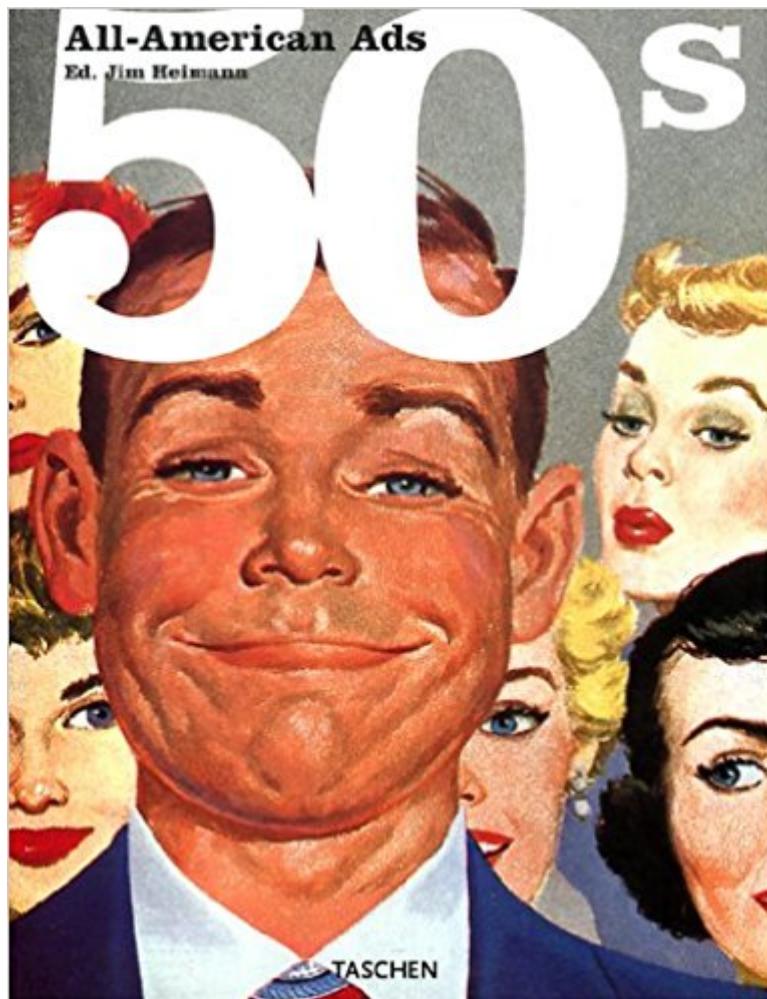


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# All-American Ads Of The 50s



## **Synopsis**

As McCarthyism swept across the United States and capitalism was king, white America enjoyed a feeling of pride and security that was reflected in advertising.

## **Book Information**

Series: Specials

Paperback: 928 pages

Publisher: Taschen (December 1, 2001)

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Product Dimensions: 8 x 1.9 x 10.4 inches

Shipping Weight: 6.3 pounds

Average Customer Review: 4.5 out of 5 stars 17 customer reviews

Best Sellers Rank: #535,870 in Books (See Top 100 in Books) #110 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #1095 in Books > Business & Money > Marketing & Sales > Advertising #3046 in Books > Humor & Entertainment > Pop Culture > General

## **Customer Reviews**

Second in a series of books featuring advertising by era, All-American Ads of the 50s offers page after page of products that made up the happy-days decade. The start of the cold war spurred a buying frenzy and a craze for new technology that required ad campaigns to match. The nuclear age left its mark all over the advertisements, with a spotlight on planes, rockets, and even mushroom clouds. Shiny, big, beautiful cars abound, styled to keep up with the space age. Editor Jim Heimann, in his essay "From Poodles to Presley, Americans Enter the Atomic Age," explains: "Car designers came up with exaggerated tail fins for automobiles to express this new accelerated speed." Modernist home interiors look slick and shiny with their molded plastic furniture and linoleum floors. While clothing and furniture styles look strangely contemporary--a testament to our current obsession with vintage--some things have definitely changed. A baby sells Marlboro cigarettes! Also included are chapters on movies, food, and travel. --J.P. Cohen

Leafing through the pair is like walking through a massive design exhibition on the mores of those two decades. -- Los Angeles Times, 3/7/02 These bundles of history are more fun than smoking

Chesterfields while driving a De Soto. -- Creativity, March 2002They provide a record of American everyday life of a bygone era in a way that nothing else can. -- Associated Press, March 2002Who would ever have imagined that ads could say so much about our recent past? -- Los Angeles Times, 3/7/02

Loves it! My son is a copywriter

Massive, beautifully produced, and very insightful in its appraisal of 1950's American consumerism, this tome is perhaps the best collection of 1950's advertising ever assembled. Tons of beautiful illustrations and (in some cases) graphic design that are now relics of the past. In my opinion, this book should only have been published in harcover, due to its weight and number of pages. Sadly the hardcover is impossible or nearly impossible to find, unless you go for the abridged version issued as "The Golden Age of Advertising- the 1950s." This whole series of books which now span most of the 20th century are a great reference, and an important documentation of American history in visual form.

On reading quite a bit about this book online before ordering, I was convinced that All American Ads of the 50s so thoroughly matched my interests that it was going to be the last book I would have to buy for a while, and certainly the last book on this subject. --Wouldn't it be nice if life really WAS that simple? This book is the ultimate vault of old ad gold, and one is hesitant to criticize at all. But...The one thing about All American Ads that really bugs me is the big grainy blowups that fill too many spreads here. The full page ads are joys forever. But jumping back and forth between creamy, crisp, photographically reduced perfection of reproduction on one hand, and overextended, grainy enlargements of detail on the other makes for a somewhat disjoint experience. This one gripe aside, it is a book you absolutely MUST have if you care about old ads and old popular and sociopolitical culture.

The book whas on very good shape

Super fast delivery,exactly want I wanted. Excellent service.Highly recommended.

This book is absolutely beautiful, strongly recommended for all interested in advertising history. All books in this serie is in fact recommended..

book was in very good condition, lots of pictures, good reading, and good insight into the trends of the 50s..

The book begins by noting that the 1950s were perceived as very different from the 1930s and 1940s--and advertisements reflected this. The book begins by noting: "And the future looked good. At least as seen through the eyes of television, magazines, and advertising." The heart of this book is simple--advertisements from the 1950s. The book reproduces many of these, from automobiles (Pontiac and Ford-including an Edsel ad!-and Oldsmobile and Cadillac and Buick and. . . ) to gasoline (Mobilgas [never knew that Mobil was so called!], Texaco [The Texas Company]) to stamps (remember those? Here, we see Top Value stamps). Other ads? Sheaffer's Snorkel pens, Lady Sunbeam hair dryer, GE stove, Admiral refrigerator, Lionel Trains, movies (e.g., The Seven Little Foys, Vertigo, Cat on a Hot Tin Roof), Arrow shirts, Jockey underwear, Sealtest Ice Cream. A lot of fun getting a sense of the products and the advertising and marketing approaches of the 1950s. The one downside? The Introduction really does not provide much context for the ads that follow. It would have been helpful to readers had there been such a treatment.

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