



Candy Containers for Collectors

By Debra Braun

Schiffer Publishing Ltd. Paperback. Book Condition: new. BRAND NEW, Candy Containers for Collectors, Debra Braun, In an effort to attract children to their products, manufacturers of candy have used a host of gimmicks and promotions. With everything from baseball cards to Cracker Jack® toys and premiums, they sought to bring their little customers back again and again. One of the more enduring strategies was the packaging itself. Over a hundred years ago manufacturers began putting their candy in novelty containers that would be cherished long after the candy was gone. These range from fancy lithographed cardboard boxes to glass figural containers, and include containers in plastic, celluloid, paper mache, tin, and fabric. From the earliest glass jars to the latest Pez or M&M dispensers, collectors are anxious to find candy containers with snappy slogans and innovative packaging. In this wonderful book, nearly 400 containers are shown, with color photos, descriptions, and pricing. It covers the whole range of containers, including some of the earliest, with a focus on the highly collectible area of plastic. This book is guaranteed to whet your appetite.



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