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# If You're Cracked, You're Happy: The History Of Cracked Magazine, Part Too



## Synopsis

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 2 covers the 1980s to the present, with Foreword by heavy-duty Cracked fan Philip Frey.

## Book Information

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## Customer Reviews

Nice overview of a classic humor magazine that ended too soon.

Great cool book. Love it

Great book!

Cracked was my favorite humor magazine as a child: this second book chronicles the end, and the

sad way the anthrax attacks right after 9/11 brought a halt to the magazine's comeback. A great and thorough book. Buy it and to quote the insane competition: "What me worry?"

As this work comes in two parts, so too does this review. Most of my broad comments remain the same as for the first volume (see review for 'Book Won' under the same title on the UK ): the 'Comics Journal' approach; the text-heaviness, with the history crammed into the first 150 pages or so; the space-taking page-by-page index; and the lack of editing and proofing. The title again claims that CRACKED is 'the world's second-greatest humor magazine' (implying MAD is the first) although PUNCH and others may have something to say about the placings; as might Britain's PRIVATE EYE, still running with quality after 50 years. Reliance on contributors' emails remains, with the same repetition, backtracking and typographical inconsistencies (while one contributor complains about oversights in CRACKED magazine itself - similar omissions exist in this book). The structure of the emails also hints strongly that these are based on a set of questions from the author - no problem in itself, but two sets of these answers (to 'How Did You Get Started in Comics?' and 'What are you doing now?') are bundled together at the end of the history, so that this fails to conclude neatly. This is one instance where alphabetical order does not necessarily work well, as one-off contributors appear alongside higher-profile "lifers" and the contributions are of different lengths, depending on the verbosity of the sender. Those may sound all harsh, so I'll add that the plus-points are also maintained. Both books have alerted me to the work of a fair number of artists and writers I hadn't focused on before - and to the facts that Davis was "the first millionaire cartoonist

Well, I have to confess I picked up this volume by mistake, and not part one, which covered the early seventies and the Archie Bunker parody I was researching. Still, I found Mr. Arnold's text to be invaluable, and there should be a similar type of reference for Mad Magazine. The bibliography and indexing are highly commendable, and should be helpful for Cracked fans in tracking down articles that they read years ago. Incredible amount of research. Hopefully, I can pick up volume one in the future. JthreeWilliston NDcarolyn3@midco.net

Not exactly what I expected--but nice!

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