

Toy Industry Success Discovers Business Not Exactly Children's Play

New York — (UP) — Joe McVicker, a phenomenal toy industry success at the age of 27, spent his first year in the business learning that it's not exactly child's play.

Just three years, McVicker was helping to run the family wallpaper cleaning compound business in Cincinnati. He knew nothing about the toy industry except that, as the father of a two-year-old girl, it was getting some of his income.

Today, McVicker heads his own toy company, Rainbow Crafts Inc., a firm expected to gross three million dollars

this year.

The firm produces a modeling substance, not a clay, that doesn't stain clothing or furniture and is harmless if swallowed. It's called Play-Doh.

Watched Daughter

Joe invented it after watching his daughter, Julie, play with samples of dough-like wallpaper cleaner compound. With a little work, thought McVicker, the compound could be developed into a modeling substance.

Since he learned the toy business the hard way, McVicker has a number of tips for anyone else who comes

up with a hot game or toy idea and wants to put on the market.

"Find out who sells what you make and learn how and when they do their buying," said McVicker.

"With Play-Doh, I traveled around for a year trying to sell to schools. I was a lot of wasted time. I didn't know about toy buyers and didn't think of retail stores.

Unlabeled Cans

"After a year, was referred to 200 Fifth Ave., in New York — that's toy industry headquarters — and affiliated with toy representatives who

knew the business."

McVicker's product was being offered in unlabeled cans containing two and three pounds of his compound. The toy representatives advised him to put it in smaller, brightly-colored containers.

"The magic number to-

day is \$1," McVicker learned.

"That's the price for a toy. For the Christmas trade, you put out a deluxe version for \$2.

"If you have one toy idea, try to spread it around. We have other items on the market today, based on the origin-

al Play-Doh."

Other tips from the young executive:

Ask Questions

"Educate yourself about the toy business and 'business' business. Ask questions of everyone you come in contact with—the toy jobbers,

store buyers, salesmen, bankers, advertising men, parents. You may even want to take some night courses in business administration.

"Watch out for fads. You must know whether your item is a fad or a staple and act accordingly.

"Last but definitely not least, said McVicker, is to protect your item by seeing

a lawyer. "There's a lot of pirating in this business. You must guard yourself at all times."

If this process is too time-consuming or difficult, Mc-

Vicker added this word: "Maybe you'd be better off selling your idea to a game or toy manufacturer and setting for the five per cent royalty."

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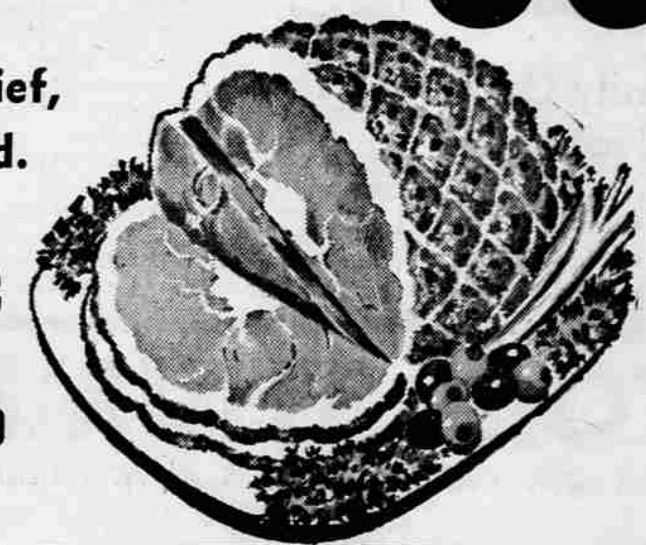
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