



CAMDEN COUNTY HISTORICAL SOCIETY

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FOR IMMEDIATE RELEASE:

COLLECTING 20TH CENTURY WISH LIST

What we need for our Museum Exhibit

We need items from the 1950s and 1960s that tell the story of life in Camden County, New Jersey -- everything from pop culture and fashion to communication and politics. We've prepared a Wish List to give you some ideas. While your items need not be in

mint condition, they must be appropriate for museum display.



Have you held onto those fuzzy dice from your first car? Bring them in, along with a picture of you standing next to that sweet ride. How about that old pair of scuffed saddle shoes? Tell us where those shoes have been. While the items visually depict life in twentieth-century Camden County, the stories they tell -- your stories -- put them in context and add depth and meaning to future exhibits.

And remember: Donations of items to the Camden County Historical Society are tax-deductible. Please call CCHS at 856-964-3333 to learn more.

Thank you.

From The 1950s:

Pop Culture:

A Sears Catalog; your memories of shopping at Sears Roebuck & Company in Camden
Toys -- Gumby; a Slinky; paper dolls; Hula Hoops and original Frisbees

Books -- "How to Get and Keep a Husband" by Kate Constance, published 1957

Slang from the 1950s

45-rpm records and record carriers

Old posters of teen idols

Fashion:

Poodle skirts and petticoats; varsity sweaters; coonskin caps; penny loafers and saddle shoes; white or two-toned bucks; circle pins; bathing caps with chin straps



Hair Care -- Spoolies; photos of mens' and womens' hair styles from the 1950s
Pop-It beads

Communication:

Rotary dial phones; stories of what it was like to have a party line

Portable manual typewriter with/without the case

Politics:

"I Like Ike" buttons

Korean War and its impact on Camden County

families

Posters/pamphlets/promotional material from "Duck & Cover" drills for school children to protect them against nuclear fallout

Marketing & Advertising:

Typical ads from the 1950s -- "She'll Be Happier Christmas Morning with a Hoover"; ads that reflect the role of women in 1950s society

Old copies of "Calling All Girls" magazine

Prices (price tags; prices cited in ads; retail price lists) from the 1950s -- gasoline, grocery store items, clothing, etc.

From The 1960s:

Pop Culture:



Introduction of prepared foods into mainstream grocery shopping -- Tang; TV dinners; frozen vegetables; instant mashed potatoes; aluminum flip-top cans

Anything Beatles

The Peace Sign 45-rpm records and record carriers

Cold War, Spies and Secret Agents -- spy toys, movies and TV shows like "The Russians Are Coming," "Get Smart," and "The Man From U.N.C.L.E."

Original Volkswagen Bug

Buttons -- "Praise the Pill," "Make Love Not

War," "Don't Trust Anyone Over 30"

Old copies of Sixteen Magazine capitalizing on the emergence of the teenager and his/her buying power; old copies of Tiger Beat and Soul magazines

Toys -- Barbie, GI Joe, troll dolls, paper dolls (Jackie Kennedy), Mr. Potato Head, the Spirograph
S&H Green Stamps, books and rewards catalogs
Ponytail Girl items -- Scrapbooks, photo albums, book covers, purses, record cases, lunch boxes, doll cases, overnight bags, jewelry boxes, dictionaries, pencil cases

Fashion:

The mini-dress; go-go boots; circle pins; Twiggy; flower power; love beads; original bell-bottoms; hot pants; Nehru jackets; petal-decorated bathing caps (see flower power)
Hair Care -- Hair rollers (all sizes -- including orange juice cans); Hot Rollers; inflatable



bonnet hair dryers; photos of mens and womens hair styles from the 1960s

Electronics:

Portable, battery-operated transistor radios
Reel-to-reel home recording devices
Home movie cameras
Early camera with flash attachments; film; flash bulbs
Pictures of early computers and computer rooms

Communication:

Princess phone
Portable manual typewriter with/without the case

Politics:

J.F.K.
Viet Nam War; "The Camden 28"
Civil Rights movement
Local student protests
Space program
The Cold War

Fall Out Shelter signs and home underground shelters

N.O.W.

The pill

Marketing & Advertising:

Classified ads seeking "Attractive Women Only" or "Attractive Men Only"

Period ads reflecting the role of women in society

Ads for prepared foods designed to make grocery shopping and mealtimes easier

Prices (price tags; prices cited in ads; retail price lists) from the 1960s -- gasoline, grocery store items, clothing, etc.

Peter Max "Cosmic 60s" signs and posters