THE INFLUENCE OF THE MAGAZINE

UPON THE ADVERTISEMENT

Ron Bender
Business Administration
This thesis for honors recognition has been approved for the Department of Business Administration by:

Ernest W. Bacon, J.D.
H. N. Larsen, M.A.
Rev. J. Eugene Peoples, M.A.

Date: 3/22/68
To the housewife in Des Moines, it's the answer to: "What can I fix for dinner?"

To the businessman in Dallas, it's a fact about the market which will help him sway a corporate meeting.

To the mother in Bridgeport, it's help in organizing her time to cope with the conflicting demands of her children.

To the skindiver in Balboa, it's a tip on how to hunt sharks... and stay in one piece!

To the teacher in Raleigh, it's the core of a classroom discussion.

To the diplomat at the United Nations, it's the cause of a torrent of debate.

To the secretary in Seattle, it's the secret of capturing a man... and keeping him.

To the matron in Grosse Point, it's a clear-cut analysis of a point of foreign policy.

To the teen-ager in Chattanooga, it's a guide to picking the right college... and being accepted.

To the marketer of consumer products, it's a platform from which he sells successfully.

To the nation's leaders, it's an indication of future trends... a finger on the pulse of public opinion.

What is "it"? It's a magazine.

*Within it, over one hundred million Americans resolve their needs for information, ideas, relaxation, education, fact, fun, controversy, leadership.*

**MAGAZINES...THE GROWTH MEDIUM OF THE SIXTIES**

PREFACE

In the field of advertising much emphasis is being placed upon motivational research and consumer psychology. Marshall McLuhan tells us that the medium is the message. It is not what is said, but how it is said. This thesis deals with how the message is pragmatically stated in the medium of magazines. It attempts to display how the message is constructed in accordance with the image and framework of a particular magazine. In a sense the message is going through the magazine to the ultimate consumer. I hope to show in this work that a magazine does influence an advertisement in its make-up and layout. I hope to emphasize the point that the magazine as well as the message is an important aspect of magazine advertising.

I would like to thank the publishers of the magazines who provided me with invaluable material and I would like to especially thank Gene Evanskaas who provided the inspiration to write this thesis.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIGNATURE PAGE</td>
<td>11</td>
</tr>
<tr>
<td>PREFACE</td>
<td>iv</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF ILLUSTRATIONS</td>
<td>vii</td>
</tr>
<tr>
<td>I. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>II. THE NEW YORKER</td>
<td>12</td>
</tr>
<tr>
<td>III. READER'S DIGEST</td>
<td>17</td>
</tr>
<tr>
<td>IV. PLAYBOY</td>
<td>23</td>
</tr>
<tr>
<td>V. LIFE</td>
<td>29</td>
</tr>
<tr>
<td>VI. EBONY</td>
<td>38</td>
</tr>
<tr>
<td>VII. CONCLUSION</td>
<td>42</td>
</tr>
<tr>
<td>BIBLIOGRAPHY</td>
<td>45</td>
</tr>
<tr>
<td>Table</td>
<td>Page</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
</tr>
<tr>
<td>1. Pages of Advertising and Revenue of the Five Magazines Analyzed for the Year 1961</td>
<td>11</td>
</tr>
</tbody>
</table>
### List of Illustrations

<table>
<thead>
<tr>
<th>Illustration</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors advertisement in September 23, 1967 <em>New Yorker</em></td>
<td>13</td>
</tr>
<tr>
<td>2. Pittsburg Plate Glass Company advertisement in July 1967 <em>Reader's Digest</em></td>
<td>21</td>
</tr>
<tr>
<td>3. Tiparillo advertisement in the March 1968 <em>Playboy</em></td>
<td>24</td>
</tr>
<tr>
<td>5. Tide advertisement in February 1968 <em>Ebony</em></td>
<td>41</td>
</tr>
</tbody>
</table>
CHAPTER I

INTRODUCTION

In our present age advertising has become prominent in the business world and society as evidenced by the fact that a top advertising firm (Ogilvy, Benson, and Mather) has presently a billing of $55,000,000 a year and a payroll of $5,000,000 a year.¹ As noted by David M. Potter this increase in advertising is due to the change in society.² American society has become industrialized and the standard of living has risen as shown by the increase in the Gross National Product. Society going through its vast and dynamic changes has created a condition in which advertising has crept into every facet of American society and business. People in everyday conversation are talking about television commercials and their uniqueness. American businessmen depend upon advertising to reap profits and they spend literally millions of dollars annually on advertising campaigns.

Advertising is becoming deeply entrenched in American life and the trend appears to be tending toward

more intensity in the future. Due to this intensity the advertising industry will undoubtedly become one of America's largest industries and advertising agencies will become very important institutions in America.

There are many types of mediums in advertising: radio, television, magazines, newspapers, direct mail, pamphlets, and billboards. This thesis will deal with only one phase of advertising and that is advertisements in magazines.

The magazines used in this thesis are: (1) The New Yorker, (2) Reader's Digest, (3) Playboy, (4) Life, and (5) Ebony. The reason for choosing these five magazines is that everyone is familiar with them and especially, with their content. Also these magazines contain advertisements which are handled by advertising agencies. These are the types of advertisements which are dealt with in this analysis.

The magazines dealt with will be in the class of general magazines. Otto Kleppner in Advertising Procedure describes a general magazine as "...one going to readers whose specific or definite interests are unknown."^4

^3 Ibid., p. 60.

Thus, women's magazines, farm and technical papers, and trade papers are excluded from the subject matter.

Due to the rise in the importance of advertising, many works and research experiments have been published in this field. Most of these works concerning magazine advertising are consumer orientated and attempt to explain the creation of a consumer demand through motivational research. Neil P. Hurley states that people "...buy not because the product is good, but because it makes them feel important." Most works in print describe the format by which a product can be brought to the attention of the ultimate consumer in hopes of making a sale.

The approach of this thesis is slightly different from the approach to advertising mentioned above. It will deal with the direct influence that a magazine exerts over an advertisement when an advertiser selects a particular magazine to advertise in. By this is meant that advertisements attempt to capture the image of the magazine in their layout. This is all related to the "image revolution" mentioned by Hurley. Advertisements are attempting to display the image that people ideally wish to possess. In this case it is the magazine's image. By this people are psychologically motivated to


\[6\text{Ibid., p. 138.}\]
purchase the product. The purpose of this thesis is related to the "image revolution" in the sense that it will endeavor to show that many advertisements will attempt to portray the image of the magazine in which the advertisement is placed in order to increase sales.

Today there are a variety of periodicals published in the United States. According to the Mayfair Agency's reference guide which most libraries utilize when purchasing periodicals, there are over two thousand publications which are classified as periodicals. Each of these magazines differ greatly in subject matter, presentation, point of view, the class of people to which it is intended, and its image displayed to the public. For instance, Life magazine presents most of its subject matter in a simple form and style. It is usually pictorially represented and a person could breeze through it in a couple of minutes while Saturday Review is very profound in its presentation of material.

To show how all of the above factors are incorporated in a magazine, the following quote is taken from a pertinent article entitled "A Snob's Guide to Status Magazines." It is a humorous article which brings to the forefront a distinct difference between magazines on the market today.

---

How to Read Reader's Digest

Take Gray Lines tours. Wear sensible shoes. Have your plot paid for and mention it often. Gently ply young people with statistics on smoking and heart disease. Practice the Power of Positive Thinking. Look for the silver lining. Buy a set of encyclopedias, a volume a week, at the A&P. Save trading stamps and give them to your married sister. Fail to understand how young people can do such plumb foolish things. Observe that welfare checks are handed out by the government as reward for indolence and depravity. Chuckle with amusement at the innocently sexual content of a small girl's conversation. Send letters of praise to Paul and Fred Harvey. Send a dollar to provide food and medical care for an entire Vietnamese village for one month. OK sport: bowling. OK comments: (1) "There's a little bad in the best of us and a little good in the worst of us." (2) "As long as your up, get me a Dr. Pepper."8

How to Read The New Yorker

Dress foonishly in a high white collar and somewhat higher top hat, white gloves, ruffled shirt front, plum-colored morning jacket and robin's-egg-blue vest. Wear your hair in dun curls down the sides of your face. Have a straight nose and a short upper lip and carry an eight-power monocle on a black ribbon pinned to your chemise. Teach your children to be patient with others who are less fortunate than they. Send your son to boarding school when he's six years old and make an effort to see him every Christmas. Get to know a nice Negro who has a M.A. in English lit and coffee-colored skin and invite him to all your

parties and treat him like anybody else, or perhaps a little nicer. Invite a few Indians while you're at it. And maybe a nice Arab. Attend all "Films of More than Routine Interest." Prefer short stories to novels; but if you do read a novel, try not to know who wrote it until you finish. Nibble yeast patties. Play the piano to gramophone records, while the party goes on about you, and persist in enjoying Bix' rendition of 'I Can't Get Started,' even though it was written four years after he died. OK comment: "Tom Wolfe? Didn't he write 'The Web and the Rock'?" OK bumper strip: "Scribendi Genus Omnia Vincit."  

How to Read Time

Be slightly pudgy. Wear black-rimmed glasses and natural-shoulder suits with vests. Have thinning hair. Play bridge every Wednesday with the same couple. Or be a Hollywood starlet and say that because of your 14-hour-a-day shooting schedule, 'Time' is the only way you can keep up with what's going on in the world-- but read only the "Cinema," "People," and "Show Business" sections. Say that you like the way 'Time' says what it says though you don't always agree with what it says-- but always agree with what it says. Take the annual current-events quiz and get 74 percent correct. Write two letters to the editor every year, one tersely laudatory and the other expounding your choice for "Man of the Year" (not, repeat, not the Under-25 Generation). Tennessee Williams like, but don't who Wolcott Gibbs is know. OK sport: bumper pool. OK comment: "We didn't go to Europe this year-- 'Time' gave it a bad review." OK bumper strip: "Buick & Friend."  

Ibid., p. 206.  

Ibid., p. 207.
These three excerpts, although greatly overemphasized for humor, describe the qualities of the readers of these magazines. Described is the established style of living, style of clothes, and the style of thinking of the ideal reader of each magazine. In a sense it is a format for the person who wants to join these certain cliques in society and to be classified as a person who is qualified to read Time, etc. All this person has to do is perform the stated requirements and live up to the image portrayed.

The method used in proving that magazines do have an influence on their relative advertisements is to study and analyze the actual make-up of advertisements in various magazines and through illustration and comparison show how the magazine with its point of view, subject matter, presentation, class of readers, and its image has crept into the advertisement itself. Analysing the advertisement does not mean the physical make-up of the advertisement in inches, the correct placement of the picture (center, top, bottom, or off-center), or the type of print used such as handwriting, Old English, in 11 or 10 point Bodini Book, or pica.

These are the tools that a layout man has at his disposal after he has some sort of idea what his advertisement is going to look like. After he has chosen
the scene that the layout is going to use, he employs the tool of correct placement to attract the reader's eye. This is also true concerning the type of print. After he has composed the wording in the language that is acceptable to the magazine, he uses the best type and size of print to display the wording. 11

To transcend the various mechanics and technical aspects of constructing an advertisement and to discover why an advertising man utilizes these mechanics and constructions is the scope of this thesis. This transcendence will all be related to the magazine's influence. Why is that particular color used and this style of language employed will be accounted for in terms tending to explain the magazine's influence.

In analysing certain advertisements of various magazines, the quality to be emphasized is style. Style in wording and the style of the scene that is depicted is the important factor that will be brought out. The style of the advertisement or the impression given to the reader is the main consideration in this thesis. Certain words, colors, and pictures usually convey certain images to the reader and if

11 Klenpner, p. 57.
the impressions emitted are a reflection of the magazine's image then it is logical to say that magazines do influence advertisements.

Some thoughts should be mentioned here relating to the concept of the image of the magazine. By presenting certain subject matter and particular interests which are within the framework of the magazine, a specific image is developed. This image is further developed through the editorial policy of the magazine. With his despotic power to edit or discard certain items, the editor can form a particular image that will be conveyed to the American public. This image of a magazine is directly related to the actual function of the magazine. For example, *Sports Illustrated* deals with the world of sports and performs the function of enlightening all sports-minded people with news and insights of the latest sporting events. Thus, many people have in their minds an image of this magazine as one of athletic in nature with man and all his talents and abilities pitted against the elements of nature.

If the reader will observe Table 1 on page 11, he will notice a few pertinent facts relating to the advertising revenue of the five magazines we are about to analyse. All five of the magazines had at least five hundred pages of advertising and the smallest amount of
revenue realized from these pages of advertising was above three million dollars. This data is for the year 1961 and is taken from a publication within the advertising field itself. The observation must be made that *Life* and *The New Yorker* are both weeklies whereas the other three are monthlies.

We shall now begin to analyse each of the five magazines individually and attempt to determine if the magazine does have an influence on the advertisement. We shall start with *The New Yorker* and then turn to the *Reader's Digest*, *Playboy*, *Life*, and *Ebony*, respectively.
TABLE 1

PAGES OF ADVERTISING AND REVENUE OF THE FIVE MAGAZINES
FOR THE YEAR 1961a

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Pages</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebony</td>
<td>799.90</td>
<td>$3,315,474.00</td>
</tr>
<tr>
<td>Life</td>
<td>3,158.02</td>
<td>138,136,582.00</td>
</tr>
<tr>
<td>The New Yorker</td>
<td>5,133.40</td>
<td>20,012,216.00</td>
</tr>
<tr>
<td>Playboy</td>
<td>505.83</td>
<td>4,059,341.00</td>
</tr>
<tr>
<td>Reader's Digest</td>
<td>988.70</td>
<td>40,556,248.00</td>
</tr>
</tbody>
</table>

CHAPTER II

THE NEW YORKER

The illustration on the next page is an advertisement taken from the September 23, 1967 issue of The New Yorker. The concept of luxury is one of the main themes of the advertisement; the other being youth. Within the framework of the layout the word "luxury" is used four times. There is a definite appeal to people of the upper middle-class and the upper-class through the description of Oldsmobile’s luxurious style, its "rich brocades and supple fabrics," and the extra luxury features.\(^1\) To describe the styling of the car the advertisement doesn’t use the term "design," but uses the term "sculpture" which denotes an affinity towards the fine arts. Even the car’s model name, the "Ninety-Eight Luxury Sedan,"\(^2\) is exploited by the advertisement to entice the reader to purchase the product. This Oldsmobile is the highest priced model and one manufactured exclusively for the upper-class market.

Standing near the car is a middle-aged lady who possesses an air of sophistication. She is distinctly of upper-class standing. In a very expensive evening

\(^1\) See Illustration 1, p. 13.

\(^2\) Ibid.
Ninety-Eight: Most luxurious '68 youngmobile from Oldsmobile.

Young Ideas: The new '68 Olds Ninety-Eight is young in looks, performance, features . . . all backed by the quality, comfort and reliability that have made Olds famous for 70 years.

Luxury Style: This is Oldsmobile's most luxurious car, and looks it. Outside, sculpturing is youthful yet distinguished. Inside, rich brocades and supple fabrics come beautifully tailored, imaginatively designed.


Luxury Features: Want even more luxury? You can order vinyl top, Stereo Tape Player, Tilt-and-Telescope Steering Wheel with a horn control all around the inside of the wheel. Plus all the new GM safety features, including energy-absorbing steering column, many others.

Ninety-Eight Luxury Sedan. Drive it. See Your Oldsmobile Dealer.

Illustration 1.-- General Motors advertisement in September 23, 1967 New Yorker.
gown, she is attired and it appears that she is ready for an evening of formal entertainment about town. Of course, it is implied that she be chauffeured in the epitome of luxury, the "Ninety-Eight Luxury Sedan." 3

Although no color is depicted here, in the original advertisement the automobile is colored a plush, deep purple which is usually associated with royalty and can connote a symbol of status or luxury.

We shall now see if the image emitted by this advertisement coincides with the image of the magazine.

The New Yorker, was founded by H. W. Ross in 1925 as "a reflection in word and picture of metropolitan life" 4 and the metropolis with which this life is concerned is New York City. In his original platform announcing The New Yorker, Ross said that his magazine will be sophisticated which can only convey a connotation of status. 5

When Ross was searching for a symbol that would reflect the magazine's attitude, Rea Irvin drew a sketch of a monocled old man in an old fashioned choker collar and high hat inspecting a butterfly. 6 After it was shown

---

3Ibid.


5Ibid.

to Ross, he immediately fell in love with the symbol and it is still the trademark of the magazine today. The sketch itself portrays an air of superiority and a touch of aristocratic spirit.

Shortly after the first publication of The New Yorker, it ran into financial difficulties and was at the point of collapsing. Through the utilization of the "snob appeal" approach Ross aimed his magazine at the Cafe society. The Cafe society were the social elite of New York City who made the formal rounds of the theatres, night clubs, Park Avenue drawing rooms, and the country clubs. In order to increase circulation to this class, he solicited subscriptions to The New Yorker through the use of the Social Register.

Fillmore Hyde, an associate of Ross's and in his employment, found by hanging around newsstands that the Park Avenue gentleman and ladies at once became regular customers. Ross himself states that "the luxury market had definitely been breached." Even today's New Yorker is considered to contain the best in everything. It contains some of the best art in the United States. If an author has one of his

---

7 Ibid., p. 78.
8 Ibid., p. 77.
9 Ibid., p. 95.
10 Ibid., p. 113.
books mentioned in *The New Yorker* "Best Sellers," he is considered to be in an elite class above his contemporaries. Also the best entertainment in town is described in relation to movies, theatres, and night clubs.

From this it follows that advertisers should logically advertise only their best or most luxurious items in *The New Yorker*. This is why General Motors advertises the highest priced Oldsmobile with all its luxuries instead of one of its lower priced models with its economy factors emphasized. The assumption can be made that a majority of the readers of *The New Yorker* are in the upper middle or upper-class and advertisers will have to take this into account when they advertise in this magazine.

After this thesis was near completion, the Oldsmobile advertisement used in this selection appeared in the March 1st, 1968 issue of *Life*. This was a full five months after it first appeared in *The New Yorker*. General Motors probably found that this was the most successful advertisement for this model and price range and employed its success in a later issue of *Life*. 
CHAPTER III

READER'S DIGEST

The Reader's Digest is as the name points out a digest of condensed and selected articles which come from many different and varied sources. In our schema, it assumes an ironic position. At the time of its inception it was designed for the benefit of the reader and all advertising was excluded from its pages. Finally, in 1955 due to its financial position it had to accept advertising in order to keep operating. It has a very restrictive policy concerning advertising by rejecting all advertisements it judges unsuitable.

The Reader's Digest was developed as a timesaving service that would digest "articles of lasting interest which will appeal to a large audience and come within the range of interests, experiences, and conversation of the average person." Since the editorial staff of Reader's Digest does not publish a profile of the magazine and declares that there is not a set editorial policy of any kind concerning the philosophy of the magazine, an examination

---

2 Ibid., p. 230.
3 Ibid., p. 49.
of the magazine itself is the best way to obtain an overall perspective of Reader's Digest.

Upon examination it is apparent the Reader's Digest has a number of articles related to the morals and standards of American society in every issue. For example, in the July 1967 issue there are articles concerning the philosophy of the Supreme Court, adultery and its effect on marriage, the solution of the "urban crisis" that plagues almost every U.S. metropolitan area, the Communists and Vietnam, the harshness of the American penal code, and the problem of the poor student in America's educational system. Reader's Digest is always quick to pick up the sword and crusade against crime in the streets, pornography on the newstands, the inefficiency of the local, state and national government and other similar causes. I think that the observation can be made that there is an aspect of Reader's Digest


which tells the reader in a conservative vein how he should think, how he should act, and how he should react in relation to the various issues. By setting the standard of ideal American society, Reader's Digest has assumed a self-appointed role of protector and interpreter of American society.

In addition to this role Reader's Digest tends to strengthen the individual person in society. It publishes articles in every issue which are helpful to the individual in his daily encounter with life. Such as "Don't Be Afraid of Your Feelings," the monthly sections on the courage of various individuals, "What It Takes to Be a Leader," and other material of the same nature. Also there is the monthly article that helps to develop the individual's vocabulary. Last but not least, Reader's Digest publishes articles that help the consumer obtain his money's worth. This is evident in articles such as "Facts You Should Know About Auto Insurance" and "How to Get the Most Out of Your Trade-in."
I believe that there is an underlying theme, not dominant, but underlying, in which *Reader's Digest* attempts to be the guardian of American society and also a means by which the individual can develop his talents to make himself a better individual.

On the next page in Illustration 2 is a Pittsburg Plate Glass Company advertisement taken from the July 1967 *Reader's Digest*. The first thing that meets the reader's eye is the picture of a small girl gazing at a broken pane of glass with the jagged pieces of glass dominantly portrayed. It is an appeal to the emotional ideal of the protection of the family. Even the wording denotes this trend through the use of the word "kidsafe" and how this specially-developed glass can sustain a wallop that children are capable of giving.

Now how come Pittsburg Plate Glass Company emphasized the safety its product offered children rather than its economy, the protection it offered from the elements, or its inherent beauty which it can add to the home? If they were advertising in *Better Homes and Gardens*, you could be sure beauty would be emphasized. I think that we can safely assume that the reason that this form of advertising (protection of the children) was pursued is the fact that *Reader's Digest* is known as a magazine that publishes articles that contribute
Now there's kidsafe glass, \( \frac{1}{8} '' \) thick. The name is PPG Herculite\textsuperscript{®} K. It can take the wallops that smash ordinary storm door glass because it's much tougher. Much safer, too. If it ever does break, it breaks into small, rounded pieces. Think about this PPG Safety Shield when you're buying a new storm door ... and the reason behind it. Pittsburgh Plate Glass Co., Pittsburgh, Pennsylvania 15222.
to the welfare of society -- the family included. Pittsburg Plate Glass Company utilized this knowledge and incorporated it into their advertisement to enhance their chances of selling their product to the readers of Reader's Digest.
CHAPTER IV

PLAYBOY

On the next page in Illustration 3 is another advertisement that you can determine which magazine it came from just by glancing at the layout. There is a risk of scandalizing the reader by using this particular advertisement, but this risk is very small.

The advertisement centers around the theme of a man (whose hand is all that you see) offering two different kinds of Tiparillos to two beautiful twin sisters classified as census takers. As a means to seduce the attention of the reader, the curvaceous assets of the two women are essentially exposed. This is directly related to the Playboy tradition of the foldout picture of the monthly Playmate. The wording has phrases like "...what you got in your hands"¹ that can be credited with having a double meaning. In the introductory sentence the phrase "Look again"² is used as a device to justify the reader taking a second glance at the two women. Even the age-old gimmick concerning name, address, and phone number is employed only, paradoxically, the two census takers

¹See Illustration 3, p. 24.
²Ibid.
Should a gentleman offer a Tiparillo to a census taker?

Is this the old did-it-with-mirrors ploy? Look again.

Okay, that's enough looking. What you've got on your hands are carbon copy twins. And what you've got in your hands are Tiparillo® and Tiparillo M with menthol.

Since Tiparillo is the slim, elegant cigar with the neat tip, would it be statistically correct to offer it to this census-taking twosome?

Because all they really want is your name, address, phone number and a few other factual facts.

But what they get sort of depends on what you offer.

---

Illustration 3.-- Tiparillo advertisement in the March 1968
Playboy.
are the ones seeking this information. The answer to
their inquires "depends on what you offer" and this
statement is open to many interpretations depending
upon the imagination of the reader. Finally, Tiparillo
offers the reader a chance to obtain an official Tiparillo
Calendar with pin-ups comparable to the one above by
mailing one dollar to the address indicated.

It is apparent that all the paraphernalia related
to sex in the advertisement is due to the fact that the
advertising is being done in *Playboy*.

*Playboy* is:

a plump, glossy, monthly melange of fiction
(good and awful) articles, sober-sided crusading
(The Playboy Philosophy), advice to the sexlorn,
and pages and pages of nude or nearly-nude
Playmates in glowing lithograph.

It is a polished and sophisticated magazine that
urges American males between the ages of eighteen
and forty-two to partake in hedonistic style of life.
Usually they are pictured as young executives of the
professional class who try to live a happy life to its
fullest extent of pleasure. According to *Playboy*'s own
profile, the average reader is twenty-nine years old with

---

*3* Ibid.


an income of $9,000 to $10,000 per year.\textsuperscript{6} He must have an ample supply of money to purchase the very latest model in the automotive world and to lavishly treat beautiful young ladies to an expensive night on the town. \textit{Playboy} encompasses all these aspects into its "swinging life."\textsuperscript{7}

\textit{Playboy} believes in unmarried sex although it is very discrete in stating it. This is looked upon as a sign of good physical and, especially, mental health.\textsuperscript{8} As long as sex between two unmarried adults is mutually agreed upon and hurts no one, it is considered natural and healthy. In this relationship there is no love, affection, association or obligation between the two parties and the male assumes a position of utilizing the female as an instrument to render pleasure. \textit{Playboy} calls this the "Playboy Philosophy."\textsuperscript{9}

\textit{Playboy} has an air of pseudo-intellectualism pervading its subject matter. This is very apparent in the monthly articles, "The Playboy Philosophy" and the "Playboy Forum," where philosophically an appeal is made through intellectualism in defense of the


\textsuperscript{7}"An Empire Built on Sex," \textit{Life}, October 29, 1965, p. 68-A.

\textsuperscript{8}Ibid.

\textsuperscript{9}Ibid.
"swinging life."  

Despite all of the above aspects, the one silent feature of *Playboy* that sells the magazine is the center-fold. Although the nude Playmate takes up less than ten percent of the content of the magazine, it is main reason for the large circulation of *Playboy*. In the center-fold is presented the dream world of entertainment for American males. She exists only for the pleasure that she gives and the "sex she proffers is, quite literally, skin deep."

In 1952 the Playmates were big-name actresses like Marilyn Monroe and other stars with buxomous figures. A change occurred in 1955 when the Playmate assumed the image of the girl next door with "an attitude of friendly yet innocent decorum." And finally, in 1962 she became the Brigitte Bardot type -- "sulky, hot-eyed and distinctly provocative." They are

---

12 *Saturday Evening Post*, p. 98.
13 *Catholic World*, p. 48.
14 *Saturday Evening Post*, p. 100.
reflection of Hefner's personality since he personally chooses each month's Playmate. They exist for one reason and that is found in the old maxim that you can "look, but don't touch."17

Since it is apparent that most of the characteristics mentioned above are found in the advertisement that was analysed (especially that one money-making feature of Playboy -- the unveiling of the female body), we can conclude that Tiparillo employed this type of advertising with all its glorification of sex due to the fact that it was advertising in a "select" magazine like Playboy.

17Ibid., p. 101.
CHAPTER V

LIFE

When Henry R. Luce and Time, Inc. placed the first copy of Life on the newstands in 1936, it was the result of many different influences and events. At this time the reading public was becoming more accustomed to buying magazines which contained condensed articles. This is the reason for the success of Reader's Digest in this period. Naturally, the magazine industry endeavoring to keep one step ahead of their competitors and, at the same time, in direct agreement with their customers, developed the idea of a picture magazine. This format focused around the technique of having pictures tell the story instead of the text. In an attempt to communicate more fully and easier as well as eradicate long lengthy texts, the picture magazine (this was the name given them in the thirties whereas today they are called pictorial magazines) utilized photographic skill instead of the typewriter. The first issue of Life gave the reader ninety-six pages packed full of photographs.

---

2 Ibid., p. 312.
In addition to this change in the taste of the magazine customer, the development of new techniques in photography helped the success of Life. Dr. Erich Salomon was a German photographer employed by Fortune, another Time, Inc. publication. Through the use of a Leica, a device by which photographs could be taken indoors without flashbulbs, he employed the style of catching shots of famous persons in unguarded moments. This was utilized by Fortune and eventually was transposed into Life placing a new emphasis on photography.

In Time magazine Daniel Longwell who became interested in the different variations of photographic representation arranged photographs in a sequence to tell a story and developed the technique which became the foundation of Life. Longwell can be credited with transferring the technique of comic-strip artists to the realm of magazines. In the prospectus he summarized the purpose of Life as a magazine "To see life, to see the world, to eyewitness great events."

Life was not the first picture magazine, but it was the most successful and it was the only one to

---

3 Ibid., p. 315.
4 Ibid., p. 314.
5 Ibid., p. 315.
6 Ibid.
tell the news pictorially.\textsuperscript{7} \textit{Life} was truly a successful experiment in the introduction of a new technique called photo-journalism.\textsuperscript{8}

The \textit{Life} of today employs photography with all its splendor and through refinement and new experimentation develops new techniques and styles which enhance the magazine. Photography is utilized to its fullest extreme in \textit{Life}. For example, Fritz Goro was dropped by plane in the arctic tundra to photograph the Canadian Northlands. After overcoming such difficulties as a radio breakdown, a shortage of food, and the rugged terrain (it took him five days to cover a distance of ten miles), he presented \textit{Life} with a valuable collection of photographs illustrating a land that many men had never seen.\textsuperscript{9} Another \textit{Life} photographer, Dmitri Kessel, spent eight days photographing Tintoretto's \textit{The Annunciation}.\textsuperscript{10} His problem was the fact that during his forty-five minute exposure the painting moved slightly which caused the picture to be blurry. After quelling the outside causes (bells, whistles, and sirens), he discovered that the heat of his camera lights also caused the

\begin{itemize}
\item \textsuperscript{7}Ibid., p. 318.
\item \textsuperscript{8}Ibid., p. 314.
\item \textsuperscript{9}"Life with Life," \textit{Time}, (August 15, 1955), p. 33.
\item \textsuperscript{10}Ibid., p. 34.
\end{itemize}
painting to move. Finally, he remedied this by pre-heating the painting before his time exposure and produced a picture that experts consider as perfect as the original.\footnote{Ibid.}

Another aspect of Life which is very important in influencing the advertisement is its wide circulation. In 1952 a study was conducted by Crossley, Inc. entitled a National Study of Magazine Audiences 1952.\footnote{Crossley, Inc., National Study of Magazine Audiences 1952, (New York: Crowell Publishing Company, 1952).} In this research the circulation of nine magazines, Collier's Life, Look, Saturday Evening Post, Better Homes and Gardens, Good Housekeeping, Ladies Home Journal, McCall's and Women's Home Companion, were carefully analysed and compared. By the use of some fifty categories the circulation of each magazine was compared. Life led the nine magazines in all categories. It had an overall coverage of 26.9% of all individuals ten years of age and over and further broke down into 28.7% of all males over ten and 23.9% of all females over ten.\footnote{Ibid., p. 31.} Life topped the other magazines in such categories as: coverage by economic level, coverage by individual income, coverage by family income, coverage of adults by educational level and coverage of adults by occupational

Upon observation of an issue of \textit{Life} you will discover that there are many different types of advertisements with each appealing to a different class of people or market. This is due to the fact that \textit{Life} is a general magazine in the truest sense. People from all walks of life read it and are familiar with it. Due to its wide circulation and acceptance there isn't an image of \textit{Life} developed besides that of a pictorial magazine. The interests of its readers are as varied and as wide as the personalities of the American population. In \textit{Life} you will find advertisements pertaining to the upper, middle and lower class. There are advertisements attempting to capture every type of market imaginable.

In addition to the variety of advertisements you will notice the size and spread of the layouts. In the February 23, 1968 issue of \textit{Life} there were four advertisements which covered two pages, twenty-seven that covered one page, eight that covered one-half of a page, five that covered one-fourth of a page, and two that covered one-eighth of a page. The great
majority of advertisements are one page spreads or larger. Using an aspect of sensationalism, advertisers are going to an extreme in Life by making their advertisements as large and spectacular as possible in order to attract the reader's eye. In 1961 Life had to initiate a policy where all the advertisements would be placed in groups throughout the magazine so that they would not conflict with the picture essays. Advertisements were at the point of burying the material content of Life.

This trend in Life toward sensational and spectacular advertisements is related to the fact that Life is a pictorial magazine. Since Life is a very successful picture magazine, advertisers want to make their layouts pleasing to the readers. They employ Life's method of spectacular photography and a touch of sensationalism in their advertisements to achieve this end. Some advertisements feature fold-outs which cover two or three pages. Advertisers utilize Life's technique of letting the picture tell the story instead of words.

In the field of photography Life has had a great influence upon advertisements. It has caused the quality of the photograph in the layout to be refined and magnified greatly. For example, in the advertisement

taken from the February 23, 1968 issue of Life in Illustration 4 on page 36, the reader can immediately observe the exquisite quality of the photograph employed in the layout. The colors are very vivid and clear and the images are very distinct and sharp. Even the hazy representation in the background adds a vein of brilliance to the total picture. Contrasting of the dominant black and the bright red and yellows adds a touch of beauty and masterpiece to the scene. The whole advertisement is lavishly illustrated.

There are two distinct characteristics of Life which can be said to influence directly the advertisements in this magazine. One is the aspect of photo-journalism which advertisers try to place in their advertisements through the size of the layout and quality of their photography and the other is the generality of Life's readers which allows a wide variety of advertisements to be placed in Life.

There is another very important fact that advertisers take into consideration when contemplating advertising in Life. This is the very high cost involved when advertising in this magazine. As I mentioned before the average price per page of advertising is $35,200. This has a very sobering effect on advertisers. It immediately eliminates many companies who do not have
America's hot new success car gives you more room, smooth ride, plenty of Better Ideas!

Torino roars in and intermediates will never be the same. Torino's 116" wheelbase on sedans, hardtops and convertibles is 4" longer than 16 more costly intermediates. That means a smooth ride, real room for six, and up to 20% more trunk space. 6 models - hardtops, sedans, convertible, fastback, wagon. Engines from a 289 cu. in. V-8 that runs on regular gas, up to a high performance 390. Plus Ford's Better Ideas, like the optional SelectShift—3 forward speeds, works as a manual or an automatic. Only Ford offers this kind of transmission on every model! Or power disc brakes, at big savings over competitors. Find out what the excitement's all about. See Torino. And the man with Better Ideas: your Ford Dealer.
the financial resources to budget an advertising campaign of this size and quality. Thus, the medium of Life is open to only the larger firms in American business. I do not consider this a direct influence of Life, but more or less a basic economic fact related to the cost of advertising.
CHAPTER VI

EBONY

Ebony was published in 1945 by John H. Johnson in an attempt to produce a magazine which would tap the Negro market. Due to the success of this magazine and other similar ones, Johnson is one of the ten richest Negroes in America today.

Ebony is a "Life-like picture monthly of 600,000 circulation, the largest, best-read and most widely quoted Negro publication in the world."¹ This statement was made in 1959 and it all holds true except for the fact that the circulation has increased to around 900,000.² Upon examination it is very apparent that Ebony is Life-like. Ebony has the same red block title as Life and the front cover looks exactly like the one found on Life except for the designation Ebony. It could be said that Ebony is an exact copy of Life except for the fact that it is orientated toward the Negro market.

Ebony is a picture magazine and employs all the techniques and styles found in Life. Through photo-

¹"Mr. Johnson Finds His Market," The Reporter, (November 12, 1959), p. 34.

journalism it presents all of its material in a pictorial manner lavishly illustrating all its photographs with a spectacular brilliance.

In the field of civil rights Ebony can be considered to hold a moderate view. It is intended for the Negro population, but it has a policy of moderation as opposed to the advocates of Black Power, etc. For this reason and especially the fact that it is the largest Negro publication in the U.S. it is considered a respectable magazine. It is the only Negro publication to be accepted by the U.S. Information Service libraries and by most newsstands throughout the country.

Since it is apparent that Ebony is identical to Life except for the class of readers to which it is orientated, all the direct influences mentioned in the last chapter are applicable to this magazine.

In addition to these influences there is a major influence which Ebony exerts on the advertisements present in it. This is the type or class of reader to whom the publication is aimed. In this case, the magazine is published selectively for the Negro. The title, Ebony, which means dark or black exemplifies this orientation towards the Negro race. This one fact has a great influence on the advertisements placed in this magazine.

\(^2\)The Reporter, p. 34.
\(^4\)Ibid.
In the advertisement in Illustration 5 on page 41 the reader will see the influence of the magazine upon the advertisement. Illustrated is an advertisement taken from the February 1968 issue of *Ebony*. Present in the advertisement are all the characteristics of a typical *Life* advertisement. There is the vivid photographic layout with pictures doing most of the talking. Also it is a full page advertisement which is characteristic of *Life*. It appears to be a typical advertisement found in *Life* except for the fact that the women is a member of the Negro race instead of the Caucasian race. Here is a clear illustration of the influence of the magazine upon the advertisement. Tide placed a young Negro lady in its advertisement due to the fact that it was advertising in a publication for the Negro population.
A "Towel Sandwich" Proves Dirt Can't Hide From New Intensified Tide!

(A Towel Sandwich?)

1. Nutty? Nope. It's another way to show you dirt can't hide from Intensified Tide. We took three dirty towels...

2. Sewed all three towels all the way around—to make a towel sandwich.

3. Unzipped them in the regular wash, intensified Tide.

4. Unzipped them in the regular wash, intensified Tide.

5. Results like this mean your whole wash has to be cleaner looking...and it is! Cleanest wash you can get. Dirt Can't Hide from Intensified Tide...Strongest Tide in Detergent History!
CHAPTER VII

CONCLUSION

In this thesis I have hoped to bring to the forefront the fact that the magazine does have an influence on the advertisements placed in it. I think that from the examples illustrated that it is apparent that the magazine with a combination of its point of view, its own particular class of readers, its style and content, and its image does exert an impact on the advertisement.

I don't hold nor tend to imply that the magazine's influence is the one and only influence on the advertisement. There are a variety of complex factors that cause the advertiser to prepare his layout in the manner that he does ranging from the differentiation and uniqueness of the product offered to the motivational research behind the consumer's wants and tastes. Through a combination of these many and complex factors and the proper emphasis of these factors which requires a sound business decision on the part of the advertiser, the layout is materialized and turned over to the artists and layout men where the final form is completed. In this tedious and delicate creative process the magazine is one of the major influences in most instances.
Of course there are some exceptions where the magazine's influence is completely discarded. Due to the product or the type of market for which it is intended some advertisers do not utilize the magazine's importance. Such is the case when a company or a firm partakes a blanket advertising campaign in which the total market is saturated by the advertising schema. Volkswagen usually employs this technique by advertising in many magazines one set theme related to their automobile. Recently, they utilized a picture of all their models lined up side by side emphasizing their variety and flooded the magazine medium with this advertisement.

I know there may be a question raised in some people's mind concerning the discretion I used in choosing my magazines and especially the advertisements. As I explained before, the five magazines were chosen with the rationale that they would be a fairly representative sample of general magazines. I believe that the magazines selected do comprise a fair representation of the general magazines which are on the newsstands across the country.

Also, some criticism may arise from my selection of advertisements charging me with making the evidence fit the premise. But, these advertisements were found in the various magazines and they do denote the
magazine's influential part. The presence of these advertisements in the magazines alone substantiate my basic premise. Further, I return to my earlier statement that the magazine is not the only or primary influence on the advertisement, but one of the major factors which has an impact on the advertisement. In conjunction with this I wish to say that my primary purpose is not to distinguish or determine the degree or extent of the magazine's influence, but to adequately display that there is an influence present in the advertisement that can be traced back to the magazine.

Thus, I hope that I conclusively showed that The New Yorker with its class of readers, Reader's Digest with its image, Playboy and the philosophy behind the magazine, Life and its exquisite style, and Ebony with its particular class of readers do influence their respective advertisements.
BIBLIOGRAPHY

BOOKS


MAGAZINES


Advertising Age, July 1, 1933 through June 11, 1956.

Advertising Age, Vol. 34 No. 3 (January 15, 1963).


"'It' - Up to Date," *Time*, June 4, 1965.


"Report on Reader's Digest," *PM*, March 5, 1944).


"Spoofproof?" Newsweek, September, 19, 1966.


The New Yorker, September 23, 1967.

"The New Yorker," Fortune, 10(August, 1934).


"The 'White' Problem," Newsweek, August 9, 1965.


"17 Years Behind the Masthead," Life, August 10 1953.


"Where the RD Stands," PM, 4(March 19, 1944).
PAMPHLETS


