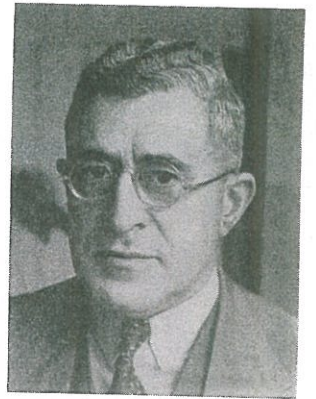




# PLAYTHINGS PRESENTS



**M. ROSENFELD**  
I. Skarbrevik & Co.  
Havana, Cuba



**W. F. SECHTMAN**  
Sechtman Hdwe. Co.  
Hartford, Conn.



**PETER BASS**  
Bigelow-Dowse Co.  
Boston, Mass.



**E. M. MOSES**  
Wise, Smith & Co.  
Hartford, Conn.



**H. KAMPER**  
Zollinger-Harned Co.  
Allentown, Pa.



**GEORGE W. BOGAR**  
Pomeroy's, Inc.  
Harrisburg, Pa.



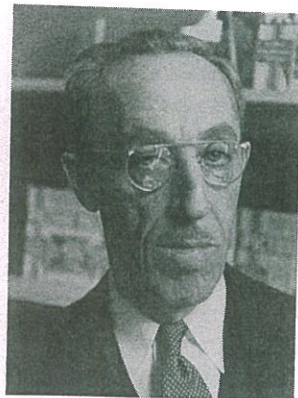
**JACK LESSER**  
City Stores Co.  
New York City



**DENNIS A. HAYES**  
E. W. Edwards & Son  
Syracuse, N. Y.



**HERMAN L. CARLISLE**  
Carlisle Hdwe. Co.  
Springfield, Mass.

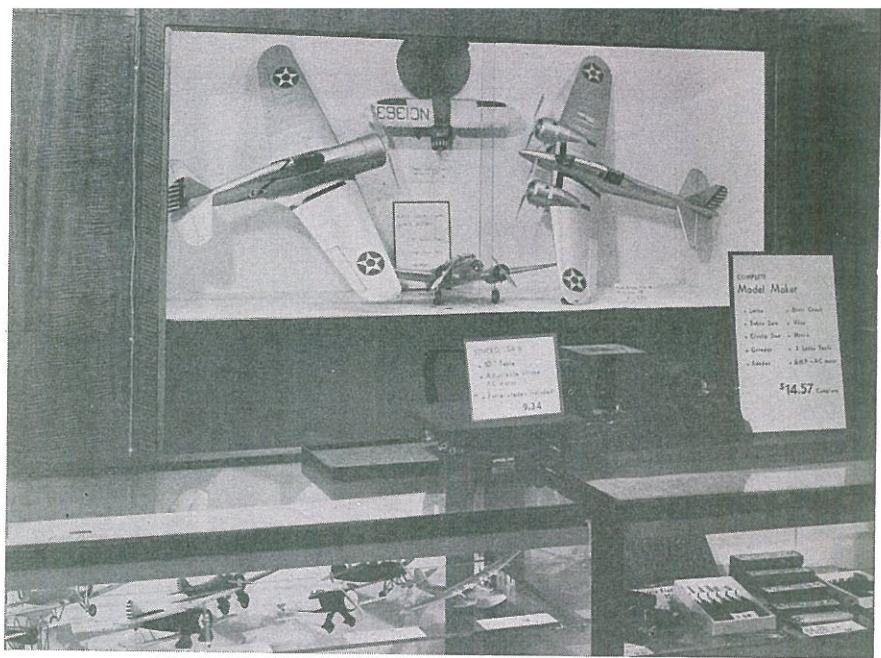


**H. L. CONDE**  
Conde Toy Shop  
Syracuse, N. Y.



**GEORGE H. GEARY**  
Wallace Co.  
Schenectady, N. Y.

RICHARD S. ROBBINS, AUTHORITY ON SCALE MODEL BUILDING, GIVES DEALERS SOME VALUABLE SUGGESTIONS FOR



## OPERATING A MODEL AIRPLANE DEPARTMENT

WITH THE COMING of summer and the drawing near of the National Model Airplane Championships from July 6 to July 9, all boys and young men interested in Model Aviation are preparing for a gala season. The manufacturing of model airplanes and supplies is one of the largest model industries in America today and no hobby or toy department is complete without being fully equipped to supply the needs of model airplane fans.

Many buyers today seem to pick out a few kits, put them on their shelves and are then disappointed because the airplane department is not making money.

### DISPLAY METHODS

The best method to sell kits in the 10, 25, and 50 cent price range is by using a built-up model for display made from the kits you are selling. These models should resemble nationally advertised airplanes such as the public sees in the picture, "Test Pilot." They should be neatly and accurately built and colored in an artistic way. The store that keeps on hand about ten model airplanes ranging from a 10 cent model to a gas model job can speed up its sales and greatly increase the day's tally. For example; suppose you have on display a model of a Codron in the 25 cent size. A small boy comes to the counter. He wants an airplane similar to one he has seen in a book, in the funny paper, or in a picture,—a racing airplane. No doubt it has impressed him. The clerk says to the boy, "How do you like that airplane?" and nine times out of ten the boy will buy that kit. Why? It appealed to his eye! The model was well-built, beautifully colored, and had real sales value. The boy had seen a

plane like it. His imagination had been excited and he wanted to own such a model.

I have tried this experiment on many occasions and the time necessary to sell an airplane kit has been greatly reduced, while the number of sales has been increased. Every three to five weeks another model of a different type is substituted and the process repeated. It has not failed yet.

The cost of the average model in the 10, 25, and 50 cents price range is from two dollars to five dollars except when it comes to building the larger wing spans such as thirty and fifty inches. The price for such models is slightly higher.

As most of you know, model airplanes are made from balsawood. A buyer who is buying balsawood at random is cutting off his nose to spite his face, for by carrying a good grade of balsawood you will attract the gas model airplane builders and with them comes the high item of sale which means a profitable department. There are three or four large companies who cut balsawood to all dimensions and sizes needed for model airplane construction. These materials should be stocked in two foot, three foot, and five foot lengths. Both sheet and stick measurements. Balsawood can be bought in three grades: soft, medium, and hard. It is well to carry these assortments. Upon receipt of the wood, care should be taken to see that the saws have cut the wood to the correct sizes and that the grain is straight because the model airplane builder demands a high standard in balsawood.

As most buyers know, the rise of gas model airplanes is taking the country by storm and any store that is not