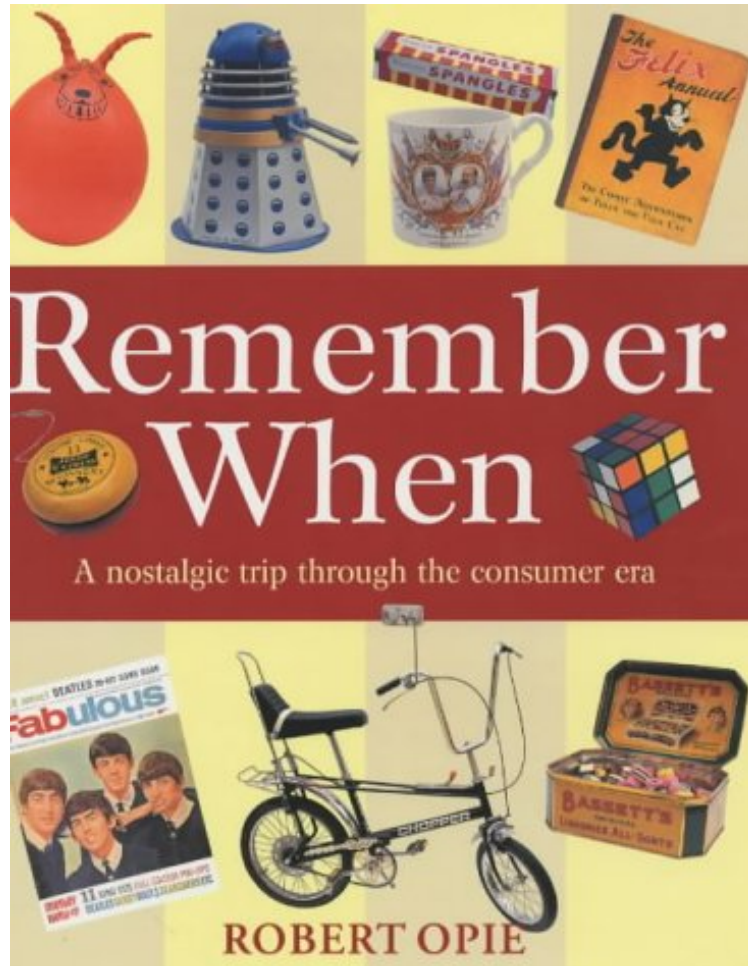


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Remember When: A Nostalgic Trip Through the Consumer Era

Robert Opie

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#5932691 in Books Mitchell Beazley 2002-05-09 Original language: English PDF # 1 11.13 x .63 x 9.131,
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Robert Opie : Remember When: A Nostalgic Trip Through the Consumer Era before purchasing it in order to gauge whether or not it would be worth my time, and all praised Remember When: A Nostalgic Trip Through the Consumer Era:

1 of 2 people found the following review helpful. Concentrates on England, not much on US By The Wily One The potential buyer should know that this book focuses almost entirely on England, and there is very little on the culture of the US mentioned. Within those limits it is a very nice tour decade by decade of the 20th century, as described in the other reviews. Caveat emptor. 1 of 1 people found the following review helpful. A century of the art of everyday life By Peter Uys The author takes us on a delightful trip through the consumer age with its roots in the Victorian era, when mass production first began. Since then, fashionable clothes, cosmetics, books, music and other good things have become available to the general public. The higher standard of living also went hand in hand with increased literacy and greater freedom for women. This engaging book explores the 20th century decade by decade, looking at aspects of

daily life like food, shopping, fashion, entertainment, travel, toys and games through the packaging material, advertising and products themselves. Important events like the World Wars, the coronations, the first man on the moon and the impact of radio and TV are also covered. Opie's wonderful collection of original items includes comic books, records, newspapers, posters, magazines and various types of souvenir. These objects and images relive history as people remember it, bringing to life again the sights, smells, sounds and tastes of the 20th century. The book contains an introduction under the headings The Robert Opie Collection, Understanding Our Past, Memories and Our Consumer Society. This is followed by separate chapters on The Victorians and The Edwardians. From there, the chapters follow the decades from The 1910's to The 1990's. The book concludes with an index. Remember When will appeal to all readers with a fondness for the past, from historians to graphic designers, music, movie and art lovers to those just into nostalgia for the sake of it. 7 of 7 people found the following review helpful. A Delightful Nostalgic Trip Through Days Gone By. By A Customer I first set eyes on this gem of a book at my neighbours beach house whilst we were relaxing with a glass of red, and was entranced from the moment I picked it up. I am an avid collector of memorabilia and found this book to be excellent. I can identify with many of the items that were shown as being popular throughout the 70's, 80's and 90's. I regret that so much of what I had has long ago perished in rubbish dumps, and some of the items are so rare and collectable now. I found them memorabilia from the 60's and earlier the most exciting, and loved reading about and looking at items that I hunt for in antique shops and markets! This nostalgic book is very hard, if not impossible, to put down once you start flicking through the pages, and is an absolutely essential purchase for anyone that has an interest in or is a collector of memorabilia. I cannot wait to order my copy!

This volume presents a picture of everyday life in the 20th century - from the late-Victorian era to the new millennium - exploring all aspects of society as reflected in the legacy of packaging, advertising, magazines and newspapers, toys and games, and royal and commemorative memorabilia that has accumulated over the century. A sourcebook of images and anecdotes for those interested in the past, it includes memories of the first Kit-Kat to Beatlemania, Meccano to the Picture Post, Bisto to Barbie and other brand names.

About the Author Robert Opie has been collecting packaging, advertising and social history material for over 30 years. His collection now extends to half a million items; part of it was on display at the Victoria Albert Museum, London in an exhibition entitled The PackAGE - A Century of Wrapping It Up in 1975. In 1984 he realized his ambition when he established the first museum devoted to the history of advertising and packaging in Gloucester. He has written several books on the subject of packaging and social history including Rule Britannia (1995), Sweet Memories (1988), The Art of the Label (1987), Packaging Sourcebook (1989), Wartime Scrapbook (1989) and 1930s Scrapbook (1997).