

## 1st in Old-Time Engine Series Introduced by Northwestern

The General, famous Civil War locomotive, will be the first of a unique series of old time engines to be featured in the new \$1.29 retail, all-plastic hobby kit line of Early American Transportation by Northwestern Products Company of St. Louis,



Leo Ungar, president, recently announced. The locomotive runs on "O" gauge track.

"The General Hobby Kit, which will be introduced at the American Toy Fair, will offer 62 all-plastic pieces, each numbered in the mold for easy assembling," Mr. Ungar said. "The unique numbering feature makes it practical for a child as young as six to assemble these authentic scale models. The exact detail of the celebrated General and the three other famous transportation models which Northwestern also plans to introduce this year will appeal to

all ages of railroading fans.

"In addition to easy instructions, the kit will include, as an extra educational feature, a leaflet describing the dramatic history of the General's race with the Texas in 1861—a celebrated battle story of Civil War days. This historically fascinating hobby kit, the first of its kind in all-plastic, can be painted easily and will be accompanied by two decalcomanias. The General and the succeeding models of Early American Transportation will be packed in colorful boxes dramatizing their historical interest."

In addition to the Early American Transportation all-plastic hobby kits, Northwestern will reportedly feature a record variety of games with exclusive features and important packaging innovations.

Northwestern Products Company plans to back both the new games and the Early American Transportation all-plastic hobby kits with aggressive nationwide advertising and also plans to participate in the American Toy Institute *Life* advertising program.

### NANCY ANN DOLLS SHOW AT NEW YORKER

Toy Fair visitors will find the complete 1953 line of Nancy Ann Storybook dolls on display in Rooms 614-15, Hotel New Yorker.

### PRESSMAN'S EUROPEAN AGENT TO ATTEND TOY FAIR

Bernard Henry of Oporto, Portugal, who has for the last three years been handling European activities for the Pressman Toy Corporation, will attend the New York Toy Fair and be in attendance at the Pressman showroom.

Mr. Henry, born in South Africa, emigrated to Portugal where his family became active in toy merchandising. Mr. Henry, in addition to handling European



Bernard Henry

purchases of raw materials for the Pressman line, has also taken charge of Pressman sales to their many customers, both on the continent and throughout the United Kingdom. This marks his first visit to America in order to acquaint himself at first hand with the needs of the American market.

## Melton Industries Announces Movie Viewer for Children

Back in June of 1951, a new industry was born in Reno, Nevada when the first of six \$15,000 molds started turning out the now-famed Melton Motion Picture Viewer.

Promoted and distributed throughout the country, the Melton Viewer reportedly conquered the photographic trade in but two years with the simple mechanism which makes possible the viewing of home movies and specially edited subjects without the use of a projector or screen.

Now, announcement is made that the toy trade will get its first view of a brand new model especially designed for children. The Melton Mascot Movie Viewer will be shown to the toy trade at the Hotel New Yorker during the Toy Fair. Priced to sell at \$3.95, the Mascot M8-T10 comes complete with a factory-sealed magazine that cannot be opened or tampered with.

Says George T. Owen, president of Melton Industries, Inc. firm which is bringing out the new Melton Mascot, "We're excited about the possibilities of the Mascot M8-T10. As we went about distributing the Melton Master Viewer in photographic outlets all over the country, it became more and more apparent that a special toy model viewer would have to be created to meet the demand for educational entertainment which so many parents visualized so quick-

ly in this easily operated viewer. We have taken the basic patent of Charles Melton, the inventor, and built an integral plastic unit in a brightly colored, fascinatingly-shaped plastic case for children. The photo-



graphic unit is basically the same that has made the Melton Motion Picture Viewer so popular with photo fans all over the country."

Plans have been completed for a wide range of feature films for the Melton Library including a special series of 20 Walt Disney cartoons, Hopalong Cassidy, Woody Woodpecker, travelogues and westerns for the inexpensively priced magazines that will be made available in display racks to the stores handling the Melton Mascot Viewers.

Promotional plans for the Mascot Viewer, which will go on the market April of this year, are well under way. Initial emphasis has been placed on package design and point-of-sale, and a substantial consumer campaign is being planned. Full-color point-of-sale displays feature one of film's popular juvenile actors using the Mascot Viewer. Plans include the use of the major consumer magazines and extensive department store campaigns when distribution is accomplished.

Mr. Owen will be at the Toy Fair himself to launch the new product, which he asserts is but one of the new items in the works which this up-and-coming young Western firm intends to market in the near future.