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Daily Newspaper Advertising Trends During World War II: IRS Tax Rulings and the War Bond Drives

Edward E. Adams and Rajiv Sekhri

Consumer rationing was introduced in America almost immediately after the bombing of Pearl Harbor and by the spring of 1943 had been extended to commodities which in 1941 accounted for 20 to 25 percent of consumer expenditures.[1]

Automobiles, tires, gasoline, bicycles, fuel oil, stoves, dairy products, sugar, coffee, shoes, and typewriters were among products rationed or affected by the conversion from consumer goods to war products in 1942. With these products rationed and subject to price control, the amount consumers could spend on products was limited. Accordingly, a larger share of consumer income was available to buy other products which resulted in an ever widening area of shortage of those products. The increase in consumer spending on other products extended rationing to those products. On the supply side, producers and wholesalers had limited need to advertise when consumer demand was great and products were in limited availability.[2]

The economic trend developing was leading to a decrease in advertising

Addit

Notes

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