

REVIEWS *books*

Advertising From the *Mad Men* Era

The art of the sell — modernism, wit and cultural revolutions in the '50s and '60s ads that changed America *By Andy Lewis*

WANT TO DRESS LIKE DON Draper? Go to a vintage clothing store. Want to understand how he saw the world? Flip through this book. In two handsome volumes — on the '50s and '60s — Taschen reminds us that advertising is some of the best and most enduring pop art of the 20th century. Talented and creative graphic artists and writers flocked to Madison Avenue after World War II, when advertising itself changed. A more freewheeling, less factual approach emphasized clean layouts and humorous copy. The groundbreaking 1960 VW “Lemon” ad (marveled at inside Sterling Cooper on *Mad Men*) exemplified the new



Mid-Century Ads: Advertising From the Mad Men Era
 Edited by Jim Heimann
 (Taschen, April 25, 2 vols., 720 pages, \$50.00)

approach. The ads also chart cultural revolutions: Sexism gives way to a tinge of feminism, black faces appear, mod fashion and graphics pop up. Yet it's startling how different the world was. More than the cigarette ads, airline ads surprise the modern eye. Real food and service in coach? Amazing. If only there were comprehensive captions. It would be nice to know the Mad Men behind the images. **VIR**

COLOR.. COLOR.. COLOR..

COLOR IT FRIGIDAIRE

Start your color scheme bright with NEW FRIGIDAIRE SPACE AGE REFRIGERATION

PHRIGIDAIRE

A Space Age housewife's kitchen becomes "the 'livigest' room in the house."

Lemon.

The Volkswagen Beetle has been called "the most important car of the 20th century." It is a car that has changed the way we think about cars. It is a car that has changed the way we think about cars. It is a car that has changed the way we think about cars.

Doyle Dane Bernbach told VW to call its car a lemon, and an ad legend was born.

Soup on the rocks.

Soup it up with Campbell's Beef Broth. Take it straight from the can and over ice. It's a great way to enjoy the rich, hearty flavor of Campbell's Beef Broth. You can even add your own thing. It's a great way to cool off when a hot day is in the air. It's a great way to enjoy the rich, hearty flavor of Campbell's Beef Broth.

Mm! Mm! Good!

Liquid lunch without the punch. Campbell's suggested a dash of Worcestershire.