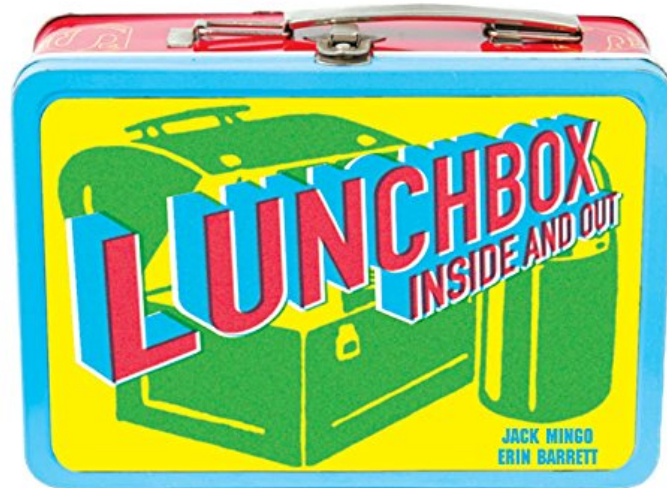


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FROM METAL TO VINYL TO PLASTIC—THE GOLDEN AGE, 1950–1980

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Comic Books, airstream trailers, 1960s TV shows ... all are indelibly etched in the american pop culture landscape. but if there's one little corner of our past that's been overlooked, it's the lunchbox.Hyped by manufacturers of the time, stuffed with peanut butter and jelly sandwiches and thermoses leaking chocolate milk, carted from suburban split-levels to schoolyards across the country for four decades, these compact forms of portable art embody a whole world of memory and nostalgia.From outer space to superheroes, from cowboys to cartoons, in metal or nifty vinyl ... here, for the first time, is the whole colorful history of one of the coolest collectibles of our time.

From BooklistThis picture book that is pure eye candy is based on the more than 450-item lunchbox collection of Rhode Islander Joe Soucy. Mingo and Barrett have compiled a visual journey into this metal land of the 1950s, 1960s, 1970s, and 1980s. The narrative is slight, focusing on the birth of the metal meal carrier and its design iterations. Divided by subject matter--including sports, music, movies, and cult TV--each chapter explains, for example, which cartoons and comics were popular (Disney School Bus sold nine million units, the all-time best-seller), then showcases color photographs of genre boxes, with manufacturer, date, and low-to-high indications of dollar value. Soon on eBay?

Barbara Jacobs Copyright American Library Association. All rights reserved About the Author Erin Barrett and Jack Mingo have written more than two dozen books. They are currently living the bohemian writers' life in Alameda, California, with three kids, two cats, a canoe, a deadline for a daily fun-facts column, unpaid bills, and a clutter of lunchbox memorabilia. Erin Barrett and Jack Mingo have written more than two dozen books. They are currently living the bohemian writers' life in Alameda, California, with three kids, two cats, a canoe, a deadline for a daily fun-facts column, unpaid bills, and a clutter of lunchbox memorabilia.