

THE GAMES AND TOYS TRADE

Note.—For information regarding the scope of the Census, instructions given to firms for making returns, and definitions of the terms used in this report, reference should be made to the Introductory Notes on pages v to xviii.

Introductory

This trade comprises firms that were engaged wholly or mainly in the manufacture of games and toys. As separate particulars for England and Wales and for Scotland cannot be published for the year 1930 owing to the risk of disclosure of information relating to individual firms, the summary table (I) and the tables showing details of power equipment (IV) and coal, coke and electricity used (V) are not appended to this report. The whole of this information is available in the tables given in the report itself.

The following table shows the main results of the Censuses of 1930 and 1924 in respect of firms in Great Britain that employed an average of more than ten persons:—

Particulars	Unit.	1930	1924
Value of goods made and work done (Gross output)	£'000	2,000	1,468
Cost of materials used	862	762
Paid for work given out to other firms	1	1
Net output	1,137	705
Average number of persons employed (excluding outworkers)... ..	No.	6,641	4,992
Net output per person employed (excluding outworkers)	£	171	141
Power available:—			
Prime movers	H.P.	210	631
Electric motors driven by purchased electricity	..	2,986	1,195
Number of returns	No.	66	93
Number of establishments	72	*

* Not available.

Deficiencies in 1930 aggregates.—The aggregate number of persons employed in 1930 by firms that stated that they employed not more than ten persons on the average was 470, the corresponding figure for 1924 being 333. The value of the gross output of the small firms in 1924 was £45,000, and particulars of the items included in this figure are given below:—

	£'000
Dolls and soft toys	6
Metal toys and games:—	
Mechanical	2
Non-mechanical	3
Wooden toys and games (except dolls)	14
Other sorts of toys and games	17
Other goods made and work done	3
TOTAL	45

In addition, 26 firms to which schedules were sent at the 1930 Census and 50 at that of 1924 furnished no information; these firms either had small businesses or had ceased productive operations before the end of the censal year.

Size of firms.—In the following table the main particulars recorded at the Census of 1930 are grouped according to the average numbers of persons shown in the returns:—

Size of firm (average numbers employed)	Number of returns	Gross output	Net output	Average number of persons employed (excluding outworkers)	Net output per person employed
	No.	£'000	£'000	No.	£
11-24 ...	28	108	62	489	127
25-49 ...	15	162	78	542	144
50-99 ...	7	137	62	483	128
100-199 ...	8	308	151	1,150	132
200-299 ...	4	227	137	909	151
300-1,499 ...	4	1,058	647	3,068	211
TOTAL ...	66	2,000	1,137	6,641	171

Regional distribution.—In the following table the results recorded at the Censuses of 1930 and 1924 are grouped according to the principal areas* of Great Britain in which firms in this trade are situated:—

Area	Number of returns	Gross output	Net output	Average number of persons employed (excluding outworkers)	Net output per person employed	
	No.	£'000	£'000	No.	£	
1	1930	37	1,249	629	3,548	177
	1924	58	916	370	2,707	137
2	1930	4	335	271	1,243	218
	1924	7	221	146	817	179
5	1930	10	170	99	757	131
	1924	11	118	60	492	122
6	1930	12	239	133	1,049	127
	1924	14	202	123	911	135
Other areas ...	1930	3	7	5	44	108
	1924	3	11	6	65	92
TOTAL	1930	66	2,000	1,137	6,641	171
	1924	93	1,468	705	4,992	141

* For particulars see page xviii.

Northern Ireland.—No production of games and toys was recorded in Northern Ireland either for 1930 or for 1924.

Production

Principal products.—The following table shows the value of games and toys* made in 1930 and 1924. The total shown for 1924 is understated as toy perambulators, scooters, pedal motor cars and juvenile cycles made by firms in other trades were not recorded separately and are consequently excluded from the table.

Kind of goods	1930				1924
	Returned on schedules for				Total
	The Games and Toys Trade		All trades		
	Value	Entries	Value	Entries	Value
Soft toys and stuffed dolls ...	£'000	No.	£'000	No.	£'000
Metal toys:—					
Mechanical ...	271	16	271	16	211*
Non-mechanical ...	255	6	258	7	233†
Wooden toys (except dolls) including dolls' houses, boats, hoops, barrows, horses, etc. ...	161	12	202	16	231†
Other descriptions of toys, including toy perambulators, scooters, pedal motor cars and juvenile cycles ...	91	13	109	25	432‡
Indoor games (including cardboard and board games, puzzles and the like) ...	718*	20	941*	61	264§
TOTAL—PRINCIPAL PRODUCTS	241	14	287	23	
	1,737	...	2,068	...	1,371

* Including dolls other than stuffed dolls.

† Including "games."

‡ "Wooden toys and games (except dolls)."

§ "Other sorts of toys and games."

|| Included in the preceding heading.

Volume of production in 1930 and 1924.—As quantitative particulars were not obtained in respect of the output of games and toys, a direct comparison of the volume of production in the two years is impracticable. From such particulars of manufacturing costs as are available, there would not appear to have been any substantial change in these between 1924 and 1930. Assuming that no change occurred, the increase in volume would be about 51 per cent., but, as indicated in the preceding paragraph, a comparison of the output in the two years is considerably affected by the omission from the 1924 total of a substantial part of the output of toy perambulators, scooters, pedal motor cars and juvenile cycles.

* Other than rubber toys for which see the report on the Rubber Trade, pages 219-34.

Production, exports and imports.—The following table shows, in relation to production, the values of the principal classes of games and toys exported from the United Kingdom in 1930 and 1924, together with the values of similar goods imported and retained. The figures for 1924 include the output of the small firms. The production figures represent values "at factory", exports are stated f.o.b., and retained imports c.i.f. These different bases of valuation should be borne in mind in comparing the figures given under the three headings.

Kind of goods	Production	Exports*	Retained imports*	
				£'000
Soft toys and stuffed dolls ...	1930	271	58†	707†
	1924	217†	60†	610†
Metal toys :—				
Mechanical ...	1930	258	10	370
	1924	235	14	226
Non-mechanical ...	1930	202	58	241
	1924	240	53	198
Wooden toys (except dolls) ...	1930	109	34	299
Other descriptions of toys and games	1930	1,228†	340	967
Wooden toys and other descriptions of toys and games ...	1930	1,337	374	1,266
	1924	730	360	1,142
TOTAL—Games and toys	1930	2,068	500	2,584
	1924	1,422	487	2,176

* "Games and toys, not of rubber or leather and not electrical."

† Including dolls other than stuffed dolls.

Work done for the trade, etc.—The total amount recorded as received for work done for the trade and repair work in 1930 was £6,000. The corresponding total for 1924 was £6,000, of which £5,000 was returned on schedules for other trades.

Other products.—In addition to the output shown in the table of principal products on page 329, the following goods were produced in 1930 and 1924 by firms that made their returns on schedules for the Games and Toys Trade. These goods are dealt with in the reports on those trades in which the principal output was recorded.

Kind of goods	1930	1924
	£'000	£'000
Perambulators and mail carts for children and folding baby cars of steel ...	216	178
Other goods made ...	41	30
TOTAL ...	257	208

Employment and Wages

Employment.—The following table shows the average numbers of persons employed in 1930 and 1924 :—

Persons employed	Males		Females		Total	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
1930						
Operatives (average for the year)	597	2,052	1,380	3,857	1,977	5,909
Administrative, technical and clerical staff (as at 18th October) ...	35	358	63	374	98	732
TOTAL ...	632	2,410	1,443	4,231	2,075	6,641
1924						
Operatives (average for the year)	617	1,469	1,309	3,011	1,926	4,480
Administrative, technical and clerical staff (as at 18th October) ...	27	261	45	251	72	512
TOTAL ...	644	1,730	1,354	3,262	1,998	4,992
Average number of outworkers:—						
1930 ...	2		117		119	
1924 ...	2		65		67	

Wages.—The available information as to the amount of wages paid in 1930 and 1924 is given on pages 210 and 211.

Power

The following table shows the capacity of prime movers, electric generators and electric motors ordinarily in use and in reserve or idle in 1930 and 1924 :—

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
PRIME MOVERS						
Reciprocating steam engines ...	—	—	—	10	22	32
Internal combustion engines :—						
Gas ...	61	—	61	536	30	566
Petrol, kerosene, or other light oils ...	16	10	26	—	—	—
Heavy oils ...	123	—	123	33	—	33
TOTAL ...	200	10	210	579	52	631

Power equipment	1930			1924		
	Ordinarily in use	In reserve or idle	Total	Ordinarily in use	In reserve or idle	Total
	Kw.	Kw.	Kw.	Kw.	Kw.	Kw.
ELECTRIC GENERATORS						
Driven by						
Reciprocating steam engines ...	—	—	—	3	—	3
Internal combustion engines :—						
Gas ...	2	—	2	330	—	330
Petrol, kerosene, or other light oils ...	8	—	8	—	—	—
Heavy oils ...	28	8	36	6	—	6
TOTAL ...	38	8	46	339	—	339
ELECTRIC MOTORS						
Driven by						
Electricity generated in same works ...	24	—	24	208	—	208
Purchased electricity	2,889	97	2,986	1,089	106	1,195
TOTAL ...	2,913	97	3,010	1,297	106	1,403

Consumption of fuel

The following table shows the quantities of coal, coke and electricity recorded as used in 1930 :—

Kind of fuel used	For purposes other than power*
Coal ...	1,538
Coke ...	254
	B.T.U. (Kw.-hrs.) '000
Electricity used for all purposes :—	
Generated in same works ...	104
Purchased ...	2,235
TOTAL—Electricity ...	2,339

* No coal or coke was recorded as having been used for power purposes.

TABLES

Note.—The following tables relate throughout to Great Britain as, owing to the possible disclosure of information relating to individual firms, separate particulars for England and Wales and for Scotland cannot be given.

I. Summary of results (see page 327)

II. Production

Kind of goods made	Value
	£'000
Soft toys and stuffed dolls ...	271
Metal toys :—	
Mechanical ...	255
Non-mechanical ...	161
Wooden toys (except dolls) including dolls' houses, boats, hoops, barrows, horses, etc. ...	91
Other descriptions of toys, including toy perambulators, scooters, pedal motor cars and juvenile cycles ...	718*
Indoor games (including cardboard and board games, puzzles and the like) ...	241
Perambulators and mail carts for children and folding baby cars of steel ...	216
Other goods made ...	41
Repair work and work done for the trade ...	6†
TOTAL VALUE OF GOODS MADE AND WORK DONE (GROSS OUTPUT)	2,000

* Including dolls other than stuffed dolls. † Amount received for work done.

III. Employment

A.—NUMBERS EMPLOYED IN WEEK ENDED 18TH OCTOBER, 1930 (EXCLUDING OUTWORKERS)

Persons employed (excluding outworkers)	Males		Females		Males and females	
	Under 18	All ages	Under 18	All ages	Under 18	All ages
Operatives ...	639	2,198	1,478	4,131	2,117	6,329
Administrative, technical and clerical staff ...	35	358	63	374	98	732
TOTAL ...	674	2,556	1,541	4,505	2,215	7,061

B.—OPERATIVES EMPLOYED IN ONE WEEK IN EACH MONTH OF 1930

Week ended	Males and females	Week ended	Males and females
January 18 ...	5,557	July 19 ...	5,902
February 15 ...	5,455	August 16 ...	5,839
March 15 ...	5,820	September 13 ...	6,126
April 12 ...	5,824	October 18 ...	6,329
May 17 ...	5,935	November 15 ...	6,268
June 21 ...	5,837	December 13 ...	6,013
AVERAGE FOR THE TWELVE MONTHS ...			5,909

C.—NUMBERS OF OUTWORKERS AT TWO SPECIFIED PERIODS IN 1930

January			July		
Males	Females	Total	Males	Females	Total
2	69	71	1	166	167

IV. Power (see page 331)

V. Consumption of fuel (see page 332)