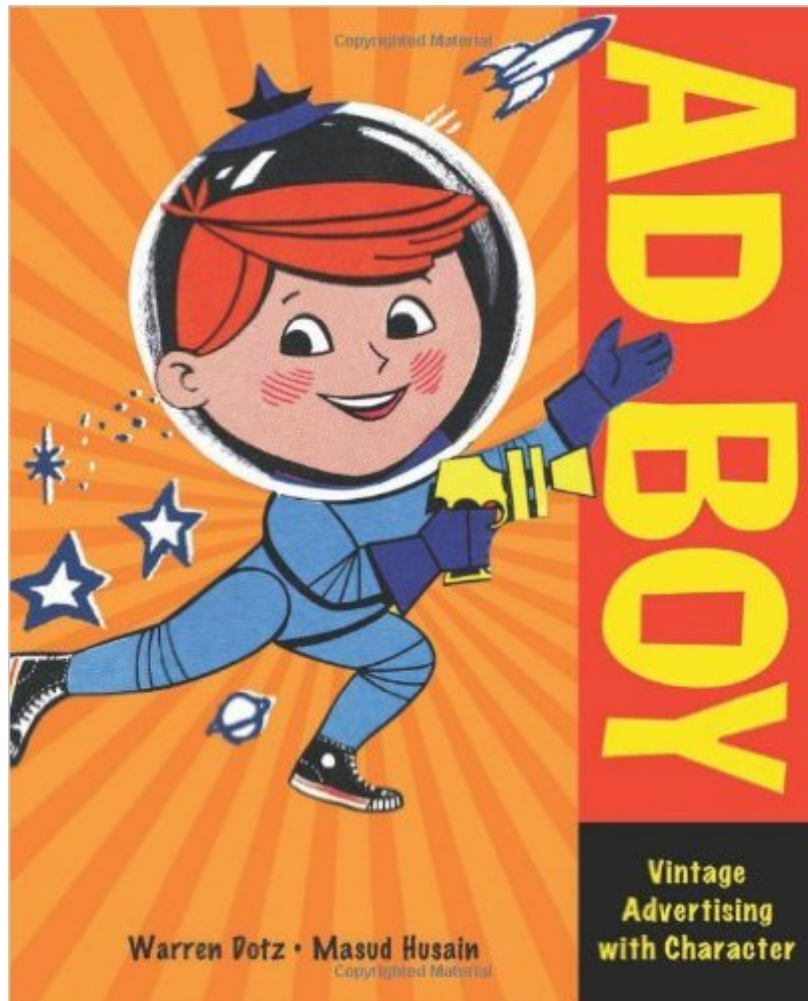


The book was found

Ad Boy: Vintage Advertising With Character



Synopsis

More than 450 American ad characters, industry icons, and product personalities hailing from the 1950s, '60s, and '70s pack the pages of this vibrant, vintage collection. The postwar economic boom launched a generation of charming, cheeky, and relentlessly cheerful critters and characters that found their way into our homes--and our hearts--in print, on television, and on packaging. Some took detours that reflected the times (Elsie the Cow was sent into outer space in 1958). Some were fashion victims who survived (remember hippy Hush Puppies, circa 1969?). And some are no longer with us (the Frito Bandito was finally brought to justice in 1971). These endearingly offbeat characters are as fresh and entertaining today as they were creatively inspired in decades past.

Book Information

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Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (19 customer reviews)

Best Sellers Rank: #536,566 in Books (See Top 100 in Books) #96 in Â Books > Arts &

Photography > Graphic Design > Commercial > Advertising #494 in Â Books > Arts & Photography > Drawing > Cartooning #1015 in Â Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

A fine selection of ad characters from Warren Dotz, who seems to have cornered this particular icon market. The book continues the theme of his two previous titles but this time most of the characters (and there are more than five hundred) are shown as they appeared in their original setting, so the pages show ads, labels, packaging and more. The sixty-two categories are arranged alphabetically with a light-hearted appeal, for instance: Flower power; Happy hour; Not-so-super heroes and a spread with a nice touch: Nasties, featuring four bad guys: Mr Coffee Nerves (Postum) Gumout (fuel additives) 24-hour Bug (Pepto Bismol) and Skimpy Wiring (Kennebott Copper). The editorial really doesn't need much text so each listing has a few generalized words but it's kept to a minimum because the artwork provides the interest here. Having said that I thought the design was rather too flamboyant with colored background shapes and a few spreads that have tone graphics added

behind the character graphics. for me these ad characters were interesting enough visually to not really need any extra eye candy. I much preferred the straightforward look of the earlier 'Meet Mr Product' book, to me 'Ad boy' is really son of 'Mr Product'. Fans of Americana and popular culture will find this a useful addition to their collection and if you like this sort of material check out What a Character!: 20th Century American Advertising Icons by Dotz. This really is a book of ad characters with a difference because it featured actual advertising figurines rather than just two dimensional artwork.

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