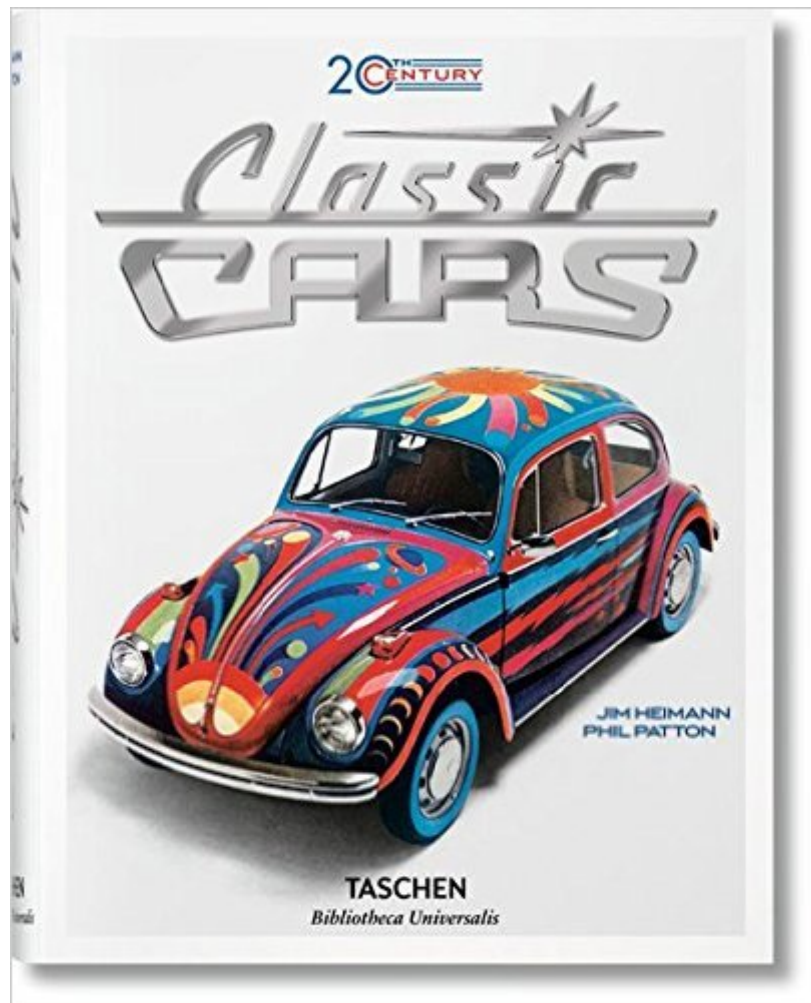


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20th Century Classic Cars: 100 Years Of Automotive Ads



Synopsis

Wheels of history: From the Model T and DB5 to the VW Beetle and the Hummer Henry Ford jump-started the age of the automobile with the first assembly-line car in 1908: the Model T. Over the next century the automobile evolved from chugging workhorse to tail fin era showboat to sleek status symbol, complete with sleek hood ornament. Initially a novelty item, the car grew into a necessity of the modern age, and a vector of freedom on the open road. 20th Century Classic Cars offers a lush visual history of the automobile, decade by decade, via 400-plus print advertisements from the Jim Heimann Collection. Using imagery culled from a century of auto advertising, this book traces the evolution of the auto from horseless carriage to rocket on wheels and beyond. With an introduction and chapter text by New York Times automotive writer Phil Patton, as well as an illustrated timeline, this volume highlights the technological innovations, major manufacturers and dealers, historical events, and influence of popular culture on car design. Time-travel through the Automobile Age with a collection that puts you in the driver's seat. A TASCHEN classic, now in a new size at an irresistible price! 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

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Customer Reviews

This is a great coffee table book! Bought it for my father-in-law as a birthday present and it has been the talk of all of his friends. So popular in fact that he even asked me to send him a few more copies to distribute among them. Successful gift, I would say!

I purchased this book for my boyfriends brother who loves anything about cars. He is 55 yrs old and has Aspergers and was so into this book that he didn't want to open his other gifts. The family said I won the prize gift for him this Christmas.

I bought this for my husband for father's day only to discover that it contains each section in 3 different languages (English, German and French). So what we thought was a book of nearly 600 pages of information, really only has about 200 pages of information. So we paid for 400 pages of information we can't even read. Seriously? They should have done 3 different editions.

Purchased this book for my son as a birthday present. He absolutely loves it. Anyone who is interested in auto advertisements of the past will love this book.

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