

# The Official 30th Anniversary Salute to Gi Joe 1964-1994

*Vincent Santelmo*

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**Vincent Santelmo : The Official 30th Anniversary Salute to Gi Joe 1964-1994** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Official 30th Anniversary Salute to Gi Joe 1964-1994:

0 of 0 people found the following review helpful. Five Stars By Lori Stopher Excellent book! 2 of 3 people found the following review helpful. Extensive collection of information and photos fo GI Joe By A Customer A great text for the entire line of the "Real American Hero." Extensive information on all of the GI Joe's that have been released since their creation in 1964. The book organized into the different eras of GI Joe from '64 to '97. The text is very readable and obviously well researched. The authors knoweldge of the subject is demonstrated very well in a teaching manner. The reader will come away from this book with a tremendous amount of information about GI Joe from his roots to where he will be in the future. 2 of 3 people found the following review helpful. Forget It By A Customer Basically an abridged copy of his "Complete Encyclopedia to GI Joe", Vince fills this book with Hall of Fame figures and his own biased opinions. If you want good research, buy the Book by John Michlig. If you want Adventure Team, buy John Marshalls book. If you need something to hold up a wobbly table, wait until this shows up at the discount book store.

Book by Santelmo, Vincent

From Booklist Before Ollie North, there was GI Joe. With his battle scar and extremely posable design, Joe took the

mid-1960s toy world by storm. His sales waned later, and he was suspended for a few years, only to come back, smaller, as an action toy and attain new commercial heights. Recently, large-format Joes have come back, too. Santelmo takes us deep into Joe's world in a lavishly illustrated volume that includes important manufacturers' information for collectors as well as an entertaining history of America's favorite dress-up warrior. Santelmo describes how Joe was created as a Barbie doll for boys, at the same scale and with various uniforms to collect. His midlife slump coincided with a time when war was unpopular, but then the overwhelming success of Star Wars action figures reopened the market for toys dealing with fantasized death and destruction. Time for Joe to reemerge as an action toy sporting molded plastic clothing and an amazing array of weapons and vehicles. Mike Tribby