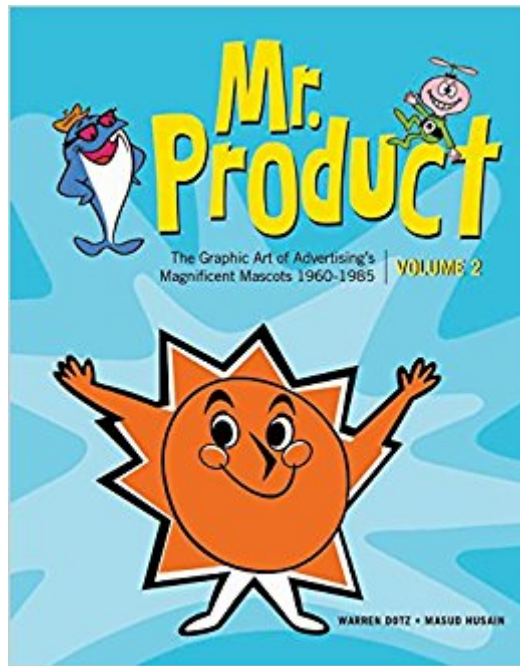


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# Mr. Product, Vol 2: The Graphic Art Of Advertising's Magnificent Mascots 1960-1985



## Synopsis

More Mr. Product! Meet the newest, hippest, grooviest characters of the 1960s, 1970s, and beyond. Introducing Cap'n Crunch, Goofy Grape, Chokey the Smog Dog, and hundreds of well-known and not-so-well-known personalities of the pop art era. In More Mr. Product, readers meet advertising characters of the 1960s, 1970s, and beyond, completing the story so artfully introduced in Meet Mr. Product. This vibrant, colorful tribute to pop culture treats readers to icons such as Cap'n Crunch, Goofy Grape, and Chokey the Smog Dog, as well as hundreds of rare and little-known characters that surprise even the most avid collectors of advertising ephemera. Citing more than 30 significant historical events and their influence on design, this clever compendium of commercial art profiles the origins of the characters in popular culture. It also offers fascinating insights on the evolution of commercial design. Far-out faces and a host of expertly curated characters fill More Mr. Product's pages, making this the ultimate trove for designers, illustrators, and pop culture fanatics alike.

## Book Information

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## Customer Reviews

Mr. Product Volume 2 takes an in-depth look at the advertising mascots from 1960 through 1985. Quisp, Charlie Tuna, Orange Bird, Kool-Aid Man, The Noid, Frankenberry, on and on! I love it! An 80-page introduction discusses the trends that informed the creation of the characters - Beatniks, Super heroes and Secret Agents - and gives special attention to a variety of super-stars like Goofy Grape, Ronald McDonald and the Tootsie Pop Owl. This is important stuff! Not only is the range of cartooning styles diverse and fascinating, but it's just plain fun to thumb through the pages,

recalling all these colorful creatures that have influenced our lives. This book is put together with intelligence and flair. If you are a cartoonist, animator, art director, or just a pop culture junkie like me – these are a must have. Highly recommended!

This is a wonderful follow up to the first MEET MR. PRODUCT book! I love every page of this and the quality for the price is unbelievable! I appreciate good books and this is definitely one of them! The graphics are top notch and the information is wonderful too! I hope there is a MR. PRODUCT Volume 3! Also, pick up the NEW hardcover of MEET MR. PRODUCT! You won't be sorry...much improved! Warren Dotz and Masud Husain deserve kudos!

Get this book and Meet Mr product volume 1. also! IT'S PURE GOLD! You will love them! If you are a graphic artist like I am, these two volumes are unbelievable. These compact, 5 and a half by 7 inch books are 1 inch thick and heavy. Hundreds of character logos in each individual book alone. If you grew-up in the 60's or 70's, it's like seeing hundreds of old friends and some that you never knew existed.

This is an absolutely delightful book about one of my favorite pop culture topics: advertising icons. It's really fun to flip through the pages and take a walk down memory lane. I was particularly charmed by the groovy ad with Campbell's Kids as flower children! Hello, Peter Max-influenced art. Just what ARE they putting in Campbell's Soup?! 1968, the year psychedelic pop went completely mainstream. I really, really like this book.

. This heavy (it's 1 1/2 pounds!) hardcover book is the second of two volumes being published at the same time. (The other is called "Meet Mr. Product"). Leafing through the 272 pages of colorful images will bring back a lot of memories for baby boomers and younger as it covers the years 1960-1985. (The first volume went up to 1975). Unlike the first volume which had only an "Introduction", the book provides more text – spread over the first 80 pages or so. After that, it's just colorful images with a name of product and the year of the ad. This book is divided into subjects like "Kids are Jing", "Car Culture" and "Travel and Amusement". What surprised me again was that the ONE "Advertising Character" that was missing. It was considered the most recognizable "ad character" of the 20th Century. It's NIPPER, the Jack Russell terrier who advertised RCA products. ("His Master's Voice"). Could it have been a copyright issue that it's not here, or just the author's omission? Like other books from Insight

Publishing, the book is graphically exciting. I'm thankful for the additional text this time. It's not in any sense a reference book. But it is fun to look through and reminisce. And, I'm sure that if you leave it on a table when you have company visiting, it'll grab their eyes and will start conversations like "Do you remember that?" I hope you found this review both informative and helpful. Steve Ramm "Anything Phonographic"

Mr. Product / Volume 2 is a compact hardbound guidebook into the world of Advertising Mascots. Compatible with Meet Mr. Product / Volume 1, it is brightly designed with page after page of information and imagery. Our senses were electrified in the 60's, super-charged in the 70's, and hyper-driven in the 80's, so cute cuddly characters that offered us delectable delights or promised us a way of ending our common household drudgeries were the very things we needed as spokesmen for the products we so desperately desired. I highly recommend Mr. Product: The Graphic Art of Advertising's Magnificent Mascots 1960-1985 / Volume 2 for any graphic designer or artist seeking a blast from the past to create the power-statements of today.

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