



## The Golden Age of Advertising - the 50's

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**The Golden Age of Advertising - the 50's** From Taschen

Colorful capitalism (TASCHEN's 25th anniversary special edition) As McCarthyism swept across the United States and capitalism was king, white America enjoyed a feeling of pride and security that was reflected in advertising. Carelessly flooding society with dangerous misinformation, companies in the 50s promoted everything from vacations in Las Vegas, where guests could watch atomic bombs detonate, to cigarettes as healthy mood-enhancers, promoted by a baby who claims his mother feels better after she smokes a Marlboro. In this 25th anniversary special edition, you'll find ads for cars, travel, technology, liquor, cigarettes, movies, appliances, furniture, war bonds, toothpaste, you name it?the full spectrum of products and services available to the eager American consumer. These ads portray an accurate picture of the colorful capitalism that dominated the spirit of the 50s.

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### Editorial Review

#### About the Author

Jim Heimann is a resident of Los Angeles, a graphic designer, writer, historian, and instructor at Art Center College of Design in Pasadena, California. He is the author of numerous books on architecture, popular culture, and Hollywood history.

### Users Review

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