

#1313948 in Books Harry N. Abrams 2004-10-05 Original language: English PDF # 1 10.38 x .63 x 9.251,

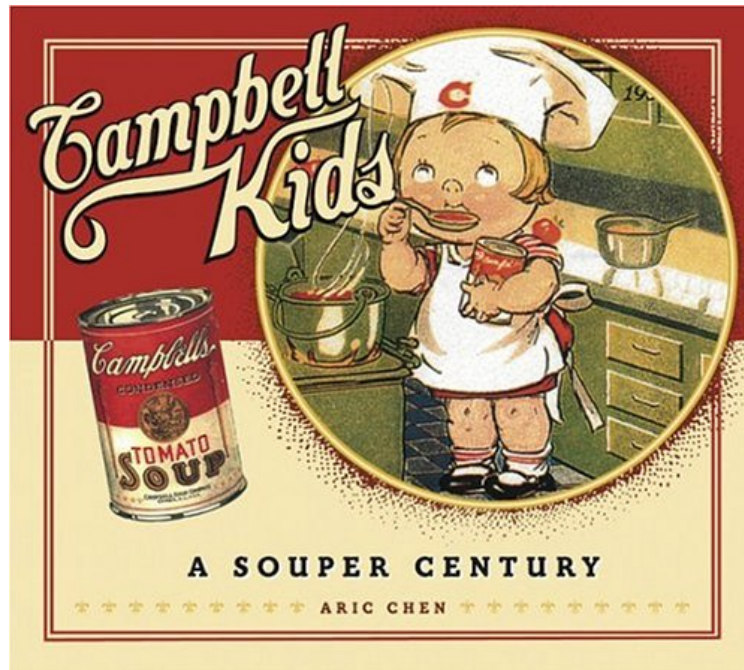
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## Campbell Kids: A Souper Century

**Aric Chen : Campbell Kids: A Souper Century** before purchasing it in order to gage whether or not it would be worth my time, and all praised Campbell Kids: A Souper Century:

0 of 0 people found the following review helpful. Adorable!By Vickie DrakeIt came packaged well in excellent condition for it's age. It so cute looks great with my collection on a shelf in my kitchen where little hands can't get to it!0 of 0 people found the following review helpful. Three StarsBy denice gracea good deal but took forever to get here0 of 0 people found the following review helpful. Great book!!By Charles UpdykeSweet and cheap!!!

Traces the history of the Campbell Kids characters as they have been used in marketing and merchandising throughout the past century, discussing how the cherub-faced trademark illustrations have changed to reflect American cultural shifts and historical events, from Red Cross promotions and wartime ads to public awareness campaigns and childhood self-esteem advertisements. 30,000 first printing.

From Publishers WeeklyThe opening page spread showing selected Campbell kids from each decade, starting with their creation in 1904 to their present (and possible future) incarnations, neatly illustrates this books premise, which is to chronicle changes in America through apple-cheeked cartoon children. Chen begins with the story of the soup company itself, then focuses on the metamorphoses of the kids, first drawn by Grace Gebbie Drayton, whose "full figure, round face, pug nose, and wide-set eyes bore a remarkable resemblance to the children she adoringly created." As the books many photos attest, the popularity of the characters propelled them into magazines, onto postcards and led to their formation as dolls. The American history that Chen imparts is predictably stereotyped, rooted as it is in advertisements: the kids are subdued in Depression years, patriotic in the 40s ("Food Fights for Freedom") and prosperous and family-oriented in the 50s However, apart from half-hearted attempts to give the kids a modern feel

(paisley pants, girls on skateboards, more diverse ethnicities, etc.) after the mid-century mark, they haven't changed much, though Chen offers glimpses of how Campbells is looking to update the kids appearance with anime and 3-D art. Even if the kids do take on personae ranging from "the artsy bohemian and the techno-geek to the fashionista, skater... and high school jock," Drayton's cheerful cherubs will likely remain part of America's pictorial lexicon and a favorite with collectors, the likely readership for this illustrated retrospective. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Aric Chen is a freelance writer in New York whose work has appeared in The New York Times, New York magazine, GQ, Elle, House Garden, and the book American Dream: The Houses at Sagaponac.