

"I can't believe I ate the whole thing."

"You've come a long way, baby."

"Where's the beef?"

"I've fallen, and I can't get up!"

Television advertising occupies a central position in the landscape of consumer culture. Advertisers commit major resources to finding out how the purchase of a product could fulfill consumer needs and desires—desires which may or may not have anything to do with the product's purpose. While advertising's immediate goal may be the promotion of a specific item, its legacy is a standard of values and behavior that have transformed advertising copy into idiomatic expressions.

The UCLA Film & Television Archive includes an estimated 10,000 television commercials, spanning from 1948 to the present. Ads for virtually all types of consumer goods and services are represented.



Whether the issue was foot odor or the product new bedroom furniture from Sears, commercial sponsorship and advertiser spots have continually occupied a prominent place in both television's history and programming flow.

Among the holdings are spots featuring once omnipresent i.d. characters such as the Ajax White Knight and Charmin's Mr. Whipple, and classic campaigns, including Chiffon's "It's Not Nice to Fool Mother Nature" and Coca Cola's "I'd Like to Teach the World to Sing." Animated commercials include work by animation pioneer, John Hubley and controversial spots featuring the "Frito Bandito."

Other commercials feature celebrities endorsing products (Football's Joe Namath for Noxzema Shaving Cream) and spokespersons who later became celebrities (actress Diane Keaton for Hour After Hour Deodorant). Public service announcements (PSAs) include Ad Council spots covering a range of topics such as fire prevention, traffic safety, the Peace Corps and many others.

Television Commercials

SAMPLES FROM THE ARCHIVE

(this is only a partial list – consult the Archive Research and Study Center for further listings)

Bond Bread - Hopalong Cassidy (1948). Collection of Bond Bread commercials from the Hopalong Cassidy television series. Study Copy: VA11493 T

Commercials (1957-1958). Includes spots for: Chicken of the Sea Tuna, Carnation Nonfat Instant Dry Milk, Oldsmobile, White King Liquid Detergent (with Mary Tyler Moore) and New Dawn Mist Hair Spray. Study Copy: VA7721 T

Commercials (1965-1970). Includes spots for: Polident Denture Cleanser Tablets, Playtex Living Bra, Phillip Morris Filters, United Nations, Johnson Baby Lotion, Post, Pontiac GTO (1965) and Band-Aid Plastic Strips. Study Copy: VA8620 T

Commercials (1971-1972). Includes spots for: Mexicana Airlines, Household Finance, Mego Toys Action Jackson, Glidden Paint, Toro Lawn Mower, Ice Capades, Pacific Coast Pears and Penzoil. Study Copy: VA5408 T

Commercials: 1983. Includes spots for: Ace Hardware, Master Card, Burger King, Colorado National Bank, Schwinn Bicycles, Minolta, Time Magazine, Activision and 7-Up. Study Copy: VA13992 T – VA13993 T

Commercials: 1990. Includes spots and public service announcements for: Pizza Hut, Royal Whiskey, Southern Bell, Tylenol, Boys Scouts, U.S. Savings Bonds and the Goodwill Games. Study Copy: VA8669 T

Compilations

And Now, An Animated Word From Our Sponsor: 1948-1978 (1978). Compilation includes spots for: General Motors, Ford, Coca Cola, United Airlines, Kool Aid, Kellogg's, General Electric and Ajax. Study Copy: VA816 T

50 Years of 30 Seconds (1996). Academy of Television Arts and Sciences' 50th anniversary celebration of television commercials presents clips of commercials from the 1940s to the present. Study Copy: VA10186 T

RELATED PROGRAM

You and the Commercial (1973). CBS News. Investigative report on the television commercial industry narrated by Charles Kuralt. Study Copy: VA11170 T

PRINT RESOURCES

(for more information consult the UCLA Libraries Collection)

Bogart, Leo. *Commercial Culture: The Media System and the Public Interest*. New York: Oxford University Press, 1995.

Samuel, Lawrence R. *Brought To You By: Postwar Television Advertising and the American Dream*. Austin: University of Texas Press, 2001.