

## Inspiration / Mid-Century Ads



*Mad Men* has left our screens for another year – for the rest of 2012 you'll have to get your tailoring, interior design and receding hairline porn elsewhere. As for the actual advertising, fear not: as a nice change from squinting to make out what artwork Peggy has pinned to her wall, you can just open up Taschen's rather wonderful ***Mid-Century Ads: Advertising from the Mad Men Era.***



This hefty double volume contains an away of print advertising from the 50s and 60s, with an introduction by the ever-knowledgable Steven Heller. It's the sort of thing you'll be dragging off your shelf time and again for reference. So much of it is alien to design now – colours just looked different back then for some reason, and there's so much copy! – that a flick through every now and then is useful for giving you a different perspective on a project.

It's a shame that Taschen have only gone after the *Mad Men* pound, as volumes dedicated to advertising from earlier and later decades would be equally fascinating (you could fill the 80s volume with nothing but cigarette adverts and it's be incredible), but that's a minor quibble. Get this on your shelf.