



CHARLIE MCCARTHY LOOKS INTO THE TOY TRADE

Licensing arrangements for Edgar Bergen and Charlie McCarthy, Inc., are now being handled by the M. J. Hamilburg Company of Hollywood, Calif. A New York office, in charge of Robert Levenson, has recently been opened. Messrs. Hamilburg and Levenson have many interesting plans in preparation, centering around the promotion of Charlie McCarthy. In a recent interview, Mr. Hamilburg said, "Any toy man knows that unique characters constitute one of the greatest stimulating forces in this field. All of us have heard of instances where an item based on a widely known character has been a life-saver for a business. I recall a case where the receivers for a large firm reported that an item using the name of a well-known character brought the business out of the red. We feel that in Charlie McCarthy we are offering the toy trade a character whose rapidly growing popularity may well turn out to be a tremendous help to alert manufacturers. Seventeen years ago, Charlie was just a thought in the mind of Edgar Bergen, a Chicago youngster who discovered he had a gift for ventriloquism. For a few dollars he purchased a dummy modeled after the face of an Irish newsboy of his acquaintance. He named it Charlie McCarthy and earned enough money with his dummy and his ventriloquial talents to pay his way through Northwestern University. Vaudeville, which was flourishing at the time, died after a few years, and Bergen took Charlie into nightclubs. It was not until he was seen by Noel Coward at a society gathering in New York that he became famous. At Mr. Coward's suggestion, Rudy Vallee engaged Bergen for two radio appearances. Almost overnight Bergen and McCarthy became the rage of the nation. The pair (no one ever speaks of McCarthy as anything less than a person) were almost immediately signed by Hollywood producers at a salary reported to be in the neighborhood of \$12,000 weekly. Radio contracts, the sale of Charlie McCarthy dolls and accessories, as well as his nightclub work, boost the Bergen and McCarthy income into stratospheric figures. The dummy is currently working in Universal's "Letter of Introduction,"

wherein Bergen and his \$35.00 dummy receive stellar billing along with Adolphe Menjou and Andrea Leeds. Today, Bergen is the head of the Charlie McCarthy Corp., which is a business office to take care of Charlie's affairs, and is a millionaire in the making, as well as being radio's most popular figure. People often ask what makes Charlie so popular. As usual, the answer is a combination of factors, but I think one of the most important is his wit, his impudence, and the way he says out loud what the average man only dares to think. The New York Times Magazine, in a recent article, mentioned this quality of Charlie's, and the writer said he fervently hoped that Charlie would be here for many years to make those wisecracks that bring good cheer and chuckles to millions of folks every week. The Readers' Digest also had a similar article. Surveys made by a large research organization show Charlie to be tops on the air. The results of these surveys were recently published in the New York "Times," the "World-Telegram" and many other newspapers throughout the country. Charlie is unique in his versatility. He bids fair to become as popular on the screen as he now is on the air. Universal Pictures has just

Charlie McCarthy and Edgar Bergen as They Appear on Their Popular Radio Broadcast

completed a million dollar picture, "Letter of Introduction," in which Edgar Bergen and Charlie McCarthy take the leading roles. The story is based on the life of Edgar Bergen, and the preview looked so good to the company executives that the pair were immediately signed up for several more pictures. In the next one it is planned to use Charlie's name right in the title, which is expected to be "Charlie McCarthy, Detective." A short time ago Charlie was unknown, while today he is rising rapidly in public interest. Because there is still a chance to get in on the ground floor, we feel that promotion-minded manufacturers are presented with a wonderful opportunity to cash in on this popularity. Charlie McCarthy has hardly been commercialized at all, but we have many plans for interesting merchandise tieups in the toy trade and other fields with manufacturers who feel with us that this unique character is a double-barrelled opportunity to stimulate business during the coming season. I wish to emphasize that Mr. Bergen is taking steps in every possible legal manner to protect his rights in the famous Charlie McCarthy." In addition to representing Edgar Bergen, the Hamilburg organization also represents Deanna Durbin, Gene Autry and other screen and radio stars.

ROYAL-JACKS POPULAR WITH ADULTS

The game of Royal-Jacks, recently introduced by the Selchow & Righter Co., has won instant popularity with the adult game enthusiasts. Stores handling this game report good sales; and one large toy department sold out its original order in one afternoon. Royal-Jacks, a popular seller at 25c, is the adult version of the old game of jackstones. The game has jackstones in the form of hearts, spades, clubs, diamonds, and the crown; and there are new rules for playing which keep the players interested in the game right up until the finish. Further detailed information about the game may be had by writing the Selchow & Righter Co., Dept. C, 200 Fifth Avenue, New York City, and procuring the new 1938 catalog that is just off the press.

Royal-Jacks, an Old Game with a New Twist, as Different from Jackstones as Bridge is From Whist

