



THE TOY CHEST IS PUBLISHED BY THE ANTIQUE TOY COLLECTORS OF AMERICA, INC.

A Hoproco Carousel

Made in Hopewell, New Jersey ca.1926.

Kindly loaned by Larry & Cindy Kianka,
friends of Tom & Marion McCandless.

See the article on pages 6 & 7.



The Toy Chest is published by the Antique Toy Collectors of America, Inc., a non-profit educational corporation.

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The Antique Toy Collectors of America, Inc. exists to preserve the history of toys, educate its membership and the public as to the history and preservation of toys, and to share fellowship and friendship through the common bond of owning toys and sharing information about toys.

Special thanks to those who contributed to this issue

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"A Tale Larger Than Texas"

Tony Koveleski
"Uncle Louie"

Franklin O. Loveland
"Are Men To Blame?"

Tom McCandless
Hoproco Toys

Harry McKeon
"The Gimbel Santa Claus"

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Toy Chest Index
1990 through 1995

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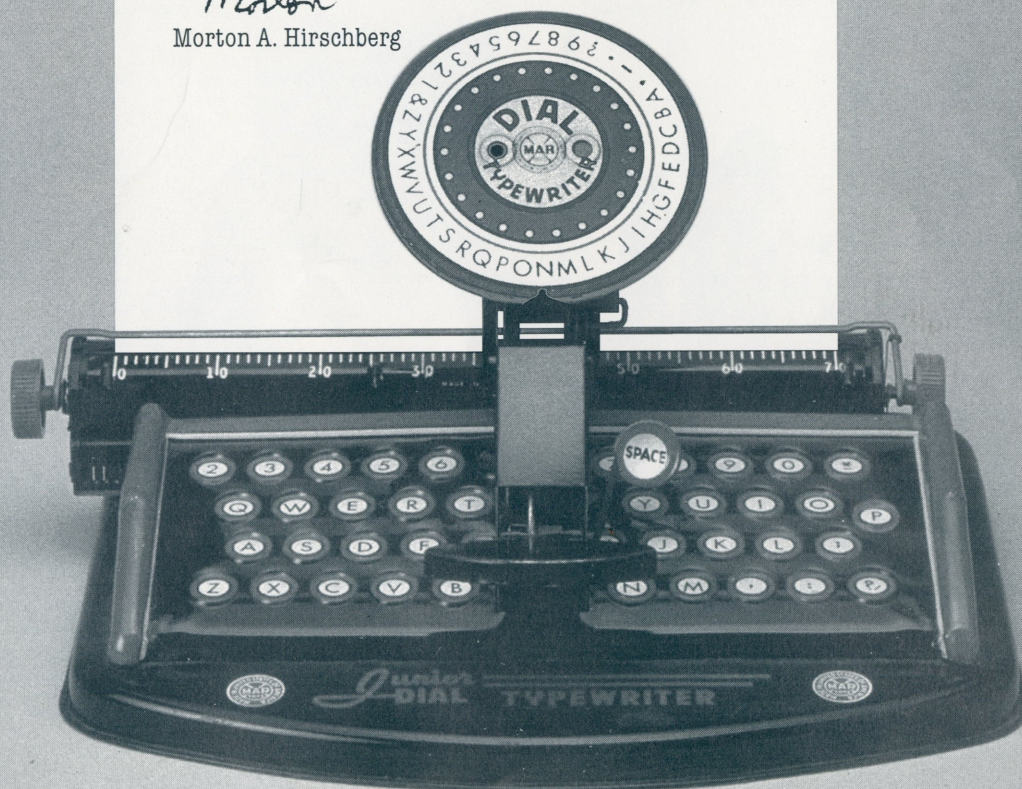
..... The President's Letter

When I became President, Tony Annese and I talked about setting a theme for what needed to be accomplished. I would like to believe that, while no overt theme has emerged, we have once again begun to move in a strong educational direction. Along with all of our gaiety and camaraderie, we have started an ATCA library. Susan Furnish Hettinger, our secretary, is a professional librarian. She will serve as our immediate collection agent and classifier of books and other toy-related ephemera. Fran Whitson gave us a wonderful start by donating a near complete set of ATCA Toy Chests. I urge you all to consider donating material for our library or funds for future purchases. We leave it to you to determine the value of any donated materials for tax purposes, but can offer guidance if you require it.

As to the future, we have discussed the possibility of our own national toy museum. While this seems remote at present, the dream can evolve into reality and should perhaps be our vision as we move closer to the 21st century.

Morton

Morton A. Hirschberg



HOPROCO TOYS

Hopewell Products Company

Hopewell, New Jersey

1925 - 1927



By Tom McCandless

My wife, Marion and I have lived most of our lives in Hopewell, New Jersey, a small town in Mercer County. I had heard that there used to be a toy factory on Burton Avenue. So, when we became interested in antique toys, we tried to find some of the toys and some information about the company.

Most of the following information comes from an interview with Mr. Joseph Pierson who lives on Model Avenue and is now over 85 years of age. He is a nephew of Theodore Pierson, M.D. who established HOPROCO in 1925 to provide occupation for his son Theodore Jr. Joe Pierson was employed by the factory during school breaks. The toys were marketed in Philadelphia and New York City. Joe thinks



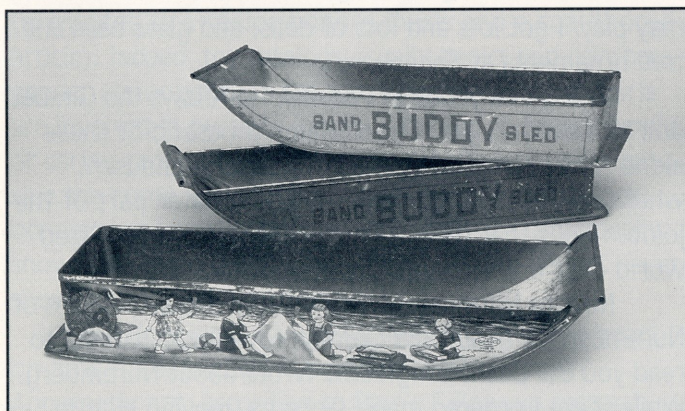
BUDDY SAND SLED - Detail showing trademark.

that their marketing techniques were not the best, as the company failed after about three years.

HOPROCO made some very nice tin toys. I am aware of five different items. All are marked with a football shaped logo with HOPROCO in the center plus "trade mark" and under that "made in Hopewell, N.J."

We own an example of each of these toys, except the carousel. We would like to purchase an example of the carousel and learn of any other toys with the HOPROCO name.❖

Tom and Marion McCandless
62 Lafayette St.
Hopewell, NJ 08525

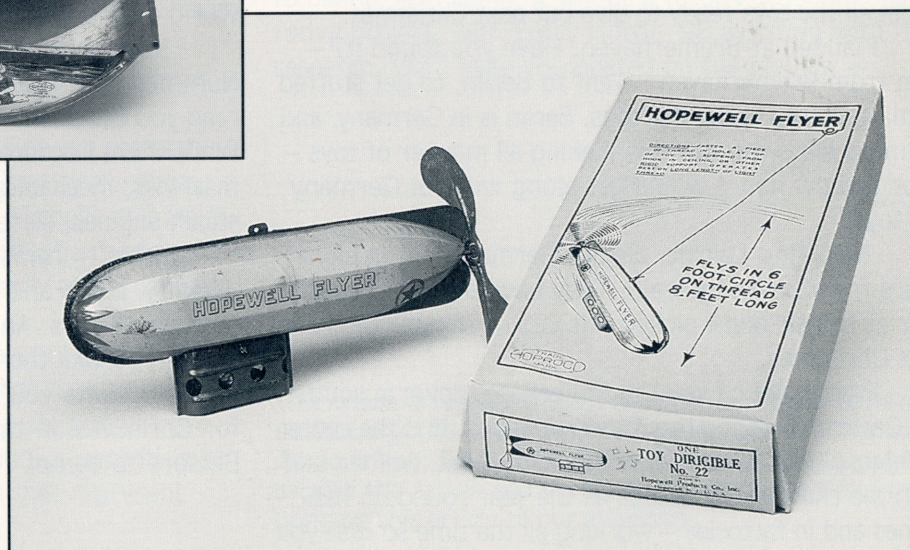


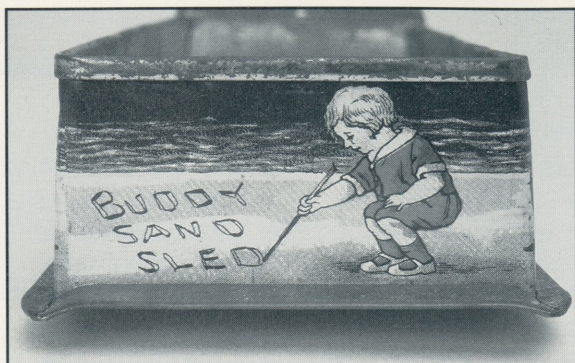
BUDDY SAND SLED, so marked, a rectangular tin sled, 12" x 4", with up-curved front and 1 3/4" sides. This came in green with dark green letters, mustard with red letters, and also lithographed with scenes of children playing at the beach.

HOPWELL FLYER, so marked on both sides. This is a 9" Dirigible, light green with red trim. It has wind-up motor with propeller at rear and is flown at the end of a hand-held string.

Hopewell Flyer Box: From the collection of Larry and Cindy Kianka

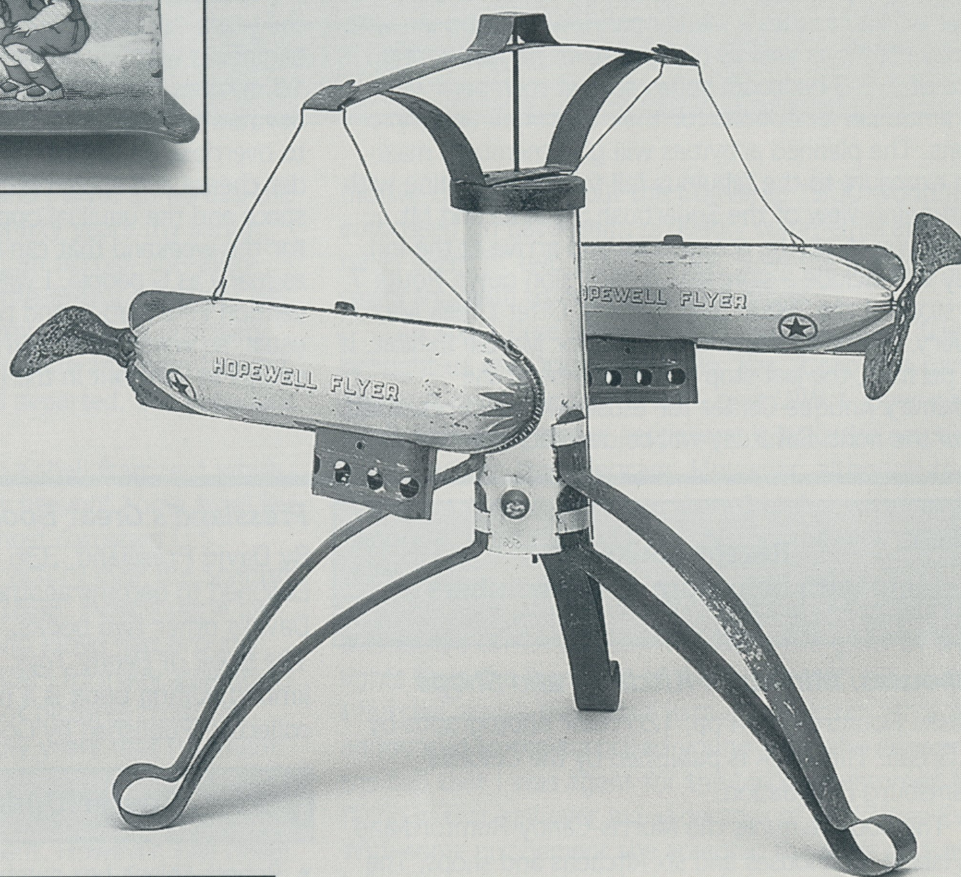
All other toys shown in this article are from the Tom and Marion McCandless Collection





BUDDY SAND SLED - Detail of back panel.

HOPEWELL FLYER, two 9" dirigibles basically the same as the one shown on the opposite page, but with propellers and no motors. These are suspended at opposite ends of a crossbar mounted on a three-legged pedestal and spun in a circle by pulling a string that self-retracts.



INDOOR GOLF GAME, 10" x 20" tin litho board game, with heavy wooden frame, golf course scene, five spinners.

See the cover for a photo of this delightful toy.

TIN CAROUSEL, bright colors, about 8" dia. with four children on horses. Propelled by a pull string that retracts for the next spin.

From the collection of Larry & Cindy Kianka

