

Annie People

The Little Orphan Annie Fan Club Newsletter

No. 91, digital exclusive

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A look at some vintage Little Orphan Annie collectibles

Throughout this issue, there is an assortment of antique toys and collectibles mostly from my personal collection. It's fun to see the variety of products produced during the 1930s – 40s.



Embroidery Set. J. Pressman Set 1650. Box is in really good shape. Excellent color and Harold Gray illustration. Contains various patterns, yarn, scissors, china doll. Not known if complete or not. Size 18x14x2

Little Orphan Annie Game. Milton Bradley #4082. Box has some scuffs on ends, dent, possible water damage spots. Overall bright, but cover slightly warped inward. With game board, spinner, tokens. Size 18x12x1



Paint and Crayon Set. Complete? Inside contains coloring sheets done by previous owner. Some paint has leaked, other supplies dried up. Hinges in fairly good shape. Some warping to lid. Some spots and discoloration on cover. Size 15x12x1



Crayon Set. Nice early H. Gray illustration done in silver/black ink on pebbly-textured box lid. Milton Bradley. Probably not complete but has some stencils and coloring pages done by a previous owner. No crayons. Box is a little split on sides in two places. Some staining on lid. Size 14x10x1



Paint and Crayon Box. Milton Bradley 1936. Probably not complete. Has some crayons and some dried up paints. Missing brush and coloring pages. Very good condition clean and bright box lid. Size 14.5x9.5x1.5



Paint and Crayon Box. Milton Bradley 1934. Pretty good condition, some dirt on lid, hinges good. Has some paints, brush, crayons and coloring pages. Size 14x9.5x2



Paint Box. Milton Bradley. Wear to box, edges are rough. Paint stains inside. Size 8x6x1



Pencil Box. Gold ink on dark green textured box with snap closure. Empty. Some edge wear. Size 11x6.5x5



Knitting Outfit. J. Pressman. H. Gray illustration very good color. Some edges split, taped together and a patch on lower left front by a previous owner. Overall Fair/Good. Insides look complete but not sure. Some tiny holes on bottom of box. Size 11x8.5x2



Empty Sweater Box. Perfect color on H. Gray illustration. Rough around edges, some splitting along hinges on sides, pencil markings on back. Slight bow inward on face panel. Size 9x12x1



Empty Scarf Set Box. Nice H. Gray illustration. Overall OK, but scuffs on back, hinges OK. Water damage spots on front but don't affect the illustration too much. Darker wrinkly spot on lower right. Size 9.5x10x1.5



Shooting Game. Milton Bradley. Some Edges/ hinges of lid are split were repaired with Scotch tape by a previous owner. Overall wear, but overall color bright on lid and inside. Comes with gun and projectiles. Assumed complete, but not sure. Size 12x9x2.5



Empty Tea Set box. J. Pressman. H. Gray Illustration on front, good color. Edge wear, one dent, and previous owner's name in lower left. Size 12x9x3



Bubble Set. J. Pressman. H. Gray illustrations with good color on lid. and inside. Box lid slightly wavy, edges pretty good, missing one glass dish but has both pipes and 2 soap Sandys (one is broken). Size 11x8x1.5



☆ Annie Stars Since Annie ☆

(From Playbill Online) **Andrea McArdle** to Receive Sardi's Caricature...The sketch will come up tomorrow, bet your bottom dollar that tomorrow, there'll be Sardi's...

On January 26, 2000, Andrea McArdle, Broadway's original Annie and current Belle in *Beauty and the Beast*, will get yet another measure of theatre fame. Her caricature portrait will go up on the famed wall at Sardi's Restaurant, 234 West 44th Street. According to a press rep, fellow cast-members from *Beauty* will be on hand for the 5:30pm presentation and hanging of the sketch, painted by Richard Baratz. McArdle is best remembered for singing the signature tune, "Tomorrow," from *Annie*, though she got to sing a different tune ("NYC") from the show in Disney's recent TV film of the musical.

The comic strip storyline that ran in newspapers in the autumn of 1999 was **Leonard Starr's** last one. He retired from writing and drawing the comic strip after that story concluded on February 20, 2000. Tribune Media Services was proposing that the comic strip would then go into reruns.

Reports on the 1999 ABC/Disney TV Movie

Bet Your Bottom Dollar: “Annie” TV Movie Will Have Soundtrack Nov. 2

September 22, 1999 — By Kenneth Jones from Playbill On-Line

A new generation of dreamy-eyed girls and musical comedy buffs will be able to sing along with “Tomorrow,” when the soundtrack for the upcoming “Annie” TV movie is released Nov. 2, days before the Nov. 7 airing on ABC’s “Wonderful World of Disney.”

It was not confirmed until Sept. 22 that a deal could indeed be struck between TV movie producer Disney and Sony Classical, the label that owns recording rights to the score of the 1977 Broadway musical. Every song recorded for the TV version will be heard on the disc. The TV musical uses the major songs from the Broadway score, deleting “We’d Like to Thank You,” “Annie,” “You Won’t Be an Orphan For Long” and “A New Deal for Christmas.” The reprise of “Tomorrow” has been re-conceived for Audra McDonald, who plays Grace, assistant to Oliver Warbucks. The movie includes “NYC,” which was cut from the Hollywood movie version. That number includes a powerful vocal cameo by original 1977 Annie, Andrea McArdle. The “Annie” soundtrack avoids the fiasco that happened when “Rodgers & Hammerstein’s Cinderella,” the ABC “Wonderful World of Disney” hit, failed to have a recording due to many factors, including conflicting labels of stars Brandy and Whitney Houston.

“Annie” TV World Premiere Will Be Nov. 1 in NYC, Naturally

November 1, 1999 — From Playbill On-Line

Where else but “NYC” would you find the world-premiere screening for the new TV movie musical, “Annie”?

The new small-screen adaptation of the Broadway musical hit will air on ABC’s “Wonderful World of Disney” 7 PM Nov. 7, but not before having a private, star-packed world premiere screening Nov. 1 at the New Amsterdam Theatre on 42nd Street. The film’s cast, including Kathy Bates (Miss Hannigan), Victor Garber (Daddy Warbucks), Alicia Morton (Annie), Kristin Chenoweth (Lily), Andrea McArdle (in a special cameo), Audra McDonald (Grace) and Alan Cumming (Rooster) are expected to attend. The creative team, including director choreographer Rob Marshall, plus special guests and casts from various Broadway shows, will be also be at the New Amsterdam (home of Disney’s *The Lion King*). Roseland will be decorated to look like Warbucks mansion for the post-screening gala. Rob Marshall directs the TV version of the musical that surprised everyone with its optimism (and won Best Musical) in the post-Vietnam, post-Watergate era. Filming began in June and was completed in early August for the two-hour TV tuner from Walt Disney, ABC and Storyline Entertainment.

Warbucks Feeds Disney War Chest: “Annie” Scores 24 Share on ABC

November 8, 1999 — From Playbill On-Line

The Nov. 7 ABC network airing of the Disney TV film “Annie” scored a very respectable 24 share. ABC, a Disney subsidiary, estimated that the 24 share was equal to roughly 24 percent of the total estimated television viewing audience. “It did really well,” an ABC spokesperson told Playbill On-Line. While there were no immediate indications of Disney’s plans for the film, the successful remake was seen as good news after reports that overall Disney profits were off some 71 percent for the fourth quarter. For the same period, Disney’s broadcast division reported an increase in operating income of 21 percent for the same period. Theatre professionals seemed taken with the film, particularly regarding Andrea McArdle’s performance and Disney’s theatre-rich casting. After the Nov. 1 screening, Annie composer Charles Strouse told Playbill On Line he was “very happy” with the project. “Annie” starred Alicia Morton as Annie, Victor Garber as Daddy Warbucks, Audra McDonald as Grace, Kathy Bates as Miss Hannigan, Kristin Chenoweth as Lily St. Regis, Alan Cumming as Rooster, and the original Annie, Andrea McArdle, performing the cameo role of “star-to-be” in a stunning rendition of “NYC.”

“Annie” Watched by Some 40 Million; Video Release in December

November 9, 1999 — From Playbill On-Line

The Nov. 7 airing of the TV musical, “Annie,” was a smash for ABC and “Wonderful World of Disney,” luring an estimated 40 million viewers to the small-screen version of the Broadway hit. It was second highest-rated Disney TV movie ever, and earned the largest audience in the 7-9 PM time period in two years (since Disney’s “Rodgers & Hammerstein’s Cinderella” in 1997, and excluding *The Academy Awards*). A video release of the holiday-themed picture is expected in December, according to a spokesman. Alicia Morton’s stock has also risen: The young actress who played the title orphan (and is a vet of Broadway’s *Les Miserables*) has signed a one-year deal with ABC and Touchstone in anticipation of a series, according to the Nov. 8 *Hollywood Reporter*.

ABC was the No. 1 network for total viewers and adults 18-49 the night of Nov. 7. “Annie” producers Neil Meron and Craig Zadan of Storyline Entertainment (TV’s “Gypsy,” “Cinderella”) are developing a number of musical ideas for Disney and ABC, including a TV version of Jerry Herman’s *Mame*, executive produced by Barbra Streisand. Lowell Ganz and Babaloo Mandel (“City Slickers”) have already delivered a script. Meanwhile, theatre buffs are wondering if the smashing success of “Annie” opens a new window for the consideration of a TV version of *Annie Warbucks*, the Off-Broadway sequel about the Board of Orphans objecting the Annie’s adoption on the grounds that Oliver Warbucks is single. A plot point or two would need to be finessed for a TV sequel: At the end of the new TV movie, Warbucks (Victor Garber) presents his assistant, Grace (Audra McDonald), with an engagement ring.

Rob Marshall Gets DGA Award Nomination for TV's "Annie"

February 8, 2000 — From Playbill On-Line

Rob Marshall, the choreographer and director known for Broadway's "Cabaret" and "Little Me," has been nominated for a Directors Guild of America Award for helming the 1999 musical TV movie, "Annie." Marshall was nominated in the category of Musical Variety Program. The DGA Awards will be announced March 11. They honor those who helm TV and cinema projects.

"Annie," produced by Walt Disney and Storyline Entertainment for "Wonderful World of Disney" had massive viewership Nov. 7, 1999, and has subsequently sold more than a million units in its video release, surpassing the Disney-Storyline hit, "Rodgers & Hammerstein's Cinderella." The TV version of the hit Broadway musical about "Little Orphan Annie" starred Alicia Morton, Victor Garber, Audra McDonald and Kathy Bates. A newcomer to the musical genre, Bates won the American Comedy Award as Best Actress for a Television Special on Feb. 6, was nominated for a Screen Actors Guild Award for Best Actress in a TV Movie and was also nominated for the Golden Globe for Best Supporting Actress, all for "Annie." A re-run date has not been announced for the holiday-themed musical, but speculation has the show being an annual yule fave.

Beauty Bumps Annie As 14th Longest-Running Bway Show, March 1

March 1, 2000 — From Playbill On-Line

With the evening performance scheduled for March 1 at the Lunt-Fontanne, Disney's Beauty and the Beast will play its 2,378th performance, thus making it the 14th longest-running show on Broadway. Beauty will bump the current 14th longest-running show, Annie to 15th place, but fans of both shows have reason to celebrate, of course, since Beauty star Andrea McArdle (Belle) starred in the original Annie. Now running at the recently refurbished Lunt-Fontanne Theatre, Beauty opened in 1994 at the Palace Theatre and played 2,250 performances there, making it the longest-running show in that theatre's history. Tickets for Disney's Beauty and the Beast range from \$25 - \$80. The Lunt-Fontanne Theatre is located at 205 West 46th Street.

"Annie," Meet Emmy: Theatre Folk Earn TV Award Noms July 20

July 20, 2000 — From Playbill On-Line

Broadway director and choreographer Rob Marshall earned two Emmy Award nominations, for his direction and choreography, for the TV musical, "Annie," it was announced July 20.

Other theatre vets and projects were also nominated for Emmys, honoring the best in television, as decided by the members of the Academy of Television Arts and Sciences.

The hit TV version of the Broadway musical, "Annie," earned 12 nominations, among them Outstanding Supporting Actress in a Miniseries or Movie (Kathy Bates as Miss Hannigan), Outstanding Made for TV Movie, Outstanding Cinematography for a Miniseries, Movie or Special, Outstanding Art Direction for a Miniseries, Movie or Special, Outstanding Costumes and Outstanding Music Direction (Paul Bogav), among other technical awards. The ABC "Wonderful World of Disney" broadcast was a big hit in fall 1999.

(thanks to Paul Goldie for submitting the information on the tv movie)

COLLECTORS' CORNER

Part of Karen Piejko's collection See AP Issue 84, January 1998 for Karen's full story of writing her Master's Thesis on Annie. The presentation of her Thesis was accompanied by a display of part of her collection.



COLLECTORS'

ORPHAN ANNIE

More great antique Little Orphan Annie collectibles. The 1930s can be considered the "Golden Age" of Harold Gray's Comic Strip and of Little Orphan Annie collectibles as evidenced by these treasures.



Above: Oilcloth dolls of Annie and Sandy are firmly stuffed, although flat. The fronts and backs are full-colored printing on the oilcloth. The original box to a composition doll (pressed wood that is highly glazed) is very rare.



Left: Harold Gray did custom art for many of the collectibles made in the 1930s.

Right: The painted figure is probably from a ceramics class of the 1960s as various paint schemes have been found. Sandy is a wind-up tin mechanical rolling toy.





Above: Character wristwatches were a popular 1930s item. The circular tin dime bank has moving dials to count the coins inserted. **Right:** This 1968 newspaper poster shows pupils in Annie's eyes.



Above: Board games of comic characters were popular in the 1930s. **Right:** This promotional photo of Aileen holding the Knickerbocker doll must have been taken during the filming of the movie – compare the “real” dress and wig to what Aileen is wearing in the Knickerbocker Toy Fair visit photos on the following pages (pages 10–16).



**“ANNIE” MOVIE PREMIERE MAY 21, 1982
RADIO CITY MUSIC HALL
NEW YORK CITY**



Aileen steps out of a 1930s vintage car onto the red carpet on the sidewalk in front of Radio City Music Hall.



Aileen's parents, Andrew and Helenann Quinn, join her on the red carpet.



Aileen is presented with this rather strange-looking large rag doll.



Original Broadway Annie, Andrea McArdle, joins Aileen and Bingo at the party.



Aileen and her younger brother, Drew.



The Quinn family at the post-premiere party.



Bingo as Sandy is dressed in black tie for the occasion. Toni Ann Gisondi and Lara Berk are in the background.



Aileen's autograph in 1982 included a "self-portrait."

**Knickerbocker
Toys Showroom
at Toy Fair**

**(presumed date
February 1982):**

Note that Aileen is wearing the dress that was available at retail through the Sears catalog and stores. She is also wearing a different wig than used in the movie, possibly the same one used in the Hi-C promotional poster image. Toy Fair is an annual industry event where toy manufacturers display and promote their items for the year to the retailers who will then make the items available to consumers.



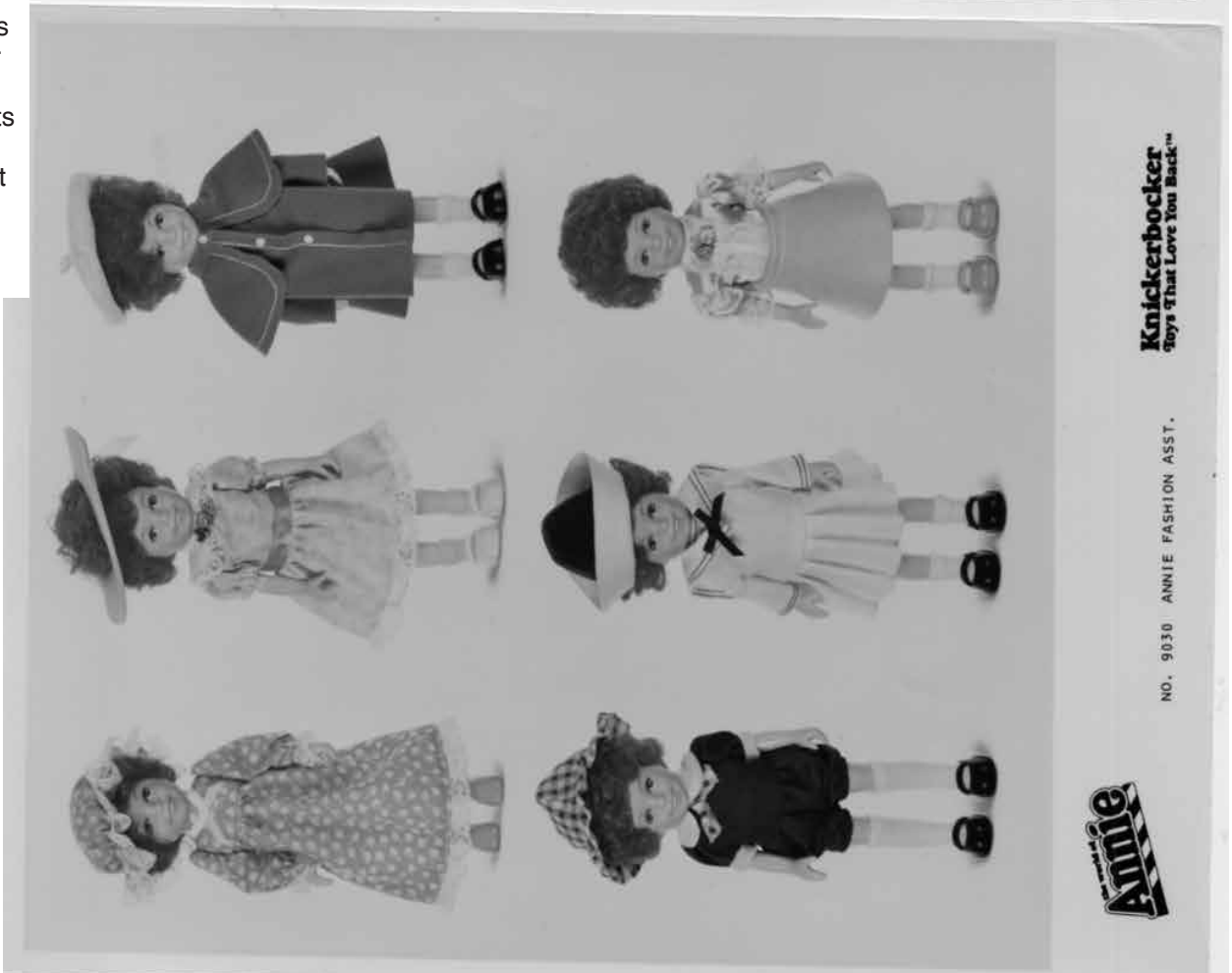
**Knickerbocker
Toys Showroom
at Toy Fair
(presumed date
February 1982):**
Aileen interacts
with some of the
other toys lines
at the Knickerbocker
showroom. Holly
Hobbie was one
of the biggest doll
lines of the early
1980s.



**Knickerbocker
Toys Showroom
at Toy Fair
(presumed date
February 1982):**

There are two versions of the 46" huge rag doll. This version, with tight yarn hair and blue bowtie at the neck, is presumed to have been made first as these are similar features to the small 16" and 24" dolls that already existed. The other version has rooted rayon hair (the same material as the toy wig), and no bowtie at the neck.

Knickerbocker apparently had trouble selling these: crates of the rooted-hair version rag dolls were put out for sale when the company held its going-out-of-business sale at its Middlesex, New Jersey warehouse.



Annie
with
the
knickerbocker
toys

NO. 9030 ANNIE FASHION ASST.

Knickerbocker
Toys That Love You Back™

Knickerbocker Toys Showroom at Toy Fair (presumed date February 1982): These product photos would be used for promotion in retailers' catalogs and in newspaper or magazine advertising.



THE WORLD OF Annie

NO. 9031 ANNIE CO-STARS

Knickerbocker
Toys That Love You Back™

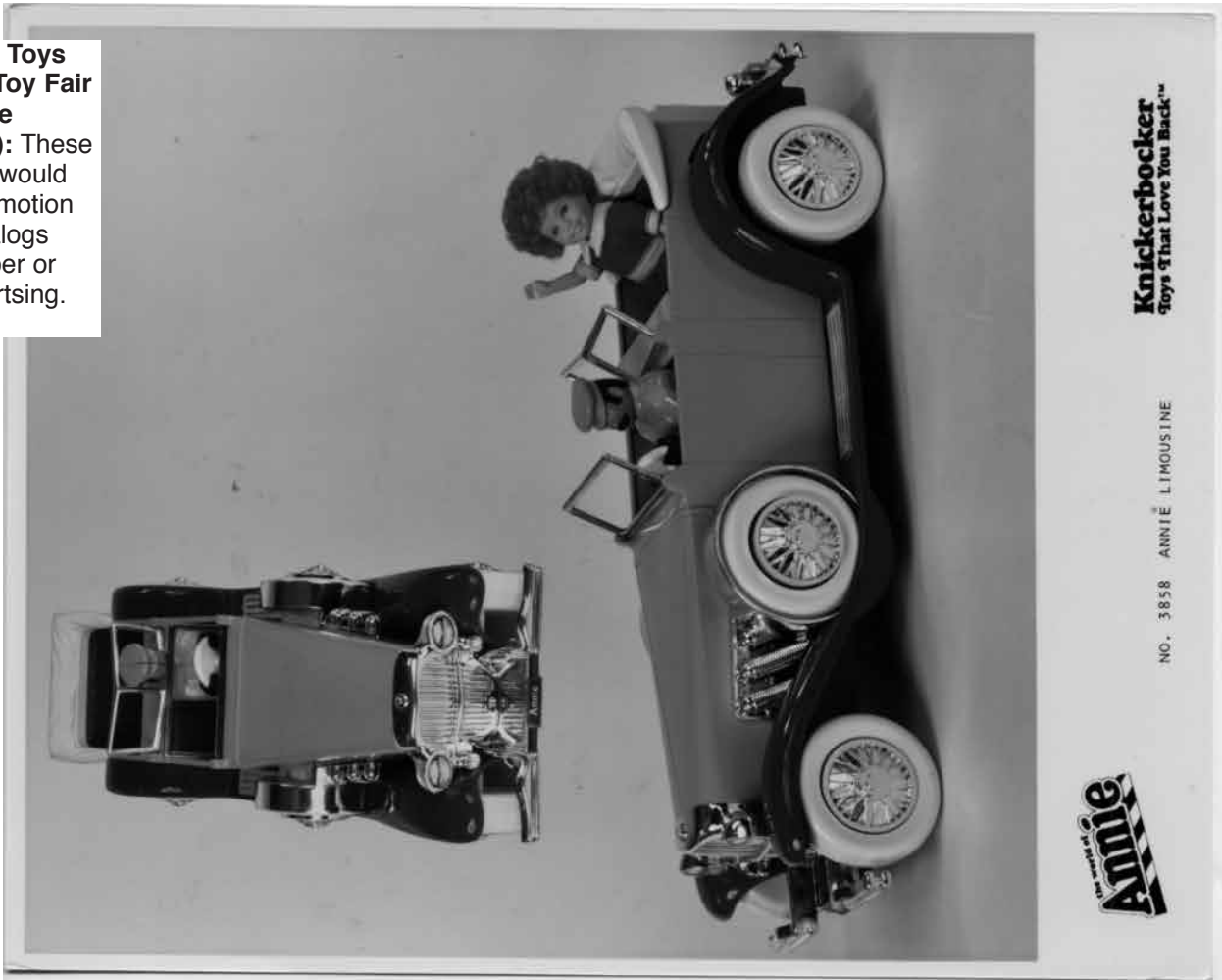


THE WORLD OF Annie

NO. 9032 ANNIE MINIATURES

Knickerbocker
Toys That Love You Back™

Knickerbocker Toys Showroom at Toy Fair (presumed date February 1982): These product photos would be used for promotion in retailers' catalogs and in newspaper or magazine advertising.



the world of
Annie

NO. 3858 ANNIE LIMOUSINE

Knickerbocker
Toys That Love You Back™



the world of
Annie

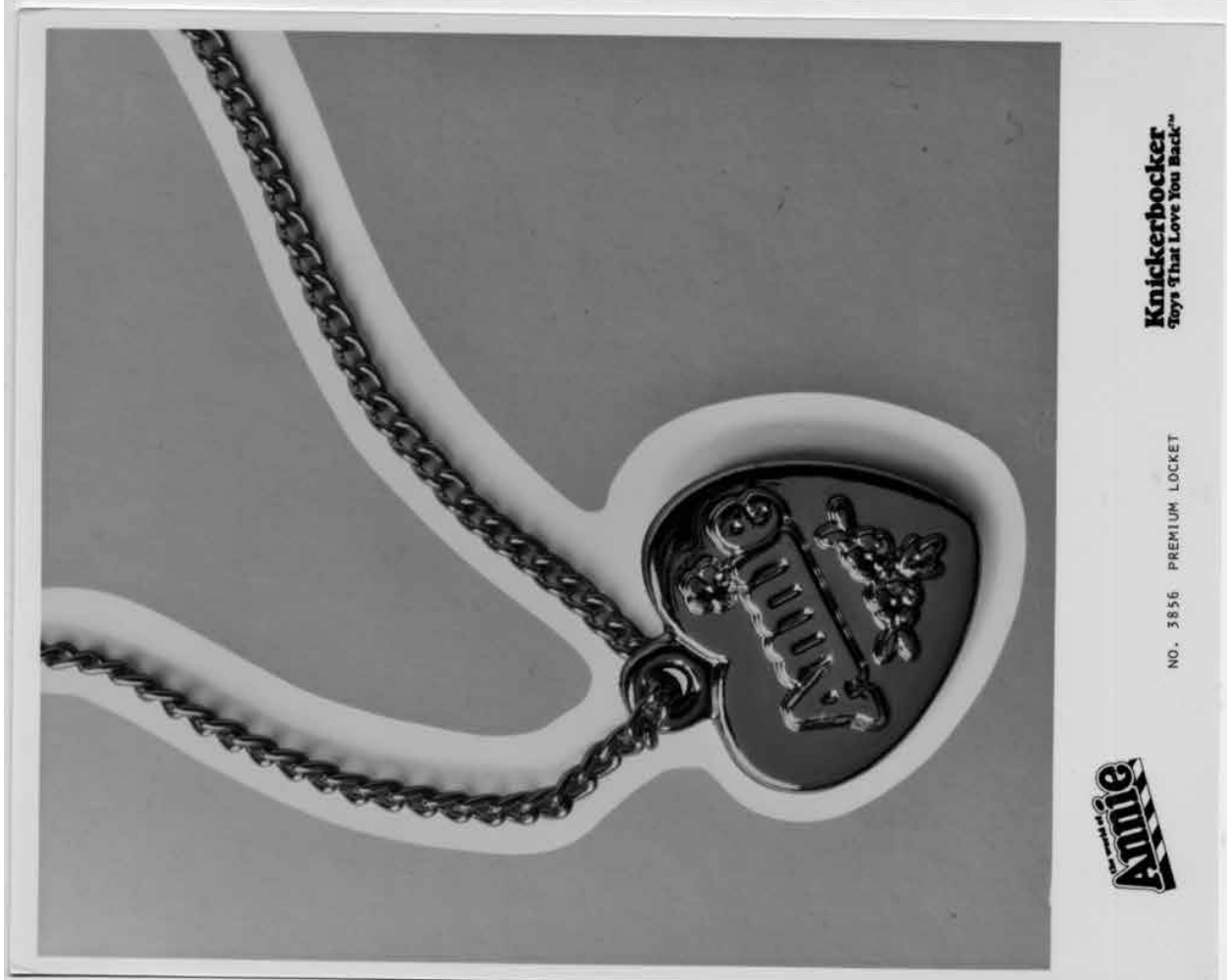
NO. 3859 ANNIE MANSION
CAR AND DOLLS NOT INCLUDED

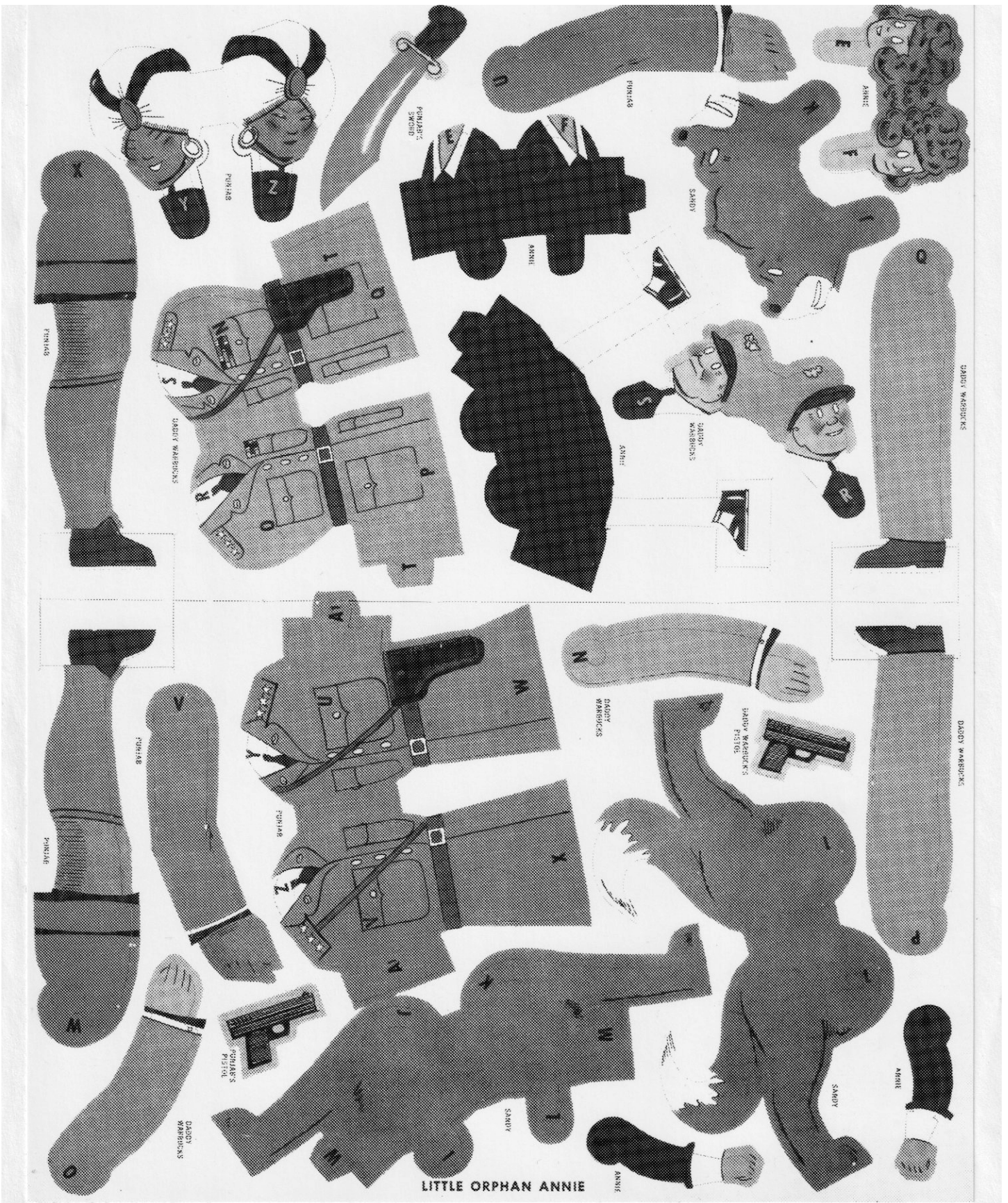
Knickerbocker
Toys That Love You Back™

Knickerbocker Toys Showroom at Toy Fair (presumed date February 1982): These product photos would be used for promotion in retailers' catalogs and in newspaper or magazine advertising.



Knickerbocker Toys Showroom at Toy Fair (presumed date February 1982): These product photos would be used for promotion in retailers' catalogs and in newspaper or magazine advertising.





These are called "Hingeos" and were made by King-Larson-McMahon in 1944, which is why Warbucks and Punjab are wearing military-style outfits and not their usual famous costumes. The cut-out figures were printed in full color on heavy cardboard and the envelope explained how to assemble the pieces so the arms, legs, and head could move. Originally costing 10¢ (!), the Hingeos were part of a series with other comic characters including Mickey Mouse, Popeye, Blondie and Dick Tracy.

1932 first Little Orphan Annie movie: promotional flyer
note the movie stills along the border showing Annie's
orphanage friend Mickey, and Oliver Warbucks.

LEAPIN' LIZARDS!

They're Out of the Funny Page
Onto the Screen
in Real Life!

Annie, Mickey, Daddy Warbucks . . . and Sandy the dog . . . Harold Gray's beloved creations . . . alive and happy . . . in a human-heart story tinged with a tear and bursting at the seams with laughter!

Millions follow their adventures daily, in the widest circulated and most popular comic strip and now the whole wide world can laugh and cry and love with them for young or old . . . if they're human they'll love it!

with
MITZI GREEN
MAY ROBSON
BUSTER PHELPS
EDGAR KENNEDY
SANDY, THE DOG

RKO Radio Pictures

Based on the comic strip
by Harold Gray . . .
Directed by John S. Robertson
Executive Producer
David O. Selznick.

LITTLE ORPHAN ANNIE

1932 first Little Orphan Annie movie: promotional flyer
 What is interesting on this page is having the star of the movie, Mitzi Green, interacting with merchandise.

EVERY STORE WINDOW IN TOWN IS YOUR BILLBOARD FOR THIS SHOW!

Get the big press and exploitation book that has been prepared by RKO for this attraction. In it are hundreds of ideas to help you hang up new box-office figures. Dozens of fine newspaper ads, written and designed to sell theatre tickets... columns and columns of publicity material that newspapers will print... and a wealth of special features that will grab extra space for you because they're good!

And on top of that enough tie-ups to make every store window in town a billboard for your show... department stores, novelty stores, clothing stores, candy shops, drug stores, hardware stores, jewelry stores and almost every other kind of store sells some kind of "Little Orphan Annie" merchandise, all have special window display material and all are waiting to cooperate with you.



if there ever was a showman's show... it's "LITTLE ORPHAN ANNIE"

1998 Question-And-Answer with Doll Designer Robert Tonner

World-renowned Doll Designer Robert Tonner was questioned about his first four Little Orphan Annie dolls which appeared in the late 1990s.

I know you were encouraged to make an Annie doll by your brother John, who has been a member of our Annie Fan Club for many years. What is it about Annie that appealed to you to make a doll of her?

RT: I'm thrilled that you like my Annie doll. If I can please you, then maybe I'm on the right tract....Your newsletter is the best way to let Annie collectors know about her.

(My brother) John indeed did encourage me to do my first Annie doll. He is and has been an Annie fan for a long time. I liked the idea because Annie is one of those rare characters that has a very specific look. Adults and children know who the little girl with the red hair and the red and white dress is immediately. That kind of identification is great for a doll. In addition to her recognizable look, I loved the stage play and I felt that this spunky little girl would make a great doll!

What aspects of Annie's character intrigue you the most? What aspects of her personality did you try to bring to life in the four dolls?

RT: I loved Annie's independence and courage in dealing with all that she had to go through. For the first dolls in porcelain, I wanted a doll that would remind the collector of all the little girls that played Annie on the stage. With the latest vinyl doll I wanted to represent her comic strip roots.

Which of the four dolls is your personal favorite, and why?

RT: I think my favorite is always the one I just finished – and there are many reasons that I like this Annie. First, I did have fun with the look of this doll. She has a very sweet and lovable expression and she is made so that a child could play with her. (And she's priced so that more people can afford her.)

What research did you do to create the Annie doll series? Did you read some of her comics, or watch the movie or the stage musical? Did you have any particular model in mind when you sculpted the faces?

RT: I try not to over research a character when I start to sculpt her. I did see the movie and the play (many times) and of course, I check out the comic strips when I can – but my goal is to create a vision of a character that comes from the information that is readily available. I rarely use a model when I sculpt.

How do you choose the fabrics and design of the dresses? In regards to the Orphanage dress, did anything specific influence the design and pattern?

RT: In doing the clothes, I always try to use the best fabrics I can, and the design part is pretty easy when it comes to Annie's red dress. The orphan dress that I've done is a result of finding the right fabric. For a doll, the orphan dress has to say "poor," but it really can't be dirty or ragged. I try to do just a simple dress with an apron over it to suggest the work that Annie would have to do.

Why does the vinyl doll's box have colorful cartoon graphics while the three porcelain dolls come in plain boxes?

RT: When I did the porcelain dolls, they were made in very limited editions and so I decided that they would go in our porcelain limited edition box. For the vinyl doll, I felt that the box really needed to say more of what the doll was all about. The cartoon box would also add to the value of the doll as a collectable and it would be easier to display in a doll or toy store.

Have the Annie dolls been successful? Has the limited edition sold out yet?

RT: Annie has been very successful for us. The porcelain 14" sold out quickly, and the two eight-inch dolls did very well – and we have great hopes for the vinyl doll. She was the fastest selling doll for us at Toy Fair last year.

Do you have any plans to make any more Annie dolls?

RT: We plan to expand the Annie line this year. Annie is getting a wardrobe which includes her orphan outfit, a Christmas coat, and some pajamas. Who knows, if this does well, Molly may make an appearance next year.

(thanks to John Tonner for arranging this interview)



Vintage Ovaltine Ads: The content of these 1930s ads are definitely a product of their time.

BETTY THE NAIL-BITER

SHE WAS PAINFULLY THIN AND NERVOUS...

AT THE SCHOOL PARTY NEXT DAY

DO GLAD TO MEET YOU... IT A GOOD MEETING FOR CHILDREN?

YES, HELLO! I'M BETTY. I'M A NAIL-BITER AND I'M A BIT NERVOUS.

WELL, YOU DON'T LOOK LIKE A NAIL-BITER. YOU'RE ALL RIGHT. BUT WHAT ABOUT YOUR NAILS? ARE THEY ALL RIGHT?

YES, THEY ARE. I'M HAPPY TO SAY I'M NOT A NAIL-BITER ANY MORE.

A FEW MINUTES LATER

WELL, YOU DON'T LOOK LIKE A NAIL-BITER. YOU'RE ALL RIGHT. BUT WHAT ABOUT YOUR NAILS? ARE THEY ALL RIGHT?

YES, THEY ARE. I'M HAPPY TO SAY I'M NOT A NAIL-BITER ANY MORE.

THE NEXT SCHOOL PARTY

WELL, YOU DON'T LOOK LIKE A NAIL-BITER. YOU'RE ALL RIGHT. BUT WHAT ABOUT YOUR NAILS? ARE THEY ALL RIGHT?

YES, THEY ARE. I'M HAPPY TO SAY I'M NOT A NAIL-BITER ANY MORE.

How Ovaltine Helps to Curb Child's Nervousness

Special Offer for BOYS AND GIRLS!

MAIL FOR BRAND-NEW ORPHAN ANNIE MUG

MAIL COUPON NOW... SAVE 40¢

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

DATE: _____

MAIL TO: Ovaltine Food Products, Inc., 100 N. Michigan Ave., Chicago, Ill. 60611

NEVER-HUNGRY NED

HE WAS TEN POUNDS UNDERWEIGHT

LOOK AT THAT! HE'S AS FAT AS A BULL! HE'S SO HAPPY AND HEALTHY!

LOOK AT THAT! HE'S AS FAT AS A BULL! HE'S SO HAPPY AND HEALTHY!

IT'S OVALTINE!

IT'S OVALTINE! AND YOU CAN GET IT AT ANY STORE THAT SELL'S FOODS.

FREE! Orphan Annie Shaker

MOTHER! Here's How Ovaltine Makes A Child Hungry

MAIL COUPON FOR THE FREE SHAKER

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

MAIL TO: Ovaltine Food Products, Inc., 100 N. Michigan Ave., Chicago, Ill. 60611

Vintage Ovaltine Ads: The content of these 1930s ads are definitely a product of their time.

"No-Appetite" Nan

NOT HUNGRY! EVERY MEAL THE SAME OLD STORY NO WORKER HER MOTHER WROTE.

WHY DON'T YOU TAKE HER TO DR. NEWTON, DOKA F THAT'S THE NAME OF THAT LITTLE MOOSE BOY, WHEN HE WOULDN'T EAT AND WAS SO THIN AND PAUN!

UPSET! (M NEARLY FRANTIC!) IT'S ALWAYS SUCH A BATTLE TO GET HER TO EAT! SHE'S SO PITIFULLY THIN! ALAS! SO 8 POUNDS UNDERWEIGHT!

WHAT'S WRONG, DOKA? YOU LOOK UPSET!

HUNGRY OR NOT, YOU'RE GOING TO GO TO DR. NEWTON AND TALK TO HIM. HE'S THE BEST TEACHER I EVER HAD! HE'S WORKED SICK!

WE'VE BEEN TRYING TO GET HER TO EAT! SHE'S SO THIN! SHE'S SO PAUN! SHE'S SO UNDERWEIGHT!

WELL, OVALTINE IS A "PROTECTING" FOOD-DRINK THAT HAS OFTEN BEEN USED BY UNDERWEIGHT CHILDREN. YOU SEE, IT CONTAINS VITAMIN B... NEEDED FOR NORMAL APPETITE...

WELL, YES. BUT I'M NOT SURE I CAN GET HER TO EAT! SHE'S SO THIN! SHE'S SO PAUN! SHE'S SO UNDERWEIGHT!

SEE MAMMA, YOU'LL NEVER HAVE TO COAX ME TO DRINK OVALTINE! IT TASTES SO WONDERFUL!

STILL LATER... HI, MOM... I GOT ON THE HOCKEY TEAM TODAY!

THAT'S ALL OVER NOW, SHE'S A LITTLE BEAR NOWADAYS. SHE'S FILLING OUT!

POINT TELL ME THIS IS WHAT I WANT! SHE'S POWING THE VERY PICTURE OF HEALTH!

• A cup mug for serving Ovaltine. Includes color pictures of Ophelia, the mascot, and a tin of Ovaltine. (Not good in Canada.)

USE THIS COUPON—SAVE 40¢

OVALTINE, Dept. 418-CH-16, 130 N. Michigan Ave., Chicago, Ill. (Print name and address clearly IN PENCIL. One mug to a person.)

NAME _____ ADDRESS _____ CITY _____ STATE _____

MAIL THIS COUPON (with seal and 10c) to THE SWISS CONDENSED MILK CO., 130 N. Michigan Ave., Chicago, Ill. (Print name and address clearly IN PENCIL. One mug to a person.)

OVALTINE
The Swiss Food-Drink—Now made in the U.S.A.

October 1939 Good Housekeeping

THE TIPTON TRIPLETS

TOM AND DICK WERE HUSKY—BUT HARRY WAS THIN AND UNDERWEIGHT... UNTIL...

...AND HERE, MOLLY, ARE THE TRIPLETS—TOM, DICK AND HARRY—AND I HAVE THEIR INITIALS RIGHT ON THEIR SWATERS TO HELP THEIR TEACHERS TELL WHICH IS WHICH.

HELLO, "AUNTIE" MOLLY!

I SHOULD THINK YOU'D BE THE PROUDEST MOTHER IN TOWN! I SIMPLY LOVE THAT IDEA OF THE INITIALS! PEOPLE CAN TELL THEM APART!

WELL, HEAVEN KNOWS WE DON'T NEED ANY INITIALS FOR POOR HARRY, HE'S SO THIN AND UNDERWEIGHT! EVERYONE ALWAYS KNOWS WHICH ONE HE IS...

...WE'VE TRIED EVERYTHING TO MAKE HIM EAT BETTER AND GAIN WEIGHT, BUT NOTHING DOES ANY GOOD. HE HAS US WORRIED TO DEATH!

HE IS THIN, I HATE TO SAY, BUT HAVE YOU EVER TRIED GIVING HIM OVALTINE?

YOU MEAN THAT SWISS FOOD-DRINK?

AT THE STORE THAT AFTERNOON... AND IF YOU SEND IN THE SEAL FROM UNDER THE LID OF A CAN OF OVALTINE, YOU CAN GET A 50¢ OPHIAN ANNIE SHAKE-UP MUG FOR ONLY 10¢!

THEN I'LL TAKE 3 CANS—AND GET A MUG FOR EACH OF THE BOYS.

LATER... GOODNESS, I'VE NEVER SEEN ANYTHING LIKE THE WAY MILK DISAPPEARS IN THIS HOUSE SINCE THEY STARTED DRINKING OVALTINE.

LOOK, MAMMA, HARRY'S GAINED ANOTHER 5 POUNDS SINCE LAST TIME!

BY GEORGE, THAT'S RIGHT! YOU AND DICK BETTER TAKE CARE OF YOURSELVES! HARRY'S THE HUSKIEST ONE IN THE FAMILY BEFORE YOU KNOW IT!

LOOK AT HARRY, HELEN, IF ANYBODY HAD TOLD ME SIX MONTHS AGO THAT THIS WOULD HAPPEN, I NEVER WOULD HAVE BELIEVED IT!

IT JUST GOES TO SHOW THAT MOLLY WAS RIGHT WHEN SHE SAID HARRY NEEDED OVALTINE TO "BRING HIM OUT"—AND MAKE HIM HUSKY AND STRONG!

IF YOUR CHILD IS THIN OR EATS POORLY, TAKE MY ADVICE, SEE FOR YOURSELF HOW MARVELOUS OVALTINE IS!

MOTHERS! Ovaltine is a delicious pure food beverage created in Switzerland (now made in the U.S.A.) and approved by 20,000 doctors. It contains more than 15 food elements valuable in the diet of the growing child and is particularly valued because of the noticeable increase in weight, appetite, and nerve pulse, which so frequently occur when Ovaltine is added to the regular daily fare... Thousands of nervous people, men and women, use Ovaltine to restore vitality when fatigued. It is also widely recommended as a strengthening food for nursing mothers, convalescents, and the aged. And for sleeplessness when taken as a hot drink at bedtime. Note the special offer of a genuine Little Ophian Annie Shake-Up Mug for shaking up Ovaltine as a summer drink. A new kind of combination shaker and mug that delights children. Made of best-ware and beautifully decorated with Ophian Annie picture. Our regular price is 10¢—but mug is now sent for only 10¢ and all of this aluminum seal from under the lid of a can of Ovaltine. Clip the coupon for your child now!

SPECIAL OFFER! THE SWISS FOOD-DRINK OVALTINE

With new and different colored pictures of Ophian Annie and ready on it. Our regular price 10¢—now sent for only 10¢ (in cover with picture and mailing), and this aluminum seal from under the lid of a can of Ovaltine. (The more to send all of the aluminum seal.)

MAIL THIS COUPON (with seal and 10c) to THE SWISS CONDENSED MILK CO., 130 N. Michigan Ave., Chicago, Ill. (Print name and address clearly IN PENCIL. One mug to a person.)

NAME _____ ADDRESS _____ CITY _____ STATE _____

OVALTINE
The Swiss Food-Drink—Now made in the U.S.A.

SHE'S the kid 19,000,000
comic strip readers, 61,500,000
radio listeners **LOVE!**

... on account of

SHE makes 'em **LAUGH**
SHE makes 'em **CRY**
SHE makes 'em **CHEER!**




Don't delay, put them
on your **MARQUEE!**

LITTLE ORPHAN ANNIE
A Paramount Picture with **ANN GILLIS**



"LITTLE ORPHAN ANNIE"
HITS the Screen for Paramount

Who's 'Little Orphan Annie'



LISTEN—