

**33**  
**USA**

**Slinky Craze Begins 1945**



**SLINKY**

1299

# SLINKY

## DESCRIPTION



A **Slinky** is a spring-shaped toy which can come in various sizes, originally made of metal. The **Slinky** can "walk" down stairs as the coils stretch and reform as gravity moves them down each step.



# SLINKY

## DESIGNER

Richard James, a marine engineer stationed at the Cramp shipyards in Philadelphia, observed a torsion spring fall off a table and roll around on the deck of the boat. He told his wife: "I think there could be a toy in this." With a US\$500 loan, the couple ran tests, experimented with materials, and produced four hundred units of the toy. Betty James did some dictionary searching and came up with the name "**Slinky**". So Richard and Betty James became the official designers of the **Slinky**.



# SLINKY

MANUFACTURER

The original manufacturer of the **Slinky** was a company called James Industries Inc. Started by the designer of the **Slinky**, Richard James. The Slinky was later manufactured by a company by the name of POOF-Slinky Inc.

A silver Slinky toy is shown in a U-shape, with the top of the spring forming an arch. The word "SLINKY" is written in large, purple, outlined letters across the top of the arch. Below it, the words "YEAR OF INTRODUCTION" are written in smaller, purple, outlined letters.

# SLINKY

YEAR OF  
INTRODUCTION

The original **Slinky** was first introduced in November 1945 through an arrangement between Richard James and Gimbels in Philadelphia.



# SLINKY

## WHO DID THE PRODUCT APPEAL MOST TO

Though this product was marketed with kids in mind, people of all ages enjoy playing with a **slinky**. It even has practical uses! It has been said that Soldiers in Vietnam threw **Slinkys** into trees to use as radio antennas. They are also good stress busters, and are frequently prescribed in physical therapy. In school, **Slinkys** help students imitate sound waves in Physics class. **Slinkys** have even been used to pick pecans. The **Slinky** is a classic, versatile toy, and over 300 million have been sold since its invention in 1945.

# SLINKY

## SAMPLE ADS



New Battery-Operated Action Display. Free with 1 gross order... measures only 9" x 13 1/2" at base.



New Stair-Step Counter Display. Free with 4 doz. order... measures only 5" x 11 1/2" at base.



New Counter Display Card Free with 4 doz. order.

they're **FREE**  
to help you cash in on the



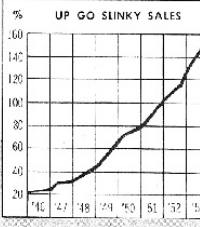
Slinky... the famous... the original stair-walking spring toy... has broken sales records every year!

And these free sales aids... plus powerful promotion in LIFE... Parents' Magazine... and on TV... will help you sell more Slinkys than ever before!

**JAMES INDUSTRIES, INC.**  
Makers of Slinky Train, Slink 'Em Game, "Slinky Jr. Goes to the Circus"  
359 East Madison Avenue • Clifton Heights, Penna.

**NOVEMBER LIFE PROMOTION**

Slinky Has Averaged 30% Sales Increase Every Year!



# Slinky

## INTERNATIONALLY FAMOUS WALKING SPRING TOYS



Slinky® the famous... the original stair-walking spring toy... that has broken sales records every year! Now packaged in eye-catching new display boxes. Available in red, green and blue.

RETAIL PRICE \$100

Shipping Information:  
Slinky box size—3"x3"x2 1/2"  
Packed 4 dozen per carton  
Carton size—11"x12"x10"  
Weight—30 pounds per carton  
Freight Allowed on 2 Gross or More



\*Trademark registered U. S. Pat. Off.  
U. S. Pat. #2,415,012 Foreign Patents pending



**"SLINKY JR. GOES TO THE CIRCUS"**  
Book-Toy Sensation—Exciting 16-page story about Slinky Jr.'s adventures as a circus star... PLUS a junior-size Slinky that can be removed from die-cut section in back of book.

RETAIL PRICE 69¢  
cellophane wrapped!

Shipping Information:  
Book size—5 1/2"x7"x1 1/2"  
Packed 4 dozen per carton  
Weight 10 lbs., or  
Packed 6 dozen per carton  
Weight 15 lbs.  
Freight allowed on 2 gross or more



**NEW SLINKY MOTION DISPLAY**  
Battery-operated... runs at no expense!  
Available without charge with 2 gross order of one, or any combination of Slinky toys.

Freight Allowed on 2 Gross • 1/2 Freight Allowed on 1 to 2 Gross, Any Combination (Shipped Together)

### \*SLINK'EM GAME



3 exciting games—baseball, numbers, big game hunt—all in one box! Includes fiberboard runway, 2 game-board overlays, 2 "junior-size" Slinkys, 3 "basesrunners".

RETAIL PRICE \$150

Shipping Information:  
Slink'Em box size—10"x9 1/2"x11"  
Packed 2 dozen per carton  
Carton size—11"x12"x20"  
Weight—45 pounds per carton  
Freight allowed on 2 gross or more

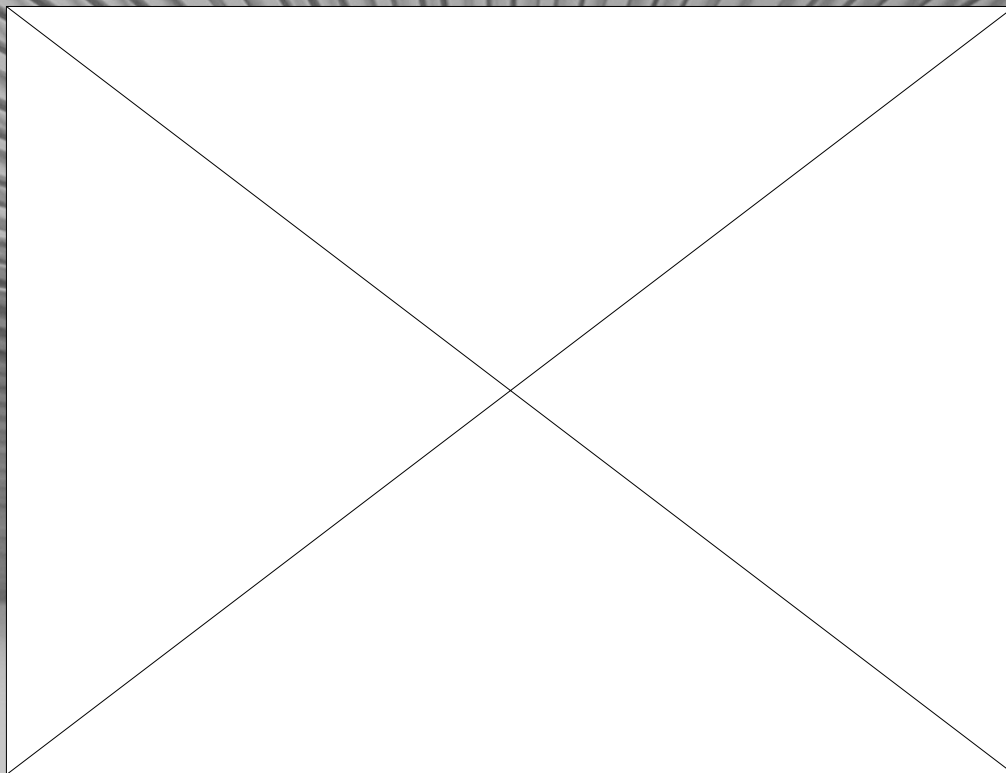
\*U. S. & Foreign Patents Pending

MANUFACTURED BY  
**JAMES INDUSTRIES, INC.**

359 E. Madison Avenue • Clifton Heights, Pa.

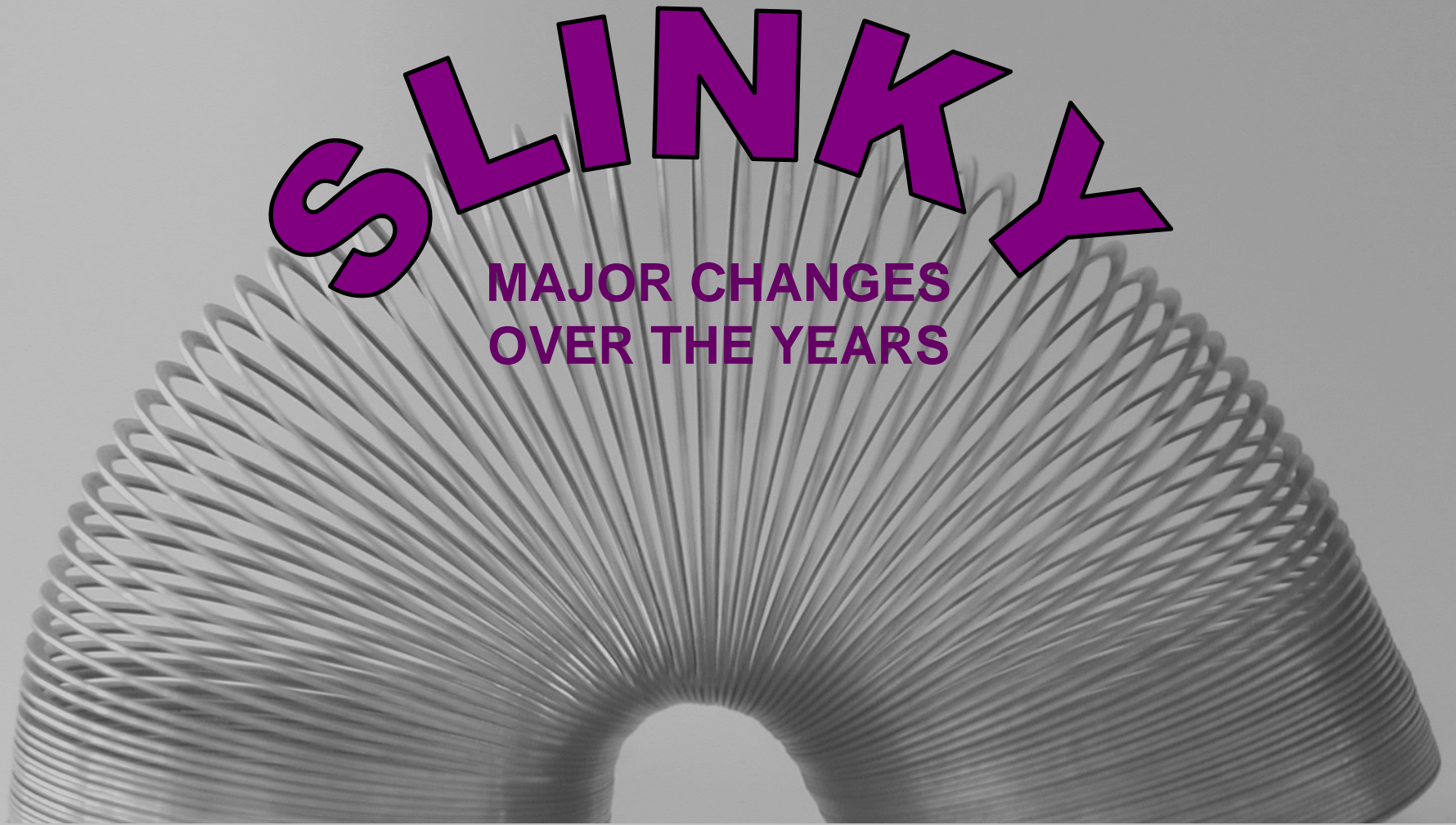
# SLINKY

ORIGINAL 1960'S  
COMMERCIAL



# SLINKY

MAJOR CHANGES  
OVER THE YEARS



Major changes of the **Slinky** over the years include production of **Slinkys** in a variety of materials as well as colours. As a safety precaution, the ends of the metal **Slinky** were crimped and smoothed out. The prices have risen from an original \$1 in 1945 to prices ranging from \$5-\$130 depending on the material.

# SLINKY

COLLECTORS  
VALUE TODAY

The **Slinky** has become a toy found in many households, certain collectors edition **Slinkys** such as the 14kt. Gold plated **Slinky** can sell for up to \$100 in today's market. Another collectable **Slinky** introduced by the company is the gold plated **slinky** with collectable stamp which sell for \$130 in today's market.



# SLINKY

CAN THIS PRODUCT  
BE SUCCESSFUL  
AGAIN

Yes, because the **Slinky** provides hours of entertainment. The **Slinky** comes in various designs and can be geared towards any age group including adults. The most sophisticated gold plated **Slinkys** are nostalgic items for those adults who are looking to remember their childhood. Since it has a large target audience the **Slinky** is sure to always be remembered and passed on from generation to generation.

# SLINKY

REDESIGNED  
PACKAGING



Original 1945  
Packaging

Redesigned  
Packaging

# SLINKY



SOME PEOPLE ARE LIKE A *Slinky*<sup>®</sup>  
NOT REALLY GOOD FOR ANYTHING,  
BUT YOU STILL CAN'T HELP BUT SMILE  
WHEN YOU SEE ONE TUMBLE  
DOWN THE STAIRS.

# SLINKY

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