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What a Character!: 20th Century American Advertising Icons

Warren Dotz, Jim Morton, John William Lund

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From the Jolly Green Giant to bumbling Cap'n Crunch, advertising characters are as much a part of twentieth-century America as the familiar products they symbolize. Culled from one of the world's most extensive collections of promotional product icons, *What a Character!* presents a nostalgic assortment of advertising figures, including some of the most popular characters ever created. Lively, full-color photographs and an informative text offer an entertaining look at the remarkable history and enduring design of these pop culture icons, with their timeless appeal for consumers of all ages.

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