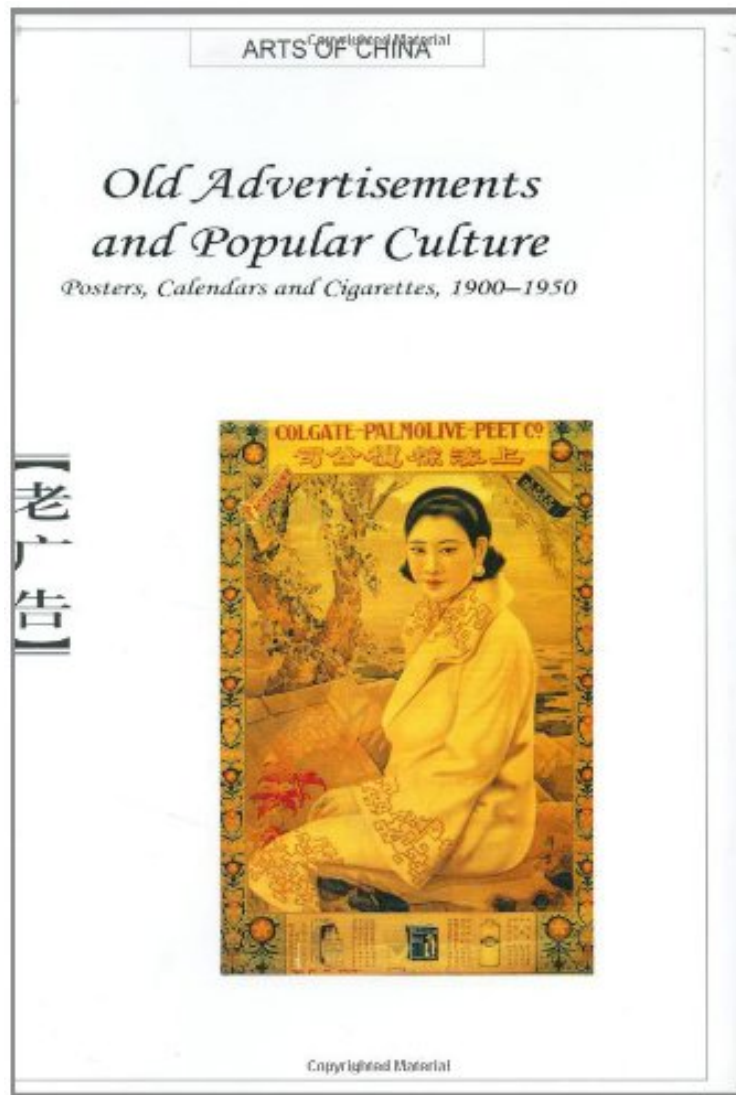


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Old Advertisements and Popular Culture: Posters, Calendars and Cigarettes, 1900-1950 (Arts of China)

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Chaonan Chen, Yiyou Feng : Old Advertisements and Popular Culture: Posters, Calendars and Cigarettes, 1900-1950 (Arts of China) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Old Advertisements and Popular Culture: Posters, Calendars and Cigarettes, 1900-1950 (Arts of China):

4 of 4 people found the following review helpful. UselessBy J. DurkinThe physical size of this book is so small that you really cannot see the advertising cards in any sort of detail. Had I realized the size of the book, I would never have

bought it. These advertising posters/cards are a fascinating subject. It is too bad that the book is essentially useless if one wants to actually see the art work.

Increasingly influenced by a cosmopolitan Western sensibility, yet unmistakably Chinese in nature, these lavish color posters and clever advertising and marketing slogans hearken back to a glamorous era in Chinese history and culture.