



Mid-Century Ads

Advertising from the Mad Men Era

By Jim Heimann and Steven Heller

720 pages, hardcover, \$59.99, 2 vols. in slipcase

Featuring thousands of American print ads from the fifties and the sixties, at thirteen pounds this book is indeed a "weighty tome." Advertising people will find it fascinating and may even figure out which agency was responsible for some of the ads featured in the two books. Although the interior of the endpapers of both books features a timeline showing some agency-identified work, the interior pages just identify the product. The art directors, writers and illustrators are not credited. Edited by Taschen's Jim Heimann, cultural anthropologist and graphic design historian, the content is culled from his collection of ephemera; Steven Heller, provides background of the period in English, German and French. The reproduction is iffy. Some ads look great, but occasionally enlarging creates problems and reproducing at the same size causes moirés.

—Jean A. Coyne