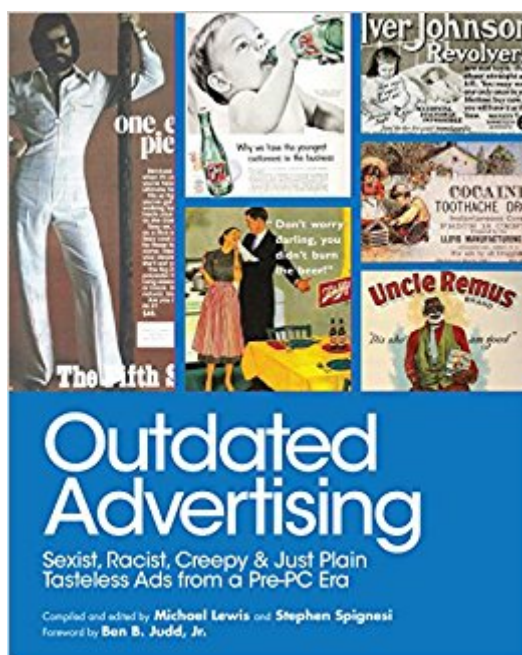


The book was found

# Outdated Advertising: Sexist, Racist, Creepy, And Just Plain Tasteless Ads From A Pre-PC Era



## Synopsis

This outrageous collection of inappropriate ads will have you turning the pages and shaking your head in disbelief. *Outdated Advertising: Memories from a Less-than-PC Era* takes a look at print advertising from the mid-1850s through the 1980s with an eye toward ads that were notorious for their sexist, racist, politically-incorrect, or other wildly inappropriate content—or for just plain bad taste. Among the dozens of full-color examples, readers will find: a woman being spanked by her husband for not buying the right coffee the story of a mother having to turn her child over to an orphanage because her late husband didn't keep up his life insurance payments Aunt Jemima declaring "Happy days is here!" because of her new pancake recipe doctors promoting particular brands of cigarettes the Michael Jackson Rainbow Brite portable record player with the copy line, "Gifts to keep children singing." Advertising has changed over the decades—that is a major understatement. Despite the nostalgia of such shows as *Mad Men*, the outrageous images in *Outdated Advertising* show readers just how far we've come since then.

## Book Information

Paperback: 168 pages

Publisher: Skyhorse Publishing (November 21, 2017)

Language: English

ISBN-10: 1510723803

ISBN-13: 978-1510723801

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,441,571 in Books (See Top 100 in Books) #35 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Advertising #25419 in Books > Humor & Entertainment > Humor

## Customer Reviews

Michael Lewis is a twenty-year veteran of the book publishing business, having acquired and edited hundreds of books. He is also the author or coauthor of a dozen books, including *The 100 Best Beatles Songs* (with Steve Spignesi) and *A Guy Walks into a Bar*. He lives in northern New Jersey. Stephen Spignesi is a bestselling author of more than sixty titles, including books about Stephen King, the Beatles, American and world history, the Titanic, George Washington and the American Presidents, the Founding Fathers, John F. Kennedy, Jr., world disasters, Robin Williams, and Woody Allen. His novel *Dialogues* was hailed as a "reinvention of the psychological thriller."

Ben B. Judd, Jr., Ph.D., is the former Chair of the University of New Haven Department of Marketing and International Business, and the Associate Dean of the University of New Haven School of Business. He has written extensively on advertising, and his work has appeared in places ranging from Journal of Advertising Research to Psychology magazine.

[Download to continue reading...](#)

Outdated Advertising: Sexist, Racist, Creepy, and Just Plain Tasteless Ads from a Pre-PC Era God Behaving Badly: Is the God of the Old Testament Angry, Sexist and Racist? COSTA RICA THEN/COSTA RICA NOW: A Gringo moves to the land of pura vida, & ends up held captive by an oppressive, sexist, racist dictatorship. (PB 1) Cool Colleges: For the Hyper-Intelligent, Self-Directed, Late Blooming, and Just Plain Different (Cool Colleges: For the Hyper-Intelligent, Self-Directed, Late Blooming, & Just Plain Different) HELP! My Facebook Ads Suck: Simple steps to turn those ads around Memes: World's Most Hilarious Wanted Ads! (Memes, Wanted Ads, Minecraft, Wimpy Steve, Trucks) Unexplained Encounters: Ridiculous True Stories of The Unusual, Creepy and Just Plain Strange (Unexplained Phenomena Book 1) Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society Twenty Ads That Shook the World: The Century's Most Groundbreaking Advertising and How It Changed Us All Ecuador History: Pre-Hispanic Era, Discovery and Conquest, Spanish Colonial Era, Society, Economy, Government, Politics Feminist Fight Club: An Office Survival Manual for a Sexist Workplace Feminist Fight Club: A Survival Manual for a Sexist Workplace Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Hidden in Plain Sight: The Simple Link Between Relativity and Quantum Mechanics: Hidden in Plain Sight, Book 1 Plain Theology for Plain People (Lexham Classics) John Ploughman's Pictures or Plain Talk for Plain People Plain Fame (The Plain Fame Series Book 1)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)