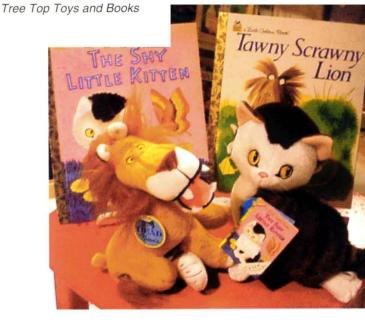


## Terrific Toy Tie-Ins

Publishers and toy manufacturers have noted the marketing potential in producing book/toy tie-ins.

by Myra Remigio,



This year, Golden Books celebrate their 60th anniversary. These little books are familiar to generations of children - I still have my original copy of The Poky Little Puppy. Their gold foil spines immediately trigger nostalgia in adults. Originally priced at 45 cents when children's books cost \$2, the books remain an unbelievable bargain (and impulse buy) at \$2.99. Yottoy has a line of plush toys that translate the stylized animals in several Little Golden Books into six-inch figures. At Tree Top, these toys are instantly recognized by matrons and hipsters alike, and they elicit the same reaction: delight. Although we have sold out of the doll for The Poky Little Puppy, we still have The Tawny Scrawny Lion, The Saggy Baggy Elephant, and The Shy Little Kitten.