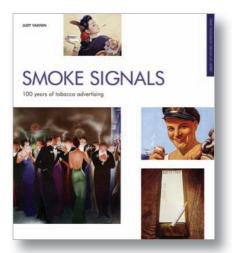
THE LIBRARY OF HISTORIC ADVERTISING SERIES



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SMOKE SIGNALS

100 years of tobacco advertising

Judy Vaknin

More money has been spent on tobacco advertising in the 20th century than on the advertising of any other product. However, its recent history is one of conflict and struggle. Tobacco companies have battled fiercely to reach new markets, rejected claims of a link between tobacco and fatal illnesses, and finally fought against the implementation of advertising restrictions.

Smoke Signals traces the story from the beginning of the century to the final years, when tobacco companies were forced to stop advertising and look for alternative ways of promoting their products. The book contains over 80 bold advertisements which reflect the social and cultural changes seen in these turbulent years and show the fascinating development of 20th-century tobacco advertising.

ALL MADE UP

100 years of cosmelics advertising

ALL MADE UP

100 years of cosmetics advertising

Penny Dade

The 20th-century cosmetics advertising industry aimed to sell women an ideal image of themselves and a lifestyle by the use of association and persuasion, and to develop and maintain brand loyalty in a hugely competitive market.

All Made Up, a history of 20th-century printed cosmetics advertising, starts with the early part of the century, which saw few advertisements. The growth of mass-circulation magazines led to a huge increase in advertising space and by the beginning of the 21st century, vast numbers of printed advertisements had to compete with those in other media such as TV and the Internet. The book illustrates this history with over 80 beautiful, full colour reproductions of advertisements taken from the Library of Historic Advertising.

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