

Great American Billboards: 100 Years of History by the Side of the Road

Fred E. Basten

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0 of 0 people found the following review helpful. Great American Billboards...great bookBy ABMTraveling across U.S. as a youngster, I remember eagerly watching for billboards. Years later, when I worked in advertising, I came to appreciate what a unique form of art the billboard is. A powerful advertising tool and social commentary, as well. The author has done an amazing job of researching and presenting this wonderful collection.It's a great 'gift' book, too.0 of 0 people found the following review helpful. Five StarsBy Lynn Y. Swansonvery interesting book very happy0 of 0 people found the following review helpful. INSPIRATIONAL IMAGERYBy Jeffrey RiedyThe book takes you back to a lost time in highway travel. I've used it for ideas for set design for period film and stage production. A great addition for my research library!

Early in the 20th century, as Americans climbed into their Model-Ts and took to the open road, American manufacturers and retailers discovered miles and miles of new advertising space, and the audaciously oversized billboard was born. For a century, billboards have recruited, congratulated, teased, sold, and seduced us, promoting everything under the sun, from hosiery to war bonds, presidential candidates to rock shows. GREAT AMERICAN BILLBOARDS not only offers a lively look back at changing styles, products, and tastes, but is also an important visual record of this largely unheralded yet ubiquitous American art form.Reviews"This slice-of-life compendium entertains and educates."-US Airways Magazine"Although the pictures are fascinating, Basten's text is quite a bonus."-Oklahoman"An illuminating guide to a country, its culture, and its people."-American Way"Beyond the irresistible nostalgia is a fascinating glimpse of the evolution of our consumer nation."-Dallas Morning NewsFeatured on Entertainment Weekly's "Must List"

From the Publisher* A look at America's ever-changing cultural, political, technological, and economic landscape,

decade by decade from 1900 to 2000, through the bold and evocative graphics of 180 billboards. * Most examples in this extensive collection have never been reproduced until now. * A great visual reference or gift for graphic artists, designers, collectors of advertising, and lovers of Americana. About the Author FRED E. BASTEN has written, collaborated on, or contributed to nearly 40 books over the last 30 years, in addition to having a successful career in advertising. He lives in Santa Monica, California.