



## Trademarks of the '40s & '50s

*Tyler Blik, Erik Baker*

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*Trademarks of the '40s and '50s* is a portfolio of over 450 striking trademarks and logos. Some familiar, all innovative, these designs reflect the tastes and obsessions of growing sophistication in the science of marketing. New industries -- television, jet aircraft, and nuclear technology -- appear in the trademarks as well. This book will appeal to a wide range of readers, from nostalgia buffs and collectors of Americana, to a growing audience of commercial artists and graphic designers who will find creative new ideas in these timeless designs.

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