

McDonald's®

Pre-Happy Meal® Toys

from the Fifties, Sixties and Seventies



Joyce & Terry Losonsky

With Price Guide



A Schiffer Book for Collectors

Mcdonalds Pre Happy Meal Toys From The Fifties Sixties And Seventies

Lingsheng Yao



McDonalds Pre Happy Meal Toys From The Fifties Sixties And Seventies:

McDonald's Pre-happy Meal Toys from the Fifties, Sixties, and Seventies Joyce Losonsky, Terry Losonsky, 1998 The toys distributed by the McDonald s Corporation from its start in 1955 through the creation of the Happy Meal concept in 1979 are described here with over 850 photographs and stories about the McDonaldland characters slogans signs and themes Check off boxes and index are provided to help in organizing your own collection plus the authors established numbering system is used to identify all items in the book Encyclopedia of Junk Food and Fast Food Andrew F. Smith, 2006-08-30 Eating junk food and fast food is a great all American passion American kids and grownups love their candy bars Big Macs and supersized fries Doritos Twinkies and Good Humor ice cream bars The disastrous health effects from the enormous appetite for these processed fat and sugar loaded foods are well publicized now This was particularly dramatically evidenced by Super Size Me 2004 filmmaker Morgan Spurlock s 30 day all McDonald s diet in which his liver suffered the same poisoning as if he had been on an extended alcohol binge Through increased globalization American popular food culture is being increasingly emulated elsewhere in the world such as China with the potential for similar disastrous consequences This A to Z reference is the first to focus on the junk food and fast food phenomena from a multitude of angles in addition to health and diet concerns More than 250 essay entries objectively explore the scope of the topics to illuminate the American way through products corporations and entrepreneurs social history popular culture organizations issues politics commercialism and consumerism and much more Interest in these topics is high This informative and fascinating work with entries on current controversies such as mad cow disease and factory farming the food pyramid movie tie ins and marketing to children will be highly useful for reports research and browsing It takes readers behind the scenes examining the significance of such things as uniforms training packaging and franchising Readers of every age will also enjoy the nostalgia factor learning about the background of iconic drive ins the story behind the mascots facts about their favorite candy bar and collectables Each entry ends with suggested reading Besides an introduction a timeline glossary bibliography resource guide and photos enhance the text Sample entries A Advertising Automobiles Ben Burger King Carhops Center for Science in the Public Interest Christmas Cola Wars Employment Fair Food Fast Food Nation Hershey Milton Hollywood Injury Krispy Kreme Lobbying Nabisco Obesity PepsiCo Salt Soda Fountain Teen Hangouts Vegetarianism White Castle Yum Brands Inc The ^AOxford Companion to American Food and Drink Andrew F. Smith, 2007-05-01 Building on the highly praised and deliciously browseable two volume compendium the Oxford Encyclopedia of Food and Drink in America this new work serves up everything you could ever want to know about American consumables and their impact on popular culture and the culinary world Within its pages for example we learn that Lifesavers candy owes its success to the canny marketing idea of placing the original flavor mint next to cash registers at bars Patrons who bought them to mask the smell of alcohol on their breath before heading home soon found they were just as tasty sober and the company began producing other

flavors Edited by Andrew Smith a writer and lecturer on culinary history the Companion serves up more than just trivia however including hundreds of entries on fast food celebrity chefs fish sandwiches regional and ethnic cuisine food science and historical food traditions

Fast Food and Junk Food Andrew F. Smith,2011-12-02 This fascinating and revealing work examines the incredible power of junk food and fast food how nostalgic we are about them the influence of the companies that manufacture or sell them and their alarming effect on our country s state of health In the last half century junk food and fast food have come to play an extremely important role in American economic historical cultural and social life Today they have a major influence on what Americans eat and how healthy we are or aren t **Fast Food and Junk Food An Encyclopedia of What We Love to Eat** tells the intriguing fun and incredible stories behind the successes of these commercial food products and documents the numerous health related environmental cultural and politico economic issues associated with them With more than 700 alphabetically arranged entries this two volume encyclopedia contains enough listings to allow readers to research a wide range of fascinating topics The author treats the massive amount of subject material within this reference title in a fair and balanced manner A secondary focus of this encyclopedia is to chart the spread of some American fast food chains and commercially produced junk foods internationally

The Oxford Encyclopedia of Food and Drink in America Andrew Smith,2013-01-31 Home cooks and gourmets chefs and restaurateurs epicures and simple food lovers of all stripes will delight in this smorgasbord of the history and culture of food and drink Professor of Culinary History Andrew Smith and nearly 200 authors bring together in 770 entries the scholarship on wide ranging topics from airline and funeral food to fad diets and fast food drinks like lemonade Kool Aid and Tang foodstuffs like Jell O Twinkies and Spam and Dagwood hoagie and Sloppy Joe sandwiches

Food and Drink in American History Andrew F. Smith,2013-10-28 This three volume encyclopedia on the history of American food and beverages serves as an ideal companion resource for social studies and American history courses covering topics ranging from early American Indian foods to mandatory nutrition information at fast food restaurants The expression you are what you eat certainly applies to Americans not just in terms of our physical health but also in the myriad ways that our taste preferences eating habits and food culture are intrinsically tied to our society and history This standout reference work comprises two volumes containing more than 600 alphabetically arranged historical entries on American foods and beverages as well as dozens of historical recipes for traditional American foods and a third volume of more than 120 primary source documents Never before has there been a reference work that coalesces this diverse range of information into a single set The entries in this set provide information that will transform any American history research project into an engaging learning experience Examples include explanations of how tuna fish became a staple food product for Americans how the canning industry emerged from the Civil War the difference between Americans and people of other countries in terms of what percentage of their income is spent on food and beverages and how taxation on beverages like tea rum and whisky set off important political rebellions in

U S history *Cumulated Index to the Books* ,1999 *American Book Publishing Record* ,1998 **The Official Rinker Price Guide to Collectibles** Harry L. Rinker,2000-10-10 This fourth edition of the Harry L Rinker Official Price Guide to Collectibles has more coverage of collectibles than any other book on the market Here you ll find furniture decorative accessories and giftware along with the traditional character and personality items ceramic glass and toys Each category includes a brief history collecting tips reference books periodicals collector clubs and vital information on reproductions It s a complete document of the 20th century American lifestyle **Kovels' Yellow Pages** Ralph M. Kovel,Terry H. Kovel,2003 This resource guide points collectors to price guides repair services and sources for parts and supplies The Oxford Encyclopedia of Food and Drink in America Andrew F. Smith,2004 Covers the significant events inventions and social movements in history that have affected the way Americans view prepare and consume food and drink in articles arranged alphabetically *Free with Every Kids' Meal* Jonathan Alexandratos,2025-07-10 When we hear the term fast food toys many of us picture specific favorites Whether they be the McDonald s Changeables Burger King s expansive Lord of the Rings figurines or the Star Wars Episode I premiums that gripped Taco Bell KFC and Pizza Hut simultaneously chances are high that you have a nostalgic go to But why Perhaps the element of surprise an unexpected toy accompanying your lunch delighted you as a child Maybe you loved the promotion s source material and wanted to collect everything within its domain Or it could be that this tiny random plaything intersected with your life at just the inexplicably right moment Whatever the case may be toys tucked into kids meals are designed to be disposable but many of our experiences prove them to be anything but While there are many books devoted to cataloguing various fast food promotional products this is the first to undertake a deep analysis of their cultural impact By digging deep into kids meals past and present this work uncovers the history of their toys This work guides examines the ways in which these simple prizes interact with societal factors like race gender class and economics by connecting their analyses with the work of top theorists In so doing we learn why these allegedly forgettable toys embed in memory not because of the toy at the bottom of a brightly colored food container but because there in the in between space of toy and meal permanent and temporary meaningless and meaningful we find ourselves Subject Guide to Books in Print ,1991 House & Garden ,1992 Warman's Americana & Collectibles Ellen T. Schroy,2001-10 More than 25 000 updated prices 240 popular categories collectibles from 1930s to today expert collecting advice histories references Cover **Hoover's Handbook of Private Companies 2010** Hoover's Business Press,2010 Hoover s Handbook of Private Companies covers 900 nonpublic U S enterprises including large industrial and service corporations

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