quantities of goods, thus close the gap between the rate of industrial growth and peoples selling power, was to offer credit and to allow people to purchase items by instalments. However this did not really make life long consumers out of people and more manipulative methods had to be devised.

Style obsolescence promised to solve the problem of overproduction - the phrase progressive obsolescence was coined to eliminate negative doubts which business leaders might harbour about the idea. One obvious method of creating a sense of style was to introduce a range of colours, household appliances could then belong to a range of fashion goods and advertising agents recognized the value of colour in attracting attention to the advertising page. Women were said to possess a particular weakness for the whims of fashion, thus they could be easily lured into buying new appliances in a continuous attempt to keep their homes modern. Along with this came the idea of the ensemble, the harmonising of colours and styles among a variety of products. The ensemble helped to school the eye in the recognition of obsolescence, furthermore one new appliance made everything else in the room seem obsolete, this encouraged the housewife to update on a continuous basis.

It was the depression of the 1930's which witnessed the introduction of sophisticated target marketing - the tailoring of advertising to a specific social group characterized by class, age and gender. Psychological emotive advertising perfected during the war was not enough, markets (people) had to be identified as well as products (brands). It was during the Thirties that advertising agents began to realize the importance of getting to know and understand the desires and aspirations of the consumer. They began to realize that the same advertisement would not appeal to all classes. As the Literary Digest noted "One man's patronage is not just as valuable as another's". Some luxury products did not justify advertising beyond the circle of the wealthy few, others can only survive with the widest distribution. Agencies began to pay close attention to readership profiles and the various claims for the class standing of the readers of magazines.

Advertisers often sought to overcome the depression psychologically. One example of this is the campaign undertaken by Hoover during the Thirties which aimed at taking the sting out of the sharp class contrasts. Its success lay in the fact that the advertisers had found a way to keep the fires of ambition burning, yet reconcile the plain people to the full scope of current inequalities. In their advertisement of 1933, "Everything money can buy is hers" (see fig.19) Hoover promised the housewife they could make her feel on a plane of equity with the richest woman in the world, simply because she owned a Hoover. Hoover cleaners united them both in a democracy of goods. The psychological strategy was to "Picture the woman of wealth and the woman of little means, contrast their situations... show how great the gulf was between them.... then bridge that gulf".

Advertising agents of the depression realized the need to buckle down to "Shirt sleeve advertising", turning to more graphic hard bodied advertising copy and build up a reputation for hard selling. Advertising lost its sleek and self indulgent air, its opulence and beauty. Pages which were loud, cluttered, undignified and direct typified advertising of this era.

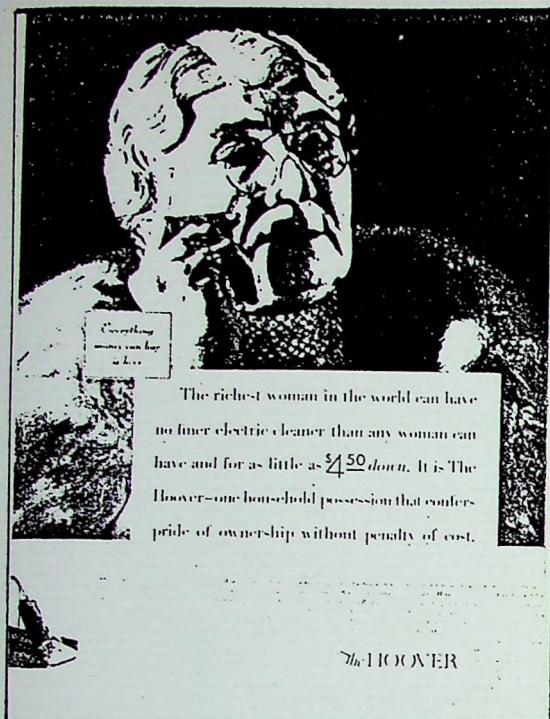



Fig. 19. Any housewife with a Hoover can feel equal to this wealthy dowager.

Fig. 20. Advertising agents during the Depression preferred to portray consumers not as impoverished or unemployed but as hoarders who resisted spending their money. The industry within itself became more competitive due to the Severe decline in the Economy.

AMERICA HAS CLOSED ITS FIST



From a nation that spent money like a drunken sailor, we have become a people who think twice before we spend at all. • As a result, advertising to-day must not only move money in the direction of specific merchandise—it must first overcome the reluctance to part with that money. • This puts an added obligation on advertising. • It puts an added obligation on those who create advertising. • It makes the choice of the right advertising agency more important than ever before.

YOUNG & RUBICAM, INCORPORATED · ADVERTISING
NEW YORK · PHILADELPHIA · CHICAGO

CHAPTER THREE:-

DESIGN AND ADVERTISING

In 1928, Kenneth Goode, a prolific writer on advertising topics, predicted that by 1950, the advertising expert, acting as "Psychological Engineer" would have the power to see that "Popularity and publicity and proper prices" were "Manufactured into" the product. Through the services of the advertising agent, manufacturers now talked directly with an expanding and economically potent buying public. A knowledge of consumer desires was becoming increasingly crucial to decisions not only about how much to produce but also details of what to produce. As intermediary between the consumer the advertising agent could tell the manufacturer when and how to change his production machinery. Through the use of modern imagery advertising was in the early years of mass production gently persuading the manufacturer of the importance of design and appearance. It pointed out the discrepancy between the traditionalism of their products and the modernism which they, the advertisers were promoting.

The notion that the introduction of certain qualities of style or fashion to enhance the value of the product to the consumer has been used for centuries in the clothes industry. Advertising agents had an important stake in promoting elements of style in all categories of products, and they inspired manufacturers in the search for style. In many instances the style advisers who had been created solely for advertising purposes actually came to play a role in product styling and they took pride in pointing to instances where they had gained a voice in their client's actual product styling. A number of artists gravitated into the new field of Industrial Design after working in advertising agencies, Raymond Loewy, worked for both Lord and Thomas and Lennon and Mitchell during his evolution from a Department Store Advertising Director to an Industrial Designer, as did Walter Darwin Teague. Many agencies re-classified their Art Directors as Product Stylists and Designers.

While on the one hand advertising agents claimed to be speaking on behalf of the consumer they also opted for the self image of imposers of good taste from above. Many advertising leaders of the 20's and 30's contemplated an uplift of popular tastes through product design and advertising art and saw themselves as saviours of beauty in the age of mass production. Ernest Elmo Catkins pointed out that in a machine age,

the workman had become a machine tender who could no longer create beauty in the product through his craftsmanship, " If we are to have beauty in the machine age", he said, "It must be imposed at the top" by the "Fist of the man who owns the machines".¹ For manufacturers to impose beauty they would have to be convinced of its economic value. That was the role of the advertising agent, who often forced the manufacturer to live up to his advertising by suggesting nuances of styles or colour in the advertisement that were later adopted in the factory.

If some advertisers saw the introduction of greater style and beauty into products and advertisements as a deliberate campaign for aesthetic uplift, others were content to endorse the new trend simply as pragmatic merchandising strategy. Good design paid off, it brought increased returns and style induced increased consumption.

CHAPTER FOUR:-

ADVERTISING DURING THE WAR

Perhaps the most interesting aspect of advertising in this period, was the complete turn about in terms of general message to the consumer. While the years before were characterized by a continuous sense of pleading with the consumer to open their purse strings advertising during the war years preached economy and performance, consumers were urged to use products sparingly, emphasis was on utility and advice was given on maintenance and repairs. Whilst the 1930's had demanded a much greater level of consumption, the war economy demanded retrenchment, yet despite the difference in objective, the emotive language coined earlier was still allowed full reign. Many manufacturers who, afraid of being forgotten by their customers during the war years published advertisements asking women to hold on "Until their brands re-appeared in the Shops - It would be worth the wait". In many advertisements patriotic symbolism abounded, often depicting gallant housewives doing their men folk proud on the homefront.

Another interesting aspect of war advertising was the shift in the image of women in advertisements. Traditionally they were shown as wives and mothers, upholding the feminine view of domesticity. Since women became so vital to the economy, during the war, outside as well as inside the home, the advertising image underwent a fundamental change. Instead of being shown as passive consumers whose main interest was in their appearance and the shine on their floors, women in wartime advertisements were depicted more realistically as bus drivers, factory workers, etc. Household appliances were offered as a source of help to busy women. Women were no longer depicted as leisurely enjoying the benefits which household appliances allowed them but instead showed them loyally contributing their fair share to the business of war, the expressions of ecstasy and delight were replaced by looks of determination and individual capability.

The end of the war witnessed a peculiar battle in advertising between two images of womanhood. Many advertisements played on the remembered strength of women as war workers. Main Gas Cookers promoted their product with the slogan "She been using the finest equipment in war, she will want the best equipment in peace". (See fig. 22). By contrast others were anxious to reinforce the cult of homemaking and motherhood which they had developed earlier. The image of women as sensible rational producers and consumers was rapidly usurped by the flurry of femininity as advertisers colluded in a conspiracy which suggested that all women have ever really wanted to do was breed, bake and beautify their bodies. The newly won war was presented as a ghastly plague, just over, freeing women from their wartime tasks, enabling them to return to the things

which they liked best, nurturing their families and caring for their men folk.

The rapid shift in the image of woman from housewife to worker and quickly back to housewife, and the ease with which these changing roles were accepted by women, testifies to the manipulative power of advertising in shaping social values and attitudes. That advertising agents stood to gain from the continuation of this particular interpretation of women's function stands to reason, for after all women were responsible for the vast majority of purchasing. These women "The sitting ducks" made the practice of target marketing which had been introduced during the 1930's so much easier. Target marketing was developed greatly during the post war years in the United States of America.

Furthermore women in the home were in the commercial sense reliable consumers. As Ernest Dichler is quoted as saying in Advertising and Selling:-

"In a free enterprise economy we have to develop the need for new products, we help them discover that homemaking is more creative than to compete with men. This can be manipulated. We sell them what they ought to want, speed up the unconscious, move it along. If he tells her that she can be a wife and mother she will spit in his face. But we show him how to tell her that it is creative to be in the kitchen".⁴

CHAPTER FIVE:-

ADVERTISING DURING THE 1950'S.

THE BIRTH OF CONSUMERISM

There is a somewhat amateur look about advertising up to the 1950's. Pre-war advertising was very much a subjective, ideas in the bath, type of operation. It was not until the years after the Second World War that advertising became more refined. Where instinct used to be enough, it was being replaced by enquiry.

Since the Second World War, however, advertising like so many other industries underwent a period of great change, partially due to rapid development in business technologies, but even more so because of a growing feeling on its own part that it needed a fuller and more authoritative involvement in the client's operations and the realization that without a deeper and more comprehensive understanding of consumer activities, it could not possibly function in the emerging market climate. Hence this period marked a tremendous increase in activity within advertising itself, the emphasis being placed on two areas of marketing and research. It was also a time of increasing appropriations and developing industries, particularly in the field of domestic appliances. This demanded more advertising. New brands and appliances were being introduced at a rate faster than before, technological innovations as well as increased competition initiated continuous product improvement. And the thrift which dominated during and shortly after the war gave way to a tendency towards free spending.

The expansion which advertising underwent did not begin with the return of peace. In Britain wartime controls were to remain for some years. The country was seriously weakened as a result of the war and required a period of economic convalescence. In 1946, most goods were still rationed and few were available in the shops. In March of 1948, a temporary limitation was placed on advertising expenditure with a 15% reduction by all firms spending over £2,500.00 per annum in certain specified categories such as consumer and household goods, which were covered by Ration Books. The aim of this strategy was to cut back home demand in order to stimulate exports. This lasted until March, 1949, however after this period, advertisers further agreed not to undertake heavy advertising of products in short supply as this might lead to an increase in inflation. The controls which had been imposed during wartime were dismantled only slowly. From an advertising point of view - in retrospect the long awaited expansion really came during the years 1952 - 1954. In addition the lifting of restrictions on hire purchase agreements which took place in 1954, gave an impetus to the sale of many

household appliances like washing machines, refrigerators, cookers, etc. Growth in one area stimulated demand in others, with the increase in house building for example bringing a greater demand for household fittings. The Country was now in a mood of general economic prosperity sustained by full employment. For the first time since the War manufacturers found themselves in heavy competition. Emphasis was now on serious promotion of individual brands with manufacturers producing a range of near identical products. Advertisers struggled to find some claim of uniqueness which would set their product apart from all the rest, or to give each brand its own personality or image in an effort to identify with the consumer.

The tempo of marketing was increasing. Most of the motivational research with which we are now familiar was pioneered in the post war years in the United States of America whose economy has survived the ravages of World War Two to better advantage than Europe. There the crisis of over-production was in full swing while Britain and Europe still struggled on Ration Cards. But as the British economy began to prosper following 1952, the skills of American selling were inevitably imported to the West. In an effort to reach a more comprehensive grasp of all aspects of the consumer lifestyle the emphasis in advertising turned to the psychological and sociological approach to consumer research. Discovery that most housewives did not know why they chose one brand of a washing machine over another indicated the need to discover the real reasons which guided consumers into purchasing. The advertising audience lived not by reason and logic but by their raw emotions and ambitions. Advertising agents began to discover that the real selling power of an advertisement was in the subconscious messages which it conveys. One of the key concepts coined during the 1950's in advertising and which still survives today is that of "Lifestyle". They realized that consumers would rather identify with scenes of higher status than ponder the reflections of their actual lives. Thus advertising agents tried to reflect public aspirations. "Lifestyle" became an acceptable euphemism for class. Many advertisements during the 1950's portray the idealized family, mother, father and two children. Doting husbands always wore a shirt and tie and both children were well dressed, healthy and happy. Poverty never existed.

The advertisement for Hoover Appliances, "Give her a Hoover" (see fig. 24) is a typical lifestyle advertisement. It stresses the emotional security of the happy family and suggests that this can be achieved through the possession of Hoover Products: Money is no object, Hire Purchase is readily available. A Hoover product is all that is needed

Give her a Hoover-



NATURALLY, you are eager to give her what she really wants—something to make life easier, pleasanter, happier for years to come! One of the marvellous Hoover Products! What better gift could there possibly be? See your Hoover Dealer now. H.P. terms readily available.

— she knows it's the best!

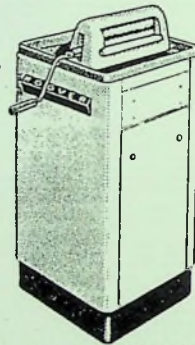
Hoover Cleaner

Does all the endless cleaning jobs she hates so much! The only cleaner that beats... as it sweeps... as it cleans. Easy-to-use cleaning tools for all above-the-floor cleaning. Models to suit all homes—and all pockets.



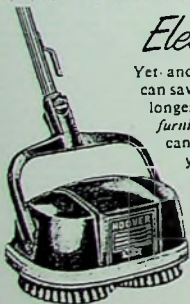
Washing Machine

Will free her from washing-day drudgery for ever! Much bigger tub. Does the full weekly wash much faster than ever before. Automatic pump. Bigger wringer. Models to suit all homes—and all pockets.



Electric Polisher

Yet another way in which Hoover can save her work. Gives a brighter, longer-lasting gloss to floors and furniture. Scrubbing brushes, too, can be supplied. Easy-to-use—you guide it with one hand.



She'll be happier with a HOOVER

HOOVER LIMITED

PERIVALE · GREENFORD
MIDDLESEX

Fig. 24. The 50's witnessed the birth of the happy housewife, she delighted in her household appliances. As did her friend and neighbours.

to make life complete, and to make you the envy of your friends and neighbours. The act of consumption offers the house wife prestige. Keeping up/ahead of the Jones was an essential ingredient.

The 1950's was the era which defined and stereotyped the role of woman as a housewife. Practically all advertisements for appliances during this period define woman solely as such. The dominant stereotype housewife of the period was to a great extent idealized. All housewives were attractive, young woman, but practical little homemakers fulfilled by their role of wife and mother. Advertisers were particularly interested in "Mrs. Middle Majority", who made up 65% of the consumer population. She was known as the "Darling of the Advertisers". Happily for the manufacturers, "Mrs Middle Majority" was simply delighted by the many products geared towards the typical housewife - particularly appliances for her kitchen, which is the centre of her world. Kitchen products in particular were no longer just appliances which aided housework. They were a way of life and women were with increasing regularity encouraged to define themselves, their marriages and their happiness through the commodities which littered their kitchens.

Studies found that the kitchen of "Mrs. Middle Majority" was in fact a lot nicer than an upper class kitchen in terms of objects therein. She was a wonderful market, living in an extremely limited world, she surrounds herself with the promises and security of the socially accepted advertised world, and builds her whole life around her home.

Marriages were repeatedly defined in terms of the advertised household appliances - men, the tableau reiterated, fell in love and stayed in love with the ultimately home orientated and beauty minded womanly woman. Watch out that you do not disappoint him. It was the burden of the wife to make the marriage successful. She alone was responsible for the happiness of the family. This happiness could be achieved the advertisements told her through the acquisition of household goods. And if the reader's everyday life is not as happy and harmonious as that portrayed in the advert, the shortcomings are in some way due to her inadequacy in fulfilling the function required of a good wife and mother.

Cannon Cooker (see fig.25) used the "Happy Endings" phrase of childrens fairy tales, telling you that this is the Cooker "Which has captivated the imagination of women everywhere", it is the Cooker "Which every woman wants". By purchasing this cooker you can live happily every after with your family. That is the lesson which is to be learned.

Advertisers realized that they could play on the secret fears of the consumers to their



“...and she cooked happily ever after on BRITAIN'S BEST COOKER”

THE Cannon A125

with the Exclusive
FOLDAWAY EYE LEVEL GRILL

This exciting new development, pioneered by Cannon, one of Britain's oldest and largest Cooker Manufacturers, has caught the imagination of women everywhere. This beautiful Gas Cooker sets a new standard of luxury cooking — with the eye level grill that saves stooping, larger and faster hot-plate and warming drawer for plates and dishes. These and many other new features make the Cannon A.125 the cooker every woman wants.



EASIER to see your roast, bacon, chops or fish grilled to perfection — with less stooping.

QUICKER too, with grilling area far larger than ever before.

CLEANER Cooker Top, with grill placed at eye-level — makes less work for the busy housewife.

★ SO SIMPLE TO OWN — in White, Cream, or Green and Green Porcelain enamel. The Cannon A.125 can be yours for as little as £3 deposit on extended terms.

Cannon (G.A.) Ltd., Deepfields, Billson, Staffs. London Office: 4 Park Lane, W.1

SEE IT AT YOUR GAS SHOWROOMS

Fig. 25. Since it was the husband money's which would pay for the appliance, it was necessary to confirm that he too would benefit from the purchase.

Fig. 26. Cartoon style advertising was used regularly and was considered an effective method of captivating the imagination of the consumer.



GO TO THE CONCERT!
OH DARLING I SIMPLY CANT, I'VE GOT ALL MY IRONING TO DO, AND IT'LL TAKE HOURS

YOU SHOULD BE LIKE ME HAVE AN OPRIM ROTARY IRONER - IT'S MARVELLOUS IT DOES THE WORK - WITHOUT EFFORT - AND IN QUARTER OF THE TIME

At the next Concert - NOW THAT I'VE GOT AN OPRIM WE SHALL BE ABLE TO GO OUT A LOT TOGETHER - I FEEL SO MUCH FRESHER!

Yes, it's true — there is a machine, small, compact and light in weight which you can bring into your home and which takes all the hard work out of ironing. It's the Oprim, and you sit down to use it. It's a power rotary ironer and it irons the whole weekly wash — shirts included — perfectly and much more quickly than by the old methods.

The new streamlined Oprim Super 22 Model now in the shops has many new refinements, and it can be yours for a small deposit and low repayment terms.



Write for full details and name of nearest stockist.

Oprim
REGD
SUPER-22
ROTARY IRONER

MESSRS. OPRIM SALES LTD. (DEPT. O.I.I.), ALBION WORKS, PARK WAY, EDGWARE

advantage. Some advertisers played on the fears of the aspiring working classes that they would be unmasked, and offered ownership of goods as a way of concealing their non-prestigious identity. If you wanted to be in the same social bracket as your neighbour, it was necessary to acquire an "Oprim Rotary Ironer" like the one she had.

One of the successes of such advertising techniques is that it offers the reader the security of doing what everyone else is doing, of fitting in, yet encouraging them to be ambitious. "Have the edge over your neighbour, get there first". On the other hand then if you do not possess a certain prestigious object, your friends and neighbours will form a less respectful view of you. The negative side of gossiping is often used. Women talking behind the backs of friends and neighbours to some extent give the impression of ostracizing them from the community. Of course much of this is not overtly stated but is suggested on a more subconscious level through the use of imagery. Rationally speaking, few people would believe this to be true, however the suggestion does cast doubts, and this effects our subconscious need to identify or be accepted.

Another feature of advertising typical of the 1950's was the efforts which were made to glorify the tasks of housework. "Its so easy to be a good ironer - so really enjoyable" (see fig. 27) or "Washing with Hotpoint brings a sparkle to your eye". (See fig. 30). One cannot help thinking that the housewife of the 50's must have been a joy to behold. Yet this glorification has a suspicious air of persuasion, as if woman needed convincing that their lot was better than they thought. "It really is quicker", "Nothing could possible be easier". (See fig. 27). The use of scare tactics was also frequently employed to sell appliances during this period. Advertising agents discovered a sensitive social nerve to stimulate and exploit from a tendency in housewives towards self-accusation. This tendency was probably due to their natural inferiority complex, which was invaluable to the advertiser, and has been nourished by the continuing depiction of housewives as passive and dutiful.

An example of the use of scare copy can be seen in the advertisement for gas fridges, (see fig. 31) "Do my ears deceive me, are there actually people in the world who would take chances with the health of their baby? Are you guilty of this offence". In each instance the product steps forward not to condemn the reader, but to offer friendly help. The advertiser has always sported the guise of a friend in need, assuming the role of coach and confidant, offering the consumer advice and encouragement.

The theory of progressive obsolescence had been introduced during the years of the Depression in the 1930's, but in the consumption orientated period of the 50's planned



*It really is
quicker, easier
and in every way
better!*

The Kenwood Steam-o-Matic Steam and dry iron

It's so easy to be a good ironer... so really enjoyable, with the Kenwood 'Steam-o-Matic'. Whether you use it as a steam iron or a dry iron, you can't help getting professional results, even with Nylon and other synthetic fabrics. Nothing could possibly be easier or quicker. No "damping down" or damp cloths; no scorch, no shine. You can even, by steaming *without ironing*, give new life to such things as velvets, velours, felt hats, suede leather, etc.

More than three million American housewives are using the 'Steam-o-Matic' because there's nothing like it, nothing better. It's automatically heat-controlled, is made of 'Stavbric' stainless steel, weighs no more than an ordinary dry iron. It uses ordinary tap water and one filling provides steam for up to 50 minutes' ironing.

2 IRONS IN 1


£4:19:6
for 109-115, 200-220, and 230-250 watts.
A.C. only.

Ask your local Kenwood dealer to show you the Kenwood Steam-o-Matic

• Write for illustrated literature of all Kenwood products to: KENWOOD ELECTRICS LTD., Dept. A.33, 26 North Audley Street, London, W.1

Fig. 27. There is an air of persuasion about the copy in this advert. Everyone knows that ironing is the most boring labourious task, the advert tries hard to convince us otherwise.

Saves work saves gas!



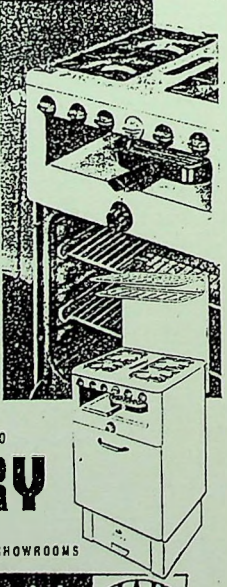
The cream enamel Century makes life easy

Cleaning? Simply wipe all over and it's done before you start! Cooking? That's easy too. You'll take all the credit for wonderful cooking—and for wonderfully lenient gas bills!

No jig-saw Pot supports are interchangeable; so are the burners. Hobplate is in one piece. So they all lift off in a few deft movements.

No right-angles All corners are curved so cleaning's easy. The oven's drop-door lets in plenty of light.

No gas wasted Highly efficient burners (all boil and simmer), rapid heating grill, and temperature-controlled oven all save gas.



THE MAIN No. 20
CENTURY
GAS COOKER

SEE IT AT YOUR LOCAL GAS SHOWROOMS

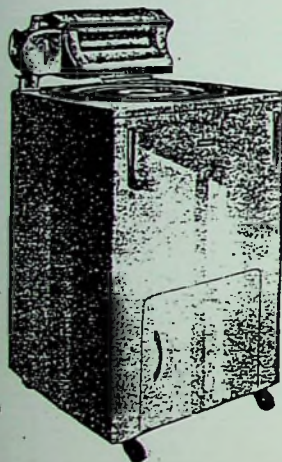
Note the name made by MAIN

If you cook on gas you must have THE MAIN COOKERY BOOK. Over 750 recipes. Useful hints on gas cooking. 300 pages 5/- post free from DEPT. G.H., R. & A. MAIN LTD, 48 GROSVENOR GARDENS, LONDON SW1

Fig. 28. Advertisers often reminded mothers of the need to spend time with their children, when promoting labour saving devices in the house.



*a good
housewife deserves a*
Hotpoint



Washing with a Hotpoint brings a sparkle to your eye — not an ache in your back! The Hotpoint's got everything — bowl emptying pump, power driven safety wringer, super smart cabinet and the gentlest of gentle actions.

Wash today the Hotpoint Way!



You can iron perfectly with the Hotpoint Table Ironer whilst sitting down.

THE FAMILY WASHING MACHINE

THE HOTPOINT ELECTRIC APPLIANCE CO. LTD
London Office & Showrooms; Crown House, Aldwych, W.C.2
GLASGOW • DUBLIN • BIRMINGHAM • SOUTHAMPTON • BRISTOL • CARDIFF
LEEDS • MANCHESTER • NEWCASTLE • NORWICH • NOTTINGHAM • READING
MAIN WORKS • PETERBOROUGH

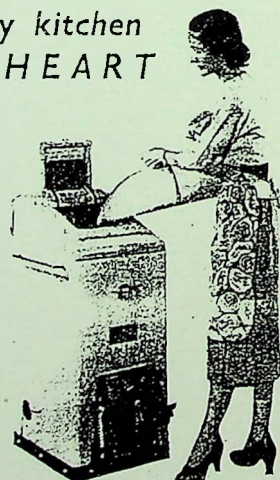
Fig. 29.

"Washing with Hotpoint brings a sparkle to your eye". Is this good good housewife glowing with happiness because she has been honoured with a Hotpoint. Or does the Hotpoint wash so efficiently that it makes her whites glow.

... meet my kitchen
SWEETHEART



TRIANCO
AUTOMATIC
HEATING
AND
DOMESTIC
BOILER
★



EFFICIENT. It takes complete care of all the heating and hot water requirements of the house. Since it is thermostatically controlled, you need only set it at the required temperature and from then on it looks after itself.
ECONOMICAL. Thermostatic control means that fuel is only burnt when it is required; the fire dies down when no demand is made on it.
LABOUR SAVING. Fill the hopper, the automatic fuel feed ensures that fuel is fed as required. Cleaning the fire and removal of clinker take only a few minutes. The stove-enamel finish in various pastel shades looks clean and is easy to keep clean. There are Trianco Boilers to suit all needs, from the smallest home to the largest mansion. Write for fully illustrated brochure to :—

TRIANCO, LTD.

IMBER COURT • EAST MOLESLEY • SURREY • TEL: EMB 3300

Fig. 30.

Advertisers tried to personalize appliances in order to endear them to potential consumers.



Do you expect me to believe that there are actually homes without refrigerators? If so, how on earth do they make *sure* food is kept fresh and wholesome?

Of course, my people don't take chances. What's more, I hear them say our gas 'fridge costs practically nothing to run. You see, it saves waste as well as

preserving health. A gas 'fridge, they say, is best. It has no moving parts to wear, and it does its work silently and reliably year in, year out. See the latest gas refrigerators at your Gas Showroom — and ask about Mr. Therm's easy terms.



**READ
"THE HAPPY HOME"**

This 600-page magnificently illustrated household guide tells the housewife everything she needs to know about happy home-making. From all booksellers price 30/-



GAS—to be sure

The Gas Industry makes the best use of the Nation's coal
Issued by the GAS COUNCIL

Fig. 31. Babies were very often used in advertising tableaux to play on the housewife and mother's feelings of guilt and inadequacy.

obsolescence once again became vital. As the decade progressed a glut of all sorts of appliances loomed, increasing the gap between production and consumption. Replacement was the way forward. Appliances were being built to fail within a given length of time. Thus fashion and style were used to dictate the desirable lifespan of an appliance. If the appliance which still looked modern broke down, this would rebound on the production company, however if the appliance already looked out of date or old-fashioned in any way then the consumer would be anxious to have it replaced anyway.

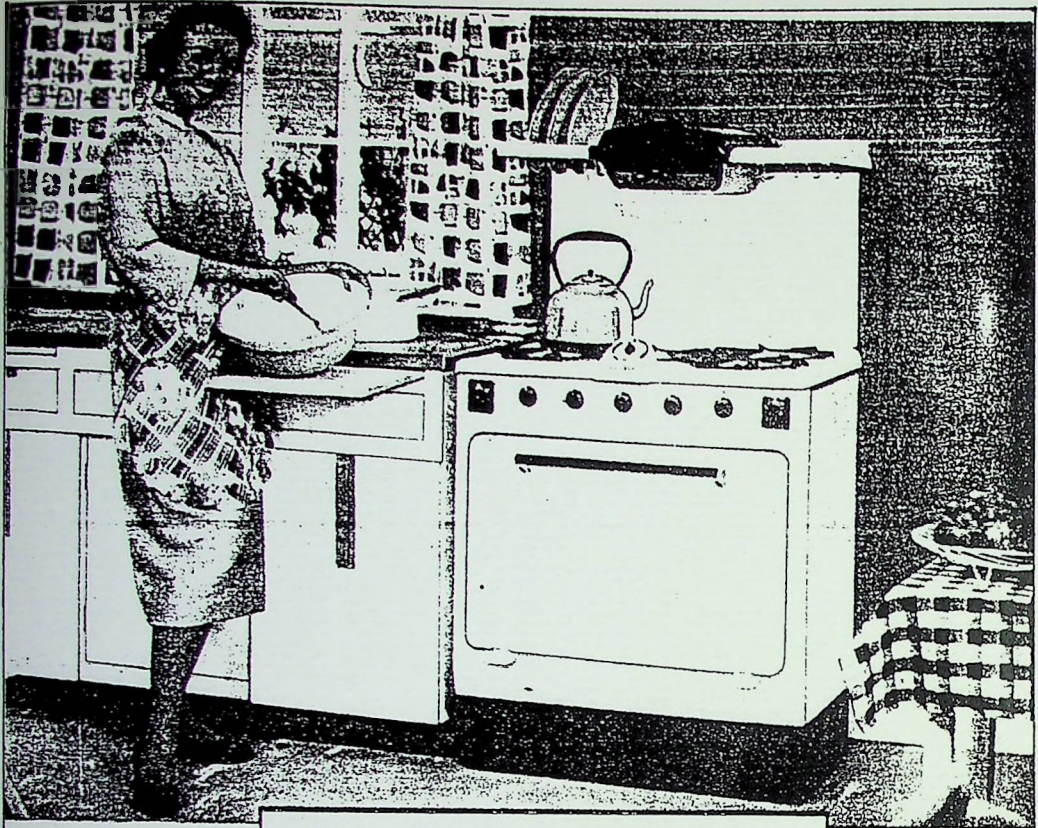
Advertisements for household appliances during the 50's are object and person orientated while stressing values of lifestyle, modernity and functionality. Both products and people are generally isolated from the household environment, usually depicted sitting in mid-air on the advertising page. Drawings were used as frequently as photographs and figures depicted were usually female. These figures were often portrayed carrying out the task associated with the advertised product. Advertising copy was extensive. proclaiming to considerable lengths the merits of the appliance.

Magazines were cluttered from beginning to end with numerous advertisements. For some reason the controversy about advertising died down between the war and the 1950's, perhaps due to restrictions which were on newsprint during this time. The 1950's, have become recognized by many as the decade of the birth of a Consumerist and Materilistic Society. The depth approach in advertising became so successful, that it has been accused by moralists as being responsible for the replacement of a social sense of purpose with an acquisitive ideology. It projected a world of the middle class and of stereotyped gender roles.

In 1957, Vance Packard in "The Hidden Persuaders" presented a chilling vision of the prosperous new world, gone sour. Emotional advertising had become blackmail, psychological appeal had turned into brainwashing. Information was little more than indoctrination.

"Large scale efforts are being made to channel our thinking habits, our purchasing decisions and our thought processes by the use of insights gleaned from psychiatry and the social sciences".⁵

In his book, Vance Packard pointed to the manifold ways in which motivational research had become the mainstay of the selling industry.



IN GAS COOKERS

Colour is the coming thing

(AND LOOK WHAT COMES WITH IT)

WHY NOT let's have cookers in gay, fresh colours to harmonize with modern kitchens? Above, the De La Rue "Warwick" Gas Cooker in cheerful green and cream. Another model is in grey, white and burgundy. **AND WHAT A COOKER!** The oven, 17" wide, 18" high and 13" deep, will house the largest turkey—and all its trimmings. The grill is at eye level and toasts four large slices at a time—evenly. A four-hour timer to take the guesswork out of cooking. Safety taps, of course, and five full size boiling burners to handle the most ambitious meal.

Cleaning? Easier than ever. The pan rests go into the washing up bowl and a whisk with a damp cloth keeps the hotplate immaculate.

WILL IT FIT YOUR KITCHEN? The "Warwick" is 30" x 23". We will send you an exact template so that you can make sure. Also a fully illustrated leaflet—just send us your name and address. Better still, see the "Warwick" at your nearest Gas Showroom. For a few shillings a week this, the most luxurious domestic gas cooker in Britain can be yours.

DE LA RUE

Warwick

GAS COOKER



THOMAS DE LA RUE & CO. LTD. (GAS DIVISION) DEPT. G.H. 84/86 REGENT STREET, LONDON, W.1

Fig. 32. Colour in the Kitchen became very fashionable, during the 50's.

Don't do half the work yourself!

Let Thor do the entire washing, rinsing
and spin-drying while you relax!



Rinsing in the sink and wringing is hard work,
but with Thor there is . . .

No handling to wash !

No handling to rinse !

No handling to spin-dry—better than
wringer dry !



THOR SUPER AGITATION WASHING
Automagically . . .

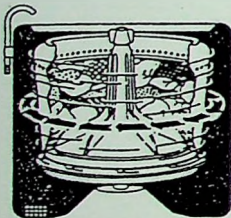
*Gets more work out of soap. The really
penetrating washing action that is com-
pletely harmless to clothes.*



THOR OVERFLOW RINSING
Automagically . . .

*The rinse that uses clean fresh water until
all the used suds and dirt float away
through the overflow, leaving clothes
brighter, whiter!*

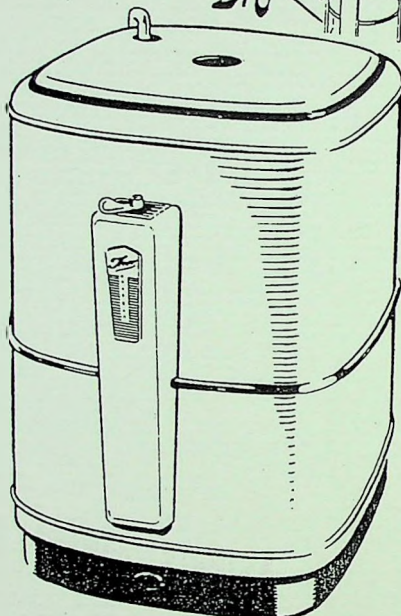
And this remarkable exclusive
feature **THOR SPIN-DRYING . . .**



all automagically !

*Such a gentle easing
action—yet 25% more
water extracted than by
any wringer.*

*Woollies emerge soft
and fluffy with buttons
and zips undamaged.*



*Remember . . . No lifting heavy wet clothes
. . . no backaches . . . no hands in water . . .
no special plumbing or fixing.*

IT'S 100% LABOUR-SAVING

Thor AUTOMAGIC
WASHING MACHINE

yours for less than **£10** deposit!

FREE & WITHOUT OBLIGATION

Please send me illustrated brochure and details of free demonstration.

*I am now using a
wringer type washer*

☐

*I am not using an
electric washer*

☐

NAME _____

ADDRESS _____

POST TO: Thor Appliances Ltd., Dept. G.H.13, 64/66 Oxford St., London, W.1

Fig. 33. Advertising is often deceptive, this advert would lead one to believe that the washing machine does the lot, while in reality there was still a considerable amount of labour involved, and it would be impossible to relax with the amount of noise the machine makes.

I'm so happy with my

G.E.C.



So marvellous to have an oven door that opens like that, and gives you a shelf to stand hot, heavy dishes on. Saves so much grease-spilling, finger-burning and lifting. Just a touch of the handle, and it glides down smoothly itself. Easy to see that women have had a big hand in planning this wonderful G.E.C. cooker.

Cooking without Looking Really, that G.E.C. Ovenmaster practically does the baking for you. You just see the dial — it actually lights up! — pop your joint, your pies, pastries and cakes in; and at

the right time, out they come, perfectly done. No more opening the oven door every five minutes to see if all goes well! It's such a big oven too, with a specially compact, quick, even-heating element.

Room at the Top What a joy it is to have three hot-plates instead of the usual two! Gives you room for five saucepans. You can boil, simmer and grill — all at the same time. It's just a matter of turning the switches.

Modern Beauty — Modern Colours A real piece of streamlined elegance, finished

in silk-smooth porcelain enamel, with handsome, easy-grip plastic handles, all so easy to clean. You can choose two shades of cream, cream and green, or all white or white with a black top.

Take the guess-work out of cooking and save electricity! See this super G.E.C. cooker at your local dealer's or electricity service centre.

DC1114 **£35.0.0** TAX FREE

Write for illustrated, descriptive leaflet DC1118 to Magnet House, Kingsway, London, W.C.2

The General Electric Co. Ltd.

Fig. 34. The life of the housewife revolved around her home, what a joy this marvelous appliances were to her. Happiness was achieved through the consumption of these commodities and her life fulfilled by their daily use.

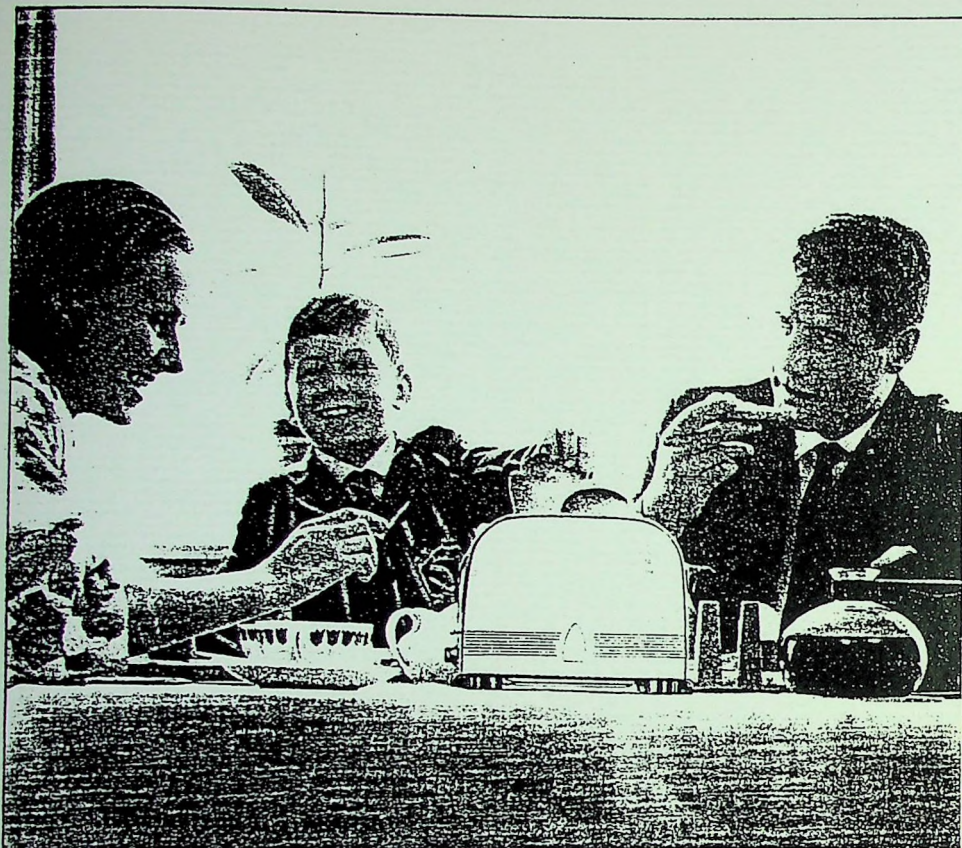
CHAPTER SIX:-

THE SWINGING SIXTIES

By the 1960's Advertising and Marketing Agencies in league with Industrialists started product development, products specifically designed to fit a gap in the market. It was the death of the natural consumer. Since most basic needs of people has been satisfied new desires had to be created in order to keep the wheels moving. If a market did not exist it would be artificially created. Large manufacturers produced a range of near identical brands, which would compete against each other for shelf space, each brand, through the use of target advertising being pitched at a different consumer group. Different tactics are used to sell these appliances to the differing targeted audiences.

Very important during the 1960's was the shift in marketing practice. If the housewife was the discovery of the 1950's then the 1960's is marked by the discovery of the rising affluent working class, "Mrs. Middle Majority" was not just the largest and most impressionable sector of the market, she now also had the money to spend. The C1's and 2's would now provide the back bone of the economy. They were favoured for their tendency to spend, their love of cash and Hire Purchase, coupled with a loathing of invisible investments, (Mortgages, Insurance, Education). They were the ideal consumers. For the first time the working class became the most important asset to the consumer economy. These were the people who took holidays abroad every year, changed their car every few years, followed fashion and ditched products as soon as they became too old, too dull, or whatever else the current trend dictated. It would be the skilled worker and his family that the bulk of advertising would be directed at for the coming years. Paradoxically advertising stimulated more work, for these people worked harder than ever to afford new styles and (necessary) luxuries. People so valued their labour saving devices that they were willing to work harder than ever to get them.

Advertisements during the early 1960's continued to define women according to the homes they kept, however the advertising copy became more subtle with a considerable reduction in the amount of words used. Advertising tableau became much more important, seldom were artist's impressions or drawings used in adverts anymore. The use of photography took their place almost entirely. Advertising agents began to realize the importance which tableau plays, it is the picture which set the tone of the advertisement, attracts the attention, gains interest, arouses curiosity and attempts to lead the reader into the text. They had discovered that the advertisement is not so much read as seen. The most

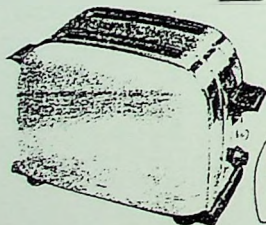


HOT - but not bothered

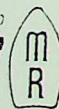
Why bother with eggsbaconteatoast all at once? Old fashioned stuff. Hot buttered toast? Pop up toaster cooks what you need, when you need it. Crisp toast? Pop up toaster dial sees to that. Or tender toast? Dial "medium-rare". He could make the toast. Or they. Pop up toaster is the only

known way for children to toast bread without toasting themselves. They like the pop effect too.

A Morphy-Richards toaster. Yours for £6.18.6d. And a perfect present (remember when brides used to get toast racks?)

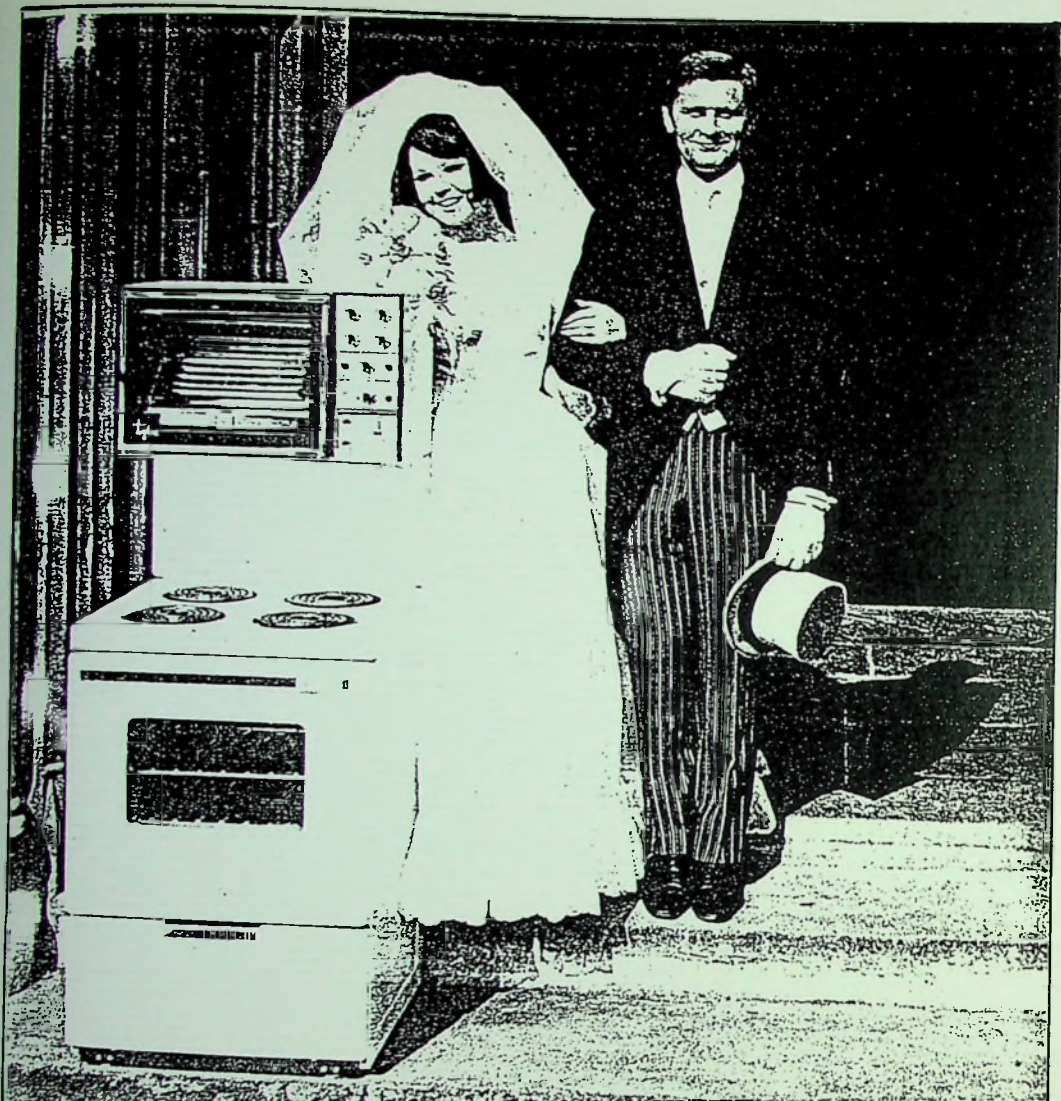


More about toasters in "Guide". Morphy-Richards booklet on household appliances. From your local dealer or write to Morphy-Richards (Cray) Ltd., 23-22 Pall Mall S.W.1. for your FREE copy.



MORPHY-RICHARDS

Fig. 35. Advertising in the 60's took on a more realistic look, women were still defined as wives and mothers.



Boy meets girl meets Jackson...

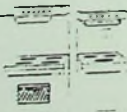
It was love at first sight. It was his sheer good looks that first made me notice Jackson. Jackson Tooline Radiant, to give him his full name. What won me over was his enormous top level grill compartment. It's so versatile! I can toast, grill, spit-roast, or slow-cook casseroles and puddings and keep an eye on them without having to stoop. His main oven easily cooks for 20 or more with all the trimmings. By the way, his door lifts right off which simplifies cleaning. I can't believe I have a Jackson's automatic and control. He's a real gentleman. I know we'll be a happy threesome, James, the man in my life, me... and Jackson.



Jackson



Approved by the British
Electrical Approvals
Board, main category



Meet Jackson—and his brothers,
Highline Radiant and **Trimline Radiant**
at your local electrical shop or showroom

For 1960 prices of models J100 to J150, J200 to J250 and J300 to J350

Better things are electric

ELECTRICAL DIVISION OF RADIATION LIMITED
Radiation House, North Circular Road, London, N.W.10

Fig. 36. Another attempt at personification of the appliance. With the trend towards progressive obsolescence of the 50's and 60's, one hopes that James lasted longer than Jackson.

striking aspect of the photograph as a selling tool is in its sincerity. People believe what the camera tells them to be true. If the power of the photograph lies in the viewers conviction that it does not lie, its effectiveness in conveying a sense of style or in inspiring an emotion lies in its capacity to tell a thousand truths. The advertisers use the photograph to select a particular visual truth or place the product within a staged but "Truthfully Recorded" social or natural scene of optimum appeal. Thus the photograph encourages the viewer to remain unconscious of any intervening or manipulative creator (ie., the advertising agent) and to experience the voyeurs sense of direct glimpsing the worlds reality. It serves to divert attention away from the advertiser as seller towards the message being delivered.

While words are likely to cause arguments, the photograph works on a higher level of our consciousness, thus it is impossible to be entirely sure as to what it is saying except on a superficial level. It is possible to infer using the visual image things perhaps to snobbish, vain or self seeking to be overtly stated.

Advertising during the 1960's was largely targeted at the nouveau riche, the affluent working classes, with the advertising tableau gently pushing the lifestyle of the wealthy pampered housewife. However as the decade progressed she began to lose the mindless, dutiful, model wife and mother look of the previous decade and began to develop a personality. She took on a more glamorous look and was more often depicted outside the confines of the home, as the social woman, attractive, entertaining and charming. Gone were the aprons and check print frocks characteristic of the housewife of the 1950's.

This was not just a feature of advertisements for household appliances during the 60's. The role of woman changed in emphasis yet again, from that of a housewife and mother to that of the beautiful woman. In shedding the confines of one stereotype woman donned another. Diversification of her activities from one role to another did not alter the reality of a woman's world. It was a world in Ronald Barthes phase "Entirely constituted of the gaze of man, one in which man is everywhere around, he presses on all sides, he makes everything exist".⁶

The Sixties were however a period of great liberation for women, and though there is little evidence to suggest it, if advertising were to be seen as a social mirror, women, married as well as single, were pushing their way into the workforce in considerably large numbers.



Shouldn't you know more about it?

© 1987 by American Psychological Association
0893-3200/87 \$02.00 DOI: 10.1037/0893-3200.1.1.6

AEG make no compromise with quality

- 49 -

This change in emphasis in the role of woman depicted in advertisement for household appliances could also be due to the growing support for womens liberation and feminism during the decade. Perhaps advertisers realized that women were growing more dissatisfied with their lot and instead of rubbing salt into their wounds by the reinforcement of old values they played down these contradictions by changing her image.

Advertising copy during the Sixties had changed considerably comparative to copy used in the 1950's. As already stated copy became scarcer and scarcer, but it also became considerably less patronizing in tone. In the advertisement "Hot but not bothered" (see fig.35) advertising copy is in a straight forward Question and Answer style. In the advertisement "That another weeks washing done" advertising copy is in the form of a series of statements.

Advertising tableau is used to suggest affluence in most of these late 1960's adverts directed at the working classes. The C1 and 2 consumers were being cajoled into spending their plentiful money on an even higher lifestyle. Props such as Great Danes, Borzoi's and Designer Clothing were used to sell washing machines, sinks and cookers (see fig.38,9 &40). The tone was decidedly upper class suggesting a lifestyle of opulence and high social standing. Such advertising was typical of the booming Sixties. By seeming to pitch the product at the AB Market, then the C1's and C2's would aspire to it.

High Fashion in the kitchen

The dresses—by Ronald Paterson

The cooker—by Creda

Haute Couture meets Haute Cuisine—on equal terms! Fabulous dresses
... fabulous cooker ... each models of elegance, expressing
to-day's most exciting trends with classic simplicity.

This remarkable new Constellation Electric Cooker has ALL the luxury
and practical features you ever dreamt of (including two
full sized thermostatically controlled ovens).

It is the easiest ever cooker to keep clean and
despite its LARGE capacity it takes up remarkably
little space in the kitchen. The Creda Constellation
is entirely British made. It costs 105 Gns.—
there are no extras and no Purchase Tax.



Creda Constellation

write for full colour literature to

SIMPLEX ELECTRIC CO. LTD.,

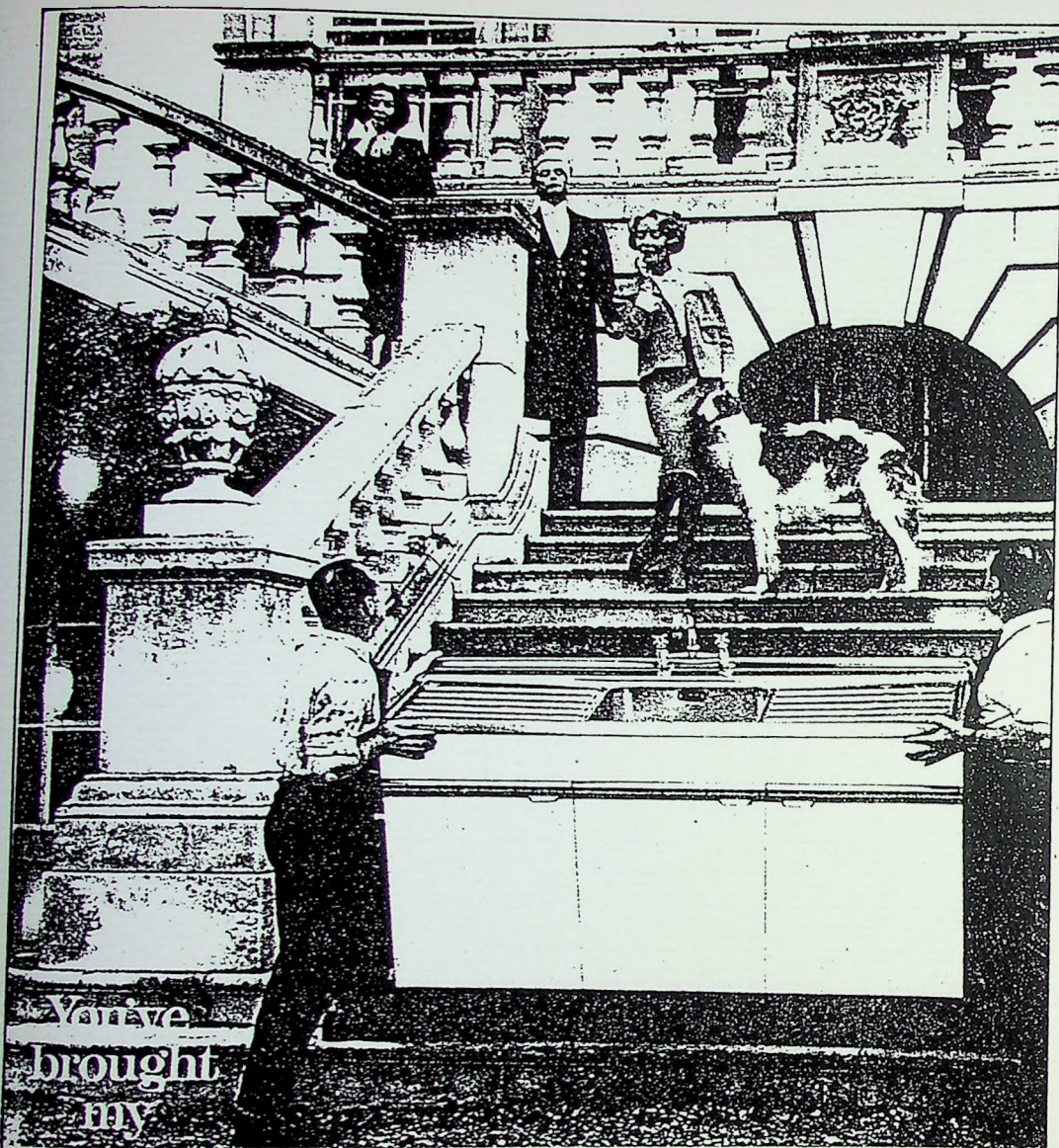
Creda Works, Blythe Bridge, Stoke-on-Trent, Staffs.

LONDON SHOWROOMS:

Creda House, Binney Street, London, W.1.

A company

Fig. 38. The increasing affluence of the working classes in the 60's was mirrored in the advertisements of the era. The dominant image of femininity was the beauty and fashion ideal.



LEISURE SINK!

It's the best sink money can buy. You see, it's made of the very finest, mirror-finished stainless steel—that's why it *stays* beautiful always. A divinely deep bowl, too, and masses of draining board. It's enough to make one *enjoy* washing up . . . I should think . . . IN STAINLESS STEEL FROM 12 gns OR VITREOUS ENAMEL FROM 6 gns (*fittings extra*). LEISURE CABINETS FROM £20.2.3.

ALLIED IRONFOUNDERS
LEISURE WORKS - LONG EATON - NOTTS

You can see the Leisure Sink in a model new Leisure Kitchen. Planned by us—built up by you unit by unit, as and when you want.

PLEASE SEND ME ALL DETAILS OF LEISURE EQUIPMENT

NAME

ADDRESS

SHLSI 4 53

SHOWROOMS, 145 REGENT STREET - LONDON W1

LEISURE SINKS MAKE ALLIED IRONFOUNDERS A HOUSEHOLD WORD

Fig. 39 The advertising tableau could be used to convey messages about lifestyle and class, which could never be conveyed through copy.

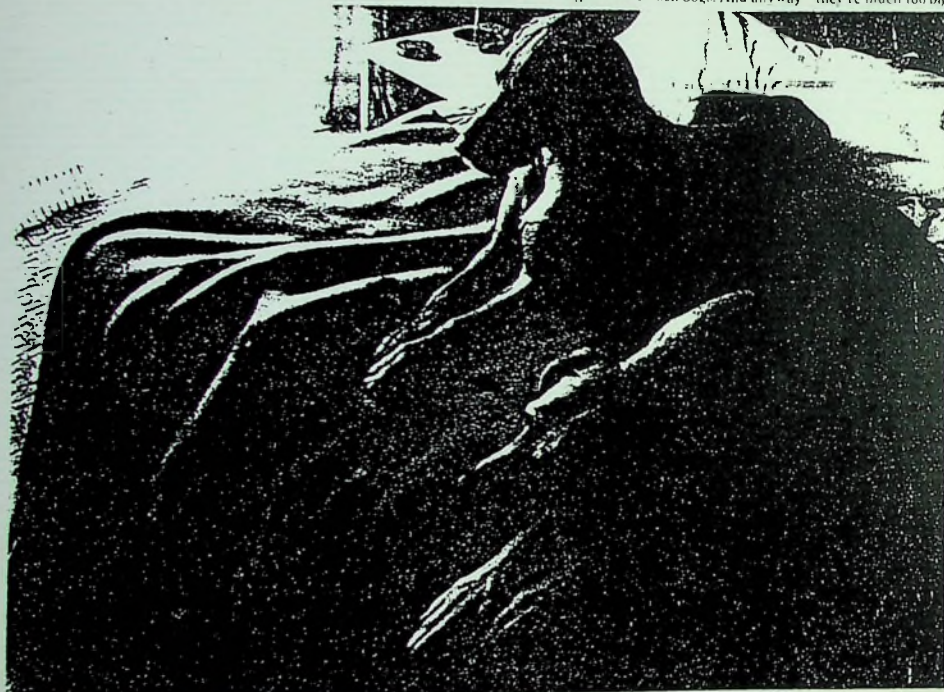
Their mistress just bought the new automatic that washes anything she says.

later on this morning
she'll say 'blankets'



This is how she says it.
She slips the Keyplate into its slot on the new fully-automatic Hoover Keymatic de luxe.

The Keymatic then washes the blanket in just the way it ought to be. Sheets? Coloured cottons? Nylon? The Keymatic has a complete set of programmes, to wash anything you say. Perfectly. Without wasting hot water. No other washing machine gives you such space-age control. But here's a word of warning: it won't wash dogs. And anyway - they're much too big.



New Hoover Keymatic de luxe with front-load soap dispenser

so you can have the Keymatic plumbed-in under a work surface (or connected to kitchen taps). Three channel dispenser for 1) pre-wash, 2) main wash, 3) fabric softener. Other features: hot and cold fill. Stainless steel drum. Gentle reversing tumble action. High-efficiency spin-drying - as you'd expect from Hoover.

Hoover make things better for you



99

Fig. 40. The use of props such a pedigree Great Danes conveyed not only ideas of great wealth, they conveyed a snobbishness of belonging to the upper class elite.

CHAPTER SEVEN:-

THE LATEST PHASE

The early Seventies continued in much the same vein as the previous decade with emphasis on consumer personification. More than 20 years of target marketing and motivational research behind them, advertising agents could see the impact which it had on consumer reactions.

The economic recession in 1973 once again curtailed public spending thus the excesses of the previous years were once again replaced by the practicalities of bargains and lower pricing.

Perhaps the most interesting aspect of domestic appliance advertising during the 1970's is the introduction of men into an area which was prior to this a female preserve. This is largely due to feminism's effective accusation of advertising and other media of producing not only misleading but also "Dangerously subversive images of women, crushing them into insecurity, a man's arms and the kitchen sink",⁷ women during the Seventies responded strongly to the media's resistance to the changing gender role.

The introduction of men to the activities of housework was timid at first. Early adverts suggested that men could get out of doing household chores by buying their wives dishwashers or other such appliances. (See fig.41). Another advert which typifies the gingerly approach to breaking the tradition of depicting the man in the kitchen is fig. 42 . Although he is a chef, his presence in the kitchen in this advertisement helps to dissolve the myth that men who engage in housework are some way effeminate. Other advertisements employed the face of popular television males which were liked and respected by the public to break traditions in gender roles.

As a further result of the feminist outcry many advertisements returned to the purely functional style, without emotive appeal or reference to gender stereotyping.

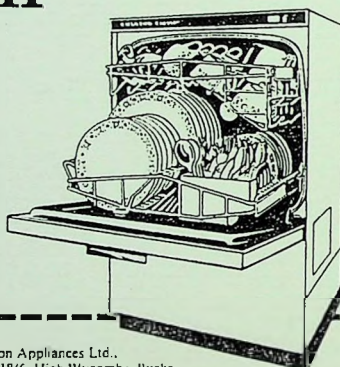
A prominent feature of advertising since 1980 is the use of the double page to a large extent. This enables the advertisers to get the full attention of the reader. In many of these two page advertisements the actual appliance itself is non-existent, or is depicted so small that its presence on the page is mere tokenism. This is an indication of the extent to which the depth approach has developed since its introduction in the late 40's

By all means help your wife wash up



~buy her a Colston

Before you reach for that dishcloth - think! Tomorrow and tomorrow and tomorrow... the dishes will have to be washed. And dried. And stacked away. Hardly a blissful prospect. So DO something about it. Now! Buy a Colston. And never look back. It does the job better than you do. Quiet turbo-jet wash action. Immaculate washing and drying. No breakages. And as for servicing - Colston looks after you better than anyone. Don't wait another day. Banish the washing-up bogey for ever. And enjoy your leisure bonanza! Don't put up with THAT chore a moment longer - fill in the coupon!



To Colston Appliances Ltd.,
Dept. GH8/6, High Wycombe, Bucks.
Please post free colour booklet on the Colston range of dishwashers.

Name
(Block letters please)

Address

County

Colston manufacture dishwashers.

COLSTON

Fig. 41. For the first time in history, advertising hinted at the possibility of the man having to "Help" in the house.

When you've mixed for Presidents and Princesses, friends expect something special.

When you've travelled the world as an international chef, serving spectacular meals for Presidents and Princesses, friends expect your own kitchen to be something special.

So Gilberto Amore chose an Osterizer as the only blender and liquidizer for any really labour saving kitchen.

Like millions of American housewives he knows its advantages. The extra powerful motor which handles anything.

The easy-clean removable jar and blades.

The specially shaped jar to ensure everything is mixed thoroughly. And the accessory jars for small quantities.

The Osterizer Gilberto is using has 16 speeds. More than any other in Britain.

It has all these speeds because you'll have to mix, puree, grind, mince, crush, shred, frappe, liquify, whip, cream, blend, crumb, beat, chop, and of course, grate sometime.

With each Osterizer there's a free cookery book with dozens of recipes.

So it isn't really surprising that an international chef like Gilberto Amore and millions of American housewives make the Osterizer their big stirring friend. John Oster products marketed in Britain by Rima Electric Limited.

Osterizer 16 speed Pulse Matic (illus) RRP £25.91 inc. VAT
Osterizer 7 speed Blender RRP £19.44 inc. VAT
Oster set of six 4 pint mini jars RRP £2.20 inc. VAT



Rima Cooker Hoods

A new range of cooker hoods to help you maintain really high standards

of hygiene and cleanliness in your kitchen. Rima Cooker Hoods have two fan speeds and an over-head light for your cooking area.

Rima Cooker Hoods from £24.50 inc. VAT.

Rima Infra Red Cookers.

Table top convenience cookers which cook food quickly and naturally. Brings a big steak to juicy succulence in around 2 minutes, and anything else in about half the time of an ordinary cooker.

Rima Infra Red Cookers from £13.99 inc. VAT



Rima

Oster
Small text below Oster logo: THE OSTER COMPANY, NEW HAVEN, CT, U.S.A.

Rima puts the fun back into cooking.

Fig. 42. Breaking the tradition, a man in the kitchen, even if he is a chef.

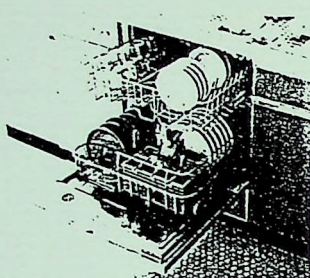
We've nothing against men helping with the housework. But a Miele is much better at washing up.

There are plenty of good reasons for having a dishwasher.
And even more for having a Miele.



1. The end of messy washing up.

Washing up by hand is a messy, time-wasting, thoroughly distasteful job. In fact, it's probably the most boring of all household chores. Unless you have a Miele dishwasher to do it for you, perfectly.



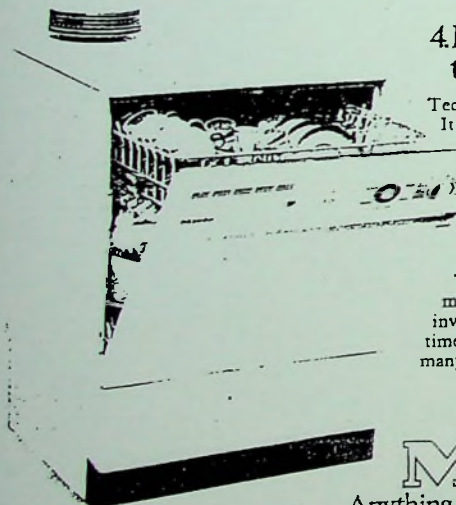
2. One day's dishes. One Miele's load.

The Miele dishwasher does the lot, all in one go. Washes them. Dries them sparkling clean. Saves time, tempers, and elbow grease. And because you can load dirty dishes after every meal the kitchen always looks tidy.



3. An extra hour every day.

It can take between 45 and 60 minutes to wash up by hand. So, in a year, you could be watching nearly 50 working days go down the drain. Couldn't you make better use of this time - with a Miele to help?



4. Miele. That's applied technology for you.

Technologically, a Miele is the best you can buy. It has three spraying arms to wash everything spotless. It has turbo-thermic drying so dishes dry without smearing. And its sound-proofing makes it just about the quietest you could have.

Ask your dealer for more details about Miele. The more you know, the more you will realise that to invest in a Miele will save you time, trouble and work for many years to come.

Please send me more details of Europe's finest, most exclusive dishwashers and household machines.

Name

Address

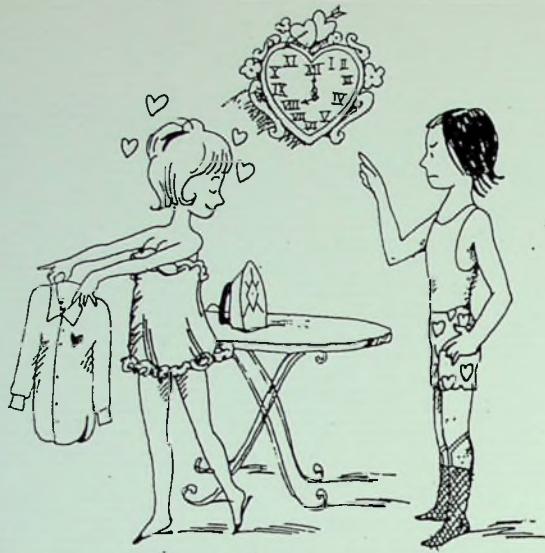
Miele

Anything less is a compromise.

The Miele Co. Ltd., Park House,
207/211 The Vale, London W3 7QS.
Tel: 01-749 2463; also at 19 Liverpool St.,
Salford, Manchester M5 4LY.
Tel: 061-736 8659.

GK26

Fig. 43. Meet the new man, he is a gentle intellectual who takes part in the wash up not just to help his wife, but as a natural male function when both the husband and wife work outside the home. He even wears an apron. He also takes full responsibility of his function as a father.



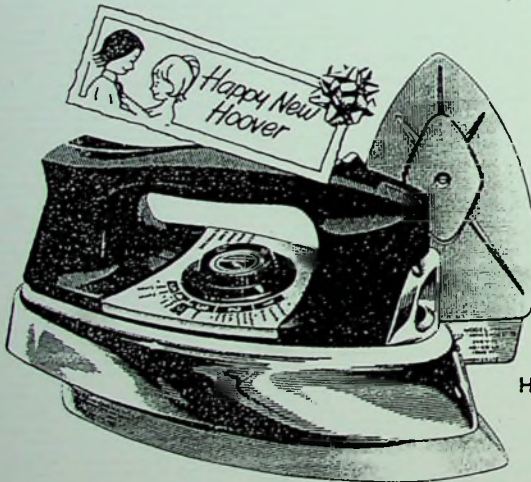
Hoover help you smooth things over.

Nothing keeps a home happy like a Hoover Steam or Dry Iron. It irons shirts so crisply they brighten the most liverish husband's morning. Presses clothes so spick and span your kids are proud to wear them.

Just look at its advanced features, and you'll be the happiest one of all. Besides a setting for all normal steam ironing, there's a 5-position fabric guide temperature control for dry ironing. The flex fits in either side for left or right handed use.

And unlike any other iron, there's a diamond shaped sole-plate on its base that spreads the steam evenly over whatever you're ironing.

All for a happy low price too!



*Britain's finest range of steam irons:
Model 4004 Steam or Dry Iron
— unbeatable value at £6-18.*
Other irons in the Hoover range:
Model 4005W. Steam or Dry Iron with water gauge £7-23.*
Model 4404 Spray, Steam or Dry Iron £7-56.*
Model 4404C. As 4404 with special non-suck sole-plate £9-5.
(*Recommended prices.)
Shop around and you may find them for less*

Hoover make things better for you.



Fig. 45. Hoover advertisements - still clings to the portrayal of gender roles..

This machine is definitely different!

A FULLY AUTOMATIC WASHING MACHINE and TUMBLE DRYER COMBINED

With the NEWPOL EXTRA DRY you merely "key" exactly the wash and dry you want. NEWPOL does the rest and gives you —

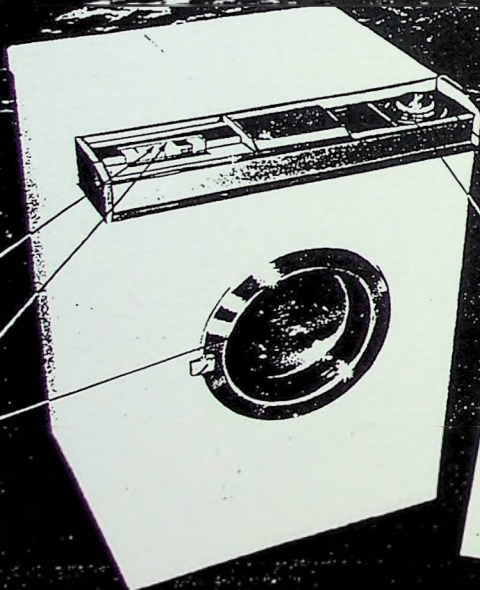
1. Exactly the dryness you want: damp enough to iron or dry enough to wear.
2. A really complete biological wash with precise temperature control and special drum movement.
3. Special programmes for "difficult" washes: drip dry shirts; garments needing extra gentle treatment and shrinkproof washable wool.

NEWPOL special features include: specially treated steels to ensure long life; special control to ensure right temperature for every wash and pre-wash; triple soap dispenser that works automatically.

No other machine matches the complete home laundry facilities of the NEWPOL EXTRA DRY, the combined Washer and Tumble Dryer that does your washing just as you want it.



A Complete Home Laundry



Setting process for exactly the dryness you want.
NEW Thermal doorswitch.

Wash & Wear Process — ideal for non-iron drip-dry and ready-to-wear garments.

Stainless Steel Drum takes 11 lb. washload.
NEW fast spin speed.

NEW-POL EXTRA DRY
Recommended Retail Price
including VAT.
£170.95

Special separate process for Wool to avoid shrinkage or compression.

Complete Bio-Wash process. Right temperature and special drum movement to get the best from enzyme powders.

ALSO AVAILABLE THE NEWPOL BIO 101

the Automatic Washing Machine with many of the special features of the EXTRA DRY — including bio/stap process, delicate process, double soap tray, large capacity, easy access and the latest safety factors.
Recommended Retail Price
including VAT
£93.71

Available from **COMET** at discount prices.

These machines are guaranteed for 12 months including parts, labour and transport.

Fig. 46. Many advertisers of domestic appliances during the 1970's removed people altogether from the advertising tableau.

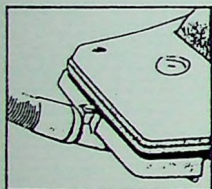
Hoover Starlight- gets your carpets deep down clean

There's only one way to get your carpet "Hoover-Clean"! With a genuine Hoover cleaner.

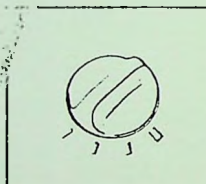
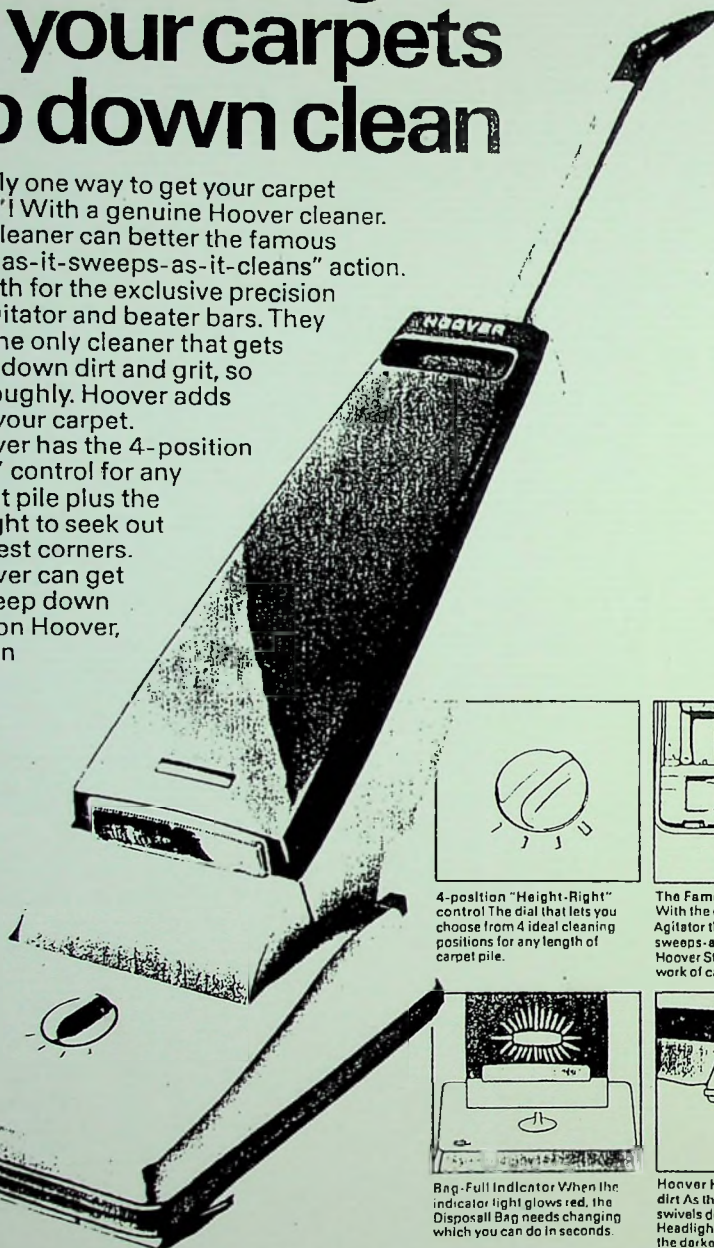
No other cleaner can better the famous Hoover "beats-as-it-sweeps-as-it-cleans" action. Look underneath for the exclusive precision built Hoover agitator and beater bars. They make Hoover the only cleaner that gets out even deep-down dirt and grit, so gently, so thoroughly. Hoover adds years of life to your carpet.

Only Hoover has the 4-position "Height-Right" control for any length of carpet pile plus the Hoover headlight to seek out dirt in the darkest corners.

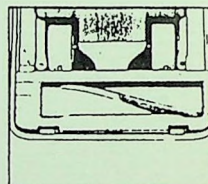
Only Hoover can get your carpets deep down clean so insist on Hoover, the first name in floorcare.



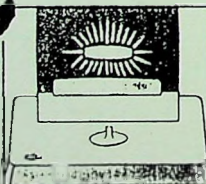
Instant Clip-on Hose With its special converter, the double stretch hose clips on instantly and together with the set of optional cleaning tools turn the Starlight into a complete home cleaner.



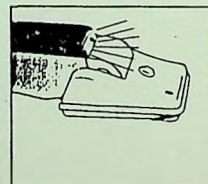
4-position "Height-Right" control The dial that lets you choose from 4 ideal cleaning positions for any length of carpet pile.



The Famous Hoover Agitator With the exclusive Hoover Agitator that "beats-as-it-sweeps-as-it-cleans," the Hoover Starlight makes short work of carpet cleaning.



Bag-Full Indicator When the indicator light glows red, the Disposal Bag needs changing which you can do in seconds.



Hoover Headlight for hidden dirt As the elegant body swivels down, the Hoover Headlight searches out dirt in the darkest corners.

Hoover make things
better for you.

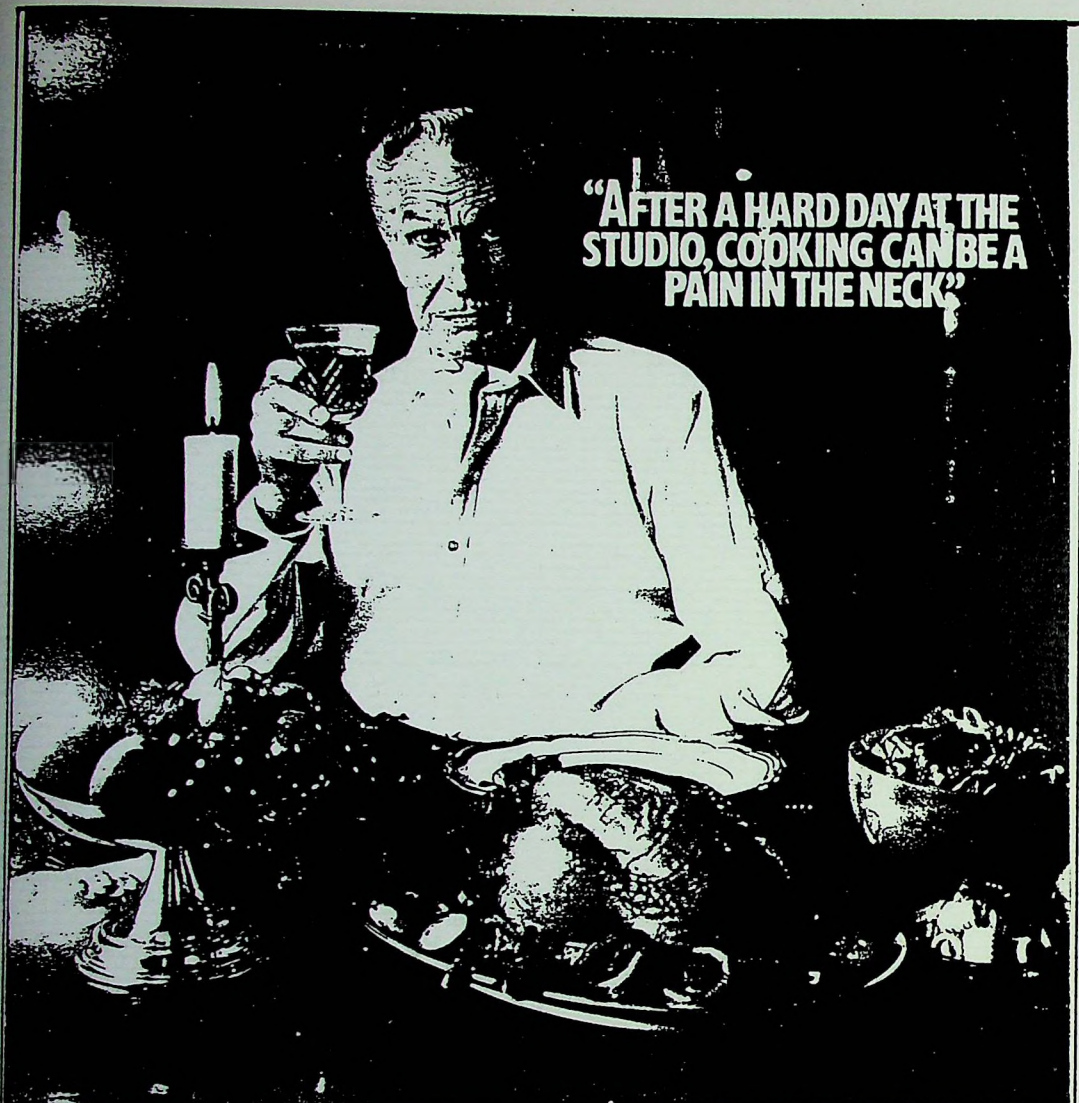


Fig. 47. This advert for Hoover is very sober comparative to emotive advertising employed by Hoover previously.

and early 50's. Through the chosen tableau the advertising agent can reach the target consumer by merely suggesting the product and the satisfactions which it offers the consumer, satisfactions which are ultimately glamorous and often inaccessible, part of a dream world. Advertising of household appliances in the Eighties continues to make slow progress in changing its attitude to gender roles. Despite the many contemporary advertisements which play on women's independence and their ability to make up their own minds in the consumer jungle, it is still true however that many adverts continue to define woman as housewives, reflecting limited roles of work and leisure.

While the image of domesticity does not have the persuasive effect it once had, many adverts truthfully reflect the fact that although women have become accepted in the labour market, the bulk of the household chores are still their responsibility. Thus the advertisement for an electric freezer clearly assumes that the woman addressed is responsible for the provision of food. She is aware of the movement of food prices with inflation and the advantage of buying in bulk. Such advertisement also allow for the possibility that she is employed outside the home. If you are working all day with no time to shop, "A fridge freezer can be a real life saver". Instead of feeling inadequate as a housewife at work and rushing desperately from shop to shop after work, she will be able to have, thank to her fridge freezer, the best of both worlds, that of traditional female responsibilities and that of paid work.

The suggestion that the solution to the problems created by this double role, lies in the consumption of commodities, is of course totally consistent with the role of advertising.



**"AFTER A HARD DAY AT THE
STUDIO, COOKING CAN BE A
PAIN IN THE NECK"**

At the end of a hard day, the last thing you
want to do is spend the night in the kitchen.

Which is why the Samsung microwave was
invented. To give freezer-to-oven convenience
at the touch of a button.

The versatility of a Samsung
microwave has to be believed.

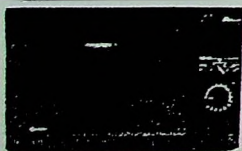
From courgettes to chocolate
cake, corn on the cob to custard,
pasta sauce to cauliflower-cheese.

Boil, bake, stew, poach, or
broil to succulent
straight from the freezer

faster than a bat out of hell.

The RE553T, for example, has an easy-to-
clean removable turntable that distributes the
heat evenly and perfectly to every dish every
time, all the time.

The Samsung range
starts at just £139, including
a Good Housekeeping Micro-
wave Handbook packed with
delicious recipes. To find out
more, and the address of
your nearest stockist, simply
Freepost the coupon.



Please send me literature on the range of Samsung GH1
Microwave Ovens and the name of my nearest stockist.

Name _____

Address _____



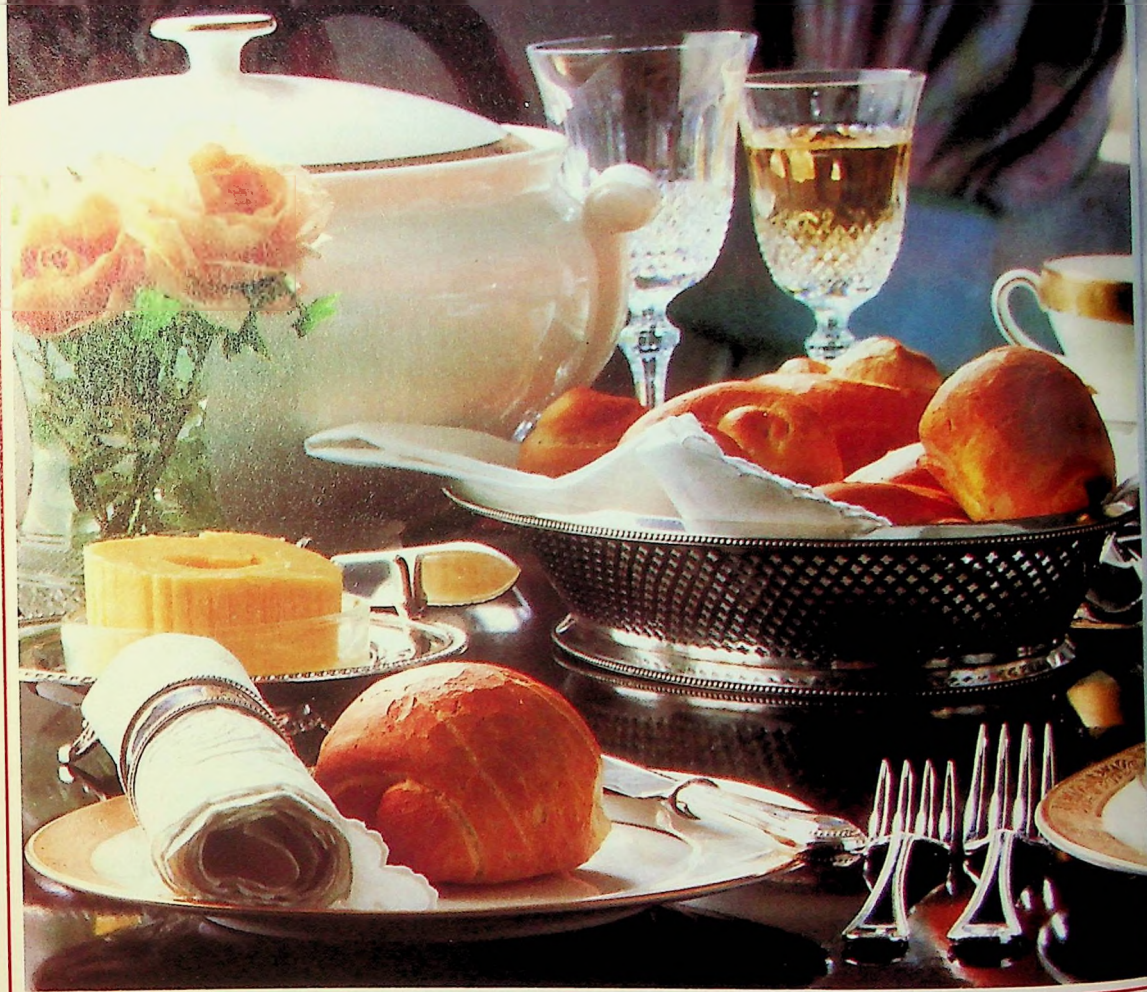
SAMSUNG

Post to Samsung
Electronics (UK) Ltd.
Freepost, Surbiton, Surrey KT6 7BR.

Design ahead of time.

Fig. 48. Well known media faces were used to confirm that many men do carry
out household tasks.

**WHEN YOUR DINNER SERVICE COSTS MORE
THAN YOUR DISHWASHER,
THEN YOUR DISHWASHER HAD BETTER BE AEG.**



AT AEG we have a simple philosophy: everything we make must be superlative. Consider our Favorit range of dishwashers. They aren't just economical, they're exceptionally economical.

The Vario-Spray technique which

we've invented has upper and lower sprays working alternately rather than simultaneously. So the Favorit 525, for example, uses just 25 litres of water to clean a dinner service of 12 place settings.

And the less water a machine uses,

the less electricity. The less detergent too.

Moreover, Favorit dishwashers are remarkably quiet. Not only does Vario-Spray reduce noise, but our own special insulation virtually eliminates it.

As for cleaning dishes, the Favorit



AEG

ADVANCED
ENGINEERING FROM
GERMANY

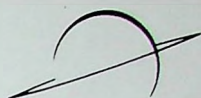
are superb. On the one hand you can clean, and sterilise, heavily soiled china at 65°C, hotter than the hand can bear, or on the other, you can programme the machine to the delicate setting. And when you've got a service of

Wedgwood, each plate costing over £35, delicacy is a necessity. The truth of it is, when you buy an AEG, you aren't simply buying an appliance that's been better designed, better engineered. You're buying the best.



Fig. 49 Lifestyle still dominates the advertising message of the 1980s. Mere suggestion of the product is adequate.

ZANUSSI



According to the number of cookery books around today the world is your oyster.

The horizons only start to narrow when you consider the traditional oven.

You see, in a traditional oven, it's always hotter at the top than it is at the bottom.

Which more or less closes the book on baking a batch of cakes for instance. (Unless you risk burning your fingers shuffling them around.)

Nor is an oven with different areas of heat exactly ideal for things like soufflés.

And if you're cooking a fish for the main course and a pie for dessert, you'd have to cook them one at a time in a traditional oven. (Or serve up a non-too subtle blending of flavours.)

Obviously, the traditional oven could do with a little appliance of science.

Which is where the Zanussi Multifunction Oven comes in.

An oven that isn't just one oven, it's four.

First, it's an electric convection oven which circulates the heat by fan. So the temperature is even throughout. (Not only is it ideal for that batch of cakes, it's also more effective at defrosting.)

Second, it's a full-width grill. (But a more efficient grill because it also offers the alternative of an economy grill.)

Third, it's a traditional roasting oven. (So you can still do the traditional roast beef and Yorkshire in the traditional way.)

And finally, it's also a baking oven. (So you can bake your cake and eat it.)

If you'd like more details on Zanussi's Multi-function Oven, just fill in the coupon.

It's time your oven could do what you can do.

Write to Zanussi Ltd, Zanussi House, Hambridge Road, Newbury RG14 5EP for a brochure and price list.

Name

Address

Postcode

The Appliance of Science.

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An advertisement for an oven. The top half of the image shows a row of cookbooks standing upright on a speckled countertop. From left to right, the visible spines are: 'THE FREEZER COMPANION' by Michelle Bernier-Dale-Johnson; 'Baking Bread and Cakes' by Cordia Bleu and Jill Graham; 'Omelets & Eggs' by Mimi Zuckerman; 'The Culinary Bible' by Jane Grigson; 'The Complete Cook' by Jane Grigson; 'The Complete Cook' by Jane Grigson; 'The Complete Cook' by Jane Grigson; 'The Complete Cook' by Jane Grigson; 'The Complete Cook' by Jane Grigson; 'The Complete Cook' by Jane Grigson. Below the books, a white bowl filled with a red, saucy dish is shown. The bottom half of the image is a solid black background with the text 'IS YOUR OVEN AS VERSATILE AS YOUR COOKING?' in white, bold, sans-serif capital letters.

IS YOUR OVEN AS VERSATILE AS YOUR COOKING?

Fig. 50. The subtleties of modern advertising are so advanced that the advertisement do not even need to depict the product. Instead the satisfaction of good cooking are sold.



VE THE IRONING.

Rowenta

WELL, FORCED IS HARDLY THE WORD. BUT THERE DOES COME A TIME WHEN THE ONLY SENSIBLE THING TO DO IS SURRENDER TO IMPULSE. GIVE IN TO YOUR INSTINCTS. ABANDON YOURSELF TO UTTER IMPETUOUSNESS. EVEN WHEN YOU'RE IN THE MIDDLE OF THE IRONING.

THAT'S THE TIME YOU'LL FEEL ESPECIALLY FOND OF YOUR GUARDIAN SAFETY IRON FROM ROWENTA. BECAUSE THE GUARDIAN DOES SOMETHING FEW OTHER IRONS CAN MANAGE - IT TURNS ITSELF OFF.

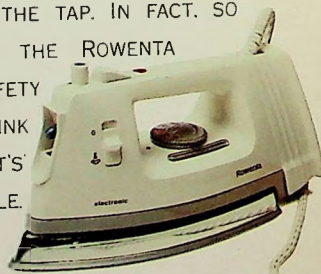
LEAVE IT FACE DOWN ON ITS BASE AND AFTER THIRTY SECONDS IT SIMPLY SWITCHES OFF. LEAVE IT STANDING ON ITS HEEL, AND AFTER 8 MINUTES IT

DOES THE SAME. AND AS IT DOES SO, IT BEEPS OUT AN AUDIBLE WARNING SIGNAL TO LET YOU KNOW.

WHEN LIFE IS TAKING A RATHER MORE PREDICTABLE COURSE, HOWEVER, THE GUARDIAN IS JUST AS OUTSTANDING.

IN FACT, WITH ITS EXTRA STEAM BURST FACILITY AND FINE MIST SPRAY, IT POWERS THROUGH EVEN THE MOST OBSTINATE CREASES WITH ALMOST CONTEMPTUOUS EASE. AND TO MAKE LIFE EVEN SIMPLER, IT CAN BE FILLED FROM THE TAP. IN FACT, SO DESIRABLE IS THE ROWENTA GUARDIAN SAFETY IRON, WE THINK YOU'LL FIND IT'S UNFORGETTABLE.

ALMOST.



FROM ROWENTA

THE GUARDIAN

Fig. 51. What ever turns you on!

CONCLUSION

The media and especially advertising has become a spinner of affluent fantasies. The promise that the consumption and acquisition of a product will give recognition, popularity, love and so on is a distortion of the use and value of the the product, and a distortion of its social value. It tries to impress its own scale of values on the consumer imparting a misleading range of motives and ideas by which their lives should be guided. The overall effect of this is the replacement of a social sense of purpose with an acquisitive ideology, in which the satisfaction of material desires is the sole purpose of life.

Clearly no one can say to what extent our estimate of ourselves and others, and of what we think of as normal and acceptable is affected directly or indirectly by advertising. But unless advertising was completely divorced from life, our values and assumptions must be affected to some degree.

In general, the idea commonly encountered of advertising being at the forefront of change and development is misconceived. It embraces change in the technological sense alone, not as a step towards human betterment or social justice, but as an increase in efficiency or production (materialism). Advertising presents not an outward going but an inward looking world, not a wide vista, but a view which is narrow and constrained. It does not open up more possibilities, but restricts the perception of those which already exist.

There is no doubt that household appliances indeed make the carrying out of household tasks infinitely more tolerable, and have improved the life the householder. While advertising has played an important part in the technological advancement of appliances and is susceptible to real change in social values, there are limits to the extent of such change. It is difficult for advertising to accommodate to social and also political criticism without endangering the whole foundation of the social order on which capitalism and advertising depend.

SOURCES OF ILLUSTRATIONS:-

- Fig. 1. M. Lancaster, Electric Cooking, Heating, Cleaning, etc. 1914.
- Fig. 2. M. Lancaster, Electric Cooking, Heating, Cleaning, etc. 1914.
- Fig. 3. Electrical Development Association Poster, 1927.
- Fig. 4. Electrical Development Association Poster, 1928.
- Fig. 5. Twentieth Century Cooking, E.D.A., 1930.
- Fig. 6. Photograph: Electric Show House, Battersea Borough Council, 1927.
- Fig. 7. Illustration from the All Electric Age, A. G. Whyte, 1920.
- Fig. 8. Ladies Home Journal, 1928.
- Fig. 9. Saturday Evening Post, December, the 8th, 1928.
- Fig. 10. Saturday Evening Post, August, the 11th, 1934.
- Fig. 11. Saturday Evening Post, October, the 19th, 1929.
- Fig. 12. Saturday Evening Post, March, the 14th, 1936.
- Fig. 13. Saturday Evening Post, September, the 24th, 1927.
- Fig. 14. Saturday Evening Post, March, the 23rd, 1935.
- Fig. 15. Delineator, April, 1930.
- Fig. 16. Saturday Evening Post, March, the 24th, 1928.
- Fig. 17. Understains - Kathy Myers.

- Fig. 18. Saturday Evening Post, November, the 21st, 1931.
- Fig. 19. Saturday Evening Post, February, the 18th, 1933.
- Fig. 20. Fortune, September, 1931.
- Fig. 21. Womans Own, February, 1948.
- Fig. 22. Womans Own, November, 1945.
- Fig. 23. Good Housekeeping, January, 1952.
- Fig. 24. Good Housekeeping, Ocotber, 1952.
- Fig. 25. Good Housekeeping, October, 1953.
- Fig. 26. Good Housekeeping, October, 1955.
- Fig. 27. Good Housekeeping, January, 1955.
- Fig. 28. Good Housekeeping, January, 1955.
- Fig. 29. Good Housekeeping, October, 1954.
- Fig. 30. Good Housekeeping, October, 1952.
- Fig. 31. Good Housekeeping, January, 1955.
- Fig. 32. Good Housekeeping, October, 1954.
- Fig. 33. Good Housekeeping, November, 1954.
- Fig. 34. Good Housekeeping, October, 1957.
- Fig. 35. Good Housekeeping, October, 1963.
- Fig. 36. Good Housekeeping, November, 1965.
- Fig. 37. Good Housekeeping, November, 1966.

- Fig. 38. Good Housekeeping, April, 1963.
- Fig. 39. Good Housekeeping, October, 1967.
- Fig. 40. Good Housekeeping, October, 1969.
- Fig. 41. Good Housekeeping, November, 1971.
- Fig. 42. Woman, January, 1973.
- Fig. 43. Good Housekeeping, January, 1976.
- Fig. 44. Woman, January, 1977.
- Fig. 45. Good Housekeeping, October, 1973.
- Fig. 46. Good Housekeeping, October, 1974.
- Fig. 47. Woman, January, 1977.
- Fig. 48. Good Housekeeping, January, 1985.
- Fig. 49. Good Housekeeping, October, 1986.
- Fig. 50. Good Housekeeping, October, 1987.
- Fig. 51. Good Housekeeping, October, 1987.

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