

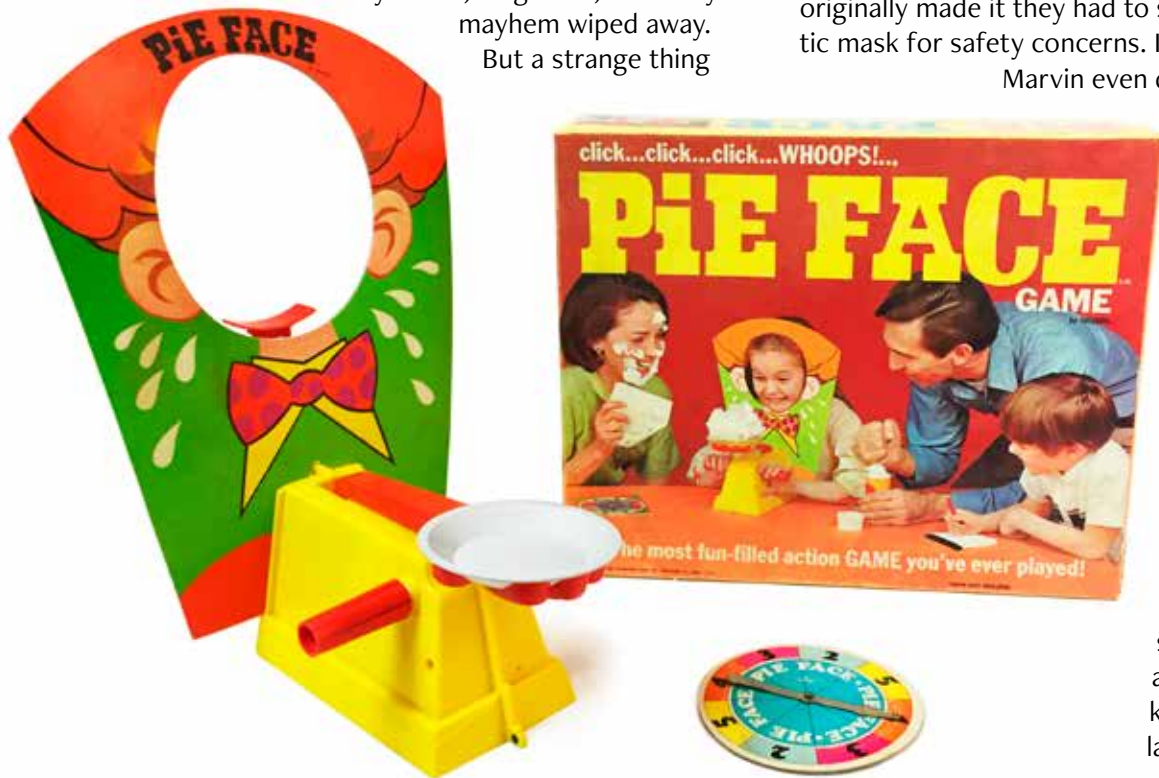
remembered, “Then they ended up getting sued for it.” When all the dust settled, Marvin explained the situation to a surprised Mel Taft at Milton Bradley. The patent was then changed to state the game was assigned to Marvin Glass and Associates while Marvin ultimately received all the royalty money once the game hit the toy shelves.

Dalia regrets her decision. She was very honest in our interview and most of her memories with the company and her fellow employees are of good times. But she had this to say on how she parted ways, “It was very unpleasant. That was a terrible thing for me to do, but I was so hurt by not getting what the guys were getting. I was so, so hurt. I figured, you know what, you’re screwing me, I have to go and do this on my own. I’ve got to get some money. And it wasn’t right to do this to Marvin. I still feel sorry. I’m sorry, Marvin. I shouldn’t have done it because he was good to me. He really was a good guy—crazy, but he was a good guy.”

## Pie Face Game

The Pie Face Game, originally released by Hasbro back in 1968, had been off the market for decades and was seemingly consigned to the dustbin of

history. Gone, forgotten, its messy mayhem wiped away. But a strange thing



**ABOVE** Pictured here is Marvin playing the Pie Face Game on the Mike Douglas Show.

happened forty-seven years after its original release. Like a phoenix rising from the whip cream, the game was resurrected by Hasbro and is now a huger sock-it-to-me smash than ever before.

Glass employee Henry Stan, the inventor of Mystery Date, with Leo Kripak making the model, created it. The Marvin Glass patent filed in 1968 was #3,488,050. Jeff Breslow is seen here in the 1968 black and white photos playing the game with Marvin, who falls victim to a point-blank smackaroo. Breslow recalled, “It’s basically Russian roulette and the fun is that you put whip cream on the hand and you turn the handle on your turn. Eventually it would put cream on your face but when Hasbro originally made it they had to sell it with a plastic mask for safety concerns. It was a fun game.

Marvin even demonstrated it on the Mike Douglas Show.”

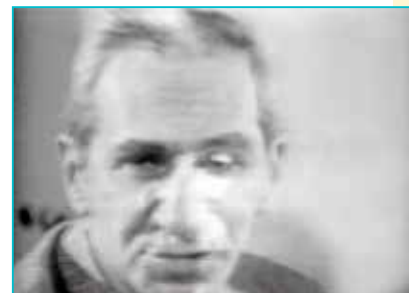
This sloppy walloping whammy of a game was first brought back from obscurity by Jumbo, a game publisher in Amsterdam. It became an instant success and an Internet craze with people posting themselves getting splattered, smeared, and slapped in their kisser resulting in laugh-out-loud fun.



Hasbro quickly released a smaller version of their classic game in 2015. Similar to the original version, it also

includes a sponge you can drench with water when you have used up all the whip cream from your fridge. Hasbro’s reintroduction instantly made the game a bigger financial hit than its original run in the 1960s. Hasbro quickly released some follow-ups including Pie Face Showdown in 2016 that created double the trouble with a choice of two

players getting the creamy collision. In 2017 was Pie Face Sky High that was set up like a strength-tester carnival game that towered over 3 feet tall. There seems to be no end in sight for all the high-flying fun. As the original box stated, click ... click ... click ... whoops!



**LEFT** Marvin Glass (left) and Jeff Breslow (right) playing the Pie Face game in 1968. Rumor has it that once when Marvin was demonstrating the game on TV a studio hand used shaving cream instead of whipped cream. Always the showman, a surprised Marvin didn’t let it be known that his eyes were burning, until the cameras were shut off.

## End of Toy Guns

Earlier in his career, Glass defended his right to make toys that others viewed as violent. During the 1950s there was a culture of kids pretending they were root’n toot’n cowboys in Wild West gunfights just like what was on television, radio, and in the movies. “Although I personally believe that a war toy has nothing constructive to offer a child, I won’t condemn the industry, because brutality is glorified in our society.”<sup>13</sup> It was during this time in American culture that Marvin made one of the most successful guns on the market, the Ric-O-Shay. Even as late as 1961 Marvin would continue to defend his making of war-like toys such as Robot Commando that fired rockets and shot “missile” balls while rolling like a tank on the floor. His viewpoint then was, “To ignore the militaristic world in which we live, to try to surround a child with a Garden of Eden atmosphere, would be to create a schizophrenic environment for him. The child is aware of the real world around him and should not be misled.” He even added, “If it’s bad for them to play with guns, it’s worse for governments to make them.”<sup>14</sup>

Just some of the gun, weapon or violence toys Marvin had created up to 1963 included:

1951: *Hi Pardner Pencil Pistol* by Fishlove

1952: *Bulls Eye Bomber* by Topic Toys

1954: *Dennis the Menace Real*

*Action Toy* by Active Toys

1956: *Andy Gard Electronic Shooting Range*

by General Molds & Plastics

1958: *The Fastest Gun* by Kilgore

1958: *The Junior Dynamite Blaster* by Kilgore

1958: *Cap’N Crow Action Target*

1959: *Ric-O-Shay Pistol* by Hubley

1959: *The Marx Man Ricochet Carbine* by Marx

1959: *Moving Tank Target* by Knickerbocker

1960: *Panther Pistol* by Hubley

1960: *Secret Rifle Cap Gun* by Hubley

1961: *Robot Commando* by Ideal

1962: *King Zor* by Ideal

1963: *Jungle Hunt* by Hubley (sold to Hubley in 1962)

The 1963 assassination of President John F. Kennedy fueled a gun control debate in the United States and changed Marvin’s viewpoint. After years of making “violence toys” Marvin was starting to have some misgivings. He wondered if the toy industry might be inadvertently contributing to the