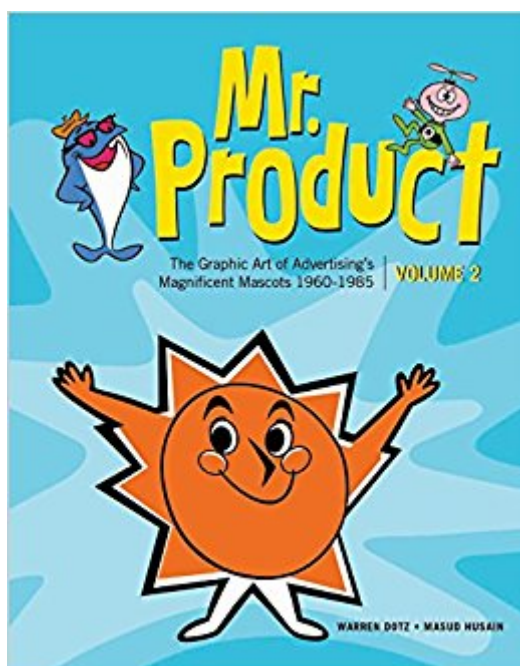


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# Mr. Product, Vol 2: The Graphic Art Of Advertising's Magnificent Mascots 1960-1985



## 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

"Any designer, art director, or fan of advertising history would love these books."—Ad Pulp; They're Grreat!: The enduring charm of advertising characters • The Atlantic; If you're an illustrator, designer or simply a fan of popular culture, these carefully-curated tomes are well worth checking out. • Graphics • Stunning and profusely illustrated • Carefully curated and meticulously assembled with an eye toward producing a larger narrative • Print; Two solid visual archives, well-made with sewn

binding and spot varnished covers • #151; Logo Design Love • #147; One of my prized design book purchases • #151; Brand New • #147; These two books are put together with intelligence and flair. • #147; Beautifully art directed, and filled with delightful, eye-catching images • #151; Animation Scoop • #147; Offering up fascinating tidbits on hundreds of spokes-characters • #151; Examiner • #147; Page after page of colorful, whimsical, deliciously designed ads that have lured consumers to buy their products • #151; Boing Boing

Warren Dotz is a collector of pop culture ephemera and the author of 11 books on advertising, design, and commercial label art. His commentary has appeared in Advertising Age, Adweek, and the New York Times Magazine. He divides his time between San Francisco and New York City.

I purchased this along with volume one together and this is my review for the first volume. It applied to this one, too: This book is everything I had hoped for and more! It is jam-packed with art and is exactly what I had been searching for. I'd been wanting a book with vintage character advertisement art to use as reference for an art project and this is so full of goodies! It is quite a thick little book and a wonderful addition to my library. Also a great glimpse into the history of some well-known companies and the mascots they created. Before the Quik bunny, there was a little man named Mr. Pick Quik. Hi-C had a giraffe character named Hi-Cecil. Burger King's original King was a fat, jolly cartoon. I bought both this volume and volume 2 together. You won't regret this purchase!

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 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!

This book is a perfect coffee table book. Everyone that comes over loves to look through it!

Just a fun book seeing all the great graphic art of all the characters ever used for advertising. Love seeing characters from products I don't ever remember. Wish we could go back to that time again!

Great, fun book! Thanks!

awesome book! as an illustrator, I really enjoyed seeing all of the different art styles from 1960-1985!

More text than I would have wanted, and its not as comprehensive as the first volume. Still a lot of fun.

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