

George Wintriss (left) plots new uses for his toy "voice" device.

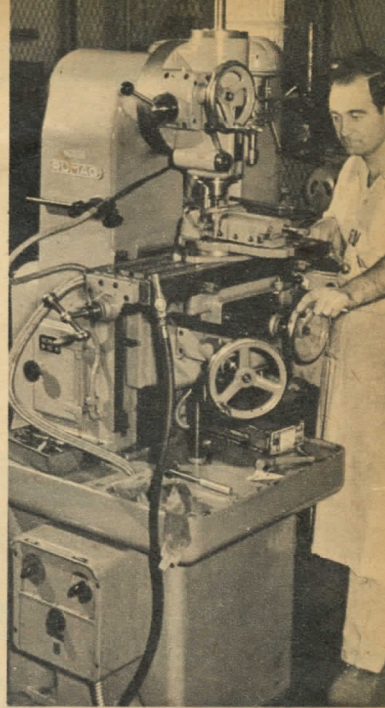
# He Puts The Noise In Toys

He makes toys come alive with the satisfying squawks, squeals, squeaks, grunts and croaks that kids enjoy.





Here are some of the toys "humanized" with the Wintriss noise-maker. Solemn baby at lower left has picked a favorite—a duck with a loud honk.



An important part of the Wintriss operation is the engineering department where new items and assemblies are put into mass production lines.

THE noise heard 'round the world may have been a big thing in the days of the Boston tea party, but if you were to squeeze all the toys that Wintriss, Inc., makes noises for, they might be heard on the moon. As it is they are heard all over the globe since Wintriss noise-makers go into toys for Greenland, South America, Iceland, Africa, India, Israel, Indonesia, New Zealand, England, France, Java, Norway and the Philippines, to name a few.

George Wintriss, founder of Wintriss, Inc., New York City, runs two plants that are going full force turning out millions and millions of mechanical voices yearly. George, an engineer, started his career in the zipper industry with Talon back in 1928. In 1930 he moved to the Margon Company when they formed Conmar, to make zippers. During the years from 1928 to 1949, when Wintriss formed his own business, he received 25 patents for various machines for making zippers. The Margon company was in the toy business and also made noises for toys while George Wintriss was with them, and he had occasion to see how the noises were then made—a slow and expensive process of tying the vibrating reed and the tube together by hand. After George left Margon in 1949, he developed ideas that have carried him to the top of the noise for toys industry.

Discarding all the old ideas, Wintriss made his toy voices automatically; the brass vibrating reeds are stamped and formed on one group of machines, and the tubes on another. The two parts are fed into a third bank of machines and out comes squeaks, squeals and honks that will go into 99 per cent of all the dolls that are made today, and about 500 other toys. It's an impressive list with such celebrities as a Princess Elizabeth doll, a L'il Abner baby doll, Dennis The Menace, Howdy-Doody, Mighty-Mouse, I Love Lucy doll and all the characters from Walt Disney, Terry Tunes and Sunny Slope productions.

The voices also go into many other items. There's a necktie you can squeeze with interesting results, a Mighty Mouse T-shirt with a rubber head of Mighty Mouse which squeaks when pressed, and a wide assortment of books, greeting and post cards, children's muffs and shoes and, of course, baby rattles.

Clients call upon Wintriss for many odd noises. For instance, Wintriss has produced a special voice which warns of escaping gas. The whistle was made for a chemical company and had to be of special alloys to avoid corrosion from the chemicals. It was placed on gas containers as a safety device. Another client sent the Wintriss sound [Continued on page 206]

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## The Noise In Toys

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department into a swamp to get the authentic croak of a frog. Froggy-The-Gremlin, a popular toy, now has two different Wintriss noises which blend into one voice somewhat more pleasing to the ear than the burp of a swamp frog.

George Wintriss now holds some 50 patents including 25 on mass-produced voices, some on special machinery and one on a process for making doll eyes semi-automatically. (It turns them out complete with nylon eyelashes that look better than human!) Other devices have been produced to test the toy voices. The voice reeds are as thin as a human hair and must be attached properly to get just the right sound. A miniature wind tunnel is used to test the voices. The tests are run 24 hours a day for several weeks to insure a voice life of well over 20 years. The test is equivalent to about 30 years of continuous toy squeezing. The voices are also protected by a dipping process, making them rust-resistant. Even the wooden holders that are used in some of the items are made water-resistant to add to their life span.

A growing company like Wintriss, Inc., is always searching for new items to which their noises can give new life. They keep a man working steadily at this project and it's really a full-time job. Not only are there new toys coming on the market all the time into which Wintriss wants to put the squeal, but there are lots of old toys that have nothing more than a wheeze. Wintriss, Inc., figures it can make that wheeze into a full-bodied honk, croak, wail, shriek or squawk, satisfying themselves, the manufacturer and especially the final owners—the kids.—Daniel R. Rubin •

## Burglar-Proof

[Continued from page 109]

places as a rolled-up window shade or the mattress. Burglars are way ahead of you.

And one final word: Don't get the idea that thieves concentrate only on rich folks. Listen to Charles F. Von Rhee, crime insurance division manager of the American Mutual company: "Too many persons have the feeling that 'it can't happen to me.' The homeowner will say, 'we have nothing in which they will be interested.' Yet our records show that suburban areas are becoming increasingly attractive to the burglar and thief." The criminal gentry, you see, can make an excellent livelihood out of knocking over four or five average homes each week. •