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Hey Skinny! Great Advertisements From The Golden Age Of Comic Books



Synopsis

Leaping provocatively off the pages of comic books from the 1940's and 1950s, sandwiched in between the adventures of Captain Marvel or Archie or Mutt & Jeff, were the shameless and often bizarre advertisements for miraculous products that promised to change your life. This book collects the best of these ads, re-igniting all the wonder and hope of that more innocent era.

Glow-in-the-dark neckties, miniature monkeys in a cup, a lamp that turns into a Christmas tree, as well as surefire ways to get rid of pimples.

Book Information

Paperback: 96 pages

Publisher: Chronicle Books; True First Edition edition (April 1, 1995)

Language: English

ISBN-10: 0811808289

ISBN-13: 978-0811808286

Product Dimensions: 7.5 x 0.3 x 10 inches

Shipping Weight: 7.2 ounces

Average Customer Review: 4.4 out of 5 stars 7 customer reviews

Best Sellers Rank: #1,546,994 in Books (See Top 100 in Books) #69 inÂ Books > Crafts, Hobbies & Home > Antiques & Collectibles > Magazines & Newspapers #310 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising #2818 inÂ Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

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Funny and nostalgic.

I got a kick out of these old ads. I remember seeing some like them in the 60's. This book was a hit with the coffee shop crowd.

This book is a fun and easy read - actually, there isn't much reading really. Definitely a fun buy! The imagery is excellent.

Based on the two 5-star reviews and my fondness for retro advertising, I placed an order for this book. I was very disappointed. I understand the whole point of this book is that it's a collection of bad advertising from the 40's and 50's. But the ads aren't exceptionally bad, there's nothing all that interesting about most of them. If you're into retro advertising, the books published by Taschen are the way to go and feature some of the best ads from a given period.

As a kid, did you prefer reading cereal boxes to reading books? Ever order something from an ad in the back of a comic book? If so, you'd be crazy not to get this wonderful book ("while supplies last"). It's loaded with some of the most outrageous (yet authentic) comic book advertising ever created. From Sea Monkeys to "FREE" monkeys, the ads are all reproduced in living color (in some cases far better than the originals!). You'll find all the great, original hype and propaganda far more outrageous than would be acceptable by today's advertising standards (and that's saying something)! There are familiar ads of years gone by, and more than a few unusual ads that you've likely never seen before. This book is an absolute bargain for anyone who wants a flashback of fun nostalgia. It's entertaining and a joy to read. In fact, you might just rekindle that burning urge to rush out and buy yourself an ant farm. Highly recommended!

My friends & I are still laughing about this book! Someone I know found it on the "dollar rack" at the library & thought I might like it. I want to send for the "Invisible Helmet" as soon I get the \$\$\$. The graphics are one of the funniest things, check out the used girls dresses ad, the dresses are scattered about & the faces are superimposed on the neckline, they look like mutant children. A real glimpse into the not so distant past.

Another "must have" book for Baby Boomers. It's great reading the old ads you may or may not remember.

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