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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

“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

For this book, I wanted to write something more than a simple history of "who started which company when

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.

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 interent if you do a search of old candy. Am I glad I purchased it? Yes, but anything over \$6 i would not have!!

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 disappointedly 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.

Some time back I was searching for info on candy I used to LOVE back in the early 60's. I found reference to a book, not yet out, that may have the sweets I was looking for. I emailed Darlene to ask about my specific brands and she let me know they were included. I got multiple copies to give as Christmas gifts. A great guide on the "nostalgic" candies I remembered!

Much smaller than expected, but still fun. Arrived very quickly.

This book featured old candy treats that no longer exist. It brought back a lot of fond memories.

I enjoyed reading this book. It is well written. I was hoping for a larger sized book, especially because it is such a visual subject matter. Overall wonderful. Love it.

Like new a fun read! A trip down memory lane!

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