



A Century of American Toys and Games

The Story of Pressman Toy

**Jim Pressman
Donna Pressman
Alan Axelrod**

ISBN	9780789214447
Publisher	Abbeville Press
Binding	Hardback
Territory	World excluding USA, Canada, Puerto Rico, and Australia
Size	254 mm x 330 mm
Pages	256 Pages
Illustrations	400 color
Price	£45.00

- The fascinating story of a company whose existence has spanned almost the entire history of the American toy industry
- Pressman Toy has introduced games like Chinese checkers, Rummikub, and Tri-onimoes to the American public
- Co-authored by Jim Pressman, long-time president of the company and a member of the Toy Industry Hall of Fame
- Illustrated with new colour photography and rare archival images
- A must for anyone interested in the history of toys and games

"A wonderful trip down memory lane, and a remarkable story of perseverance... The pictures are priceless!" —**Richard E. Grey, former chairman and CEO of Tyco**

"This book chronicles the 'ins' and 'outs' of the everchanging toy industry better than anything I have ever read... For me, as a competitor and friend of Pressman Toy, this book is inspirational and instructional." —**Bob Moog, President and Co-founder of University Games**

"This is a must-read for anyone interested in the toy industry, and actually anyone interested in how to successfully build a business." —**Tom Kalinske, former CEO of Mattel, Matchbox, Sega, and Leapfrog**

When Jack Pressman went into business as a manufacturer of basic playthings like lead soldiers and toy xylophones in 1922, he could little have imagined that his small venture would become one of the iconic American toy companies. The firm scored its first megahit in the 1920s, when it popularised Chinese checkers, and it went on to introduce enduring favourites like Rummikub and Tri-Ominos. Today the Pressman Toy Corporation remains well known for its line of classic board games in eye-catching red boxes, as well as games based on popular TV shows. This centennial history traces the growth of the company under the leadership of three successive Pressmans: Jack, his wife Lynn (one of the first female CEOs in the industry), and their son Jim. It is a story that reflects the development of the toy industry as a whole — encompassing the rise of plastics, the emergence of character licensing and TV advertising, and the surprising endurance of the physical board game in our digital age. Abundantly illustrated with new colour photography as well as rare archival images, this will be an essential volume for anyone with an interest in the history of play.

Jim Pressman was president of the Pressman Toy Corporation from 1977 until the company's sale to Goliath Games in 2014. **Donna Pressman** is his wife and frequent collaborator. **Alan Axelrod** is the author of numerous books on business and history, including *Everything I Know about Business I Learned from Monopoly*.