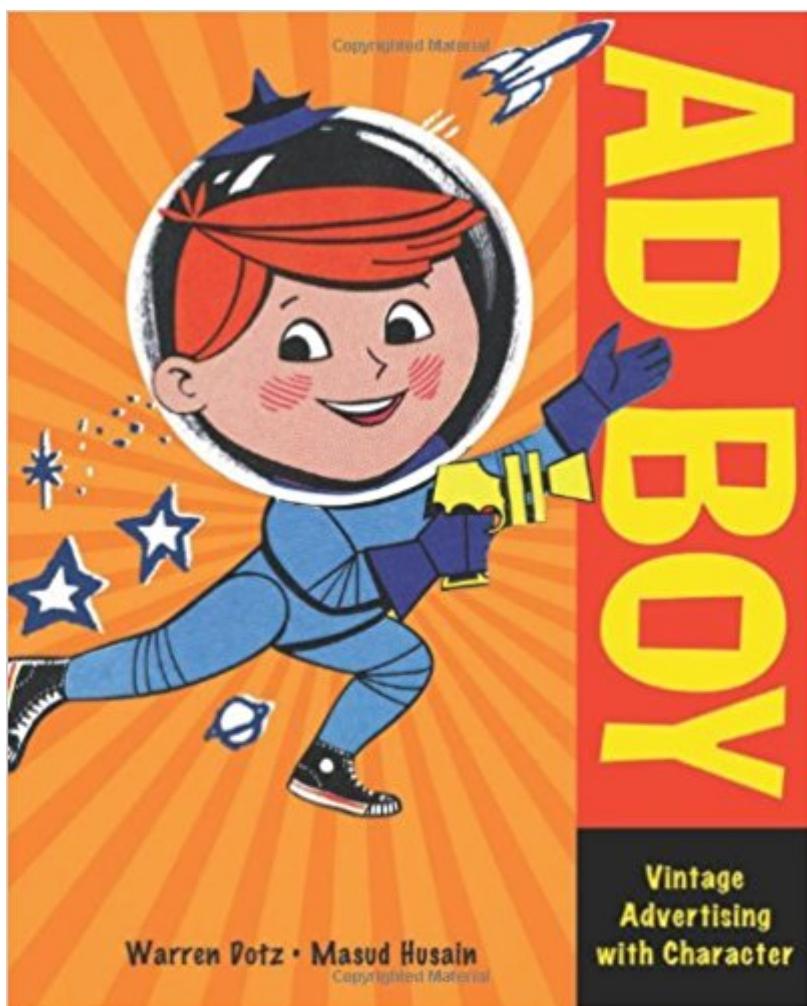


The book was found

Ad Boy: Vintage Advertising With Character



Synopsis

More than 450 American ad characters, industry icons, and product personalities hailing from the 1950s, '60s, and '70s pack the pages of this vibrant, vintage collection. The postwar economic boom launched a generation of charming, cheeky, and relentlessly cheerful critters and characters that found their way into our homes--and our hearts--in print, on television, and on packaging. Some took detours that reflected the times (Elsie the Cow was sent into outer space in 1958). Some were fashion victims who survived (remember hippy Hush Puppies, circa 1969?). And some are no longer with us (the Frito Bandito was finally brought to justice in 1971). These endearingly offbeat characters are as fresh and entertaining today as they were creatively inspired in decades past.

Book Information

Paperback: 176 pages

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Language: English

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Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 19 customer reviews

Best Sellers Rank: #572,315 in Books (See Top 100 in Books) #119 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #530 in Books > Arts & Photography > Drawing > Cartooning #1172 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

"Visual blast from the past" "Packed with colorful images"--Tampa Bay Times"Colorful and classic advertising characters line this breezy walk down a memory lane of Madison Avenue creations."--American Profile"Ad Boy has power to bring back childhood memories."
•Advertising Age

WARREN DOTZ is a pop culture historian and the author of eight books on advertising art. As an authority on product label art, his commentary has appeared in Advertising Age, Brandweek, and the New York Times Magazine. He lives and works in Berkeley, California. MASUD HUSAIN is a graphic designer, branding specialist, and avid collector of American advertising ephemera. He

coauthored Meet Mr. Product with Warren Dotz. He lives and works in Albany, California.

As a kid born in the 70s, I came in on the tail end of advertising characters' popularity. As a graphic designer though, I've always loved retro fonts, designs and the fun characters of yesteryear. This book is an entertaining stroll through the familiar and unfamiliar, informative and funny too!

For all graphic designers who might want to go a little retro once in a while, this book will inspire. It is also an entertaining and quirky look at ad design, mostly from the 1950's. I smiled and chuckled at the turn at nearly every page.

This book contains little information on the use of characters in advertising. However if you like to look at old ads prepare to get nostalgic. If you are an art director or a graphic designer this book could be inspirational.

I have always loved old advertisements so this book was a real treat for me. I remember some of the products mentioned but there were a lot of them I never heard of so this was extra special. Buy it if you are like me.

Beautiful book. Great gift for my boyfriend he loves vintage logos and designs. Well worth money and shipping was sooner than expected!

Great book to get tattoo ideas from. I really enjoyed just looking at the pictures in this. Great book to just have lying around for guests to pick up.

Gave these as gifts to my employees on marketing team. It actually inspired them to make a few vintage/retro ads.

Cool little book.

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