



# Light Bulb Baking: A History of the Easy-Bake Oven

*Todd Coopee*

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## **Light Bulb Baking: A History of the Easy-Bake Oven** Todd Coopee

This first definitive retrospective of the Easy-Bake Oven celebrates its journey from children's toy to pop culture icon. The book explores the innovation, history, economics, commerce, advertising, and marketing behind the toy's 50 year history.

## **Light Bulb Baking: A History of the Easy-Bake Oven Details**

Date : Published November 15th 2013 by Sonderho Press

ISBN :

Author : Todd Coopee

Format : Paperback 178 pages

Genre : Nonfiction, History, Food and Drink, Food, Cooking



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# **From Reader Review Light Bulb Baking: A History of the Easy-Bake Oven for online ebook**

## **Kristin says**

I'd like to thank the author and Promotional Book Tours for allowing me a copy of this book in exchange for an honest review.

As a child, many of us have had an Easy Bake Oven at one time or another. I even think I had one, and that's probably the closest I've ever gotten to the kitchen without burning something, or setting the smoke detector off.

While reading this book, I had no idea the Easy Bake Oven has been around as long as my favorite television show, fifty years is a massively long time for any toy. Honestly, fifty years is long for anything in this instant gratification world we all live in now.

I absolutely loved reading the concept behind the Easy Bake Oven, and how it has evolved through the years, taking into account customer safety, colors that were vogue at the time, and finally 2013 will be expanding into a more gender-equal color scheme as well as terminology. It was one of the best peeks into history and the evolution of a toy that I have seen.

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## **Maria Rowe says**

Such a fun book! I really enjoyed the writing, and also, the bright & beautiful photographs. It was fun reading and seeing the progression of the Easy-Bake Oven from the 1960s to the current model, and also reading about all the history that goes along with it.

I really hope this is the beginning of a series from Todd Coopee! I would absolutely love to read more books like this! Even though I never had an Easy-Bake Oven, I really enjoy learning about toys, nostalgia and pop culture. I also love books that are well written, and beautifully designed!

I won a copy of this book through Goodreads First Reads, but that in no way influenced my review. :) This is just an awesome book!

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## **Joan says**

This book does exactly what i sets out to do--give a complete and interesting history of the Easy-Bake Oven. Included are the history of the Kenner Toy Company where it was invented, the problems incurred at times, and all aspects of the marketing strategies used over the years.

Included are illustrated timelines of the product changes, the growth in sales, the ownership changes, and anything else you might want to know about the Easy-Bake Oven.

One of the things that struck me was the atmosphere at the original Kenner Company which fostered creativity.

The list of credits is almost as much fun to read as the rest of the book.

If you enjoy the history of toys, This is an especially complete and well-researched book.

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### **Lisa says**

Who had one of these? I did, I did! Or rather, my sister did and I got to use it when she outgrew it. I loved watching the thing work, but it's true what they say: A watched light-bulb cake never bakes. I also wished that I'd been born to a richer family, because my chore allowance wasn't big enough to buy all of the cake mix I wanted.

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### **Gina's Library says**

We have all heard about the Easy Bake Oven. I bet most of us have either owned one, or knew someone that did and got to play with it. This has been a beloved toy for many years.

For me, it was interesting to read the history of this toy. We don't often stop to think of all the work that has gone into developing a product that we own. There is a lot of behind the scenes things we don't know about.

Can you imagine the genius's behind developing a toy that cooks real food with just a light bulb? There have been many different models over the years. There is one thing that never changes though, that is the light bulb. It was a bright idea (pun intended).

It was both fun and educational to find out the history of this toy. I personally would love to read and understand the history behind other products as well.

This book was highly educational. The author has a sense of humor you can see though out the book. I give this book a 5 out of 5.

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### **Myrna Gottlieb says**

I received a copy of this book from the author in exchange for a review.

I am pleased to say that I very much enjoyed the book. The author has done extensive research on the Kenner Toy Company of Cincinnati, Ohio, and the history of their Easy-Bake Oven- a toy that has endured for generations. The book is full of facts, but they are presented in a way that is never boring.

The book is divided into short chapters with lots of crisp, bright illustrations. If you once owned an Easy-Bake Oven or bought one for your child or grandchild, you will find a picture of the exact model in this book.

Other facts of interest: the first oven was powered by two 100- watt incandescent light bulbs, but later models tried single bulbs and lower wattage bulbs. Kenner was sold to General Mills, which included Betty Crocker mixes with the oven. Then it was sold to Tonka; and now it is owned by Hasbro, with production moved offshore to Mexico. I find it sad that all the independent American toy companies (such as Parker

Bros, Milton Bradley, Fisher Price) have been swallowed up by two conglomerates: Hasbro and Mattel.

I especially enjoyed the short chapter with references to Easy-Bake on popular TV shows, such as Seinfeld and Friends. And you will too if popular culture and nostalgia are your thing.

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### **Abigail says**

This book is really cool. The ease of reading combined with the wonderful photographs made me feel like I was on a journey through the Easy-Bake Oven museum. There is background information about Kenner and timelines of important moments in their history. There is a picture and description of each model of Easy-Bake Oven and a chapter dedicated to advertising. There's even some recipes to try in the back.

The only complaint I have about this book is that several times information was repeated in different chapters, even word for word, which was a little bit annoying but honestly, the presentation of the rest of the book more than makes up for it.

If you're like me and enjoy weird histories, or you are just wanting a book to pass the time, see some cool things and learn a bit, check this one out.

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### **Brianna says**

~I have received my copy of "Light Bulb Baking: A History of the Easy-Bake Oven" by Todd Coopee for free through Goodreads First Reads~

It was a fun read. It's a relatively short book, though quite big in perimeter and had a lot of fun art inside. It made me smile. I would recommend to those just looking for something to skim through and enjoy.

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### **Andrea Kruse says**

The Easy-Bake oven is a classic I remember from my own childhood. Before reading Light Bulb Baking: A History of the Easy-Bake Oven, I had no idea there was such a long and rich history associated with this popular toy. From it's creation and through each transformation, Todd Coopee did an excellent job bringing the toy's history to life through photos and stories.

If you think you know everything there is about the simple, yet brilliant little light bulb oven, you will be amazed at how far this chameleon of a toy has come since 1963. Todd Coopee did an amazing job researching not only the toy, the accessories and marketing, but the company that created it as well.

I loved the addition of classic recipes and contest winning recipes in the back of the book. It has inspired me to look into getting an Easy-Bake Oven for my own daughter.

This is a must-have for all history buffs, trivia lovers and bakers with a childhood history attached to the Easy-Bake Oven.

I received a complimentary copy in order to write an honest review.

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### **Julie says**

This is a short and sweet history of the **Easy Bake Oven**. Definitely for toy lovers or those who grew up with one.

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### **~Sara~ says**

I received this book for free through Goodreads First Reads but that in no way influenced the following review :)

I loved this book! Every page is beautifully illustrated and full of fun facts, cartoons, and stories. Right from the first quote Todd had me hooked and his easy, conversational writing style kept me riveted until I realized I was going to be late for work if I didn't put it down! I finished reading it as soon as I got home from work that night. Although I never had an Easy-Bake Oven growing up, I did wish for one. The 1990 Easy-Bake in white, pink and blue was my coveted version (although I was 10 by that point so was already playing with a real oven - probably why I never got a play one...). Even still, this book was a fun, incredibly detailed trip through the toys past, as well as a nostalgic trip to my own childhood. I thoroughly enjoyed it and will most definitely keep track of what other gems are on his website (Toy Tales if you're interested). Some of my childhood favourites are on there: Strawberry Shortcake - I had the original one, Trouble, Careers - I'd forgotten about that one until I saw it there! My version was the 70's one where Uranium Prospecting was replaced with Ecology...boring! Who wouldn't want to be a Uranium Prospector, lol. I can't wait to see what else he has in store in the future and what trip down memory lane it will take me.

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