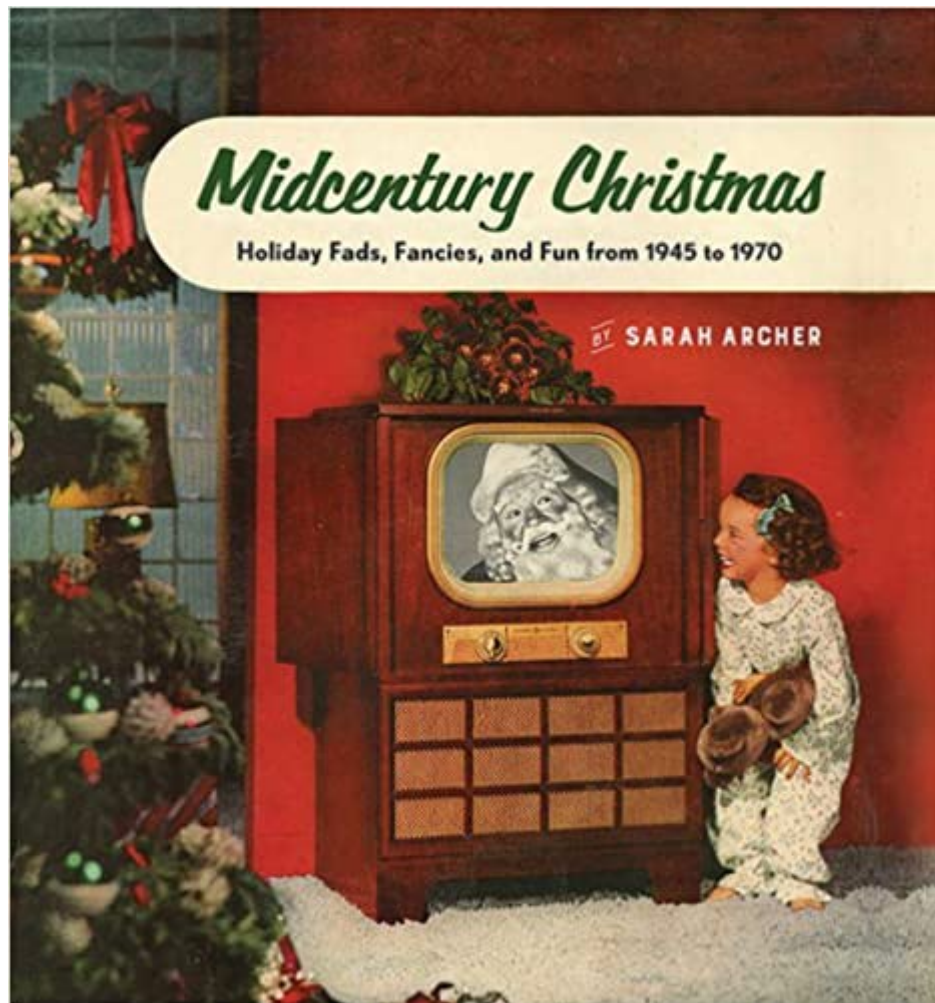




Ebook Directory
the best source of ebook

The book was found

Midcentury Christmas: Holiday Fads, Fancies, And Fun From 1945 To 1970



Synopsis

A celebration of Christmas in the 1950s and '60s Midcentury America was a wonderland of department stores, suburban cul-de-sacs, and Tupperware parties. Every kid on the block had to have the latest cool toy, be it an Easy Bake Oven for pretend baking, a rocket ship for pretend space travel, or a Slinky, just because. At Christmastime, postwar America's dreams and desires were on full display, from shopping mall Santas to shiny aluminum Christmas trees, from the Grinch to Charlie Brown's beloved spindly Christmas tree. Now ã ã design maven ã ã Sarah Archer ã ã tells the story of how Christmastime in America rocketed from the Victorian period into Space Age, thanks to the new technologies and unprecedented prosperity that shaped the era. The book will feature iconic favorites of that time, including: ã ã ã ã A visual feast of Christmastime eats and recipes, from magazines and food and appliance makers ã ã ã ã Christmas cards from artists and designers of the era, featuring Henry Dreyfuss, Charles & Ray Eames, and Alexander Girard ã ã ã ã Vintage how-to templates and instructions for holiday decor from Good Housekeeping and the 1960's craft craze ã ã ã ã Advice from Popular Mechanics on how to glamorize your holiday dining table ã ã ã ã Decorating advice for your new Aluminum Christmas Tree from ALCOA (the Aluminum Company of America) ã ã ã ã The first American-made glass ornaments from Corning Glassworks ã ã ã ã Midcentury Mistletoe ã ã is sure ã ã to be on everyone's most-wanted lists. 120 color illustrations

Book Information

Hardcover: 240 pages

Publisher: Countryman Press; 1 edition (October 18, 2016)

Language: English

ISBN-10: 1581574029

ISBN-13: 978-1581574029

Product Dimensions: 8.3 x 0.8 x 8.3 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 35 customer reviews

Best Sellers Rank: #321,367 in Books (See Top 100 in Books) #144 in ã ã Books > Christian

Books & Bibles > Christian Living > Holidays > Christmas #1002 in ã ã Books > Arts &

Photography > Graphic Design > Techniques #1205 in ã ã Books > Arts & Photography > Graphic

Design > Commercial

Customer Reviews

"Full of beautiful, nostalgic adverts and illustrations and managing to make even such bygone horrors as aluminium Christmas trees stylish, Midcentury Christmas is one for hipsters and old timers alike." -- Red Magazine

Sarah Archer is a writer and curator who specializes in design and material culture. A frequent contributor to Slate, The Huffington Post, The New Yorker online, and The Washington Post, she also curates exhibitions and teaches curatorial studies and design history in Philadelphia.

Great book. Fun and fascinating! Gave as Christmas presents this year. Two recipient reviews: "Love the book--Ignoring kids and immersing myself in "futuristic nostalgia" right now"" "Thank you so much for sending me the book of Christmas memories which seems like it was written just for me. It addresses the years right after I was born and during the period when I grew up--I think I believed in Santa Claus most of the time she covers in her book right up to 1970!"

Love this book. Highly recommend for nostalgia and Christmas buffs. Smaller than most coffee tables books but nice one to have setting it.

Fabulous book -- an essential curation for those who grew up in this time. I picked up a couple copies as Christmas gifts.

I love Christmas and I loved this book. Archer is sure to be under our Christmas tree for years to come. Buy this book!

a bit of a disappointment-not as many photos and ideas for decorating that are useful for today.

I absolutely love this book! A definite must have, for baby boomers, or mid-century mod fans. I will leave it out on the coffee table all year long, not just at Christmas, it's so cute. Lots of great pictures and info.

Kind of a light design work. The author doesn't focus so much on designers, but provides a light history of 20th century design nevertheless.

I really enjoyed this book, especially all the history behind the holiday. It was really interesting. The

pictures were fabulous. My only complaint is that I would have liked even more pictures. But I still gave it five stars and think this book is well worth purchasing.

[Download to continue reading...](#)

Midcentury Christmas: Holiday Fads, Fancies, and Fun from 1945 to 1970 The Holiday Cookbook: 30 Thanksgiving and Christmas Recipes Which Are Easy, Stress-Free, Healthy, and Perfect for the Holiday Season (Holiday Recipes) Holiday Cookbook: 2 Titles: Christmas Cookbook, Halloween Cookbook (Holiday Recipes, Holiday Cookbooks) Christmas Gifts for Kids: Colouring Book Merry Christmas; Colouring Books Christmas in all Departments; Christmas Colouring Books for Kids in Books; ... and Games; Christmas Stockings in all Dep Holiday Meals and Crafts Box Set (4 in 1): Amazing Christmas, Thanksgiving Recipes Plus Christmas Decor and Present Ideas (Holiday Recipes) Christmas Coloring Book for Adults: Christmas Trees, Winter Scenes and Christmas Holiday Coloring Book Afternoon Tea at Home: Deliciously indulgent recipes for sandwiches, savouries, scones, cakes and other fancies Holiday Comfort Box Set (5 in 1): Great Stress-Free Holiday Recipes, Comfort Soups, Cast Iron, Slow Cooker, Air Fryer Meals (Holiday Meals) Christmas- The Story of Christmas Reusable Static Sticker-Children s Bible-Christmas Carol-Christmas Gifts-Angels-Baby Jesus-Joseph-Mary-Manger-Bright ... 2nd Edition Soft Cover (Static Sticker Bible) Christmas Dreams: The Christmas Wreath/Evergreen/Searching for the Star/Christmas Baby (Inspirational Christmas Romance Collection) Holiday Kisses and Valentine Wishes: A Fabulous Feel Good Holiday Romance (Christmas Love on Kissing Bridge Mountain Book 2) White House Holiday Collectibles: Christmas Cards & Ornaments, Easter Eggs, Holiday Programs, Laminated Press Passes for Presidential Trips Holiday Helpers: 30 Easy Holiday Recipes for Thanksgiving & Christmas Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) The World Is Fat: The Fads, Trends, Policies, and Products That Are Fattening the Human Race The Dilbert Principle: A Cubicle's-Eye View of Bosses, Meetings, Management Fads & Other Workplace Afflictions Night Train to Nashville: Music City Rhythm & Blues, 1945-1970 Charles Dickens' Christmas Collection: A Radio Dramatization Including A Christmas Carol, A Holiday Sampler, and The Chimes Hometown Christmas: Remember Christmas at home with our newest collection of festive recipes, merrymaking tips and warm holiday memories (Seasonal Cookbook Collection)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)