

1. Record Nr.	UNINA9910790678403321
Autore	Meyers Cynthia B
Titolo	A word from our sponsor : admen, advertising, and the golden age of radio // Cynthia B. Meyers
Pubbl/distr/stampa	New York : , : Fordham University Press, , [2013] ©2014
ISBN	0-8232-6893-4 0-8232-5371-6 0-8232-5523-9 0-8232-5377-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (404 p.)
Disciplina	659.14/2097309041
Soggetti	Radio advertising - United States - History - 20th century Radio programs - United States - History - 20th century Radio broadcasting - United States - History - 20th century Advertising in popular culture - United States - History - 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction -- 1. Dramatizing a Bar of Soap -- 2. The Fourth Dimension of Advertising -- 3. They Sway Millions as If by Some Magic Wand -- 4. "Who Owns the Time?" -- 5. The 1930's Turn to the Hard Sell -- 6. The Ballet and Ballyhoo of Radio Showmanship -- 7. Two Agencies -- 8. Madison Avenue in Hollywood -- 9. Advertising and Commercial Radio during World War II, 1942-45 -- 10. On a Treadmill to Oblivion -- Conclusion -- Notes -- Bibliography -- Index
Sommario/riassunto	During the "golden age" of radio, from roughly the late 1920's until the late 1940's, advertising agencies were arguably the most important sources of radio entertainment. Most nationally broadcast programs on network radio were created, produced, written, and/or managed by advertising agencies: for example, J. Walter Thompson produced "Kraft Music Hall" for Kraft; Benton & Bowles oversaw "Show Boat" for Maxwell House Coffee; and Young & Rubicam managed "Town Hall Tonight" with comedian Fred Allen for Bristol-Myers. Yet this fact has

disappeared from popular memory and receives little attention from media scholars and historians. By repositioning the advertising industry as a central agent in the development of broadcasting, author Cynthia B. Meyers challenges conventional views about the role of advertising in culture, the integration of media industries, and the role of commercialism in broadcasting history. Based largely on archival materials, *A Word from Our Sponsor* mines agency records from the J. Walter Thompson papers at Duke University, which include staff meeting transcriptions, memos, and account histories; agency records of BBDO, Benton & Bowles, Young & Rubicam, and N. W. Ayer; contemporaneous trade publications; and the voluminous correspondence between NBC and agency executives in the NBC Records at the Wisconsin Historical Society. Mediating between audiences' desire for entertainment and advertisers' desire for sales, admen combined "showmanship" with "salesmanship" to produce a uniquely American form of commercial culture. In recounting the history of this form, Meyers enriches and corrects our understanding not only of broadcasting history but also of advertising history, business history, and American cultural history from the 1920's to the 1940's.
