



Big Toys
in Little
Packages
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COLLECTING NEWS, VIEWS & MARKETPLACE

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NEW PRODUCTS

Get in the Spirit

Hess Reveals Its 41st Anniversary Truck With Lights and Sound

By Tom Bartsch

Everyone has a holiday tradition. For some, it's seeing how much ham or turkey can be eaten during one sitting. For others, it's helping out at the local food pantry. For toy collectors, it's acquiring the annual holiday Hess toy truck.

Available now, the 41st anniversary edition is a red fire truck with a friction-motor rescue vehicle inside. The truck features push-button lights and sounds, along with an extendable ladder. It retails for \$20.

The release signals the first red Hess truck since 1986, and it's the first truck in five years to feature sound.

The holiday truck has sold out every year despite being available exclusively at Hess retail outlets during the holiday season. For more information on the 2005 Hess holiday truck for 2005, visit www.hess.com.

Game Time

There's nothing better than getting a game for the holidays and playing it with the family during that long school vacation. Morning Star Games has three games for the 2005 holiday season, with each one offering a unique adventure.

You're Pulling My Leg and You're Pulling My Leg Junior are updated versions of Morning Star Games' Truth or Fib game that sold out last year. These two games are easy to play, and you get to learn a lot about the people playing. The object of the games is to guess whether the storyteller is telling the truth or lying like a teenager late for curfew. The other players bet whether the person is spewing the truth. It's a great way to get to know new acquaintances or to see how well you think you know Aunt Helga.

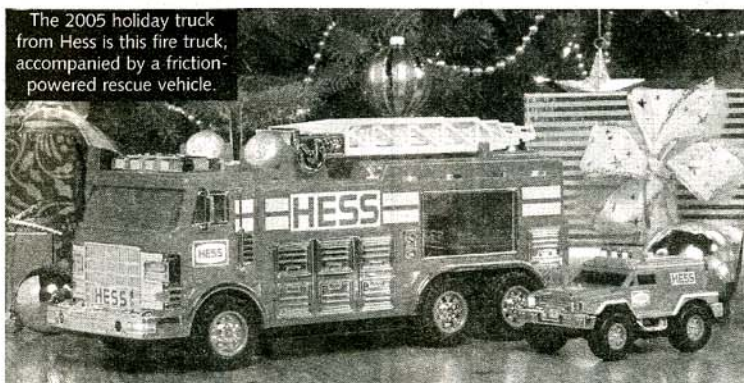
Pet Detectives is a little more elementary. It's almost like Go Fish, only you are helping lost dogs find a home. The best part is that there are blanks cards in which players can add a picture of their own pets.

You're Pulling My Leg and You're Pulling My Leg Junior are available in lunch-box tins for \$24.99 each. Pet Detectives is available for \$17.99. These games are better than anything you'll find on television, so cut the power and get to know your family.

For more information, visit www.morningstargames.com.

Customized Hot Wheels

Pretty soon you will be able to create your own Hot Wheels with the touch of a button. Right now, patrons of FAO Schwarz in New York City can head to the Hot Wheels Custom Car Factory Kiosk, courtesy of Planar Systems, and create their own custom Hot Wheels. Car enthusiasts can pick their own color, design, wheels and rims using the 17-inch Planar touchscreens. The custom cars take only a few minutes to create and cost \$20 each.



The 2005 holiday truck from Hess is this fire truck, accompanied by a friction-powered rescue vehicle.

"Touchscreen technology provides an exciting way for consumers to interact with the Hot Wheels brand, allowing them to develop their own customized product," said Doug Wadleigh, Mattel's vice president of Hot Wheels marketing. "I've been delighted by the durability and reliability of Planar's touchscreen system, which ensures that every kid who visits FAO has a fun, engaging Hot Wheels experience."

For information on the touchscreens, visit www.planar.com.



The easy-to-use Planar touchscreens are used to create custom Hot Wheels.



The Mad-Eye Moody Patch, seen here in *Harry Potter and the Goblet of Fire*, is available now.

One-Eyed Moody

Does one of your Harry Potter disciples need a new look? How about a little aid in helping him or her see more than the average wizard? Elope Inc., creator of accessories for the Harry Potter empire, has designed the Mad-Eye Moody Patch, based on the mysterious professor at Hogwarts.

The Mad-Eye Moody Patch comes on a decorative header card, and its size is adjustable. The mysterious eye has been printed on the inside of the lens. The Mad-Eye Moody Patch will be available in January 2006 for \$12.99. For more information, visit www.elope.com. TS

Duel Masters

With the holidays now upon us, companies are getting fast and furious with their new releases. Wizards of the Coast has announced its latest addition to the Duel Masters collectible trading card game — Epic Dragons of Hyperchaos.

The 60-card set will include many new creatures, such as Überdragon Bajula of the Fire Civilization, which holds a whopping 13,000 power. The Epic Dragons of Hyperchaos booster packs will retail for \$3.49 each.

"Duel Masters believes that it's delivering everything that its players are looking for with Epic Dragons of Hyperchaos," said Shelly Mazzanoble of Wizards of the Coast. "A recent national survey commissioned by Wizards showed that boys 8-12 years old think that there are no cooler creatures in the universe than fierce and vicious dragons — so that's what we gave them."

For more information on Duel Masters and Wizards of the Coast, visit www.duelmasters.com.

Marvels Figurines

Corgi USA announced that it has acquired the license from Marvel Entertainment to produce exclusive high-end collectible metal figurines of some of the biggest names in the comic book hobby.

The line, which will debut at the American International Toy Fair in February 2006, will include Spider-Man, Captain America, Hulk, Thor and other heroes and villains. The figures will be approximately 6 inches tall. The first release in the series will be more limited than the others.

"We've quickly become known among collectors as the leading source for high-quality metal comics collectibles," said David Davenport, Corgi's general manager for the Americas. "With Marvel on board, we're continuing — and greatly expanding — our commitment to this vital segment."

For more information on Corgi USA, visit www.corgi-usa.com.