

*The Ethics of Advertising
during a Public Health Crisis:
American
Newspapers
and the
1918 Influenza
Epidemic*

Wednesday
November 14
12:00-1:30
Graduate Life Center
Room F

Tom Ewing
Professor of History
Associate Dean, CLAHS
Virginia Tech

Advertisement:
World News (Roanoke)
October 10, 1918, p. 10

GET BEHIND THE MAN BEHIND THE GUN!
Buy More Liberty Bonds!



**Stop
The Spread of
"FLU"**

Spend your evenings at home, enjoying the Victrola and the New Records. You can have a real vaudeville at home if you own a Victrola, which is an inexhaustible treasure house of entertainment.

Grand Piano Co.
G. R. Hash, Manager 300 S. Jefferson St., Roanoke, Va.
"VICTROLA SPECIALISTS"

Using advertisements published in American newspapers during the 1918 influenza epidemic, this paper examines the ethics of advertising commercial products during a public health crisis. Analyzing a broad range of examples, from funded public service announcements reproducing public health recommendations through tonics, potions, and pills promising immediate relief and certain prevention, this paper argues that the ethics of advertising emerged in both the dissemination of expert knowledge and the patterns of denial, misinformation, and misdirection. Sponsored by the Applied Ethics Research Group