

The book was found

# Vintage Postcards From Vanity Fair: One Hundred Classic Covers, 1913-1936



## Synopsis

VANITY FAIR A TALE OF SOPHISTICATION In 1913, publisher Condé Nast launched Vanity Fair, a magazine that would celebrate the culture, politics, lifestyle and humour of the world's 'smart set'. In the publication's mission statement, editor Frank Crowninshield clearly revelled in that world: 'Young men and young women, full of courage, originality, and genius, are everywhere to be met with.' The magazine discovered or lent invaluable support to such varied names as Dorothy Parker, E. E. Cummings, Noël Coward, Gertrude Stein, P. G. Wodehouse, Cecil Beaton and Man Ray, and frequently reproduced works by the likes of Matisse and Picasso long before anyone in the mainstream press would dare. Vanity Fair's famous philosophy of mixing up classes, races and sexes - as long as they were innovative, gorgeous or talented - was reflected in the dazzling and elegant magazine covers from such hugely influential designers as Paolo Garretto, William Cotton and Eduardo Garcia Benito. These covers are now a memorial to a world of glamour and excitement, gone - but not forgotten. Selected by Graydon Carter

## Book Information

Cards: 100 pages

Publisher: Penguin Books; Pos edition (October 19, 2011)

Language: English

ISBN-10: 1846144671

ISBN-13: 978-1846144677

Product Dimensions: 2.8 x 4.2 x 6.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (34 customer reviews)

Best Sellers Rank: #812,992 in Books (See Top 100 in Books) #59 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Paper Ephemera & Cards > Postcards](#) #100 in [Books > Crafts, Hobbies & Home > Antiques & Collectibles > Magazines & Newspapers](#) #3334 in [Books > Arts & Photography > Graphic Design > Commercial](#)

## Customer Reviews

From before World War I to the middle of the New Deal, the covers of Condé Nast's magazine VANITY FAIR offered a running commentary on contemporary art, style and politics, much like today's NEW YORKER covers but perhaps a little "artier" in tone. Fashionably attired nymphs cavort near backyard gazebos -- the "Smart Set" sets out in evening clothes to do the town red -- a surrealistic mortarboard and spectacles draped over the Capitol dome symbolize the marriage of

"brains and government" under F.D.R.: such cards are a delight just to look at and a regular education in the significance of the times. I am sure my friends will enjoy receiving these, old-school, bearing a stamp, courtesy of the USPS' snail mail. The cards are not really undersized but the size of standard picture postcards until about 15 years ago, and a little larger than the prepaid P.O. jobs even today. As with any good picture postcard, it is indicated where to write, where to address, and where to put the stamp, but an extra measure of visual style figures in because even the instructions are printed in appropriately archaic typefaces. The card surface is ideal for writing: off-white, stiff and not at all "slick"; that is, very porous whether you're writing in pencil, gel, ballpoint or fountain pen. The reproductions are not as crisp as we moderns are used to, probably the drawback of a printing style that so well mimics the rotogravure/lithographic techniques of the interwar period. (Also true to the era, no borderless "bleeds" and of course, no photos.) At less than a quarter apiece, these art cards are a good deal cheaper than the kind that come in books of a dozen or two.

[Download to continue reading...](#)

Vintage Postcards from Vanity Fair: One Hundred Classic Covers, 1913-1936 1936 U.S. Yearbook: 1936 U.S. Yearbook: Interesting original book full of facts and figures from 1936 - Unique birthday present / gift idea! The SHADOW: Vintage Pulp Magazine Covers: OVER 185 Classic Pulp Magazine Covers FromThe 1930s & 1940s Vintage Travel Posters Postcards (Dover Postcards) Torneo Internacional de Ajedrez, celebrado en La Habana de 1913: celebrado en La Habana del 15 de febrero al 6 de marzo de 1913 (Spanish Edition) THE BEATLES ALBUM COVERS 1963 - 1970: A Collector's Guide To Over 55 Album Covers Produced While The Beatles Were Still A Group (Collector's Guide To Beatles Album Covers) British Library 100 Birds: One Hundred Postcards Penguin Science Fiction Postcards: 100 Book Covers in One Box Cookery Postcards from Penguin: 100 Cookbook Covers in One Box Old-Fashioned Christmas Postcards: 24 Postcards Official Price Guide to Postcards: 1st Edition (Official Identification and Price Guide to Postcards) First Hundred Words In Spanish Sticker Book (Usborne First Hundred Word Sticker Books) (Spanish Edition) Cooking for One: 365 Recipes For One, Quick and Easy Recipes (Healthy Cooking for One, Easy Cooking for One, One Pot, One Pan) Washington, D.C. in Vintage Postcards (DC) (Postcard History) Vintage Postcards of New York (The Stefano and Silvia Lucchini Collection) Newport in Vintage Postcards (KY) (Postcard History Series) Vintage Postcards for the Holidays Greetings from Fresno: Vintage Postcards from California's Heartland Vintage Vogue: Detachable postcards to color in Running and Walking for Women Over 40 : The Road to Sanity and Vanity

[Dmca](#)