

**Record Group 13**  
**Daisy Manufacturing Company**  
1888-2000 (predominately 1933-1970)  
5 manuscript boxes

Plymouth Historical Museum, Plymouth, MI

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**Creator:** Daisy Manufacturing Company  
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**Use:** Refer to Archives Reading Room Guidelines  
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**Abstract**

Plymouth Iron Windmill Company was organized in 1882 for the manufacture of an iron windmill invented by Clarence J. Hamilton of Plymouth. In 1888, Hamilton invented the Daisy Air Rifle, and the manufacture of iron windmills was discontinued shortly afterward. The name of the company was changed to the Daisy Manufacturing Company in 1895. The business was located on Union Street in Plymouth until 1958, when it moved to Rogers, Arkansas.

**Scope and Content**

The Daisy Manufacturing Company record group is composed of records and publications related to the Daisy Manufacturing Company and some dealing with the original entity, Plymouth Iron Windmill Company. These records and publications include monthly magazines and newsletters, records containing information about the company, its products, news releases, and collection information. Some of the documents deal with the company after it moved to Arkansas.

**Entries**

[Entry 1:](#) *The Daisy Idea*, July 1933-October 1958

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### **Important Subjects**

Air guns & B.B guns

Corporations – Plymouth, Michigan

Daisy Manufacturing Company

Daisy Red Ryder

Factory Buildings – Plymouth, Michigan

Toy guns

### **Entry 1: *The Daisy Idea*, July 1933-October 1958**

*The Daisy Idea* was a monthly magazine for the employees of the Daisy Manufacturing Company. The issue of March 1949 was the first issue following World War II. The issue of April 1958 was the last issue printed while the company was still in Plymouth, Michigan. There were no issues published during the following months: December 1950; March 1952; February, July, October, and November 1953; May and September 1954; February, May, July, and September 1955; March, July, and October 1956; March, July, and September 1957; and January and March 1958.

### **Box 1**

#### *Folder 1*

No. 1, May 1928

No. 2, June 1928

No. 3, July 1928

No. 4, August 1928

No. 5, September 1928

No. 6, October 1928

No. 7, November 1928

No. 8, December 1928

No. 9, January 1929

No. 10, February 1929

No. 11, March 1929

No. 12, April 1929

No. 1, May 1929

No. 2, June 1929

No. 3, July 1929

No. 4, August 1929

No. 5, September 1929

No. 6, October 1929

No. 7, November 1929

No. 8, December 1929

No. 3, July 1933

No. 5, September 1933

No. 6, October 1933

No. 7, November 1934

No. 8, December 1934

No. 11, March 1935  
No. 12, April 1935  
No. 1, May 1935  
No. 2, June 1935  
No. 3, July 1935  
No. 4, August 1935  
No. 8, December 1935  
No. 9, January 1936  
No. 10, February 1936  
No. 12, April 1936  
No. 2, June 1936  
No. 3, July 1936  
No. 5, September 1936  
No. 6, October 1936  
No. 7, November 1936  
No. 8, December 1936  
No. 10, February 1937  
No. 1, November 1938  
No.2, December 1938  
No. 3, January 1939  
No. 4, February 1939  
No. 10, August 1939  
No. 12, October 1939

*Folder 2*

No. 1, March 1949  
No. 2, April 1949  
No. 3, May 1949  
No. 4, June 1949  
No. 5, July 1949  
No. 6, August 1949  
No. 7, September/October 1949  
No. 8, November 1949  
No. 10, December 1949  
No. 1, January 1950  
No. 2, February 1950  
No. 3, March 1950  
No. 4, April 1950  
No. 5-6, May/June 1950  
No. 7, July 1950  
No. 8, August 1950  
No. 9, September 1950  
No. 10, October 1950  
No. 11, November 1950  
No. 12, January 1951  
No. 1, January 1951

No. 2, February 1951  
No. 3, March 1951  
No. 4, April 1951  
No. 5, May 1951  
No. 6, June 1951  
No. 7, July 1951  
No. 8, August 1951  
No. 9, September 1951  
No. 10, October 1951  
No. 11, November 1951  
No. 12, December 1951  
No. 1 January 1952  
No. 2, February 1952  
No. 3, April 1952  
No. 4, May 1952  
No. 5, June 1952  
No. 6, July 1952  
No. 7, August 1952  
No. 8, September 1952  
No. 9, October 1952  
No. 10, November 1952  
No. 11, December 1952  
No. 1, January 1953  
No. 2, March 1953  
No. 3, April 1953  
No. 4, May 1953  
No. 5, June 1953  
No. 6, August 1953  
No. 7, September 1953  
No. 9, December 1953  
No. 1, January 1954  
No. 2, February 1954  
No. 3, March 1954  
No. 4, April 1954  
No. 5, June 1954  
No. 6, July 1954  
No. 7, August 1954  
No. 8, October 1954  
No. 9, November 1954  
No. 10, December 1954  
No. 1, January 1955  
No. 2, March 1955  
No. 3, April 1955  
No. 4, June 1955  
No. 5, August 1955  
No. 6, October 1955

No. 7, November 1955  
No. 8, December 1955  
No. 1, January 1956  
No. 2, February 1956  
No. 3, April 1956  
No. 4, May 1956  
No. 5, June 1956  
No. 6, August 1956  
No. 7, September 1956  
No. 8, November 1956  
No. 9, December 1956  
No.1, January 1957  
No. 2, February 1957  
No. 3, April 1957  
No. 4, March 1957  
No. 5, June 1957  
No. 6, August 1957  
No. 7, October 1957  
No. 8, November 1957  
No. 9, December 1957  
No. 1, February 1958  
No. 2, April 1958  
No. 3, June 1958  
No. 4, August 1958  
No. 5, October 1958

**Entry 2: *The Daisy Aim*, November 1958-December 1970**

*The Daisy Aim* was the monthly newsletter for Daisy employees in Rogers, Arkansas.

**Box 1**

*Folder 1*

No. 6, November 1958  
No. 7, December 1958  
No. 8, February 1959  
No. 9, March 1959  
No. 10, April 1959  
No. 11, May 1959  
No. 12, June 1959  
No. 13, July 1959  
No. 14, August 1959  
No. 15, October 1959  
No. 16, November 1959  
No. 17, February 1960  
No. 18, May 1960  
No. 3, August 1960  
No. 4, September 1960

No. 5, November 1960  
No. 6, December 1960  
No. 7, January 1961  
No. 8, May 1961  
No. 9, January 1962  
No. 10, March 1962  
No. 11, May 1962  
No. 12, July 1962  
No. 1, November 1962  
No. 2, April 1963  
No. 3, January 1964  
No. 4, February 1964  
No. 5, February 1964  
No. 6, March 1964  
No. 1, April 1964  
No. 2, May 1964  
No. 3, June 1964  
No. 4, July 1964  
No. 5, August 1964  
No. 6, September 1964  
No. 1, October 1964  
No. 2, November 1964  
No. 3, December 1964  
No. 4, January 1965  
No. 5, February 1965  
No. 6, March 1965  
No. 1, Apr-May 1965  
No. 2, June 1965  
No. 3, Jul-August 1965  
No. 4, September 1965  
No. 5, Oct 1965  
No. 6, December 1965  
No. 1, January 1966  
No. 2, February 1966  
No. 3, April-May 1966  
No. 3, June 1966  
No. 4, September 1966  
No. 6, December 1966  
No. 1, January-February 1967  
No. 2, April-May 1967  
No. 3, June-July 1967  
No. 4, August 1967  
No. 6, November 1967  
No. 1, December 1967  
No. 2, January-February 1968  
No. 4, May-June 1968

No. 6, September-October 1968  
No. 1, November-December 1968  
No. 2, January-February 1969  
No. 3, March-April 1969  
No. 4, May-June 1969  
No. 5, August-September 1969  
No. 6, October-November 1969  
No. 1, December 1969  
No. 2, February-March 1970  
No. 3, April-May 1970  
No. 4, June-July 1970  
No. 5, August-September 1970  
No. 6, November-December 1970

***Entry 3: Daisy Manufacturing Company***

**Box 2**

*Folder 1: Company Information*

1888-1948 At the birthplace of the famous B.B Gun  
Daisy Air Rifle year 1897 & Daisy Manufacturing Company (both drawings)  
Daisy Air-Gun, patent, July 19, 1904  
Daisy site, Past and Future 1987  
Daisy Manufacturing Company, Plymouth, MI  
Daisy Slogan  
The Daisy Manufacturing Company, Plymouth, MI, February 1946  
Daisy Training services folder  
Daisy pin w/letter 6/18/1997  
Daisy winner's visit Pikes Peak  
30 Model # cards with information  
"The Daisy Plant"  
Who doesn't want more?  
Daisy's Diary 80 years of progress 1966  
Project V-L  
Daisy VL Shooting System hardcover booklet (in between folders 1 and 2)  
Two essays on Daisy  
"Daisy Air Rifle Co., Plymouth MI"  
Daisy BB Gun Christmas Card  
Daisy display photographs (two copies)  
"Daisy Dreams" watercolor  
Shares in Plymouth Iron Windmill Co. 1882  
Order slip for Iron Windmill Co. 1894  
Maud S. Windmill & Pump Co. order slips with note attached  
Account slip for Iron Windmill Co. 1889  
Articles of Agreement for Iron Windmill Co.  
Certificate of authenticity for Mark Keathley painting  
Stockholder Meeting minutes 1/9/1882  
Christmas Greetings brochure with personnel

*Folder 2: Daisy Catalogues*

Daisy Shooting Annual 1976  
Daisy Air Rifle Instruction Program 1958  
Information page  
Price list of parts, January 1938  
Price list of parts, February 1947  
The Air Rifle Marksman by Daisy  
Centennial B. B. gun tag w/manual 1986  
Daisy Trade Catalog 1973  
Daisy Air Rifle Catalog 1942  
Buck Rogers 25<sup>th</sup> Century merchandise 4/1/36  
Daisy gun parts  
Daisy 1970 trade catalog  
Daisy toys 1969  
Buck Rogers 25<sup>th</sup> Century Equipment Official Catalogue  
1987 Airguns  
The Hamilton Catalogue- Plymouth Iron Windmill Co.  
Daisy Air Rifles Catalogue-Red Ryder Carbine  
Daisy Air Rifles Catalogue  
"The Daisy Dealer" April 1959  
"Partners: The Labor Magazine of Labor and Management" May 1952

*Folder 3: Daisy Employees*

A Supplemental Statement of Position as adopted formally Friday, February 19, 1937, by the  
Daisy employees  
Daisy Independent Employees Association Agreement with Daisy Manufacturing Company  
7/17/1941  
You at Daisy 1957  
"The Plymouth Shoppers guide" 2/23/1937  
"To the Citizens of Plymouth"  
Daisy Manufacturing Company Annual Picnic-Riverside Park 6/24/1939  
"These are the Facts" 2/22/1937  
J.J. McHenry, Detroit  
"Appendicitis: one of the most common ailments,"-handout to employees  
Daisy- Employee 11 Years of Service Pin  
Annual Report to the Daisy Family pamphlet 1951  
In Our Opinion letters #1-3, 5-7  
Everybody's interested in profits  
"Here's one Daisy that's tellin'" pamphlet  
Resolution on Charles H. Bennett after his death

*Folder 4: Daisy in Arkansas*

Memorandum from Robert E. Ehrhardt 5/7/73  
Some Daisy Model #s  
"Daisy bought by investors, but still pumping out guns," *Arkansas Democrat-Gazette*



“Granby offers Daisy incentives,” *The Benton County Daily Recorder* 6/28/1997  
“Daisy executives won’t go off half-cocked about plans,” *Northwest Arkansas Business Matters*  
11/11/1998  
“Daisy for Sale,” *The Benton County Daily Recorder* 6/27/1997  
“Gunmaker Daisy to keep its roots in Rogers,” *Northwest Arkansas Business Matters* 7/6/1997  
Daisy News Release 1/17/86  
“How to turn a century of experience into a banner year,” From Daisy 1985  
Memorandum folder from David Lewis 6/2/1986  
Daisy news release 4/15/1986  
Daisy news release 2/19/1986  
Invoice to David Lewis 6/20/86  
Envelope from Daisy  
“Hough Successor is Richard Daniel” 7/8/72  
Postcard; Daisy International Air Gun Museum  
“Daisy museum grand opening May 16m” Letter To Retirees 5/3/2000  
Special Dedication Edition, Rogers, Arkansas, *Sunday News* 5/10/64  
The Rogers Daisy Air Gun Museum advertising card  
Daisy Packing Slip 6/20/1986  
“Rockefeller says Daisy key to area’s growth”  
“Daisy asking \$4.2 mill for property” *The Opinion News* 6/28/1997  
“Pay Day in Michigan- but no pay” *Fort Smith Times Record* 4/23/1959  
“Daisy to add new buildings; hire workers for \$500,000 expansion” *Roger Daily News* 4/28/1959  
“You’re a part of shooting history with V/L”  
“Hough cited by National Aeronautic Association”

*Folder 5: Daisy Correspondence*

Envelope from Daisy 5/19/38  
Memo from Daisy 4/23/09  
Memo from Daisy 4/24/09  
Memo from Daisy 2/17/1898  
Envelope w/memo from Daisy 2/14/38  
Memo from Daisy  
Letter from Daisy 5/12/58, with envelope  
Daisy Air Rifle Co., Plymouth, MI  
10/30/1902 invoice  
Press Release: First Model Daisy’s unique shooting system w/picture 5/8/68  
Note w/ picture from Daisy  
Invoice 8/1/1901  
Mr. Bennett’s Talk 1935  
Press Release 1/12/76  
Press Release 1/1/76  
“Parade of Progress” Press Release  
8/1/1903 invoice  
12/2/1904 invoice  
Memo w/ 4 pages of ads (1955)  
Letter from Daisy’s Vice President 10/17/1946

Daisy "think memo" pad  
Daisy Letterhead 2 sheets  
Envelope to Daisy 9/7/1907  
Stock Agreement 11/19/1930  
Daisy envelope  
Daisy envelope stamped 1941  
Plymouth Decorative Envelope  
Christmas card from 2006  
Christmas card from 2007  
Letter to Mr Starkweather 6/24/1964  
Letter to Mr Ingalls 3/20/1994  
Daisy Air Mail Slip 1938  
Letter from Celanese Corporation of America 11/14/1955  
Letter from Cass Hough to Sam Hudson 11/16/1974  
Resolution by Board of Directors regarding Charles H. Bennett's death

***Entry 4: Daisy Collector's Information***

**Box 2**

*Folder 1*

*Toy Gun Collectors of America*

February 2001  
February 2002  
May 2002  
August 2002  
November 2002  
February 2003  
May 2003  
August 2003  
November 2003  
February 2004  
May 2004  
August 2004  
August 2005

*The Sporting Goods Dealer*, October 1902

Plymouth Daisy prices 1993-94

The chronology of Daisy Air Rifles from 1900-1959

"Red Ryder remembered," *Antiques & Collecting*, November 1991

"Toy guns," *Antiques & Collecting*, July 1991

"Toy gun from Plymouth, MI has value," *Creative Living*, 2 February 1995

The Daisy Mail Card

Copy of Daisy Trade Card

"Target Practice-Daisy Never Lost its Western Roots, Even in Modern Times," *Toy Shop*, February 3, 2006

"We, the youths of America" American Youths' Bill of Rights

Lapel pin "Daisy Years Service-11"

Garber, Gary, *An Encyclopedia of Daisy Plymouth Guns*, 2007  
Punchard, Neal. *Daisy, Air Rifles and BB Guns. The First 100 Years*. 2002. 156pp.  
Daisy pop-out bullseyes and turkey target  
Daisy American Youth's Bill of Rights  
*It's A Daisy!*, book by Cass S. Hough

### ***Entry 5: Daisy Articles***

#### **Box 3**

##### *Folder 1*

##### *Early History and Windmill Company*

"Birth of Air Rifle Industry Quickly Followed Closing of Windmill Factory" 3/13/1952  
"Energetic youth Bennett turns from Fanning Mill 'Peddler' to air gun 'salesman'" 3/20/1952  
"How Daisy turned Windmills into BB Guns"  
"Lagging windmill sales spurred free air rifle bonus" 2/1/1982  
"Boy, that's a daisy" *The American Rifleman* Jan 1977  
"One of Plymouth's most famous products was BB guns" 9/1958  
"Windmill Company changed name to 'Daisy' in 1895" 2/8/82  
"The Plymouth Rifle Company" *American Rifleman* Feb 1998  
"BB Guns of Plymouth Michigan"  
"The story of Daisy Air Rifles told in Detroit Publication" *Plymouth Mail* 5/12/1948  
"The Hamilton Rifle" *The American Rifleman* July 1965 w/ attached letter from K. Starkweather  
"Iron Windmill Co. founded 100 years ago" *Plymouth Observer* 1/25/1982  
Paragraph on Windmill Co. in *Plymouth Mail* 1/25/1889  
"The Windmill Company- Make Some Changes and Elect New Officers" *Plymouth Mail* 1/4/1895  
"Plymouth was 'air rifle capital'" *The Observer & Eccentric* 10/24/1974  
"Daisy Manufacturing Co's Plant" no. 10  
*Windmill's Gazette* (3 copies) volume 1 no. 2; Spring 1987

##### *Folder 2*

##### *The Business and Company Leaders*

"Charles Bennett, Air Rifle Maker"  
"Charles H. Bennett, Maker of Air Rifles"  
"Celebrating his 89<sup>th</sup> birthday..." 7/3/1952  
"Bennett took over the Daisy Company"  
"Daisy History Recalled by Letter Written Over Half Century Ago" 4/2/48  
"Daisy era ended in 1958" *The Observer & Eccentric* 10/31/1974  
"Daisy in 1916 – World's largest air gun factory" *The Observer & Eccentric* 3/2/1987  
"Cass S. Hough Presents Bronze Plaque to Daisy founders" *Plymouth Mail* 6/25/1948  
"It's a 90-year-old Daisy!" *Plymouth Observer* 9/13/76  
"Daisy: a legacy in Plymouth" 1989  
"Air Rifle Capital of the World" (2 copies)  
"Daisy's influence on Plymouth: pro and con" 3/9/1987 *Observer & Eccentric*  
Buzz Barton photo  
4 boys photo; *The Fabulous Century*, Time-Life 1910-1920  
"Edward C. Hough, Daisy Company President, Dies"  
"Bennett took over the Daisy Company" *Plymouth Observer* 2/15/1982

“Willis Named Daisy Company Sales Director” 10/23/1958  
“Daisy appoints sale director, promotes Brandon and Cowan” Playthings Jan 1959  
“Last rites for Daisy president”  
Phil B. Bekeart Co. card  
“You are in the news...” clipping on cardstock  
“Allison Beaver elected new Daisy Officer” 9/11/59  
Toy Manufacturer’s association article (“3 Stooges” on front) Playthings Sept. 1941  
“Daisy absorbs firm owned by Murchisons” 7/31/1959  
“Daisy President recalls Chinese incident” 9/3/1937  
“Daisy celebrates 60<sup>th</sup> year of toy manufacturing”  
“Cass S. Hough presents bronze plaque to Daisy founders” June 25,1948  
“Daisy honored at luncheon” December 31, 1972  
“Story behind name of the Daisy Mfg. Co.”

### *Folder 3*

#### *Employee’s News and Unions*

“Daisy distributes 15,000 silver dollars in bonuses to employees”  
“Daisy gives blanket 5-cent hourly wage increase” 7/29/1959  
“Daisy and the union”  
“10g fireworks seized in raid” 6/14/53  
“Union leaders asked about Daisy benefits” 6/25/1959 Rogers Daily News  
Newspaper scans from the Plymouth Mail 6/23/1919? And 5/19/1911  
“Company sponsored ball teams are the best in years” Daisy Idea August 1949  
“Daisy scores three wins state recreation tourney at Dearborn” 8/25/1949  
“Swish...and ball season is underway” Daisy Idea May-June 1950  
“Lewis Ray Hobbs Straight Shooter” 12/21/2008 Arkansas-Democrat Gazette  
“Hobbs relishes a ‘Mr Sam’ rule: Try it, fix it, do it” 12/21/2008 Arkansas-Democrat Gazette  
“Shoots at a target 2,000 times a day for 35 years as tester of air rifles” 7/19/1925  
“These events were news 25 years ago” 12/30/54 Plymouth Mail  
The Plymouth Mail, Vol.50 No.5 10/15/1937

### *Folder 6*

#### *Daisy in Arkansas*

“Daisy to close Plymouth plant, move to Arkansas!” in The Plymouth Mail 11/7/1957  
“Expansion Plans” black and white image in newspaper clipping from Roger Daily News 5/1/1959  
“Daisy holds open house at new Rogers, Arkansas, factory home” paragraph in Shooting Goods  
Retailer February 1959  
Typed requests to borrow film from Training Services Department in Arkansas  
“Daisy jobs dwindle; move south is on” clipping from The Detroit News 5/8/1958  
“Rogers investors paid \$50,706 on Daisy Loan” newspaper clipping  
“Daisy to close Plymouth plant, move to Arkansas!” Plymouth Mail 11/7/1957  
“Merger of Daisy..” news clipping from Free Press 5/19/1967  
“Where Daisy rifles began” clipping from The Honolulu Advertiser 11/13/1994  
“Daisy rifle factory gives a bull’s-eye view” clipping from USA Today 11/1/1994  
“Daisy starts shut down of plant” clipping from 5/1/1958  
“Town loses top employer” clipping

“The terrible day Daisy decided to leave town” Crier 1982  
“Daisy heads for sunbelt” clipping  
“Daisy credit union on brink of collapse in ‘58” clipping from The Plymouth Observer 1/7/1985  
“Turn around story- the Plymouth credit union” clipping from The Plymouth Observer 12/31/1984  
“ A new home for and old product” newspaper article 10/11/1959  
“Every boy’s dream in making at Rogers’ daisy air rifle plant” from Arkansas Recorder 2/19/1960  
Special dedication edition, International Air Rifle Museum, Daisy manufacturing company, Sept. 26,  
1966, Benton County Observer  
“Cass Hough’s statement” regarding move to Arkansas  
“Daisy dedicates Air Gun Museum” Rogers Daily News, September 22, 1966  
“Unique Air Gun Museum opens today” Benton County Observer, September 21, 1966  
“Unique Daisy museum to house world’s largest air gun collection” Benton County Observer,  
September 22, 1966  
“Unveiling ceremony at Daisy Gun Museum dedication” Plymouth Mail, October 5, 1966

#### *Folder 7*

##### *The Buildings/Plants and Modern Preservation*

“Daisy demolished, salvaged” clipping from Community Crier January 2004  
“Testing toy pistol projectors...” black and white photo of women  
“Daisy plant is visited by over 6,000 persons” 11/6/1958  
“Plan to raze Daisy factory troubles Plymouth officials” clipping from The Detroit News –Wayne  
County 4/11/2003  
“Former bb factory provides vistors with a shot of nostalgia” The Detroit News 3/21/1996  
“Design of tools and fixtures” from Machinery May 1939  
“Development puts Daisy in danger” clipping from Plymouth Observer 4/6/2003  
“Public input coming for proposed development” clipping from Community Crier 3/7/2003  
“Let’s go back 25 years ago!” Plymouth Mail 11/1/40  
“Abandoned plant use is studied” Detroit Free Press 11/13/1957  
“Plymouth bb gun factory may turn into condos” The Detroit News – Wayne country 9/26/2001  
“New community rises on rifle factory grounds” The Detroit Free Press – Real Estate 6/11/2004  
“Daisy memorabilia part of open house” clipping from Observer and Eccentric 6/10/2004  
“Diversity makes economy stronger” clipping from Community Crier  
“Daisy Site, past and future” maps  
“Plymouth lures new firm into air rifle plant” The Detroit News 6/29/1961  
Color photo clipping of Daisy factory sitting room in museum  
Black and white aerial photo of Daisy Manufacturing Company  
“Historical Museum preserves disappearing Daisy artifacts” Observer and Eccentric 2/22/2004  
“Shutdown of Plant..” Plymouth Mail 5/1/1958  
“Last stand for historic Daisy factory wall?” Observer and Eccentric October 2010  
“Be more creative with Daisy plan, museum director tells developer” Community Crier 4/25/2003

#### *Folder 8*

##### *Miscellaneous Articles*

“History of Daisy Manufacturing Company” essay by Bob Christian  
“Plymouth Iron Windmill Company/ Daisy Air Rifle Company” essay  
“A Michigan Product Known Around The World”

"It's a Daisy" Popular Mechanics Magazine July 1999  
 "An Amazing Gun" Open Road November 1932  
 "It's a Daisy!" Michigan History January/February 2006  
 "BBs, Balls, Bearings, and Daisy" American Rifleman December 1990  
 "Dandy Daisy Rifles" Antique and Collecting January 1995  
 "Oh boy, it's a Daisy!" American Profile February 2006  
 "My trusty Red Ryder" American Rifleman September 2009  
 "The Daisy Saga" Guns Magazine Surplus Summer/Fall 2014 Special Edition-Vintage and Classic Firearms  
 "BB Shot Fired by Army Gunners in Machine Gun Practice" December 1941  
 "Forerunner Rifle" Time Magazine 6/30/1967  
 "BB with a BB" Time Magazine 7/14/1967  
 "BB Shooting contests are a red-hot sport with the junior set" The Wall Street Journal 7/10/1967  
 "Shootin' Irons- This Month: Buzz Barton"  
 "Shootin' Irons- This Month: The Buck Jones Special" May 1976  
 "The Daisy Air Rifle" essay (page 1 of 3 is missing)  
 "We knew how to shoot before Uncle Sam called us" Buck Rogers Rocket Pistol ad & article in the American Rifleman January 1977  
 "Daisy Air Rifle Company, Plymouth Michigan" laminated info sheets  
 "Air Riflemen answer the challenge" 1934  
 Help wanted ad for Die Makers  
 "Plymouth, Michigan: Air Rifle Capital of the World" essay  
 "Daisies aren't just flowers" essay  
 "Everyone's got a story" essay  
 "Plymouth's Daisy Air... A Family Affair" essay  
 "The Daisy Air Rifle Company: History in the Making" essay  
 "The Rifle Called Daisy" Sports Illustrated 4/29/1963  
 "The Gentle Art of Indoor Shooting" Argosy (Men's Magazine) June 1965

### ***Entry 6: Daisy Ads***

#### **Box 3**

##### *Folder 4*

##### *Daisy Products, Advertisements and Mentions*

"Closest thing to ridin' the back country... shooting this Daisy BB Gun!" Boy's Life July 1966  
 "New Daisy pellet rifles" ad in Boy's Life August 1966  
 "Buffalo Beware!!" ad in Boy's Life October 1966  
 "Seven to seventeen... Daisy will make it a Christmas to remember" ad in Boy's Life 1966  
 Letters between Boy's Life magazine and Sam Hudson, April 19<sup>th</sup> and 26<sup>th</sup> 1967  
 "Get this cowboy carbine with you Christmas cash!" ad in Boy's Life January 1941  
 "Get a Daisy with you Christmas cash!" ad in Boy's Life January 1942  
 "A famous explorer advises every boy learn to shoot" ad in Boy's Life February 1926  
 "Ready...the squirt-o-matic" ad  
 "This is the season when boys get gun-hungry" ad  
 "The biggest day in your boy's life" ad in The Literary Digest 10/9/1920  
 "I got a carbine with my Christmas cash!" ad in The American Boy- Youth's Companion  
 "Shoot a regular double gun" ad in The American Boy-Youth's Companion

“How to tell your dad you’re ready for a Daisy BB Gun” 1975  
“38,000,000 test shots!” ad in The American Boy-Youth’s Companion  
“Shotgun ridin’ kids are sure to bring in the gold” ad  
“Good shooting eye makes a good batting eye” ad in The American Boy  
“Straight shooters! ...Men who know what’s good for boys” ad in The Saturday Evening Post  
Michigan History online website printout featuring Daisy  
Boy with Red Ryder comic and a chimp; black and white image  
“A boy never gets tired of a Daisy” ad in the Saturday Evening Post 11/18/1911  
“Fun for the live boy” ad in Munsey’s Magazine March 1900  
“The open-air boy is the boy that wins” ad in Munsey’s Magazine  
Meijer ad for Daisy Red Ryder in Pink November 2010  
“Today’s critical market demands...” ads in Southern Toy Journal March 1955  
“The American boy of 1630” ad in The Literary Digest 3/17/1917  
“What kind of a boy have you?” ad in The Literary Digest 3/19/1921  
“Announcing...” ad from The Saturday Evening Post 1/27/51  
“The new 1000 shot Red Ryder carbine”  
“Daisy promotions pre-sell dealer marker” Toys & Novelties Sept. 1955  
“The story of the air rifle” 3/22/1935  
“Saturday going to be a great day for Buck Jones and Daisy fans” Plymouth Mail 4/27/1934  
“Stand and Deliver” the Antique Trader Weekly  
“How to cast bullets”  
“O come, all ye...” article on A Christmas Story 12/21/2008  
“Boys! Get a Daisy Air Rifle” Open Road for Boys April 1940  
Daisy parts and shot prices  
Daisy Air Rifle ad in American Boy January 1909  
“The New Daisy” ad  
“Here it is, boys” ad in The Cosmopolitan  
“Here it is, boys” ad in McClure’s  
Daisy Air Rifle Targets  
“Be a Daisy Marksman!” price list  
The Daisy Air Rifle November 1904  
“Ready Fun Chattermatic” ad  
“Summer fun” ad August 1957  
“Your boy wants a Daisy Air Rifle” ad  
The Daisy Air Rifle ad in Billboard Magazine  
“The Daisy Air Rifle- Every Healthy Boy Wants a Gun” Sept. 1906  
“Why not form a rifle club among your friends?” ad  
“What you should know before you own a gun” ad  
Kid’s toy list with Daisy Buzz Barton Special November 1936  
“Start your boy on the right path” ad  
“Your boy’s birthright” ad in The American Magazine November 1923  
“Announcing the new Daisy BB pak” June-July 1949  
“Eddie Rickenbacker” Daisy ad in The American Boy-Youth’s companion  
“Daisy Air Rifles-The Golden Years” ad for silk-screen print  
“Solve your boy or girl gift problem” ad  
“150 10-meter match air rifle” ad

“Pack your vacation with fun...own a fun champion” ad August 1937  
“Why I believe in Target Practice for Boys” ad  
“The new golden banded 1000-shot Red Ryder saddle carbine” American Boy Nov. 1940  
“Seal of commendation awarded Daisy play guns and games”  
“A message on Marksmanship from America’s Greatest Bandmaster” poster  
“Announcing special radio broadcast on the Daisy Air Rifle”  
“Entirely new kind of harmless Daisy for boys and girls” Jan Harvey comics 1956  
“Daisy bulls eye bb target pistol”  
“Bull’s eye sights, feels, looks like an expensive match pistol!”  
“No. 141 Daisy Defender”  
“No. 46 Daisy Air Rifle”  
“Bulls eye BB news” Hot Rod comic Oct.1952  
“Important instruction when ordering repair parts” March 1946  
“String along with Buck Jones shoot a Daisy!” May 1937  
“Notice to dealer important instructions”  
“Accuracy power” October 1933  
“Road air rifle match!”  
“Now comes the Open” The Open Road  
“Load of this Buzz Barton in person”  
“Hey! Get a Daisy”  
“Just what I want...a new Daisy!”  
“Did you ever try a Daisy Air Rifle...”  
“500 shot rapid fire air rifle”  
Daisy guns in Arms of the World 1911  
1925 Daisy Air Rifles list  
Photo of Daisy Model 118  
“Nationally known scopes and air rifles”  
“Daisy play guns and games catalog...”  
“Look at the Daisy before you buy. Boys, write for this interesting story, sent free” ad  
“Your boy should learn to shoot with the safer Daisy Air Rifle” ad  
“Dad! Read this ...decide ‘yes’ on that daisy air rifle!” ad in Tarzan comic book #99 Dec 1957  
“Bulls eye steel shot”  
“A Daisy or Sentinel air rifle” October 1902  
“O.K. Daisy says Buzz Barton” ad  
“What you wanted when you were a boy” ad  
“Be a cowboy!” November 1940  
“Have you seen Buzz Barton’s new Daisy?”  
“Boys, do you want to join the Daisy Cadets?” ad in Cosmopolitan  
“Win one of these 2 free trips to Red Ryder’s rocky mountain rancho” July 1941  
“Pack your vacation with fun...own a fun champion Daisy” August 1937  
“America’s great gun house- Daisy air rifles” 1942  
Daisy air rifles price list and descriptions 1936  
A special centennial offer from Daisy  
Toy Guidance Council, Inc. list of prominent manufacturers  
“I’ll help you get a Daisy for Christmas – Red Ryder”  
“Daisy BB Repeater selling at \$12.95” ad in The Sporting Goods Dealer November 1955



Toy Fair newspaper clippings collage 1947  
"38,000,000 test shots!" ad in The American Boy- Youth's companion  
Color photo of early Daisy guns  
"20<sup>th</sup> century Daisy air rifle"  
"String along with Buck Jones...shoot a Daisy" The American Boy-Youth's Companion May 1937  
"Another bulls eye!..." The American Boy- Youth's Companion  
"Shooting Times: First Test Report on Daisy's caseless cartridge and gun" Jan 1966  
"Here is your official instruction sheet"  
"Action at timberline!" ad in Boy's Life June 1967  
"What is Daisy Doing?" article in the Plymouth Mail 12/15/1944  
"4 Senate Pages Nabbed" newspaper clipping June 1954 in NY Paper  
"At cleanup time..." clipping from Red Book September 1954  
"Woman bus passenger shot in the eye by BB gun" newspaper clipping 2/8/55  
"Attorney sues air-rifle maker for millions" newspaper clipping Detroit News 2/27/1996  
"A stranger in a not so strange land" newspaper clipping Observer and Eccentric 10/9/1989  
Daisy scoring target for cork ball training rifle (bear)  
National Rifle Association Official 15ft qualification target  
Daisy practice target (wild boar and lynx)  
Bulls eye steel air rifle copprotect shot  
Daisy Targeteer  
Daisy Air Rifle Target  
Bull's eye target  
Daisy Air Rifles  
"Ask your father for a Daisy for Christmas"  
"Don't cry brother:when you are a little older papa will buy you a Daisy"  
"One shot from a sling...made a shepherd boy king!"  
"Daisy manufacturing company" pictures of models labelled in Japanese

#### *Folder 5*

##### *Large Advertisements*

"How to organize and conduct an air rifle club" paragraph in Air Trails Hobbies for Young Men  
September 1954  
"Summer Fun" ad on back cover of Mystery in Space comic No. 39 September  
"It's a Daisy" ad on back cover of Archie's Joke Book comic No.95 December  
Red Ryder rifle on the back cover of Mystery in Space comic No. 36 March  
"Start having BB gun fun indoors" ad on the back cover of Laugh comic No. 154 January 1964  
"Spittin' image of the gun that won the west!" ad on the back cover of Strange Adventures comic  
No.190 July  
"Bob's Christmas gift!" ad on the back cover of Looney Tunes January  
"Red Ryder's safety message to Daisy air rifle owners" inside back cover of The Open Road for Boys  
December 1946  
"Ready for Christmas" back cover of Children's Activities November 1945  
Daisy mention and image of Edward C. Hough pg 96 of The Saturday Evening Post 5/4/1957  
"I'm the 'Top'!" ad from American Boy June 1936  
"Free! Buck Jones' own movie book!" ad from The American Boy- Youth's companion May 1938  
"Daisy Air Rifles- The finest line of air rifles ever placed on the market" (separated into 2 sheets)

“Spend your Christmas money...” ad in The American Boy- Youth’s Companion Jan 1938  
“Announcing the sensational new Daisy 1000-shot Red Ryder Carbine” ad in The American Boy – Youth’s Companion  
“Alert with the rifle- alert on the field of action” The Youth’s Companion November 1928  
“Get this cowboy carbine with your Christmas money like Bill got his!” ad in American Boy January 1941  
“It pays to make friends with boys” poster  
CD of Daisy Air Rifle Factory Poster  
Two “Daisy Dollar” coins

***Entry 7: Daisy Photos***

**Box 4**

*Folder 1*

*Daisy Air Rifle Co., Plymouth, Mich.*

Daisy Manufacturing Company. 1919.

King Air Rifles Plant (formerly Markham Air Rifle Co.). 1913.

Daisy International Air Gun Museum, Rogers, Arkansas

Daisy Air Rifle Co. on Union St., Plymouth, Michigan

Markham Air Rifle Co., Hamilton Mfg. Co., and Daisy Manufacturing Co.

Daisy Manufacturing Co., Hamilton Mfg. Co., Plymouth Industries

Daisy Manufacturing Co., from Main St. Bennett home on right

Aerial view of new Daisy facility in Rogers, Arkansas. Ca. 1959

117 Pistol, Man unknown.

Demonstrating the new targeteer outfit with oversize display model.

Daisy poster.

Unknown man.

Daisy Air Rifle display case, Daisy Museum, Rogers, Arkansas.

Shaw, Goodall Bailey, Harrington.

Daisy Air Rifle Company, inside plant. Prior to 1908.

Charlie Bennett & Francis Clinton.

Red Ryder photos.

Cass and Ed Hough from Daisy on carriage.

Cass and Ed Hough from Daisy.

Boy in Indian costume with Daisy Air Rifle

Daisy Mail Room, Plymouth, Michigan.

Boy with Daisy Air Rifle

Daisy Manufacturing Co.

CD of Daisy Manufacturing Plant Interior containing digital images taken by Dan LeBlond in July 2003 before plant was torn down.

Daisy Manufacturing Company, ca. 1897

Bennett Residence and Daisy Manufacturing Company, Plymouth

Daisy International Air Gun Museum Postcards

Metal plate with blue image

Photo negative

Kroger photo

Boy with Red Ryder ad in photo

Daisy Pistol photo  
Boy with Daisy  
Daisy Air Rifle Display Case, Daisy Museum, Rogers, Ark.  
Two men in front of Daisy Display Rack  
5 workers holding hands  
Charlie Bennett  
Plymouth's first brick factory building  
Postcard of King Air Rifles factory  
Postcard of Daisy Factory  
Cy Scalingi photo  
Plymouth Windmill Co 1889 photo with negative, and a matching postcard, also  
Daisy + Markham Rifles  
Postcard of Daisy Factory blue colored  
Women testing toy pistol projectors photo

*Folder 2*

Early Daisy Employees, Plymouth, Michigan. May 1913  
Cy Scalingi, Cass Hough, McHenry  
Cass S. Hough and Robert H. Cowan with Daisy visitors from Montgomery Ward & Co. April 20,  
1960  
Gil St. Louis, Foreman Shot Header Department  
King & Daisy Plants taken from Cass's Plane  
Woman holding knickknack  
Daisy Workers. 1913.  
Daisy Display  
Daisy Building blueprint  
Air Rifle Factory, Plymouth MI  
Cass Hough holding gun  
Man handing check to another man  
Outdoor Target Practice with kids  
Cass Hough and 3 others holding an aerial photo  
Daisy Executives and Daisy Baseball Team  
4 guns photo  
Woman sorting mail  
Meeting  
Two employees looking at a photograph of children

*Folder 3*

Cass Hough, Charles Bennett and Ed Hough. Dedication of 60 yr plaque in 1948 to Charles Bennett  
and Ed Hough for their teamwork and leadership of the Company  
Boys with air rifle  
Daisy of Canada. April 1959.  
Fred Harman, creator of Red Ryder and his horse Thunder  
Daisy Fire. Photocopies.  
Daisy Air Rifles.  
11 workers at Daisy Manufacturing Plant. Plymouth, Michigan. Schryer at extreme left

Daisy Workers. 1916.  
Daisy Women's Baseball Team.  
Daisy Men's Baseball Team  
Buck Jones. 1977.  
Cass L. Hough, Earl A. Harris, Marion Bunyard, Jacobs. May 1959.  
Daisy Parkview Classic League Bowling Team. 1949-1950.  
Daisy Manufacturing Co., Plymouth, Michigan, layout.  
3 boys on horses with guns  
5 colorized photos of "Red Ryder- Little Beaver"  
Daisy's annual picnic riverside park, 6/24/1939  
127 black and white photos of a boys' Red Ryder Summer camp in Colorado/ Daisy Picnic

*Folder 4*

Daisy Assembly Dept.  
Daisy Assembly Line Employees, Plymouth, Michigan  
Daisy Office Staff, Plymouth, Michigan  
Daisy Stock Department, Plymouth, Michigan  
Daisy Press Room, Plymouth, Michigan  
Daisy Shot Department, Plymouth, Michigan  
Daisy Assembly Room, Plymouth, Michigan

*Folder 5*

Man handing check to another man  
Daisy Employees. 1895.  
E. C. Hough on horse cart, trucking air rifles for Daisy in Plymouth 5/23/09  
Boy with air gun  
Boy with air rifle and woman  
Two women working in air rifle factory  
BB Shot Department, Daisy Manufacturing Company, Rogers, AR  
Daisy Assembly Plant, Plymouth, Michigan  
Daisy Air Rifle employees  
Two workers looking at Daisy posters  
Cass holding the new CO2100 Pistol

*Folder 6*

Daisy caseless ammunition  
Man aiming large pistol  
Fred Harmon "Red Ryder" & wife with Tom Kent on left (Personnel Director) and McHenry Plant  
    Manager at right  
Daisy Plant, Plymouth, aerial shot 4/8/1960  
Fred Harmon "Red Ryder"  
Daisy Bowling Team  
Lunch Break, Plymouth Plant  
Baseball game  
Daisy Women's Basketball Team  
Henry Jensen, tool designer, worked at Daisy 1946-1952

Daisy poster  
Daisy Baseball Team, 1914-1920  
Tom Kent, Daisy Personnel Director, Plymouth  
"Target Practice on the Open Range" Buck Jones filming  
Boy and Chimp with Red Ryder comics

*Folder 7*

Daisy Women's Basketball Team with award  
Daisy Women's Basketball Team  
Daisy Women's Basketball Team on court  
Daisy Mail Room  
Poster. Daisy Bowlers' Banquet 4/20/1951  
Boy with Red Ryder Comics and a Daisy gun  
Cass Hough at Daisy Assembly Line, Rogers, Arkansas  
Danny Tindle (left) and Gary Rose, Rogers, Arkansas  
Museum display including Daisy and King Air Rifles  
Daisy Paint Department, Rogers, Arkansas  
Daisy Assembly Line, Rogers, Arkansas  
Daisy Boiler Room, Plymouth  
Daisy Press Room, Plymouth  
Daisy Baseball Team, about 1910

*Folder 8*

Daisy factory being torn down  
Daisy SoftAir Replica  
Daisy SoftAir Replica Model 7045  
Daisy SoftAir Replica Paramilitary Models  
Daisy SoftAir Replica 9mm  
Daisy Model 25  
Daisy Pavilion. Plymouth Planning Commission.  
Daisy Power Line 92  
Daisy Power Line 900  
Six girls with Daisy Air Rifle  
Cass Hough and Ed Hough from Daisy  
Employee picnic 1940  
People at meal 12/1959  
Miss Mary Murray  
Unknown man  
Daisy SoftAir detailed replica  
Daisy workers 1924  
Lester Burden & Cass Hough  
Daisy first model, var. 4  
Daisy, model unknown  
Scan of Daisy panoramic employee picnic photo  
Two Daisy models, unknown  
Pressroom at Daisy, stamping Machine, 1910, original plant building, p. 69 in Kerstens book

Ad, from American Boy, featuring Walter Hagen  
Ad, featuring American boys bill of rights  
Photo of 2 rifles, models unknown  
Cass Hough and Pauline Peck at dedication of Charles H. Bennett and Edward C. Hough plaque  
Cass Hough and Pauline Peck at Daisy Air Rifle Store (Acc#2014.038.101)  
Victors' most wanted men group photo  
Photograph of Charles H. Bennett and others

### **Box 5**

Ronald Burden, Shot Dept. nametag  
Russ Dane & Bob Stewart (age 13), 2 photos  
Daisy Shot Department, Rogers, Arkansas  
Daisy Shot Pack, Rogers, Arkansas  
South end of Daisy Plant and Shipping Department, Rogers, Arkansas  
Daisy Manufacturing Company Facts  
Cass Hough and Charles Bennett examining Rifle  
Cass Hough and Charles Bennett examining Rifle (different view)  
Elenore Sackett from Plymouth loads Shot Pack, Daisy, Rogers, Arkansas  
Daisy Executives & Ball Team, 1938  
Daisy plant  
Daisy Boys' Baseball Team, 1949  
Daisy Air Rifle Factory Post Card  
Red Rider Comic, March 9, 1947  
Walt Disney's Comics and Stories  
Strange Adventures comic  
Daisy Manufacturing Co. Annual Picnic, Riverside Park, 1940  
Personnel, Tool, and Die Shop of Daisy (framed)  
Daisy Cork Ball Bullet Trap (2 objects)  
"It's a Daisy" small poster  
Fred Harman Western Art Museum  
American Boy Red Ryder ad 3/1941  
"Your boy should learn to shoot with the safer Daisy air rifle" Daisy ad  
"Improved!" Daisy Air Rifles ad in The American Boy-Youth's Companion 2/1930  
"Daisy Manufacturing Company Contest Winners go to Red Ryder Ranch  
9 matted scans of old photos of early employees (some original copies of the photos in Box 4 Folder 4)  
Aerial view, 1973  
Daisy being torn down  
Water tower  
Horse pulling cart with sack of guns  
1941 semi-trailer truck  
Water tower being installed  
Exterior shot, 1950's?  
Under construction  
Old exterior shot  
Exterior shot with D.S.I sign and Scott Associates sign and Daisy watertower  
Water tower with Daisy Air Rifles

Man at desk holding pattern for rifle  
#25 pump gun  
Exterior

***Entry 8: Daisy Roadshow***

**Box 4**

Letter to museum from contractors of development on site of Daisy factory  
Flyer advertising the Daisy Roadshow  
Daisy appraisal list  
List of owners of Daisy items  
Pictures of Daisy Roadshow  
“Cash available for Daisy artifacts,” *Observer & Eccentric*

***Entry 9: Red Ryder Items***

**Box 4**

Red Ryder comics  
Red Ryder and Little Beaver Paint Book

***Entry 10: Factory Blueprints***

**Map Case**

Survey of Daisy Manufacturing Company property in February 1914  
Daisy Blueprint of Buildings A and B in 1949

***Entry 11: Daisy Books***

American BB Gun: a collector's guide by Arni T. Dunathan, c.1971  
American Boys' Rifles 1890-1945 by Jim Perkins, C.1976  
Christmas Story by Jean Shepard, c.2003  
Daisy Air Rifles and BB Guns: the first 100 years, by Neal PUNCHARD, c.2002  
Daisy Family Cookery Book: the old and the new, 1954  
Encyclopedia of Daisy Plymouth Guns by Gary Garber, c. 2007  
Hough, Cass S. It's a Daisy! 1976  
Murfin. Joe C. Daisy It all Starts Here 2011