

= Play @-@ Doh =

Play @-@ Doh is a modeling compound used by young children for art and craft projects at home and in school . Composed of flour , water , salt , boric acid , and mineral oil , the product was first manufactured in Cincinnati , Ohio , U.S. , as a wallpaper cleaner in the 1930s . The product was reworked and marketed to Cincinnati schools in the mid @-@ 1950s . Play @-@ Doh was demonstrated at an educational convention in 1956 and prominent department stores opened retail accounts . Advertisements promoting Play @-@ Doh on influential children 's television shows in 1957 furthered the product 's sales . Since its launch on the toy market in the mid @-@ 1950s , Play @-@ Doh has generated a considerable amount of ancillary merchandise such as The Fun Factory . In 2003 , the Toy Industry Association named Play @-@ Doh in its " Century of Toys List " .

= = History = =

= = = Origin = = =

The non @-@ toxic , non @-@ staining , reusable modeling compound that came to be known as " Play @-@ Doh " was a pliable , putty @-@ like substance concocted by Noah McVicker of Cincinnati @-@ based soap manufacturer Kutol Products . It was devised at the request of Kroger Grocery , which wanted a product that could clean coal residue from wallpaper . Following World War II , with the transition from coal @-@ based home heating to natural gas and the resulting decrease in internal soot , and the introduction of washable vinyl @-@ based wallpaper , the market for wallpaper cleaning putty decreased substantially . McVicker 's nephew , Joe McVicker , joined Kutol with the remit to save the company from bankruptcy . Joe McVicker was the brother @-@ in @-@ law of nursery school teacher Kay Zufall , and Zufall had seen a newspaper article about making art projects with the wallpaper cleaning putty . Her students enjoyed it , and she persuaded Bill Rhodenbaugh (who also sold the putty) and Joe McVicker to manufacture it as a child ? s toy . Zufall and her husband came up with the name Play @-@ Doh ; Joe McVicker and Rhodenbaugh had wanted to call it " Rainbow Modeling Compound " .

= = = Launch = = =

Joe McVicker took Play @-@ Doh to an educational convention for manufacturers of school supplies , and Woodward & Lothrop , a department store in Washington , DC began selling the compound . In 1956 , the McVickers formed the Rainbow Crafts Company to make and sell Play @-@ Doh . Also in 1956 , a three @-@ pack of 7 @-@ ounce cans was added to the product line , and , after in @-@ store demonstrations , Macy 's of New York and Marshall Field 's of Chicago opened retail accounts . In 1957 , chemist Dr. Tien Liu reduced Play Doh 's salt content (thus allowing models to dry without losing their color) , and Play @-@ Doh ads were telecast on Captain Kangaroo , Ding Dong School , and Romper Room . In 1958 , Play @-@ Doh 's sales reached nearly \$ 3 million .

= = = Subsequent developments = = =

In 1964 , Play @-@ Doh was exported to Britain , France , and Italy . In the 1980s , its cardboard can (with a rust @-@ prone metal bottom) was scuttled for a more cost effective plastic container . By 1965 , Rainbow Crafts was issued a patent for Play @-@ Doh . Also in 1965 , General Mills purchased Rainbow Crafts and all rights to Play @-@ Doh for \$ 3 million , placing the compound with its Kenner Products subsidiary . In 1971 , Rainbow Crafts and Kenner Products merged , and , in 1987 , the Tonka Corporation bought the two . In 1991 , Hasbro became Play @-@ Doh 's owner , and continues to manufacture the product today through its preschool division . In 1996 , gold and silver were added to Play @-@ Doh 's palette to celebrate its 40th anniversary .

== Mascots ==

Play @-@ Doh packaging was briefly illustrated with children in the mid @-@ 1950s , but replaced by an elf mascot which , in 1960 , was superseded by Play @-@ Doh Pete , a smock and beret @-@ wearing cartoonish boy . In 2002 , Play @-@ Doh Pete 's beret was replaced with a baseball cap . Since 2011 , living Play @-@ Doh cans named the Doh @-@ Dohs have been seen in adverts .

== Ingredients ==

Play @-@ Doh 's current manufacturer , Hasbro , reveals the compound is primarily a mixture of water , salt , and flour , while its 2004 United States patent indicates it is composed of water , a starch @-@ based binder , a retrogradation inhibitor , salt , lubricant , surfactant , preservative , hardener , humectant , fragrance , and color . A petroleum additive gives the compound a smooth feel , and borax prevents mold from developing . Many home @-@ made recipes will include salt , flour or corn starch , a vegetable oil (such as canola or olive oil) and cream of tartar .

== Related merchandise ==

In 1960 , the Play @-@ Doh Fun Factory (a toy press that extrudes the compound in various shapes) was invented by Bob Boggild and Bill Dale . The Play @-@ Doh Fuzzy Pumper Barber & Beauty Shop of 1977 featured a figurine whose extruded " hair " could be styled . Making its debut in 1996 for computer @-@ savvy young modelers was an educational software CD @-@ ROM game , Play @-@ Doh Creations , and , in 2003 , the Play @-@ Doh Creativity Table was made available . Play @-@ Doh related merchandise introduced during the 2007 anniversary year included the Play @-@ Doh Birthday Bucket , the Play @-@ Doh Fifty Colors Pack , the Fuzzy Pumper Crazy Cuts (a reworking of the 1977 Fuzzy Pumper Barber & Beauty Shop) , and the Play @-@ Doh Creativity Center . In 2012 , " Play @-@ Doh Plus " was created . It is lighter , more pliable , and softer than regular Play @-@ Doh .

== Cultural impact ==

More than two billion cans of Play @-@ Doh were sold between 1955 and 2005 , and , in 2005 , Play @-@ doh was being sold in 75 countries around the world at 95 million cans a year . In the United States , more than 6 @, @ 000 stores carry Play @-@ Doh .

To mark Play @-@ Doh 's fiftieth anniversary , Greece created a limited @-@ edition fragrance inspired by Play @-@ Doh 's odor for " highly @-@ creative people , who seek a whimsical scent reminiscent of their childhood . "

Play @-@ Doh was inducted into the National Toy Hall of Fame at The Strong in Rochester , New York , in 1998 .

In 2003 , the Toy Industry Association placed Play @-@ Doh into its " Century of Toys List " , a roll call of the 100 most memorable and most creative toys of the twentieth century .

In late 2014 the company offered to replace a new " Play @-@ Doh Cake Mountain " extruder tool , for free , after receiving complaints about the toy 's " phallic shape " .

== Film ==

In April 2 , 2015 , 20th Century Fox announced to work on a Play @-@ Doh movie with Hasbro Studios and Chernin Entertainment producing , Jason Micallef writing and Paul Feig directing from his production company Feigco .