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



## Synopsis

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 M&Ms 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.

## Book Information

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## Customer Reviews

Darlene Lacey's CLASSIC CANDY is an affectionate remembrance of those classic candies all us baby-boomers scarfed down between 1950 and 1980. Crammed with mouth-watering descriptions and full-color illustrations, it's guaranteed to appeal to any and all with a sweet-tooth. Published in 2013 by Great Britain's Shire Publications, CLASSIC CANDY crams a lot of info about the candy industry circa 1950-80 in 64 pages. Lacey divides her subject into chapters on 'Classic Chocolate,' 'Classic Sweets,' 'Trends and Fads,' 'Classic Holidays,' etc. The book is chock-full of info on

Snickers, Milk Duds, Clark Bars, Baby Ruths, Nestle's Crunch, Whoppers, Raisinets, Hootenanny Nut Rolls, Tootsie Rolls, Pom Poms, Jerky Fruits, Bleeps, Boston Baked Beans, Pop Rocks, El Bubble bubble gum cigars, Whitman samplers and other taste treats manufactured by Hershey, Holloway, Clark, Nestle, Heide, Peter Paul, Topps and other companies. CLASSIC CANDY is a hoot. Lacey's text is not only an appealing look back at some classic - and not-so-classic - candies but also an informative history of candy in America. It will bring back fond, mouth-watering memories, believe me! Recommended.

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. It's a fun little bathroom book, but it is nothing you can't 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!!

It's pure nostalgia for anyone who remembers mid-20th century American candy, and for those who are too young to have experienced some of the brands first-hand, I think that it will be an enjoyable revelation. The text is excellent, entertaining, witty, and packed with fascinating details, and the illustrations (it's loaded with them - every page is a delight to look at) are so cheerful, so wonderful, that just looking at a few pages is itself a first-rate sugar pick-me-up!

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 and 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.

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 pleased 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.

This book was so much fun to read and peruse! What a fantastic walk down memory lane for everyone in my multi-generational household, this book has been! Everything candy is here. My beloved Wacky Packages, Bottle Caps, JujuFruits, Good and Plenty, Dots and so many more! Outstanding book Darlene Lacey! Can't wait to see what this author comes up with next.

Well written and beautifully illustrated. Darlene Lacey, curator of The Candy Wrapper Museum, shares her vast knowledge of candy history along with fantastic photos of her personal candy collection. If you love history and pop culture, this is the book for you. It brought back many fond memories of childhood and I look forward to the author's future projects. She's a very talented writer.

A captivating little book from a creative author - how cool to be the curator of the Candy Wrapper Museum! The illustrations alone are worth the price of the book and I really enjoyed learning about the history of candy and how it evolved in the U.S. It was a trip down memory lane to my childhood in Beaumont during the 1950s, hanging out in the five and dime, perusing the candy to see how much I could buy for a quarter. Looking forward to reading more from this author.

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