

SMETHPORT HISTORIC REGISTRY PROPERTY

Wooly Willy Toy Birthplace

Smethport Specialty Factory 1931-1965

Originally built as Print Shop for Boys' Magazine

304 Fulton Street Smethport, PA



constructed 1912

Originally constructed as the print shop for Smethport resident Scott Redfield's nationally distributed BOY'S MAGAZINE, published in Smethport from 1910-1921 the building was constructed during 1912 with clay tile manufactured in nearby Clermont, PA. At its peak in 1916, the BOY'S MAGAZINE shipped over 200,000 issues each month, putting the name of Smethport across the country and internationally.

Originally built in 1912 by Scott Redfield as the print shop for *Boy's Magazine*. From 1931 until 1965 the structure was the home office and factory of the Smethport Specialties

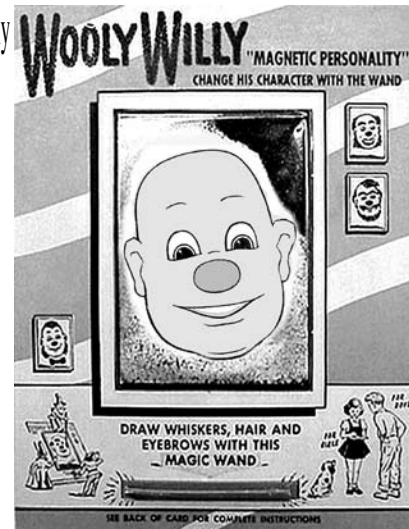
Marvel Specialty Company was founded in 1923 by Ralph Herzog and William Kerr. Production began in the the Frey barn located in an alley behind 413 W. Main Street near the rear of today's Cottage House Restaurant. This Fulton Street building served as the the Smethport Specialty Toy factory from 1931 until 1965. In 1932 Ralph Herzog became the sole owner of Marvel Toy Company in Smethport and changed the name to Smethport Specialty Company. Donald and James Herzog, sons of Ralph Herzog, joined Smethport Specialty Toy Company in the early 50's following college. In 1955 James Herzog found that dust from the magnet grinding could be used for magnetic drawing and patented the first workable Wooly Willy Magnetic Drawing set. Leonard Mackowski, a very talented Bradford artist, designed the display card. He often hid his name in the art and you will still find it on the back of the original set that has been delighting youngsters for more than 45 years. Wool-Willy went on to become one of the 40 most popular toys produced during the 1950 to 1980 period.

Number # 1 TOY Nationally during 1955 / #38 Best Toy during 20th Century

1955: Father of Wooly Willy
James Reese Herzog-
Original Mastermind



Smethport inventor, James Reese Herzog, is the creative genius of the Wooly Willy Toy. In 1955 James & his brother, Don, developed the iconic toy at the family toy company Smethport Specialty.



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304 Fulton Street Smethport, PA 16749
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construction date 1912 confirmed

Mary Pierotti, Chair

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