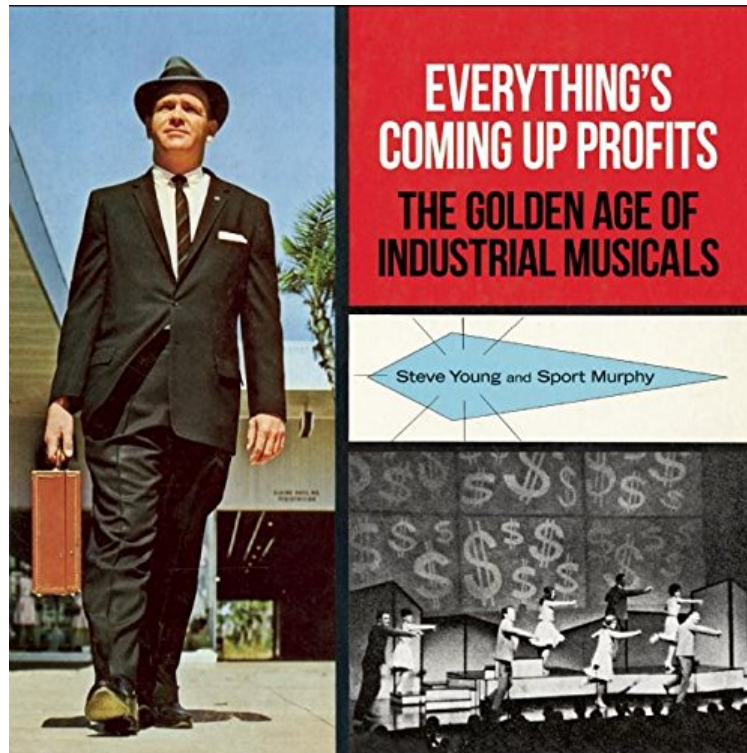


Everything's Coming Up Profits: The Golden Age of Industrial Musicals

Steve Young, Sport Murphy
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#491329 in Books 2013-10-15Original language:EnglishPDF # 1 9.60 x 1.10 x 9.70l, .0 #File Name: 0922233446252 pages | File size: 79.Mb

Steve Young, Sport Murphy : Everything's Coming Up Profits: The Golden Age of Industrial Musicals before purchasing it in order to gage whether or not it would be worth my time, and all praised Everything's Coming Up Profits: The Golden Age of Industrial Musicals:

25 of 25 people found the following review helpful. The Ultimate Coffee Table BookBy Al XIIt doesn't get much cooler than this book. This slick retro text is a fantastic dive into the obscure little cultural niche of industrial musicals. Each page is engaging, both in imagery and content. The opinion pieces, stories, interviews, lyrics, and artwork weave together to form a unique and surprisingly interesting end result. You never dreamed reading about industrial musicals could be so damn fun.Everything's Coming Up Profits is hip in all the right ways, with a tasteful and fun angle. This isn't a mean-spirited or mocking book by any means. The authors keep it classy and demonstrate a real respect for those involved with these productions while somehow never failing to point out the inevitable silliness contained within.You owe it to the guests in your home to have this book at arm's reach. Like flies to bright lights, it's impossible for people to avoid wanting to pick it up and page through it. Definitely pleased with the purchase.23 of 23 people found the following review helpful. A Hilarious Peek into a Bizarre World You Never Knew ExistedBy daveatonA colleague of mine used to be an actress and one day at happy hour she brought up the subject of "Industrials," musicals written for corporations about their products. I thought she was messing with us (she's kind of out of her mind). I

couldn't believe that such things existed, and when she started singing a sample tune, I was sure she was full of it. Her continued insistence that they were real led me to the internet, which then led me to this book. Holy ****! Read this book, and also treat yourself to a visit to the accompanying website where you can listen to some tracks from these musicals. They'd be hilarious as sketches on a comedy show, they're doubly so because they're real! The writing in the book is engaging, the illustrations are amazing, and the whole package together is most definitely the funniest non-fiction work I've read in years. Buy it, NOW! 17 of 17 people found the following review helpful. The Wacky World of Musicals For Industry By Kindle Customer Years ago I had an actor friend who told me he had a new gig. When I asked if I could come see the show, he laughed and said, "It's an Industrial." Despite being on the fringe of the theatre world, I hadn't known up to that point what that was. This book is a well researched paen to those shows, written about products and performed for companies. The authors have unearthed hundreds of these rarities, including dozens of illustrations that must have taken years to collect. Written in a pithy, witty, style, this book makes you wish you could have seen these products of a bygone era. Highly recommended.

From the 1950s to the 1980s, American corporations commissioned a vast array of lavish, Broadway-style musical shows that were only for the eyes and ears of employees. These improbable productions were meant to educate and motivate the sales force to sell cars, appliances, tractors, soda, and a thousand other products. Though most of these shows were lost to the universe, some were recorded and distributed to convention attendees via souvenir vinyl records. The little-known world of industrial shows is reconstructed through the record collection of author Steve Young, who has spent twenty years finding the extremely rare souvenir albums as well as tracking down and interviewing the writers and performers. Through the records themselves as well as behind-the-scenes stories, a new perspective on American history, culture, and business emerges. Eye-popping visuals, samples of confounding and hilarious lyrics, and witty commentary by Young and co-author Sport Murphy (who also contributes original artwork) bring the topic to vivid, astonishing life. A companion website will offer streaming audio of the songs which seem too crazy to be real but not only are they real, they're often a revelation.

"A wildly entertaining, gorgeous tribute to a world we never knew existed. Anyone interested in American history, music, or culture should buy this book by the fistful." Dave Letterman "The world of industrial musicals is magical, weird, and funny. Msrs. Young and Murphy escort you into that world with panache and not nearly enough guilt. Like Steve, I amassed a collection of these record souvenirs of the days when corporations were rich enough to care about the morale of their employees and like him, I thought I was the only one. Now these idiots have spent serious time and energy producing a freaking book on the subject. Humor them. Buy this book and let it change your life." Harry Shearer "As a veteran of many an industrial, I can attest that Everything's Coming Up Profits is accurate as well as fascinating and hysterical. If I had friends, I'd tell them about it." Martin Short "All Singing! All Dancing! All Selling! This delightful history reveals the corny glories of corporate America's fling with motivational musicals, and its vintage graphics are like a peek at an alternate world where the hit songs were about Ford tractors." James Lileks, author The Gallery of Regrettable Food "Young and Murphy map us to a nether-universe Brill Building located at the intersection of Madison Avenue and Tin Pan Alley. The songcraft is stupefyingly absurd, but thanks to this book a lot of product music has outlived the products." Irwin Chusid, WFMU Radio, author Songs in the Key of Z