

Raymond Williams

ADVERTISING

The magic system

EDITOR'S INTRODUCTION

RAYMOND WILLIAMS'S ESSAY was originally written as a chapter in his 1961 book *The Long Revolution*, but was published only later and as an essay. It belongs to an older form of British-orientated cultural studies than the other essays collected here, but one that it is important not to forget.

It stands apart in two main ways: first, for Williams, cultural studies moves unproblematically back into cultural history. For him, telling the story of advertising's development allows one to grasp the forces which condition it now, and also, thus, to begin to be able to conceive of a different contemporary function for advertising. Second, Williams writes as a committed socialist; for him private-sector capitalism cannot fulfill the needs of society as a whole.

Today it is, perhaps, harder to promote state socialism than to insist that cultural studies requires historical narratives. But it is not as though these two strands of Williams's essay are quite separate. For him, the history of advertising shows a minor mode of communication becoming a major one – a vital component in the organization and reproduction of capital. In a metaphor which goes back to Marx's belief that capitalism makes commodities "fetishes," for Williams advertising is "magic" because it transforms commodities into glamorous signifiers (turning a car into a sign of masculinity, for instance) and these signifiers present an imaginary, in the sense of unreal, world. Most of all, capitalism makes us forget how much work and suffering went into the production of commodities. Williams's history aims to dis-enchant capitalism: to show us what it really is. It might be objected, of course, that advertising's magic (like many magics) actually works: that, today, the use-value of many commodities is their signifying-function.

But that objection (and others) which may occur to readers does not spoil the essay's power to defamiliarize the current advertising industry through erudite narrative history.

Further reading: Ewen 1976; Jhally 1987; Lears 1983; Marchand 1985; Pope 1977; R. Williams 1965; Williamson 1978.

History

It is customary to begin even the shortest account of the history of advertising by recalling the three-thousand-year-old papyrus from Thebes, offering a reward for a runaway slave, and to go on to such recollections as the crier in the streets of Athens, the paintings of gladiators, with sentences urging attendance at their combats, in ruined Pompeii, and the fly-bills on the pillars of the Forum in Rome. This pleasant little ritual can be quickly performed, and as quickly forgotten: it is, of course, altogether too modest. If by advertising we mean what was meant by Shakespeare and the translators of the Authorized Version – the processes of taking or giving notice of something – it is as old as human society, and some pleasant recollections from the Stone Age could be quite easily devised.

The real business of the historian of advertising is more difficult: to trace the development from processes of specific attention and information to an institutionalized system of commercial information and persuasion; to relate this to changes in society and in the economy; and to trace changes in method in the context of changing organizations and intentions.

The spreading of information, by the crier or by handwritten and printed broadsheets, is known from all periods of English society. The first signs of anything more organized come in the seventeenth century, with the development of newsbooks, mercuries and newspapers. Already certain places, such as St Paul's in London, were recognized as centres for the posting of specific bills, and the extension of such posting to the new printed publications was a natural development. The material of such advertisements ranged from offers and wants in personal service, notices of the publication of books, and details of runaway servants, apprentices, horses and dogs, to announcements of new commodities available at particular shops, enthusiastic announcements of remedies and specifics, and notices of the public showing of monsters, prodigies and freaks. While the majority were the simple, basically factual and specific notices we now call 'classified', there were also direct recommendations, as here, from 1658:

That Excellent, and by all Physicians, approved China drink, called by the Chineans Tcha, by other nations *Tay* alias *Tee*, is sold at the Sultanness Head Cophee-House in Sweeting's Rents, by the Royal Exchange, London.

Mention of the physicians begins that process of extension from the conventional recommendations of books as 'excellent' or 'admirable' and the conventional

adjectives which soon become part of the noun, in a given context (as in my native village, every dance is a Grand Dance). The most extravagant early extensions were in the field of medicines, and it was noted in 1652, of the writers of copy in newsbooks:

There is never a mountebank who, either by professing of chymistry or any other art drains money from the people of the nation but these arch-cheats have a share in the booty – because the fellow cannot lye sufficiently himself he gets one of these to do't for him.

Looking up, in the 1950s, from the British Dental Association's complaints of misleading television advertising of toothpastes, we can recognize the advertisement, in 1660, of a 'most Excellent and Approved DENTIFRICE', which not only makes the teeth 'white as Ivory', but

being constantly used, the Parties using it are never troubled with the Tooth-ache. It fastens the Teeth, sweetens the Breath, and preserves the Gums and Mouth from Cankers and Imposthumes.

Moreover

the right are onely to be had at Thomas Rookes, Stationer, at the Holy Lamb at the east end of St Paul's Church, near the School, in sealed papers at 12d the paper.

In the year of the Plague, London was full of 'SOVEREIGN Cordials against the Corruption of the Air'. These did not exactly succeed, but a long and profitable trade, and certain means of promoting it, were now firmly established.

With the major growth of newspapers, from the 1690s, the volume of advertisements notably increased. The great majority of them were still of the specific 'classified' kind, and were grouped in regular sections of the paper or magazine. Ordinary household goods were rarely advertised; people knew where to get these. But, apart from the wants and the runaways, new things, from the latest book or play to new kinds of luxury or 'cosmatick' made their way through these columns. By and large, it was still only in the pseudo-medical and toilet advertisements that persuasion methods were evident. The announcements were conventionally printed, and there was hardly any illustration. Devices of emphasis – the hand, the asterisk, the NB – can be found, and sailing announcements had small wood cuts of a ship, runaway notices similar cuts of a man looking back over his shoulder. But, in the early eighteenth century, these conventional figures became too numerous, and most newspapers banned them. The manufacturer of a 'Spring Truss' who illustrated his device, had few early imitators.

A more general tendency was noted by Johnson in 1758:

Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by

>>telebrands

magnificence of promises and by eloquence sometimes sublime and sometimes pathetick. Promise, large promise, is the soul of an advertisement. I remember a washball that had a quality truly wonderful – it gave *an exquisite edge to the razor!* The trade of advertising is now so near to perfection that it is not easy to propose any improvement.

This is one of the earliest of ‘gone about as far as they can go’ conclusions on advertisers, but Johnson, after all, was sane. Within the situation he knew, of newspapers directed to a small public largely centred on the coffee-houses, the natural range was from private notices (of service wanted and offered, of things lost, found, offered and needed) through shopkeepers’ information (of actual goods in their establishments) to puffs for occasional and marginal products. In this last kind, and within the techniques open to them, the puffmen had indeed used, intensively, all the traditional forms of persuasion, and of cheating and lying. The mountebank and the huckster had got into print, and, while the majority of advertisements remained straightforward, the influence of this particular group was on its way to giving ‘advertising’ a more specialized meaning.

Development

There is no doubt that the Industrial Revolution, and the associated revolution in communications, fundamentally changed the nature of advertising. But the change was not simple, and must be understood in specific relation to particular developments. It is not true, for example, that with the coming of factory production large-scale advertising became economically necessary. By the 1850s, a century after Johnson’s comment, and with Britain already an industrial nation, the advertising pages of the newspapers, whether *The Times* or the *News of the World*, were still basically similar to those in eighteenth-century journals, except that there were more of them, that they were more closely printed, and that there were certain exclusions (lists of whores, for example, were no longer advertised in the *Morning Post*).

The general increase was mainly due to the general growth in trade, but was aided by the reduction and then abolition of a long-standing Advertisement Tax. First imposed in 1712, at one shilling an announcement, this had been a means, with the Stamp Duty, of hampering the growth of newspapers, which successive Governments had good reason to fear. By the time of the worst repression, after the Napoleonic Wars, Stamp Duty was at 4d a sheet, and Advertisement Tax at 3s 6d. In 1833, Stamp Duty was reduced to 1d, and Advertisement Tax to 1s 6d. A comparison of figures for 1830 and 1838 shows the effect of this reduction: the number of advertisements in papers on the British mainland in the former year was 877,972; by the later date it stood at 1,491,911. Then in 1853 the Advertisement Tax was abolished, and in 1855 the Stamp Duty. The rise in the circulation of newspapers, and in the number of advertisements, was then rapid.

Yet, still in the 1850s advertising was mainly of a classified kind, in specified parts of the publication. It was still widely felt, in many kinds of trade, that (as a local newspaper summarised the argument in 1859) ‘it is not respectable. Advertising is

resorted to for the purposes of introducing inferior articles into the market.’ Rejecting this argument, the newspaper (*The Eastbourne Gazette and Fashionable Intelligencer*) continued:

Competition is the soul of business, and what fairer or more legitimate means of competition can be adopted than the availing oneself of a channel to recommend goods to public notice which is open to all? Advertising is an open, fair, legitimate and respectable means of competition; bearing upon its face the impress of free-trade, and of as much advantage to the consumer as the producer.

The interesting thing is not so much the nature of this argument but that, in 1859, it still had to be put in quite this way. Of course the article concluded by drawing attention to the paper’s own advertising rates, but even then, to get the feel of the whole situation, we have to look at the actual advertisements flanking the article. Not only are they all from local tradesmen, but their tone is still eighteenth-century, as for example:

To all who pay cash and can appreciate

GOOD AND FINE TEAS

CHARLES LEA

Begs most respectfully to solicit a trial of his present stock which has been selected with the greatest care, and paid for before being cleared from the Bonded warehouses in London . . .

In all papers, this was still the usual tone, but, as in the eighteenth century, one class of product attracted different methods. Probably the first nationally advertised product was Warren’s Shoe Blacking, closely followed by Rowland’s Macassar Oil (which produced the counter-offensive of the antimacassar), Spencer’s Chinese Liquid Hair Dye and Morison’s Universal Pill. In this familiar field, as in the eighteenth century, the new advertising was effectively shaped, while for selling cheap books the practice of including puffs in announcements was widely extended. Warren’s Shoe Blacking had a drawing of a cat spitting at its own reflection, and hack verses were widely used:

The goose that on our Ock’s green shore

Thrives to the size of Albatross

Is twice the goose it was before

When washed with Neighbour Goodman’s sauce.

Commercial purple was another writing style, especially for pills:

The spring and fall of the leaf has been always remarked as the periods when disease, if it be lurking in the system, is sure to show itself.

(Parr’s Life Pills, 1843)

The manner runs back to that of the eighteenth-century hucksters and mountebanks, but what is new is its scale. The crowned heads of Europe were being signed up for testimonials (the Tsar of all the Russias took and recommended Revalenta Arabica, while the Balm of Syriacum, a 'sovereign remedy for both bodily and mental decay', was advertised as used in Queen Victoria's household). Holloway, of course a 'Professor', spent £5,000 a year, in the 1840s, spreading his Universal Ointment, and in 1855 exceeded £30,000.

Moreover, with the newspaper public still limited, the puffmen were going on the streets. Fly-posting, on every available space, was now a large and organized trade, though made hazardous by rival gangs (paste for your own, blacking for the others). It was necessary in 1837 to pass a London act prohibiting posting without the owner's consent (it proved extremely difficult to enforce). In 1862 came the United Kingdom Bill-posters Association, with an organized system of special hoardings, which had become steadily more necessary as the flood of paste swelled. Handbills ('throwaways') were distributed in the streets of Victorian London with extraordinary intensity of coverage; in some areas a walk down one street would collect as many as two hundred different leaflets. Advertising vans and vehicles of all sorts, such as the seven-foot lath-and-plaster Hat in the Strand, on which Carlyle commented, crowded the streets until 1853, when they were forbidden. Hundreds of casual labourers were sent out with placards and sandwich boards, and again in 1853 had to be officially removed from pavement to gutter. Thus the streets of Victorian London bore increasingly upon their face 'the impress of free trade', yet still, with such methods largely reserved to the sellers of pills, adornments and sensational literature, the basic relation between advertising and production had only partly changed. Carlyle said of the hatter, whose 'whole industry is turned to persuade us that he has made' better hats, that 'the quack has become God'. But as yet, on the whole, it was only the quack.

The period between the 1850s and the end of the century saw a further expansion in advertising, but still mainly along the lines already established. After the 1855 abolition of Stamp Duty, the circulation of newspapers rapidly increased, and many new ones were successfully founded. But the attitude of the Press to advertising, throughout the second half of the century, remained cautious. In particular, editors were extremely resistant to any break-up in the column layout of their pages, and hence to any increase in size of display type. Advertisers tried in many ways to get round this, but with little success.

As for products mainly advertised, the way was still led by the makers of pills, soaps and similar articles. Beecham's and Pears are important by reason of their introduction of the catch-phrase on a really large scale; 'Worth a Guinea a Box' and 'Good morning! Have you used Pears' Soap?' passed into everyday language. Behind this familiar vanguard came two heavily advertised classes: the patent food, which belongs technically to this period, and which by the end of the century had made Bovril, Hovis, Nestlé, Cadbury, Fry and Kellogg into 'household names'; and new inventions of a more serious kind, such as the sewing-machine, the camera, the bicycle and the typewriter. If we add the new department stores, towards the end of the century, we have the effective range of general advertising in the period, and need only note that in method the patent foods followed the patent medicines, while

the new appliances varied between genuine information and the now familiar technique of slogan and association.

The pressure on newspapers to adapt to techniques drawn from the poster began to be successful from the 1880s. The change came first in the illustrated magazines, with a crop of purity nudes and similar figures; the Borax nude, for example, dispelling Disease and Decay; girls delighted by cigarettes or soap or shampoos. The poster industry, with its organized hoardings, was able from 1867 to use large lithographs, and Pears introduced the 'Bubbles' poster in 1887. A mail-order catalogue used the first colour advertisement, of a rug. Slowly, a familiar world was forming, and in the first years of the new century came the coloured electric sign. The newspapers, with Northcliffe's *Daily Mail* in the lead, dropped their columns rule, and allowed large type and illustrations. It was noted in 1897 that '*The Times* itself' was permitting 'advertisements in type which three years ago would have been considered fit only for the street hoardings', while the front page of the *Daily Mail* already held rows of drawings of rather bashful women in combinations. Courtesy, Service and Integrity, as part of the same process, acquired the dignity of large-type abstractions. The draper, the grocer and their suppliers had followed the quack.

Transformation

The strange fact is, looking back, that the great bulk of products of the early stages of the factory system had been sold without extensive advertising, which had grown up mainly in relation to fringe products and novelties. Such advertising as there was, of basic articles, was mainly by shopkeepers, drawing attention to the quality and competitive pricing of the goods they stocked. In this comparatively simple phase of competition, large-scale advertising and the brand-naming of goods were necessary only at the margin, or in genuinely new things. The real signs of change began to appear in the 1880s and 1890s, though they can be correctly interpreted only when seen in the light of the fully developed 'new' advertising of the period between the wars.

The formation of modern advertising has to be traced, essentially, to certain characteristics of the new 'monopoly' (corporate) capitalism, first clearly evident in this same period of the end and turn of the nineteenth century. The Great Depression which in general dominated the period from 1875 to the middle 1890s (though broken by occasional recoveries and local strengths) marked the turning point between two modes of industrial organization and two basically different approaches to distribution. After the Depression, and its big falls in prices, there was a more general and growing fear of productive capacity, a marked tendency to reorganize industrial ownership into larger units and combines, and a growing desire, by different methods, to organize and where possible control the market. Among the means of achieving the latter purposes, advertising on a new scale, and applied to an increasing range of products, took an important place.

Modern advertising, that is to say, belongs to the system of market-control which, at its full development, includes the growth of tariffs and privileged areas, cartel-quotas, trade campaigns, price-fixing by manufacturers, and that form of

economic imperialism which assured certain markets overseas by political control of their territories. There was a concerted expansion of export advertising, and at home the biggest advertising campaign yet seen accompanied the **merger of several tobacco firms into the Imperial Tobacco Company, to resist American competition.** In 1901, a 'fabulous sum' was offered for the entire eight pages of *The Star*, by a British tobacco advertiser, and when this was refused four pages were taken, a 'world's record', to print 'the most costly, colossal and convincing advertisement ever used in an evening newspaper the wide world o'er'. Since the American firms retaliated, with larger advertisements of their own, the campaign was both heavy and prolonged. This can be taken as the first major example of a new advertising situation.

That this period of fundamental change in the economy is the key to the emergence of full-scale modern advertising is shown also by radical changes within the organization of advertising itself. **From the eighteenth century, certain shops had been recognized as collecting agencies for advertisements, on behalf of newspapers. In the nineteenth century, this system (which still holds today for some classified advertisements) was extended to the buying of space by individual agents, who then sold it to advertisers. With the growth in the volume of advertising, this kind of space-selling, and then a more developed system of space-brokerage, led to a growth of importance in the agencies,** which still, however, were virtually agents of the Press, or at most intermediaries. Gradually, and with increasing emphasis from the 1880s, the agencies began to change their functions, offering advice and service to manufacturers, though still having space to sell for the newspapers. By the turn of the century, the modern system had emerged: **newspapers had their own advertising managers, who advanced quite rapidly in status from junior employees to important executives, while the agencies stopped selling space, and went over to serving and advising manufacturers, and booking space after a campaign had been agreed.** In 1900 the Advertisers Protection Society, later the Incorporated Society of British Advertisers, was formed: partly to defend advertising against such attacks as those of SCAPA [Society for Checking Abuses of Public Advertising – founded 1898], partly to bring pressure on newspapers to publish their sales figures, so that campaigns might be properly planned. Northcliffe, after initial hesitations about advertising (he had wanted to run *Answers* without it), came to realize its possibilities as a new basis for financing newspapers. He published his sales figures, challenged his rivals to do the same, and in effect created the modern structure of the Press as an industry, in close relation to the new advertising. In 1917 the Association of British Advertising Agents was founded, and in 1931, with the founding of the Audit Bureau of Circulations, publishing audited net sales, the basic structure was complete.

It is in this same period that we hear first, with any emphasis, of advertising as a profession, a public service and a necessary part of the economy. A further aspect of the reorganization was a more conscious and more serious attention to the 'psychology of advertising'. As it neared the centre of the economy, it began staking its claims to be not only a profession but an art and a science.

The half-century between 1880 and 1930, then, saw the full development of an organized system of commercial information and persuasion, as part of the modern distributive system in conditions of large-scale capitalism. Although extended to

new kinds of product, advertising drew, in its methods, on its own history and experience. There is an obvious continuity between the methods used to sell pills and washballs in the eighteenth century ('promise, large promise, a quality truly wonderful') and the methods used in the twentieth century to sell anything from a drink to a political party. In this sense, it is true to say that all commerce has followed the quack. But if we look at advertising before, say, 1914, its comparative crudeness is immediately evident. The 'most costly, colossal and convincing advertisement' of 1901 shows two badly drawn men in tails, clinking port glasses between announcements that the cigarettes are five a penny, and the slogan ('The Englishman's Toast – Don't be gulled by Yankee bluff, support John Bull with every puff) is in minute type by comparison with 'Most Costly' and 'Advertisement'. Play on fear of illness was of course normal, as it had been throughout quack advertising, and there were simple promises of attractiveness and reputation if particular products were used. But true 'psychological' advertising is very little in evidence before the First War, and where it is its techniques, both in appeal and in draughtsmanship and layout, are crude. Appropriately enough, perhaps, it was in the war itself, when now not a market but a nation had to be controlled and organized, yet in democratic conditions and without some of the older compulsions, that new kinds of persuasion were developed and applied. Where the badly drawn men with their port and gaspers belong to an old world, such a poster as 'Daddy, what did YOU do in the Great War?' belongs to the new. The drawing is careful and detailed: the curtains, the armchair, the grim numb face of the father, the little girl on his knee pointing to her open picture-book, the boy at his feet intent on his toy soldiers. Alongside the traditional appeals to patriotism lay this kind of entry into basic personal relationships and anxieties. Another poster managed to suggest that a man who would let down his country would also let down his sweetheart or his wife.

Slowly, after the war, advertising turned from the simple proclamation and reiteration, with simple associations, of the earlier respectable trade, and prepared to develop, for all kinds of product, the old methods of the quack and the new methods of psychological warfare. The turn was not even yet complete, but the tendencies, from the 1920s, were evident. Another method of organizing the market, through consumer credit, had to be popularized, and in the process changed from the 'never-never', which was not at all respectable, to the primly respectable 'hire-purchase' and the positively respectable 'consumer credit'. By 1933, a husband had lost his wife because he had failed to take this 'easy way' of providing a home for her. Meanwhile Body Odour, Iron Starvation, Night Starvation, Listlessness and similar disabilities menaced not only personal health but jobs, marriages and social success.

These developments, of course, produced a renewed wave of criticism of advertising, and, in particular, ridicule of its confident absurdities. In part this was met by a now standard formula: 'one still hears criticism of advertising, but it is not realized how much has been done, within the profession, to improve it' (for example, a code of ethics, in 1924, pledging the industry, *inter alia* 'to tell the advertising story simply and without exaggeration and to avoid even a tendency to mislead'. If advertisers write such pledges, who then writes the advertisements?). The 'super-sensitive faddists' were rediscovered, and the 'enemies of free

enterprise'. Proposals by Huxley, Russell, Leavis, Thompson and others, that children should be trained to study advertisements critically, were described, in a book called *The Ethics of Advertising*, as amounting to 'cynical manipulation of the infant mind'.

But the most significant reply to the mood of critical scepticism was in the advertisements themselves: the development of a knowing, sophisticated, humorous advertising, which acknowledged the scepticism and made claims either casual and offhand or so ludicrously exaggerated as to include the critical response (for example, the Guinness advertisements, written by Dorothy Sayers, later a critic of advertising). Thus it became possible to 'know all the arguments' against advertising, and yet accept or write pieces of charming or amusing copy.

One sustained special attack, on an obviously vulnerable point, was in the field of patent medicines. A vast amount of misleading and dangerous advertising of this kind had been repeatedly exposed, and eventually, by Acts of 1939 and 1941, and by a Code of Standards in 1950, the advertisement of cures for certain specified diseases, and a range of misleading devices, was banned. This was a considerable step forward, in a limited field, and the Advertising Association was among its sponsors. If we remember the history of advertising, and how the sellers of ordinary products learned from the quack methods that are still used in less obviously dangerous fields, the change is significant. It is like nothing so much as the newly crowned Henry V dismissing Falstaff with contempt. Advertising had come to power, at the centre of the economy, and it had to get rid of the disreputable friends of its youth: it now both wanted and needed to be respectable.

Advertising in power

Of the coming to power there was now no question. Estimates of expenditure in the interwar years vary considerably, but the lowest figure, for direct advertising in a single year, is £85,000,000 and the highest £200,000,000. Newspapers derived half their income from advertising, and almost every industry and service, outside the old professions, advertised extensively. With this kind of weight behind it, advertising was and knew itself to be a solid sector of the establishment.

Some figures from 1935 are interesting, showing advertising expenditure as a proportion of sales:

Proprietary medicines	29.4	per cent
Toilet goods	21.3	per cent
Soaps, polishes etc.	14.1	per cent
Tobacco	9.3	per cent
Petrol and oil	8.2	per cent
Cereals, jams, biscuits	5.9	per cent
Sweets	3.2	per cent
Beer	1.8	per cent
Boots and shoes	1.0	per cent
Flour	0.5	per cent

The industry's connections with its origins are evident: the three leading categories are those which pioneered advertising of the modern kind. But more significant, perhaps, is that such ordinary things as **boots, shoes and flour should be in the table at all**. This, indeed, is the new economy, deriving not so much from the factory system and the growth of communications, as from an advanced system of capitalist production, distribution and market control.

Alongside the development of new kinds of appeal came new media. Apart from such frills as sky-writing, there was commercial radio, not yet established in Britain (though the pressure was there) but begun elsewhere in the 1920s and beamed to Britain from the 1930s. **Commercial television**, in the 1950s, got through fairly easily. Among new methods, in this growth, are the product jingle, begun in **commercial radio** and now reaching **classic status**, and the **open alliance between advertisers and apparently independent journalists and broadcasters**. **To build a reputation as an honest reporter, and then use it either openly to recommend a product or to write or speak about it alongside an advertisement for it, as in the evening-paper 'special supplements', became commonplace.** And what was wrong? After all, the crowned heads of Europe, and many of our own Ladies, had **been selling pills and soaps for years**. The extension to political advertising, either direct or by pressure groups, also belongs, in its extensive phase, to this period of establishment; in the 1950s it has been running at a very high rate indeed.

The only check, in fact, to this rapidly expanding industry was during the last war, though this was only partial and temporary, and the years since the war, and especially the 1950s, have brought a further spectacular extension. It is ironic to look back at a book published in wartime, by one of the best writers on advertising, Denys Thompson, and read this:

A second reason for these extensive extracts is that advertising as we know it may be dispensed with, after the war. We are getting on very well with a greatly diminished volume of commercial advertising in wartime, and it is difficult to envisage a return to the 1919–1939 conditions in which publicity proliferated.

Mr Thompson, like Dr Johnson two centuries earlier, is a sane man, **but it is never safe to conclude that puffing has reached its maximum distension**. The history, rightly read, points to a further major growth, and to more new methods. The highly organized field of market study, motivation research, and retained sociologists and psychologists, is extremely formidable, and no doubt has many surprises in store for us. Talent of quite new kinds is hired with increasing ease. And there is one significant development which must be noted in conclusion: the extension of organized publicity.

'Public relations'

Advertising was developed to sell goods, in a particular kind of economy. Publicity has been developed to sell persons, in a particular kind of culture. The methods are often basically similar: the arranged incident, the 'mention', the advice on

branding, packaging and a good 'selling line'. I remember being told by a man I knew at university (he had previously explained how useful, to his profession as an advertiser, had been his training in the practical criticism of advertisements) that advertisements you booked and paid for were really old stuff; the real thing was what got through as ordinary news. This seems to happen now with goods: 'product centenaries', for example. But with persons it is even more extensive. It began in entertainment, particularly with film actors, and it is still in this field that it does most of its work. It is very difficult to pin down, because the borderline between the item or photograph picked up in the ordinary course of journalism and broadcasting, and the similar item or photograph that has been arranged and paid for, either directly or through special hospitality by a publicity agent, is obviously difficult to draw. Enough stories get through, and are even boasted about, to indicate that the paid practice is extensive, though payment, except to the agent, is usually in hospitality (if that word can be used) or in kind. Certainly, readers of newspapers should be aware that the 'personality' items, presented as ordinary news stories or gossip, will often have been paid for, in one way or another, in a system that makes straightforward advertising, by comparison, look respectable. Nor is this confined to what is called 'show business'; it has certainly entered literature, and it has probably entered politics.

The extension is natural, in a society where selling, by any effective means, has become a primary ethic. The spectacular growth of advertising, and then its extension to apparently independent reporting, has behind it not a mere pressure group, as in the days of the quacks, but the whole impetus of a society. It can then be agreed that we have come a long way from the papyrus of the runaway slave and the shouts of the town-crier: that what we have to look at is an organized and extending system, at the centre of our national life.

The system

In the last hundred years, then, advertising has developed from the simple announcements of shopkeepers and the persuasive arts of a few marginal dealers into a major part of capitalist business organization. This is important enough, but the place of advertising in society goes far beyond this commercial context. It is increasingly the source of finance for a whole range of general communication, to the extent that in 1960 our majority television service and almost all our newspapers and periodicals could not exist without it. Further, in the last forty years and now at an increasing rate, it has passed the frontier of the selling of goods and services and has become involved with the teaching of social and personal values; it is also rapidly entering the world of politics. Advertising is also, in a sense, the official art of modern capitalist society: it is what 'we' put up in 'our' streets and use to fill up to half of 'our' newspapers and magazines; and it commands the services of perhaps the largest organized body of writers and artists, with their attendant managers and advisers, in the whole society. Since this is the actual social status of advertising, we shall understand it with any adequacy only if we can develop a kind of total analysis in which the economic, social and cultural facts are visibly related. We may

then also find, taking advertising as a major form of modern social communication, that we can understand our society itself in new ways.

It is often said that our society is too materialist, and that advertising reflects this. We are in the phase of a relatively rapid distribution of what are called 'consumer goods', and advertising, with its emphasis on 'bringing the good things of life', is taken as central for this reason. But it seems to me that in this respect our society is quite evidently not materialist enough, and that this, paradoxically, is the result of a failure in social meanings, values and ideals.

It is impossible to look at modern advertising without realizing that the material object being sold is never enough: this indeed is the crucial cultural quality of its modern forms. If we were sensibly materialist, in that part of our living in which we use things, we should find most advertising to be of an insane irrelevance. Beer would be enough for us, without the additional promise that in drinking it we show ourselves to be manly, young in heart or neighbourly. A washing machine would be a useful machine to wash clothes, rather than an indication that we are forward-looking or an object of envy to our neighbours. But if these associations sell beer and washing machines, as some of the evidence suggests, it is clear that we have a cultural pattern in which the objects are not enough but must be validated, if only in fantasy, by association with social and personal meanings which in a different cultural pattern might be more directly available. The short description of the pattern we have is *magic*: a highly organized and professional system of magical inducements and satisfactions, functionally very similar to magical systems in simpler societies, but rather strangely coexistent with a highly developed scientific technology.

This contradiction is of the greatest importance in any analysis of modern capitalist society. The coming of large-scale industrial production necessarily raised critical problems of social organization, which in many fields we are still only struggling to solve. In the production of goods for personal use, the critical problem posed by the factory of advanced machines was that of the organization of the market. The modern factory requires not only smooth and steady distributive channels (without which it would suffocate under its own product) but also definite indications of demand without which the expensive processes of capitalization and equipment would be too great a risk. The historical choice posed by the development of industrial production is between different forms of organization and planning in the society to which it is central. In our own century, the choice has been and remains between some form of socialism and a new form of capitalism. In Britain, since the 1890s and with rapidly continuing emphasis, we have had the new capitalism, based on a series of devices for organizing and ensuring the market. Modern advertising, taking on its distinctive features in just this economic phase, is one of the most important of these devices, and it is perfectly true to say that modern capitalism could not function without it.

Yet the essence of capitalism is that the basic means of production are not socially but privately owned, and that decisions about production are therefore in the hands of a group occupying a minority position in the society and in no direct way responsible to it. Obviously, since the capitalist wishes to be successful, he is influenced in his decisions about production by what other members of the society need. But he is influenced also by considerations of industrial convenience and

likely profit, and his decisions tend to be a balance of these varying factors. The challenge of socialism, still very powerful elsewhere but in Britain deeply confused by political immaturities and errors, is essentially that decisions about production should be in the hands of the society as a whole, in the sense that control of the means of production is made part of the general system of decision which the society as a whole creates. The conflict between capitalism and socialism is now commonly seen in terms of a competition in productive efficiency, and we need not doubt that much of our future history, on a world scale, will be determined by the results of this competition. Yet the conflict is really much deeper than this, and is also a conflict between different approaches to and forms of socialism. The fundamental choice that emerges, in the problems set to us by modern industrial production, is between man as consumer and man as user. The system of organized magic which is modern advertising is primarily important as a functional obscuring of this choice.