

# **Crazy Commercials Of The 60s**

**Gale Group** 

#### **Crazy Commercials Of The 60s:**

THE 1960's: A DECADE I REMEMBER Nancy Hoffman, 2024-08-12 In sixty essays Nancy Hoffman gives you a glimpse of growing up in the sixties A retired teacher of thirty two years Nancy shares her memories and insights of an iconic decade After reading her words and enjoying the many retro photos it is the hope of this author that you the reader walk away with a positive feeling about this memorable time in history Since her retirement Mrs Hoffman has loved having more time to write along with her writer illustrator husband Roger 60 Stories About 30 Seconds Bruce Van Dusen, 2020-09-15 1977 New York City Cool and crime ridden cheap and wild Bruce Van Dusen shows up in town with a film degree and 150 to his name He wants to make movies The only ones anyone will pay him to make Little ones Thirty seconds long Commercials He has no idea what he s doing and the money sucks But he s a director He gets hired by a client on life support in the most depressing hospital in New York Gets peed on by a lion Explains peristalsis to a Tony winner Makes a movie and goes to Sundance Goes back to little movies when it bombs Keeps hustling shooting anything Is an a hole pays the price finally learns when and how to be an a hole and becomes one of the industry s stars Years go by and it s not what he expected It s harder weirder and funnier But it worked out It worked out great actually Those Were the Days: Weird and Wacky Ads of Yesteryear ,2012-04-12 This historical scrapbook features more than 600 ads from 1890 to 1910 Ads for familiar companies such as Cadillac and Pillsbury appear alongside promotions for the Talk o phone Dr Scott s Electric Hair Brush velvet grip garters **British Car Advertising of the 1960s** Heon Stevenson, 2015-03-27 During the 1960s the and other curiosities automobile finally secured its position as an indispensable component of daily life in Britain Car ownership more than doubled from approximately one car for every 10 people in 1960 to one car for every 4 8 people by 1970 Consumers no longer asked Do we need a car but What car shall we have This well illustrated history analyzes how both domestic car manufacturers and importers advertised their products in this growing market identifying trends and themes Over 180 advertisement illustrations are included Fragments of Roman Poetry C.60 BC-AD 20 Adrian S. Hollis, 2007-05-31 An edition and translation of a collection of fragments of Roman poetry composed between 60 BC and AD 20 when Latin literature was at its height Study of these fragmentary texts enables us better to appreciate surviving great poets such as Sticking My Ads Out Al Hampel, 2012-02-23 In the first part of this warm and funny memoir Al Hampel Catullus and Virgil relates his life growing up a poor kid in the industrial city of Paterson New Jersey He attends the Y camp in nearby Pennsylvania as a charity case wearing hand me down donations with labels featuring assorted names he never heard of Just the beginning of his identity crisis he writes After high school with WW II in full swing he enlists in the Navy and serves on a repair ship in the Pacific With benefits from the GI bill Hampel earns a degree in marketing from NYU Following a series of small time copywriting jobs Al lands a position in Young Rubicam an ad agency he could only dream of joining Y R was considered the most creative of all the shops on Madison Avenue He recounts his rise through the ranks stepping around and

over the very talented copywriters who wrote the award winning advertising that set Y R apart Along the way he describes the ads and the work habits that helped him scale the Everest of copy departments to become copy chief Hampel was a pioneer in the writing of cast or integrated commercials He would get the scripts of the most popular TV shows weeks in advance and write a minute second ending tailored to the story line of the entire episode The second ending contained the sponsors commercial Viewers believed they were seeing a continuation of the show they were watching but instead they were exposed to a commercial seamlessly and entertainingly Shows that Hampel wrote second endings for included Jack Benny Danny Thomas Andy Griffith Hogans Heroes Lucy Gomer Pyle Jean Arthur and Laugh In In those years Hampel wrote the endings to more TV shows than any other writer for television In the course of working on the Lays Potato Chip account Al chose Buddy Hackett to replace Bert Lahr who had been the beloved Lays spokesman before passing away It was not an easy transition but Al formed a close and mutually respectful relationship with Hackett that led to the creation of dozens of humorous spots and a profitable alliance for Frito Lay In some of the funniest anecdotes in the book Hampel tells of his travels with Buddy the Vegas years and the celebrities he meets along the way One chapter describes How Buddy Hackett became the Lays Potato Chip spokesman and how he blew the job In the 1970s Al Hampel wrote one line that he will ever be remembered for and that is now quoted in ad agencies the world over Its Not Creative Unless It Sells Recently he updated the line in keeping with the surge of Internet advertising From hits and views you can tell everything but will it sell Source Book Gale Group, 1999-10-28 A guide to programs currently available on video in the areas of movies entertainment general interest education sports recreation fine arts health science business industry children juvenile how to instruction

Cosby Ronald L. Smith,1993 This work is about strategies American companies should use when doing business with China It demonstrates the benefits of co operation such as the path breaking 2005 deal between IBM s consumer computer division and China s Legend resulting in the creation of China s Lenovo Computer Company The authors review other examples of US Chinese joint ventures and present new strategies for how American and Chinese firms can work together in areas and ways that are presently untapped Chinese companies are moving into position now to quickly emerge as giant multinationals that displace or acquire Fortune 1000 companies sooner than many anticipate That is why this is such an important and compelling work that will become a must read for corporate executives concerned about their existing and future business in China A western company without a carefully laid out China Strategy will find it increasingly difficult to remain profitable in other markets And the China Strategies of most American companies have not been as successful as China s Strategy of dealing with its competitors So how can a foreign company profit from China s emerging global economic dominance Western companies and governments that focus on strategies that fulfil the needs of China and Chinese trading partners will have advantages over their competitors who do not This controversial book reveals the key fallacies American political and business leaders face in the relationship between American and Chinese styles of capitalism and government

Collaborating profitably with emerging giant global Chinese corporations may be a more rewarding strategy than ignoring them or trying to compete with them This title's new win win strategic approach is the only alternative to America and China remaining competitors and slipping into trade war Cold War armed conflict and ecological catastrophe These related books provide the urgently needed new perspectives and blueprints necessary to build the global strategic partnerships and shared prosperity between American and Chinese companies The Effects of the Mass Media on the Use and Abuse of Alcohol Susan Ehrlich Martin, Patricia D. Mail, 1995 Assesses the presentation of alcohol in the mass media Intended to stimulate policy relevant research Contains a collection of articles on the mass media alcohol and culture an overview a review of research on alcohol advertising and media content advertising and marketing applying the principles practices and outcomes to alcoholic beverages health promotion public service announcements media campaigns and media advocacy and a synthesis of the issues Illustrated **Fortune** Henry R. Luce, 1977 Weird But True! Space National Geographic Kids, 2025-04-15 Blast off to the strangest places the universe has to offer with 300 unbelievable facts about all things space Packed with amazing photos and guirky illustrations the latest Weird But True is truly out of this world Did you know that some planets like Saturn and Jupiter have diamond rain Or that black holes can burp How about the fact that the newest toilet on the International Space Station cost NASA a cool 23 million Weird But True Space is a portable browsable book full of mind blowing facts about everything from astronauts and moon missions to black holes and faraway galaxies to rockets and robot rovers Incredible photos and wacky colorful designs make every page pop Can t get enough Weird But True There s a whole universe of books to discover including Weird But True Dinosaurs Weird But True Ocean Weird But True Star Wars Weird But True Animals and A LOT more Marketing Communications Michael L. Rothschild, 1987 The Drop Dead Funny '70s Dan Lalande, 2023-08-04 This work offers a critical examination of 130 commercially released film comedies of the 1970s It considers the socio political circumstances of each year of the decade then critiques each film released that year with a focus on its effect on the film industry and the art of big screen comedy as well as the emergence of talents whose work influenced or was influenced by the zeitgeist of the decade Covering popular titles like M A S H Blazing Saddles American Graffiti The Bad News Bears Smokey and the Bandit and many more it argues that the 1970s may rightly be considered the last golden age of film comedy <u>James Bond in the 21st Century</u> Glenn Yeffeth, Leah Wilson, 2009-06-22 The staying power of the world's most dashing secret agent and the evolution of the James Bond franchise are explored in this smart yet nostalgic collection of essays Leading writers including Raymond Benson J A Konrath Raelynn Hillhouse and John Cox discuss the ten sexiest Bond girls the best villains and the controversy surrounding the latest actor to play James Bond Topics covered range from the playful how to build a secret lair and avoid the perennial mistakes made by would be world dominators to the thought provoking such as Bond's place in the modern world his Oedipal tendencies and perceived misogyny and the unerring allure of the charming spy Weird But True World 2025 National Geographic Kids, 2024-08-20

The best selling Weird But True World returns for its third edition weirder than ever and with tons of new true unbelievable oddities for 2025 and beyond Meet a chef who cooks pizza over an active volcano in Guatemala Visit a bridge in Hungary that was repaired with LEGO bricks And get to know the world's smelliest frog You ll find all this and more inside this jam packed compendium of weird wonders from all around the world Travel from continent to continent and from sea to space to find the coolest animals natural wonders ancient architecture and festivals the universe has to offer It's everything Weird But True fans love and then some adventure filled awesomeness packed with gorgeous photography snackable fun facts and in depth info about the strange history and science that makes our world so wonderful This annual collection is updated each year with NEW world's weirdest winners from around the globe weird news fresh facts and strange sites animals and events for every continent Weird But True World 2025 is the latest greatest and WEIRDEST edition yet Inside you ll find Wild wow worthy facts Unbelievable photos Colorful National Geographic maps Weird news Shocking stats and infographics Personality guizzes Adorable odd animals And more **Business Week** ,1981 The Complete Guide to Advertising Torin Douglas, 1984 Provides information about the advertisers the advertising agencies and the media as well as the makeup of a successful advertising campaign 100 Things Panthers Fans Should Know & Do Before They Die Scott Fowler, 2013-11-01 The essential guide to North Carolina's NFL team Among the newer teams of the National Football League the Carolina Panthers have had a rollercoaster history that is documented in entertaining detail in this celebratory guide for fans The book covers all of the critical moments and important facts of the past and present from the team's record setting opening season to the anxious excitement of the 2003 season Team facts statistics lore and player profiles including Julius Peppers Sam Mills and Cam Newton are all part of this bundle of Panther pride The book collects every essential piece of Panthers knowledge and trivia as well as must do activities and ranks them all providing an entertaining and easy to follow checklist as readers progress on their way to fan superstardom Advertising Age ,1963 Includes articles about advertising campaigns agency appointments and government actions affecting advertising and marketing TV Guide ,1992

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