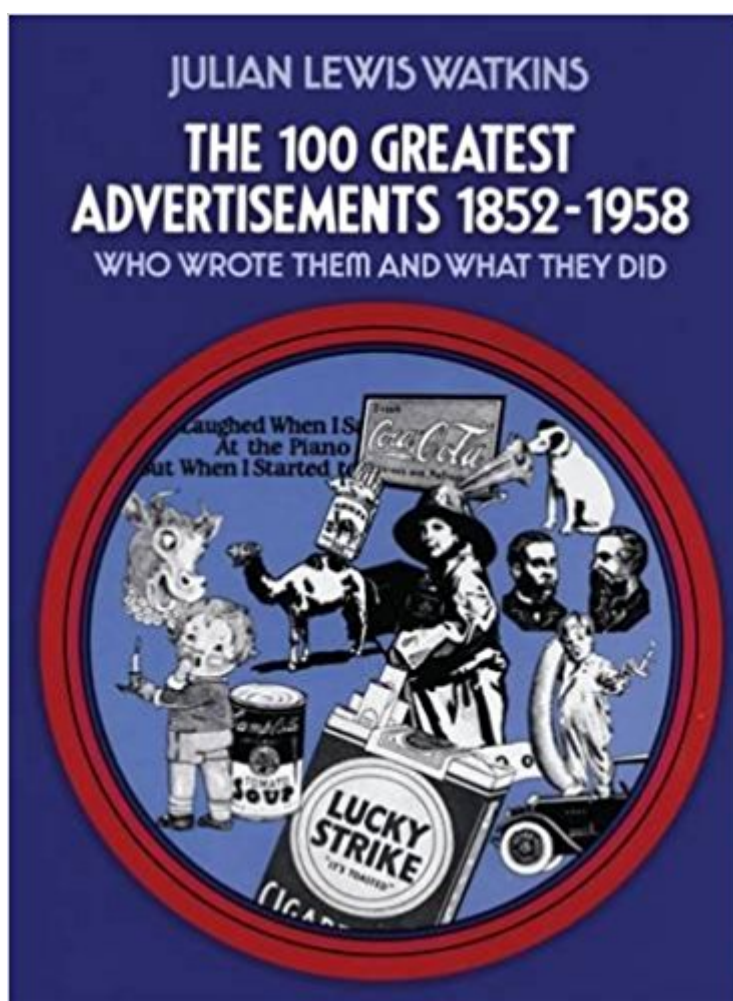


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# The 100 Greatest Advertisements 1852-1958: Who Wrote Them And What They Did



## Synopsis

Styles in advertising will change, but there is no copywriter, artist, or campaign planner who will not profit by studying proved successes, whether of 50 years ago or today. In this single volume are 100 of what are probably among the most successful advertisements ever to appear in print, plus an additional 13 added especially for this edition. These 113 ads are proven salesmen – almost every one had phenomenal results. They have not been included because of personal whim, or for their beauty. The ultimate criterion here is the only one that really counts: whether an ad did what it was supposed to do. These ads helped change the habits of a nation, built reputations, gave new expressions to the language and – first and foremost – sold millions of dollars of merchandise, from Rolls Royce automobiles to Lux Soap, from Riviera Pears to Steinway Pianos. You learn the salient facts behind these ads as well, often expressed in the words of the originator himself. Men who understood intuitively the workings of mass persuasion techniques long before they became widespread describe their own thoughts, reasonings, and hunches. Earnest Elmo Calkins tells about his experiences in creating Phoebe Snow for the Lackawanna Railroad. Bruce Barton tells about his work on the "Five Foot Shelf" ad, which increased eight-fold the number of coupons received. David Ogilvy describes his campaigns for Hathaway Shirts and Rolls Royce. Raymond Rubicam tells of Squibb's "Priceless Ingredient." More than 100 ads tell better than any textbook or professional analysis exactly what is the secret ingredient that makes an ad "click" when a thousand others fail.

## Book Information

Series: Who Wrote Them and What They Did

Paperback: 256 pages

Publisher: Dover Publications; 2nd Revised ed. edition (February 15, 2012)

Language: English

ISBN-10: 0486205401

ISBN-13: 978-0486205403

Product Dimensions: 7.8 x 0.6 x 10.7 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 12 customer reviews

Best Sellers Rank: #729,711 in Books (See Top 100 in Books) #140 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #1429 in Books > Business & Money > Marketing & Sales > Advertising

## Customer Reviews

Styles in advertising will change, but there is no copywriter, artist, or campaign planner who will not profit by studying proved successes, whether of 50 years ago or today. In this single volume are 100 of what are probably among the most successful advertisements ever to appear in print, plus an additional 13 added especially for this edition. These 113 ads are proven salesmen – almost every one had phenomenal results. They have not been included because of personal whim, or for their beauty. The ultimate criterion here is the only one that really counts: whether an ad did what it was supposed to do. These ads helped change the habits of a nation, built reputations, gave new expressions to the language and – first and foremost – sold millions of dollars of merchandise, from Rolls Royce automobiles to Lux Soap, from Riviera Pears to Steinway Pianos. You learn the salient facts behind these ads as well, often expressed in the words of the originator himself. Men who understood intuitively the workings of mass persuasion techniques long before they became widespread describe their own thoughts, reasonings, and hunches. Earnest Elmo Calkins tells about his experiences in creating Phoebe Snow for the Lackawanna Railroad. Bruce Barton tells about his work on the "Five Foot Shelf" ad, which increased eight-fold the number of coupons received. David Ogilvy describes his campaigns for Hathaway Shirts and Rolls Royce. Raymond Rubicam tells of Squibb's "Priceless Ingredient." More than 100 ads tell better than any textbook or professional analysis exactly what is the secret ingredient that makes an ad "click" when a thousand others fail. Retitled (1993) reprint of the second revised edition with 13 additional ads, first published by Dover Publications, Inc., in 1959.

This book contains ads written by some of the best marketing minds of all time, such as Hopkins, Ogilvy, Caples, and others. While the ads are old, the copywriting is stellar and timeless. This book also contains the stories behind each ad and how they did commercially, which are a fun read if you're into advertising. This is a great book for swiping ideas and/or copy, or finding inspiration for new ads. I highly recommend it.

My favorite section was on one of the first Kodak camera ads. It hit the product's USP, and tugged on your emotional strings!

Great resource from the pioneering days of modern advertising. And rather a sociologic treasure - we were so the same and so different back then, us humans

I've read a few reviews that say all of the adds are old... and that should be obvious by the book's title. The point is, these adverts were all successful and there is a reason for that. Media has evolved but human nature... not so much. If you are learning copywriting, marketing, or you own a business... get this and put it on your bookshelf! Better yet... read it.

Save your money, this book is as exciting as reading a telephone book. . .

It was what it was supposed to be but to be truthful it was a disappointment...not really very well done or inspiring

This book would be interesting for visual artists, and students of American culture, as well as advertising writers. People in the entertainment industry will get a great deal out of it, as well, especially stylists and costume designers. The vintage reproductions really give you a sense of what it was like to live and work back in those times. The author also provides a nice description on the facing page of each full page ad, explaining the background for the piece and context in which it was created. Highly recommended.

"A customer" calls this thoughtful collection by Watkins "outdated" and of no value to a modern, savvy, cutting edge, tip of the iceberg, with-it, etc, etc, advertising wannabe, regardless of age, shape or fuel. And, that is the essence of what is wrong with what is being produced as advertising copy writers, producers, et. al. today. All huff, no puff.(Yes, I were one)

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