



Mid-Century Ads

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Mad for ads: Advertising for the Space Age

Gleaned from thousands of images, this book offers the **best of American print advertising** in the age of the “Big Idea.” From the height of American consumerism, bold and colorful campaigns paint a **fascinating portrait of the 1950s and 60s**, as concerns about the Cold War gave way to the carefree booze-and-cigarettes capitalism of the Mad Men era.

Digitally remastered for optimum reproduction quality, the ads burst with crisp fonts and colors, as well as a sexy sense of possibility, beguiling their audience to buy everything from **guns to girdles, cars to toothpaste, air travel to home appliances**. At turns startling, amusing and inspiring, this panorama of mid-century marketing is at once an **evocative period piece** and a **showcase of design innovation** and advertising wit.

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