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# 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: 4.6 out of 5 stars See all reviews (7 customer reviews)

Best Sellers Rank: #116,494 in Books (See Top 100 in Books) #20 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #263 in Books > Humor &

Entertainment > Pop Culture > Art #500 in Books > Arts & Photography > Graphic Design >

Techniques

## Customer Reviews

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.

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.

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.

Great for thinking about graphic design and making posters today.

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