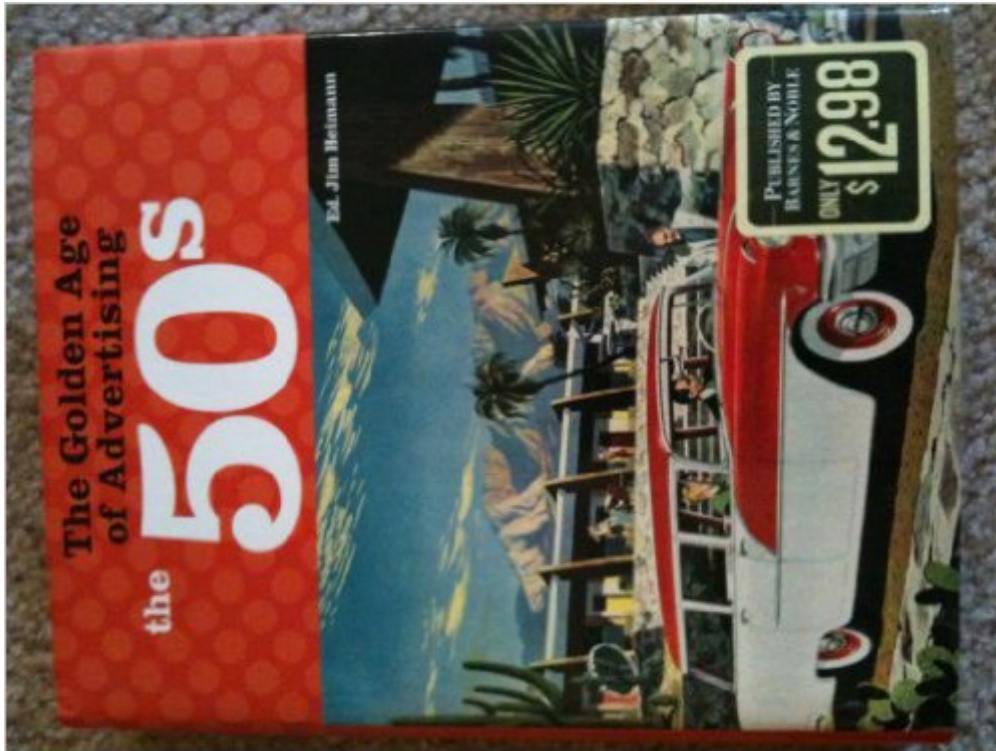


The book was found

The Golden Age Of Advertising: The 50's



Synopsis

Advertising in the 1950"s

Book Information

Turtleback: 352 pages

Publisher: Not Avail (January 1, 1999)

Language: English

ISBN-10: 076078079X

ISBN-13: 978-0760780794

Product Dimensions: 8.8 x 6.8 x 1.5 inches

Shipping Weight: 2.6 pounds

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #439,814 in Books (See Top 100 in Books) #79 inÂ Books > Arts &

Photography > Graphic Design > Commercial > Advertising

Customer Reviews

Absolutely love this book. I bought this book because I love the artwork they used in 50's advertising. This book was positively what I wanted. I grew up in the 50's and this book is like taking a trip back in time seeing the ads and artwork. What I love about this book is that is ALL artwork and very little text. I didn't want to read about the advertising and artwork of the 50's, I wanted to see it--and this book delivers. In fact, I bought two used copies of it and am glad I did.

This book is a delight to the eyes and brings back a flood of memories for those of us old enough to remember these print ads in our favorite magazines. There's a short essay at the beginning of the book, which gives a rather scholarly analysis of the medium and the culture, but the real gold of this book lies in the back-to-back pages of ads represented in chapter sections like, "Liquor", "Automobiles", etc., without further editorializing. My only wish, is that the represented ads were presented full size, as originally published. Despite it's small size, this edition presents a visual reference to the psyche of the American consumer, at least through the eyes of Madison Avenue. It is an important graphic reference guide for those into atomic/googie advertising art and a great visual journey exploring the attitudes and social consciousness of America in the 50's. Although some of the print advertisements would be considered politically incorrect by today's standards, they remain as entertaining and visually stimulating as the days when they were first published. The work represented in this book truly illustrates the post World War II age of consumerism and the birth of

modern advertising, which transformed the way we think about purchasing.

I really wanted a book that was purely pictures, and this was exactly what I was looking for. Except for the Introduction and Index, this book has nothing but great advertisements from the "Atomic Age". All ads are divided into 10 categories. If your a 50s fan, you'll enjoy this very much.

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