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# Christmas Wishes: A Catalog Of Vintage Holiday Treats & Treasures



## Synopsis

What a joy! Live your favorite Christmases over again with this sugar-sprinkled guidebook of magic memories. --Karal Ann Marling, Author of *Merry Christmas* A nostalgic look at Christmas in the mid-twentieth century Memorable color illustrations From plastic nativity scenes to aluminum trees, Christmas became a major marketing extravaganza in America in the mid-twentieth century. This book recalls the holiday between 1940 and 1970, courtesy of department stores, five and tens, toy manufacturers, publishing houses, and record companies. Boomers and Gen-Xers will relive memories of special holiday toys and treats, Christmas children's books by Little Golden and Wonder, holiday music released by Peter Pan and Disneyland records, and merchandising characters such as Frosty the Snowman and Montgomery Ward's Rudolph the Red-Nosed Reindeer. Liberally illustrated with vintage ads, book covers, record sleeves, and photographs.

## Book Information

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## Customer Reviews

I pre-ordered this book and was very excited when it finally arrived. I was not disappointed! If you love nostalgia & Christmas, this book is for you! The stories about how our favorite vintage Christmas decorations and characters came to be was fascinating. The color illustrations are fabulous and the pictures of the author during his childhood at Christmas adds a special touch that invokes memories of Christmas day during my childhood. I recommend you buy this book and take a trip down your own memory lane.

Despite plenty of books devoted to every aspect of the festive season Tim Hollis has produced

something fresh: a comprehensive coverage in words and picture of the commercialism of Christmas. In six chapters he tells you all about the toys wrapped under the tree, Rudolph and Frosty story books, records put out by Peter Pan, Disney Records and others, tree and house decorations and finally what the stores did on your Main Street. Actually some of this has been covered by others, especially the three Christmas books by Susan Waggoner, the latest of which: Christmas Memories: Gifts, Activities, Fads, and Fancies, 1920s-1960s I thought was particularly good. Hollis, though, goes into much more detail (and here and there maybe too many words, especially on Peter Pan records) about the various products that must have filled most houses across the country on the twenty-fifth and not forgetting the razzamatazz of the preceding weeks in large department stores right down to the local five and dime. What I thought really gives the book an edge are the 224 color images. An amazing collection of toy and candy ads, book jackets, sheet music covers, record covers (lots of these) and product ads, catalog pages showing tree lights and decorations, store Wish Book covers and more. I doubt you'll find pictures of a bigger selection of Christmas commercial products from 1940 to 1970 in any other book. It was all the wonderful seasonal graphic material that I loved about the book. The title's layout is rather bland but that only throws up all the colorful nostalgic goodies. The back pages have a short bibliography and nicely a comprehensive index. \*\*\*HAVE A LOOK AT SOME PAGES by clicking 'customer images' under the cover.

From author, historian and pop culture archivist Tim Hollis comes his newest book, "Christmas Wishes: A Catalog Of Vintage Holiday Treats And Treasures." And if you think the title is a mouth full- wait until you see what the inside of this fabulous book holds! Tim takes the reader on a holiday stroll down memory lane. You'll be reminded of pajamas with the feet in them, colorful story books and records that extoll the wonders of the season. The tasty candies and baked goods, the decorations and trees we fondly remember, and the thrill of Christmas morning and its many surprises and wonders. I was so fortunate to be able to contribute many images which Tim used in this great book. Having grown up in the time frame celebrated within the pages of this book, it is a keepsake that you will want to read and explore again and again. If you or anyone that you know loves the holiday season- this book is for you and would make the perfect gift for others. This book will no doubt become a tradition during the holiday season and all year round!

For anyone who grew up in the 1950's and 1960's, this is your Christmas Mecca. Tim Hollis writes with sensitivity and with a passion for in-depth research into this magical period. He reawakens

memories of long lost toys, books, records and the magic of long gone department stores and five and dimes. Thank you Tim! Your book is a true and valuable gift to American culture and to the eternal child in everyone.

Mr. Hollis brings you back to your childhood Christmases of the 60's/70's. Can so relate to his wonderful stories of growing up then. Warm and funny book for whole family. Great photos, gret price and you can't go wrong with this one. . . . .

Although I was born in 1954, the Army sent our family out of the U.S. until 1964, which is probably why I had trouble enjoying this book. With few exceptions, the books, records and TV shows Mr. Hollis writes about held no memories for me. Same with the toys which were either too early or too late for my interest to be held. His writing style is more than a little wordy, but I appreciated his sense of humor which help lighten some things up. His opinion of Spencer Gifts was quite strong, and not without justification, but he started to sound whiney. Though I found parts of this book interesting, he really pulls the excessive minutia out in chapters 2, 3 and 4, leaving me truly bored. While this book doesn't count as one of my favorites, the images throughout the book were well done and enjoyable. Maybe I'll wait before putting it in the yard sale box.

I am a big fan of Tim Hollis' books. I think he is an outstanding popular historian and nicely captures many nostalgic subjects. This book, however, did not seem as well conceptualized or organized as some of his others. I think it would have benefitted from having more photographs and a different organization.

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