

Two versions of the phenomenally successful Stylophone from the early 1970s.

ones from the early and mid-1970s being particularly collectable.

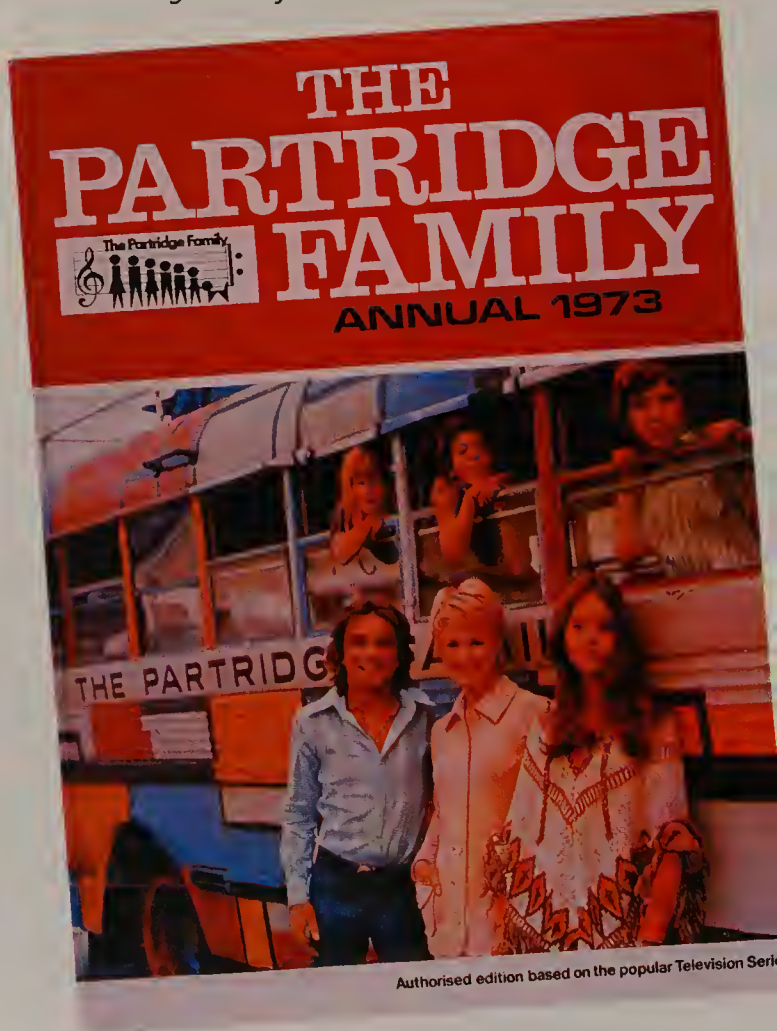
Another enormously popular entertainer then as now is Rolf Harris. Painter and all-round entertainer Rolf had a hit single with 'Two Little Boys' the Christmas before Clive Dunn's hit, 'Granddad'. He also hosted a popular light entertainment show on BBC TV, dazzling audiences with his virtuosity with tins of paint and brushes that seemed more suitable for applying wallpaper paste.

At the time, Rolf Harris was equally famous for his connections with a hit instrument – the Stylophone. This was a pocket organ and electronic synthesizer, invented by Brian Jarvis, co-founder in 1967 of the British company Dubreq that marketed the product. Dubreq shrewdly hired Rolf Harris, a face familiar to millions of British TV viewers, to promote the product, which he did with his trademark enthusiasm and sincerity.

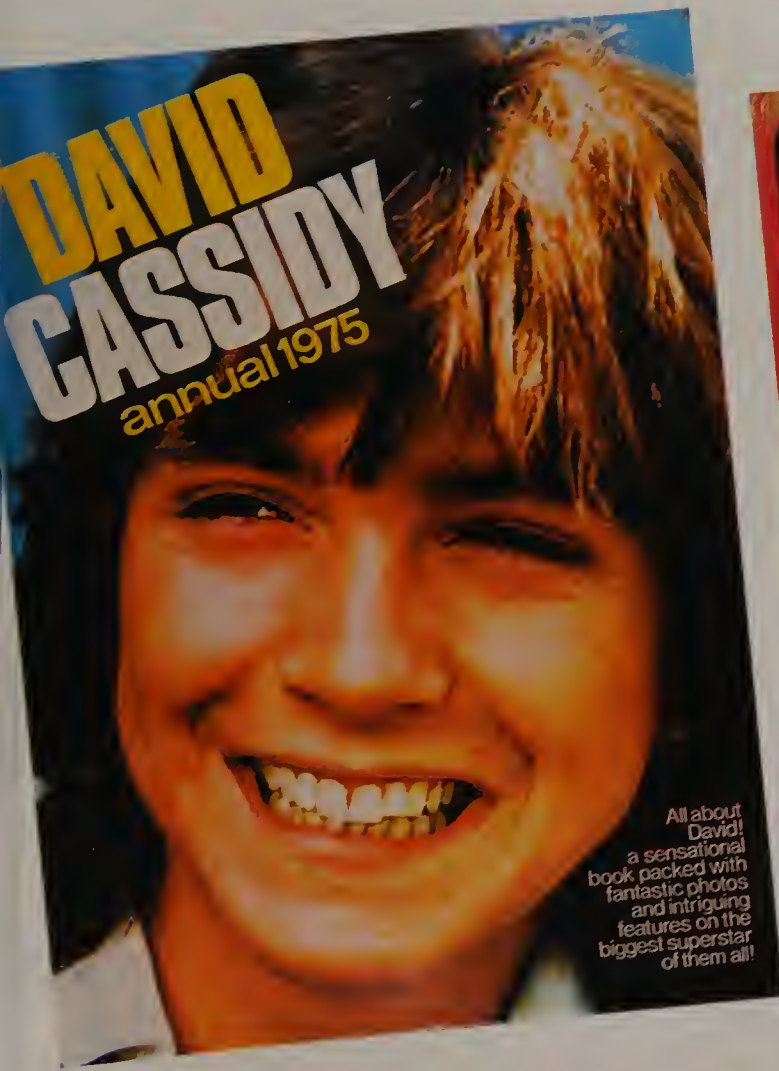
The Stylophone was a huge commercial success, up there with the Raleigh Chopper bicycle and Clackers, the hard plastic balls that children smashed together with a flick of the wrist (which part of a child's anatomy Clackers were also capable of smashing), and a variety of versions were manufactured. Boxed examples of the instrument are now very collectable. 'The Electronic Organ in Your Pocket', as the advertising strapline declared, was also behind the ethereal whines on David Bowie's hit 'Space Oddity', and subsequent appearances on recordings by bands such as Pulp have enhanced the Stylophone's legendary status.

The blurring of the traditional vocational divisions between popular musicians and TV celebrities was accentuated when David Cassidy, star of hit US TV show, *The Partridge Family* and every teenage girl's favourite pin-up in the early 1970s, began packing concert venues performing hits like 'I Think I Love You' and 'Breaking Up is Hard to Do'. Early Partridge family and

BELOW: All good clean fun – *The Partridge Family*.



Authorised edition based on the popular Television Series



ABOVE: By the mid-1970s David Cassidy was the pin-up of millions of pre-pubescent girls, their elder sisters and ... their mothers.

ABOVE RIGHT: *The Osmond's Annual 1975*. Together with David Cassidy, the Osmond family was the US response to Britain's predilection for Glam Rock in the early 1970s.

RIGHT: 'Shang-a-lang' – it's the Bay City Rollers. One of the biggest 'teeny bop' groups of all time, by the mid-1970s the five tartan-sporting Scottish lads had reached the height of their celebrity. This jigsaw puzzle is an example of one of the countless souvenirs available at the time.



David Cassidy annuals and memorabilia are particularly collectable.

In 1973, manufacturer Invicta's portable *Mastermind* game won 'Toy of the Year'. It was also selected by the Design Centre London and awarded that organization's distinctive black and white chequered kitemark. Even this didn't reduce its sales! Unfortunately, the oil crisis of the same period did, as it resulted in less plastic being manufactured – bad news for a game that was flying off the shelves but was made of plastic.

RIGHT: *Angels Annual* from 1977. The popular BBC soap about nurses from Saint Angela's Hospital.

BELOW: This *Angels* doll and accessory set was one of a range of toys produced in 1977 by manufacturer Denys Fisher Toys under licence to the BBC. 'Now every trainee *Angels* nurse can have her very own ward and patient!'

