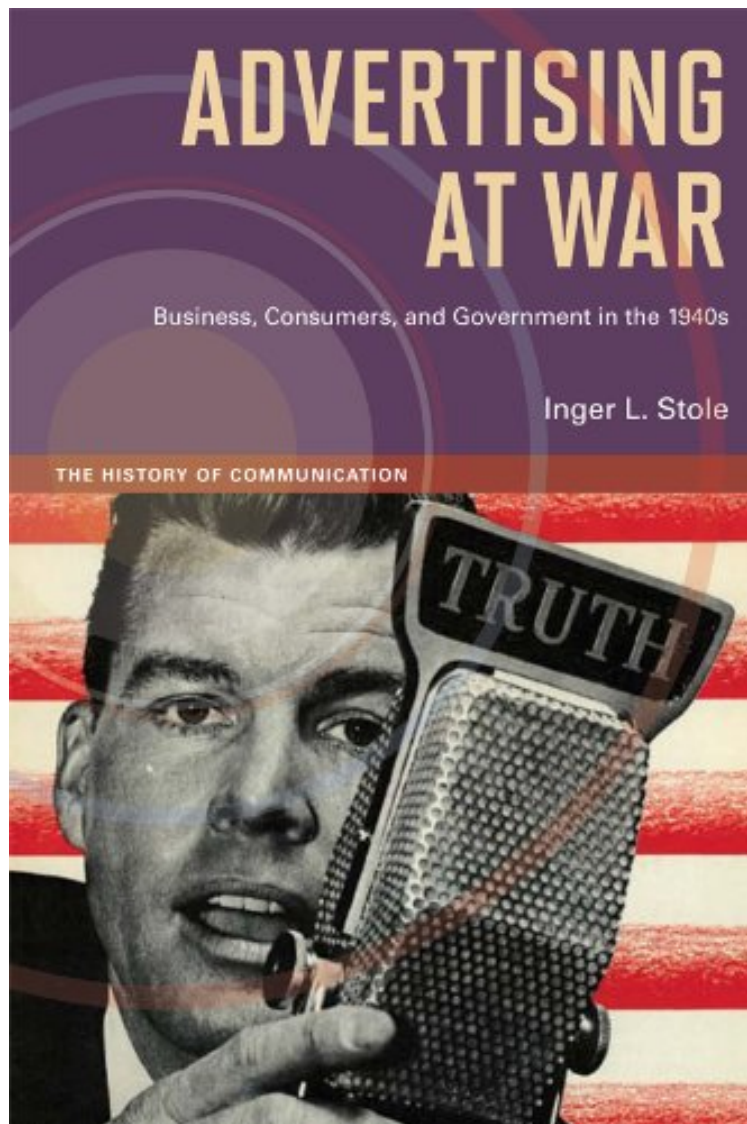


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## Advertising at War: Business, Consumers, and Government in the 1940s (History of Communication)

*Inger L Stole*

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Advertising at War challenges the notion that advertising disappeared as a political issue in the United States in 1938 with the passage of the Wheeler-Lea Amendment to the Federal Trade Commission Act, the result of more than a decade of campaigning to regulate the advertising industry. Inger L. Stole suggests that the war experience, even more than the legislative battles of the 1930s, defined the role of advertising in U.S. postwar political economy and the nation's cultural firmament. She argues that Washington and Madison Avenue were soon working in tandem with the creation of the Advertising Council in 1942, a joint effort established by the Office of War Information, the Association of National Advertisers, and the American Association of Advertising Agencies.

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