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Monster Mash: The Creepy, Kooky Monster Craze In America 1957-1972



Synopsis

Time-trip back to the frightening era of 1957-1972, when monsters stomped into the American mainstream! Once Frankenstein and fiends infiltrated TV in 1957, an avalanche of monster magazines, toys, games, trading cards, and comic books crashed upon an unsuspecting public. This profusely illustrated, full-color hardcover covers that creepy, kooky Monster Craze through features on Famous Monsters of Filmland magazine, the #1 hit "Monster Mash," Aurora's model kits, TV shows (Shock Theatre, The Addams Family, The Munsters, and Dark Shadows), Mars Attacks trading cards, Eerie Publications, Planet of the Apes, and more! It features interviews with James Warren (Creepy, Eerie, and Vampirella magazines), Forrest J Ackerman (Famous Monsters of Filmland), John Astin (The Addams Family), Al Lewis (The Munsters), Jonathan Frid (Dark Shadows), George Barris (monster car customizer), Ed "Big Daddy" Roth (Rat Fink), Bobby (Boris) Pickett ("Monster Mash" singer/songwriter) and others, with a Foreword by TV horror host Zacherley, the "Cool Ghoul."

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Customer Reviews

Most people feel a sense of wide-eyed nostalgia about their youth. But if you were a monster kid • you indeed grew up in an era unlike any other. Monster kids are those special Baby Boomers who grew up in the late 1950s to the mid-1970s. They grew up watching Shock Theater with crazy hosts like Zacherley, Ghoulardi, Chilly Billy • Cardille, Morgus, and Sir Graves Ghastly. They read monster magazines like Famous Monster of Filmland; built monster model kits made by Aurora; plastered their bedrooms with Rat Fink stickers; and laughed at the televised monster

hilarity of the Munsters and The Addams Family. The monster craze in all its glory is captured in a truly enthralling new book "Monster Mash" by Mark Voger. Monster Mash is published by TwoMorrows, who is always at the forefront of pop culture goodness. Paging through this book is like taking a trip back in time. Suddenly, I was 8 years old and trying to get more glue on my King Kong model kit than on my hands. Finished and painted with Testor's model paints, however poorly, and placed on my dresser next to Dracula, Godzilla, and The Creature for all to admire my model-making brilliance. Saturdays were all about monsters. In the Detroit area we had Sir Graves Ghastly hosting classic horror films in the afternoon and then the wacky Ghoul hosting some of the most god-awful "B" movies late Saturday nights. Voger covers all of the above and much, much more in the 200-page, hardcover book. He explores how TV, and the release of the original Shock Theater package of 52 classic horror films and thrillers ignited the era of the monster craze in 1957. Horror hosts began springing up all over the country in nearly every major city.

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