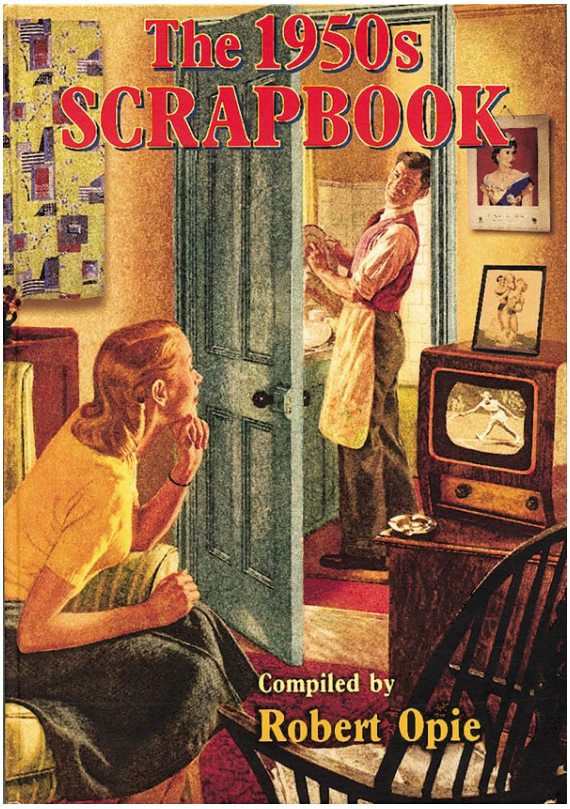
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



The 1950s Scrapbook

Robert Opie

ISBN	9780954795429
Publisher	Museum of Brands
Binding	Hardback
Territory	World excluding US & Canada
Size	379 mm x 267 mm
Pages	62 Pages
Illustrations	1000 colour
Name of series	Scrapbook
Price	£14.95

- Illustrates an extraordinary period of British history covering everything from rationing to rock and roll

After 10 years of austerity, the 1950s saw rationing draw to an end. Gathered together in this colourful creation of over 1,000 products and images, *The 1950s Scrapbook* conjures up the life and times of the Coronation of Elizabeth II to the abundance of toys and television programmes, everything memorable and evocative, illustrating an extraordinary period of British history, from rationing to rock 'n' roll, from Archie Andrews to the Mini Minor. Taking the best of the Robert Opie Collection (on display at the Museum of Advertising and Packaging, Gloucester), *The 1950s Scrapbook* adds to the different lifestyles portrayed in the companion volumes of *The 1930s Scrapbook* and *The Wartime Scrapbook*.

Since the 1970s, **Robert Opie** has amassed an unrivalled collection of advertisement packaging developed from a need to catalogue how consumer products had evolved since Victorian times. Although the focus of Robert's research has been the history of supermarket brands, his other interests extend to technology and fashion, as well as recording historic events, major exhibitions and royal occasions. He has become an authority on his subject, appeared on television and radio shows and written 20 books.

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