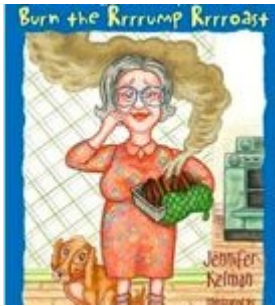


Children's book designed to provoke laughter

By Kathryn Reed

Laughter and silliness are often cures for sadness.



Author Jennifer Kelman proves this with her book “Mrs. Pinkelmeyer and Moopus McGlinden Burn the Rrrrump Rrrroast”.

It's billed as a book for children for them to feel safe and loved, especially when separated from their parents. After reading it, I think it would be ideal for any child no matter their state of mind. If anything, I think labeling it something other than a straight children's book may hurt the sales of it.

Self-help books for little ones doesn't seem like it would be a big category.

Although Kelman got the idea for the book while babysitting her nephew, I think she could sell this without an angle other than fun.

Yes, it may help children laugh – but so many books do this. Maybe it's a sales ploy. Whatever the reason to market the book this way, it's worth picking up for the little ones in your life.

They are bound to laugh – if only because you'll want to use your best British accent as you read it to them.

The illustrations by Michael Swaim are every bit as entertaining as the words on the pages. They certainly capture

what is going and are silly in their own right.