

Bumper Stickers Encyclopedia Article

Bumper Stickers

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The bumper sticker was first used after World War II when new developments in plastic materials led to the production of paper strips with adhesive on the back which allowed them to be fastened onto car bumpers. The first bumper stickers were used almost exclusively during political campaigns to promote candidates and parties. This continued until the mid-1960s when personal statements such as "Make Love, Not War" or "America—Love It Or Leave It" began to appear. The bumper sticker has become a form of folk broadcasting, allowing anyone who owns a car to send out a slogan or message to anyone who happens to read it. Ranging from the serious to the satirical, many of the popular messages which appear on bumper stickers can offer valuable information about Americans' attitudes and concerns over religion, politics, regionalism, abortion, the environment, or any other debatable issue.

A car encrusted with bumper stickers.

Further Reading:

Gardner, Carol W. *Bumper Sticker Wisdom: America's Pulpit Above the Tailpipe*. Oregon, Beyond Words Publishing, 1995.

Harper, Jennifer. "Honk if You Love Bumper Stickers." *Washington Times*. July 26, 1988, p. E1.