

(Download) Classic Candy: America's Favorite Sweets, 1950-80

# Classic Candy: America's Favorite Sweets, 1950-80

Darlene Lacey

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**Darlene Lacey : Classic Candy: America's Favorite Sweets, 1950-80** before purchasing it in order to gage whether or not it would be worth my time, and all praised Classic Candy: America's Favorite Sweets, 1950-80:

1 of 1 people found the following review helpful. Take a Sweet, Wonderful Trip Down Memory Lane.....By Paul W. Davis In "Classic Candy", Darlene Lacey takes you by the hand and leads you back in time, to revisit and reminisce about the candies from your childhood. At the same time, also giving you great details about the candies' makers and trivia like how one candy was made by accident by an intoxicated worker! The photographs from the wonderfully designed front page right through to the last picture of a Bit-O-Honey bar, were beautifully done, brightly colored and well designed settings to really give you the feel as if the wrapper were right there in front of you. I was very, very please with the amount of detail that you could view in the photographs as I feel that's just an extra added "special

touch" to, as I said, recreating the feeling of having the candy right there. The author provides just the right combination of both the historical and the social impact of the candy of the era's, which just aids you in remembering the candies that for most people were an integral part of their childhood. I know I spent a wonderful afternoon reading this book, and then rereading it again in certain favorite spots because I so enjoyed all the memories the narrative and the photos brought out in me. Although I am not a collector, I think any fan of collections of nostalgia would enjoy this book because I think there aren't very many people who can say that candy was not an important part of their life as a child! My sister is a collector and I am definitely buying another copy of this book for her! Even if you aren't a collector, then, like me, I am sure you will enjoy this book immensely not only for the great photos and the wonderful way it's written, but also will enjoy all the other memories that will come back to you that you associate with the candies of your childhood.

2 of 2 people found the following review helpful. Fun little bathroom book...By Michael Minutaglio  
The things I liked about the book - FULL COLOR!! And plenty of pics. Things I did not like about the book - too small, and not enough candy. Its a fun little bathroom book, but it is nothing you cant see on the internet if you do a search of old candy. Am I glad I purchased it? Yes, but anything over \$6 i would not have!!

1 of 1 people found the following review helpful. ... this book a 5-star rating was based on the wonderful nostalgic memories it brought back  
By C. Louis Wolfe  
The reason I gave this book a 5-star rating was based on the wonderful nostalgic memories it brought back. It's actually well written, w/some great pics...but.....it was disappointingly smaller n thinner than I expected. Perhaps it was explained in the description, but I was so excited to purchase the book I didn't notice if they were actually listed.

Candy may well have its origins in medicine (think peppermint sticks), and many Americans still think of candy as an edible salve with which to cure and to celebrate. Today, Americans consume more than 600 billion pounds of the sugary stuff each year. Most Americans have their favorites, their go-to candy bars that bring them comfort. And most of us yearn for the candy of our youth, those treats that made us feel better no matter the occasion. From classics such as the Hershey bar and MMs to trend-setters like PEZ and Atomic Fireballs, candy has a special place in our hearts and memories. Lacey details the evolution of candy in America, looking at the classics from a variety of angles. With a look at everything from chocolate to fruity sweets, from simply packaging to product tie-ins, Lacey examines the classic candy of the late-twentieth century, including what it meant--and what it still means--to most of us. Readers will savor this colorful walk down memory lane to Candyland, filled with familiar signposts such as Bazooka, Clark, Necco, and Tootsie Roll.

“This charming little book is filled with fabulous vintage ads and fun facts, For example -- getting back to Good and Plenty -- did you know that it was first produced in 1893 by the Quaker City Chocolate and Confectionery Company? And that it's the oldest brand-name candy in the US? I had no idea. You'll enjoy looking back at your favorites, too.”

?Kitsch and Retro  
“A yummy and nostalgic history of American candy... highlights candy fads and trends, some of which only appeared in short production and others that are still available today...More than 150 kinds of classic candy grace the pages, with beautiful full-color photos that make the mouth water.”

?Deseret News  
From the Author  
For this book, I wanted to write something more than a simple history of "who started which company when"; I wanted to capture what truly made this period the "golden age" of candy when it was made and sold at the peak of American ingenuity, creativity, and enthusiasm. There were Baffle Bars, Purple Cows, Pom Poms, Cosmic Candy, and Bleeps. Kids peddled candy door-to-door, barnstorming pilots dropped candy on the American public, and smartly-dressed young women served up custom bags of treats at glamorous department store candy counters. Celebrity candy endorsements were all rage, with famous personalities ranging from Ozzie and Harriet to The Beatles to Clara Peller, the "Where's the Beef" lady. The history of candy is filled with urban legends, failed concepts, and trends and fads. Was the Baby Ruth bar the first successful attempt at guerilla marketing? Was Bubble Yum really made of spider eggs? Did Life Cereal's "Mikey"'s stomach explode from eating Pop Rocks? I went out after the facts. Find out the answers in "Classic Candy: America's Favorite Sweets, 1950-80".

From the Back Cover  
Whether classics like Hershey's, Mars and MMs or trend-setters like PEZ and Atomic Fireballs, candy has a special place in the hearts and memories of most Americans, who to this day consume more than 600 billion pounds of it each year. In this illustrated guide, Darlene Lacey looks at candy in America from a variety of angles, examining everything from chocolate to fruity sweets and from the simply packaged basics to gaudy product tie-ins. She examines the classic brands of the late twentieth century and what they mean, guiding us on a mouth-watering, sugar-fueled trip down memory lane filled with signposts like Bazooka, Clark, Necco, and Tootsie Roll. Darlene Lacey began collecting candy wrappers in the 1970s and now runs the Candy Wrapper Museum, where wrappers can be enjoyed for their art, nostalgia, and humor. Her story and collection have been featured on radio, TV, magazines and a fine art exhibit exploring the theme of food. A freelance writer and editor, Lacey offers her insights on candy and pop culture for various blogs and site online. Selected pieces from her collection can be seen at her website, [candywrappermuseum.com](http://candywrappermuseum.com).