

THE FIND

Old advertising slogans and images, such as Esso's "Put a tiger in your tank" and Maidenform's "I dreamed I was ..." campaign, tell a powerful story of the way we were. The sexy sense of possibility trumpeted by ads in the 1950s and '60s is the animating force of a new large-format boxed set. **"Mid-Century Ads: Advertising from the 'Mad Men' Era"** (Taschen), a trippy two-volume time capsule edited by Jim Heimann, is a special treat for fans of the popular HBO series. Each volume opens with a timeline of advertising milestones.

JAN GARDNER