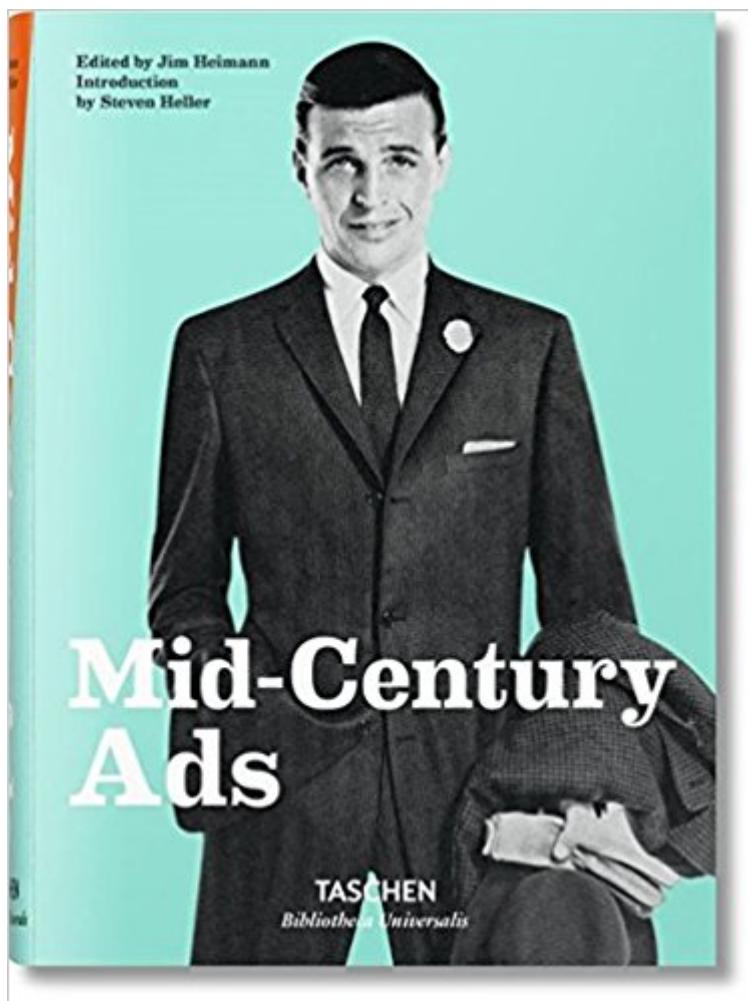


The book was found

## Mid-Century Ads



## Synopsis

Mad for ads: Advertising for the Space Age Gleaned from thousands of images, this book offers the best of American print advertising in the age of the "Big Idea." From the height of American consumerism, bold and colorful campaigns paint a fascinating portrait of the 1950s and 60s, as concerns about the Cold War gave way to the carefree booze-and-cigarettes capitalism of the Mad Men era. Digitally remastered for optimum reproduction quality, the ads burst with crisp fonts and colors, as well as a sexy sense of possibility, beguiling their audience to buy everything from guns to girdles, cars to toothpaste, air travel to home appliances. At turns startling, amusing and inspiring, this panorama of mid-century marketing is at once an evocative period piece and a showcase of design innovation and advertising wit.

About the Series: *Bibliotheca Universalis* • Compact cultural companions celebrating the eclectic TASCHEN universe at an unbeatable, democratic price! Since we started our work as cultural archaeologists in 1980, the name TASCHEN has become synonymous with accessible, open-minded publishing. *Bibliotheca Universalis* brings together nearly 100 of our all-time favorite titles in a neat new format so you can curate your own affordable library of art, anthropology, and aphrodisia. Bookworms delight • never bore, always excite!

Text in English, French, and German

## Book Information

Hardcover: 720 pages

Publisher: Taschen; Reissue edition (April 9, 2015)

Language: English

ISBN-10: 3836556324

ISBN-13: 978-3836556323

Product Dimensions: 5.9 x 1.7 x 8 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 11 customer reviews

Best Sellers Rank: #78,875 in Books (See Top 100 in Books) #13 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #206 in Books > Books > Humor & Entertainment > Pop Culture > Art #286 in Books > Arts & Photography > Graphic Design > Techniques

## Customer Reviews

Cultural anthropologist and graphic design historian Jim Heimann is Executive Editor for TASCHEN

America, and author of numerous books on architecture, pop culture, and the history of the West Coast, Los Angeles, and Hollywood. His unrivaled private collection of ephemera has been featured in museum exhibitions around the world and in dozens of books. Steven Heller is the co-chair of the School of Visual Arts MFA Designer as Author Program. For 33 years he was an art director for The New York Times, and currently writes the "Visuals" column for The New York Times Book Review. He is the author of 120 books on graphic design, illustration, and satiric art.

Just to add to the other reviews, this book clocks in at over 700 pages and three pounds yet is a smaller format book. The content, though, is superb and seemingly exhaustive--it would have benefitted from a larger size but at that point would probably be an eight or nine pound book! Thoughtfully, Taschen included a page-marking ribbon as part of the book's design--a welcome addition that aids in day-to-day browsing.

Such a fun book of vintage ads. People will love thumbing through it--lots of nostalgia and laughs! I do wish it was much bigger--it's only 5.5x8", which is great for a small end table, but not what I was expecting from a "coffee table" book.

thick book but small - lots of pages of cool ads from the decades of the mid-20th century. awesome to thumb through just for kicks and grins but also good to stare more closely to learn something about design and get ideas for new compositions.

Great reading. Great ads from the 50's and 60's

Great for thinking about graphic design and making posters today.

A great book featuring the best of magazine ads from the 50s and 60s when a real sense of wit became a tool of the big agencies.

My girlfriend works in advertising so I bought this book for her as a birthday present. She liked it a lot as she is very interested in the old-school ad style. It's pretty neat to flip through for me as well.

Really amazing book! Very inspiring for anyone interested in advertising.

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