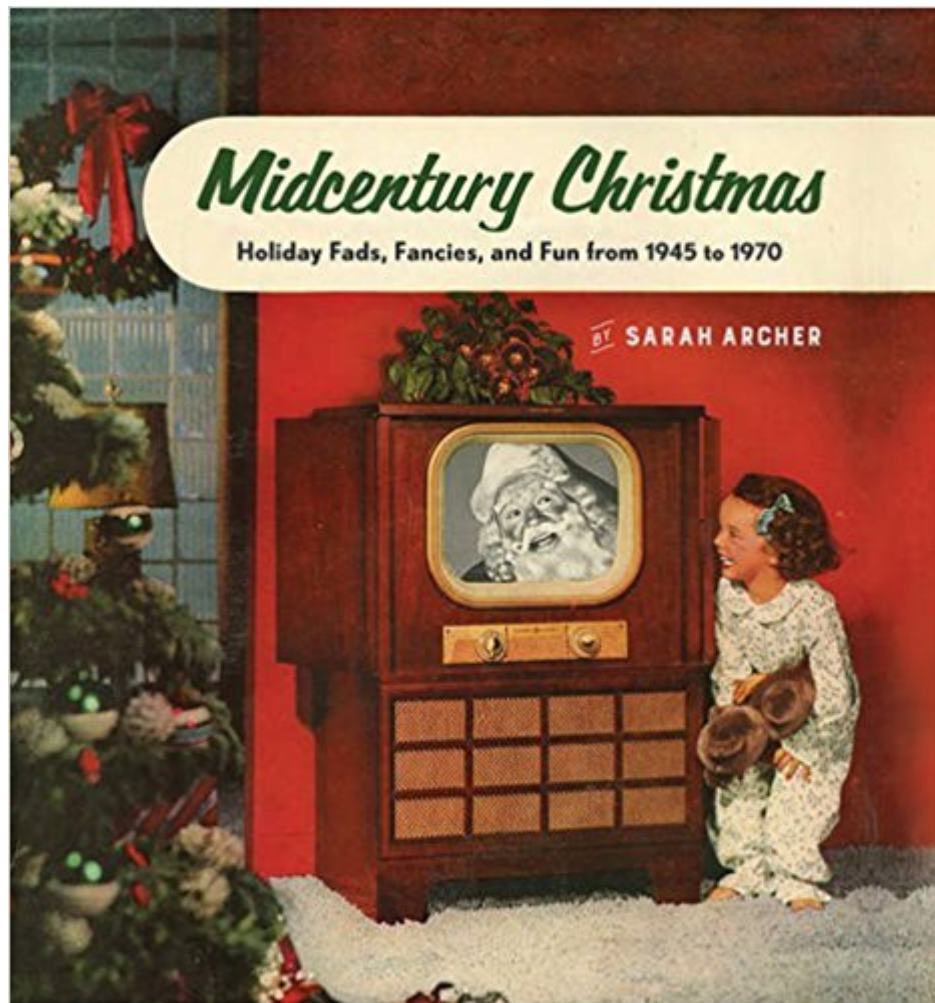




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# Midcentury Christmas: Holiday Fads, Fancies, And Fun From 1945 To 1970



## Synopsis

A celebration of Christmas in the 1950s and '60sMidcentury 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— a design maven— Sarah Archer— 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:

- A visual feast of Christmastime eats and recipes, from magazines and food and appliance makers
- Christmas cards from artists and designers of the era, featuring Henry Dreyfuss, Charles & Ray Eames, and Alexander Girard
- Vintage how-to templates and instructions for holiday decor from Good Housekeeping and the 1960's craft craze
- Advice from Popular Mechanics on how to glamorize your holiday dining table
- Decorating advice for your new Aluminum Christmas Tree from ALCOA (the Aluminum Company of America)
- The first American-made glass ornaments from Corning Glassworks

— Midcentury Mistletoe— is sure— to be on everyone's most-wanted lists. 120 color illustrations

## Book Information

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## 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 Atlantic, 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.

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