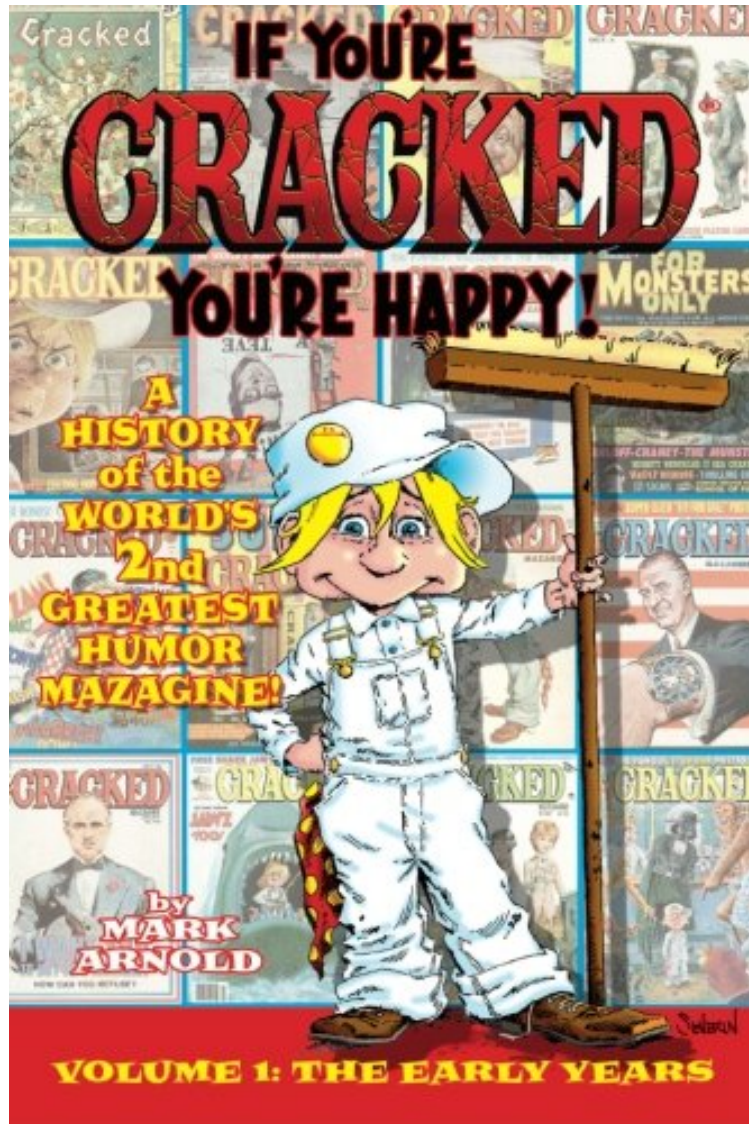


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If You're Cracked, You're Happy: The History of Cracked Magazine, Part Won

Mark Arnold

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Mark Arnold : If You're Cracked, You're Happy: The History of Cracked Magazine, Part Won before purchasing it in order to gage whether or not it would be worth my time, and all praised If You're Cracked, You're Happy: The History of Cracked Magazine, Part Won:

2 of 2 people found the following review helpful. Good - but not entirely what it's cracked up to be. By M. J KILLEEN Only the first 18% of the book is a history of Cracked, the rest is an index to each individual issue. I could

have done without the exhaustive index, but the history brought back many happy memories. This is for diehard fans, so it helps if you have an appreciation for, say, who Robert Sproul and Mort Todd were. The book reveals a few stories I didn't know - like LucasFilm's objection to Cracked's excessive Star Wars material, and the time Cracked was nearly acquired by Warren magazines. It's mostly personal anecdotes from creators about working FOR Cracked, although there are a lot of nice pictures. 2 of 2 people found the following review helpful. over priced and bloated - but content was good By Baby Hulk My only major complaint is that of the total 532 pages in Part Won, only 161 pages delve into the early years of CRACKED. The other pages are an index (page by page!) of every CRACKED Magazine, which was overkill. An actual photo of the cover, release date, and major cover story title would've sufficed. It would have been far better to put all of the 'history' material into one volume and the mind-numbing index into a second, but then nobody would've bought the second volume. A marketing genius was at work! The editing reminded me of CRACKEDs published during the Kulpa era, it was obviously rushed and errors were glaringly evident. Now, with that said, the actual history of the magazine, as told by the editors, writers, and artists, was pure gold. The editing made the flow and narrative choppy, but the overall history of CRACKED and the magazine publishing industry surrounding its rise and fall was invaluable. The story needed to be told and I'm pleased that Mr. Arnold invested his time and sweat into the project. Think of opening a refrigerator-sized box full of Styrofoam packing peanuts knowing that a small gold nugget is somewhere in the box. The two-set volume will go on my bookshelf and become part of my CRACKED collection, but if you're not a die-hard CRACKED addict, you WILL be disappointed. 1 of 2 people found the following review helpful. For Pop Culture Enthusiasts. By J. Smith Been reading up on Mark Arnold's research lately. He has really shown his perseverance and work here. Going through Mad's Number One competitor and making up all the indexes is highly commendable. Mr. Arnold has proven to me that he's an outstanding researcher and I hope that he continue to have success researching animation and pop culture. His index on Cracked helped me track down a TV satire that I had been searching for, that being one where Archie Bunker becomes the star of other television programs like "Bonanza," "Perry Mason," and others. It's sad today, that there's only Mad Magazine, and no competition.-- JThreeWilliston ND

For over 40 years CRACKED was the best-selling humor magazine in the world... if you don't count MAD! A remarkable and amusing retrospective by author MARK ARNOLD, recounting the secret origins of the magazine, covering its history with former and future MAD and MARVEL Comics contributors JOHN SEVERIN, JACK DAVIS, DON MARTIN, BILL ELDER, JACK KIRBY, STEVE DITKO and AL JAFFEE, along with CRACKED veterans BILL WARD, DON OREHEK, GEORGE GLADIR, as well its responsibility for launching the careers of award-winning alternative cartoonists including DAN CLOWES, PETER BAGGE and BOB FINGERMAN. Crammed with creator interviews, rare photos and art and a complete checklist of every issue! A must for comics fans and purveyors of popular media! Volume 1 covers the 1950s through the 1980s, with a Foreword by Steve Ditko.