

1. Record Nr.	UNINA9910462178403321
Autore	Stole Inger L
Titolo	Advertising at war [[electronic resource]] : business, consumers, and government in the 1940s // Inger L. Stole
Pubbl/distr/stampa	Urbana, : University of Illinois Press, c2012
ISBN	1-283-71261-X 0-252-09423-9
Descrizione fisica	1 online resource (282 p.)
Collana	The history of communication
Disciplina	940.54/88973
Soggetti	Advertising - United States - History - 20th century World War, 1939-1945 - United States - Propaganda Corporations - Public relations - United States - History - 20th century Electronic books. United States History 1933-1945
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prelude to war -- Advertising navigates the defense economy -- The initial year of the Advertising Council -- The consumer movement's return -- Advertising, Washington, and the renamed War Advertising Council -- The increasing role of the War Advertising Council -- Peace and the reconversion of the Advertising Council.
Sommario/riassunto	'Advertising at War' challenges the notion that advertising disappeared as a political issue in the United States in 1938 with the passage of the Wheeler-Lea Amendment to the Federal Trade Commission Act, the result of more than a decade of campaigning to regulate the advertising industry. Inger L. Stole suggests that the war experience, even more than the legislative battles of the 1930's, defined the role of advertising in U.S. postwar political economy and the nation's cultural firmament.