



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

By Tim Hollis

Stackpole Books. Hardback. Book Condition: new. BRAND NEW, Christmas Wishes: A Catalog of Vintage Holiday Treats & Treasures, Tim Hollis, From plastic nativity scenes to aluminium 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. This title is liberally illustrated with vintage ads, book covers, record sleeves, and photographs.



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