


## THE EDIT



If the world looked like this, and you wanted to buy a car that sticks out a little, you probably wouldn't buy a Volkswagen Station Wagon. But in case you haven't noticed, the world doesn't look like So if you've wanted to buy a car that sticks out a little, you know just what to do. 

## BOOKS

Edited by Cayleigh Bright

### COFFEE-TABLE BOOK

#### Mid-Century Ads: Advertising from the Mad Men Era

Jim Heimann & Steven Heller (Taschen, R380)

In the first episode of AMC's *Mad Men*, the inimitable Don Draper delivers a few lines that set the precedent for the next few seasons of the game-changing show.

'Advertising is based on one thing,' he says, 'Happiness. And do you know what happiness is? Happiness is the smell of a new car. It's freedom from fear. It's a billboard on the side of the road that screams that whatever you're doing is okay. You are okay.' While the words of everyone's favourite ad man have their relevance in any age, they're never more true than when applied to the prosperous, expectant years of the late '50s and early '60s. *Mid-Century Ads* documents that very era through the way it sold itself, its ideals and its products in magazines and on billboards – with results that are touching, laughable or shocking by turns.