

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

Tim Hollis

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"What a joy! Live your favorite Christmases over again with this sugar-sprinkled guidebook of magic memories." -- Karal Ann Marling, Author of *Merry Christmas* 

Memorable color illustrationsFrom 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.

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