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Modern Publicity Number 26 1956 1957

Anthony S. Fauci



Modern Publicity Number 26 1956 1957:

Modern publicity 26; art and industry's annual of international advertising art 1956-1957 F.A. Mercer, 1956 *Modern Publicity 26* Frank A. Mercer, 1957 **TV by Design** Lynn Spigel, 2008 From the Publisher While critics have long disparaged commercial television as a vast wasteland TV has surprising links to the urbane world of modern art that stretch back to the 1950s and 60s during that era the rapid rise of commercial television coincided with dynamic new movements in the visual arts a potent combination that precipitated a major shift in the way Americans experienced the world visually TV by Design uncovers this captivating story of how modernism and network television converged and intertwined in their mutual ascent during the decades of the cold war Whereas most histories of television focus on the way older forms of entertainment were recycled for the new medium Lynn Spigel shows how TV was instrumental in introducing the public to the latest trends in art and design Abstract expressionism pop art art cinema modern architecture and cutting edge graphic design were all mined for staging techniques scenic designs and an ever growing number of commercials As a result TV helped fuel the public craze for trendy modern products such as tailfin cars and boomerang coffee tables that was vital to the burgeoning postwar economy And along with influencing the look of television many artists including Eero Saarinen Ben Shahn Saul Bass William Golden and Richard Avedon also participated in its creation as the networks put them to work designing everything from their corporate headquarters to their company cufflinks Dizzy Gillespie Ernie Kovacs Duke Ellington and Andy Warhol all stop by in this imaginative and winning account of the ways in which art television and commerce merged in the first decades of the TV age **An Introduction to Some Ethical Problems of Modern American Advertising** Thomas M. Garrett, 1961 *Design for Industry [Series 2]*, 1957 **Catalog of Copyright Entries** Library of Congress. Copyright Office, 1958 **American Automobile Advertising, 1930-1980** Heon Stevenson, 2008-11-24 This book provides a comprehensive history of American print automobile advertising over a half century span beginning with the entrenchment of the Big Three automakers during the Depression and concluding with the fuel crises of the 1970s and early 1980s Advances in general advertising layouts and graphics are discussed in Part One together with the ways in which styling mechanical improvements and convenience features were highlighted Part Two explores ads that were concerned less with the attributes of the cars themselves than with shaping the way consumers would perceive and identify with them Part Three addresses ads oriented toward the practical aspects of automobile ownership concluding with an account of how advertising responded to the advance of imported cars after World War II Illustrations include more than 250 automobile advertisements the majority of which have not been seen in print since their original publication Industrial Arts Index, 1927 **Union List of Serials in Libraries of Honolulu** Hawaii Library Association, 1965 *On the Wings of Modernism* Robert Allen Nauman, 2004 Nauman argues that contrary to the technological and teleological interpretations presented by the polemicists of international style modernism the academy s

actual production was squarely grounded in bureaucratic and political processes He demonstrates that selection of both the site and the design firm was the result of political maneuverings involving the U S military leadership BOOK JACKET

Foreign Commerce Weekly, 1958 **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office, 1958 Includes Part 1 Number 1 2 Books and Pamphlets Including Serials and Contributions to Periodicals January December Histories of Technology, the Environment and Modern Britain Jon Agar, Jacob Ward, 2018-04-09 Histories of Technology the Environment and Modern Britain brings together historians with a wide range of interests to take a uniquely wide lens view of how technology and the environment have been intimately and irreversibly entangled in Britain over the last 300 years It combines for the first time two perspectives with much to say about Britain since the industrial revolution the history of technology and environmental history Technologies are modified environments just as nature is to varying extents engineered Furthermore technologies and our living and non living environment are both predominant material forms of organisation and self organisation that surround and make us Both have changed over time in intersecting ways Technologies discussed in the collection include bulldozers submarine cables automobiles flood barriers medical devices museum displays and biotechnologies Environments investigated include bogs cities farms places of natural beauty and pollution land and sea The book explores this diversity but also offers an integrated framework for understanding these intersections **The Dread Disease** James T. PATTERSON, James T Patterson, 2009-06-30 Cancer is that loathsome beast which seized upon the breast drove its long claws into the surrounding tissues derived its sustenance by sucking out the juices of its victims and never even relaxed its hold in death a turn of the century physician recorded Even today cancer affects the popular imagination with dread In a subtle and penetrating cultural history James Patterson examines reactions to the disease through a century of American life The modern American preoccupation with cancer was apparent during the widely publicized illness and death from that ailment of Ulysses S Grant in 1885 Awareness of the disease soon figured heavily in the public consciousness and individual reactions to it continue to reveal broader tensions within American society Patterson examines responses to cancer by researchers and physicians quacks and faith healers by the multitude who have heard sensational media reports of cures as well as by many who have had firsthand experiences with the disease Optimistic attitudes of many experts contrast sharply with the skepticism of large segments of the population often the less wealthy and the less educated that reject the claims of medical science and resist the advice or some argue the paternalistic dictates of the government supported cancer research establishment Expanding expectations of a cure from a confident medical profession the rise of a government supported Cancer Establishment managing a large research empire the emergence of a cancer counterculture a new emphasis on prevention through control of the environment and the self and the private fears and pessimism of millions of Americans form a telling history of American social patterns Whether the issue is smoking pollution or regular checkups attitudes toward cancer reflect more general views on medicine public policy and illness as

well as on death and dying This century has witnessed both a biomedical revolution and a vastly increased role of the state in the private lives of citizens but not everyone has bought the medical package and many have little faith in government intervention Readers interested in the cultural dimensions of science and medicine as well as historians sociologists and political scientists will be enlightened and challenged by *The Dread Disease* Art & Industry ,1957 *Catalogue of Title-entries of Books and Other Articles Entered in the Office of the Librarian of Congress, at Washington, Under the Copyright Law ... Wherein the Copyright Has Been Completed by the Deposit of Two Copies in the Office Library of Congress*. Copyright Office,1956 **The English Catalogue of Books [annual]** Sampson Low,1957 Vols for 1898 1968 include a directory of publishers Planning Democracy Nikhil Menon,2022-03-31 The Indian planning project was one of the postcolonial world s most ambitious experiments Planning Democracy explores how India fused Soviet inspired economic management and Western style liberal democracy at a time when they were widely considered fundamentally contradictory After nearly two centuries of colonial rule planning was meant to be independent India s route to prosperity In this engaging and innovative account Nikhil Menon traces how planning built India s knowledge infrastructure and data capacities while also shaping the nature of its democracy He analyses the challenges inherent in harmonizing technocratic methods with democratic mandates and shows how planning was the language through which the government s aspirations for democratic state building were expressed Situating India within international debates about economic policy and Cold War ideology Menon reveals how India walked a tightrope between capitalism and communism which heightened the drama of its development on the global stage **The Making of the Modern British Diet** Derek Oddy,Derek Miller,2025-06-20 Food is the physiological basis of man s existence but is also an expression of a society s culture and may play many roles other than physiological in terms of both personal and group relationships Originally published in 1976 The Making of the Modern British Diet focusses on the role of food during industrialisation and urbanisation in Britain Part One contains a series of commodity studies covering bread cereals biscuits meat milk tea and cocoa which reflect trends in the supply of some of the foods in the British diet during the nineteenth and early twentieth centuries The emphasis in Part Two is predominantly on consumption either through the study of living standards or consumer preference or through the presentation of food and the organisation of its outlets to the consumer Part Three provides a nutritional evaluation which is an entirely new approach in an historical work Art and Industry ,1957

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