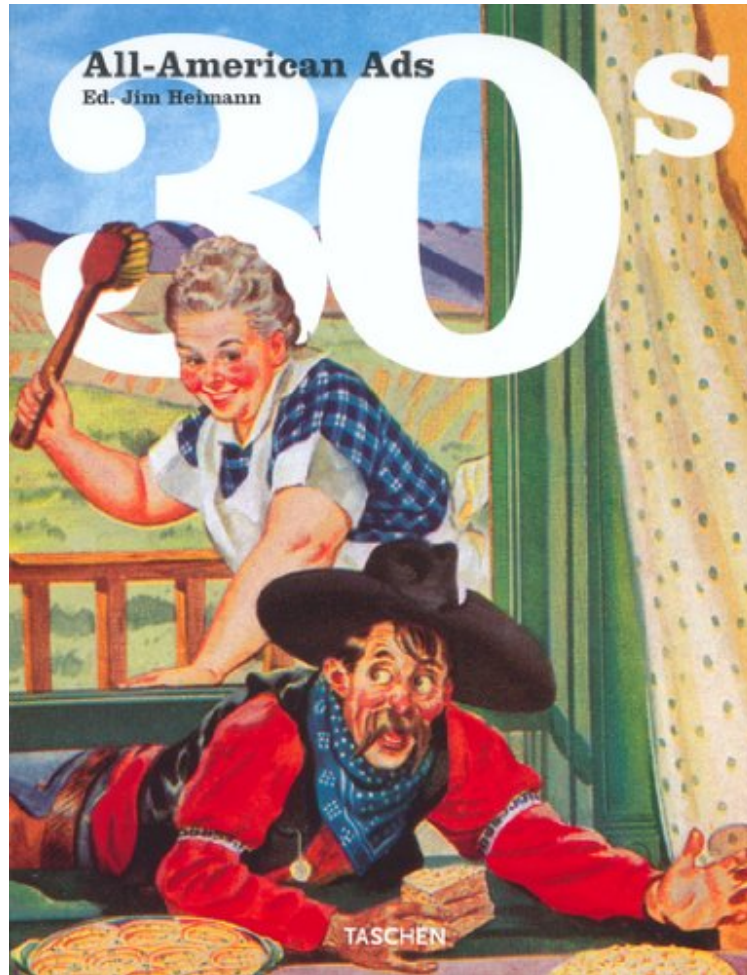


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9 of 9 people found the following review helpful. The "Other" Social History Book By Craig Riecke You expect a book like this to be fun, and it is! The hard sell approach, the inflated claims, and the infamous phrase, "It isn't brand X if it doesn't say Y!" (as if your brain is scrambled) ... it's all hilarious now. And even when these techniques get tedious, the drawings and paintings are colorful and well-designed by themselves. The ads don't mention the Depression, but you can see it in the phrases "stretch your dollars" and "these days..." That's a technique auto makers adopted after Sept. 11th, as in "we're getting America moving again with 0% financing." In that sense, ad makers fashioned a social history that belongs alongside stories of travelling Okies and bread lines. These ads showed what people hoped for, what they wanted to become. And that's just as important as where they were. So while post-Sept. 11th ads wanted to get the family back to the dinner table, so Depression-era folks wanted to get their friends back for champagne and

elegant dinner parties. Still, there is enough variety here to reflect many points of view and design style. Some ads were clearly ahead of their time. Some were still mired in Victorian imagery. A few are really shocking, like the public service ad with a drawing of a sinking Lusitania with the headline, "The Lusitania Sank. So What of It?" (It was an ad for World Peaceways.) I am no historian or designer or advertiser ... but I found this book mind-blowingly fun. 0 of 0 people found the following review helpful. Five Stars By ron kline great 0 of 1 people found the following review helpful. Fast shipping and delivery - flawless By Joao P. S. Montano The book arrived in one month, which was fast if you consider that it generally takes more than this to arrive, the book came in excellent conditions. is always a reliable store.

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