



20th Century Classic Cars: 100 Years of Automotive Ads

QUICK! WHAT WAS THE catchphrase of the iconic 1961 Lincoln Continental four-door sedan? If “classic beauty in a smart new size” escaped your memory, we recommend this all-encompassing tome of ads from automakers around the world. The nearly 500-page book isn’t just another coffee-table paperweight. As consumer products, automobiles and magazines grew up together, and the magazine advertising collected here proved uniquely suited to delivering the auto marketers’ message, be it “Subaru is not a Japanese Beetle” or “Move up to Chrysler!” *taschen.com*, \$40

