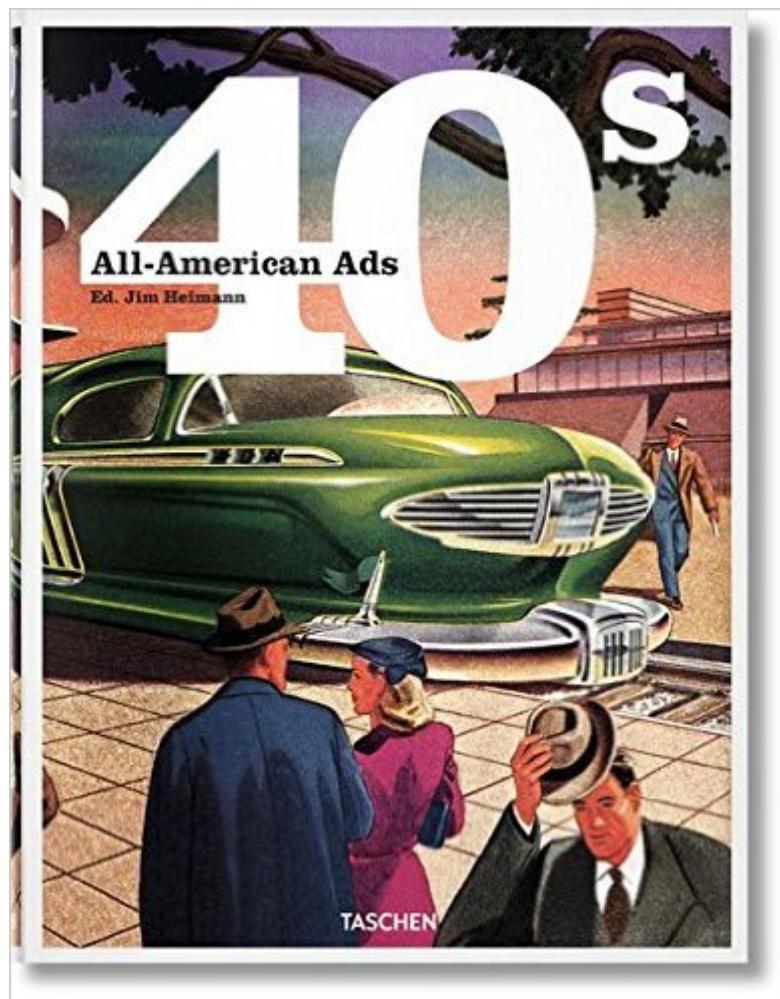


The book was found

All-American Ads Of The 40s



Synopsis

Out of the blackout, into the boom years: Tracing 1940s America through ads The aftermath of World War II brought unprecedented pride and prosperity to the American people. From Western Electric communication tools (for "the modern battle") to Seagram's whiskey (for "Men Who Plan Beyond Tomorrow") to the Hoover vacuum ("For every woman who is proud of her home"), the post-war era represented a flood of products and services for every occasion. Combining social, corporate and graphic history, this new hardcover edition of 40s ads follows America's development through the anxieties of war to the buying-frenzy of peace. These colorful signs of the times feature both blasts from the past and many brand names still going strong today. It's hard to believe that the company who made your ultra-compact mobile phone was once advertising portable radios with "Motorola: More radio pleasure for less money," or that Electrolux didn't have any qualms about using Mandy, the portly black maid, to promote their new silent refrigerators: "Lor-dy, it sure is quiet!" Through motorcars, cigarettes, lipsticks and cans of Campbell's soup, this is an at once entertaining and eye-opening survey of the fears, fads and dreams that characterized a decisive decade. Text in English, French, and German

Book Information

Hardcover: 704 pages

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Product Dimensions: 8.5 x 1.8 x 11 inches

Shipping Weight: 6.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars See all reviews (7 customer reviews)

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Customer Reviews

I have owned this book for years and have had a divided opinion of it. It gets 3 stars for simply existing. Who else but Taschen would produce a fat book of (mostly) comment-free ads? It helps that it's part of a series, too. Like this one? Then go back to the 30's or up to the 50's. Now the things

I don't like. Often, four ads are shrunk down and displayed on a single page. You want to revel in the pictures, but there are no pictures to revel in (on these pages). Ads that get their own page are often noticeably cropped--but that's reality. The worst is that Taschen's editors use the book as a platform to make smug comments about consumerism, racism, short-sightedness, and capitalism. In some instances, they even get the facts wrong. In vilifying a Goodyear ad about airships, Taschen mentions how the hydrogen-filled Hindenburg had blown up only 3 years prior. Yet the Goodyear ad clearly states that their airships would be filled with non-combustible helium. Taschen did a wonderful thing by producing this series. Now if they could just get off of their bully pulpit and let the ads speak for themselves--for better or worse.

These "decades" books of American Ads, this one being the 1940s, are lots of fun. The 1940s were my teenage years. And they included the period of America's participation in WW II. I remember many of those ads. Seeing them again brings back lots of memories, most of them pleasant. And I suppose that this book would be great for younger people studying into the American psyche of that decade. The postwar period after 1945 was a time of high enthusiasm and optimism in America, i.e. up to the time of the Berlin Blockade by the Russians circa 1948. That episode put something of a damper on the American outlook. I have kept this book handy and still enjoy looking into it randomly on evenings. Most of the ads are in color, some small and others large. I enjoy looking at all of them.

This book is all I thought it would be & more, as it is like going back in time, to see just what the mind-set of that Era was, & how it even filtered down into the popular culture. This book could be used in a classroom, & even in marketing & business classes, to illustrate what the pre-"mad men" era of advertising was like, & how it helped create the kind of culture that we have, even today. Enjoy this book, as it is truly a gift of exceptional value, & entertainment--& even as a teaching implement!!!

I just missed the 40s growing up, and I've always had an interest in history and art. So many wonderful graphics and so much information about life in the 40s. Transportation - lifestyle - war effort... a treasure trove of info. I spent a lot of time with this book and not a moment of it was wasted. Can't wait to read their books on the surrounding decades. Great stuff!

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