

A History of Advertising

By *Stephane Pincas; Marc Loiseau*

Taschen, \$39.99, 336 pages

As usual, when Taschen publishes a book, it is the definitive word on the subject. And, when they pick a title like *A History of Advertising*, it is just that, a full and complete history. Starting with in the 1630's, when Frenchman Theophraste Renaudot placed the first advertising notes in La Gazette de France, this coffee table book covers it all. The iconic ad cam-

paigns of years gone by are well represented, with more than just the ads, but commentary, rough art, and often the stories behind the ads are included.

From the Camel camel, to the first Coca-Cola ad, most of the ads are American, but being the worldwide reach of those ads, they are highly recognizable to almost anyone. Many of the early ads reflect America's cultural history of racism (particularly cleaning products and black house cleaners), but those ads are placed within context and don't overwhelm the book. Ads as art didn't just begin with Andy Warhol, he merely recognized that unsung artists working in the advertising world.

