

Next Month's Windows Should Feature Fourth of July Items and Give Especial Prominence to Beach Toys

THE JULY WINDOW

REPRESENTING ONE of the best mediums for procuring sales, the importance of window displays during July should not be underestimated. The coming month will see countless numbers of customers visiting the stores to fulfill the many needs brought on by the Summer season. It is only logical to conclude that the needs and pleasures of the children will be uppermost in the minds of fathers and mothers. In order that the attention of shoppers may be called to the needs of children in the line of toys, stores should plan to make generous use of window displays and turn passersby into customers.

The arrival of school vacation and increasingly warm weather will provide children with both more time for play and a need for new playthings. The wide variety of playthings which the children will need should be featured in next month's windows.

At the outset of the month a window should be installed which will serve the double purpose of directing attention to the need for Fourth-of-July items and beach toys. A patriotic touch in such a display will attract attention. American flags of various sizes may be artistically arranged in the center of the background. Stands displaying Big-Bang cannons could be placed on either side of the flags, and the floor in the center of the display could be given over to such safe and sane July Fourth items as

flash guns, cap pistols, paper busters, noisemakers, soldiers, tanks and forts. Inasmuch as bathing is certain to rank high among the Fourth-of-July pastimes, and as no child's day at the beach is complete without some sort of a toy, the window should also give considerable prominence to sand and water toys. Beach toys should be shown on both sides of the Fourth-of-July items, and should include such items as boats, pail and shovel sets, sieves, trucks, sand loaders, life belts, rubber water toys, balls, etc. Dramatization in display might be achieved by showing the water toys, boats and balls in a "sea" made from crepe paper or a mirror; dolls in bathing suits will attract attention if shown playing in the sand with pails, shovels, sieves and moulds. The patriotic touch can be carried out still further by showing tanks in the sand and soldiers atop sand forts or in trenches, and battleships among the water toys.

After the Fourth of July the window displays should continue to call attention to the need for beach toys, but additional playthings should be included in the displays from time to time. For example, during the second week of the month dealers might elect to call attention, through display, to the need for such wholesome recreation as is provided by such outdoor games as quoits, badminton, (Please turn to page 72)

PLAYTHINGS PRESENTS



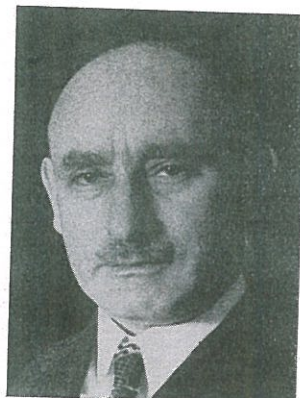
M. ROSENFELD
I. Skarbrevik & Co.
Havana, Cuba



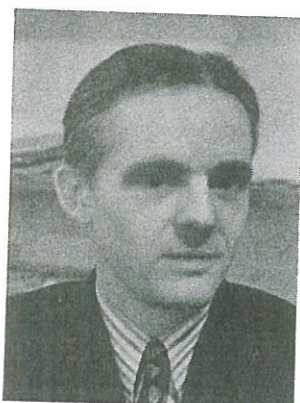
W. F. SECHTMAN
Sechtman Hdwe. Co.
Hartford, Conn.



PETER BASS
Bigelow-Dowse Co.
Boston, Mass.



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



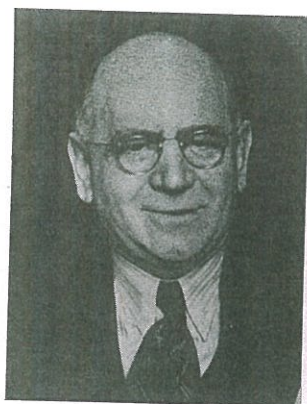
H. KAMPER
Zollinger-Harned Co.
Allentown, Pa.



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



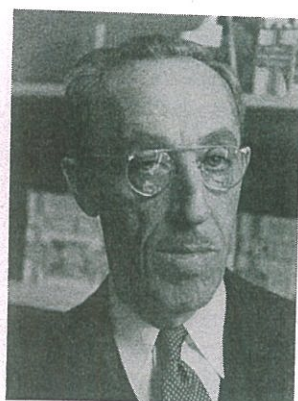
JACK LESSER
City Stores Co.
New York City



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

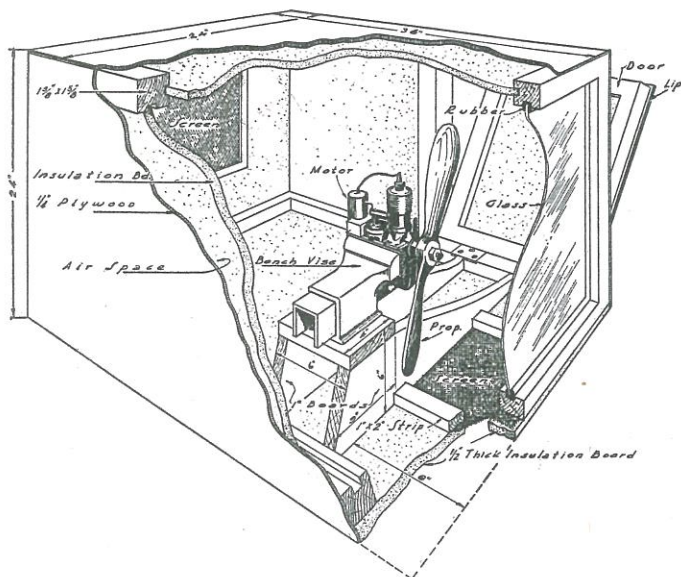
plane like it. His imagination had been excited and he wanted to own such a model.

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 balsa wood. A buyer who is buying balsa wood at random is cutting off his nose to spite his face, for by carrying a good grade of balsa wood 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 balsa wood 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. Balsa wood 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 balsa wood.

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



Details of a Soundproof Cabinet for Demonstrating Gas Engines

prepared for such a rush is losing valuable sales. In the list of materials and parts given with this article as a buying guide to buyers who are considering opening up a model airplane department in their store, the gas model airplane parts are listed under that head. The buyer is warned to be very careful before buying any gas model parts to investigate the trend of thought among the model airplane enthusiasts in his city and thus assure himself of having the correct type of kits and motors in his store, for the prospective buyer of gas model equipment is bound to buy a model and motor that has already proven its worth, and is being used by the other model airplane "bugs" in the city. A gas model airplane customer is good for \$20 to \$50 a year per model he builds.

SELL GOOD MOTORS

Speaking of motors, it is most important that the buyer be extremely careful in the choice of the motors that he buys. There are companies making gas motors by the correct scientific methods. For instance; I was visiting one of the factories that make such motors and I noticed how carefully each part was tested and gauged to the thousandth of an inch, and fitted with the greatest precision. One might have been in the engine department of the Ford Motor company or General Motors, watching the production of a precision-made engine for an automobile instead of a small two-cycle gas engine to be used in a model airplane. So, when buying motors, pick a company that knows its job and turns out a trouble-free engine that runs, is simple to repair, and is easy to start, for a ticklish needle valve will give the model builder more trouble than the total construction of your model. This same principle applies to the choice of the gas model kits you carry. If you are selling a kit that does not fly well, your customer will surely be greatly disappointed.

The salesman must be able to demonstrate the engine. This type of demonstration, especially in a department store, presents a very difficult problem. It will most likely be found necessary to have the display department build

a special mounting device and sound-proof box with glass front so that the rest of the store will not be disturbed while the customer watches the performance of the tiny engine through the glass. A drawing showing how to construct such a box for gas model motor demonstrations accompanies this article. The salesman must know how to build the model, how the model should be tested, how to balance it, why it flies and if not, why not. Also the same method applies to the motor itself. He must know how to repair it, what makes it run, why it runs, and the science behind the operation of a two-cycle motor. There is nothing that I have found to date that will make a customer come back to a model department more quickly than for him to be able to obtain the information he desires and to feel that the salesman who is explaining his problem to him is fully capable and knows his subject perfectly.

Hobby departments will find that the advantage of

A BUYING GUIDE FOR GAS MODEL AEROPLANE PARTS

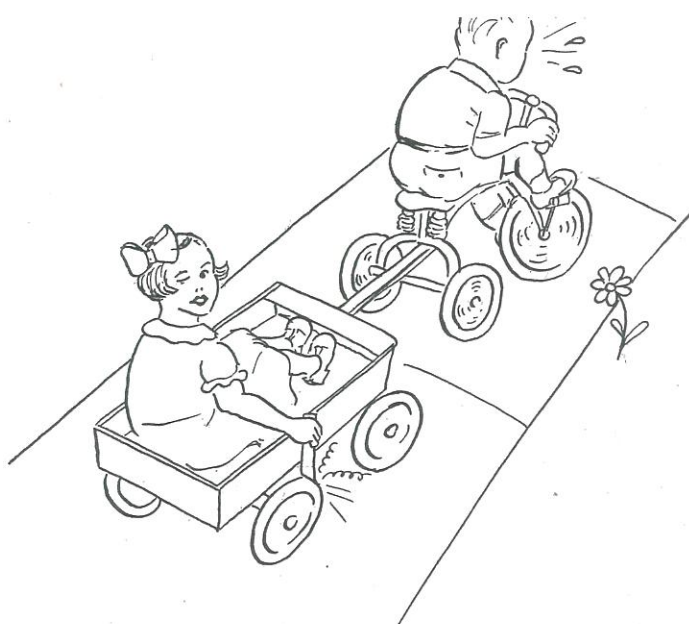
Motors for large Wing Span—1/5 h.p., weight (approx.) 11 oz.
Motors for large Wing Span—weight (approx.) 3 1/2 oz.
Motor parts for all motors sold
Propellers—10" to 14"
Ignition batteries
Funnels for filling gas tank
Eye-droppers for filling gas tank
Ignition fittings
Plain wire
Music wire—1/16", 3/32", 1/8" in diameter
Aluminum angles—assorted
Brass strips—assorted
Aluminum sheets—assorted
Bamboo paper—assorted
Silk
Celluloid—assorted
Flight timers
Gas Model Balsa—assorted
1/8" x 1/8"—3' and 5' lengths
1/4" x 1/4"—3' and 5' lengths
3/8" x 3/8"—3' and 5' lengths
1/4" x 1/2"—3' and 5' lengths
3/8" x 1/2"—3' and 5' lengths
1/4" x 3/4"—3' and 5' lengths
3/8" x 3/4"—3' and 5' lengths
1/2" x 1/2"—3' and 5' lengths
1/2" x 3/4"—3' and 5' lengths
Small bolts and nuts—
2-56 and 3-48—assorted lengths
Bass and spruce strip (assorted)—60" length—
1/8" x 1/4" 1/4" x 1/4" 1/4" x 1/2"
3/16" x 3/16" 3/16" x 1/2" 1/4" x 1"
Plank Balsa—assorted—
1/32" to 1/4", 2", 3" and 4" wide
24" and 36" long
Rubber tubing
Plywood—assorted
Colored dope—1/2 pt. and 1 pt. tins
Cement 5c. tubes—1/2 pt. and 1 pt. tins
Banana oil—1/2 pt. and 1 pt. tins
Thinner—1/2 pt. and 1 pt. tins
Inflated wheels—assorted
Screw eyes—3/32", 1/8", 5/32"
Wood screw No. 0—assorted lengths
Reed—assorted

using a soundproof cabinet for demonstrating model gas engines will warrant the expense. The cost of building this cabinet would be approximately \$25.

CABINET CONSTRUCTION

The construction of the cabinet is really very simple. The drawing is self-explanatory and the builder should have no trouble whatsoever. There are one or two constructional details that need a little explanation. The glass front must be hinged leaving the right hand corner open so that there is no danger, for the person starting the motor, from being hurt.

An exhaust fan would be a great advantage if it were placed behind the back screen. This will assure a constant draft through the cabinet, although the air stream from the propeller on the engine is sufficient. These small motors have a bad habit of back-firing now and then and spitting oily fumes from the exhaust. The back vent should be piped through an exhaust outlet of the store's air-conditioning installation, or to another outlet so that the exhaust fumes are expelled from the interior of the store.



A Wish Fulfilled

THE MARCH issue of *PLAYTHINGS* carried an announcement of the resignation of Miss Lee Sperling from the Associated Dry Goods Company, ending with the sentiment: *PLAYTHINGS* joins her many friends in the wish that Lee Sperling's absence from active participation in the toy industry will be temporary and brief." That wish has been fulfilled, and Miss Sperling's many friends will be happy to learn that she is now connected, in the capacity of Toy Buyer, with the resident buying office of McGreevy, Werring & Howell, at 225 W. 34th Street, New York City.

Lee Sperling replaces J. L. Wall in her new connection and comes to McGreevy, Werring & Howell with two years' experience as a resident buyer, a keen knowledge of toy merchandising, a host of genuine friends and an ace-high personality. Although only with her new company since June 6th, she has been active in the toy market and working with accounts. Her buying days are Tuesday and Thursday mornings from 8:30 to 9:15 o'clock, and a cordial welcome is extended to all who used to call upon her in her previous connection.

PLAYTHINGS takes this opportunity to say, "Welcome back to the fold, Miss Sperling, and may your new connection be a long and pleasant one."

"Mark" Neumann Resigns

THE ANNOUNCEMENT that the veteran toy buyer, "Mark" L. Neumann, had resigned from his position with the Stix, Baer & Fuller Company, in St. Louis, on June 17th, came as somewhat of a surprise to the industry. During his many years of service with this company, "Mark" Neumann won for himself a host of friends in the toy fraternity and gained the reputation of a keen merchandiser of both toys and sporting goods. Forsaking buying for selling, "Mark" has associated himself with the American Fixture Company, manufacturers of chromium tubular furniture. As his activities in his new connection will be closely allied to the toy trade, it is more than likely that "Mark" will not lose contact with his many friends. *PLAYTHINGS*, together with his many friends in the toy trade, wishes to take this opportunity to wish "Mark" naught but success in his new undertaking.

A BUYING GUIDE FOR FLYING MODELS

Thrust bearings
Motor dummies—assorted
Model tissue (Rice Paper) —assorted colors
Propellers (Balsa) } Scale and
Propellers (hardwood) } flying type
Sprayers
Propeller shafts
Reed—assorted
Rubber— $\frac{1}{8}$ " flat on roll
Sand paper
Tubing—assorted
Washers—assorted
Music wire—assorted
Aluminum wire—assorted
Turned nose blocks

Balsa and air wheels—assorted
Aluminum sheet—assorted
Aluminum cowlings—assorted
Balsa sheets—2" and 3" wide, 24" and 36" long
 $\frac{1}{64}$ ", $\frac{1}{32}$ ", $\frac{1}{16}$ ", $\frac{3}{32}$ ", $\frac{1}{8}$ ", $\frac{3}{16}$ ", and $\frac{1}{4}$ "
Balsa strip—24" and 36" long
 $\frac{1}{16}$ " sq.— $\frac{1}{16}$ " x $\frac{1}{8}$ ", $\frac{1}{16}$ " x $\frac{1}{4}$ "
 $\frac{3}{32}$ " sq.— $\frac{3}{32}$ " x $\frac{3}{16}$ "
 $\frac{1}{8}$ " sq.— $\frac{1}{8}$ " x $\frac{1}{4}$ ", $\frac{1}{8}$ " x $\frac{3}{8}$ "
 $\frac{3}{16}$ " sq.
 $\frac{1}{4}$ " sq.

Gearless transmissions
Wheel parts
Propeller blocks—assorted
Small blocks—assorted
Bamboo split
Dope, in all colors and clear } 5c. and
Banana oil and thinner } 10c. sizes
Cement—5c. and 10c. tubes
Microfilm
Beads
Brushes
Celluloid
Filler
Die cast parts—assorted—in propellers, guns and bombs
Insignias—assorted
Model pins
Masking tape

CHICAGO

EARLY SUMMER PROMOTIONS HELP TO KEEP UP CONSTANT FLOW OF SALES

By C. W. BUTTERWORTH

AS A FOURTH ANNUAL promotion of like nature the toy department of Marshall Field & Company for the month of June is featuring a selection of "50 Playtime Values," comprising toys, dolls, junior and adult games, sporting goods, etc., "hand-picked" from the various sections of the floor, and fairly representative of all the sections. Every article comprising this special offering has been chosen with vacation suitability in mind, in a price range that may be regarded as moderate. Each individual item listed on the prepared folder, available for visitors to the department, is identified by number, 1 to 50, giving brief description and price, with placards bearing corresponding numbers attached to the items themselves in their respective and scattered locations in the department. A street-level show window during this "50 Playtime Values" promotion presents a neat display of the different items.

OTHER TRADE TRENDS

A seasonal rearrangement in Mr. Gibson's domain is the combining in one counter "island" of sail boats and miscellaneous sand toys, of which there is, collectively, a considerable showing. This congregation of all but large beach playthings adds to shopper convenience for inspection and selection.

A first rate lot of boats to choose from, and with all this trimly rigged craft in evidence there'll be many a happy little boy when his ship comes in.

An increasing public demand, indicating a steadily growing number of collectors, for dolls of all nations in authentic costumes has prompted the placement of this choice assortment here at Field's from a point on the floor of comparative obscurity to one of conspicuousness in the heart of the doll section. At another spot in the doll room demonstrations are currently going on for some of the highly favored puppet figures, such as the "Clippo" clown. Which dancing number, with its lately introduced companion characters, the equally agile "Emily Ann" and the shuffling darkey "Lucifer," mightily amuse the children taking in the sights and boost the sales record. By way of entertainment for visiting youngsters, beyond a tour of the big toy department itself, that always comes under the head of fun, the adjoining Young People's Theatre carries on with periodic performances each Saturday, until July, when these stage shows are suspended for the Summer months. Typical of the sort of offerings in this little theatre is that of an animal circus scheduled for a Saturday in June.

TOLD IN PICTURES

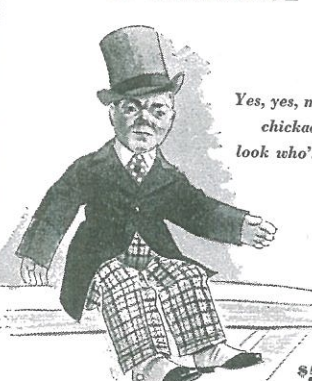
Currently being presented in the toy department of Carson Pirie Scott & Company is a moving-picture titled "The Right Toys for Your Child, Year by Year." A two-reel film, taken in Carson's store, its progressive sequences set forth the most approved types of toys for youngsters from two years of age up to ten, showing children at play with these specimens. The preparation and presentation of this feature under the direction of the Parent-Children Activities bureau of the store, gives the toy department such mercantile benefit as accrues from its projection of recommended playthings.

The Carson toy department itself has a classified and well arranged special display of different items appropriate with various ages, and harmoniously fits in with the screen exposition of "The Right Toys for Your Child, Year by Year." During National Baby Week (May 2-7) this instructive movie was shown daily, in the improvised auditorium, seating about seventy-five spectators, in the department. Since then it is being given by appointment made with interested groups, when a sufficient number warrants it; such groups representing members of mothers' clubs, parent-teacher organizations, student bodies, educators, and lay individuals seriously interested in child development and psychology.

THIS CAN'T BE CHRISTMAS

On entering the Boston Stores's toy department these days one would have to do a little preliminary reflecting to make sure his eyes weren't deceiving him and it wasn't Christmastime after all but actually the near side of Summer. It all comes about from the fact that there's so much stock, and in variety, set out on the floor and piled high on counters. Finally the beholder would be inclined to think Toybuyer Etta Hanley expects a rousing hot weather trade. Anyway, she seems well prepared for any such

**MARSHALL FIELD
& COMPANY**



*Yes, yes, my little
chickadee,
look who's here!*

\$5.95

W. C. FIELDS
as a Ventriloquist's Dummy

Here's a "stick of wood" that Bill Fields won't want to "slash to a Venetian blind" as he once threatened Charlie McCarthy. Because this is Bill Fields himself—bulbous nose, stovepipe hat, brilliant stickpin and all. Drawstring at the back of the neck controls the mouth's opening and closing. 20 1/2 inches high, including the hat.

The possibilities for fun are unlimited! And his first showings at Field's!

Fourth Floor, South, Wabash

Fields at Field's:
Talking Dolls Are
Also in the Spot-
light There

emergency as business conditions taking a sudden jump for the better, and, besides, seeing a big lot of merchandise spread out makes a good impression on the shoppers.

Particularizing, as to intensive efforts here, outdoor items are being given especial prominence, notably in the direction of archery equipment, junior golf sets, croquet sets, quoits, and a wealth of sand pails and shovels. For those of tender years who like to get closer to the water and try their skill at navigation there's a pretentious fleet of sail boats and motor boats to satisfy the urge; these ships of the line ranging anywhere from a quarter up to \$9.95. Not to overlook the tastefully assembled miscellany of playground apparatus, that in its displayed treatment blends in nicely and quite effectively with adult lawn and porch furniture by that department of the store to the rear of the long eleventh floor.



JAMES L. FRI

Fri Heads Trade Association Executives

JAMES L. FRI, managing director of the Toy Manufacturers of the U. S. A., Inc., was elected president of the Trade Association Executives in New York City at a meeting of the board held recently at the offices of the American Institute of Steel Construction, 155 East Forty-fourth Street.

Mr. Fri succeeds W. J. Donald, managing director of the National Electrical Manufacturers' Association.

Block & Kuhl Represented by Arkwright

THE ANNOUNCEMENT was recently made that the Block & Kuhl Company, of Peoria, Ill., operating twelve stores, has appointed Arkwright, Inc., 128 West 31st Street, New York City, as their resident buyers.

Cater to the Adult Traveller

GROWN-UPS WHO are planning to travel need playthings just about as much as do the children, and for about the same reasons. Looking out of a train window and watching the world go by is apt to become tiresome, if not downright boring. Adult games should therefore be featured by dealers as a definite aid to the grown-up traveler. There are any number of games suitable for solitaire, twosome and foursome play, which can be sold to the grown-ups going away on vacation. Alert dealers will also point out that adult games are in good taste as hospitality gifts to host or hostess.

A Suggested Idea for a Poster to be Used in the Toy Department or in a Window Installation



Stix, Baer & Fuller Appointments

CLARENCE DEISTER has been appointed toy buyer for the Stix, Baer & Fuller Company, in St. Louis, Mo., succeeding "Mark" L. Neumann, under whom he served as assistant toy buyer. Mr. Mossatti takes over the duties of buyer for the sporting goods department, a position also formerly held by Mr. Neumann.

Feature "Rainy Day Toys"

IT IS LEGENDARY that if it rains on July 15th, St. Swithen's Day, it will rain for forty days thereafter. Whether this be true or not, dealers should not lose sight of the importance of featuring toys for rainy weather.

There are certain to be many rainy days during the Summer months, when it will be impossible for the children to enjoy the use of their outdoor toys; and it is for such occasions as these that rainy day toys will be needed. They are needed to provide the children with something to do, and to keep parents from being bored to distraction answering the question, "What shall I do?"

One way of directing attention to toys suitable for rainy days is to display them on a counter next to the sand and water toys. The items shown on this counter should be designed to promote quiet play and should include such playthings as puzzles, low-priced dolls, blocks, construction sets, grocery stores, drawing materials and craft materials. Such a display might contain a sign reading, "Rainy day toys for indoor joys."

Another way of promoting the sale of rainy day toys is through the use of a window display on St. Swithen's Day, July 15th. An attention-arresting window may be installed by showing a Noah's Ark in the center, surrounded by rainy day toys. Accompanying this display might be a sign reading, "If it rains today legend decrees that it will rain for the next forty days. Whether it rains or not, however, children will need toys for those days when it is impossible to enjoy fun in the sun."



Harold Van Doren, Industrial Designer

THE WHEEL GOODS of today are not the wheel goods of our childhood. They've changed. Since the day when Grandpaw played with a home-made express wagon toys have gone through revolutionary changes. In spite of the fact that there are basically few new ideas in toy vehicles introduced in a man's lifetime, the form of those vehicles has changed radically, and during the past four or five years the process has been speeded up tremendously. Perhaps more changes have occurred in wheel goods design these last few years than in decades.

Take, for instance, the appearance of today's velocipedes, tot bikes, coaster wagons, and sleds. Over a period of years the basic idea behind the toy hasn't changed, but in shape, in materials and in design the idea has been modernized—brought up to the minute—with yearly models and every modern accessory.

Since 1930 a complete turnover in wheel goods design has occurred. For want of a better term, let us say that toys have gone "streamline." By that I mean that toys today are designed with harmonious, flowing lines, with smooth surfaces and sweeping curves, rather than with sharp edges and unrelated angles.

TOY REPLICAS

The juvenile field has always followed trends in the adult field, but never so closely as today. The old axiom that "children like toys and games that let them imitate their elders" holds better today than ever. As public consciousness of design as applied to automobiles, airplanes, trains and even buildings has developed, so has the juvenile outlook. Toy automobiles are now almost replicas of full-sized motor cars; toy wagons have fenders and a rakish tilt to the handle; velocipedes have flares and features to give them the appearance of "speed." And a variety of brilliant colors have been added to the old "fire department red"—deep blues, soft greens and whites and ivories—all to attract and please the eye of Junior and his kid sister.

Perhaps no greater influence in toy design has been

WHEELED TOYS IMPROVED BY DESIGN

By HAROLD VAN DOREN

Harold Van Doren & Associates

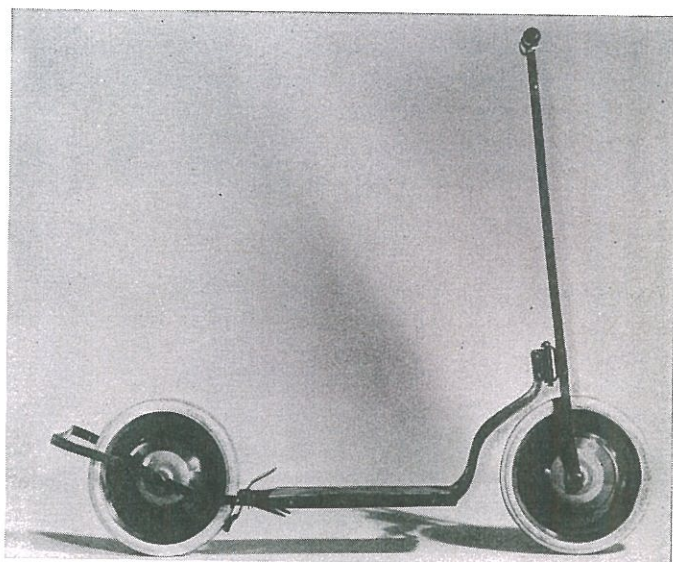
felt than the changes which have been made in adult automobile design. As new models of automobiles have been introduced, year after year, each a bit more advanced in design, a bit more "smooth," the idea was implanted in juvenile minds that they, too, must have "streamlined" toys. If their midget-sized automobiles were not imitations of Dad's car, woe be to the manufacturer looking for a profitable year in sales!

As a pioneer in the development of "streamlining" as applied to juvenile wheel goods, it has been with a feeling of pride that I have observed the movement grow and develop.

Industrial designers on the whole have been pleased to see that children are being educated to the harmonious balance and unity of a good piece of design. They realize that good design may become one of the leading thoughts in the minds of children after they grow up—that the ideas implanted in the juvenile mind today may develop and ripen in future years.

BEFORE

A Scooter as It Appeared Before Streamlining



JUNE, 1938—PLAYTHINGS

Selling the juvenile wheeled toy today—and by that is meant convincing the child or his parent that he must have a certain wheeled toy in preference to any other—is no matter for amateurs.

The practicality and value of original design as a merchandising aid has been so proven in recent years that the previous absence of so logical a factor in the general sales pictures seems to demand an explanation. Perhaps the comparative youth of industrial design as a serious profession—it is not much more than ten years old—may account for it. Whatever the reason, more and more toy manufacturers are turning to the industrial designer for counsel and guidance.

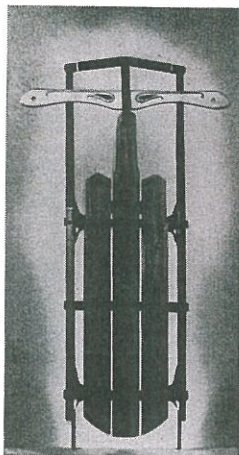
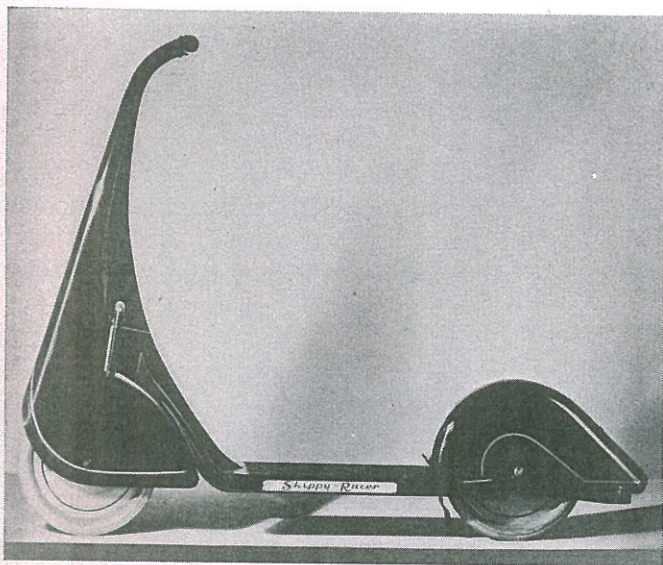
APPEARANCE VALUABLE

There was a time when the appearance value of a product was of importance only in such things as expensive clothes, jewelry and other forms of ornamentation. Adults didn't care much how a sled or a baby buggy or a toy automobile looked, so long as it worked. The scooters of only 15 years ago were crude affairs with a set of wheels, a floorboard, a few lengths of strap-iron, and an upright to steer with. Compare that with the streamlined scooters of today, with "pants" on their wheels, and the steering post tilted rakishly to give every semblance of speed! The sleds of 20 years ago consisted of two T-shaped runners, some slats, and a steering bar. Contrast that with the improvements made in sled design today—sleds with sleek, rounded prows and chromium tubular frames!

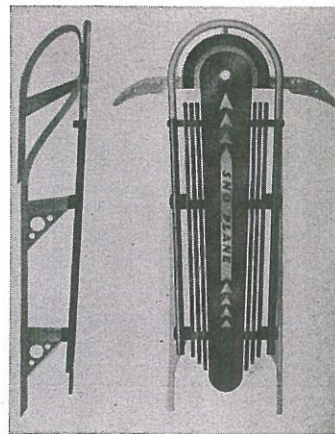
One of the reasons why design as an integral part of merchandising lagged until the last few years was that an educated demand for attractive appearance was underdeveloped, not only in toys but in most everything else. The manufacturer of toys hardly gave appearance two thoughts. Mass appreciation of simple good taste and pleasing appearance, as opposed to the crude, rough vehicles of the early 1900's, has been a matter of education,

AFTER

The Present-Day Streamlined Scooter



Left: The Old Type Sled



Right: The Streamlined Sled

of consistent, continuous advertising, until this thing called "design-consciousness" was hammered home.

When, however, toy dealers came to understand that good design often embodied increased utility—when manufacturers realized that the novelty of re-design was good for their sales pie-charts—they changed their tune. They discovered all the old working parts could still be used, but that they could be encased in an attractive covering—and often that covering had underneath it new improvements which speeded up sales and toy performance.

A NATURAL RESULT

The universal swing toward adoption of streamlining has been a natural result of increasing competition and more aggressive merchandising. When the smart pioneer in the wheeled toy field offered a better toy, constructed a bit better, and looking a thousand times better, competition was suddenly faced with the alternative of radical re-design or swift death.

The marked increases in sales which resulted from intelligent re-design can often be attributed to the appearance advantage that a product enjoys over others in the same field. While design is not a panacea for all sales ills, it is a factor not to be ignored.

Manufacturers are in business to make something they can sell at a profit. The active search for better design in the toy industry proves that manufacturers are alert to the possibilities of securing that profit through use of design.

Let me tell you of just one instance. One of the largest producers of wheel goods found itself faced with dropping sales in 1931. Turning to the field of design they had a scooter re-designed by the firm with which I am connected. Introduced at the national toy fair that year, the item proved an instantaneous success, so much so that the company turned to re-design of other vehicles, and soon found sales curves were not slanting sharply downwards. Since then, the recognition which toy manufacturers have accorded industrial design has gone a bit deeper than the surface. The long, sad swoops in sales