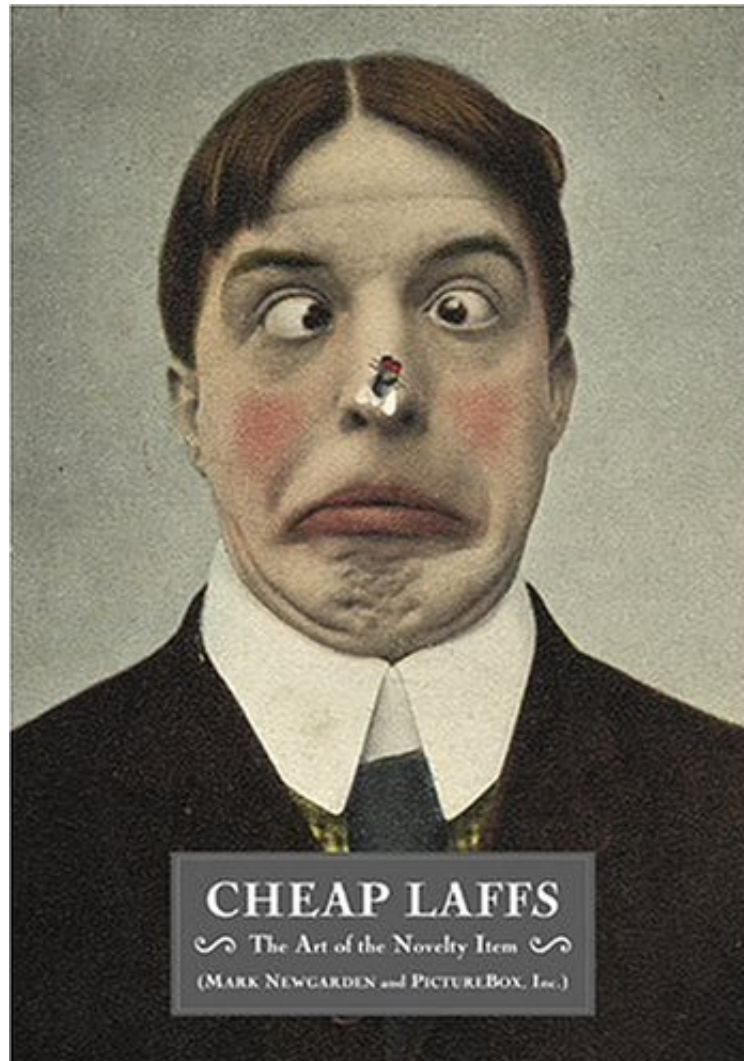


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[Download pdf] Cheap Laffs : The Art of the Novelty Item

Cheap Laffs : The Art of the Novelty Item

Mark Newgarden, Picturebox Inc. : Cheap Laffs : The Art of the Novelty Item before purchasing it in order to gage whether or not it would be worth my time, and all praised Cheap Laffs : The Art of the Novelty Item:

4 of 4 people found the following review helpful. Whoopee cushions, rubber noses, and itching powderBy EusebiusIf you are of a certain age you'll enjoy the nice pictures of some of the stuff you used buy at the corner variety store or drugstore or smoke shop. It will also have you searching around for that old Johnson Smith catalog that you used to pore over page by page when you were 12 years old.Probably the most prolific of the novelty makers mentioned in this book is S.S. Adams and the author visited the Adams company in New Jersey. They have a brief write-up about it but I wish they had taken a couple of pictures of the production lines - weirdly, they only have a few pictures of cardboard boxesThis is not a great book and it is very incomplete. It's fine for a little bit of nostalgia but really nothing

more than that. 1 of 1 people found the following review helpful. Just buy the book. You will not be sorry
By Catherine Kelly
A wonderful book that captures one of the most overlooked yet amazingly creative periods of our history as a country and displays in beautiful and hilarious and mesmerizing text just why these cheap gag items are perhaps the very items that future historians will look back as our culture's shining moment. 1 of 2 people found the following review helpful. Ok, not great...
By BandipurNate
I was a little disappointed with this book. I was expecting a scholarly history, biographies of the inventors, inside stories, tales of invention and rivalry, etc... But the book really belongs more on a coffee table. There is an interesting, not-too-in depth essay at the beginning talking about the history and origins of the "Novelty Movement", but the rest of the book is dedicated to a picture dictionary with explanations and blurbs that are sometimes interesting, but not horribly informative. Whats in the Mystery Bag?? They never tell you!
Frustrating purchase...

A lighthearted exploration of pop culture's fascination with gag and practical joke novelty items celebrates the history of the industry, exploring the originality, if tastelessness, of such items as the Whoopee Cushion, the artificial ink spot, and the rubber chicken. 25,000 first printing.

From Publishers Weekly
The creator of the Garbage Pail Kids turns his attention to the "once thriving, if marginal, industry devoted to the creation of a modest product of questionable quality, taste, originality and necessity for fleeting high-impact diversion" in other words, the novelty item in this suitably quirky and expertly designed catalogue. There's the "Funny Dribble Glass," designed to leak its contents on unsuspecting drinkers in such a way as to convince them that the mess is their fault; the "Beatnik Beard," aimed at 1960s youngsters hoping to look like a friend of Kerouac (slogan: "Dig That Beard! Crazy Man!"); and the "Trick Smashed Finger," intended, naturally, to trick someone into thinking you've been terribly hurt. Classics (the hand buzzer; the fake dog poop) share space with others less familiar (a dish towel emblazoned with morose slogans, possibly designed as a booby prize; a box labeled "Don't be an alcoholic" containing a small pair of fake breasts along with the suggestion to "drink milk"). Additional information on the items dates, manufacturers, dimensions, directions and intended audience is carefully compiled, making this a delightful tour of the cheap and the weird. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.
About the Author
Mark Newgarden, creator of the 1980s Garbage Pail Kids for the Topps Company, is a visual artist whose work has appeared in publications ranging from RAW to The New York Times Op-Ed page. He has conceived, scripted, and designed programming for Nickelodeon and the Cartoon Network. PictureBox, Inc., a visual content studio and publishing house composed of Peter Buchanan-Smith and Dan Nadel, produces the annual book of pictures and prose The Ganzfeld.