



Terrific Toy Tie-Ins

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

by Myra Remigio,
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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*.

