



Ad Boy: Vintage Advertising with Character

By Warren Dotz

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More than 450 American ad characters, industry icons, and product personalities hailing from the 1950s, '60s, and '70s pack the pages of this vibrant, vintage collection.

The postwar economic boom launched a generation of charming, cheeky, and relentlessly cheerful critters and characters that found their way into our homes--and our hearts--in print, on television, and on packaging. Some took detours that reflected the times (Elsie the Cow was sent into outer space in 1958). Some were fashion victims who survived (remember hippy Hush Puppies, circa 1969?). And some are no longer with us (the Frito Bandito was finally brought to justice in 1971). These endearingly offbeat characters are as fresh and entertaining today as they were creatively inspired in decades past.

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Editorial Review

Review

"Visual blast from the past" "Packed with colorful images"

--*Tampa Bay Times*

"Colorful and classic advertising characters line this breezy walk down a memory lane of Madison Avenue creations."

--*American Profile*

"Ad Boy has power to bring back childhood memories."

—Advertising Age

About the Author

WARREN DOTZ is a pop culture historian and the author of eight books on advertising art. As an authority on product label art, his commentary has appeared in *Advertising Age*, *Brandweek*, and the *New York Times Magazine*. He lives and works in Berkeley, California.

MASUD HUSAIN is a graphic designer, branding specialist, and avid collector of American advertising ephemera. He coauthored *Meet Mr. Product* with Warren Dotz. He lives and works in Albany, California.

Users Review

From reader reviews:

Stephanie Dillard:

Information is provisions for people to get better life, information nowadays can get by anyone on everywhere. The information can be a know-how or any news even restricted. What people must be consider when those information which is from the former life are challenging be find than now is taking seriously which one is suitable to believe or which one typically the resource are convinced. If you get the unstable resource then you have it as your main information you will see huge disadvantage for you. All of those possibilities will not happen within you if you take *Ad Boy: Vintage Advertising with Character* as the daily resource information.

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