



60s Cars (Icons)

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From the ubiquitous VW Bug to the short-lived Studebaker Avanti, this nostalgic look at 1960s cars brings automobiles from the swinging sixties back to life. Family cars and big-engine sports cars from Detroit mingle alongside classic and lesser-known foreign models, as well as space-age inspirations such as the Comet, Polara, and Starfire. In its chronological sequence of 1960s automobile ads, "60s Cars" reveals a significant shift in graphic design and print advertising over the decade: the widespread use of elegant illustrations that had traditionally been a hallmark of advertising was gradually replaced by photography in virtually all car ads. Featured makes and models include (in addition to those mentioned above): Studebaker Avanti, Chevy Chevelle, Mercury Cougar, Dodge Dart, Renault Dauphine, Ford Fairlane, Chrysler Imperial, Jaguar, Studebaker Lark, Rambler Marlin, Mercedes-Benz, Ford Mustang, and Olds Toronado. All of the major divisions within Chrysler, Ford, GM and Studebaker are represented here as well.

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