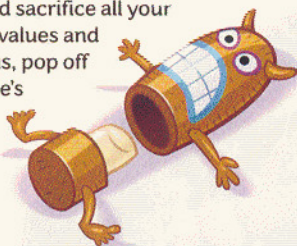


The Garner Report

## The Art of Marketing

*Van Gogh and Gauguin: The Studio of the South*, the landmark show now overtaking the Art Institute, will tickle hearts of both Postimpressionism fans and merchandisers alike. Amid all the *Starry Night* scarves and Tahitian jigsaw puzzles in the gift shop, look for the two adorable plush toys below. **James Finn Garner** thinks they are the perfect reminders of the artists' talent, sacrifice, and collectibility

★ **Pagan idol** Put this little fellow on your dresser and sacrifice all your petit bourgeois values and hypocrisies. Plus, pop off his head—and he's a Chap Stick!



★ **Potassium iodide solution** For syphilitic lesions, one of the unpleasant realities of the artistic life. An effective tactile aid for explaining STDs to your kids.



★ **Teenage Polynesian girl** Use this anatomically correct figurine as Paulie's maid, model, muse, and masseuse—and a tasteful visual aid for explaining the birds and bees to your kids.



★ **Surfer trunks** Based on the patterns he painted in *Ea Haere la Oe*, these duds show that Paulie's a rebel, dude, in painting and in fashion.



PAULIE DOLL

VINNIE DOLL

★ **Detachable ear** Perfect for sending to your sweetheart in a fit of dementia. Hidden pocket lets you hide secret love notes, candies, or cash—whatever makes your snuggle bunny happy. Nothin' says lovin' like a severed hearing organ.



★ **Straw hat** The hot sun in southern France can drive anyone a little crazy!



★ **Letters to brother Theo**

A real Post-It pad for writing your own letters asking for money and painting supplies. Handy for the home, office, or garret.

★ **Sunflower** Vinnie loves sunflowers almost as much as does Yasuda Fire & Marine Insurance Company (which paid \$40 million for *Sunflowers* in 1987). This blossom's lovely "Meadow-Fresh" scent will help keep your own private demons at bay.

