



## Ad Boy: Vintage Advertising with Character

*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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