

# The Week In Art: Mad Men Ads, Animated GIFs And A Thrift Store Picasso

Greetings, readers! This week HuffPost Arts had a thrilling week complete with monsters, Mad Men and the best thrift store buy of all time. Scroll down for our favorite stories from the week...

## Who is the Olivetti girl?

The Olivetti girl is the secretary in the office who uses the Olivetti Electric Typewriter. And she will be the heroine of all the ads and television commercials Olivetti will be running in 1972. She'll be shown as the star performer of any office. The secretary who types faster, neater, sharper. The girl most likely to succeed. (When you want something done right, give it to the Olivetti girl!) Why? Because she types on an Olivetti, of course - the typewriter with the brain inside that makes the four most common typing mistakes absolutely impossible!

- No flying caps!
- No improper spacing!
- No shading or ghosting!
- No crowding or piling!



For those of you who can't wait for the next episode to see Don Draper's oozing slickness on "Mad Men" any longer, Taschen has unveiled a book that is sure to satisfy your cravings for the subliminal world of post-WWII advertising.

In "[Mid-Century Ads: Advertising from the Mad Men Era.](#)" Taschen gives us an in-depth look into an era of advertising that was run by and for men (white, straight men, that is). In the post-war economic boom, advertisers were slinging everything from girdles to guns as consumers bought into the American dream with new vigor. The team at Taschen has digitally remastered the images in "Mid-Century Ads" to really bring out the bright colors and crisp fonts from that wondrous time for the ad men of yesteryear.