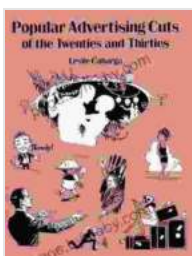


Popular Advertising Cuts of the Twenties and Thirties: A Visual Feast of the Golden Age

The 1920s and 1930s witnessed an explosion of creativity and innovation in the world of advertising. It was a time when brands embraced the power of imagery and slogans to capture the hearts and minds of consumers. The result was a collection of advertising cuts that have become iconic symbols of the era.



Popular Advertising Cuts of the Twenties and Thirties (Dover Pictorial Archive) by Leslie Cabarga

★★★★★ 5 out of 5

Language : English
File size : 33972 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting: Enabled
Print length : 128 pages
Lending : Enabled

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Be Happy-GO LUCKY!

In a cigarette, taste makes the difference—and Luckies taste better!

The difference between "just smoking" and really enjoying your smoke is the taste of a cigarette.

You can taste the difference in the smoother, milder, more enjoyable taste of a Lucky—and for two important reasons.

Smooth, Luckies, are made to taste better. A month-after-month cigarette comparison, measuring those important factors of smoothness that affect the taste of cigarettes, proves Lucky Strike is the best made of all for personal health.

That's a fact—established in The Research Laboratory of The American Tobacco Company—and verified by leading independent laboratory institutions.

So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette - Lucky Strike! Be Happy-GO Lucky!

L.S./M.F.T. - Lucky Strike means fine tobacco... fine mild tobacco that tastes better. There's no substitute for fine tobacco, and don't let anybody tell you different.

WALTER D. WATSON
Lucky's Original Manufacturer of Since 1894

The Rise of Advertising Cuts

Advertising cuts were originally created as woodcuts or linocuts. They were then reproduced and distributed to newspapers and magazines, where they appeared alongside articles and other content. These cuts were often simple and direct, with bold lines and striking images. They were designed to catch the attention of readers and quickly convey a message.



An advertisement for Campbell's Soup, showcasing the slogan "21 kinds."

The Influence of the Roaring Twenties

The Roaring Twenties was a time of economic prosperity and social change. It was a time when people were eager to embrace new ideas and experiences. This optimism and exuberance is reflected in the advertising cuts of the period.



The cuts often featured glamorous images of women and stylish men. They celebrated the pleasures of life, from drinking and smoking to dancing and driving. They also reflected the increasing role of women in society, both as consumers and as figures of desire.

streamlined design, and luxurious materials. These elements are evident in many of the advertising cuts of the period.

That *something* which makes a Chrysler a *Chrysler!*

THERE is a certain thrilling something about Chrysler performance that one never senses or enjoys in any other car. It is "something" and yet somehow *everything*. It is the spirit and sure stride of Chrysler speed. It is the gliding sensation of Chrysler smoothness. It is the electric aliveness of Chrysler pick-up. The answer, of course, is Chrysler engineering. With new, roomier bodies of dreadnought construction; with new, bigger, more powerful engines—with Duesenberg-Duesenberg in the "77" and "70", together with the Multi-Range 4-speed transmission and gear shift—these latest Chryslers further out-distance all attempts to equal Chrysler performance. And besides, there is more style in Chrysler beauty, just as there is more go in Chrysler power and more stop in Chrysler brakes—weatherproof hydraulics, the safest brakes known. Get a personal experience at the wheel—and you will realize with full conviction why a Chrysler inspires a pride all its own.

There is a Chrysler for every price and every need.
 \$1795 to \$3275
 The "77"
 5 body styles, \$2625 to \$3125
 The "70"
 7 body styles, \$1795 to \$2345
 The "66"
 4 body styles, \$995 to \$1295
 New Chrysler Six
 1 body style, \$1795 to \$2125
 The Imperial
 4 body styles, \$2795 to \$3175
 All prices f. o. b. factory.

© 1936 Chrysler Corporation



CHRYSLER "77" ROYAL COACH \$1725 f. o. b. factory (limited quantities available)

CHRYSLER
 CHRYSLER MOTORS PRODUCT

The Chrysler Motor Company was one of the most influential users of Art Deco in its advertising. The company's advertisements often featured sleek and stylish cars, set against a backdrop of Art Deco architecture. These

advertisements helped to create an image of Chrysler as a modern and innovative brand.



An advertisement for NBC, showcasing the slogan "The voice of America."

The End of an Era

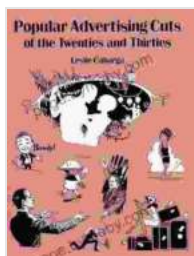
The Great Depression of the 1930s brought an end to the golden age of advertising. The economic downturn led to a decline in advertising spending, and the focus of advertising shifted from aspirational imagery to more practical messages about price and value.



However, the advertising cuts of the Twenties and Thirties continue to inspire and influence designers and marketers today. Their simple and direct approach, their bold use of imagery, and their reflection of the cultural and social values of their time make them a fascinating and valuable record of an important era in advertising history.

The advertising cuts of the Twenties and Thirties are a testament to the power of imagery and the art of persuasion. They are a reminder of a time when advertising was more than just a way to sell products. It was a way to reflect the spirit of the times and to create a shared visual language.

The book Popular Advertising Cuts of the Twenties and Thirties Dover Pictorial Archive is a beautiful and informative collection of these iconic images. It is a valuable resource for anyone interested in advertising history, graphic design, or the cultural history of the 1920s and 1930s.



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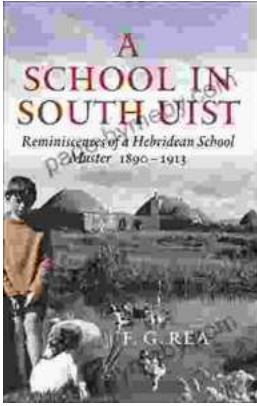
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