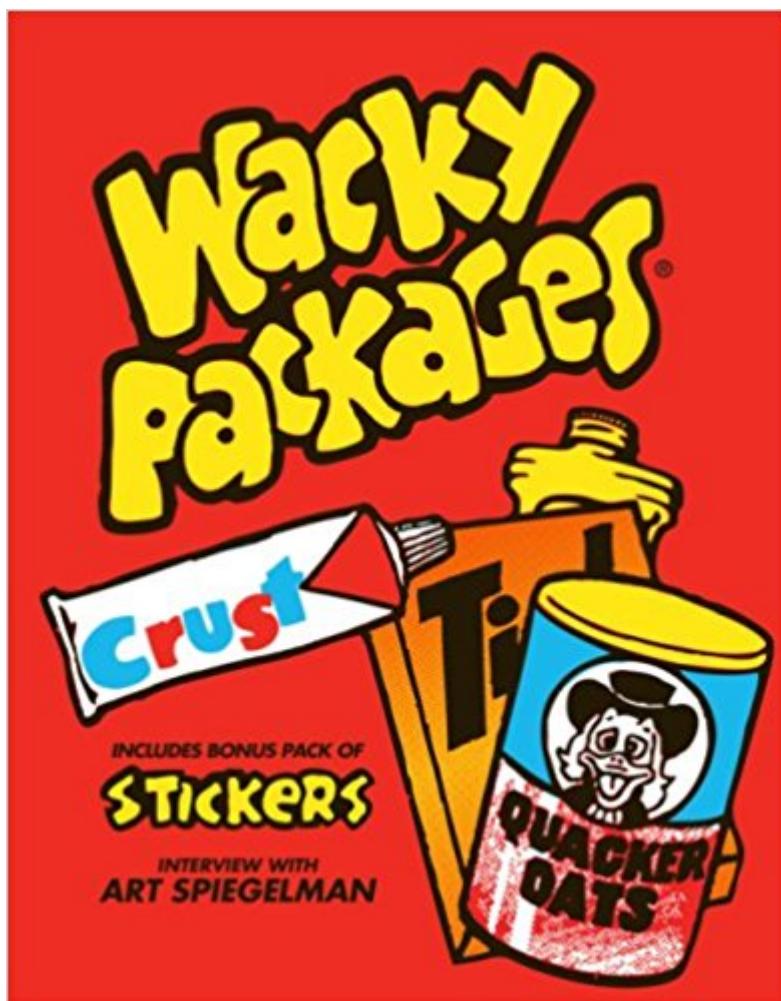


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# Wacky Packages (Topps)



## Synopsis

Wacky Packages®; a series of collectible stickers featuring parodies of consumer products and well-known brands and packaging®; were first produced by the Topps company in 1967, then revived in 1973 for a highly successful run. In fact, for the first two years they were published, Wacky Packages were the only Topps product to achieve higher sales than their flagship line of baseball cards. The series has been relaunched several times over the years, most recently to great success in 2007. Known affectionately among collectors as "Wacky Packs," as a creative force with artist Art Spiegelman, the stickers were illustrated by such notable comics artists as Kim Deitch, , Bill Griffith, Jay Lynch, and Norm Saunders. This first-ever collection of Series One through Series Seven (from 1973 and 1974) celebrates the 35th anniversary of Wacky Packages and is sure to amuse collectors and fans young and old.

## Book Information

Series: Topps

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## Customer Reviews

The Topps Company, Inc., founded in 1938, is best known as a leading producer of baseball cards and other trading cards and stickers. They are also known for Bazooka bubblegum, which was introduced in 1947. Art Spiegelman is an American comics artist and editor, best known for his Pulitzer Prize®;winning comics memoir, *Maus*.

As a suburban, middle-class latchkey kid, growing up in colorful 1970's America, I remember these

packages of stickers in wax paper that came with a stick of hard, dry bubble gum. Making fun of current consumer products in a grotesque and funny manner was a hit for myself and my friends. It was maybe a very mild form of rebellion. Kids love that stuff! Those stickers were almost like currency amongst my elementary school peers. They adorned the inside of my closet door, and many other places. Later in life, I had the occasion to stumble across the two-volume comic-style book about the Holocaust, "Maus" by Art Spiegelman, and later, some of his other, more twisted work, RAW Magazine. I developed a liking for this author-artist, and his work. When I learned that Art Spiegelman was one of the creative forces behind Wacky Packages, I was floored. How could I have known? I was a fan of his even before I knew it! Of course, I had no choice but to snap up the books-both volumes- as soon as possible! Anytime a pleasant memory from childhood pays an unexpected visit, you have to do something! And this one automatically came with references! Any of you who were kids in the 1970's and had a passing acquaintance with Wacky Packages gets it. Now's your chance to go back and see it all over again!

Having been an original consumer of Wacky Packages by Topps back in the early 1970s, this book is a terrific document on the artistry, humor and wit that went into their design, creation and marketing. Great insight from Art Spiegelman and beautiful, high-resolution renderings of the original "cards" (actually, stickers) themselves. Even the slip cover resembles the original paper that used to enclose vintage Wacky Packs. Loved the book!

Now I have that stupid song stuck in my head. But this little gem of a book brought back a lot of laughs long stifled since my childhood. We went nuts for Wacky Packages and we swapped and we traded and we bartered and all of that stuff. My neighbor had some real old vintage ones on her refrigerator that I would go crazy for. But it seems like they haven't included ALL of them. There has to be a sizable number of images that didn't make it into this book. Perhaps I'm mistaken and this book only offers up a few volumes in the series....I know there is stuff that I had that's missing from this book. But - anyway, if you grew up in the 60's and early 70's and you remember purchasing these things for 10 cents or so, this is a wonderful book that looks back on adolescence and hits the funny bone hard. It's short on words and descriptions, but that's fine. The laugh-out-loud images are enough. This book brought a huge smile to my face that didn't go away for a long time. It brought back a wave of great memories and for that, it's worth twice the price!!! I love it!

A delectable treat for the 70s pop culture ilk ! The incomparable artist guru Art Spiegelman

reminisce about his association with Topps and The tastefully designed comic cards, Wacky Packages. A must read for anyone appreciative of pop art a la Art !

I love and collected these cards as a child. They inadvertently informed my work as a toy designer and illustrator. I was not surprised when I learned the identity of the artist was the future "Raw" publisher and pulitzer prize author and illustrator art spiegelman. I bought this and the second volume for my son on his 11th Birthday. I hope it encourages him to be irreverent and humorous with the ridiculous and over saturated world of products. The cover and layout of the book is very clever and well conceived.

I was born in Philadelphia and when I was growing up in the 60's, one of my vices was.....Wacky Packages! These fun sticker trading cards were like "crack" to kids in my neighborhood! The twisted parodies were all done by some very famous artist and today the stickers can empty your wallet faster than you can chew bubble gum! I am a collector of many things and I am also a complete-ist! Which would make collecting these stickers very expensive! I collect Monster and Super Hero statues, figures, magazines, trading cards, films, and way too much more! I also collect other items from my youth and I was going to venture into Wacky packages, but after some research, I found it would be too costly to complete the collection. There is also a lot you need to know before you start buying/collecting these cards, spotting counterfeits and re-released versions is just part of the chaos and then finding them in good condition from reputable sellers is another. This book will solve the problem for most nostalgia hunters and definitely for me! The book is laid out so that every sticker is presented on it's own page. The pictures are beautiful and clear and are in order of release separating each series with a divider page. It's a sweeeet little book that measures 7 1/2" tall and 5 3/4" wide and the dust jacket looks like a Wacky Packages wrapper to boot! This Hard cover book has very little text and only covers the first 7 series of cards, but it's well worth the price if you like these stickers. I can only hope that there will be a second volume with series 8 through 16 included! I'll buy it and I'm sure anyone who bought this volume will too! As a bonus there is a collectors pack of four classic "Wacky Packs" stickers! Very Cool!

This was a gift for a friend. He was very happy to receive it.

This is a great book put together with care. The cover is made of a similar waxy paper that we all know from unwrapping these sticker/card collections when we were kids. Series 1-7 are all pictured

and each image is given a full page. The intro is by Art Spiegelman. Who knew he worked at Topps? The book is not very large but reproduces the art at double the size, which is nice. This book is a must have for any fan of these cards as well as anyone who loves nostalgia and ephemera in general. A great book all around.

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