

## THE GAMES AND TOYS TRADE.

## Contents.

	Page.
INTRODUCTORY .. .. .	409
Summary of results .. .. .	409
PRODUCTION .. .. .	410
Principal products .. .. .	410
Other products .. .. .	411
Repair work and work done for the trade .. .. .	411
Cost of materials and work given out .. .. .	411
Net output .. .. .	411
Exports and imports .. .. .	411
WAGES IN 1924 .. .. .	412
EMPLOYMENT .. .. .	412
MECHANICAL POWER .. .. .	413
TABLES .. .. .	414

## Introductory.\*

The tables on pages 414 to 416 are based on returns received from firms in Great Britain whose business in 1924 consisted wholly or mainly in the manufacture of games and toys. The number of such separate returns was 170. About 50 firms to which schedules were sent did not furnish returns, but these firms for the most part had very small establishments and they included a number which ceased operations before the end of the censal year. On the basis of the information available it is estimated that they did not employ more than 200 persons in all and that their total net output did not exceed £25,000. No production was recorded for Northern Ireland in 1924 or for Ireland as a whole in 1907.

*Summary of results.*—The following table shows the main results of the Censuses of 1924 and 1907. The information obtained in connexion with the Census of 1912, when firms employing five or less persons were not required to make detailed returns, was not sufficiently complete to warrant its use for purposes of comparison.

It should be borne in mind in considering this table and the other tables in this report which show figures for different censal years, that the comparability of figures relating to value or cost is affected by the changes which have taken place in the general purchasing power of money.

---

\* See also the Notes on pages vii to xv.

Particulars.	Unit.	1924.	1907.
Value of goods made and work done (Gross output)	£'000	1,513	216
Cost of materials used .. .. .	"	774	104
Paid for work given out to other firms ..	"	1	2
Net output .. .. .	"	738	110
Average number of persons employed (excluding outworkers) .. .. .	No.	5,325	1,862
Net output per person employed (excluding outworkers) .. .. .	£	139	59
Mechanical power available :—			
Prime movers .. .. .	H.P.	718	305
Electric motors driven by purchased electricity	"	1,429	(not recorded)

### Production.

Detailed information relating to the output of the Games and Toys Trade in 1924 is summarised in Table II on page 414.

*Principal products.*—The following statement shows, for 1924, the value and (where recorded) the quantity of the principal classes of output, including not only the dolls, toys, etc., manufactured by firms that made their returns on schedules for the Games and Toys Trade, but also those made by firms whose returns were furnished on schedules for other trades. Similar particulars are not available for 1907; in that year the total value of dolls, toys and games returned by firms in all trades was £240,000, of which £18,000 represented dolls (rag and dressed) and the remainder other toys and games.

Kind of goods.	1924.			
	Returned on schedules for			
	The Games and Toys Trade.		All trades.	
	Quantity.	Selling value.	Quantity.	Selling value.
Dolls and soft toys .. .. .	Th. doz. 183	£'000 217	Th. doz. 183	£'000 217
Metal toys and games :—				
Mechanical .. .. .	206	210	206	210
<i>Quantity stated</i>				
<i>not stated .. .. .</i>	—	—	..	25
Non-mechanical .. .. .	656	99	656	99
<i>Quantity stated</i>				
<i>not stated .. .. .</i>	..	89	..	141
Wooden toys and games (except dolls) .. .. .	..	425	..	448
Toys and games wholly or mainly of rubber .. .. .	—	—	..	46
Other sorts of toys and games ..	..	261	..	282
<b>TOTAL VALUE—DOLLS, TOYS AND GAMES .. .. .</b>	..	1,301	..	1,468

The output shown above is believed to be substantially free from duplication.

*Other products.*—In addition to the dolls, toys and games shown in the above table, firms that made their returns on schedules for the Games and Toys Trade recorded an output of other goods, valued at £210,000. These goods, being of kinds mainly produced in other trades, are dealt with in the reports on those trades. The value of other products returned for 1907 was £25,000.

*Repair work and work done for the trade.*—The value of the repair work done in 1924, so far as it was separately recorded, was £1,000. The amount received for work done for the trade in 1924 was returned as £1,000, to which should be added £5,000 returned for similar work on schedules for other trades. The amount received for work done for the trade in 1907 was £2,000.

*Cost of materials and work given out.*—The cost of materials used by firms that made their returns on schedules for the Games and Toys Trade was returned as £774,000 in 1924. This figure is believed to contain no appreciable element of duplication. The corresponding figure for 1907 was £104,000.

The amount paid to other firms for work given out to them was returned as £1,000 in 1924, and £2,000 in 1907.

*Net output.*—The net output in 1924 of the firms that made their returns on schedules for the Games and Toys Trade (whose gross output was valued at £1,513,000) was £738,000, that sum representing the total amount by which the value, as delivered, of the aggregate output exceeded the cost, as purchased, of the materials used and the amount paid to other firms for work given out to them.

The net output per head of persons employed (excluding outworkers) in the censal year 1924 was £139, as compared with £59 in 1907.

*Exports and imports.*—The exports and net imports of toys and games in 1924 were as follows :—

Kind of goods.	Exports.		Net imports.	
	Quantity.	Value f.o.b.	Quantity.	Value c.i.f.
	Th. doz.	£'000	Th. doz.	£'000
Toys and games :—				
Dolls and soft toys .. .. .	90	60	2,658	610
Metal :—				
Mechanical .. .. .	19	14	916	226
Non-mechanical .. .. .	232	53	2,557	198
Wooden (except dolls) .. .. .	..	34	..	235
Rubber toys .. .. .	..	22	..	84
Other descriptions .. .. .	..	326	..	907

It would appear that the exports of "other descriptions" of toys and games include goods allocated in the Census returns to specific headings. The aggregate value of the imports of toys and games was substantially in excess of that of the recorded home production.

#### Wages in 1924.

Under the Census of Production Act, 1906, the powers of the Board of Trade to require information do not extend to particulars of the amount of wages paid, and, consequently, no information on this head was secured in connexion with the Census of 1924. As a result, however, of the voluntary enquiry undertaken by the Ministry of Labour into wages and hours in the United Kingdom in 1924, information was obtained as to the total wage-bill of a group of firms in the Games and Toys Trade that made returns both to the Ministry of Labour and to the Census of Production office. According to the Census records this group of firms employed, in the week ended 18th October, 1924, 3,181 operatives, or 58 per cent. of the total of 5,498 operatives for the trade as a whole, and their net output totalled £435,000, or 59 per cent. of the aggregate net output of £738,000 for the trade as a whole. The total wage-bill of these firms, as returned to the Ministry of Labour, was £189,000, representing about 43 per cent. of their aggregate net output.

#### Employment.

The detailed information relating to employment in 1924 is summarised in Table III on page 415. The following table sets out certain particulars for that year together with those obtained at the 1907 Census. For the purpose of this comparison, the average numbers of operatives of each sex returned for 1924 have been divided between the two age-groups in the proportions shown by the data relating to the week ended 18th October.

Average number (excluding outworkers)	Males.		Females.		Males and females.	
	Under 18.	All ages.	Under 18.	All ages.	Under 18.	All ages.
<b>1924.</b>						
Operatives .. ..	698	1,637	1,349	3,109	2,047	4,746
Administrative, etc. ..	29	318	45	261	74	579
<b>TOTAL .. ..</b>	<b>727</b>	<b>1,955</b>	<b>1,394</b>	<b>3,370</b>	<b>2,121</b>	<b>5,325</b>
<b>1907.</b>						
Wage earners .. ..	230	696	447	1,020	677	1,716
Salaried .. ..	4	103	7	43	11	146
<b>TOTAL .. ..</b>	<b>234</b>	<b>799</b>	<b>454</b>	<b>1,063</b>	<b>688</b>	<b>1,862</b>
Average number of outworkers:—						
1924 .. ..	2		63		65	
1907 .. ..	3		62		65	

The numbers of operatives recorded month by month in 1924 increased from 732 below the average, in January, to 886 above the average, in November, the figures for the three months before Christmas being markedly above those for the earlier months of the year (see Table IIIB, page 415). From January to November the monthly figures, both for males and for females, showed unbroken increase.

#### Mechanical Power.

The detailed information relating to mechanical power in 1924 is summarised in Table IV on page 416. The following table sets out the particulars for 1924 and 1907 relating to the capacity and kinds of *prime movers* and the capacity of *electric generators* installed.

Power equipment.	1924.			1907.
	Ordinarily in use.	In reserve or idle.	Total.	Total.
	H.P.	H.P.	H.P.	H.P.
<b>PRIME MOVERS:—</b>				
Reciprocating steam engines ..	10	22	32	86
Gas engines .. ..	623	30	653	} 219
Petrol and light oil engines ..	—	—	—	
Heavy oil engines .. ..	33	—	33	
<b>TOTAL .. ..</b>	<b>666</b>	<b>52</b>	<b>718</b>	<b>305</b>
	Kw.	Kw.	Kw.	Kw.
<b>ELECTRIC GENERATORS:—</b>				
Driven by—				
Reciprocating steam engines ..	3	—	3	—
Gas engines .. ..	236	—	236	} 8
Petrol and light oil engines ..	—	—	—	
Heavy oil engines .. ..	6	—	6	
<b>TOTAL .. ..</b>	<b>245</b>	<b>—</b>	<b>245</b>	<b>8</b>

The capacity of *electric motors* recorded in 1924 was as shown below:—

Electric motors.	1924.		
	Ordinarily in use.	In reserve or idle.	Total.
	H.P.	H.P.	H.P.
Driven by—			
Electricity generated in own works ..	208	—	208
Purchased electricity .. ..	1,318	111	1,429

Corresponding information was not required for 1907. The total number of Board of Trade units of electricity purchased for power and lighting purposes in that year was returned as 25,000.

## TABLES.

## I.—Summary of results.

Note :—No production was recorded for Northern Ireland.

Particulars.	Unit.	Great Britain.*
Value of goods made and work done (Gross output)	£'000	1,513
Cost of materials used .. .. .	"	774
Paid for work given out to other firms .. .. .	"	1
Net output .. .. .	"	738
Average number of persons employed (excluding outworkers) .. .. .	No.	5,325
Net output per person employed (excluding outworkers) .. .. .	£	139
Mechanical power available :—		
Prime movers .. .. .	H.P.	718
Electric motors driven by purchased electricity .. .. .	"	1,429

\* In order to avoid the possible disclosure of information relating to individual firms, figures are shown only for Great Britain as a whole.

## II.—Production.

Goods sold or added to stock.	Great Britain.*	
	Quantity.	Selling value.
	Th. doz.	£'000
Dolls and soft toys .. .. .	183	217
Metal toys and games :—		
Mechanical .. .. .	206	210
Non-mechanical .. .. .	656	99
{ Quantity stated		89
{ Quantity not stated		
Wooden toys and games (except dolls) .. .. .		425
Other sorts of toys and games .. .. .		261
Other goods made .. .. .		210
Repair work (so far as shown separately) .. .. .		1†
Work done for the trade .. .. .		1†
<b>TOTAL VALUE OF GOODS MADE AND WORK DONE (GROSS OUTPUT) .. .. .</b>		<b>1,513</b>

\* See footnote to Table I.

† Amount received for work done.

## III.—Employment.

A.—NUMBERS EMPLOYED IN WEEK ENDED 18TH OCTOBER, 1924  
(EXCLUDING OUTWORKERS).

Kind of staff.	Males.		Females.		Males and females.	
	Under 18.	All ages.	Under 18.	All ages.	Under 18.	All ages.
<i>Great Britain* :—</i>						
Operatives .. .. .	789	1,851	1,582	3,647	2,371	5,498
Administrative, technical and clerical staff .. .. .	29	318	45	261	74	579
<b>TOTAL .. .. .</b>	<b>818</b>	<b>2,169</b>	<b>1,627</b>	<b>3,908</b>	<b>2,445</b>	<b>6,077</b>

\* See footnote to Table I.

B.—OPERATIVES EMPLOYED IN ONE WEEK IN EACH MONTH OF 1924  
(EXCLUDING OUTWORKERS).

*Great Britain\*.* (Annual average : Males, 1,637 ; Females, 3,109 ; Total, 4,746.)

Week ended.	Males.	Females.	Total.	Week ended.	Males.	Females.	Total.
Jan. 12th ..	1,453	2,561	4,014	July 19th ..	1,604	3,145	4,749
Feb. 16th ..	1,481	2,641	4,122	Aug. 16th ..	1,642	3,223	4,865
Mar. 15th ..	1,480	2,692	4,172	Sept. 13th ..	1,725	3,384	5,109
Apl. 12th ..	1,503	2,798	4,301	Oct. 18th ..	1,851	3,647	5,498
May 17th ..	1,522	2,880	4,402	Nov. 15th ..	1,928	3,704	5,632
June 21st ..	1,559	3,124	4,683	Dec. 13th ..	1,901	3,504	5,405

\* See footnote to Table I.

## C.—NUMBER OF OUTWORKERS AT TWO SPECIFIED PERIODS IN 1924

Country.	January.			July.		
	Males.	Females.	Total.	Males.	Females.	Total.
<i>Great Britain* .. .. .</i>	2	52	54	1	74	75

\* See footnote to Table I.

## IV.—Mechanical Power.

PARTICULARS OF PRIME MOVERS, ELECTRIC GENERATORS AND  
ELECTRIC MOTORS.

Power equipment.	Great Britain.	
	Ordinarily in use.	In reserve or idle.
	H.P.	H.P.
PRIME MOVERS :—		
Reciprocating steam engines .. .. .	10	22
Gas engines .. .. .	623	30
Heavy oil engines .. .. .	33	—
TOTAL .. .. .	666	52
TOTAL OF PRIME MOVERS INSTALLED .. .. .	718	
	Kw.	Kw.
ELECTRIC GENERATORS :—		
Driven by—		
Reciprocating steam engines .. .. .	3	—
Gas engines .. .. .	236	—
Heavy oil engines .. .. .	6	—
TOTAL .. .. .	245	—
TOTAL OF ELECTRIC GENERATORS INSTALLED .. .. .	245	
	H.P.	H.P.
ELECTRIC MOTORS :—		
Driven by—		
Electricity generated in own works .. .. .	208	—
Purchased electricity .. .. .	1,318	111