

# All American Ads of the 60's



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60s Americana galore!

With the consumerist euphoria of the fifties still going strong and the race to the moon

at its height, the mood of advertising in the sixties was cheerful, optimistic, and at times, revolutionary. The decade's ads touted perceived progress (such as tang and instant omelets-"just add water") while striving to reinforce good old American values.

Stars like Sean Connery, Woody Allen, Salvador Dalí, and Sammy Davis Jr. endorsed everything from bourbon to handmade suits in an attempt by Madison Avenue to urge Americans to open their wallets and participate in one giant consumer binge. Social change at the end of the era brought psychedelic swirls and liberated women and minorities to a newly conscious public. Keep an eye out for some of the more surprising and controversial ads-such as Tupperware billing its storage container as a "wifesaver."

From forgotten cars such as the Dodge Dart, to cigarettes ("This Christmas give cartons of Luckies") to food (mmm! TV dinners!) and much more, this colorful collection of print ads explores the wide, wonderful world of 60s Americana.

The editor:

Jim Heimann is a resident of Los Angeles, a graphic designer, writer, historian, and instructor at Art Center College of Design in Pasadena, California. He is the author of numerous books on architecture, popular culture, and Hollywood history, and serves as a consultant to the entertainment industry.

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