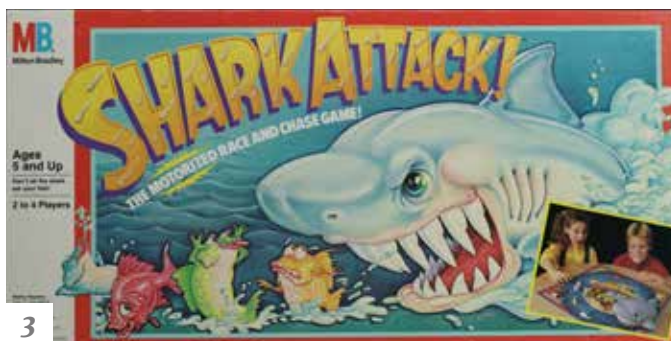
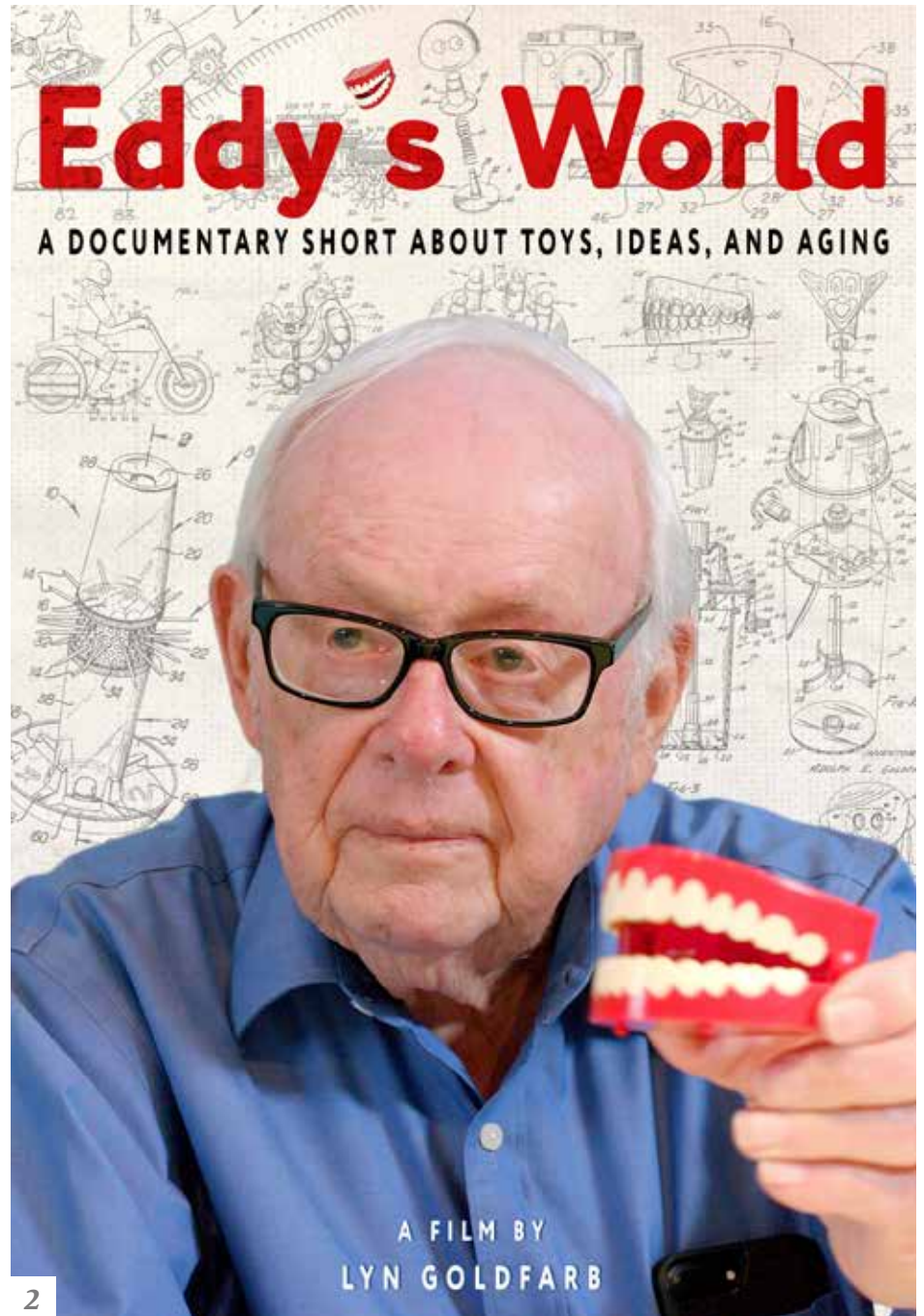


► MORE FUN FACTS ABOUT EDDY GOLDFARB

- He was inducted into the Toy Industry Hall of Fame in 2003.
- An early video game inventor, he decided not to follow that path. Even though he knew they would become big, he wanted to stay true to his craft of creating mechanical toys.
- His Baby Beans from the 1960s — a set of soft, poseable, collectible dolls — were a precursor to Beanie Babies.
- He grew his business from one person tinkering in a garage to three buildings full of 39 model makers, industrial designers, engineers, sculptors and support staff.



SUPPORT ►

CREATE SPACE FOR CREATIVITY

Whether it's films or vaccines, the creative process is a function of every discipline in the College. Support interdisciplinary programs that foster creative thinking.

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Photos: 1. Yaky-Yak Talking Teeth are Goldfarb's most famous invention.; 2. *Eddy's World* promotional poster; 3. *Shark Attack* is one of 800+ games Goldfarb created.
Photo credits: *Eddy's World*.

THE ICONIC TOY INVENTOR FROM ACROSS THE STREET: STUDENTS AND FACULTY MEET EDDY GOLDFARB

One of the world's most prolific toy inventors is 98 years old and still inventing toys and building prototypes in a machine shop set up in the garage of his home in University Village, a retirement community just across the street from Cal Lutheran. In October, an interdisciplinary group of Cal Lutheran students and faculty met Eddy Goldfarb at the screening of a new award-winning documentary about his life, *Eddy's World*, and learned about the multifarious life of an indomitable inventor.

Born in Chicago in 1921, the son of Jewish immigrants, Eddy Goldfarb's own favorite toy as a boy was a broken radio he took apart to see how it worked. After Pearl Harbor was bombed, he enlisted in the Navy and was sent to study electrical engineering and radar. As a radar technician, he volunteered for submarine duty and was assigned to the USS Batfish, where he invented a specialized radar antenna — and designed his first three toys. After the war, the first toy he sold became a cultural icon: Yakity-Yak Talking Teeth. It sold by the millions to both children and adults who loved winding it up and watching it chatter away.

Over the next seven decades, Goldfarb dreamed up hundreds of toys. "I'm able to visualize each toy," he explained, "and how I'm going to build it, step by step." Some of his most popular toys are Quiz Whiz, Shark Attack, Bubble Guns, Stomper Cars, Vac-U-Form and Kerplunk. Kerplunk consists of sticks, marbles and a hollow tower punctured with little holes. The object is to carefully remove sticks from the holes in the tower while dropping the fewest marbles possible. Classic Goldfarb toys were mechanical — employing the laws of physics — and they were educational, requiring patience and skill to play.

► *EDDY'S WORLD* INSPIRES CAL LUTHERAN AUDIENCE

Eddy's World explored what it means to pursue a passion, enter a saturated industry and balance artistic creativity with the logistics of market demand. The film had already garnered awards at the Port Townsend Film Festival and the Raw Science Film Festival before its special campus screening, months before its wider release. Award-winning filmmaker Lyn Goldfarb, Goldfarb's daughter, joined her father for a lively Q&A session via Zoom after the screening, where topics ranged from toy industry changes since the 1960s to how to cultivate creativity and an innovative mindset.

"The main takeaways for me were to cherish the little things, to be truly in the moment, to embrace life to the fullest, to be a positive influence on your community and to bring joy to others," said Cooper North '24, a film and television major. "The film was incredibly endearing."

For Mahmoud Salimi, MFA, assistant professor of film & television, the event was a great opportunity for his students to learn from professionals. "The film captured both the process of an artist's work and an innovator's entrepreneurial role in society," said Professor Salimi. "It was inspiring for my students to see how Eddy's toy inventions touched the lives of millions of people and to learn how the ups and downs of life inspired and drove him forward. They also were excited to learn how one can find a subject and bring it to the screen."

Film and television major Evan Vega '21 had the opportunity to talk with the filmmaker. "I learned what the days documenting Eddy's life involved, in terms of capturing his unique lifestyle and perspective," said Vega. "Eddy reminded me to stay creative and that doing what I love — creating — will keep me happy and healthy."

Professor of multimedia and chair of the Visual Arts Department, Timothy Hengst, MA, was thrilled to see many of the toys and cereal box playthings that he enjoyed as a child. "Eddy's creativity and his ability to incorporate new materials and technology into his work was very inspiring to me, and I'm sure to the students." He continued, "It allowed for quite innovative and enjoyable solutions to his designs. Eddy certainly went beyond art and design by incorporating a working knowledge of physics, materials science and shop production skills."

Beloved toys also connected Mike Panesis, MBA, to Goldfarb. The executive director of Cal Lutheran's Center for Innovation and Entrepreneurship was thrilled to meet the inventor of one of his favorite childhood toys, Battling Tops. "Students learned from Eddy how to invent through experience, build a business that prioritizes your independence, and do something you love for your entire career. From Lyn, they learned about telling a compelling and inspiring story and finding inspiration in everyday life."

Eddy reminded me to stay creative, and that doing what I love — creating — will keep me happy and healthy.”