

TIME

GENERATIONS



Retro Revival

Classic candies and other treats help boomers recapture the joy of childhood

By FRANCINE RUSSO

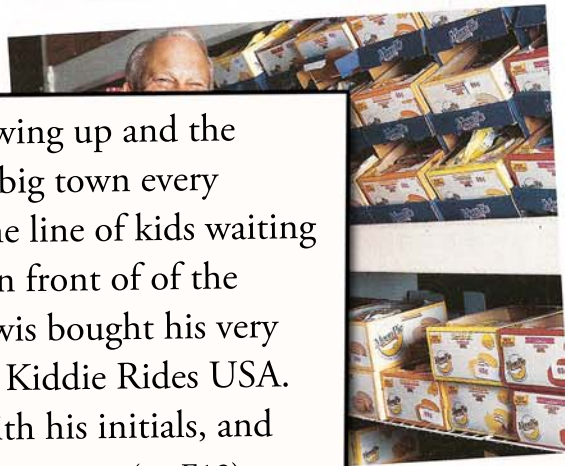
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booming. Groovy candies have
\$50,000 to \$3 million since the company
was started in 1998. And it's not just candy.
With the power of the Internet, other pur-
veyors of childhood memories are resurrect-
ing '50s-era toys and games,
including wooden
alphabet blocks with
old-fashioned letter-
ing and Fisher-Price
Snoopy pull toys.
They're also experi-
encing a surge in de-
mand for best sellers
from the 1940s like
Slinkys, Nok Hockey
and Uncle Wiggily.
"The pendulum has
swung back to these

classic playthings," says Ken Moe, manag-
ing director of Back to Basics Toys, a com-
pany based in Herndon, Va., that specializes
in old-time fun and games.
Most of these products have

popular-culture expert Rob-
ert Thompson, "but for the boomers, it has
reached new heights of industrial sophisti-
cation. They grew up at a time when there
was an explosion of culture and products
specially for them, and [those



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JoAnn Hagopian, 54, .. says the quarter-pony she and her husband, Gary, 56, ...bought for their living room reflects nostalgia not so much for her childhood but for the happy time when her daughters... thrilled to such rides as little girls, crying "Again, Mommy, again!" (pg F12)

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