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AND 60S**

**WHAT WE ATE
60 YEARS AGO**



Crazy Commercials Of The 60s

Leo de Colange



Crazy Commercials Of The 60s:

THE 1960's: A DECADE I REMEMBER Nancy Hoffman,2024-08-12 In sixty essays Nancy Hoffman gives you a glimpse of growing up in the sixties A retired teacher of thirty two years Nancy shares her memories and insights of an iconic decade After reading her words and enjoying the many retro photos it is the hope of this author that you the reader walk away with a positive feeling about this memorable time in history Since her retirement Mrs Hoffman has loved having more time to write along with her writer illustrator husband Roger **TVparty!** Billy Ingram,2002 Why watch TV when you can read about it Featuring more than 600 previously unpublished photos TVparty offers fascinating untold stories from TV s golden age

60 Stories About 30 Seconds Bruce Van Dusen,2020-09-15 1977 New York City Cool and crime ridden cheap and wild Bruce Van Dusen shows up in town with a film degree and 150 to his name He wants to make movies The only ones anyone will pay him to make Little ones Thirty seconds long Commercials He has no idea what he s doing and the money sucks But he s a director He gets hired by a client on life support in the most depressing hospital in New York Gets peed on by a lion Explains peristalsis to a Tony winner Makes a movie and goes to Sundance Goes back to little movies when it bombs Keeps hustling shooting anything Is an a hole pays the price finally learns when and how to be an a hole and becomes one of the industry s stars Years go by and it s not what he expected It s harder weirder and funnier But it worked out It worked out great actually **Video Source Book** Gale Group,1999-10-28 A guide to programs currently available on video in the areas of movies entertainment general interest education sports recreation fine arts health science business industry children juvenile how to instruction *Sticking My Ads Out* Al Hampel,2012-02-23 In the first part of this warm and funny memoir Al Hampel relates his life growing up a poor kid in the industrial city of Paterson New Jersey He attends the Y camp in nearby Pennsylvania as a charity case wearing hand me down donations with labels featuring assorted names he never heard of Just the beginning of his identity crisis he writes After high school with WW II in full swing he enlists in the Navy and serves on a repair ship in the Pacific With benefits from the GI bill Hampel earns a degree in marketing from NYU Following a series of small time copywriting jobs Al lands a position in Young Rubicam an ad agency he could only dream of joining Y R was considered the most creative of all the shops on Madison Avenue He recounts his rise through the ranks stepping around and over the very talented copywriters who wrote the award winning advertising that set Y R apart Along the way he describes the ads and the work habits that helped him scale the Everest of copy departments to become copy chief Hampel was a pioneer in the writing of cast or integrated commercials He would get the scripts of the most popular TV shows weeks in advance and write a minute second ending tailored to the story line of the entire episode The second ending contained the sponsors commercial Viewers believed they were seeing a continuation of the show they were watching but instead they were exposed to a commercial seamlessly and entertainingly Shows that Hampel wrote second endings for included Jack Benny Danny Thomas Andy Griffith Hogans Heroes Lucy Gomer Pyle Jean Arthur and Laugh In In those years Hampel wrote

the endings to more TV shows than any other writer for television In the course of working on the Lays Potato Chip account Al chose Buddy Hackett to replace Bert Lahr who had been the beloved Lays spokesman before passing away It was not an easy transition but Al formed a close and mutually respectful relationship with Hackett that led to the creation of dozens of humorous spots and a profitable alliance for Frito Lay In some of the funniest anecdotes in the book Hampel tells of his travels with Buddy the Vegas years and the celebrities he meets along the way One chapter describes How Buddy Hackett became the Lays Potato Chip spokesman and how he blew the job In the 1970s Al Hampel wrote one line that he will ever be remembered for and that is now quoted in ad agencies the world over Its Not Creative Unless It Sells Recently he updated the line in keeping with the surge of Internet advertising From hits and views you can tell everything but will it sell

British Car Advertising of the 1960s Heon Stevenson,2015-03-27 During the 1960s the automobile finally secured its position as an indispensable component of daily life in Britain Car ownership more than doubled from approximately one car for every 10 people in 1960 to one car for every 4 8 people by 1970 Consumers no longer asked Do we need a car but What car shall we have This well illustrated history analyzes how both domestic car manufacturers and importers advertised their products in this growing market identifying trends and themes Over 180 advertisement illustrations are included The Complete Guide to Advertising Torin Douglas,1984 Who's who in California ,1991 **Advertising & Selling** ,1927

The American Encyclopaedia of Commerce, Manufactures, Commercial Law, and Finance Leo de Colange,1881

The American Dictionary of Commerce, Manufactures, Commercial Law, and Finance Leo de Colange,1880 **The Cinematographer's Canvas** Timo Heinänen,2025-10-27 This is a groundbreaking book that sheds light on the roles of cinematographers in terms of using aspect ratios and framing in films This book offers a fresh look at the processes associated with the creative side of filmmaking and the use of cinematic space Based on the author s own experience the book offers an insightful discussion between cinematographers based on questionnaires interviews and correspondence with professional cinematographers and film students alike It describes the different modes of activity such as pre production collaboration and working with directors the processes behind selecting an aspect ratio and genres and expectancy The chapters also focus on compositional elements such as the concept of centre balance and negative space They look behind the act of framing revealing what impact these visual frameworks have on the work of cinematographers and the overall storytelling experience Readers will gain a deeper understanding of the artistic and technical decisions that cinematographers make how these decisions impact their work and their creativity in the visual narrative This book will make ideal reading for students and practitioners of filmmaking cinematography composition and framing as well as for anyone interested in film creative processes and visual storytelling **The Official Price Guide to Records, 2001** Jerry Osborne,2001-02 Lists the selling and buying prices for chart hitting singles EPs and LPs from 1950 1978 includes prices for 78s and lists uncharted songs by charted artists **Commercial West** ,1902 Advertising & Selling and the Advertising

Agency ,1927 **Advertising and Selling** ,1913 **Inspection of Commercial Fertilizers for 1928** Bessie Glidden
Sanborn,Earl Harmon Rinear,Ernest G. Ritzman,Francis Gano Benedict,H. I. Richards,Max Flavel Abell,New Hampshire
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Smith,1928 **Weekly Commercial News** ,1920 The Advertiser's ABC of Official Scales & Charges and Advertisement
Press Directory ,1897 The Commercial Telegraphers' Journal ,1930

Crazy Commercials Of The 60s Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has be much more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Crazy Commercials Of The 60s**, a literary masterpiece that delves deep in to the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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