



1973 John Gunther visits the Museum of the City of New York and views an exhibition of 19th Century cloth toys intricately printed using antiquated hand engraved copper rollers. He is inspired to start up a textile printing company and names it The Toy Works®. Reproduction of America's first toys begins. The Museum Collection of Rag Toys is released featuring replicas of their predecessors from 1892. Introduces *Sew-it-Yourself* doll kits to the marketplace. Bloomingdale's runs a full page ad inside cover of *New Yorker* magazine featuring Tabby and her kittens, the Bunny and Pug.

1976 The Toy Works incorporates. Produces *William the Hippo* for the Metropolitan Museum of Art and establishes the company with the major museums in New York City and Chicago.

1980 The *Good Friends* line is featured on the cover of Conran's of London Christmas gift book. The Toy Works exports to England for the first time.

1981 John collaborates with Ariel Books to produce bean bag toys based on the classic children's story *The Wind in the Willows* illustrated by Michael Hague. The toys were featured on the cover of the American Express Christmas catalog.

1982 The Toy Works licenses the artwork of renowned illustrator Edward Gorey [PBS *Mystery* series] to produce a toy line featuring frogs, cats, pig, rabbit and bats.

1984 *The Velveteen Rabbit* comes to life as the best selling bean bag ever produced by The Toy Works. Partners with Random House to pair the handcrafted toy with the beloved children's book.

1985 The Toy Works is commissioned to produce dresses, shoes and accessories for the Lenox China dolls designed by the late June Amos Grammar.

1987 April 1987 issue of *Screen Printing* magazine features an article about John Gunther, the revolutionary silk screening pioneer, entrepreneur, toy maker and CEO of The Toy Works.

1991 Other nostalgic bean bags with books, children's backpacks and soft toys are introduced including Beatrix Potter, Alice in Wonderland, Mother Goose and Babar.

1993 Curious George, Richard Scarry and Raggedy Ann meet Graeme Base's ABC's of his best seller *ANIMALIA*

1996 "Toys to Textiles" transition begins to take foothold. The hand crafted, vintage themed toys were giving way to mass produced, mass marketed imports. The master silk screening techniques prove to be a fine foundation for transferring original licensed illustrations on to home décor and giftware textiles. The company debuts *Ivory Cats* kitchen textiles and the ever popular Mary Engelbreit.

1997 Pet artists Pollyanna Pickering and Leslie Ann Ivory are licensed for doormats and demand skyrockets.

2001 The *Fiddler's Elbow* name emerges as the The Toy Works lines are laid to rest in toy chests and attics but not memories worldwide. Doorstops are the only toy-like remnants that remain, weaving the threads of the past into the present and future for the ever evolving USA manufacturer.

2003 Pupper Weights® (puppy paper weights) illustrated by Leslie Anderson are trademarked and become the number one seller. Pet themed lines dominate sales with doormats, flags, kitchen textiles, draft stoppers and Pupper Weights®.

2004 World renowned Dutch nature artist, Marjolein Bastin, is licensed. Best known for her *Nature Sketchbook* section in Hallmark stores nationwide. Classically trained, animal portrait artist Barrie Barnett is brought into the fold to round out the existing pet themed artwork. Fiddler's obtains the license for the artwork of Canadian Olympic Equine artist Adeline Halvorson.

2006 Fiddler's licenses Ephemera®, introducing a line of retro humor kitchen textiles and expands into new markets. Introduces Designer Car Mats and the *Garden Collection* featuring the art of Marjolein Bastin.

2008 Author, artist and teacher Sueellen Ross is licensed, well known for her masterful, delightful cat portraits and Baytree Studio's "Cats of the UK" are imported from England in a wonderful collection of pencil sketches capturing natural cat poses and are designed to adorn kitchen textiles.