

Mid-Century Ads: Advertising from the Mad Men Era  
By Jim Heimann and Steven Heller  
€39.99, Taschen

Gleaned from thousands of images, this companion set of books offers the best of American print advertising in the age of the 'Big Idea'. At the height of American consumerism, magazines were flooded with clever campaigns selling everything from girdles to guns, painting a fascinating picture of the colourful capitalism that dominated the spirit of the 1950s and 60s, as concerns about the Cold War gave way to the carefree booze and cigarettes Mad Men era. The collection of books include a wide range of significant ad campaigns from both eras and have been digitally remastered to look as bright and new as the day they first hit newsstands.

