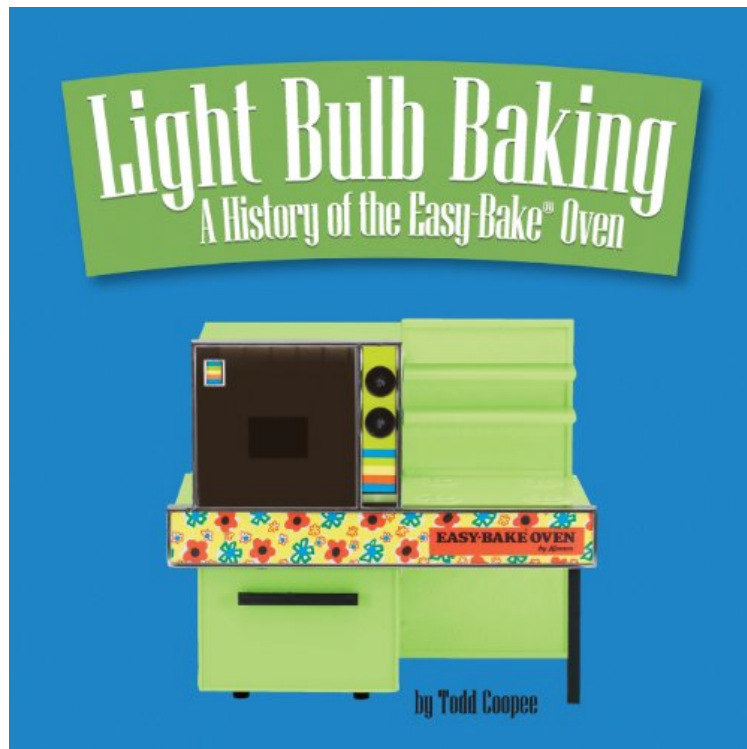


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Light Bulb Baking: A History of the Easy-Bake Oven

Todd Coopee

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#721705 in Books Todd Coopee 2013-11-15 Original language: English PDF # 1 8.50 x .38 x 8.50l, .73 #File Name: 0991748417178 pages Light Bulb Baking A History of the Easy Bake Oven | File size: 30.Mb

Todd Coopee : Light Bulb Baking: A History of the Easy-Bake Oven before purchasing it in order to gauge whether or not it would be worth my time, and all praised Light Bulb Baking: A History of the Easy-Bake Oven:

0 of 0 people found the following review helpful. Nicely written but made out of poor quality paper (paperback version). By Scratch Smith I just got the paperback version of this book and so far, it's good. Plenty of photos of info on the Easy Bake Oven. However, the pages are made of some sort of wretched and horrid paper. It feels terribly cheap and flimsy. Worse than printer paper. Feels like it is was made in China for 1 cent. I literally cringe as I turn each page, hoping I don't tear it. I don't dare breathe too close to the book, fearful that the condensation will destroy the pages. The pictures of the ovens might have been nice except for the bleed-through on the opposite side. If I'd known that it was of such horrible construct I would have sprung for the hardcover book. That is, assuming that the hardcover copy is of better build. 0 of 0 people found the following review helpful. Gallery of Easy-Bake Ovens By Christine O'Keeffe Nice large pictures of each Easy-Bake Oven design through the years with Patent #'s # of light bulbs needed. Hard cover version has nice thick cover. 1966 Recipes in back. 2 of 2 people found the following review helpful. Enjoyable History of a Beloved Toy By myrna-ann I received a copy of this book from the author in exchange for a review. I am pleased to say that I very much enjoyed the book. The author has done extensive research on the Kenner Toy Company of Cincinnati, Ohio, and the history of their Easy-Bake Oven - a toy that has endured for generations. The book is full of facts, but they are presented in a way that is never boring. The book is divided into short chapters with lots of crisp, bright illustrations. If you once owned an Easy-Bake Oven or bought one for your child or grandchild, you will find a picture of the exact model in this book. Other facts of interest: the first oven was powered

by two 100-watt incandescent light bulbs, but later models tried single bulbs and lower wattage bulbs. Kenner was sold to General Mills, which included Betty Crocker mixes with the oven. Then it was sold to Tonka; and now it is owned by Hasbro, with production moved offshore to Mexico. I find it sad that all the independent American toy companies (such as Parker Bros, Milton Bradley, Fisher Price) have been swallowed up by two conglomerates: Hasbro and Mattel. I especially enjoyed the short chapter with references to Easy-Bake on popular TV shows, such as Seinfeld and Friends. And you will too if popular culture and nostalgia are your thing.

This first definitive retrospective of the Easy-Bake® Oven celebrates its journey from children's toy to pop culture icon. The book explores the innovation, history, economics, commerce, advertising, and marketing behind the toy's 50-year history.

From the Author How has a plastic toy oven powered by a standard incandescent light bulb become a cultural icon? Pop-culture pundits often say that trends fade quickly and ultimately make a comeback every 20 years or so. The Easy-Bake Oven belies this notion. Its staying power has been consistent for 50 years, with more than 30 million ovens sold. Nearly anyone born since 1955 has some memory of baking with an Easy-Bake. The oven allowed children to experience the delight of serving up miniature culinary concoctions while indulging in eating raw batter. For generations, the Easy-Bake Oven has taken and continues to take "playing house" to a level of realism that is nearly impossible for a child to hope for. The ability to bake and serve real food from a working oven without the supervision of a parent or the fear of fire is one of the most wonderful gifts a toy company (in this case, Kenner Products) has given to youth. I was the youngest in a family of five children and did not have an Easy-Bake Oven to call my own. That honor fell to my three older sisters who, in 1971, were given reign over an avocado-green model (which made for quite a contrast with our harvest gold-themed kitchen). Despite ruling the Easy-Bake roost (and continually telling me that I was adopted—a story for another time), my sisters often let me participate in their baking sessions. I vividly recall peering through the watch-it-bake window, waiting impatiently as the light bulb worked its magic on the just-add-water mixes we had prepared. The results never looked like the pictures on the box, but they were delicious, and they were ours! As I started to pay homage to those memories, this book rather unexpectedly became something more. It became an exploration of innovation, history, economics, commerce, advertising, and marketing. The story of the Easy-Bake Oven is a microcosm of post-war America. It demonstrates how the energies of technical innovation shifted after the war effort toward consumers. It traces the birth and evolution of a new popular culture that celebrated American invention and playfulness while reinforcing family-oriented values and traditional gender roles. On a more personal note, this book also became a collage of many things that I enjoy: nostalgia, an affinity for vintage toys, a heavy dose of baking, and a love of dessert. My hope is that you will enjoy this retrospective as much as I have enjoyed bringing it to life. About the Author Todd Coopee is a writer, award-winning business owner, toy historian, and pop-culture enthusiast. His affinity for nostalgia, vintage toys, and baking led to his 2013 retrospective, *Light Bulb Baking: A History of the Easy-Bake® Oven*. He lives in Ottawa, Ontario.