

# Pioneering Moments in Advertising History

Advertising History · Practice Test · 18 Questions

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**1. What is widely considered the first printed advertisement in English, appearing in 1590?**

- A) A flyer for a London theatre production
- B) A handbill announcing a new printing press
- C) A broadside promoting medicinal wares
- D) A notice for a royal decree

**2. Which invention, first patented in 1843 by Alexander Bain, revolutionized long-distance communication and significantly impacted early advertising?**

- A) The rotary printing press
- B) The telegraph
- C) The telephone
- D) The camera obscura

**3. The first successful advertising agency in the United States was established in 1841 by whom, focusing initially on newspaper space brokerage?**

- A) J. Walter Thompson
- B) Volney B. Palmer
- C) Albert Lasker
- D) Francis Ayer

**4. What technological advancement, popularized in the late 19th century, allowed for the mass production of vivid and detailed illustrations, transforming print advertising?**

- A) Lithography
- B) Linotype machine
- C) Offset printing
- D) Chromolithography

**5. The first known use of a celebrity endorsement in advertising is often attributed to a poster promoting what product in ancient Rome?**

- A) Olive oil
- B) Wine
- C) Amphorae
- D) Gladiatorial games

**6. Who is credited with inventing the modern concept of brand identity and pioneering systematic market research in the early 20th century, notably with the 'reason-why' advertising approach?**

- A) David Ogilvy
- B) Leo Burnett
- C) Albert Lasker
- D) Claude Hopkins

**7. What form of advertising, which began to gain traction in the early 20th century, was the first to utilize moving images and sound to reach a mass audience?**

- A) Radio advertising
- B) Cinema advertising
- C) Television advertising
- D) Direct mail advertising

**8. The invention of the Kodak camera in 1888 by George Eastman significantly impacted advertising by making what more accessible and prevalent?**

- A) Animated advertisements
- B) Photographic advertisements
- C) Color advertisements
- D) Outdoor billboards

**9. What was the first commercial radio station in the United States to broadcast advertisements, launching in 1920?**

- A) WGN
- B) KDKA
- C) WEAJ
- D) WABC

**10. The development of the 'pulp magazine' in the early 20th century provided a new, cost-effective platform for advertising a wide range of consumer goods. Which product category was particularly heavily advertised in these magazines?**

- A) Luxury automobiles
- B) Pharmaceuticals and tonics
- C) High-fashion clothing
- D) Digestive aids

**11. Who is recognized for establishing the first successful agency in Britain, the London Advertising Agency, in the mid-18th century, laying groundwork for organized advertising practice?**

- A) William Caxton
- B) Thomas Bell
- C) Francis P. White
- D) Samuel Richardson

**12. The introduction of the first successful, mass-produced typefaces for advertising, like William Caslon's in the 18th century, enabled what improvement in printed advertisements?**

- A) Greater use of color
- B) Improved legibility and design
- C) Larger font sizes
- D) Faster printing speeds

**13. What early advertising medium, essentially a painted or printed picture on a board or cloth, was commonly used in ancient civilizations like Rome and Egypt to announce sales or events?**

- A) Papyrus scrolls
- B) Wall paintings
- C) Signboards
- D) Clay tablets

**14. The advent of the printing press by Johannes Gutenberg in the mid-15th century was a precursor to mass advertising by enabling what?**

- A) The creation of television commercials
- B) The widespread distribution of written materials
- C) The development of personalized advertising
- D) The rise of digital marketing

**15. Who is credited with establishing the first truly modern advertising agency, N. W. Ayer & Son, in 1869, which was known for its ethical practices and fixed fees?**

- A) Volney B. Palmer
- B) J. Walter Thompson
- C) Francis Ayer
- D) Albert Lasker

**16. The first instance of a slogan being used to promote a product is often traced to what 19th-century invention that made travel more accessible?**

- A) The steam locomotive
- B) The bicycle
- C) The automobile
- D) The hot air balloon

**17. What breakthrough in visual advertising, first commercially successful in the early 20th century, allowed for the reproduction of photographs in newspapers and magazines with unprecedented detail?**

- A) The halftone process
- B) The rotogravure process
- C) The lithographic process
- D) The flexographic process

**18. The early days of advertising saw the rise of 'patent medicine' advertisements. What was a common characteristic of these advertisements that distinguished them from modern advertising?**

- A) Emphasis on scientific evidence
- B) Extensive use of humor
- C) Exaggerated claims and testimonials
- D) Focus on brand storytelling