



Doll at right is one of four models with Negroid features designed by An-nuel McBurrows of New York. This one has a white counterpart.

Dolls with Negroid features designed by New York artist

By Helen Hennessy

New York — An-nuel Mc-Burrows got his job through The New York Times—just as the ads say.

A young black artist whose portraits of Negro youngsters have been shown in several New York galleries, Mc-Burrows found a job in play-land tailored to his particu-lar talents.

He now designs dolls with Negroid features for Remco. And he found that job in the help wanted ads.

Although non-white dolls have been on the market for some time, these have been no different from their white counterparts except for the tinted plastic resins used to achieve the desired colour tone. The dolls McBurrows

designs are more realistic.

"Other manufacturers have held that the market poten-tial is insufficient to justify the cost of special molds with Negro facial characteristics," said Saul Robbins, the firm's board chairman. "But the dolls are selling."

In one giant department store in an area where whites outnumber blacks 10 to one, the dolls are selling three to one.

"We had no sociological program in mind when we started this," Robbins added. "We didn't come out with these dolls as some kind of gesture. We're not looking for thanks but for business. So we're trying to fill what we believe is an unfilled mar-ket demand."

"A girl playing with a doll is engaged in a mother-child fantasy. And if she's a Negro girl, she'll want a doll that most closely resembles a Ne-gro baby or toddler," said McBurrows.

Still, after a photography session in the firm's show-room, a Negro child was of-fered her choice of the dolls—and promptly scooped up a white one.

"Possibly because white dolls have always been pre-dominant," McBurrows said, "the choice was an automa-tic one on the child's part. But more likely it was be-cause the white doll talked."

Of the four black dolls pro-duced, three have white coun-terparts.

According to Robbins, sales on all are going so well that

the company is hard put to fill orders.

"The key to the success of just about any item in the toy industry is the degree of its realism," the firm's spokes-man believes.

Yet a recent magazine story by Goodman Ace main-tained that the idea of Ne-groid features on dolls would create more racial conflict because it would point up the differences in the races.

An-nuel McBurrows hasn't attempted to do a white doll yet. "Since the Negro doll is just coming out, I have a lot more to work with," he said.

Sales for the holiday sea-son will tell the tale of the success or failure of the doll. If it achieves the success that is indicated so far, An-nuel McBurrows can skip the help-wanted ads for a long time to come.

NEGRO CLASSIC TO BE PUBLISHED IN LARGE PRINT EDITION

One of the classics of Ne-gro literature, W. E. B. Du-Bois, "The Souls of Black Folk" will be available for the first time this fall in a large print book published by Magnavision, a new divi-sion of Allograph Press Cor-poration of New York.

The large print edition, which is intended not only for the partially sighted but for weary TV watchers and other tired-eyed Americans, will be distributed nationally at a retail price of \$7.95.

The DuBois book is con-sidered a classic of social commentary on the struggle for survival of the Black com-munity.

Future plans for publica-tion of the large print editions lean toward books of special social content and volumes for those just learning to read. The parent publishing company, Allograph, lists a-mong its titles "On Method Acting" by Edward Dwight Easty, "Parable of the Fixed Stars," by Ree Dragonette, and "Red Hands Blue Hands" by William Dady.

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