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All-American Ads 30s



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Synopsis

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Book Information

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Customer Reviews

Book is 768 pages of print advertisements from the 1930s, nearly all of them in color. The book is large enough in its dimensions that the reader can see them and read most of them except the quarter- page ones. Some of them occupy full pages and others cover two pages. It is exactly what I was looking for. The ads are from magazines with few exceptions. Most of the ads were aimed at the middle and upper classes who still had money to spend after the Great Depression which began in 1929.In 1939-1940 the US was preparing for WW II. The federal government began spending lots of money on military hardware and and other supplies. People began to find jobs created by the flowing-down of Gov't. money into the general economy. Rural and working classes began bringing in enough pay to subscribe to a few national magazines such as Colliers and Saturday Evening Post. It was in this period that those classes could readily see what they were missing out on. The monied classes could buy12 and 16 cylinder Cadillacs, plus La Salles, Lincolns and Chryslers. The book's pages show many of such.One thing that stands out is the substantial number of ads that by present-day standards defy political correctness requirements. I refer mainly to the depictions of blacks and their non-standard English. This reviewer is old enough to remember such things. Some will think that they are scandalous. I think they are funny when one considers the extent to which things have changed.Depictions and history of the popular 1930s radio show called "Amos and

Andy," (and I remember it well) suggest that even black folks liked it, much to the shock of "proper" Americans. The actors were white men in black-face. Also there is much about the 15-minute daily radio "soap operas" that people, self included, enjoyed.This book has much content and I found all of it highly interesting and remindful of my childhood. Even young people should enjoy this book if they can force themselves away from their smart phones and lap tops. The cars of that era as depicted alone are enough to buy the book for.This book is delightful. It will occupy me for a long time to come, God willing.Ronald Parsons

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.

great

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 excelent conditions. is always a reliable store.

Taschen's fourth volume of the All-American Ads series provides a big look back to the day before yesterday. Steven Heller provides a short overview of the decade and explains that despite the Depression magazines, in which most of these ads appeared, had very high circulations. For a few cents readers could escape the reality of everyday life and be entertained by the features and the

colourful advertisements. Naturally there is no real mention of the Depression though some of the ads sport the little NRA symbol and the words `We do our part'The format of this book is the same as the others, nine sections (Alcohol and tobacco, Automobiles, Consumer products, Entertainment, Fashion and beauty, Food and beverages, Industry, Interiors and finally Travel) provide whole, two or four ads to a page and fortunately none of them are angled or overlap. The digital reproduction of the 1500+ ads is excellent, it is always a problem to reproduce anything that is already printed because it can create screen clash but these are reproduced with clean colors and sharp lines (thanks to 175 dpi).Most of these ads are copy and picture heavy, stylish use of white space and clever typography was years away, though three ads for Pierce Arrow autos on pages 176-177 stand out because they do seem very modern. Illustrations rather than photography were the main visual elements with headlines and copy used to fill any space that was left.This as a super book if you are interested in social history or want to see how copywriters created product desire more than sixty years ago or you are just curious about things your grandparents reminisce about. Maybe they remember the 1932 ads for the Pitcairn autogiro, after all no home should be without one!

Once again, Taschen has put forth a wonderfully illustrated and highly enjoyable publication. The ads are superb. The reader can truly immerse themselves in popular culture and daily life in the United States during the 1930s. What I most appreciate is the fact that Taschen presents the materials as is; they let the ads speak for themselves. I consider it one of the best resources of popular culture from the era.

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