



## The Reviews



*by Paul Malcolm*

The community explored in Pitch People is... fascinating for being obscure out in the open. Director Stanley Jacobs takes us behind the scenes of infomercials, TV mail-order ads and product fairs to introduce us to the men and women charged with separating fools from their money. A veritable who's who of hucksterism, the film traces a history of selling -- from oldtime medicine men to Ginsu knives -- by talking to the community that keeps it alive. These people make a living by putting a human face on capitalism in the raw, and Jacobs does a fine job of doing the same as he blends archival footage with talking head interviews.

## DailyBreeze

*by Charles Britton*

Documentaries hold a special place in the movie business, more honored than attended. For me, they attain a higher average of interest and quality than fiction films as they take you to places and allow you to meet people you'd never expect to encounter. As one for whom TV infomercials are a guilty pleasure, I was taken with Pitch People, Stanley Jacobs' wildly entertaining film about the "second oldest profession" that got started by itinerant snake-oil salesmen, went on to fairs and boardwalks and now appears on television, often selling kitchen slicing apparatus.