CLASSIC DRIVER

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

Lead

The US series 'Mad Men' has been the biggest thing on TV in recent years. Now, with the fifth season just hitting the screens, a new book has been published celebrating the era of the hard-drinking, even harder smoking and generally 'hip' world of advertising in the 1950s and 1960s.

Post-War America enjoyed one of the nation's biggest-ever consumer booms. The American public wanted to spend in a big way, and it was down to advertising agencies to create ever-more-innovative campaigns to sway opinion away from one brand or product, and towards another.

Hence the growth of the famous agencies and the 'Don Draper clones' with their sharp suits, ever-present fullstrength cigarettes and appreciative eye for the ladies.



LAWN-BOY modern america's power mower

Next time you're in Lamar, Missouri, stop in and see the men who make the Lawn-Boy and the way these superb machines are constructed.

If your trips to austral Missouri are rare, you can see a Lawn-Boy right in your own neighborhood. Enterprising merchants have them for sale in every community. Owners will tell you Lawn-Boy is so startingly different that it is folly to bay any other brand.

The new Lawn-Boy is lightweight, brilliantly designed and styled, staggeringly low in cost. Kitten-quiet but tiger-tough, Lawn-Boy does not one, but four hig jobs of lawn maintenance (... cuts grass, cuts weeds, trins close, mulches leaves).

And as the erowning feature there's the powerful 2 h.p. Iron Horse, the engine conceived and built exclusively for the new 1955 Lawn-Boy. Here, sir,

there's power and to spare—but quiet as a pair of old sneakers.
Friend, do not buy a power mower carelessly. Talk to men who know them and use them. Seek out your Lawn-Boy dealer (believe us, he's not fat). Try it, you'll buy it, Made only by RPM Manufacturing Company, Lamar, Mo. A subsidiary of Outboard, Marine and Manufacturing Company, makers of Johnson and Evinrude outboard motors.

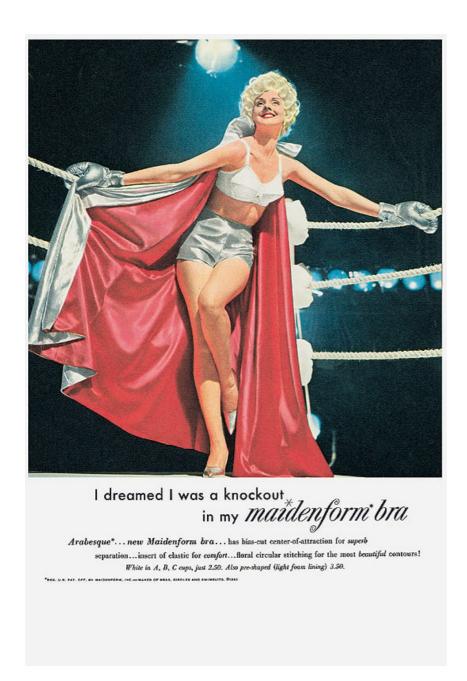


If the world looked like this, and you wanted to buy a car that sticks out a little, you probably wouldn't buy a Volkswagen Station Wagon. But in case you haven't noticed, the world doesn't look like So if you've wanted to buy a car that sticks out a little, you know just what to do.



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PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



In its 720 pages, the two-volume, slip-cased book from Taschen covers this era. Authors Jim Heimann and Steven Heller have painstakingly sought out some of the best ads and campaigns from this period, all digitally remastered to look as bright and fresh as they did over 50 years ago.

Photos: Taschen

Gallery

