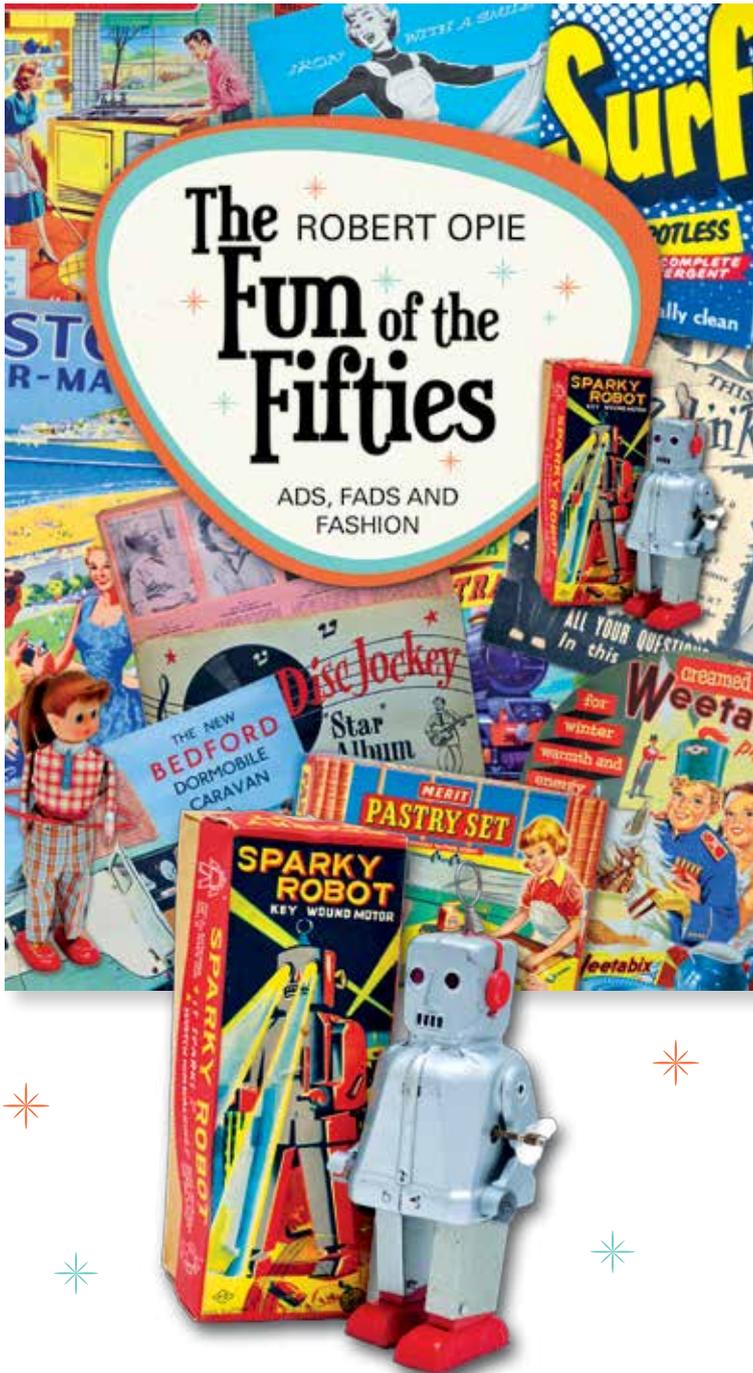


# The Fun of the Fifties

ADS, FADS AND FASHION

A nostalgic celebration of the fabulous fifties.



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£12.99

The 1950s was a heady mix of American excitement - cowboys, rock'n'roll, Elvis, Marilyn Monroe - and the British sense of fun that included Airfix kits, Plasticine and Hombly Dublo trains. It was a boom time for DIY enthusiasts, seaside holidays and space fiction. The Fifties also saw the birth of self-service shopping and sugar-coated breakfast cereals. Ultimately, there was a new optimism which followed the Festival of Britain, the Queen's coronation, the end of rationing and the increasing distraction of a new entertainment - television.

The Fun of the Fifties is jam packed with over 500 colourful and evocative items, everything from tantalising toys and electric kitchen gadgets, to frozen foods, furniture and fashions. Here too are the popular TV programmes that pervaded this remarkable era. This book is not only stuffed full of vibrant '50s graphics, but also reveals an insight into a decade of consumer change.

This toast to the Fifties has been conjured up by Robert Opie, founder and director of the Museum of Brands. His Museum explores the fascinating story of daily life since Victorian times, covering such topics as shopping, travel, leisure, entertainment and toys.

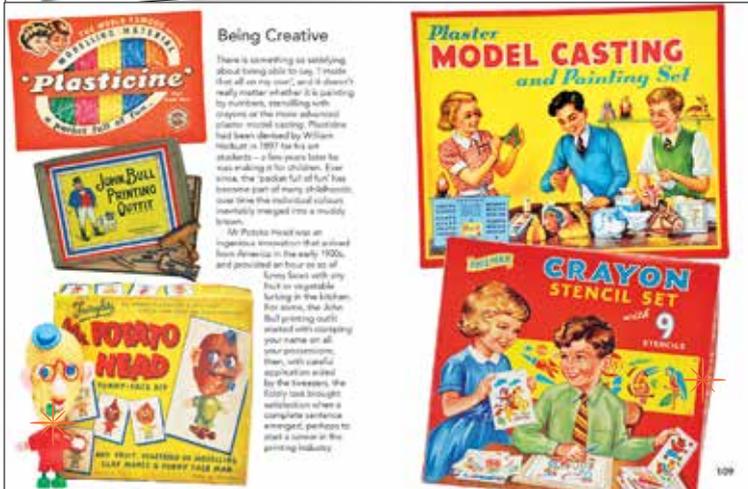
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The celebration of this most memorable era will take all those baby boomers back to their childhood - Noddy, Sooty and Muffin the Mule, Meccano, Magic Robot and Dinky Toys, Watch with Mother, road safety kerb drill and novelty soaps, Spangles and Corona drink.

Fifty years ago, Robert Opie saw the need to unravel the fascinating story of how consumer products and promotion had evolved since Victorian times. By 1975 he had enough material to hold his own exhibition, The Pack Age, at the Victoria & Albert Museum. After a sixteen-year career in market research, he opened the first museum devoted to the history of packaging and advertising in Gloucester in 1984.

In 2005 his Museum of Brands moved to London, recently reopening in larger premises in Notting Hill. Recognising the need to save our ever-changing consumer society, his research has focused on how our culture and lifestyle has been influenced by Britain's consumer revolution. Having written some twenty books and presented a two hour DVD, 'In Search of our Throwaway History', he has become a leading authority as a consumer historian, appearing on a wide range of television and radio programmes.



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