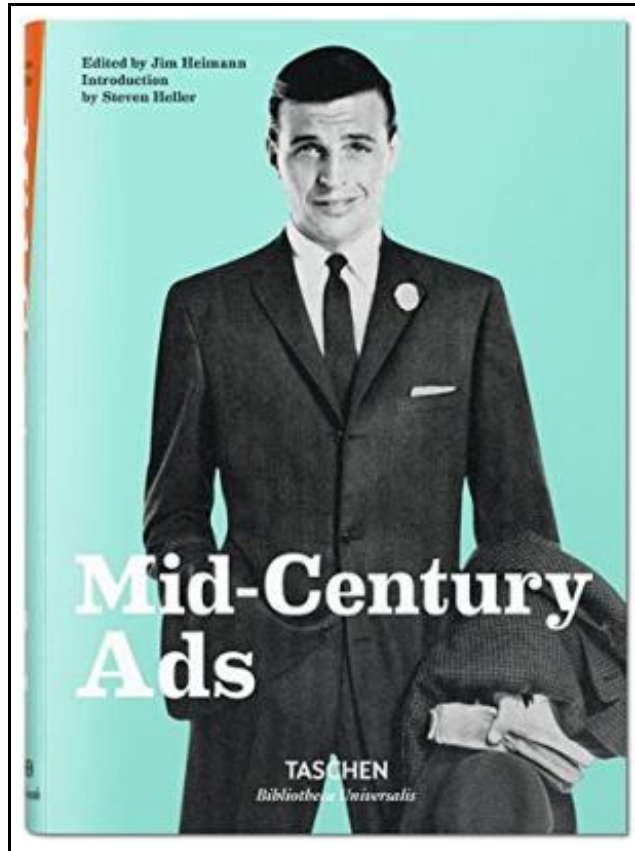


Mid-Century Ads



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Reviews

Excellent electronic book and helpful one. It usually does not cost a lot of. I am quickly will get a pleasure of reading through a written publication.

(Bernardo Feeney Jr.)

MID-CENTURY ADS



Taschen April 2015, 2015. Hardcover. Book Condition: New. 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 ' As McCarthyism swept across the United States and capitalism was king, white America enjoyed a feeling of pride and security that was reflected in advertising. Carelessly flooding society with dangerous misinformation, companies in the 50s promoted everything from vacations in Las Vegas, where guests could watch atomic bombs detonate, to cigarettes as healthy mood-enhancers, promoted by a baby who claims his mother feels better after she smokes a Marlboro. In this 25th anniversary special edition, you'll find ads for cars, travel, technology, liquor, cigarettes, movies, appliances, furniture, war bonds, toothpaste,...

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