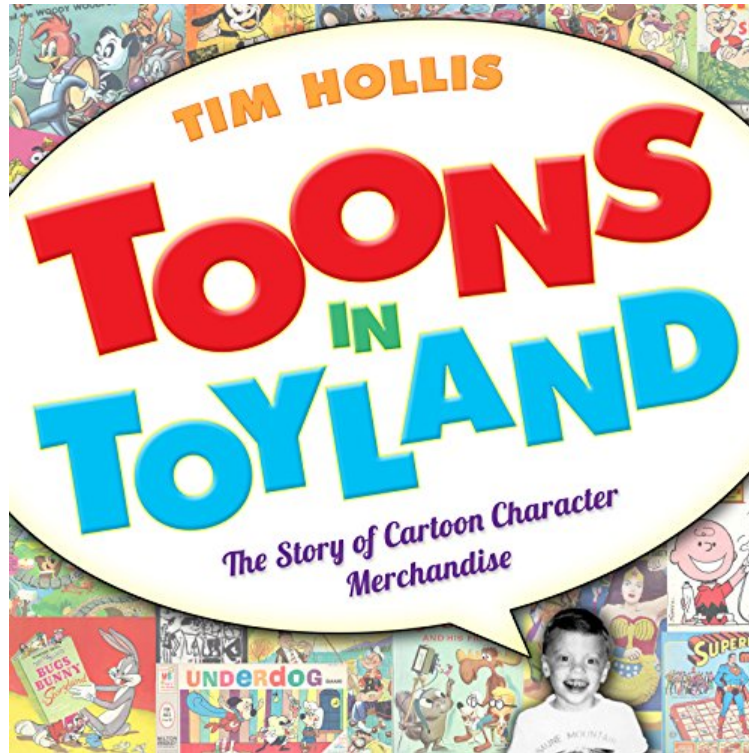


## Toons in Toyland: The Story of Cartoon Character Merchandise

Tim Hollis

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**Tim Hollis : Toons in Toyland: The Story of Cartoon Character Merchandise** before purchasing it in order to gage whether or not it would be worth my time, and all praised Toons in Toyland: The Story of Cartoon Character Merchandise:

4 of 4 people found the following review helpful. Another great effortBy Andrew VancottMr. Hollis has done it again - another great trip down Memory Lane - tons of photos and great research. All of Mr. Hollis's books make me want to go back in time and stay there.3 of 4 people found the following review helpful. Fun book, lots and lots of historyBy J. A AMINFun book, lots and lots of history. Great photos. Now I'm off to hunting for some of the toys I've seen in this book. It doesn't skimp on the information.

Every living American adult likely prized one childhood toy that featured the happy image of an animated cartoon or comic strip character. There is an ever-growing market for these collectibles, and stacks of books pose as pricing guides. Yet Tim Hollis is the first to examine the entire story of character licensing and merchandising from a historical view.Toons in Toyland focuses mainly on the post-World War II years, circa 1946-1980, when the last baby boomers were in high school. During those years, the mass merchandising of cartoon characters peaked. However, the concept of licensing cartoon characters for toys, trinkets, and other merchandise dates back to the very first newspaper comics character, the Yellow Kid, who debuted in 1896 and was soon appearing on a variety of items. Eventually, cartoon producers and comic strip artists counted on merchandising as a major part of their revenue stream. It still

plays a tremendous role in the success of the Walt Disney Company and many others today. Chapters examine storybooks (such as Little Golden Books), comic books, records, board games, jigsaw puzzles, optical toys (including View-Master and Kenner's Give-a-Show Projector), and holiday paraphernalia. Extending even beyond toys, food companies licensed characters galore?remember the Peanuts characters plugging bread and Dolly Madison snacks? And roadside attractions, amusement parks, campgrounds, and restaurants?think Yogi Bear and Jellystone Park Campgrounds?all bought a bit of cartoon magic to lure the green waves of tourists' dollars.

"Toons in Toyland takes a quirky historical look at the merchandising of cartoon characters, and it proves to be a fun read for boys and girls of all ages. . . .It is [also] amusingly written and filled with wonderful photographs of mid-century products."?Patrick Cooke, *The Wall Street Journal*"This highly entertaining book evokes a time, just a few decades ago, that must seem very strange to most of today's children. It was a time when kids could see cartoons only in theaters or on TV, in shows that could not yet be recorded. Cartoon-themed merchandise was thus a way to stay connected with beloved characters who were otherwise just as inaccessible as flesh-and-blood movie stars. Thanks to Tim Hollis and his richly illustrated book, readers who remember those days can revisit them with a smile?a lot of cartoon merchandise was hilariously awful?and younger readers can enjoy peeking through a window into what life was like before cartoons became ubiquitous on videotape and DVD."?Michael Barrier, author of *Funnybooks: The Improbable Glories of the Best American Comic Books* and *The Animated Man: A Life of Walt Disney*About the AuthorTim Hollis, Birmingham, Alabama, has published twenty-four books on pop culture history. For more than thirty years he has maintained a museum of cartoon-related merchandise in Dora, Alabama. He is the author of *Dixie before Disney: 100 Years of Roadside Fun*; *Florida's Miracle Strip: From Redneck Riviera to Emerald Coast*; *Hi There, Boys and Girls! America's Local Children's TV Programs*; *Ain't That a Knee-Slapper: Rural Comedy in the Twentieth Century*; and, with Greg Ehrbar, *Mouse Tracks: The Story of Walt Disney Records*, all published by University Press of Mississippi.