



Microcosm Publishing  
 PO Box 14332  
 Portland, OR 97293  
 www.microcosmpublishing.com

# Applicant



**SUBJECT CATEGORY:** pop culture, humor, art

**RELEASE:** October 1, 2006

**PRICE:** Retail: \$3 | Direct: \$2 | Wholesale: \$1.80

**ISBN:** 0-9770557-6-0

**FORMAT:** paperback, 48 pages, 5.5" x 4.25"

**MARKETING NOTES:**

- Book has already sold over 4,000 copies
- Item featured in over 45,000 catalogs
- Product featured on 5,000 postcards distributed to stores and individuals
- Book is advertised regularly in *Punk Planet*, *MRR*, *Slug and Lettuce*, *Clamor*, *Reader's Guide to the Underground Press*, and *HeartattaCk* magazines

**COMPARATIVE TITLES:**

*The Worst-Case Scenario Survival Handbook:* Joshua Piven, David Borgenicht, 176 pages, Chronicle Books 1999, ISBN 0811825558, List: \$14.95

*Found: The Best Lost, Tossed, and Forgotten Items from Around the World:* Davy Rothbart, 256 pages, Fireside 2004, ISBN 0743251148, List: \$14

*Our Dumb Century: The Onion Presents 100 Years of Headlines from America's Finest News Source:* The Onion, 176 pages, Three Rivers Press 1999, ISBN 0609804618, List: \$16.95

*Existencilism:* Banksy, 54 pages, Weapons Of Mass Distraction 2002, ISBN 0954170415, List: \$12

"One night while rooting through the recycling bin for magazines, I found all the confidential Ph.D. applicant files for the biology department at an Ivy League university from the years 1965-1975. Stapled to many of the yellowed documents were photographs of the prospective students. They were treasures! I tore through the folders and rescued every portrait I could find. I had to have them. Only later did I realize I had to publish them".

So begins the preface to Jesse Reklaw's *Applicant*. A priceless time-bomb of pop culture, Reklaw serves a compelling and secret look into an impossibly lost era. The book collects photos from the 1970s paired with accompanying comments from employers and professors. The results are absurdist, confusing, often hilarious and disturbing.

*Applicant* provides unique insight into outdated 1970s social attitudes and ephemera (under one girl's photo: "Weakness: she is a female, and an attractive, modest one, so is bound to marry"). Much of the book's appeal however is found in what the book fails to say: the blank and despondent stares of it's subjects, the outdated fashions and hairstyles and it's understated text. Equal parts *Ann Taintor* and *Found Magazine*, *Applicant* is one of those books you read once and then want to show everyone.

*"In the spirit of making something new out of something old, Reklaw has refigured photos and a portion of the accompanying commentary into a fresh piece of art."*

-Tom Spurgeon, *The Comics Reporter*

*"Is this thing ever a hoot...Get two copies of this book, give one to a friend, and argue it out."* -The Comics Journal

*"The effect is startling and vaguely disturbing. The combination of the photograph and the often-ruthless summations of these students by their former professors and employers makes you want to simultaneously laugh at and pity them. Highly recommended."*

-Sean Stewart, *The New Pages*

**ABOUT THE CREATOR:**

**Jesse Reklaw** draws other people's real dreams in a comic strip called *Slow Wave*, which is carried by twelve news weeklies in the United States. The first collection, entitled *Dreamtoons*, was published by Shambhala in 2000. His paintings, comics and projects are archived on [www.slowwave.com](http://www.slowwave.com). He lives in Portland, OR.



**ABOUT THE PUBLISHER:**

Microcosm Publishing is an independent publisher and distributor based in Portland, Oregon. Our titles attempt to teach self empowerment to disenfranchised people and to nurture their creative side.

**Booktrade from: AK Distribution (510)208-1700, Last Gasp, Baker & Taylor**  
**Direct sales: Microcosm Publishing | 222 S Rogers St | Bloomington, IN 47404**  
**www.microcosmpublishing.com | jessie@microcosmpublishing.com | 503.249.3826**

