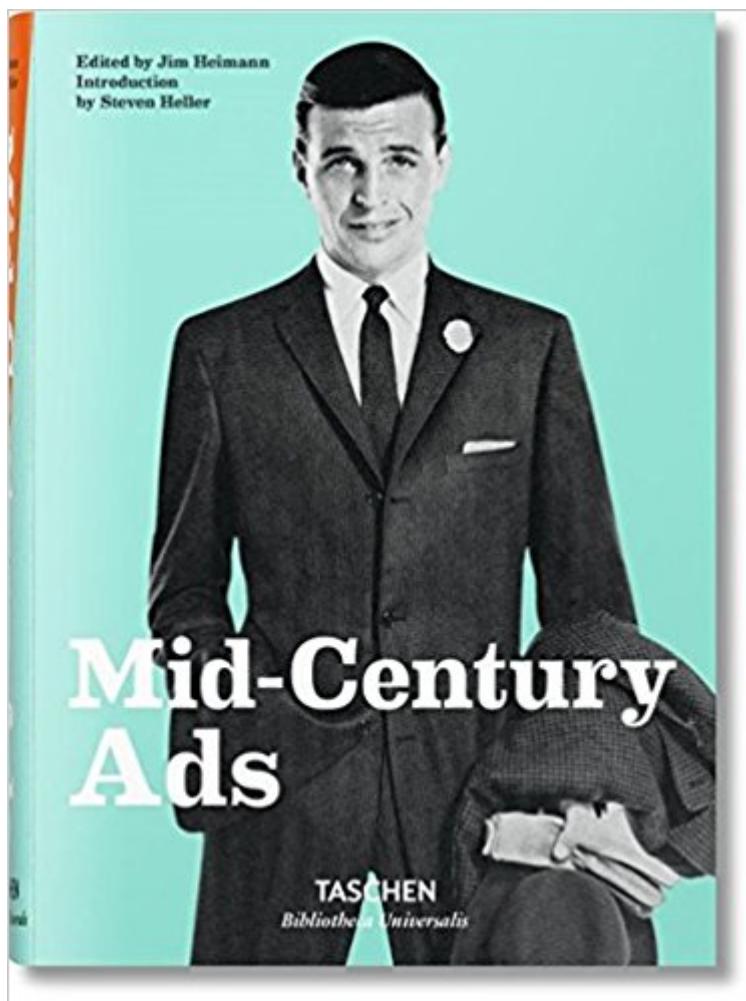


The book was found

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.

[Download to continue reading...](#)

Mid-Century Ads HELP! My Facebook Ads Suck: Simple steps to turn those ads around Memes: World's Most Hilarious Wanted Ads! (Memes, Wanted Ads, Minecraft, Wimpy Steve, Trucks) Bernice Chesler's Bed & Breakfast in the Mid-Atlantic States: Fifth Edition--Delaware, Maryland, New Jersey, New York, North Carolina, Pennsylvania, ... and Breakfast in the Mid-Atlantic States) A History of Tahiti; A History of Fiji; Papua, Where the Stone-Age Lingers; The Men of the Mid-Pacific; The Islands of the Mid-Pacific; Java, the Exploited Island (Classic Reprint) Karen Brown's Mid-Atlantic 2010: Exceptional Places to Stay & Itineraries (Karen Brown's Mid-Atlantic: Exceptional Places to Stay & Itineraries) Oxford Anthology of Western Music: The Mid-Eighteenth Century to the Late Nineteenth Century TASCHEN 365 Day-by-Day: Fashion Ads of the 20th Century Twenty Ads That Shook the World: The Century's Most Groundbreaking Advertising and How It Changed Us All Modern Retro: Living with Mid-Century Modern Style Mid-Century Modern: Interiors, Furniture, Design Details (Conran Octopus Interiors) Modern Retro: Living with Mid-Century Modern Style (Compact Paperbacks) Gentlemen Callers: Tennessee Williams, Homosexuality, and Mid-Twentieth-Century Drama Handcrafted Modern: At Home with Mid-century Designers Family Practice Stories: Memories, Reflections, and Stories of Hoosier Family Doctors of the Mid-Twentieth Century Mid-Century Modern Furniture: Shop Drawings & Techniques for Making 29 Projects Mid-Century Modern Complete Dubai: A Collection of Mid-twentieth Century Photographs (Arabian Album) Hand-in-Hand: Ceramics, Mosaics, Tapestries, and Wood Carvings by the California Mid-Century Designers Evelyn and Jerome Ackerman Mid-Century Modern Architecture Travel Guide: West Coast USA

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)