

Various Phases of Advertisement in India in the Twentieth Century

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Abstract

Generally speaking advertising is a means of communication of a message to the desired target audience maybe comprised of individuals, customers, or to a society at large, and the message maybe of any kind; about products, brands, corporate or about social messages and notices to the general public. Advertising is considered to be of the cheapest and most effective way of communicating a message when the target audience are large in numbers and spread across large geographical area and of different demographic profiles. Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession.. There are no official records of when the first advertisement was published especially social advertising. Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.

The paper throws light on the history of advertising, meaning, definitions, different modern and ancient advertising types, different Medias used, different authors and researcher's views on the advertising and media. The special focus of the study is on the various phases of advertisement in India in the nineteenth century. For the purpose, the researcher uses the secondary data in addition to his own observations and discussions with the people concerning the field of advertisement.

Keywords: Advertisement, 20th century, Psychologist.

Introduction

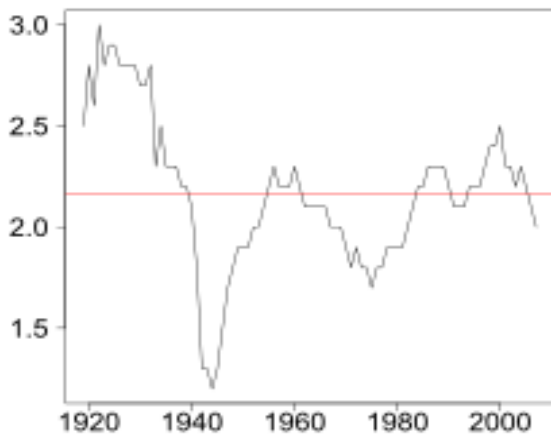
In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed applied psychological theory to the field of advertising. Scott said, "Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible". He demonstrated this through his advertising technique of a direct command to the consumer. The former chair at Johns Hopkins University, John B. Watson was a highly recognized psychologist in the 1920s. After leaving the field of academia he turned his attention towards advertising where he implemented the concepts of behaviorism into advertising. This focused on appealing to the basic emotions of the consumer: love, hate, and fear. This type of advertising proved to be extremely effective as it suited the changing social context which led to heavy influence of future advertising strategy and cemented the place of psychology in advertising.

About 200 years ago, in ancient Greece and Rome the advertising was used for the transmission of information. During middle ages, advertising signs (consisted of illustrations of symbols of products) were very extensively used. The upsurge in advertising comes after the development of printing. Then the signs were replaced by written words or messages. During the 17th century, newspaper advertising began to develop. Earlier ads were for books, marriage offers, new beverages and ads for travel. Around 1840, in USA, space selling in newspaper started.

Although Americans are the forerunners of the modern advertising, it had its root ion England. The industrial revolution led to the expansion of mass manufactured goods in Europe and America. It changes the market trend. Localized markets were replaced by extended domestic

national markets and international markets. This development created a need for advertising. By the end of 1920s, advertising had grown into a major industry in the USA. Agencies started hiring skilled people and after a range of services to the advertisers.

The history of advertising can be traced to ancient civilizations. It became a major force in capitalist economies in the mid-19th century, based primarily on newspapers and magazines. In the 20th century, advertising grew rapidly with new technologies such as direct mail, radio, television, the internet and mobile devices.



Advertising as a percent of Gross Domestic Product in the United States, 1919 to 2007 per Douglas Galbi.

Between 1919 and 2007 advertising averaged 2.2 percent of Gross Domestic Product in the United States.



Edo period LEL flyer from 1806 for a traditional medicine called Kinseitani

In Europe, as the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read "cobbler", "miller", "tailor", or "blacksmith" would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers

Premodern History of Advertisement



Bronze plate for printing an advertisement for the Liu family needle shop at Jinan, Song dynasty China. It is considered the worlds earliest identified printed advertising medium.

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC.

In ancient China, the earliest advertising known was oral, as recorded in the Classic of Poetry (11th to 7th centuries BC) of bamboo flutes played to sell candy. Advertisement usually takes in the form of calligraphic signboards and inked papers. A copper printing plate dated back to the Song dynasty used to print posters in the form of a square sheet of paper with a rabbit logo with "Jinan Liu's Fine Needle Shop".

(town criers) to announce their whereabouts for the convenience of the customers. The first compilation of such advertisements was gathered in Les Crieries de Paris (Street cries of Paris), a thirteenth-century poem by Guillaume de la Villeneuve.

Three major forms of advertising existed during the pre-printing period (before the 15th-century); those forms were trademarks (moon, stars etc.), town criers and sign boards:

Trademarks

The practice of attaching seals or marks to products was widespread in antiquity. Around 4,000 years ago, producers began by attaching simple stone seals to products which, over time, were transformed into clay seals bearing impressed images, often associated with the producer's personal identity. Some of the earliest use of maker's marks, dating to about 1,300 BCE, have been found in India. By the medieval period, hallmarks were applied to high value goods such as precious metals, and assayers were appointed by governments to administer the system and ensure product quality.

Town Criers

In ancient towns and cities, where the majority of citizens were illiterate, town-criers were appointed to call out official announcements and general news. Before long, private individuals began to employ public criers to act as an auctioneer. At the same time, itinerant hawkers developed a system of street cries to promote their goods and services. These street cries provided an essential public service before the advent of mass media.



Saracens Head pub sign, Bath, England

Sign-boards

The use of commercial signage has a very ancient history. Retail signage and promotional signs appear to have developed independently in the East and the West. In antiquity, the ancient Egyptians, Romans and Greeks were known to use signage for shop fronts as well as to announce public events such as market days. China also exhibited a rich history of early retail signage systems. In Medieval Britain and France and much of Europe, innkeepers were compelled to erect a sign-board. The practice of using signs spread to other types of commercial establishments throughout the Middle Ages. Sign-boards applied to inns and taverns have survived into contemporary times across Britain and much of Europe.

Advertising during the Period from 16th to 18th Century

Modern advertising began to take shape with the advent of newspapers and magazines in the 16th and 17th centuries. The very first weekly gazettes appeared in Venice in the early 16th-century. From there, the concept of a weekly publication spread to Italy, Germany and Holland. In Britain, the first weeklies appeared in the 1620s, and its first daily newspaper was the *The Daily Courant* published from 1702 to 1735. Almost from the outset, newspapers carried advertising to defray the cost of printing and

distribution. The earliest commercial advertisements were for books and quack medicines, but by the 1650s, the variety of products being advertised had increased markedly.

Advances in printing allowed retailers and manufacturers to print handbills and trade cards. For example, Jonathon Holder, a London haberdasher in the 1670s, gave every customer a printed list of his stock with the prices affixed. At the time, Holder's innovation was seen as a "dangerous practice" and an unnecessary expense for retailers. The earliest trade cards were not cards at all, instead they were printed on paper and did not include illustrations. By the 18th century, however, they were printed on the more substantial card and typically bore the tradesmen's name and address, and before street numbering was in common use, often included a long-winded set of directions on how to locate the store or premises. With the advent of commercial engraving and lithography, illustrations became a standard feature of even the most humble trade card. Eventually trade cards evolved into business cards, which are still in use today.

Advertising in the 19th Century

In June 1836, Émile de Girardin editor of the Paris newspaper *La Presse* was the first to rely on paid advertising to lower its price, extend its readership and increase its profitability. His formula was soon copied by all titles.

Early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as modern people rejected traditional cures. However, false advertising and "Quackery" became common. British newspapers in the 1850s and 1860s appealed to the increasingly affluent middle-class that sought out a variety of new products. The advertisements announced new health remedies as well as fresh foods and beverages. The latest London fashions were featured in the regional press. The availability of repeated advertising permitted manufacturers to develop nationally known brand names that had a much stronger appeal than generic products.

A leadership position in British advertising was held by Cope Bros & Co tobacco company, founded in Liverpool in 1848 by Thomas and George Cope. Smoking, of course, had been common for centuries, but the innovations consisted in brand names, heavy advertising, and market segmentation according to class. An innovative appeal was to health consciousness; the ads directed at the middle-class men promised that "smoke not only checks disease but preserves the lungs." A rugged heavy taste was pitched to working men, soldiers and sailors, while "delicately fragrant" was part of the appeal to the upper-class. The packaging was attractive, posters were omnipresent to show that smoking was a normal part of English life; lobbying was used to undercut the anti-tobacco lobby.

Advertisement in India through Various Eras: A Brief Overview

Anthropologist William Mazzarella divides advertising in post-independence India into four key phases. The first of these began after Indian independence from Great Britain (1947) and lasted until the early 1960s. Indian advertising in this period still operated as an outpost of the British Empire. The overall style of advertising was factual presentation coupled with an overall lack of creativity. The second phase (early 1960s to 1980s) emerged in large part as a reaction to the first and stressed creativity and an Indian professional identity independent of Great Britain. A third phase (1980s) turned away from creative and innovative advertising and toward creating efficient marketing channels that would have a wide impact throughout the country. The fourth and current phase, which also came into being in the 1980s, is characterized by a synthesis of effective marketing mechanisms and a high level of creativity.

Today Indian advertising has the enormous job of speaking to one of the world's most diverse populations. English is the only common language throughout all of India, but it is unknown in many sectors of the population. Television, radio, and newspapers rely on more than two dozen languages, thus limiting the communicative reach of many advertisements to certain geographic regions or some sectors of society. When addressing India's elite, advertising uses English. When speaking more colloquially to the masses, it uses one of the many local languages. In northern India, Hindi is widely used in ads but it is not useful in southern India where it is seldom spoken. Some advertisements combine English and Hindi in a mixture known locally as *Hinglish*. Most large multinational advertising agencies have offices in India—almost certainly in India's financial capital, Mumbai (formerly known as Bombay), and often in New Delhi and other cities as well. There are successful homegrown agencies that tend to focus more on locally produced brands and advertising aimed at regional populations in languages other than English.

Images of Advertisement in India in the Nineteenth Century





Review of Literature

The Indian institute of Mass Communication, New Delhi (1982) carried out a wide ranging —Study on Advertising and Social Responsibility.” It involves an analysis of over 3500 advertisements in 35 English and 27 Hindi magazines. As a part of the study, the institute also did a survey of consumer’s reactions of advertising in Delhi. The majority (62%) of the consumers interviewed felt that advertising was important and relevant in present day society but wanted advertisements to be checked for the validity of claims made and censored to avoid socially irresponsible advertising. They felt that a number of advertisements exaggerated product qualities, the product were often not as good as their advertisements claimed and that a fair amount of advertisements used women to attract attention, though often the portrayal of women was not necessary desirable or even relevant.

Shankar Radhakrishnan from Hindu Business Line (2002) examined, —Recall study of fast moving consumer Goods advertisement”. He conducted this study in four metro cities (respondents age group-15-45) in which he found out that advertisement done by Shahrukh Khan has top recall value. It also found that advertisements having celebrities have more recall value than others.

Haseeb Shabbir and Des Thwaites (2007) carried out study on —The use of humor to camouflage deceptive advertising”. The basic objective of the study was to find out how humor can be used as a marketing device for mask advertising claims. A Content analysis on 238 advertisements has been done to find out if humor was used to make any unreliable claims. There were 73.05% deceptive claims found in humorous advertisements and 74.5% out of these were making by humor. The relationship among various types of deceptive claims and humor style used was also studied to find out whether definite humor types veiled specific types of deceptive claims. During study it was found that various types of humor are being used to disguise the various types of deceptive claims. Moreover, particular types of humor are used to disguise specific types of deceptive claims.

A research study by Sharma (2007) finds that nowadays customer is not easily influenced by a famous person in an advertisement but he needs complete information about the product also, followed by brand name and appeal. Advertisements being endorsed by famous celebrities are found to be less

attractive and famous celebrities may not able to change the buying behaviour of customers significantly.

Dharma Keerthi, G.D. and Sri Ranjan (2010) conducted a study on “Science of Semiotic Usage in Advertisements and Consumer’s Perception”. According to this study —modern consumer market has been developing as a web of symbols and signs in multidisciplinary approach to construct brand images in the consumer’s perception. Simiology is an advanced subject which enlightened the semiotics ideally. Marketing, advertising and communication are the inseparable, interwoven major carriers in distinctive market – consumer behavioural world. Marketers are producing and dismantling the sign and symbols to create positive image and to satisfy and motivate them to take productions orders. Prospective research study of the semiotics depicts that the media based on language and the media based on image are the elementary and the enveloping medium for the human communication. The sign and symbols can be classified as interpersonal and intrapersonal. An advertisement is competent of influencing the thinking and the behaviour of the customers. Every advertisement is a cultural document which has a cultural shade which goes to readers to share and discuss the cultural themes. These symbolic and the iconic chats are cultural acts through the facet of cultural esteem. It helps in protecting the culture and helps in reading the cultural thinking becoming natural.

Mehir Baidya, Bipasha Maity, Kamal Ghose (2012) conducted a study on —Measurement of dynamic effects of advertising in Indiall. The objective of this study is —to measure the relative contributions of individual marketing mix variables 78 to sales as well as short term and long term effects of advertising in Indiall. In this research we collected data on sales and marketing mix components for two brands using time series. We have fitted two double log regression modes on data to assess the comparative contribution of each effort and to segregate and check the sales amount due to advertising only. Apart from it, in order to measure both long term and short term effects of advertising on adjusted sales and advertising data. The results of this study revealed that all the variables of marketing mix have noteworthy contributions to sales in both the cases. It is also reported that advertising do have considerable short term and long term effects on adjusted sales for both the brands.

Piyush N. Marthak (2013) examined Creative Advertising and Advertising Effectiveness in India. The study scrutinizes the probable effectiveness of popular television commercials in India in single and three advertising exposures. Creativity in advertisement plays a vital role in ensuring advertisement effectiveness which has been advocated by various academicians and advertising professionals especially in a cluttered media. The experts in the industry debate that advertisements should be made more creative to free from the greater media muddle and create an 77 impression for the brand. Two separate groups of research subjects were shown creative and control advertisements

implanted in television programs in both single and three advertising exposures respectively. They recorded their reactions about brand and commercial attitude, recall and lastly intent towards purchase. Against expectations, the results of the study in single exposure did not confirm the advanced performance of creative advertising in terms of brand, recall, advertisement attitude and purchase objective. On the other hand, in three exposures, creative advertisements created favourable brand and advertisement attitude and higher brand recall value than control advertisements. Creative advertisements produced higher mean purchase intent for the advertised brands as compared to the control group of advertisements but it did not attain significance. The research participants found that responses in three exposures in comparison to single exposure are optimum and more mature. The research also concluded that creative advertisements have more effect than usual advertisements and give more value to the brands advertised. The study also concluded that there is a rich literature available on the diverse effects of various advertising exposure levels on viewers' attitude, recall and purchase intention.

Moorthi, Y.L.R. Anita Pansari and Subhadip Roy (2014) conducted a study on —The Changed Roles displayed by Women in Indian Advertisements: A Longitudinal Content Analysis. In this study researcher find out whether demonstration of women in advertising transformed over a period of time? or woman still performing the traditional roles in the society? The function of women throughout the world has been constantly changing over the years in different fields like politics, academics, advertising etc. Now a days, more than 30% of women constitute the total workforce of the software industry. Women are also standing tall as professionals in different walks of life.

Objectives of the Study

1. To turn over the pages of history and to peep into the evolutionary scenario of human civilizations
2. To consider the conditions and causes that gave rise to the advertisement
3. To concentrate on the various means of propagation
4. To be familiar with the origin of advertisement
5. To learn about the various means of advertisement adopted from time-to-time
6. To be familiar with the effects of the use of advertisement
7. To find out the situations and occasions and other purposes that demanded the use of advertisement
8. To go through the various phases of advertisement

Hypothesis

1. Like other things in the world, advertisement has a long history that needs to be kept in mind in order to get a feedback about its evolution
2. Advertisement has its roots in human civilization
3. Advertisement gets developed and improved with the change in times and situations
4. Every age had some common means of advertisement while some specific ones

5. Advertisement is the demand of every age
6. Advertisement is helpful in the various fields for the sake of promotion of things and people
7. Advertisement affects the psychology of the people wonderfully
8. In the commercial age, advertisement is very relevant
9. There are several types and means of advertisement
10. Print media and electronic media play a dominant role in the field of advertisement

Research Methodology

The study is secondary data-based one. However, in order to make it join the main stream of scientific research, the researcher had personal interaction with the people associated with the field of advertisement, and also made observation of the advertisements made available through the various sites and picture galleries. For the maintenance of the scientific spirit in the work, the researcher strictly followed and worked on the prescribed steps of research. Beginning with the selection of the topic, she ended it with findings and conclusion. Between the two edges there fell the other steps, such as, determination of aims of the study, formulation of hypothesis, preparing research design, determination of study area, tools etc. and arriving at findings and conclusion.

Findings

1. Pages of history are filed with the history of human civilization that existed in the world from time to time
2. The conditions and causes that gave rise to advertisement in the world include man's desire to promote himself and his things
3. Commercialization gave rise to advertisement in India
4. The advancement of time and materialistic attitude of man paved a long lasting path for advertisement in India
5. The twenty century advertisements are more effective than the advertisements in the earlier ages and centuries
6. Both the print media and the electronic media brought about a revolution in the field of advertisement
7. Radio, television, newspaper, magazines, hoardings, pamphlets and wall writings were some of the popular means of advertisement in the twenty-century India
8. The origin of advertisement in the world is as old as the ambition of man to expose himself and to make his possessions popular
9. The origin of advertisement in India is the result of commercialization of things
10. Advertisements in India proved themselves to be helpful in raising the demand of things
11. The path of advertisement in India is long lasting
12. Advertisement in India is on constant move

Conclusion

The foundations of professional advertising business in India was led by two English companies J. Walter Thompson and D. J. Keymer's Lintas. India came on the scene in 1939. However O & M was set

up in 1926. In pre-independence India only press independence was there. In 1930 with the development of radio it emerges as media for advertisement. In 1950s cinema advertisement began. In 1960s professionalization within the ad agencies started. 1970s was the era of media boom. In 1967 radio services were commercialized. It was in the 60s and early 70s that the concept of brand building appeared on the scene. In 1977, DD became commercial and this brought about the qualitative change in Indian advertising. This was also the time for expansion and diversification of agencies. Within its changing color, starting from August 15, 1982 TV emerged as the most powerful medium. In 90s emphasis was given on direct marketing. During the time, satellite TV emerges. The major development was the introduction of 24hr movie channels and pay channels. FM radio also comes into picture. Gradually the main era of concern was given to brand equity. This was also the time of internationalization of advertising. In India, the last decade of 20th century has witnessed a phenomenal growth in ad business. In 1990-91 the overall growth in business was recorded to 17.1% and till 1994-95 it improved up to 49.5%

This was due to the first major economy boom in the country. Since then the growth rate has been slowing down and has settled at almost 18% in 1998-99. According to analyst 49.5% growth was an outcome of an irrational response to economic liberalization and the media inflation of 1990s. As economic policy changes, introduced in 1990s, have opened the door for global competition a new economic era has begun. Aggressive marketing efforts by domestic and foreign business houses are increasing. The emergence of growth of new technologies, availabilities of new media and media vehicles and an increase in middle class income and aspirations have contributed to the phenomenal increase in the level of advertising and other form of promotion. The future of Indian advertising is bright, provided that those in the profession acknowledge the social responsibility of advertising and conduct themselves in such a way as to be seen as an important part of the economic development effort of the country.

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