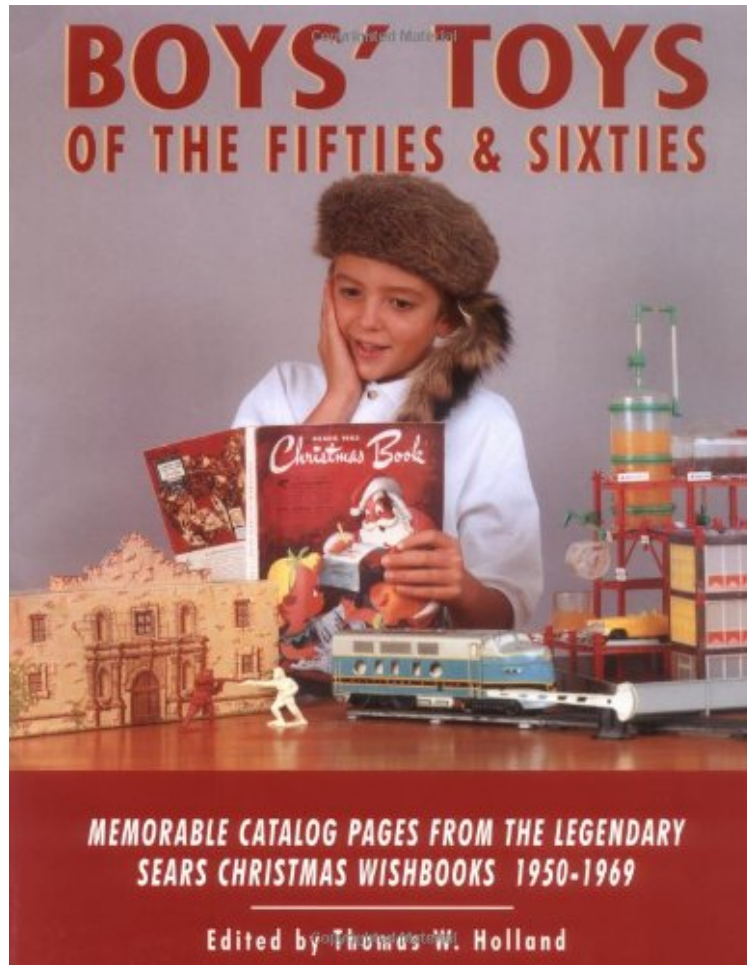


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Boys' Toys of the Fifties and Sixties: Memorable Catalog Pages from the Legendary Sears Christmas Wishbooks 1950-1969

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From Brand: Windmill Pr : Boys' Toys of the Fifties and Sixties: Memorable Catalog Pages from the Legendary Sears Christmas Wishbooks 1950-1969 before purchasing it in order to gage whether or not it would be worth my time, and all praised Boys' Toys of the Fifties and Sixties: Memorable Catalog Pages from the Legendary Sears Christmas Wishbooks 1950-1969:

5 of 5 people found the following review helpful. Somewhat dissapointing, but a must-have anywayBy Steve in MemphisYes, it does show boy's toys from the '50s and '60s, but the images are grainy photocopies, and the book does not have the complete boys toys sections for each year, just a sampling. That said, it is still a must and I have enjoyed it. It has the G.I. Joe stuff, Matchbox cars and other good things that you remember. It could be great, if the pictures were in color. You can always do a search on eBay for color pictures of the things that you remember. Also do a

search on Youtube for old commercials!3 of 3 people found the following review helpful. Super Nostalgia Book!By Jack ZavadaBoys Toys of the Fifties and Sixties is a terrific book for us boomers who grew up in that era. There's no color inside the book, but that may have made it too expensive to print. I found the bw pages clear, no problem reading them. You'll find most of your favorite toys in here, as well as those pre-inflation prices. We tend to forget our parents didn't make much money in those days, so everything's relative. Obviously they did not include all the pages from each year's Sears catalog, but the representative pages give a nice sample. As you read through this book, you'll find yourself slipping back 40 or 50 years when times were much simpler and toys required more imagination. You'll see great toys from Louis Marx (my favorites), Mattel, Kenner, and the other big names of the time. The descriptions are fun too, probably written to appeal to the 8 year-old mind. If you come home from work with a headache or have some worry, this book is great escapist reading. I think you'll enjoy it.4 of 4 people found the following review helpful. Pictures as fuzzy as my memory, unfortunately!By jannertI would certainly give this book a 5-star recommendation for content, but unfortunately the smudgy, indecipherable details in many of the photos lets it down. This is strange, considering the comparatively excellent picture quality of the Girls' Toys of the Fifties and Sixties companion volume. I'm not sure why this difference exists, as the pictures for both volumes were all taken from the same original catalogs. That being said, however, this is still a tour worth taking. The type is clear and easy-to-read, and it's a fascinating look into how we played when we were young. I only hope if this volume is ever re-issued, the flaws in the picture quality here get repaired.

If you were a boy growing up in the Fifties or Sixties, you'll surely remember these wonderful old Sears, Roebuck Co. Christmas catalog pages from 1950-1969. Organized by year, these full-sized authorized page reprints are jammed with classic toys like G.I. Joe, Lionel trains, Marx playsets, 007 spy gadgetry, Erector sets, slot cars, Roy Rogers and Davy Crockett cowboy toys and more, with their original prices! Thousands of illustrations.

About the AuthorThomas W. Holland is a Los Angeles-based television executive and long time toy collector.