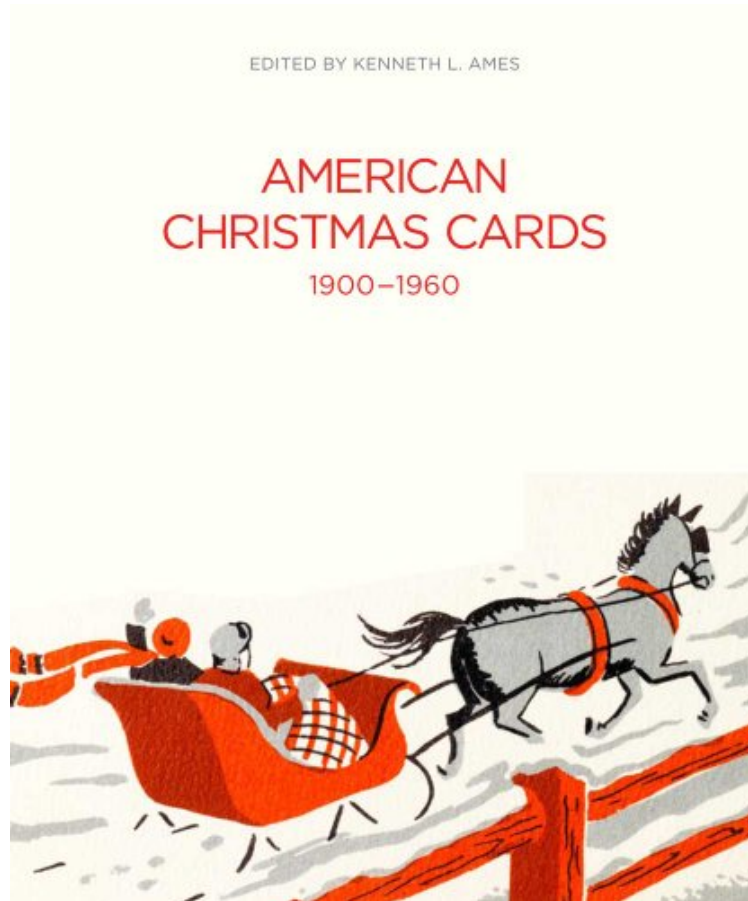


American Christmas Cards 1900-1960

Kenneth L. Ames

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#2403651 in Books 2011-11-29Original language:EnglishPDF # 1 8.73 x .84 x 7.15l, 1.50 #File Name: 0300176872320 pages | File size: 76.Mb

Kenneth L. Ames : American Christmas Cards 1900-1960 before purchasing it in order to gage whether or not it would be worth my time, and all praised American Christmas Cards 1900-1960:

3 of 3 people found the following review helpful. Beautiful BookBy H. D. StiskalWhat a gorgeous book! It's a real treat for fans of Christmas, illustration, and social history. The book is arranged by categories after an explanation of the study behind it. You can read all of it or just enjoy thumbing through the well-reproduced Christmas cards.0 of 0 people found the following review helpful. Great 5 * BookBy WShellyGreat Book3 of 3 people found the following review helpful. Enjoy a seasonal glowBy RobinA delightful book that is probably the only one to cover the subject in detail. The 250 cards are divided into twenty-four styles and each gets a chapter with an intro followed by an average of sixteen cards. The different types of card were arrived at by looking at about six thousand of them and noting the design on the front. It seems that card sending was a particularly strong habit in New England, New York and the West coast.Of the various styles I thought two were rather unusual: Ships had old fashioned galleons sailing the seas and the other was Warm Places with some very un-Christmas like images of palm trees, orange groves and other hot locations across the America. Some of the art for the more traditional cards are quite beautiful and in the thirties there

seems to have been a trend in lovely graphic ideas using flat colors. Cards from the nineteenth century have had plenty of exposure in other books (especially the *Victorian Christmas*) but I thought the strength of this title was looking in detail at cards in the decades up to 1960. My only criticism is that so many of the cards are reproduced smaller than need be. The wide margins suggest that this was where the captions were to go but they ended up in fourteen back pages, so a lot of page turning is required if you want details of a particular card. The back pages also have a rather academic book listing. If you want to enjoy a nostalgic festive glow of yesteryear this is the book that will deliver it.

The power of Christmas derives from the appeal of its repeated rituals, the presumed antiquity of its traditions, and its ability to adapt to changing cultural conditions. Christmas cards seemed inevitable and ubiquitous, but in recent years the genre has been visibly in decline. It is now evident that the Christmas card was a culturally specific artifact, a distinctive way in which a fundamental human gesture could be expressed within a commercial, materialistic, and rapidly changing society. This stylish book explores the imagery, graphic forms, subject matter, and significance of Christmas cards in their chronological timeframe to reveal an important area of American material culture. There is much to surprise and delight.

"Whether you're a student of graphics and American material culture, or merely fascinated by the power of images and the appeal of Christmas, this book is well worth the price of admission. In fact, flipping through the pages is a bit like filling up on a bowl of Christmas candy—without the calories. Highly recommended."—Judy Penz Sheluk, *New England Antiques Journal*