



All-American Ads of the 40s

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Out of the blackout, into the boom years: Tracing 1940s America through ads

The aftermath of World War II brought unprecedented pride and prosperity to the American people. From Western Electric communication tools (for “the modern battle”) to Seagram’s whiskey (for “Men Who Plan Beyond Tomorrow”) to the Hoover vacuum (“For every woman who is proud of her home”), the post-war era represented a flood of products and services for every occasion.

Combining social, corporate and graphic history, this new hardcover edition of 40s ads follows America's development through the anxieties of war to the buying-frenzy of peace. These colorful signs of the times feature both blasts from the past and many brand names still going strong today. It’s hard to believe that the company who made your ultra-compact mobile phone was once advertising portable radios with “Motorola: More radio pleasure for less money,” or that Electrolux didn’t have any qualms about using Mandy, the portly black maid, to promote their new silent refrigerators: “Lor-dy, it sure is quiet!”

Through motorcars, cigarettes, lipsticks and cans of Cambell's soup, this is an at once **entertaining and eye-opening survey of the fears, fads and dreams that characterized a decisive decade.**

Text in English, French, and German

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From reader reviews:

Herbert Beckley:

In this 21st one hundred year, people become competitive in each and every way. By being competitive today, people have do something to make all of them survives, being in the middle of often the crowded place and notice by means of surrounding. One thing that at times many people have underestimated it for a while is reading. Yeah, by reading a book your ability to survive enhance then having chance to stand up than other is high. For you who want to start reading a new book, we give you this particular All-American Ads of the 40s book as basic and daily reading e-book. Why, because this book is greater than just a book.

Sandy Holiday:

As people who live in typically the modest era should be revise about what going on or data even knowledge to make them keep up with the era which is always change and move forward. Some of you maybe will update themselves by examining books. It is a good choice to suit your needs but the problems coming to you actually is you don't know what one you should start with. This All-American Ads of the 40s is our recommendation to help you keep up with the world. Why, since this book serves what you want and need in this era.

Lucas Florio:

Information is provisions for folks to get better life, information presently can get by anyone on everywhere. The information can be a understanding or any news even a huge concern. What people must be consider when those information which is from the former life are challenging be find than now's taking seriously which one would work to believe or which one typically the resource are convinced. If you find the unstable resource then you have it as your main information you will see huge disadvantage for you. All those possibilities will not happen in you if you take All-American Ads of the 40s as your daily resource information.

Michael Watkins:

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