The Golden Age Of Advertising: The 50's

Synopsis

Advertising in the 1950"s

Book Information

Turtleback: 352 pages

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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 advertisments from the "Atomic Age". All ads are divided into 10 categories. If your a 50s fan, you'll enjoy this very much.

Golden Age: Invest in Gold and Silver to Have A Happy Golden Age The Golden Age of Advertising: The 50's Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Golden Legacy: The Story of Golden Books (Deluxe Golden Book) Advertising and Integrated Brand Promotion (with CourseMate with Ad Age Printed Access Card) The Golden Egg Book (Big Little Golden Book) Gabby Douglas: Golden Smile, Golden Triumph: GymnStars Volume 4 The Big Golden Book of Dinosaurs (Big Golden Books) The Everything Golden Retriever Book: A Complete Guide to Raising, Training, and Caring for Your Golden The Golden Dawn: The Original Account of the Teachings, Rites & Ceremonies of the Hermetic Order (Llewellyn's Golden Dawn Series) Gabby Douglas: Golden Smile, Golden Triumph (GymnStars Book 4) The Star Wars Little Golden Book Library (Star Wars) (Little Golden Book: Star Wars) Star Wars: I Am a...Little Golden Book Library (Star Wars) (Little Golden Books) They Drew as They Pleased: The Hidden Art of Disney's Golden Age Lost Artwork of Hollywood: Classic Images from Cinema's Golden Age Hey Skinny! Great Advertisements from the Golden Age of Comic Books The Art of Disney: The Golden Age (1937-1961) Arab Science and Invention in the Golden Age Explorers of the New World: Discover the Golden Age of Exploration With 22 Projects (Build It Yourself)