



Advertising at War: Business, Consumers, and Government in the 1940s (The History of Communication)

Inger L. Stole

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Inger L. Stole 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. She suggests that the war experience, even more than the legislative battles of the 1930s, defined the role of advertising in U.S. postwar political economy and the nation's cultural firmament. Using archival sources, newspapers accounts, and trade publications, Stole demonstrates that the postwar climate of political intolerance and reverence for free enterprise quashed critical investigations into the advertising industry. While advertising could be criticized or lampooned, the institution itself became inviolable.

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