

# 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 full-strength 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 aural 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 startlingly different that it is folly to buy 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 big jobs of lawn maintenance (... cuts grass, cuts weeds, trims close, mulches leaves).

And as the crowning 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 far). 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.







A BOLD NEW CAR FOR A BOLD NEW GENERATION

BACKGROUND—MILWAUKEE'S BOLD NEW VETERAN'S MEMORIAL CENTER

EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

# BOLD PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



I dreamed I was a knockout<sup>\*</sup>  
in my *maidenform*<sup>\*</sup> bra

*Arabesque*<sup>\*</sup>... new Maidenform bra... has bias-cut center-of-attraction for superb separation...insert of elastic for comfort...floral circular stitching for the most beautiful contours!  
White in A, B, C cups, just 2.50. Also pre-shaped (light foam lining) 3.50.

\*REG. U.S. PAT. OFF. BY MAIDENFORM, INC. MAKER OF BRAS, GIRDLES AND SWIMSUITS, Q1981

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







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