

SUBJECT INDEX:

CHILD STAR MERCHANDISE !

OK, so we got this kid actor. He/she's pretty hot with the public right now. It won't last, right? So how do we squeeze a few dollars more from the little horror before puberty kicks in and wipes out that bankability? We've done the magazine interviews and photo-shoots, we've done the public appearance tours and the kiddie-wear sponsorship deals. What's left in our commercial armoury? Ah, but there may be an egg or two yet in our little golden goose!

How about...?

... a Jackie Coogan record label ?

...or Peanut Butter ? (well, why not?)



How about...?

... a Wesley Barry "Thrift Club" ? (we can run off some neat saving tokens)



... and for the older fans, there's always the Wesley Barry cigarette cards ?

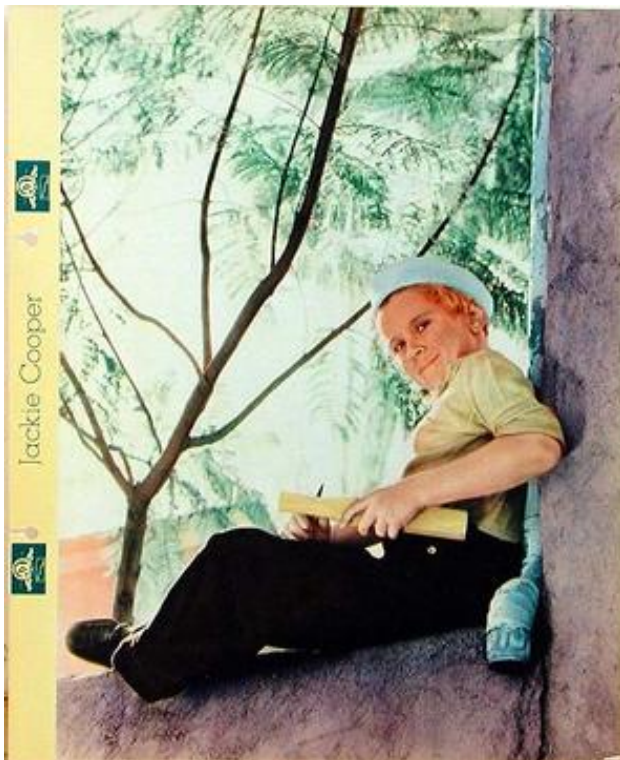


(Yeah, I know that kids shouldn't smoke, Myrtle, but we don't have to show the brat chewing on a cigar, right?)

How about...?

... Jackie Cooper "premium" cup tickets ?

...and Membership club badges?



... or, ahm, Jackie Cooper lapel pins?



(Look, I'm *telling* you, some folks will collect just about any junk with a star face on it. I *know* it don't look much like him. So what?)

Say... We could always get the kids from "OUR GANG" to show off those new-fangled milk cartons? (The ones you can't open without a switchblade, yeah those..)



...but since kids won't drink milk however its packaged, we ought to keep our options open I guess...



Or how about...?

... the Our Gang school pencil ? (pretty much like *any* damn school pencil, except we get a fee for advertising it, and that sounds just peachy to me!)



Girls are always a bit harder to sell, right? Until they grow up into.. ah.. girls. Once you've slapped their name on a toy doll (and we did *that* with Jackie Coogan), what else is there?

... the Baby Peggy cut-out-and-dress doll ?

The Baby Peggy Paper Doll

Designed by
FREDERICK THOMAS
HARTMAN

The second of the movie children
paper doll
cut-outs



From "Little Miss Heppelwood"



From "Jack and the Beanstalk"



Little Miss Tinker from "Gladys' Gables"

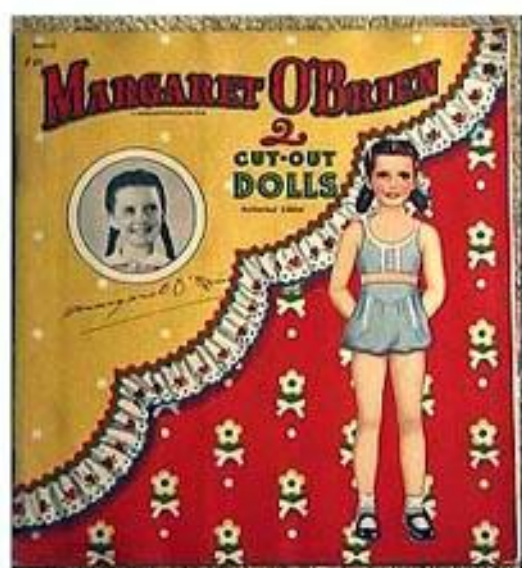


She was the, in
"Dinner and a Show"

The costume of
the night - from
"Captain
Jack"



... the Margaret O'Brien cut-out-and-dress doll ?



FRONT

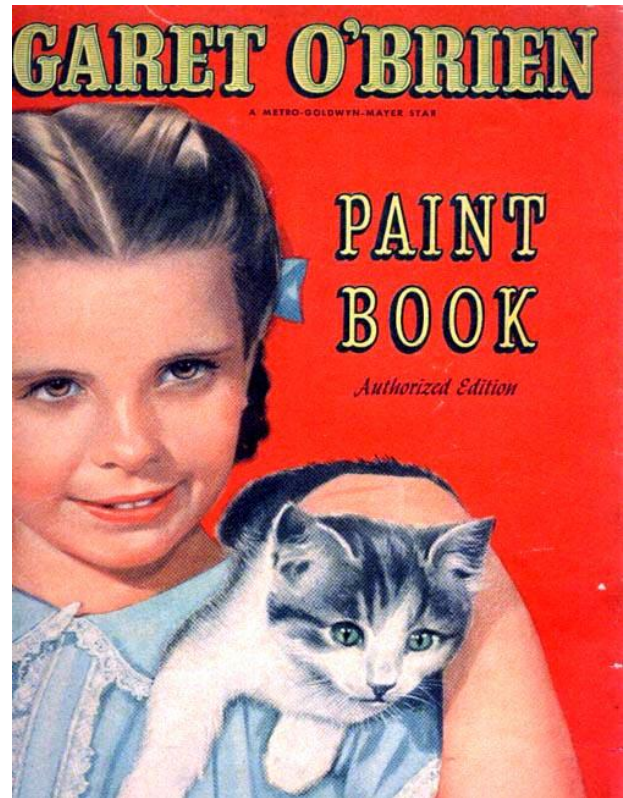


BACK



How about...?

... a Margaret O'Brien colouring book ? (drop that 'U', this is America, and nobody can spell right.) A paint book is the same thing, but we can charge more for it.



... but now I'm clean out of ideas. What I need from you people is some red hot sales lines we can slap the kid's face or name onto. And let's get original, guys, that's what we pay you folks for...



Whatever happened to...?

- The Freddie Bartholomew patent fish-gutter?
- The Johnny Sheffield autographed beach loincloth?
- The Shirley Temple "Wee Willie Winkie" maxim gun (fires real popcorn)?
- The Roddy McDowall photobook of Great Mining Disasters?
- Claude Jarman Jr's "Yearling" range of venison burgers?
- The Jack Wild "Consider Yourself Our Bait" tourist guide to London's best mugging spots?
- The Jay North "Dennis the Menace" spanking paddle (as NOT seen on TV, more's the pity)?
- The "Brady Bunch" contraceptive pills?
- The Jodie Foster "adult lingerie" range – as deleted from "Taxi Driver"?
- Tatum O'Neal's "Paper Moon" correspondence course for scam artists?
- The "Little House on the Prairie" guide to Great Indian Raids of History?
- The Linda Blair "Save Your Child From Satan" straitjacket & head-brace?
- The "E.T." dissect-an-alien kit for boys (alien not supplied)?
- The beat-the-crap-out-of-Macaulay-Culkin 'Home Alone – The Revenge' arcade game?
- The Natalie Portman "contract killings – all you need to know" guide?
- The Haley Joel Osment "A.I." inflatable "everlasting little boy" (with FREE teddy bear that talks)

Say... Now that's what I *call* merchandising!

~ 15 items ~