

The book was found

Try It! Buy It!: Vintage Adverts



Synopsis

This is a colorful collection of more than 200 classic advertisements, drawn from the British Library's rich collection of vintage ephemera. It includes colorful, amusing, and sometimes bizarre advertising from the late 19th and early 20th centuries. This book reproduces for the first time dozens of adverts that were printed in fashion magazines and newspapers, or appeared as posters and trade cards. It offers a unique pictorial introduction to the history of print culture in Britain, and shows the deep roots of consumerism as well as the surprisingly familiar ways—“catchy slogans, strong typography, and bright colors”—in which advertisers have always fought for our attention. This illustrative sourcebook will inspire and entertain graphic designers, typographers, and anyone with an interest in Victorian and 20th-century print culture.

Book Information

Hardcover: 250 pages

Publisher: British Library Publishing (August 1, 2015)

Language: English

ISBN-10: 0712357580

ISBN-13: 978-0712357586

Product Dimensions: 6 x 0.9 x 8.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #738,489 in Books (See Top 100 in Books) #71 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Paper Ephemera #1456 in Books > Business & Money > Marketing & Sales > Advertising #4615 in Books > History > Europe > Great Britain

Customer Reviews

British Library Publishing produces fascinating and beautiful books across a wide range of subjects related to the Library's uniquely rich collections, including maps, medieval manuscripts, literary history, graphic design and typography, the history of books, and cultural history.

This is a nice tight small format book that would be a good book for a student of advertising and graphic arts. It uses color and black and white pictures of period examples to present the story of advertising. The best examples, such as Pears soap, are in color. The advertising presented is from the British library so the examples are sometimes very English. But commerce of the period resulted

in most items being used in the Americas or around the world. Some products like Marmite and English cigarette brands are an interesting curiosity. This would make a good gift as it is not a huge coffee table book.

Love the book and service

[Download to continue reading...](#)

Try It! Buy It!: Vintage Adverts Is It Wrong to Try to Pick Up Girls in a Dungeon? Sword Oratoria, Vol. 1 - light novel (Is It Wrong to Try to Pick Up Girls in a Dungeon? On the Side: Sword Oratoria) Vintage Fashion from the Mid-1920s: Vintage Women Adult Coloring Book #14 (Vintage Women: Adult Coloring Books) (Volume 14) Vintage Women: Adult Coloring Book #2: Vintage Fashion from the Edwardian Era (Vintage Women: Adult Coloring Books) (Volume 2) Vintage Women: Adult Coloring Book #7: Vintage Fashion Layouts from the Early 1920s (Vintage Women: Adult Coloring Books) (Volume 7) Vintage Women: Adult Coloring Book #3: Vintage Fashion from the Early 1920s (Vintage Women: Adult Coloring Books) (Volume 3) Buy 'Hot' Franchises without Getting Burned: A How to Franchise Guide: Helping You Make the Best Decision When You Buy a Franchise To Buy or Not to Buy: Why We Overshop and How to Stop HOW TO BUY A USED CAR: A Complete Guide from Start to Finish On How To Buy A Used Car; FROM THE PERSPECTIVE OF AN EXPERIENCED LICENSED CAR DEALER Buying Checklist Included Gerry Frank's Where to Find It, Buy It, Eat It in New York (Gerry Frank's Where to Find It, Buy It, Eat It in New York (Regular Edition)) Vintage Women: Adult Coloring Book: Groovy Fashion of the â ^70s (Vintage Women: Adult Coloring Books) (Volume 10) Vintage Women: Adult Coloring Book #5: Victorian Fashion Plates from the Late 1800s (Vintage Women: Adult Coloring Books) (Volume 5) Nisa: The Life and Words of a !Kung Woman 1st (first) Vintage Books Edition by Shostak, Marjorie published by Vintage (1982) Paperback The Complete Vintage Travel Trailer Restoration Manual: Learn Everything You'll Need to Restore Your Vintage Trailer The Christmas Gift Catalogue 1939. Relive the vintage days of christmas. Features a selection of Pottery, Cutlery, Glass Ware, Novelties, Toys, in fact ... (Vintage Seasonal Digital Publications) VINTAGE CHRISTMAS TRADITIONS: Christmas Cards, Customs, Carols, Legends, Poems, Recipes, Advertisements (Vintage Memories) Macrame Home Furnishings: Vintage 1970's MacramÃ© Patterns Tutorials Pot Hangers (Vintage Macrame Book 2) Curse Word Coloring Books for Adults Old Fashion Swear Words: Vintage Sweary Adult Coloring Pages Vintage Designs with Grandma's Favorite Old Timey Cuss Words The Vintage Sweets Book: A Complete Guide to Vintage Sweets and Cocktail Party Treats Life's Dominion: An Argument About Abortion, Euthanasia, and Individual Freedom by Dworkin, Ronald Published by

Vintage 1st (first) Vintage Bks , July 1994 edition (1994) Paperback

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)