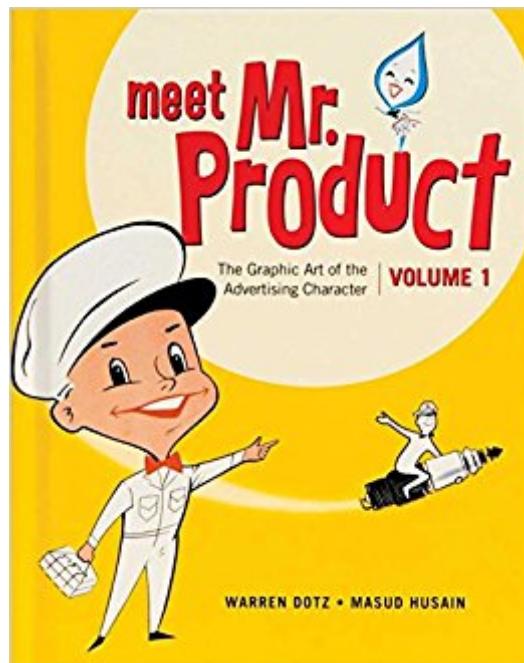


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# Meet Mr. Product, Vol. 1: The Graphic Art Of The Advertising Character



## Synopsis

Meet Mr. Product! Meet Chiquita, Tony the Tiger, Elsie the Cow, and hundreds more well-known and not-so-well-known personalities in this colorful celebration of the history and art of advertising characters. We share our dinner table with them and trust them with our cars and children, and whether we realize it or not, we've been listening to their counsel for generations. With smiling faces and helpful slogans, the Jolly Green Giant, natty Mr. Peanut, the cute little Morton Salt Umbrella Girl, and countless other advertising characters have long helped us navigate the grocery aisles and choose our products. Here in Meet Mr. Product readers find a vibrantly colorful tribute to these pop culture icons. Offering up fascinating tidbits on hundreds of "spokes-characters," this colorful compendium profiles the organization of the characters, their evolution, and most interesting trivia. (Did you know Elsie the Cow is married to Elmer of household glue fame?) Famous faces and a host of recently discovered characters fill Meet Mr. Product's pages to bursting, taking us on a tour of advertising's most charismatic creations.

## Book Information

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## Customer Reviews

This heavy (it's 1 Â pounds!) hardcover book is one of two volumes being published at the same time. (The other is called simply "Mr. Product Volume 2"). Leafing through the 272 pages of colorful images will bring back a lot of memories to baby boomers as it covers the years up to about 1975, though most of the product ads are from the 1940s, 50s and 60s. The authors' introductory essay fills most of the first 33 pages. 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 "Home", "Kid"™s Stuff, "Drinks" and "Automotive". There is also a "Technology" section though the definition of "tech" here is TV and radio tubes and electricity (Ready Kilowatt anyone?). What surprised me most was 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 authors' omission? Like other books from Insight Publishing, the book is graphically exciting. I would have preferred a bit more text "other than the "Introduction" to make the book more useful. But it is fun to look through and reminisce. I hope you found this review both informative and helpful. Steve Ramm "Anything Phonographic" •

A major book on my reference shelf is Warren Dotz/Masud Husain's Meet Mr. Product. It's the ultimate guide to classic iconic advertising mascot characters " and I always have by my desk while writing/researching about classic cartoons. From Toucan Sam to Choo Choo Charlie and "Mr. Bubble", it's a catalog of well-known (and some not so well-known) trademarks " many of them just as famous for being animated in commercials or industrial films. So it is with great relief and joy that inform you the book has just been reprinted " in hardcover! Beautifully art directed, and filled with delightful, eye-catching images, Meet Mr. Product is essential. Buy it!

I LOVE this book and cannot wait to get my hands on volume 2! Anyone who really digs nostalgic advertising and graphic design is really going to enjoy it. Personally, I use it to brainstorm on my own and with groups, but I think it makes a fun coffee table book too as people just seem to gravitate to it. Another reviewer said that it was short on text; that's true, but honestly I'd rather see more awesome pictures than have tons of text, so I really enjoyed it.

First of all. . . GET BOTH BOOKS! . . NOW! Whether you are an artist, art enthusiast or just take a fond look back, this book has more eye-candy packed into it, you won't believe it! as I said, get this book and volume 2. As an artist I found these books to be a great inspiration and reference source. PHENOMONAL! . . did I spell that right?

This is a "Must have" book! The first in a series and if you love Advertising characters like I do, pick this book up immediately! As an author myself, I love the layout and the quality of this book....not to mention the information :) The hardcover is a big improvement over the softcover (Which I also

love). I have a huge advertising character collection and glad to have this book as part of it!

It's easy to look at these cheery little characters and condescend. "Oh look!" we say, from the sophisticated remove of the 21st century, "How droll! A talking carrot! A happy carburetor! A devilish thingamabob! Ho ho!" we chortle as we check-in on our smart phones and post the latest uselessness about our last five minutes, "what simple, easily-entertained, rapscallions our ancestors were!" But Warren Dotz and Masud Husain make the case that there's more going on here than one would think. And while there's reason enough to look into this book because of the beautiful line art and illustration, there are questions and issues of strategy raised that are worth considering for any marketer "be they artistically inclined or not. And chief among those is: why? A talking carrot? A happy carburetor? Really? Why did brands feel a need to anthropomorphize their products, their identities, their very selves? For it is this fundamental strategy, this essential need, that seems so alien to us. Who among us can imagine a client asking us to save their company, to raise sales, to defeat the competition "by turning their product into a cartoon character? Who can imagine Steve Jobs asking that of Lee Clow? Phil Knight demanding that of Dan Weiden, or Johnson & Johnson CEO James Burke turning to his ad agency during the famous Tylenol poisoning of 1982 and saying: "You know what I think Tylenol needs? I think it needs arms and legs." And yet, that alienation that we experience (to read the rest of this review, please visit: <http://wp.me/P23AIC-vK>)

Meet Mr. Product: The Graphic Art of the Advertising Character / Volume 1 by Warren Dotz and Masud Husain for Insight Editions will be a great source of inspiration to any graphic designer, illustrator, or artist. As a design illustrator, I'm drawn to the past and having a book like Meet Mr. Product helps me create modern-retro design illustrations. This book is simply a way for me to increase my image library. It's compact, handy and it beats going through countless Google Searches trying to find many of these images that are just not readily available on the web. If you are looking for a fun-filled book with nostalgic advertising characters from the iconic to the obscure, from the secular to the sublime, then Meet Mr. Product: The Graphic Art of the Advertising Character / Volume 1 is it!

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