

President Diemer and Sales Manager Smith, of the American National Co., Inspecting New Streamline Models

in the early '30's drove manufacturers to desperate measures to sell their wares. Those who turned to redesign in most cases were well rewarded.

Industrial design is not concerned, as some manufacturers believe, with extravagant visions of the future or unimportant surface embellishment. Properly practised, it is neither. It may be fascinating to contemplate the future and introduce some fantastic novelty, but unless that toy is properly designed, the basic novelty underlying it may fail dismally. Similarly, adding a few scrolls and turning under an edge here and there is not necessarily profitable.

Given two toys of equal merit, the more attractive and appropriate design always wins the sales market, providing price is competitive. A toy automobile with ugly fenders placed next to one with streamlined fenders and gleaming chromium grille simply won't sell as well, no matter how good it is in performance. On the other hand, no amount of external trimming can make up for manufacturing defects. Good service and good looks must go hand in hand.

#### **EMPHASIZE FEATURES**

In industrial design it is a cardinal principle to emphasize those features of a product which make it superior to its competitors. This requires on the designer's part not only a thorough knowledge of line, form and color, but an ability to grasp the fundamental principles involved and to stress them, not dodge them. Industrial designers must be practical, as well as artistic; they must be engineers as well as dreamers. Designs must be more than visionary; they must be practical enough to be put on the market—to sell the product.

To illustrate how a toy re-designing job is done, I should like to describe how certain toys were re-designed for clients of my organization. Perhaps a knowledge of the steps a designer goes through will be of value to other manufacturers.

In most cases the toy to be re-designed has a predecessor—a previous model which the designer is asked to

revamp. Questions of mechanical and space limitations, of materials, and of the available tools immediately arise. The industrial designer works in close cooperation with the company engineers so that any new forms which might be evolved would embody and correctly interpret the function and use of the vehicle. The designer should not be hampered too much in the beginning stages of creation, as he needs latitude in order to develop an idea.

The article to be re-designed is first examined in great detail, to acquaint the designer thoroughly with its operation. Every particle of data that might influence the final design is gathered together at the outset through discussions with engineers, advertising executives, sales officials and others. All this is done before pencil is touched to paper.

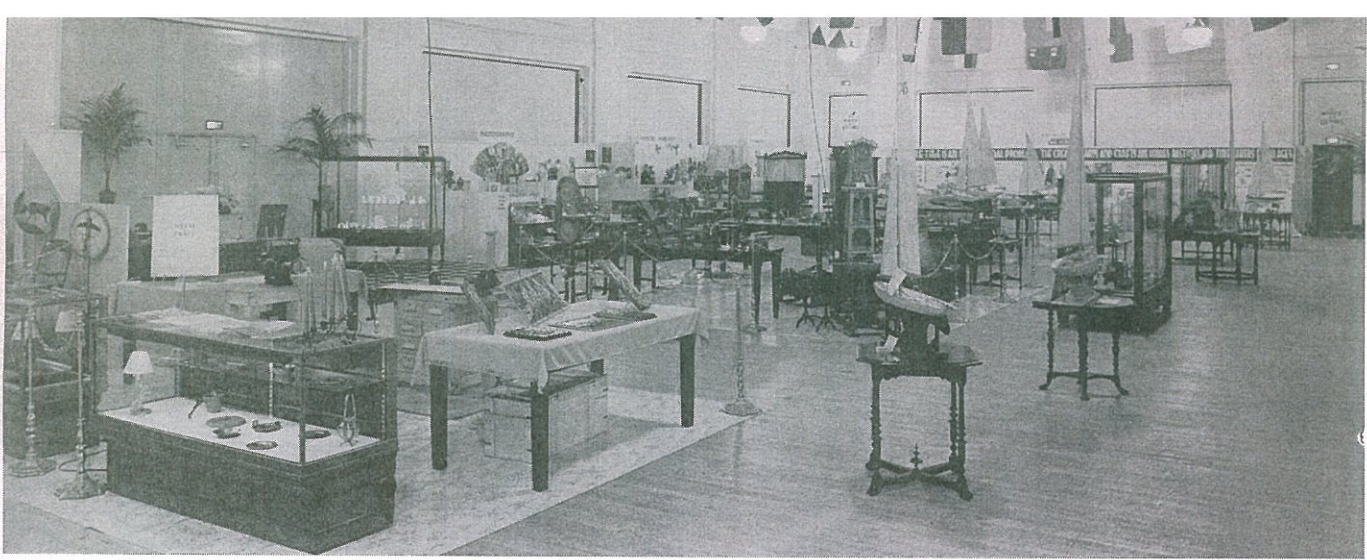
At first the designer lets his imagination run riot. He sketches his wildest dreams; he tries to see how different he can be from the original. Then he becomes more practical, and finally takes a middle road. The fanciful changes veer to the more practical. Rough sketches are made first, and when one or more acceptable solutions is hit upon, a perspective drawing is prepared in crayon or chalk, sometimes in color, sometimes in black and white. These drawings are discussed with the client. If one of the general schemes is acceptable, a model or a finished air-brush drawing is prepared; sometimes both. Usually a model is made to scale or full size. Models are essential because they can be viewed from any angle. Further, they can be photographed to appear full size, and can be placed side by side with photographs of the existing vehicle. Models are usually built of plaster or wood or both. In the case of a wheeled toy, it often is customary to make the model life-size, showing the exact die contours from which sheet-metal stampings will have to be made.

By the time the models are being prepared, most of the mechanical details of production have been ironed out with company production heads and die-makers. Dimensions have been checked and scale drawings—mechanical drawings—prepared. Shop drawings are usually adapted later by the manufacturer from the dimensioned drawings, and the product is ready for tools.

With a new coaster-wagon model, for instance, we first rough-sketch it until the general contours are pretty well determined. We then model it one-quarter size, cast it in plaster, paint it, attach miniature wheels and gear, and submit it to the client. Some changes are usually indicated. Then comes a full-size model. A core, or "armature" as the sculptor calls it, is built from lumber and plywood. Full-sized wheels are attached. Then we begin a "mock up" with modelling clay, just the way an automobile manufacturer does. This is smoothed out, corrected, scraped and checked with many templates, cut at different points in the contour to be sure each side is symmetrical.

The finished model is presented to the executives and engineers and criticized from every point of view. A little too full at the front, maybe . . . change from a true seg-

*(Please turn to page 64)*




An Attractive Arrangement of Craft Materials in the Main Auditorium of the J. L. Hudson Co., Detroit, Mich.

## HUDSON'S HOBBY, CRAFT AND PASTIME SHOW

KEEN INTEREST IN HOBBY AND CRAFT MATERIALS IS STIMULATED BY EXHIBIT

THE TWELFTH FLOOR toy department and auditoriums of The J. L. Hudson Company, Detroit, Michigan, took on the color and vivaciousness of an international fete the week of May 23rd to the 28th inclusive, when they staged their annual Hobbies, Crafts and Pastimes Show. From the ceiling of the main auditorium which was hung with brilliantly designed and colored banners, to the floor throughout the numerous displays, there was no uninteresting space nor lack of suggestions in answering the familiar "Now what shall I do?" question.

The show was formally opened in the small auditorium at 2 P. M. with Dr. Frank Oktavec, Assistant Director and Professor of Health Education, Wayne University and Detroit Public Schools, presiding. After an introductory address by Clarence F. Brewer, Commissioner of Recreation, a travelog and moving pictures on Mexico by Ray L. Griffith, globe trotter, and an informal showing of dolls of all countries by Mrs. Griffith, occupied the first day's program. Throughout the week representatives of various study clubs and educational groups from Detroit environs and out-state cities cooperated in presenting a series of morning and afternoon programs. These lectures, moving pictures and group discussions in-



**The J. L. HUDSON COMPANY**  
*Invites You to Attend a*  
**HOBBY SHOW**  
 INCLUDING CRAFTS AND PASTIMES  
**ALL THIS WEEK**  
 MAY 23 TO 28—12TH FLOOR AUDITORIUM  
*Presenting*  
*An Exceptional Array of*  
**DEMONSTRATIONS, EXHIBITS**  
**and DAILY LECTURES**

★ **For Model Railroad Builders**  
 See the exhibit of scale model trains by Detroit model railroaders; also a display of old museum models as well as modern types shown by Lionel Corporation, makers of toy electric trains.

★ **For Steam Engine Enthusiasts**  
 See the exhibit of old steam engine models built and exhibited by the Detroit Society of Model Engineers; also the exhibit and demonstration of a brand new steam engine construction kit.

★ **Hobby Exhibit from Settlements**  
 See the display of work done in recreation classes — quilting, flower making, knitting, lace making, clay modeling, finger painting, charcoal drawing, plaque painting, pottery work, weaving, nursery school crafts.

★ **Dept. of Recreation Exhibit**  
 See what Detroit's Department of Recreation offers in the way of hobby and craft activities — basket weaving, clay modeling, pottery making, flower designing, other things to do.

★ **Demonstration of Puppet Making**  
 Learn more about this quaint and fascinating hobby from Helen Reindorf, of the Puppetry workshop. Big special show Saturday by Rufus Rose and his marionettes, presenting "Snow White."

★ **Attention Model Boat Builders**  
 See the exhibit of old steamboat models, duplicating types that operated on the Great Lakes from 1817 to 1855. See model sailboats built by Detroiters.

Hudson's Invitation to a Hobby Show

By

FAYETTA COVERT

PLAYTHINGS' Detroit Correspondent

cluded such themes as "The Pre-School Child—His Neighborhood Relationships"; "Play and Play Materials for the Young Child"; "The Creative Efforts of Children," illustrated by moving pictures; "Typing for Children" (with twenty children seven to nine years of age from Berkley, Michigan demonstrating the results of the study of typing in the elementary schools); "Personality Development Through Play"; "Developing of Well Rounded Community Recreation Program"; "Hobbies—Part of Experience" and "How to Develop Art Talent Successfully."

### CRAFT ACTIVITIES FEATURED

The main auditorium was given over to displays of leisurecraft activities, primarily educational in nature, with experts in charge of the attractively arranged booths. In these booths the various steps in accomplishing the work in wood and metal, puppetry, art, pottery, clay modeling, weaving, soap sculpture and similar crafts were demonstrated. Among the more practical hobbies, typewriters "of yesterday and today" were of interest. Through the courtesy of the Simplex Typewriter Company, Inc., an old style Simplex such as the J. L. Hudson Company sold thirty years ago for \$5.00 and



This Exhibit of Old Time Wheel Toys Attracted Considerable Attention. Shown in the Display Were a Whitney Doll Carriage Built in 1890, and a Number of Historic Velocipedes and Bikes

## EXHIBITS OF HISTORIC

Through the Cooperation of the Lionel Corp., Modern Streamline Trains Were Contrasted with the Ones of Yesteryear. The Street Car of 1902 and Other Old Time Trains Provoked Much Interest



today's model retailing at \$1.00, together with an exhibit showing the raw material and all parts going into its assembly were shown. Additional interest in the several latest models of the Royal Typewriter Company was created in their exhibition of a Densmore which was first built in 1894 but which was discontinued about a year later. In a large booth showing an extensive display of fine photographic equipment there was an outstanding collection of local camera hobbyists' work.

Through the cooperation of outstanding social and recreational centers of the city, numerous comprehensive exhibits of the handiwork being done in these groups with demonstrations by the child members, proved of continual interest to show visitors.

### HISTORIC TOYS SHOWN

Through the courtesy of a large list of toy manufacturers many attractive groups of modern and old time merchandise were shown. As visitors entered the lobby they were shown a group of old steam boat models, types of those operated on the Great Lakes from 1817 to 1855, together with the ultra modern sailboat models as built by Detroit hobbyists. Engineering models of various types were much in evidence, suggesting the use of a new steam engine construction set. The Weeden Manufacturing Company were represented by a group of antique engines, dating from the first of these simply constructed toys in 1881 and advancing to the up-to-the-minute models of 1938.

One of the outstanding displays was that of model railroad builder manufacturers represented through the courtesy of W. K. Walthers, Varney, Inc., A. C. Gilbert-American Flyer, Congress Tool and Die Co., Hawk Model Company, Future Designs and Knapp Electric Mfg. Co. The Lionel Corporation were represented by a number of their old museum models of toy trains, dating back to 1902, from the old street car to the power loco of 1917. Their latest design locomotive in the J. I. B. Hudson type, true to scale, which can

be purchased ready to run or in kit form, was also included in the display. This loco has the same detail as the real New York Central locomotive running today. Local hobbyists displayed numerous model railroads that they have built from H 0, the smallest gauge, to 0 gauge, the largest. Through the efforts of toy manufacturers who have made it possible for the fellow who has a machine shop, one who has a drill press or one who has only a kitchen table and a screw driver on which to ride his hobby, model railroad building has developed over 1000% in Detroit in the past year. During that time it has grown from one to seven clubs which now have a membership of over four thousand.

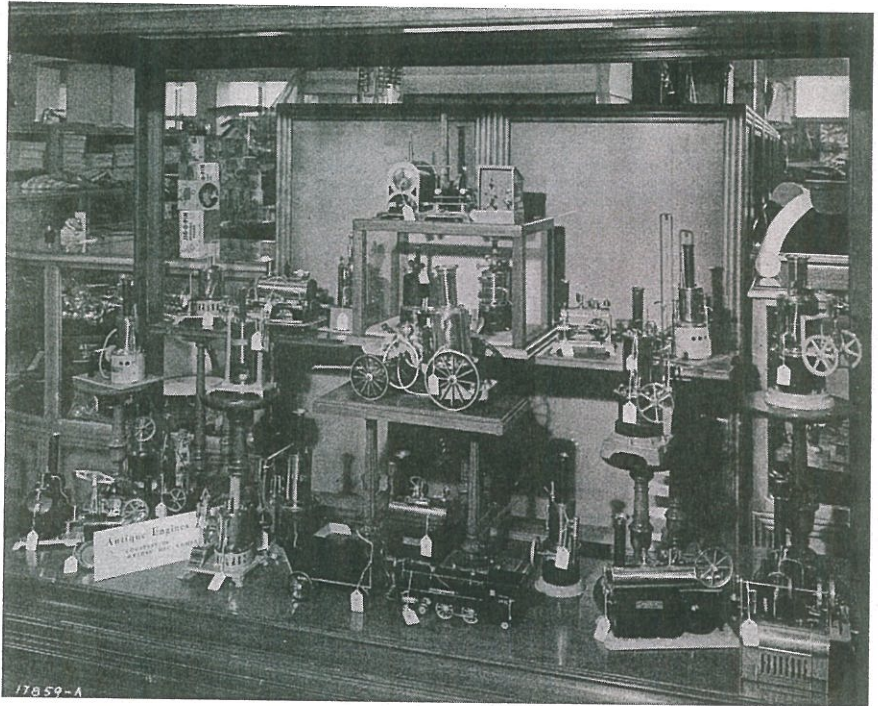
The All Metal Products Company brought a small but complete section of their general assembly line to the show, at which several girls demonstrated the assembling of their China Clipper Ships.

The Daisy Manufacturing Company exhibit of the single shot wooden and metal air rifles of 1887 and 1888 which retailed at \$2.50, were in strong contrast to the sturdy and accurate Daisy Single Shot now retailing at \$1.25. Their latest product, the Li'l Abner Shooting Gallery was very popular with both the youthful and adult visitors.

A backward glance through the models of the first heavy duty steel toys and the smart streamlined models of the present day were made possible through the cooperation of the Buddy "L" Company. The Keystone Manufacturing Company group of projectors dating back a number of years were equally interesting when shown in contrast to the elaborate equipment of today.

In addition to these various groups and in the main toy section there were similar attractive and outstanding displays from dozens of toy manufacturers as represented by The J. L. Hudson Company, all of which included their newest products presented in the most pleasing array.

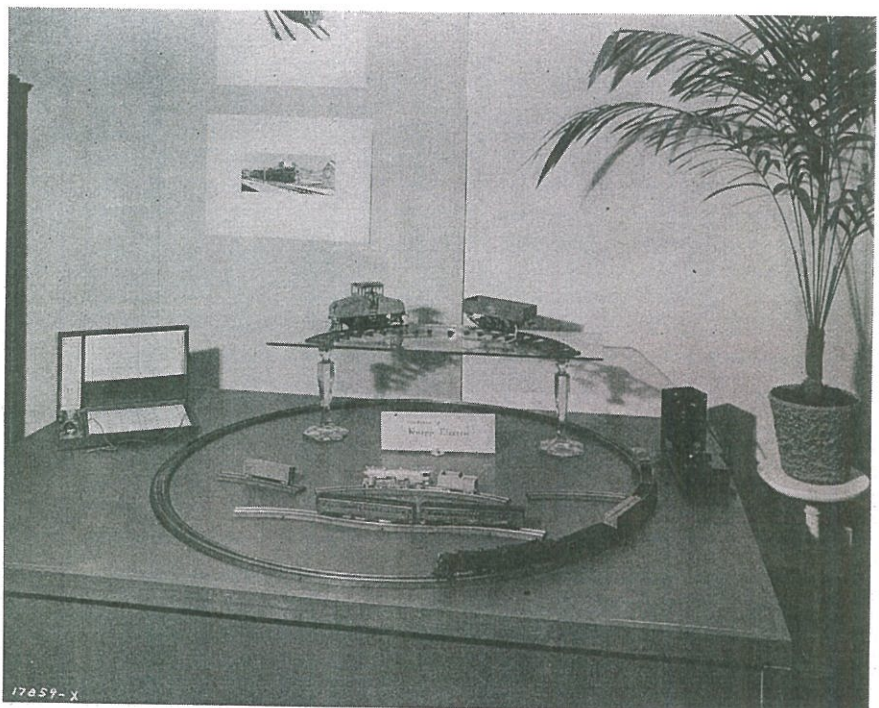
In the musical merchandise section one of the unusual exhibits was a drum made by Noble & Cooley Company and used by Ralph Cooley in the



Antique Engines from the Year 1881 and Advancing to the Up-to-the-Minute Electrically Powered Models of 1938 Were the Contribution of the Weeden Mfg. Co. to the Hudson Exhibit of Old Toys

## PLAYTHINGS AT HUDSON'S

Knapp Electric, Inc., Furthered Interest in Trains by Featuring in Their Exhibit One of Their Old Time Electric Trains and Contrasting It with the New Scale Model Train Which Is Becoming so Popular



## PASTIME MENU

<p><b>DINNER</b> Snow White and the Seven Dwarfs Musical Accompaniment <i>Hors-d'Oeuvre</i></p> <p><b>CHILDREN'S GAMES</b> Dominos • Symbols • Animal, Bird and Object Lotto Card Games <i>Soup</i></p> <p><b>INFLATED FLOATING ANIMALS AND DOLLS</b> Sand • Sand Toys <i>Fish</i></p> <p>Badminton • Table Tennis <i>Entree</i></p> <p>Hudson Cavalier Bicycle and Accessories <i>Special Hudson Dish</i></p> <p><b>EDUCATIONAL TOYS</b> Peg Boards • Form and Color Matching Puzzles • Tinker Toys • Blockcraft <i>Vegetables</i></p> <p>Airplane Kits • Chemistry Sets • Erector Magician Sets • Boat Kits <i>Potatoes</i></p> <p>Costumes • Playsuits Keybo Lids <i>Pastes</i></p> <p><b>ARCHERY—SPORTING GOODS</b> Baseball • Golf • Boxing • Hunting • Fishing Croquet <i>Roast</i></p> <p><b>WHEEL STOCK</b> Wagons • Bicycles • Wheelbarrows • Hand Cars <i>Cold Buffet</i></p>	<p><b>APPARATUS</b> Gym Outfits • Swing • Rings • Trapeze • Bars Tents • Lawn Swings <i>Cold Buffet</i></p> <p><b>BLOCKS</b> Yard Blocks • Holgate Blocks • Transit Blocks <i>Cold Buffet</i></p> <p>Dolls • Housekeeping Toys • Tootie Toys Buddy "L" and Keystone Toys <i>Salads</i> Farm Sets • Noah's Ark • Nurses' and Doctors' Kits</p> <p>Animals • Animals to Ride • Teddy Bears Toy Pets • Zoo Friends <i>Cheese</i></p> <p><b>COSTUME DOLLS</b> America's Children • Character Dolls <i>French Pastry</i></p> <p>Bead Looms • Tile Beads Weaving Looms <i>Dessert</i></p> <p>Marionettes • Puppets Stage • Stage Properties <i>Ice Cream</i></p> <p><b>ARTIST SUPPLIES</b> Model Railroading Children's Art Materials Clay • Paint • Easel • Scissors Paste • Sand Painting <i>Fruit</i></p> <p><b>BOOKS</b> Picture Books • Story Books Books on Hobbies Books on Art <i>Coffee-Tea-Milk, etc.</i></p>
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The Pastime Menu Prepared by Mrs. Rea Barr Baker, Hudson's Toy Advisor

Drum Makers Band in 1870. This historic instrument was shown through the courtesy of Riemann, Seabrey Co.

### WHEEL TOYS OF YESTERDAY

At this season when wheel goods come in for peak interest, this section was outstanding in interest. Through the courtesy of The F. A. Whitney Carriage Company, one of their first doll carriages was shown in conjunction with their present model. A high slung, gaily painted wooden

body, wooden steel rim wheels and a sort of umbrella top while quaint to-day, proved that there was definite style in its design in 1890.

Of much interest in this section was the original velocipede designed by Pierre Gendron and constructed of wood in 1872. Its similarity in design and operation to present day models was somewhat uncanny. Its showing was made possible through the cooperation of The American National Company. Additional interesting items from this company were

their old type models of an express wagon, scooter and sled.

Completing this display were a number of old bicycle models from Arnold, Schwinn and Company, Inc. One of these was an old time high wooden velocipede supposed to have been built in Paris in 1868. An example of the Columbia Chainless built about 1895, one of the Old Hickory model built by the Sterling Elliott Co. of Worcester, Mass., in 1895 or 1896 and another light model of the same vintage as built by the Stover Mfg. Co. of Rockford, and a steel Crusader built by the Western Wheel Works in 1889 or 1890, were displayed. The group was completed by an example of the G. & I. Grasshopper, a lever driven bicycle similar to the old English extraordinary. While it was unnecessary to invite attention to this group, animation was given through a colored cardboard cutout of a youth mounted on the saddle of one of the latest model bicycles which was kept in motion.

One end of the large auditorium was occupied by an unusually interesting display of toys. In their showing an entirely new idea was developed under the direction of Mrs. Rea Barr Baker, Toy Advisor of the



An Artistically Arranged Display of Playthings Included on the Hudson Pastime Menu

J. L. Hudson Company, who arranged a "Pastime Menu," the toys being grouped according to the courses. Above the display was a large lettered nineteen "course" menu including everything from hors-d'Oeuvre to coffee, tea, milk, etc., as well as a cold buffet luncheon. The idea back of it was that a pastimes menu of entertainment exemplified by the musical accompaniment of Snow White and the Seven Dwarfs as the hors-d'Oeuvre can be carried through to the value of toys in assuming the same importance as these various food courses in the child's life. As a further example, educational toys are the vegetables of a child's life; sporting goods and outdoor play equipment assume the same importance as a roast; arts and crafts materials are as necessary as fruit, while books occupy the place of coffee, tea, milk, etc., in a well balanced playtime menu.



Through the display and Pastimes Menu the visitors' attention was directed to dozens of toys constituting these various courses. The Menu "Special" for the occasion was the Hudson Cavalier Bicycle and Accessories.

Through this well rounded out program of displays and lectures there was attained one of the most compre-

hensive expositions of this type that Detroit has ever seen. The closing day program was in charge of Detroit Puppeteers with the Rufus Rose Marionettes which had given several performances during the week, presenting a clever interpretation of Snow White and the Seven Dwarfs to large appreciative audiences. The closing program also included a group of Indian dances given by the Boy Scouts of America.

Despite a heavy downpour of rain on the opening day and many rains throughout the week, a 100% increase in attendance over last year's show was recorded, the week's total attendance more than doubling. Visitors carried away with them a rhythmic picture of pastimes for the coming season woven through this harmonious blending of pastimes, hobbies and crafts demonstrated in this annual show.

## TOY MANUFACTURERS PUBLISH VALUABLE MANUAL

A MANUAL on merchandising toys and playthings has been published by the Toy Manufacturers Association for distribution to wholesalers, retailers and manufacturers. The purpose of this publication, as explained in the Manual, is to summarize some of the current problems that require the joint attention of manufacturers and distributors and to encourage further cooperation in improving the merchandising and marketing practices in the industry.

The Manual emphasizes the "need for a better understanding and a more sympathetic attitude on the part of store management toward the toy department, not only in respect to its direct profit possibilities but its value in building goodwill and traffic for the store as a whole."

The sum of the matter is that merchandising has not been as profitable nor as efficient as it should be, primarily because sellers have known too little about the problems of *retail* merchandising and buyers in general have not known as much as they should of the production problems. Unfortunately there has been in most industries a tendency for the distributor to consider merchandising as just *retail* merchandising and, consequently, a more or less artificial barrier has been drawn between the merchandising problems of the manufacturer and the merchandising problems of the buyer.

The Manual stresses the need for a longer tenure of office and more experienced buyers in order that the toy department may demonstrate its possibilities; the importance of raising the average transaction and its relation to net profit; the mutual responsibility of the buyer

and seller in decreasing the amount of direct copying of ideas and the need for better markup on the part of the distributor to cover the increased costs of marketing, due to freight rates, taxes, etc.

It summarizes the changes which have taken place in the consumer attitude toward the "purposefulness of toys—their place as childhood necessities" in addition to just the "fun" value, and points out that "consumers are perhaps somewhat ahead of the stores in this changed concept."

Emphasis is placed upon the need for setting up staple stock lists, in locating the best sellers and avoiding duplication of stock.

Because of the nature of toys and playthings, the Manual points out that display, layout and sales promotion are more important and easier in this department than perhaps in any other department of the retail store; also, that the success of this department depends very largely upon a well trained sales force.

"The most hopeful sign," it is stated, "is that both the buyer and the seller are recognizing more and more their joint responsibility for improving conditions in the marketing and merchandising of toys and playthings and that whether it be markup, copying, late buying or otherwise, the interests are mutual and improvement can only be brought about by both parties working together."

Merchandising is the joint responsibility of the buyer and the seller and the purpose of this Manual is to summarize and emphasize some of these joint and vital problems.

# CASH IN ON CRAFTS

By JOHN M. CLOUD

Editor

RECENT ACTIVITIES in certain large toy departments, and the actions of a number of buyers at the Toy Fair, clearly indicate that crafts are going to have an important part in this year's merchandising plans and in those for years to come. Faced with the problem of how to build a greater year 'round business, and reduce the entirely too high selling peak represented by the holiday season, far-thinking buyers are turning to crafts as the solution.

Because their appeal to customers is perpetual, crafts have been chosen as the means for providing a steady and more even flow of sales. In crafts, buyers recognize items which will extend the children's interest in the toy department beyond the age when they ordinarily believe themselves too old for playthings. Crafts provide constructive, educational and satisfying pleasure, and appeal to the parents as well as to children. Crafts invariably produce repeat business and consequently increase traffic in the department. It is because of these facts that toy buyers are relying upon crafts to provide a more constant activity in the toy department and are establishing craft sections. Buyers who have not already considered the benefits to be derived from featuring crafts will do well to give serious thought to the subject.

## OLD ITEMS WITH NEW ANGLES

Crafts and craft sets are not new to the toy department; it is largely the result of being presented in a new light that has brought about a growing interest in this pastime. Practically every well run toy department stocks as staples such craft items as are represented by bead sets, leather working outfits, drawing materials, weaving looms, metal tapping sets, soap sculpturing kits, basket weaving sets, woodburning outfits, lead molding sets and model build-

THE SUMMER SEASON PRESENTS  
EXCELLENT OPPORTUNITIES TO  
SWELL SALES WITH CRAFT SETS

ing outfits. These items, if they were concentrated in one large display and otherwise dramatized, instead of being scattered throughout the department, could be relied upon to account for a considerable volume of business.

A craft section, hobby house, or craft corner in the department, where in all craft materials are attractively presented, will serve to impress customers—both young and old—with the pleasures to be derived from self accomplishment. Finished objects, illustrating what can be done with the sets, will serve to dramatize the display. Beaded bags, rugs and bracelets, for example, may be shown with bead sets; wall plaques, coasters, book-ends, etc., may be included in displays of metal tapping and woodburning sets; wallets, belts, tobacco pouches and book covers will serve to illustrate what can be done with leather working outfits. That craft sets provide the means for useful and interesting pastimes may be brought home to the public by featuring the various items in adjoining displays and by including finished articles in these displays. Signs directing attention to the fact that craft sets develop initiative, imagination and creative ability, and provide the opportunity for making useful, ornamental and valuable objects, should be prominently displayed in this section.

## CAPABLE HELP IMPORTANT

The salespeople selected to work in the hobby shop, or craft section, should be trained to act as demonstrators and instructors. They should be able to use, and to teach others to use, the various sets which they have been assigned to sell. The most satisfactory arrangement is to put a young man in charge of craft sets for boys, and a motherly woman in charge of sets for girls. One thing to



The Federal Stamping & Engineering Corp. featured two craft items in their Toy Fair display. The Jecta-Scope appeals to children who like to paint and draw; and the Micro Science-Scope offers a visual education by seeing science in action.