

This Month's Articles

SCAN ME



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It's National...



It's National Play-Doh Day on September 16th!

Play-Doh was invented by Joe McVicker of Cincinnati, Ohio. He originally sold it as a wallpaper cleaner. In 1955, McVicker began testing the cleaner as a modeling clay in classrooms and daycares and named it Play-Doh. McVicker went into business with his uncle under the name Rainbow Crafts Company, Inc. Play-Doh was initially only sold in the color white, but eventually red, blue, and yellow.

After McVicker asked Captain Kangaroo to promote Play-Doh their sales increased. To protect their new product, McVicker filed for a patent in 1958. However, the patent wasn't approved until January 26, 1965. By then, General Mills had purchased the company.

In 1998, the Toy Hall of Fame inducted Play-Doh into its hallowed halls.



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Estate Planning Buzz

Shaping Your Estate Plan

Who hasn't played with Play-Doh? We have every color, scented, unscented and even had to make some to take to our daughter's pre-school class. It's such a classroom staple that every year we hear about what color Play-Doh our daughter is given at her desk.

As children, Play-Doh helps develop our fine motor skills, along with our imagination and creativity as we use it to construct sculptures and mold it in different shapes. We also find that objects can leave impressions in the soft material. Strange as it may seem, you can approach estate planning the same way our daughter approaches creating and playing with Play-Doh.

Learning what goals you want to accomplish will guide us to what tools would work best in forming your estate plan. Creating a design with us will help ensure the correct pieces are in place for your plan to work.

Just as Play-Doh is malleable, you can update your plan, so it continues to work for you. And you can use it to make impressions and pass value along to generations to come. If you need any help getting started, we are here for you!

Inside and Outside of the Courtroom

Play Doh helps catch a suspect in Massachusetts

A shoplifter attempted to interfere with a security camera using play doh. When it did not work, the shoplifter fled the scene leaving behind the play doh with very good finger print pressed into it. Police were able to match the fingerprint. The suspect was found and arrested.

Play Doh Perfume

Despite many homemade recipes, and now different scented play doh type dough, the original Play-Doh has a signature scent that everyone knows the minute he or she smells it.

The original Play-Doh recipe has remained virtually untouched since it was developed.

Hasbro, the owner and manufacturer of Play-Doh since 1991, decided to apply for a trademark on the clay's signature scent. In February 2017, the trademark application was filed and granted on May 15, 2018. Play-Doh's scent was described as a "sweet, slightly musky, vanilla fragrance, with slight overtones of cherry, combined with the smell of a salted, wheat-based dough."

Jonathan Berkowitz, senior vice president of Global Marketing for the PLAY-DOH brand said "[t]he scent of PLAY-DOH compound has always been synonymous with childhood and fun. By officially trademarking the iconic scent, we are able to protect an invaluable point of connection between the brand and fans for years to come."

In 2008, for PLAY-DOH's 50th anniversary, a cologne/perfume line was released.

The description of the scent on the site says "Demeter has bottled that fresh, just-out-of-the-can, eau de PLAY-DOH aroma as part of a year-long celebration of the beloved modeling compound's 50th birthday. The 1-ounce, spray bottle fragrance is meant for highly-creative people, who seek a whimsical scent reminiscent of their childhood." A recent check on Amazon, saw that you can still purchase a 1 ounce spray bottle for \$22.99.

Giant Play-Doh Sculpture by Jeff Koons Fetches \$20 Million at Auction

In 2014, Jeff Koons at his retrospective at the Whitney Museum of American Art, showed a piece called Play-Doh. It was an 11-foot-tall aluminum sculpture that resembled a pile of Play-Doh and took around two decades to produce. Koons spent two decades creating the unique cracked texture so the final version looked like the dried surface of play-doh. He also insisted on creating a real "pile" and his team created more than two dozen interlocking sections of painted aluminum designed to fit tighter. All the cracks were done by hand and by eye which added to the length of the project.

Koons said inspiration for the work began in the '90s, when he was in Rome with his toddler son Ludwig. "[H]e made a mound of play-doh and he said 'Dad!' and I turned, 'What?' And he went, 'Voila!' in front of the mound of play-doh," Koons told the New Yorker in 2007. "And he was so proud. And I looked at it and I thought, you know this is really what I try to do every day as an artist, to make objects that you can't make any judgements about."

Tips for Your Estate Plan

Some simple steps to take

1. Consider the immediate needs of you and your family – are you preparing to retire? Did you recently have a health scare? Do you have young children? – answering these questions can determine what tools are needed
2. Look to see if you have any special gifts you would like to give like collectibles, or heirlooms, so your plan is molded into something personalized to you
3. Think about what lessons you would like to pass along to and values you would like to instill in future generations, so your experiences can leave an impression on them, and you've shared wisdom in addition to wealth.

Take A Break

Homemade Play Dough

- 1 cup all-purpose flour
- 1/4 cup fine table salt
- 1 teaspoon cream of tartar
- 1/2 tablespoon vegetable oil
- 1/2 cup boiling water
- Food coloring (the more you add the darker the color)



Instructions

In a plastic bowl, whisk together flour, salt, and cream of tartar.

Make a well in the center of the bowl and add vegetable oil, boiling water and food coloring.

Using a rubber spatula, stir until a dough forms, add a little bit more flour if needed. (It's ok to add in more food coloring at this point if needed just be sure to really work it into the dough)

When the dough is cool enough to touch, use your hands to further incorporate the flour and knead until all flour is incorporated and dough is soft and uniform in color.

Let playdough cool completely before playing with it.

Store the playdough in an air-tight food storage container. Store at room temperature.