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# Aurora Monster Scenes - The Most Controversial Toys of a Generation

*Dennis., Andrew P. Yanchus Prince*

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#381576 in Books 2014 #File Name: 0692202870256 pages | File size: 18.Mb

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised Aurora Monster Scenes - The Most Controversial Toys of a Generation:

0 of 0 people found the following review helpful. A Fantastic Story of Creativity and Censorship!By RDDIn "Aurora Monster Scenes - The Most Controversial Toys of a Generation", Dennis L. Prince and Andrew P. Yanchus examine this specific model line from Aurora models as well as the larger fascination with monsters during the early 1970s and the toy business that worked to satisfy demand for monster toys. Prince was a fan of the models during their original release and, through his company, now re-releases the Monster Scenes models, which Yanchus helped create as an Aurora employee. The book goes into detail on the research and development of new model lines, including production artwork, pictures of the molds, and photographs of the sculptors at work. It also details the crisis that erupted due to a combination of poor marketing at the wrong time, when Nabisco faced backlash over complaints that the Monster Scenes models encouraged violence, much like the comic book moral panic two decades before. Prince and Yanchus fill this volume with images of everything imaginable, from those described earlier to promotional artwork and even newspaper clippings regarding the Monster Scenes sets. Fans of the 1950s-1970s monster craze, and of popular culture in general, will love this book.0 of 0 people found the following review helpful. Own This Book!By Sam Oliverio Jr.What an awesome book! If you love the Aurora Monster Scene Models, you have got to own this book!0 of 0 people found the following review helpful. Four StarsBy A.C. CampbellLove it. Beautifully produced and

fascinating (if you're into this sort of thing).

At last - the full story about the most infamous toys of the boomer generation. Monster Scenes, intended as an exciting and innovative model kit series in 1971, touched off a firestorm of parental outrage and public protest. Its makers meant to deliver an interactive series of adaptable figures and playsets based on classic monster movies. The marketing angle, however, touted apparent sex and sadism, going so far as to promote the series as "Rated X...for Excitement," all pitched at children 8 years and up. Oops! Now read the full account of this unusual set of model kits, from its initial inspiration, through its ever-changing development, and through its battles with parent organizations, women's advocacy groups, and toy safety watchdogs. It was a series that unwittingly toppled the long-proud Aurora Plastics Corporation, this through a series of missteps and misunderstandings. Written and presented by the men behind the Monster Scenes, then and now. Andrew P. Yanchus, original Aurora Project Manager in 1971, opens his vault of artifacts and doles out his first-hand anecdotes of the series that went so wrong. Dennis L. Prince, present-day purveyor of Monster Scenes, leaves no stone unturned in his quest to tell the complete story, dispel myths that have surrounded it, and surprise readers with fateful facts that are truly stranger than fiction. If you're ready to know everything about this oft-cited debacle in the toy hobby industry, you're ready for Aurora Monster Scenes - The Most Controversial Toys of a Generation.