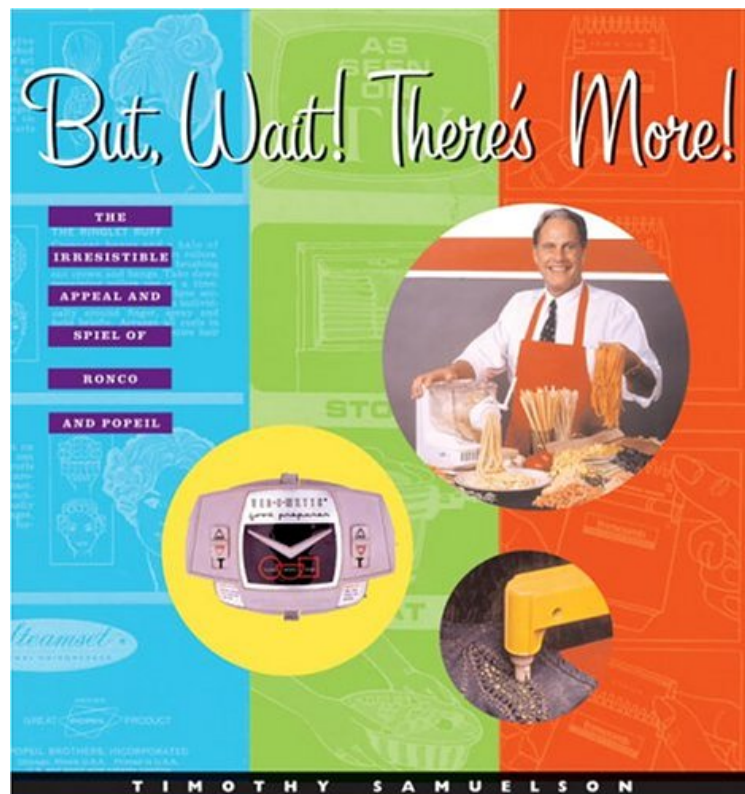


But Wait! There's More!: The Irresistible Appeal And Spiel Of Ronco And Popeil

Timothy Samuelson

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Timothy Samuelson : But Wait! There's More!: The Irresistible Appeal And Spiel Of Ronco And Popeil before purchasing it in order to gage whether or not it would be worth my time, and all praised But Wait! There's More!: The Irresistible Appeal And Spiel Of Ronco And Popeil:

0 of 0 people found the following review helpful. Just a fun readBy JamesGrowing with Ron on TV all the time, this was just a fun read0 of 0 people found the following review helpful. Neat book!By James D. CrabtreeAnybody who grew up in the 1970s remember Ronco products... ingenious items that you just couldn't live without! Whether it was a Cordless Electric Garden Trimmer (or the world's smallest lawn mower) or the Veg-o-matic there was always some new gadget being sold by Ronco. A real cool book! Lots of illustrations.5 of 5 people found the following review helpful. Read it for what it is.By CustomerI see that many reviewers, rather than reviewing the book, are choosing this forum to indict Ron Popeil. Let me preface by saying that I am NOT a blubbering couch potato who buys any gadget that is zestfully presented on an infomercial. In fact, most of them drive me nuts. That being said, I cannot bring myself to say anything disparaging about Ron Popeil. He is who he is, a gifted inventor and a charismatic salesman.The publisher's review makes reference to gadgets sitting silently in a closet. In fact, nothing could be further from the truth. I still use my Pocket Fisherman I bought in the '60s. My Showtime Rotisserie cooks delicious meals for my family. And although better tools have come along since, even my Veg-O-Matic served a long and useful life. I

have Ron's knives and while they are not the pretentious (and expensive) "French Chef" knives my daughter has, they stay sharp and are very utilitarian. I could go on, but suffice to say that EVERY one of Ron's products has worked as advertised and are as robust as advertised. That is not to say that every gadget Ron invented or improved was a great idea (e.g. egg scrambler), but he had the will and nerve to make them and put them out there. This is no small feat, as any inventor or developer will tell you. But then, this IS about the book, isn't it? The author did perhaps use a little literary license when crediting Ron. But, like BASF, even if he didn't originate all these ideas, he MADE THEM BETTER! I found the book to be a welcome walk down memory lane. It was well laid out and informative. Don't pick this book apart when you read it. Look to it rather for the entertainment value, much as many of us look to Ron's infomercials.

For nearly fifty years, the Popeil Brothers' and Ronco's high-energy commercials have been familiar intruders into the living rooms of America-and most homes bear evidence of their seductive visits. Countless VegOMatics, SealAMeals, Kitchen Magicians, Pocket Fishermen, and other gadgets sit tucked away in many a cupboard, giving silent testimony to the power of their broadcast salesmanship. This dynamic, colorful, and amusing volume tells the classic rags to riches story of this fascinating business whose name has become synonymous with the word "gadget." Through a witty, informative text complemented by a wealth of colorful vintage advertisements, stunning product package art, and photography that cooks, business students, graphic and industrial design mavens, and fans of popular culture will love, this book examines the inventiveness and ubiquity of Popeil products through a range of special visual and editorial features. These include: an encapsulated history of the company; annotated celbycel recreations of the most popular commercials; amusing anecdotes about the inventions; transcripts of the alluring, rapidfire sales pitches; humorous quotes; and entertaining facts. Just like the inventions themselves, this volume is "amazing!"

About the Author Timothy Samuelson, curator of architecture and design at the Chicago Historical Society, is an eminent architectural historian who specializes in the work of Louis Sullivan. A former Loeb Fellow at the Harvard University Graduate School of Design, Samuelson has written extensively on architecture, history, and design, and has done extensive consulting and curatorial work for the country's major fine arts institutions. A collector of Popeil and Ronco products for ten years, Samuelson has assembled the country's most comprehensive archive of materials relating to these well-known companies. His interest in the subject has been covered in feature articles in the New York Times, the Chicago Sun Times, the Boston Globe, The New Yorker, Chicago magazine, and other publications. He has also done considerable radio and television interviews on the subject. He lives in Chicago, Illinois.