

Do Something Fun During the Christmas Season

Try something different in Santa Barbara during the holidays with family, friends or visiting relatives with a visit to the Susan Quinlan Doll & Teddy Bear Museum, the largest museum of its kind in the U.S.

Visit the Museum Collection

Visit the Quinlan Museum to relive your childhood and to share your experiences with those close to you – both young and old.

- Over 4,000 dolls and bears on view in 150 display cases (only S.B. museum with as many display cases)
- Special display of “Toys of Our Childhood,” based on the National Toy Hall of Fame inductees
- Young boys especially enjoy the Star Wars and Toys of Our Childhood collections
- Largest display of one-of-a-kind dolls and teddy bears made by world leading artists
- Have a picture taken of you, your child or grandchild with “Bear” the 6’ teddy bear, or standing by “Wart” the 6’ warthog, or “Hoffmann” the 6’ nutcracker.
- Enjoy the large painted murals of dolls and teddy bears in Santa Barbara scenes on the walls and teddy bear clouds painted on the ceiling



- Most common comment about the museum: “Too much to see in one visit”
- Personal tour of the Museum conducted by the owner Susan Quinlan upon request

Directions: Driving to Santa Barbara from the north or south on Highway US 101, and take the Carrillo St. exit (exit 98). Go east along Carrillo St. for three blocks to De La Vina St. Turn right and go one block to Canon Perdido St. Turn left and go a half-block to the Museum at 122 W. Canon Perdido St. There is street parking and **75-minute free parking** at the 50 W. Canon Perdido St. garage, across from Paseo Nuevo Shopping Mall and a block from the Museum. The entire Museum is handicap accessible.

Free and Discounted Museum Admission

To give you a reason to get out of the house during the Christmas season, the Museum currently offers **free admission to the Museum for senior citizens** and **50% discounts to all others (\$3.50 adults and \$2.00 children)**.

Private-By-Appointment Museum Admission

The museum is open to the public 11am to 4pm on Friday and Saturday, or you can leave a message at (805) 687-4623 or sq@quinlanmuseum.com to make an appointment for a **private visit to the museum with exclusive access** on Sunday through Thursday for you, family and friends. Just leave your phone number and the desired date/time of your visit, and Susan will return your call with a confirmation. The Museum will be open on Christmas Eve and New Years Eve.

Free Dolls and Bears for Children

Children accompanying adults receive a **free storybook doll or teddy bear of their choice** as part of the Museum’s annual tradition of offering Christmas gifts to children for spending the day with their parent or grandparent.

Free Santa Barbara Museum Brochure

Pick up a **free brochure** with details about the twelve (12) museums in the Santa Barbara downtown area regarding location, admission, hours and transportation. This Quinlan Museum publication is only available at the Quinlan Museum.

Christmas Shopping

Avoid the crowded stores and consider doing some Christmas shopping at the Quinlan Museum where you will find:

- An intimate Museum Gift Shop with toys, dolls, teddy bears, books and magazines, many not found anywhere else in California or on the Internet (\$2 to \$700)
- Discounted Christmas items sales table, e.g., Santas, ornaments, dolls and bears (\$5 to \$25)
- “Everything is \$20” sales table with dolls and teddy bears
- “Drastically Reduced Price” sales tables with dolls and teddy bears (\$3 to \$25)



Unable to visit Santa Barbara? Shop at the Museum online store at **www.quinlanmuseum.com/store**. where you will find many hard to find books, doll and teddy bear related items, at prices generally below market prices (assuming you can find them). Nearly 50% of the items are \$30 or less. So far there are over 200 items available at the online store and **only one of each is available** in 98% of the time. Having been in storage for so many years to make them more collectable and scarce, 90% of the merchandise is over 20 years old and in new condition (often still in boxes). Some items like books date back to pre-1920s. The merchandise includes doll and teddy bear books, pop-up books, vintage dolls, doll clothing and accessories, artist and vintage teddy bears, jewelry, Christmas/Easter/Halloween items, miniature dolls and accessories, and more.

Donations of Dolls, Bears or Collections

The Quinlan Museum does accept donations of one or more dolls and bears to share with the public, but we need to know a few general things about them, e.g., approximate number, age, and type. Just leave a message at (805) 687-4623 or sq@quinlanmuseum.com to discuss with Susan. We are not a nonprofit organization, so we are unable to provide a letter for tax deduction purposes. Otherwise, the options are for you to sell them on Ebay or at doll/teddy bear shows. Shows around the U.S. are listed at www.az-ps.com/dollshowusa/Event-dates.html. That is Karen Kosies' Doll Show USA website, and she does assist with selling your items online for a fee. A year ago, we spoke to an auction house in the mid-West that would pickup a collection but would pay less than market value. If the collection is high end, e.g., one of a kind artist pieces, there may be auction houses found online that might be interested in auctioning them off for you, but they are generally not interested in auctioning collections unless they are antique dolls and bears. Not a lot of choices.

Ruth Handler: Mattel Founder and Barbie Creator

From a speech by Susan Quinlan at the Santa Barbara Doll Club meeting in recognition of Breast Cancer Month, October 2022.



Ruth Mosko was born in 1916 of poor Polish Jewish immigrant parents. She grew up in Denver where she met and married a quiet

artistic young man named Elliot Handler. They moved to Los Angeles where Ruth worked at Paramount Studios and Elliot attended the Art Center College of Design. He was introduced to a new material called Lucite or Plexiglass and began to design household and decorative items including jewelry using this material. Ruth recognized his talent and abilities, and began her marketing and organizational career, selling his items to stores and finding facilities and equipment for his work. They tried several business ventures, but it wasn't until they teamed up with Harold Matson that they became successful, and Harold and Elliot formed Mattel. Several years later the Handlers bought out their partner and became the sole owners of Mattel.



Elliot had an absolute genius for designing toys that consumers wanted, and Ruth had the ability to recognize where there were business needs and how to fill them. They started in a small building on Western Avenue in Los Angeles, but as their business expanded, so did their headquarters.



1000 Western Avenue, Los Angeles, California, 1945-1954 (1945-1954) (1945-1954)



1000 Western Avenue, Los Angeles, California, 1954-1960 (1954-1960) (1954-1960)



1000 Western Avenue, Los Angeles, California, 1960-1965 (1960-1965) (1960-1965)

She also completely changed the way toy companies operated. They had concentrated their marketing to the pre-Christmas season, and they chose and bought the toys that would be available for the holiday season. But they had to find other kinds of activities to keep their workers busy in the off-season. So Mattel obtained a government contract to assemble complicated electric controls for army tanks.

When Disney began the Mickey Mouse Club on television, advertisers would have to sign up for the entire year in order to market targeted children for the first time. Mattel signed on and created a supply

culture as the targeted consumer switched from parent to child, and the child became the key consumer. This was when Ruth was going to launch her new Barbie doll.

Ruth had never designed a toy, but that changed as she watched her young daughter Barbara and her friends play for hours with their glamorous grown-up paper dolls. She noticed that they were using dolls to project their dreams of their own choices and futures as adult women. Up to this time the emphasis in the doll world had been on baby dolls that would prepare girls to be mothers. Ruth wanted to give the girls a doll that would prepare them for whatever they dreamt of in their future.



It was several years earlier that she found what she wanted. On a trip to Switzerland in 1956 she saw a doll called Bild Lilli, a risqué doll for men depicting a gold-digging cartoon character in a German newspaper called the *Bild-Zeitung*. She bought several and took them back to Mattel. The male personnel at Mattel were against the doll from the beginning, seeing it as being cheap and vulgar, and believed it would never sell to parents. In addition to their objections to her curvaceous figure, they felt such a small doll with the detail Ruth wanted could not be made. And even if it could be made, it would be too expensive to sell, with the costs for engineering the molds, the machinery and the wages.

Ruth had her designers at Mattel make changes that would soften the character and turned her into a glamorous



teenage fashion model. She named the doll after her own daughter who had inspired the idea. (Also, the Ken doll was named after her son.)

She first introduced the doll at Toy Fair in 1959 and was surprised at the lack of interest from the buyers. It seemed that it was a failure. But Ruth had been right to advertise on the Mickey Mouse Show.



Little girls were fascinated by the doll, and when school was out they clamored for their parents to buy them. The shelves emptied quickly in the stores, and it took Mattel three years to catch up with the demand.

A second problem that Ruth had been aware of with the Bild Lilli was the fact that her outfits could not be purchased separately. If you wanted a different outfit, you bought another doll. So Ruth insisted that Barbie have high quality well-made clothing that could be purchased separately, and soon had one of the biggest clothing companies in the world, even though the clothes were on a small scale.



Barbie was always on the cutting edge of fashion, especially when it came to her career-fashion dolls. Over the years she continued to grow into new occupations, including politics, and as of now has had more than 150 careers represented.

Barbie brought great growth to the company. Overall, Ruth used her strengths in marketing and organization to improve and streamline production processes, and she also refined new product costs better than any of her competitors. As long as Ruth could personally control the organization, she was able to improve the company and keep it growing. But with growth came new problems, and as increasing numbers of people were hired at the administrative level, Ruth lost the in-depth oversight of the processes. This led to a variety of financial problems for the company, one of which affected their reporting to the SEC. The SEC took over the company, and Ruth and Elliot were eventually forced out. As the person who had overseen the finances, Ruth was taken to court and even though she maintained her innocence, was convicted. She was fined \$57,000 and given 2500 hours of community service.

During this time Ruth had been battling with breast cancer. She had her left breast removed in 1970, and after many biopsies and scares, she requested that her right breast be removed in 1990. Prosthetics for cancer victims were practically non-existent in 1970 and were completely unattractive. They had been designed by men and consisted of a surgical bra with a pocket on each side into which the wearer inserted a round plastic glob that was the same shape for either side of the chest. These globes were sized from 1 to 10, and sales people had no training and therefore no idea of what the appropriate size was for a customer. They were also very heavy, and the wearer's posture was affected.

After trying everything on the market, Ruth contacted Peyton Massey known for making prosthetic devices of various kinds. She had him make a model that fit onto the side of her chest and replicated the shape of the missing breast. There were problems with the first attempts, but they were better than what was available commercially.



Five years later she contacted him again and told him she wanted to produce them commercially. She used materials she learned about through her work at Mattel and had him make them in sizes women

were used to. For the first time she created a company that was her own, and she used her own name plus Peyton's in its title – Ruthton. She also hired breast cancer survivors to help her sell her product. The company was later called Nearly-Me.

Public service had always been important to Ruth. Even in Mattel's early years they gave thousands of toys to sick and needy children, and made sizable charitable contributions to a variety of organizations and causes. Barbie had also started to do her part. Over the years Mattel had brought in many couturier clothing designers to make outfits for Barbie, starting with two dolls by French designer Billy Boy. Sometimes it was a single costume or two.

But in some cases, as in the case of Bob Mackie, it was more extensive. Mackie, shown here with his Miss Liberty, designed more than 30 Barbies. There were other designers of commercial dolls including Givenchy, Prada, Christian Dior, Donna Karan, Vera Wang, Escada, Bill Blass, and many others. This gave Ruth the idea of having celebrity designers create one-of-a-kind dolls that could be auctioned off to raise money for philanthropic causes. Not surprising, these dolls became very popular.



Celebrities would model human-sized versions of the clothing, and many would purchase the dolls. Here are Cindy Crawford and Barbie modeling a dress by Roberto Cavalli.



But even professional models had reason to be jealous of Barbie, such as those above.



One of the main philanthropic focuses was breast cancer research. Mattel had been making a limited number of bald chemotherapy Barbies, but in 2014, they agreed to increase their number dramatically.

Ella, a bald Barbie, is available to children undergoing cancer treatments, but is not available in stores. They can be requested through an online site called CURESEARCH. A Facebook page is also available where personal stories of cancer patients can be shared.



Mattel also put out a Pink Ribbon Barbie in 2018. \$2.50 of the price was donated to the Susan G. Komen Breast Cancer Foundation, with a guaranteed minimum donation of \$25,000.

And then there is the Stefani Canturi Barbie. Created in 2010, she is wearing an incredible necklace made by jewelry designer Stefano Canturi. It is made in his cubism style and features white diamonds surrounding a 1-carat pink Australian Argyle Pink Diamond. After a world tour, the doll was sold for \$302,500 for the Breast Cancer Research Foundation.



Ruth also had her 2500 hours of community service to perform for the courts. Although she wanted to do something meaningful, she started out doing tedious tasks like filing. Then one of her probation officers put her into a group that was forming the Foundation for People, a program to bring together white-collar and blue-collar probationers for job training and life planning. She believed in this cause and worked wholeheartedly to bring it about.

In 1987 Ruth returned to Barbie as a co-author of a video based on the Barbie and the Rockers dolls, called *Barbie and the Rockers Out of this World*.



These are some of Ruth's awards and honors over her lifetime:

- Woman of the Year by the Western State Advertising Agencies Association
- Brotherhood Award from the National Conference of Christians and Jews
- Outstanding Business Woman of the Year by the National Association of Accountants
- Honored by the City of Hope, the Jewish Community Foundation, the American Cancer Society, and others
- A presidential appointee and served on the National Business Council for Consumer Affairs and the Advisory Committee on the Economic Role of Women
- Taught in the School of Management at UCLA and made innumerable speeches
- First woman to serve on a Federal Reserve board as a member of the Board of Directors of the Los Angeles branch of the Federal Reserve Bank of San Francisco from 1971 to 1974
- Doll Reader Lifetime Achievement Award in 1987
- Inducted into the Junior Achievement U.S. Business Hall of Fame in 1997
- Ruth and Elliot were inducted into the Toy Hall of Fame in 1989

Ruth was not only an incredible businesswoman, but she did so much for cancer survivors with her Nearly-Me company. She died in April 2002 at the age of 85. She often summed up her life saying, “I feel like I have lived three lives. In my first life we did it our way. In my second life we did it their way, and in my third life, I did it my way.

We close with Ruth’s philosophy of Barbie.



Get Out and Walk Regularly

The “aging” of the human body starts from the feet and develops upward. Among the signs of “longevity,” strong leg muscles are ranked as the most important and essential muscles, as outlined by the *American Journal of Prevention*. The two legs have 50% of the nerves, 50% of the blood vessels, and 50% of the blood flowing through them. When the feet and legs are healthy, regular blood flow occurs smoothly, so people with muscular legs will definitely have a “strong heart.” Therefore, regular exercise (such as walking) is very important. It’s never too late to exercise your legs, even after age 60.

Christmas Greetings and Update from the Quinlans



Susan and Terry Quinlan are back at the YMCA using muscles dormant since the covid pandemic. They adopted brother and sister orange and white ginger cats at the animal shelter so they would not be separated by separate adoptions.

Susan is busy at the museum, especially with the growing number requesting private-by-appointment visits to the Museum. She is currently working on an article about her collection of toy theaters for the next issue of the Museum Newsletter. Terry is working on slowly getting his business back to normal after the devastating effects of the covid pandemic. His recently published book *Young San Franciscan Sandboxes, From the Mud Grew Lotuses* is now in San Francisco bookstores, on his book website www.quinlanbook.com, and in the hands of all 300 freshmen students at his high school – the beginning of an annual custom that every freshman at the school in the future will have access to the book to help them be the best they can be.

Susan and Terry want to wish each and everyone of you a Very Merry Christmas, a Most Happy New Year, and a Healthy, Back to Normal 2023