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Newspaper Advertising Newspaper Advertising Marketing the Blue and Gray Keeping a Dollar at Work Selling Newspaper Space Pettengill's Newspaper Directory and Advertisers' Hand-book Advertising Pettengill's Newspaper Directory and Advertiser's Hand-book for 1878 War Bond Government Newspaper Advertising Newspaper Advertising Typography Fourth Estate The Newspaper Advertising Bureau. What it Is. What it Does Art in Advertising The Newspaper as an Advertising Medium Profitable Newspaper Advertising Pettingill's Newspaper Directory and Advertisers' Hand-book National Newspaper Directory and Gazetteer Evans' Advertising Hand-book ... War Bond Government Newspaper Advertising Pettingill & Co.'s Newspaper Directory Newspaper Advertising Newspaper Advertising The Ayer Idea in Advertising Retail Advertising Fundamentals Marketing the Blue and Gray How to Create Small-space Newspaper Advertising that Works Attainable Ideals in Newspaper Advertising Food Markets for the Advertiser Newspaper Advertising and Promotion War Bond Government Newspaper Advertising Building Newspaper Advertising Newspaper Advertising Sales Newspaper Advertising for the Small Retailer Stack & Co.'s Handbook of Newspaper Advertising ... Newspaper Research, how to Conduct It, how to Put it to Work What Can One Newspaper Ad Do? Making Millions Read and Buy National Advertising in Newspapers Gosse's Directory of the American Press and Compendium of Information for Advertisers The Blue Book

Excerpt from Building Newspaper Advertising: Selling the by-Product of the Newspaper Building Newspaper Advertising: Selling the By-Product of the Newspaper was written by Jason Rogers in 1919. This is a 634 page book, containing 140989 words and 10 pictures. Search Inside is enabled for this title. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works. Containing a complete classified directory of the newspapers and periodicals published in the United States. This work has been selected by scholars as being culturally important, and is part of the knowledge base of civilization as we know it. This work was reproduced from the original artifact, and remains as true to the original work as possible. Therefore, you will see the original copyright references, library stamps (as most of these works have been housed

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the Union after 1863, black men might volunteer for military service after reading a recruitment notice; or they might instead respond to the kind of notice for "draft insurance" that flooded newspapers after the Union and Confederate governments resorted to conscription to help fill the ranks. Marketing the Blue and Gray demonstrates how, through their sometimes-messy choices, advertising pages offered readers the opportunity to participate—or not—in the war effort. Lawrence A. Kreiser, Jr.'s Marketing the Blue and Gray analyzes newspaper advertising during the American Civil War. Newspapers circulated widely between 1861 and 1865, and merchants took full advantage of this readership. They marketed everything from war bonds to biographies of military and political leaders; from patent medicines that promised to cure almost any battlefield wound to "secession cloaks" and "Fort Sumter" cockades. Union and Confederate advertisers pitched shopping as its own form of patriotism, one of the more enduring legacies of the nation's largest and bloodiest war. However, unlike important-sounding headlines and editorials, advertisements have received only passing notice from historians. As the first full-length analysis of Union and Confederate newspaper advertising, Kreiser's study sheds light on this often overlooked aspect of Civil War media. Kreiser argues that the marketing strategies of the time show how commercialization and patriotism became increasingly intertwined as Union and Confederate war aims evolved. Yankees and Rebels believed that buying decisions were an important expression of their civic pride, from "Union forever" groceries to "States Rights" sewing machines. He suggests that the notices helped to expand American democracy by allowing their diverse readership to participate in almost every aspect of the Civil War. As potential customers, free blacks and white women perused announcements for war-themed biographies, images, and other material wares that helped to define the meaning of the fighting. Advertisements also helped readers to become more savvy consumers and, ultimately, citizens, by offering them choices. White men and, in the Union after 1863, black men might volunteer for military service after reading a recruitment notice; or they might instead respond to the kind of notice for "draft insurance" that flooded newspapers after the Union and Confederate governments resorted to conscription to help fill the ranks. Marketing the Blue and Gray demonstrates how, through their sometimes-messy choices, advertising pages offered readers the opportunity to participate—or not—in the war effort. Containing a complete classified directory of the newspapers and periodicals published in the United States.

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