

[Ebook pdf] Tart Cards: London's Illicit Advertising Art (Paperback) - Common

## Tart Cards: London's Illicit Advertising Art (Paperback) - Common

(author) Caroline Archer

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**(author) Caroline Archer : Tart Cards: London's Illicit Advertising Art (Paperback) - Common** before purchasing it in order to gage whether or not it would be worth my time, and all praised Tart Cards: London's Illicit Advertising Art (Paperback) - Common:

1 of 3 people found the following review helpful. Got my 1 cents worth to the 33d power!By Jack HawkinsThe best 1 cent I ever paid for a book (plus \$3.95 s/h). A funny look at the foibles of our English cousins, who aren't quite as Puritanical as advertised. Just hide it where the kids won't find it, 'cause you won;t get it back!13 of 14 people found the following review helpful. A Curious Volume Proves It Pays to AdvertiseBy Rob HardyMarshall McLuhan wrote that advertising was the cave art of the twentieth century. He wasn't around to see a particularly interesting manifestation of the cave art in London starting in 1984. At that time, because of a loophole in the law, London prostitutes started advertising in phone boxes. The practice became so prominent that now a book reproducing hundreds of the cards, along with a brief documentation of the history and sociology of the practice, has been produced: Tart Cards: London's Illicit Advertising Art (Mark Batty Publisher), by Caroline Archer, is a surprising and good-looking examination of the legal, social, commercial, and advertising issues involved in the cards, as well as an amusing collection of cards offering many different sexual practices. If you can't spend time in a London phone box, this book will take you there.Advertising in phone boxes, which belonged to the Post Office and thus the government, was illegal until 1984, when British Telecom was privatized. Enterprising prostitutes saw the loophole and moved their cards from news agents to phone boxes; after all, each card sported a telephone number, and it made sense to advertise where potential clients could use it immediately. Sometimes the women place their own cards, but

they more often subcontract this work to "carders," often students or unemployed. Placing 600 cards a day might get a carder 200 pounds; thus mere card distribution is a trade of millions of pounds per year. Catherine Archer has her doctorate in typography, and is especially interested in the typefaces of the cards. A historic typeface from the nineteenth century tends to be used for cards offering mock schoolgirl services or flagellation. Massage services often have whimsical and feminine scripts. Domination cards can have "stern words set in Gothic letters." Archer is not the only person enthusiastic about the cards in their own right. Cards are traded, like Pokemon cards, and sometimes children do the trading. Some collectors are quite serious in appreciation of the cards' artistic merit or social significance. There have even been parodies of cards, used to promote tours of musical acts or to protest aspects of the use of public spaces. Archer has produced a very interesting examination of the phenomenon, but the best parts of the book are the pages and pages of reproductions of cards, all in full color and unexpurgated. "Have you been a naughty boy?" enquires a professorial-looking woman with a cane. "If you're feeling rather randy, always keep this number handy!" exults one, or "Sticks and stones may break my bones, but whips and chains excite me." There are even variants for Christmas: "Have a Cruel Yule." This is an amusing and handsome book, on an esoteric subject which the author has made interesting and pertinent. Try it on your coffee table.

0 of 0 people found the following review helpful.  
reviewBy cdnI found it is a great compilation! I will highly recommend it to others. Just what I was looking for.

How sex workers in London advertise; love them or hate them, they are an intriguing visual slice of English social history.