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Under the Tree: The Toys and Treats That Made Christmas Special, 1930-1970

Susan Waggoner

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#468435 in Books Stewart, Tabori and Chang 2007-10-01 Original language: English PDF # 1 9.25 x .63 x 7.38l, 1.35 #File Name: 1584796413112 pages | File size: 48.Mb

Susan Waggoner : Under the Tree: The Toys and Treats That Made Christmas Special, 1930-1970 before purchasing it in order to gage whether or not it would be worth my time, and all praised Under the Tree: The Toys and Treats That Made Christmas Special, 1930-1970:

3 of 3 people found the following review helpful. THE SECOND OF WAGGONER'S FOUR BOOKS ON CHRISTMAS By Steven H Propp Susan Waggoner is an author who has written many books such as It's a Wonderful Christmas: The Best of the Holidays 1940-1965, Christmas Memories: Gifts, Activities, Fads, and Fancies, 1920s-1960s, Have Yourself a Very Vintage Christmas: Crafts, Decorating Tips, and Recipes, 1920s-1960s, etc. She wrote in the first chapter of this 2007 book, "the toy extravaganze we know today didn't really get its start until the nineteenth

century... The European St. Nick dispensed charity to the poor, but the American version gave toys to good children everywhere. Spending---especially on children---was not a display of sinful excess but a demonstration of the Christmas spirit itself. Germany became the toy-making capital of the world... Marvelous as the German toys were, importation costs kept them relatively expensive---until retailer Frank Woolworth taught the German toy-makers to mass-produce goods and ship them to his warehouses for packaging and distribution... countless children had merry Christmases because Woolworth's stores featured products that almost every family could afford." (Pg. 6-7)She covers popular dolls, trains, board games, erector sets, science kits, bicycles, and loads of other presents---and reproducing the original ads, etc., for the toys only adds to the charm of this marvelous book.Waggoner's Christmas books are "must reading" for any lover of Christmas.0 of 0 people found the following review helpful. More 60's-70's than 30's-50'sBy Denise E.This is a fun coffee table Christmas book and decent general overview of toys, but it isn't much of a historical research or collectors reference book. There are a lot of catalog and magazine ads for toys, but very few photos of old toys or actual vintage photographs. I also felt like the book was slanted to the later decades.2 of 2 people found the following review helpful. Loved this bookBy lorraineI loved this book. If you are a Baby Boomer, you will love it...bought back so many great moments.

Filled with more than 100 illustrationsnostalgic art, vintage photographs, and evocative advertisementsWhen? Cant I open just one? Please? The minutes, the hours, the eons of waitingand wondering. Whats underneath the shiny silver paper? Behind the enormous red bow? Under the tree? Who doesnt remember what it was like to be a kid at Christmas? And who hasnt yearned to go back in time to recapture that special feeling? Well, we cant turn back the clock, but we can do the next best thing. We can bring a bit of the past into the present. In *Under the Tree*, Susan Waggoner, author of *Stewart, Tabori and Changs Its a Wonderful Christmas*, takes a loving, nostalgic look at the toys and gifts that made the postwar American Christmas the big deal it was. *Under the Tree* revisits gifts both large and small, from Mr. Machine and the Kenner Easy-Bake Oven to Moon Rocks, Silly Putty, Sea Monkeys, and other delights that stuffed our stockings. In addition to the fascinating stories behind each toy, the book is bursting with cultural history, quotes, and loreall wrapped up with more than 100 full-color vintage illustrations. For anyone whos ever been a kid at Christmas, *Under the Tree* will be as irresistible as a kiss under the mistletoe.

About the AuthorSUSAN WAGGONER has written numerous fiction and nonfiction books. She is the author of *Stewart, Tabori and Changs Classic Household Hints* and, with Robert Markel, *Make Mine Vodka, Cocktail Hour, Vintage Cocktails*, and *Its a Wonderful Christmas*. She lives in New York City.