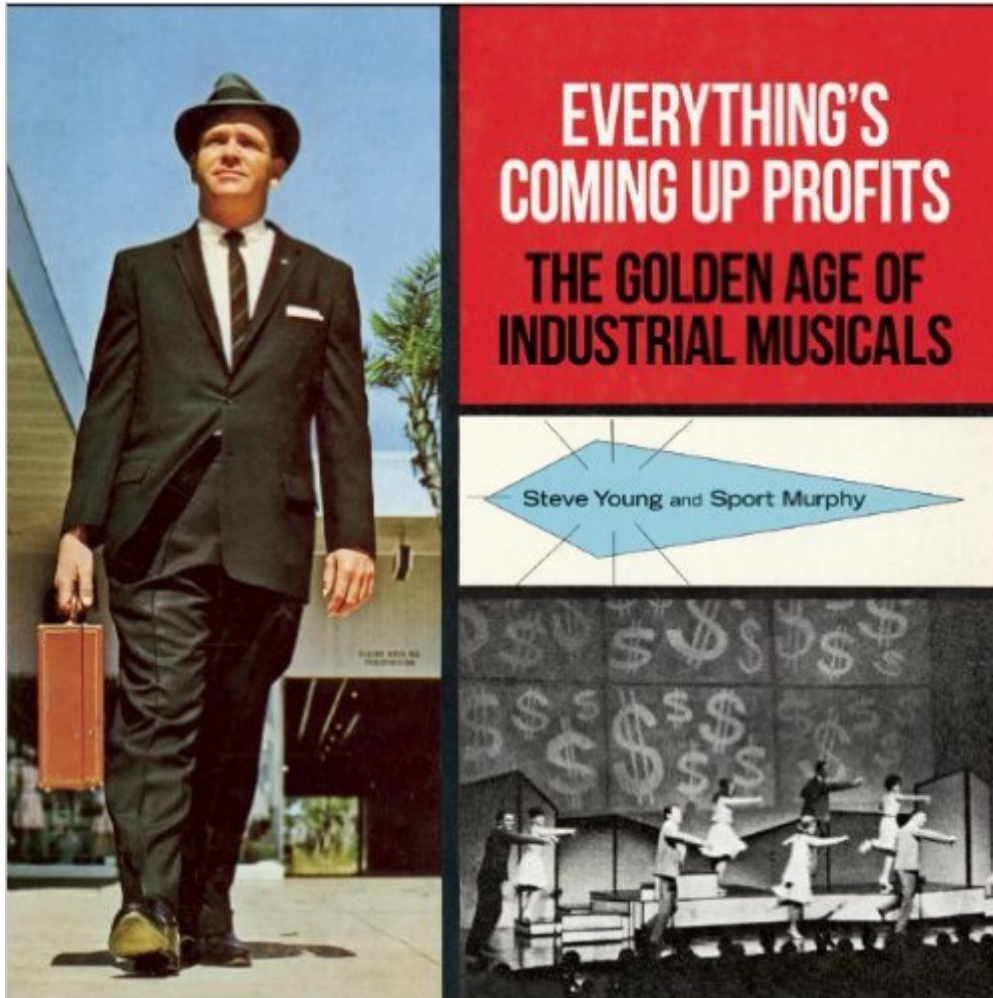


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Everything's Coming Up Profits: The Golden Age Of Industrial Musicals



Synopsis

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.

Book Information

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Customer Reviews

If someone had told me a year ago that they were compiling a massive, in-depth encyclopedia of a book, packed with gorgeous photos and graphics, complete with brilliant narratives, astute analyses, and poignant observations designed to examine the historical impact of my all-time favorite industrial musicals, I would have looked that person right in the eye and asked, "What the heck is an industrial musical?" Because up until a few months ago, I had never even heard of this

fascinating genre of music, much less the creative industrial applications to which that music had been so ingeniously put to use for decades in the production of musical shows meant to be performed for industrial audiences only, many of them pressed onto vinyl for all posterity. However, thanks to this beautiful new book, I'm now a much wiser man. What's more, as a result of having read and studied Steve Young and Sport Murphy's definitive work on the subject, "Everything's Coming Up Profits: The Golden Age of Industrial Musicals." I now actually do have some favorite industrial musicals. As for the content of the book, itself, you'll just have to trust me when I tell you that, once you start reading this book and begin to familiarize yourself with the esoteric genre of industrial musicals, you will literally wish you had known about this subject years ago. I confess that I went into this book not knowing what to expect. In fact, I further confess that I was not only completely prepared for the possibility of not only disliking this subject, but I assumed that it would be an easy target to bash, a subject that would easily lend itself to ridicule and jokes.

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