

the Bloom Report

*** Company Profile Of The Week ***

This week's profile: **Paul K. Guillow, Inc.**

Paul K. Guillow, Inc. is one of the world's largest toy airplane manufacturers and oversees one of the most complete lines of flying toys available. For 88 years, the company has operated from the same building founded by Guillow, a World War I aviator and author, who outgrew his barn after the successful launch of his 10 cent kits. All products to this day are manufactured in the USA. Guillow's dream still lives on in the company today as young and old happily build and fly toy and hobby airplanes models. Since 1926 nearly every American boy, girl and young at heart have enjoyed the inexpensive balsa wood gliders of the Paul K. Guillow Company. Between Guillow's simple toy gliders and larger model construction kits; sunny afternoons flying Guillow gliders have created fond memories and helped imaginations soar.

The company which originally started in the barn of the family home soon required a larger facility and subsequently was moved to the second floor of a service station in downtown Wakefield, MA. In 1933 his rapidly expanding business was again moved to its present day location at 40 New Salem St., Wakefield, MA. Then started operating under the name of Paul K. Guillow, the business sold its first shelf model kits to a national chain and making Guillow a major player in the balsa model industry.

During the Second World War most of the balsa wood was being diverted for military use in the production of rafts and life jackets making it nearly impossible to acquire. Balsa wood comes from Ecuador and the war effort and German U-boats conspired to make life difficult for balsa model builders. This did not deter Paul from supplying his customers with model kits. Guillow also served the war effort by supplying the armed forces with a number of drone aircraft to help U.S. gunners sharpen their skills.

Guillow's continued to keep up with the booming economy and place its gliders in the up and coming chain stores. As America's war veterans had children of their own, the baby boomers started to become model airplane builders. Guillow answered their call by producing hundreds of thousands of flying model airplane kits to satisfy their building and creative needs. As the 60's approached, Guillow's furthered their marketing by introducing many different counter and floor stand displays, using their vast assortment of hand launched and rubber powered toy planes.

In the mid 1980's Guillow's diversified its business and entered into the promotional products industry by custom printing messages on the wings of inexpensive hand launched gliders. With the purchase of Tiger Incorporated in 1994, Guillow's acquired foam products to enhance this division of its business. In early 1998, Guillow purchased long time competitor Comet Industries/North Pacific of Chicago. This purchase transformed Paul K. Guillow, Inc. into one of the world's largest toy airplane manufacturers and created one of the most complete lines of flying toys available.

In the past 88 years, Guillow's has gone from "one man's dream" to a leader in the toy industry. With continued growth the company boasts state-of-the-art machinery and facilities to produce millions of planes a year in its Massachusetts plant.

Visit their website at www.guillow.com to see ever over 20 different flying toys and over 60 scale airplane construction kits

Your One Source for Flying Toys Since 1926