

“Mid Century Ads: Advertising from the Mad Men Era” Book – 1950’s and 1960’s – Another Look

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We first [previewed](#) the new [Taschen](#) collection of “Mad Men” age advertising back in December, but with season five of the Mad Men series now on air, it is a perfect time to revisit *Mid Century Ads: Advertising from the Mad Men Era* book. The two volume collection packs in some of the very best in 1950’s and 1960’s print advertising: from cars, cigarettes, films, appliance, and more. This was the era of advertising that began to look beyond the obvious. Many of the advertisements in the 800 page collection have been restored and “remastered” to show their true brilliance on the page.

The *Advertising from the Mad Men Era* two volume set hits better bookstores this month on April 25. [Amazon](#) has it.

Select advertisements found inside the two volume set on the following page.