

Representation in Advertising

Budweiser®

where there's life
...there's Bud.



NO BLARNEY.
The Budweiser label
tells you exactly
what makes Bud
the King of Beers.
Ever read it?

Budweiser®

Where there's Life...there's Bud®

HARMONY. On the label
you'll find the ingredients
that blend together to make
Budweiser the masterpiece
it is...the King of Beers.





Things go smoother, refreshed. Coca-Cola. Never too sweet, gives that special zing... refreshes best.

things go
better
with
Coke





Things go smoother refreshed. Coca-Cola, never too sweet, gives that special zing... refreshes best.

things go
better
with
Coke



You've got a lot to live Pepsi's got a lot to give



There's a new national pastime—living and making every second count. Pepsi-Cola is part of it all with the energy to help keep you going and a taste that helps happiness happen. Whoever you are—young or old—you've got a lot to live. And Pepsi's got a lot to give.



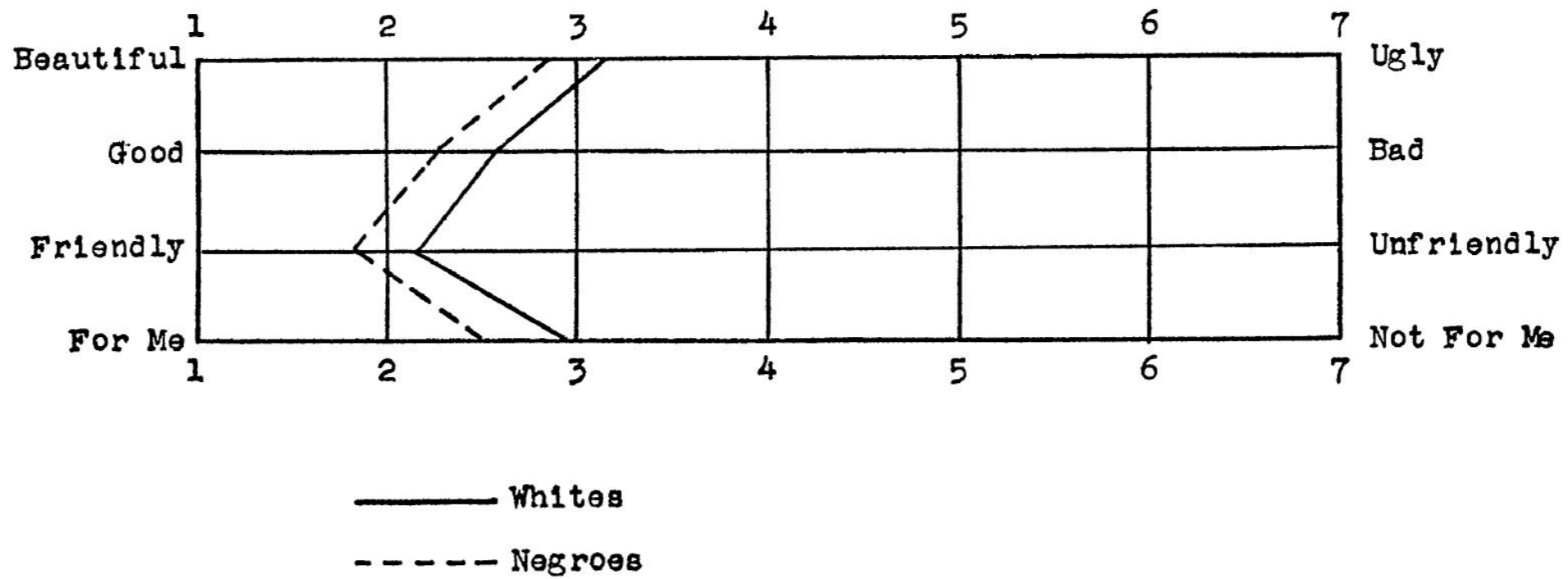


FIG. 2.—Profile of Negro-white responses to service-company ad with white models

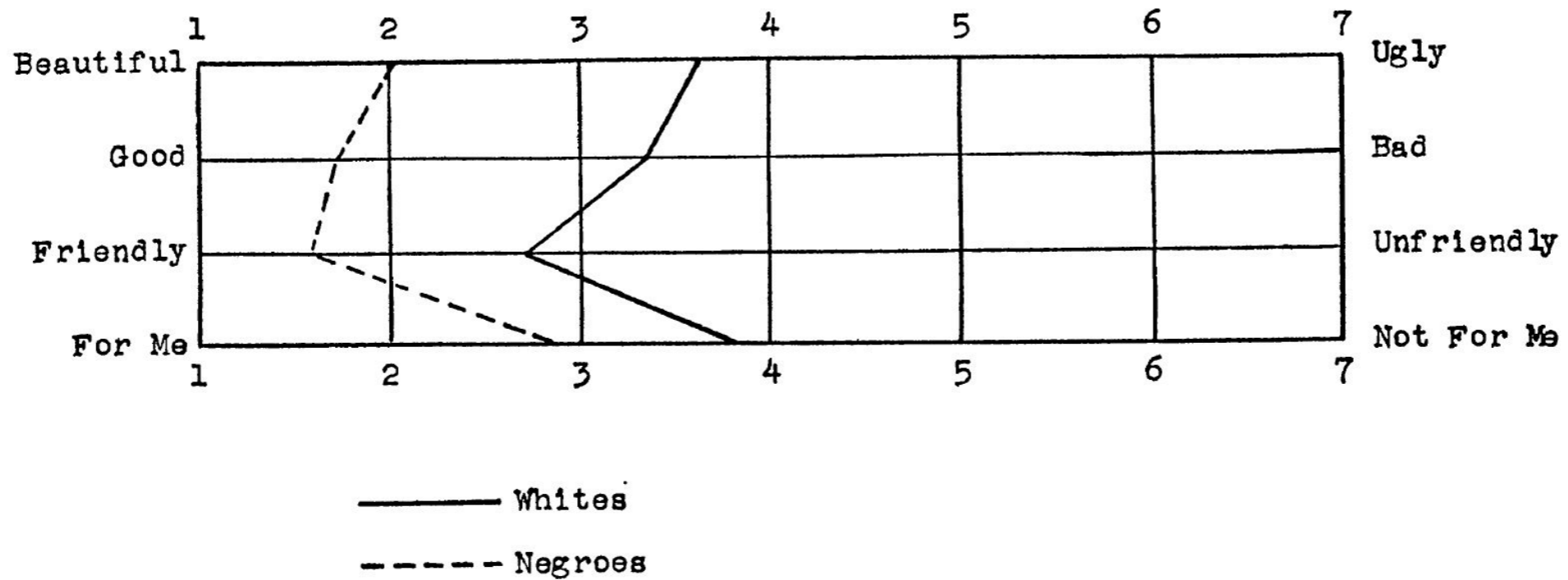
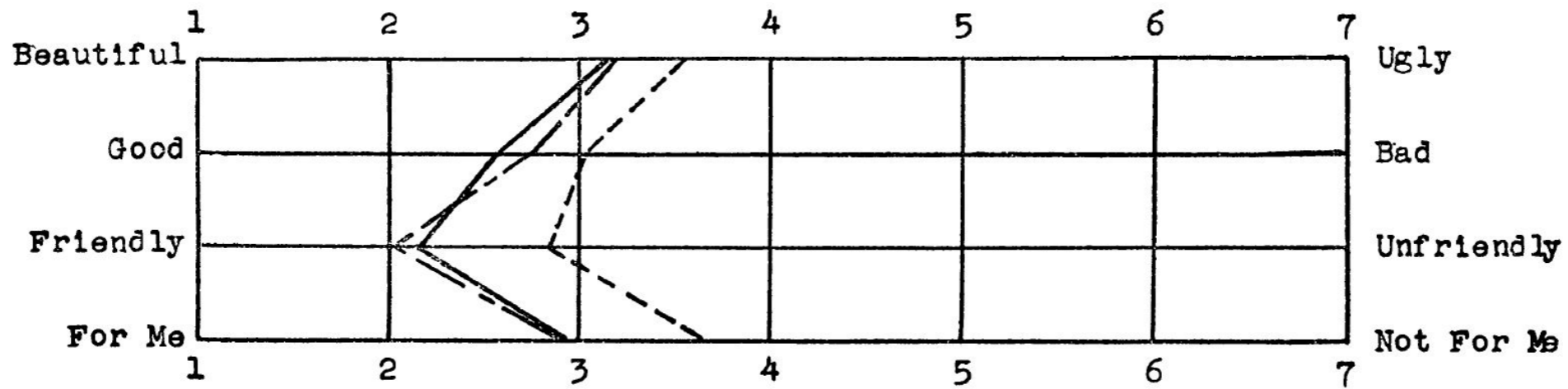
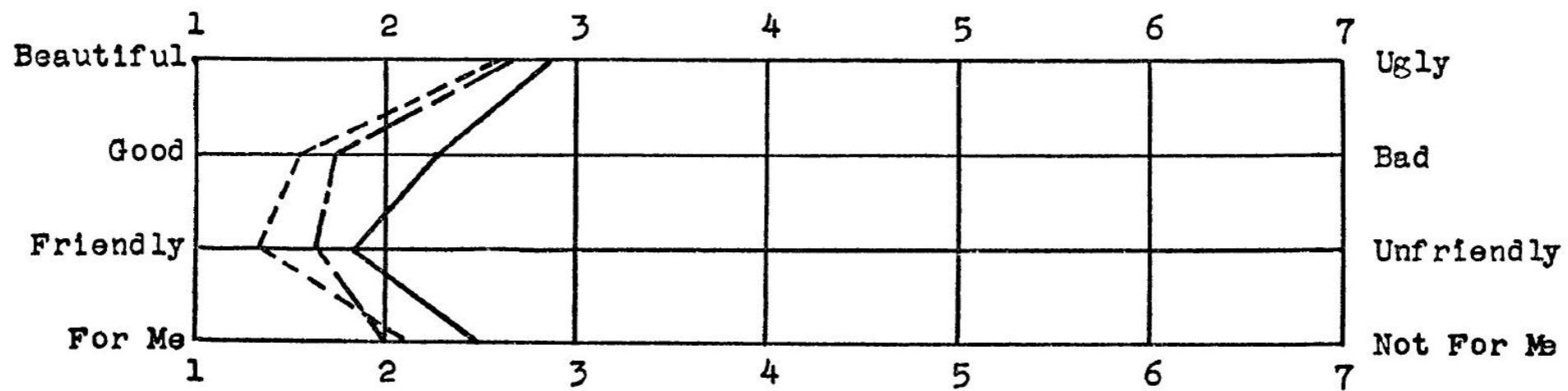


FIG. 3.—Profile of Negro-white responses to bourbon ad with Negro models



——— Ad 2 (white models)
 - - - - Ad 6 (Negro & white models)
 - - - - Ad 8 (Negro models)

FIG. 9.—Profile of white responses to service-company ads



——— Ad 2 (white models)
 - - - - Ad 6 (Negro & white models)
 - - - - Ad 8 (Negro models)

FIG. 10.—Profile of Negro responses to service-company ads