

**70S ALL-AMERICAN ADS,**  
**edited by Jim Heimann**  
(Taschen)

As sensational as the cars the decade produced, Taschen's funny, eye-opening and sociological *70s All-American Ads* features over 70 pages of delightful motor publicity from the era. There's kitsch from a Dodge Challenger ad that suggests that only a woman could be smart enough to combine its looks with practicality, quirky, perky Gremlin ads, cheesy Caddy ads, and reminders of the era's achievements including the exquisite 1973 Porsche Targa. An intriguing insight into the 70s' most 'au courant' products.

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