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# 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.

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