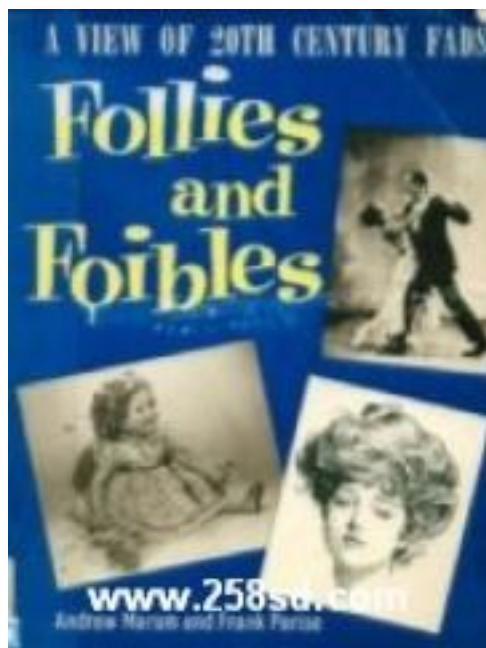


# Follies and Foibles



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出版者:

出版时间:

装帧:

isbn:9780871968203

1911-13 and the equally uninhibited steps of the 1960s.<br> FOREWORD The first¼ the  
known featured steps like<br> the turkey trot¼ the grizzly bear and the rabbit  
wrasfle;<br> Davy Crockett fur hats¼ hula hoopthg¼ goldfish swal- while five  
decades later there was the twist¼ together<br> lowing¼ streaking¼ mah  
jongg--all in their time at- with its many later variants like the shagfl~/dogi¼ the<br>  
~ned faddish fame. But this narrative about fads in jerk and the fish. Both were done by  
the young¼ re<br> America since 1890 will also cover many a fad that pudiating the  
slow rhythms of the old (or should we<br> dJds t reach such legendary proportions:  
G-R-O-N-K say \"the older ?). The deely bobbbers of the 1980s echo<br> I-N-Gi¼ bed  
tucking¼ op talking¼ coughing ashtrays and the crazy beach hats of the  
1950si¼ and yesterday s<br> ankle bracelets. Included here are dances like the tar

kewpie doll is today's smurf. <br> key trot and the twist; toys and dolls like Slinky and the And although it is by no means the typical case <br> kewpie and Barbie dolls; items of clothing like the it also happens at times that fads become "institution- <br> hobble skirt and the Eugenie hat; stunts like peanut alized <br>" reaching the point of being so commonplace <br> pushing and flagpole sitting; college students fancies that people no longer think of them as passing plea- <br> pie killing and piano hacking; cartoon-inspired fads surabla fancies. This has happened with crossword <br> the crazes for Betty Boop and Bateman; lads sparked puzzles <br> which--after provoking feverish faddism in <br> by magnetic personalities <br> like the Milton Bede makeup 1925--are now just a humdrum staple of the daily <br> klti and the "urban cowboy" obsession that followed newspaper. It has happened <br> too <br> with the tango and <br> John Travolta's appearance in the movie of that name; the Charleston; while no longer the stylish steps they <br> as well as just plain unclassifiable fads like commemo- were in 1914 and 1925 <br> respectively <br> yet they are not <br> relive historic spoons and pet rocks <br> at all unknown on today's dance floors. The same fate <br> What <br> then <br> might a fad be? Essentially it is a short- has befallen frisbee throwing <br> scrabble and ping-pong. <br> lived activity <br> item of dress <br> toy or whatever that gives These "institutionalized" fads will also be included in <br> pleasure. For giving pleasure is definitely the primary this account <br> but the description will focus on the pe- <br> excuse for a fad's existence. Engaging in a fad is in no riod of their most overhauling obsession--the time <br> way necessary for survival. You don't need a fad like when they were ~ uly fads. <br> ~u need to eat <br> sleep or work. You manifest this or Yet there are certain manifestations often consid- <br> that fad merely for the fun of it\_ You don't a Eugenie ered somewhat faddish in nature that this book will <br> hat when that striking chapeau is the newest thing <br> or not coven It will not include diet fads <br> for instance <br> Ou gyrate lithely in your hula hoop when that is the because this is a book about things that have given us <br> activity <br> or you doff your clothes and streak when pleasure <br> not about types of abstinence. Nor <br> follow- <br> t d~sh in the buff to catch people's fancy (or their out- tag a similar rationale <br> will it include the various rages <br> ~) Is the pleasurable new craze of the moment <br> for substances supposedly having medicinal proper- <br> A ladi <br> then <br> is the newest thing <br> and it is precisely ties <br> like Hadacol or chlorophyll. The ancient Oriental <br> b~ novelty that accounts for much of its popularity-- medical practice <br> acupuncture <br> wh ch flourished in the <br> lrmuch of the collective imitation so indispensable for 1970's will <br> however <br> be considered because it at <br> Kld0m. The animal dances were new around 1910 <br> tained a most extraordinary celebrity status <br> <br> were crossword puzzles in the 1920s <br> the Eugenic Also <br> since this book is about things and activities <br> <br> kt in the 1930s <br> zoot suits in the 1940s <br> frisbee not about ideas <br> it will not cover any religious <br> quasi- <br> infl in the 1950s <br> skateboarding in the 1960s <br> religious or inspirational fancies or brief movements. <br> rts~in the 1970s and Rubik's Cube in the 1980s. Thus <br> Coueism of the 1920s will not be discussed <br> nor <br> lh0seateo~ya few of the best-known examples <br> esti <br> Hare Ktishna or transcendental meditation. Nor <br> h~ faddish manifestation in this book--and there will it discuss other briefly experienced phenomena-- <br> : ~momthan240--was once considered intriguingly encounter groups <br> open marriage <br> primal scream <br> ~ <br> and hence ripe for the excited imitation of great theories--that have more to do with ideas than with <br> b~of always-receptive Americans. tangible objects and activities engaged in purely for <br> i This has proved true even when the fad is not pleasure's sake. In short <br> these are matters both seit <br> ~t ~ Some "new" fads turn out to be just old ous and beyond this book's ken. <br> I that time had forgotten reappearing in a slighfiy But fads are serious business <br> too <br> even if they <br> form or even in the same guise <br> King Tut per- sometimes appear entirely frivolous. Although it is ad- <br>

> eni¼E bicycling¼E roller skating and ping-pong all mittedly difficult to regard deely bobbors or beach hats<br> morn than one moment in the faddish sun. with donkeys on them as weighly matters¼E fads fiaue<br> among nonldentical fads that recur¼E very ex-<br> ~ slmilatities added a zesty tang to American life while evoking great<br> controversy and damning harangues--and what could<br> can<br> sometimes<br> be<br> spotted.<br> il~ Immedtstely to mind are the wild dances of be more serious than that? Fads may not mirror Amer-<br>

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