



## **Drawing Power: A Compendium of Cartoon Advertising**

[Download now](#)

[Read Online](#) 

[Click here](#) if your download doesn't start automatically

# Drawing Power: A Compendium of Cartoon Advertising

## Drawing Power: A Compendium of Cartoon Advertising

**A unique mix of comics, pop culture and Americana.**

Fantagraphics' new imprint Marschall Books presents *Drawing Power*, a lively collection of mass market print advertising from the 1890s to the recent past, starring both cartoonists and cartoon characters. While critics debate whether comics is high art or low art, the fact is that the comic strip was born as a commercial medium and was nurtured by competition, commerce, and advertising. *Drawing Power* will be the first book-length examination (and celebration) of the nexus of art and cartoons. It will focus on the commercial roots of newspaper strips; the cross-promotions of artists, their characters, and retail products; and of the superb artwork that cartoonists invested in their lucrative freelance work in advertising. *Drawing Power* is cultural history, chronicling a time in popular culture when cartoonists were celebrities and their strips and characters competed with the movies for the attention of a mass audience.

The book will examine cartoonists as public personalities, and their advertising efforts from the first heartbeat of the comic strip as an art form. Here are surprising and familiar examples of products, accounts, memorable ad campaigns, and examples of widely known catch-phrases. Examples of individual cartoon ads through the years include:

- Yellow Kid advertising
- Buster Brown Shoe campaigns
- Dr Seuss' "Flit" cartoons and his longtime career hyping motor oil
- WWII ads
- Pepsi and Pete by Rube Goldberg
- The best-looking comic strip ads ever: Milton Caniff and Noel Sickles (under pen names!) depicting characters' personal crises relieved by a coffee substitute
- Little Orphan Annie's famous Ovaltine campaign, and Mickey Mouse as pitch-man
- Peanuts shilling Falcons and B.C. shilling Dr. Pepper
- Dagwood selling atomic energy
- and virtually every super-hero trafficking in the mortal realm to shill every product imaginable

A special section will showcase ads that featured cartoonists themselves as hucksters; can you believe *The New Yorker's* urbane Peter Arno selling, not nightclub cocktails, but working-class beer? Walt (*Pogo*) Kelly selling cement? Illustrated throughout in color and black-and-white

 [Download Drawing Power: A Compendium of Cartoon Advertising ...pdf](#)

 [Read Online Drawing Power: A Compendium of Cartoon Advertising ...pdf](#)

**Download and Read Free Online Drawing Power: A Compendium of Cartoon Advertising**

---

## Download and Read Free Online Drawing Power: A Compendium of Cartoon Advertising

---

### From reader reviews:

#### **Nathan Marker:**

Do you one among people who can't read satisfying if the sentence chained from the straightway, hold on guys this aren't like that. This Drawing Power: A Compendium of Cartoon Advertising book is readable simply by you who hate those straight word style. You will find the details here are arrange for enjoyable studying experience without leaving perhaps decrease the knowledge that want to give to you. The writer regarding Drawing Power: A Compendium of Cartoon Advertising content conveys the thought easily to understand by lots of people. The printed and e-book are not different in the information but it just different in the form of it. So , do you nonetheless thinking Drawing Power: A Compendium of Cartoon Advertising is not loveable to be your top listing reading book?

#### **Gladys Jackson:**

Nowadays reading books be than want or need but also become a life style. This reading behavior give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book this improve your knowledge and information. The knowledge you get based on what kind of e-book you read, if you want get more knowledge just go with knowledge books but if you want experience happy read one having theme for entertaining such as comic or novel. The Drawing Power: A Compendium of Cartoon Advertising is kind of e-book which is giving the reader capricious experience.

#### **Jimmy Miller:**

Playing with family within a park, coming to see the coastal world or hanging out with friends is thing that usually you have done when you have spare time, and then why you don't try factor that really opposite from that. A single activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love Drawing Power: A Compendium of Cartoon Advertising, you could enjoy both. It is good combination right, you still desire to miss it? What kind of hang-out type is it? Oh occur its mind hangout fellas. What? Still don't get it, oh come on its called reading friends.

#### **Victor Dinh:**

Do you one of the book lovers? If yes, do you ever feeling doubt while you are in the book store? Attempt to pick one book that you find out the inside because don't assess book by its cover may doesn't work the following is difficult job because you are afraid that the inside maybe not while fantastic as in the outside search likes. Maybe you answer might be Drawing Power: A Compendium of Cartoon Advertising why because the great cover that make you consider about the content will not disappoint an individual. The inside or content is usually fantastic as the outside or cover. Your reading 6th sense will directly guide you to pick up this book.

**Download and Read Online Drawing Power: A Compendium of  
Cartoon Advertising #XL0DMHR1A8E**

# **Read Drawing Power: A Compendium of Cartoon Advertising for online ebook**

Drawing Power: A Compendium of Cartoon Advertising Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Drawing Power: A Compendium of Cartoon Advertising books to read online.

## **Online Drawing Power: A Compendium of Cartoon Advertising ebook PDF download**

**Drawing Power: A Compendium of Cartoon Advertising Doc**

**Drawing Power: A Compendium of Cartoon Advertising Mobipocket**

**Drawing Power: A Compendium of Cartoon Advertising EPub**

**Drawing Power: A Compendium of Cartoon Advertising Ebook online**

**Drawing Power: A Compendium of Cartoon Advertising Ebook PDF**