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# THE "PERFECTION" CUDDLY TOYMAKING KIT



INSTRUCTION

BOOK No 6

With Patterns

Including ...

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- Patterns for all Toys and Gifts

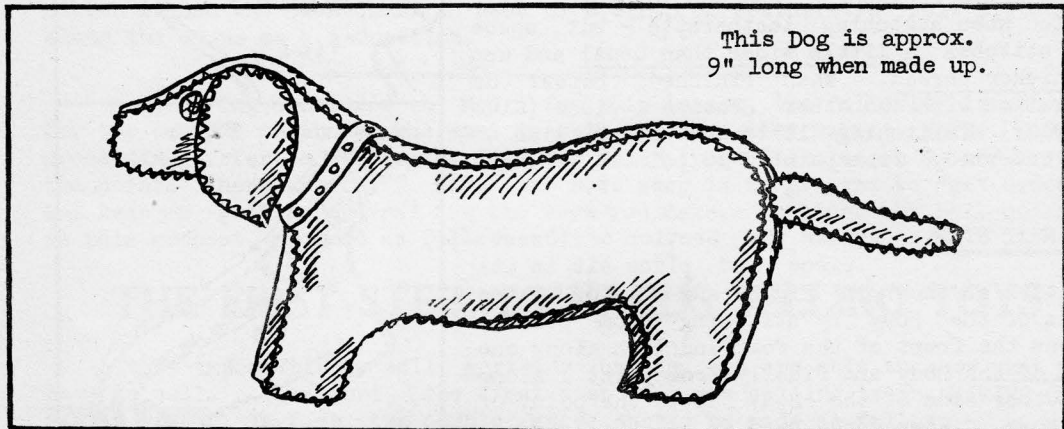
A fast-efficient Course of instruction in Soft Toy and Gift making



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# MAKING DOG OF LEATHERETTE

New Fabrics are introduced in lessons 11 - 12. These models can be made from leatherette (plain or patterned), soft leather, or any smooth surfaced material that is pliable. Sometimes sprayed fabrics can be used effectively. Varied designs and shapes can be cut and worked on leatherette. The Dasheschund Dog, as an example, is a hard wearing and washable Toy.



This Dog is approx. 9" long when made up.

**THE PATTERN.**

A complete Pattern Set of 6 pieces is set out overleaf on Pattern Sheet No 1. Our Model is made of Grey patterned Leatherette, finished with dark Blue stitching. This color contrast is very striking and has instant appeal.

**REQUIREMENTS.**

You require a piece of Leatherette (or felt) 18½" x 9". Also a piece of Black leather or felt 1½" x ¾" and a piece of White leather or felt ½" square for the Eyes as shown on Pattern Sheet No 1. Use thick embroidery cotton of a contrasting color. Cardboard is also required for feet bottoms.

**CUTTING OUT.**

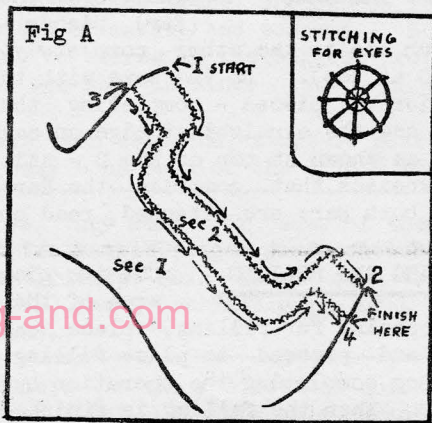
The Section 3 Pattern is at present in two parts. Therefore, cut the two parts out of Pattern Sheet No 1 and glue one to the other, finishing by gluing the complete pattern to cardboard. Then, cut out the other Pattern sections and complete by gluing to cardboard before cutting to the exact shapes.

When done, outline the shapes on the material (see layout on Pattern sheet 1), and conclude by cutting out the shapes.

**ASSEMBLING AND SEWING.**

First take the two Sections 1 and the four pieces cut for eyes. Sew the eyes into position on the outside part of each Section 1 piece- (Side of Body) where marked on Pattern.

The method of stitching is shown in inset of Fig A. Stitch the larger Black piece into place with about 8 "spoke-like" stitches as shown. Then, place the smaller S/T. Lesson 11.



White piece at the centre, and stitch it into place with 8 "spoke-like" stitches following the line of the stitches on the Black piece. This stitch pattern is very decorative. When done, read on.

Take one of the Section 1 (side of Body) pieces and the Section 2 (underbody) piece and, as shown in Fig A, stitch one to the other from point 1 to point 2. Use the ordinary Felt stitch when stitching leatherette - but, space the stitches a little wider than usual and use a thicker thread. When finished, repeat the operation with the other Section 1 piece (Side of Body) - stitching it to the other side of the Underbody from point 3 to point 4 (Fig A).

**THE NEXT STEP.**

Take the Section 4 (Chest) piece and place it in its position as shown in Fig B and join up to the Sides of the Body by stitching from point 1 across the front of the foot and then along one Side of the Body and finally from point 1 along the other side of the Body up to the point of the Nose. When done, read on.

**COMPLETING THE BODY.**

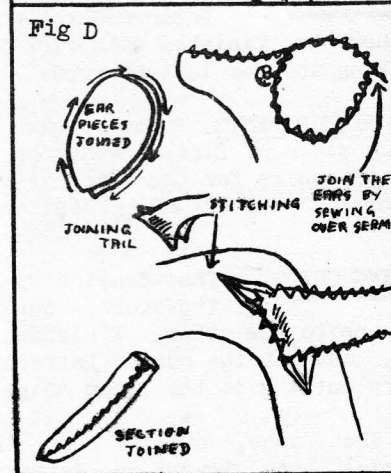
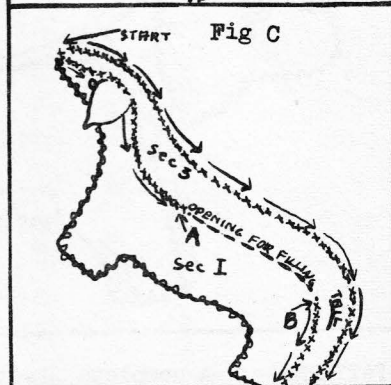
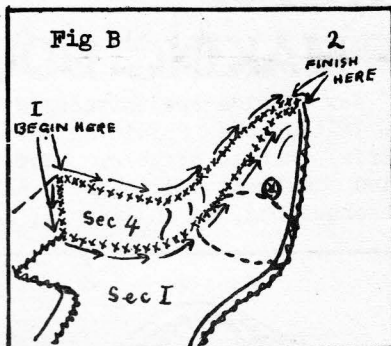
Take the Section 3 piece (Back) which fits from the tip of the Nose around to the bottom of the back leg. Commencing at the Nose as shown in Fig C, stitch right down one side to the back of the rear leg joining the Back to the Side of the Body. Then, commencing at the Nose again, stitch along to point "A" - then from point "B" to the bottom of the rear leg and across the base of the rear leg to join up with the other side. **NOTE.** The area between points A and B is to be left open for filling.

**ADDING THE EARS.**

Take two of the Section 5 (Ear) pieces and Felt. Stitch one to the other completely around (see Fig D at top). Do the same with the other two Section 5 pieces - completing the two Ears. Then sew the straightest edge on each Ear to the Head seam on each side of the Head as shown at top of Fig D - stitching through 4 thicknesses being the two thicknesses that comprise the Ear and the edge of Section 1 and Section 3. When both Ears are attached, read on.

**FILLING AND SHAPING.**

Cut two pieces of Cardboard (slightly smaller than the area of the front foot and back foot). Then, through the opening for filling, place each piece of cardboard down into the correct foot and proceed to place filling over each piece. Continue to firmly fill the Dog completing the operation by stitching from point A to B as shown in Fig C. When the filling is finished, the final step can be taken - "attaching the Tail" as set out on page 4.



**ADDING THE TAIL.** Take the two Section 6 (Tail) pieces and, after placing one over the other, join them together using the Felt Stitch. Leave the straight end OPEN (for filling and joining to Body - see base of Fig D). Then, fill the Tail and, using the decorative stitching shown at base of Fig D, proceed to join the Tail to the Body at the point marked on the Section 3 Pattern piece. The end of the Tail is to point upwards.

Further distinctiveness can be achieved by the addition of a neck tie of ribbon around the Dachshund's neck or a strip of Leatherette "Felt Stitched" along the edges as a decoration.

Now, having concluded the Model for this lesson, the following is set out for the benefit of those who want to sell the toys they make. NOTE. Before proceeding, refer to "Preparing Toys for Sale" (page 6 in lesson 9) and revise the points there set out. Now, the next step is to prepare to "get orders" and keep on "getting orders" for the toys you make. To start the ball rolling in this respect, proceed as follows:-

## THE FIRST STEP TOWARDS SELLING TOYS

It is impossible to sell anything unless you are able to show what you have to sell. Therefore, the first step towards selling is the MAKING OF A SAMPLE RANGE. In fact, two sample ranges should be made as follows:-

**PRIVATE SALE RANGE.** A range of 4 to 6 different "distinctive" toys for the purpose of obtaining orders in the PRIVATE SALE MARKET. These can be ones that take more time in making - toys with distinctive appeal - netting a higher profit per toy. The price you place on each of these toys should be a few pence less than the price quoted for a similar toy in any shop.

Take care in the selection of these toys - in fact, for the time being, select them from the more complicated toys set out in these lessons. This range of toys can be varied as you gain in experience and ideas. NOTE. How to obtain the private sale of the toys in this sample range will be explained shortly. The first objective is to make-up the sample range.

**STORE SALE RANGE.** Select 4 to 6 toys (each different) - ones that can be made quickly and economically. Take care in this selection. Bear in mind that these are to be sold to stores at about 2/3rds the price the stores sell them at - thus, your profit will come in speed of making and economy. NOTE. It was pointed out in lesson 9 that marketing to stores is the biggest profit winner providing the important points set out are kept in mind.

When the sample range of 4 to 6 toys have been selected, start to make up several of each toy in this sample range - say 6 of each of the 4 to 6 toys.

**IMPORTANT.** Those who aim to sell the toys they make (or some of them) should not read beyond this point until the two sample ranges just mentioned have been selected and made up (1) the Private Sale Range of 4 to 6 distinctive toys (make up one of each) and, (2) the Store Sale Range of 4 to 6 toys for speedy making (making up 6 of each).

As marketing through stores and wholesalers is the easiest and quickest market to approach, it will be fully explained first. Private sale marketing will be explained as you proceed.

MARKETING TO BIG STORES AND WHOLESALERS.

The following is an explanation of how to go about marketing to big stores and wholesalers. Selling to small stores will be explained later. Now, nobody will buy anything unless they can see what it is they are going to buy. Therefore, the first step is to place with stores a sample of your work and price for the sale of that work. There is no need to do this by calling at the stores though you can if you wish. The following method should prove satisfactory and will take little of your time.

Select the names of 6 large general stores but not Chain Stores (city stores or those in very large country centres.) To each of these post two toy samples - a sample of the cheapest toy you can make and a sample of a not quite so cheap toy. Pack the samples in a strong cardboard box and address it to "The Manager", "Toy Dept.", (so and so Store), (so and so city). When sending the samples, also post a covering letter worded similarly to the following:-

The Manager,  
Toy Department,  
(name of store & address).

(Quote your address)

Dear Sir,

Under separate cover I am this day forwarding two Sample Toys. I am in a position to make up these toys exactly as per sample and supply orders in one or more dozen lots at the following prices.

- The DOG (or whatever the toy is) - 60/- per dozen (quote at between half and 2/3rds the shop price for a similar toy).  
The CAT (or whatever the toy is):- 84/- per dozen (quoting for a higher priced Model this time).

Delivery will be made in (so many) weeks from receipt of order - payment, 30 days after delivery. The samples may be returned, or held by you as part delivery of any quantity you may order. I look forward to receiving your valued order.

Yours faithfully,  
(signed)

CONCLUDING THE EXPLANATION.

While proceeding with the lessons, a sample range as just mentioned should be prepared and samples sent with covering letters to half a dozen large stores. By the time you complete the lessons you should have replies back and more than likely come commencing orders.

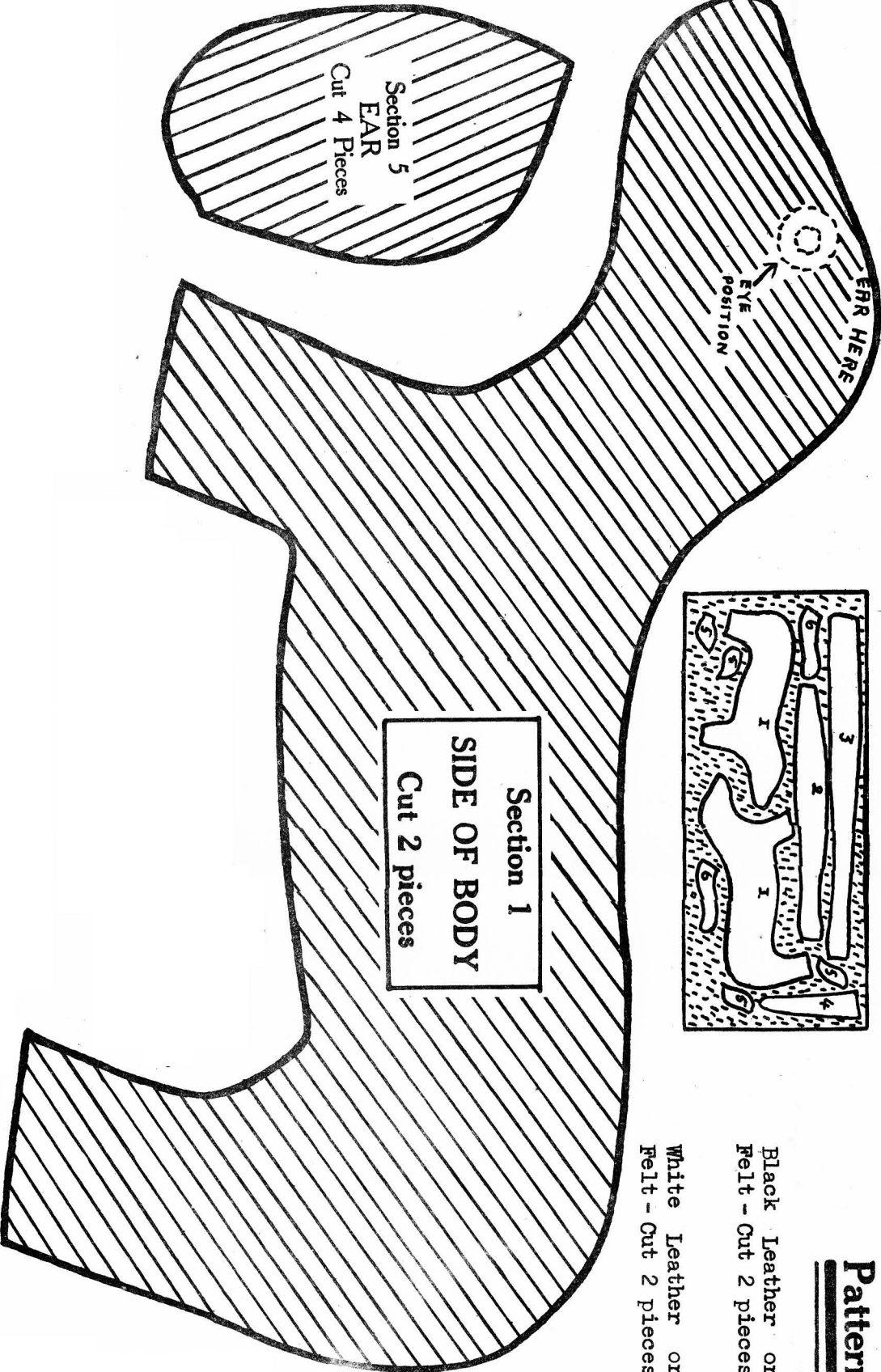
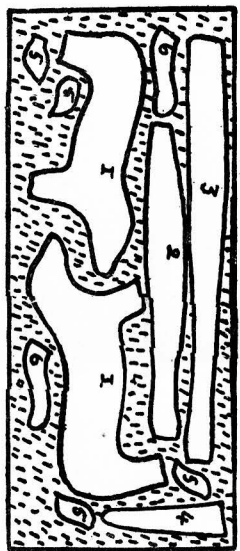
The marketing method explained in this lesson is by no means the only method - but it is the easiest to commence with. Other methods will be set out as the lessons proceed. IMPORTANT. When replies have come back from the 6 firms to which initial samples are sent, more samples can be sent to other firms in capital cities and large country centres until you build up a flow of orders - sufficient to keep you fully occupied to the extent of time you have at your disposal. You are advised against sending samples to Chain Stores.

Once a "first order" has been received, you should find "re-orders" easy to obtain by simply sending different samples another time. Re-orders depend on the quality of your work and price quoted. To quote too cheaply is foolish. To quote too high is equally foolish. Follow the above instructions.

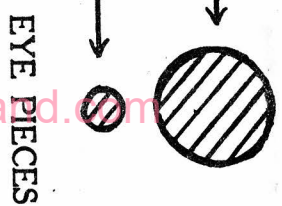
GROUP 1 18½" x 9"

# DOG OF LEATHERETTE

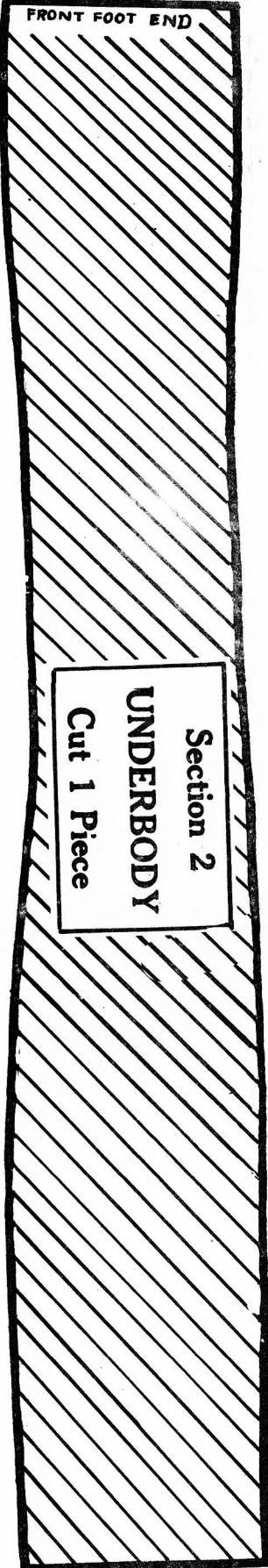
## Pattern Sheet No 1



Black Leather or  
Felt - Cut 2 pieces  
White Leather or  
Felt - Cut 2 pieces



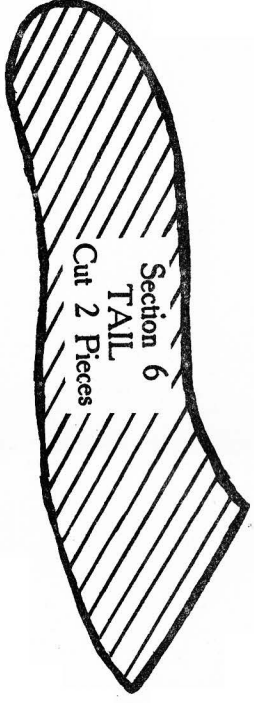




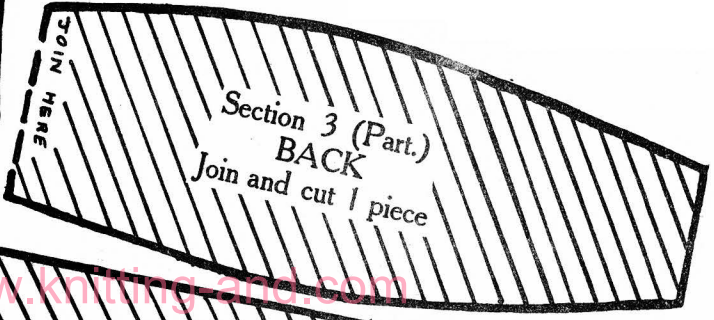
Section 2  
**UNDERBODY**  
Cut 1 Piece



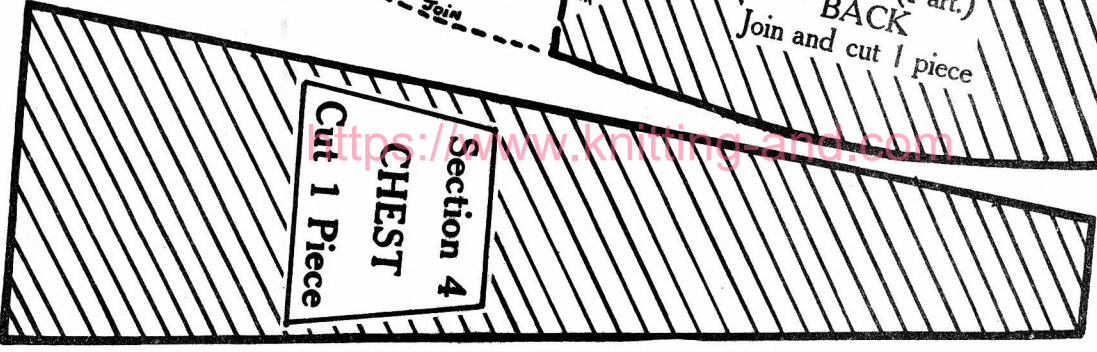
Section 3 (part.)  
**BACK**  
Join and cut 1 piece



Section 6  
**TAIL**  
Cut 2 Pieces



Section 3 (Part.)  
**BACK**  
Join and cut 1 piece



Section 4  
**CHEST**  
Cut 1 Piece

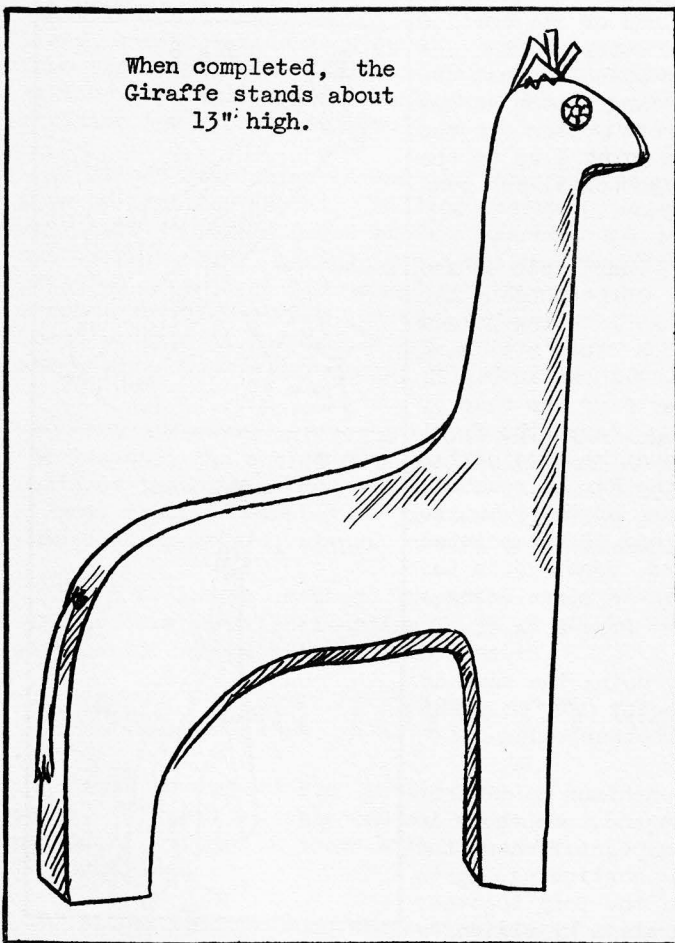
<http://www.knitting-and.com>

# A GIRAFFE IN LEATHERETTE

The Giraffe (set out in the following) is a suitable pattern for any stiffer material and results in a handsome toy. Almost any colored fabric of the stiffer type can be used. **THE PATTERN.** The complete Pattern appears on Pattern Sheets No's 1 and 2 overleaf.

**REQUIREMENTS.** You require a piece of Leatherette or similar Fabric  $16\frac{1}{2}" \times 15\frac{1}{2}"$  (see Lay-out on Pattern Sheet 1). Also a piece of White leatherette or Felt  $2" \times 1\frac{1}{2}"$  for the Horns and Eyes, and a Black piece of Leatherette or Felt  $1\frac{1}{2}" \times 1"$  for the Eyes. Coarser embroidery cotton in a contrasting color should again be used - stitches well spaced apart.

When completed, the Giraffe stands about 13" high.



**CUTTING OUT.** Section 1 (the Side of Body) is in two parts at present. Cut the parts out of Pattern Sheet 1 and glue the Head to the Body and then the complete pattern to cardboard.

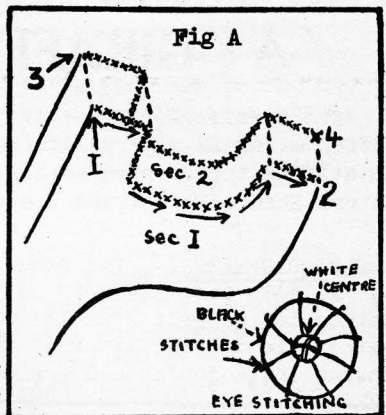
Then, from Pattern Sheet 2, cut the Section 2 (Underpiece) and the small piece marked "A" and glue it to the "A" end of Section 2, and then the whole pattern to strong cardboard. Likewise, glue the small "B" piece to the "B" end of Section 4, and the small "C" piece to the "C" end of Section 4 and the whole pattern to strong cardboard. Complete the operation by gluing the remaining pattern pieces to cardboard and cutting the shapes to the exact outline.

Then, outline the shapes as shown on the Lay-out and conclude by cutting out the material. When done, read on.

**ASSEMBLING AND SEWING.** Cut two Black and two White Eye Pieces as shown on Pattern Sheet No 1. Then, with the same "spoke-like" stitch as used in lesson 11, stitch the larger Black Eye piece into position on each Section 1 (Side of Body) piece at the point marked on the Section 1 Pattern. Conclude by stitching the smaller White piece at the centre of each Black Eye piece with the same "spoke-like" stitch as shown at base of Fig A (overleaf).  
S/T. Lesson 12.

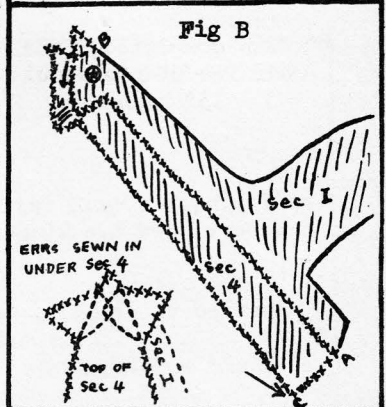
(Lesson 12 Contd.)

Then, take the Section 2 (Underpiece) and one of the Section 1 (Side of Body) pieces and, as shown in Fig A, Felt Stitch the Underpiece to the Side of the Body from Point 1 to Point 2. Finish the operation by stitching the other Side of the Body (Section 1) to the other side of the Underpiece from Point 3 to Point 4. **NOTE.** Any pulling of the edges or stretching will result in "wrinkles".

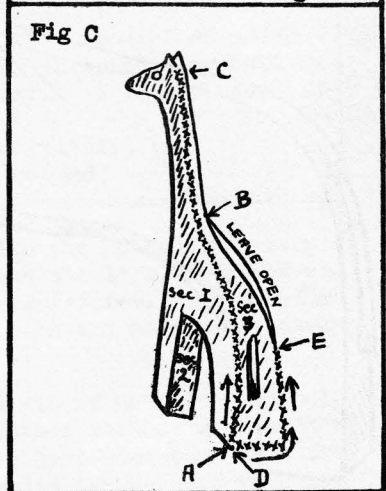


**THE NEXT STEP.**

Take the Section 4 (Front) piece and, at the point shown on the Section 4 Pattern piece, cut two slots in the material near the pointed end of the section 4 piece (for inserting the Horns later). Then, as shown in Fig B, place the Front piece against the edge of each Side of the Body and stitch across the front foot - joining the Front piece to the Under-piece. Then, stitch from Point A up to the EAR. Stop when you reach the Ear until you read the following.



Take one of the Section 6 (Ear) pieces and place the angular end to its corresponding Ear shape on the Side of the Body that is being joined at the moment. Then, carry on the stitching around the line of the Ear as shown in Fig B, allowing the Front piece to lay over the base of the Ear piece where the stitching leaves the Front piece while it carries on around the edge of the Ear. When the other side of the Ear is reached, continue to join the remainder of the Front to the Side of the Body until the end of the pointed Front piece is reached. When done, join the inside base of the Ear to the front piece using a "Hemming stitch" as shown at base of Fig B.



Complete the operation by doing the same on the other side stitching from point C up to point B including the Ear piece on the other side.

**ADDING THE BACK.**

Take the Section 3 (Top of Body) piece and, as shown in Fig C, stitch from point A up to point B where the Top of Body piece ends, then continuing up to point C by joining both sides of the Body together up the neck. Complete the operation by stitching along part of the other side of the Top of the Back piece from point D to point E. Leave the remainder open as marked for filling. At this point pieces of cardboard to fit inside the feet can be cut and placed in position ready for the filling to be added over them.

**FILLING AND SHAPING.**

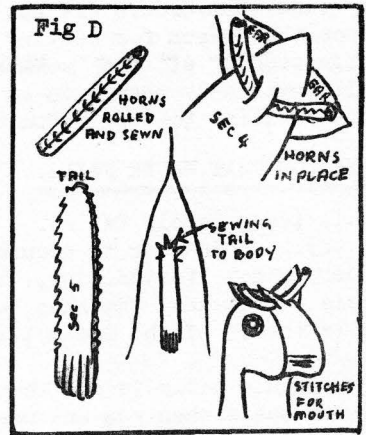
With the Cardboard pieces in position down in the feet, proceed to fill the Body - taking care that the neck and head are firmly filled. Complete the body as you proceed by joining up the opening along the back that remains.

(Lesson 12 Contd.)

### THE FINISHING TOUCHES.

Take the Section 5 (Tail) pieces - the two of them. Place one over the other and Felt Stitch round the edges. Leave the last  $\frac{3}{4}$ " at the end on each side unstitched as shown in Fig D and also cut this end in 4 places as shown. Stitch the Tail to the Body at the point marked on the Section 3 Pattern piece using the stitch detailed in Fig D.

ADDING THE HORNS. Cut a piece of white felt or Leatherette to the shape marked for "Horns" on Pattern Sheet No 1. Roll this strip of material as shown in Fig D and stitch along the edge. When done, push it through the two slits already cut near the pointed end of the Section 4 (Front) piece, bending the ends upwards from the centre to form the Horns. The MOUTH consists of embroidered stitches as detailed at the base of Fig D - thus, completing a delightfully striking toy - one that should be very popular with all children of young age.



Before concluding Lesson 12, the opportunity is taken to give a little more information about "Selling the Toys you make". Naturally, this will only have appeal to those who are learning for the purpose of selling the toys they make. Now, having explained the easiest method by which orders can be obtained from large stores and warehouses (and there are many such stores and warehouses to which you can send samples in every city and most bigger towns), the next step is to explain how orders can be obtained from small suburban and inter-town shops - toy shops, novelty shops and Newsagents.

While several different methods for obtaining orders are being set out in the lessons, the choice of a particular method is left to you. However, it is believed that the method set out in lesson 11 should keep you busy with orders at most times if adopted - particularly from July to December. And remember, when seeking orders, always forward or take samples.

The following method therefore should only be adopted if you have the time to take additional orders. It is a good method, though, not quite as good as the method set out in Lesson 11.

## SELLING TOYS TO SMALL SHOPS

Most Newsagents and novelty shops sell toys as well as, of course, toy shops. Therefore, any and all of these are potential buyers of your toys providing you get in touch with them - your price is right, and your quality is right.

Either call on such shops or write to them in similar strain to that set out in Lesson 11. Local ones you should be able to call on. Inter-suburb or inter-town ones should be written to. Offer such shops toys in lots of 6 or 12 - each toy different in the lot of 6 or 12. Quote price per toy for quantity order or per lot for an order of the full range of 6 or 12.

To receive orders from say 24 such shops means you would be making up 24 of each toy - quantity production and much the same as though supplying all to the one firm. Price in this case can be just a little higher than that quoted to large stores. Now, as most small shops buy direct from a wholesaler, you S/T. Lesson 12.

(Lesson 12 Contd.)

may find that orders are not quite so easy to obtain from such small shops - hence the reason for setting out the method of dealing with wholesalers and large stores at the commencement. However, a personal call with samples will invariably result in an order from a small shop - particularly if you are in a position to supply "on the spot".

A METHOD THAT NEVER FAILS.

If you find that small shops are hard to win over, the following is a method that never fails (very rarely fails). Go to such a shop taking with you a sample range of toys. Endeavour to secure an order for those toys. When you find that an order is not forthcoming, then offer to leave the toys on "Sale or Return" basis - that is, the shop keeper pays you as he sells them, and not unless he sells them. If he doesn't sell them, you naturally get your toys back.

Such a basis is one that invariably wins customers. Start off on Sale or Return basis when you are unable to secure an order otherwise. As the toys sell and you call to collect your payment, take with you a slightly different range of toys or even a replacement range of the same toys - but, this time ask the store keeper for payment when you deliver to him as he has already proved that they sell - result, a cash paying customer.

This method of establishing customers - that is, sale or return basis, can also be extensively used by letter contact, something as follows.

Dear Sir,

Under separate cover I am this day forwarding 6 distinctive sample toys to you for perusal. I am in a position to make and supply these toys promptly as per sample. The wholesale price per toy is 6/- each or 65/- per dozen - retail price being approximately 11/6 each.

If the price and quality are to your satisfaction, any order you place can be delivered within 14 days - the samples now before you being kept by you as part delivery of that order.

Or, I am prepared to leave the samples with you on "Sale or Return", the wholesale price per toy sold in this case being 7/-. May I look forward to advice of your decision in this matter and, if an order is being placed, your cheque in payment of the sample range as mentioned above.

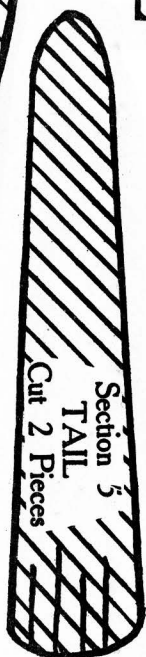
Yours faithfully,

The method set out above will certainly bear results and should permit you to develop a worthwhile connection of customers. Naturally, the building up of a connection of customers takes time, and you must expect it to take a little time and effort on your part before orders (unexpected) will be coming to you.

CONCLUDING LESSON 12.

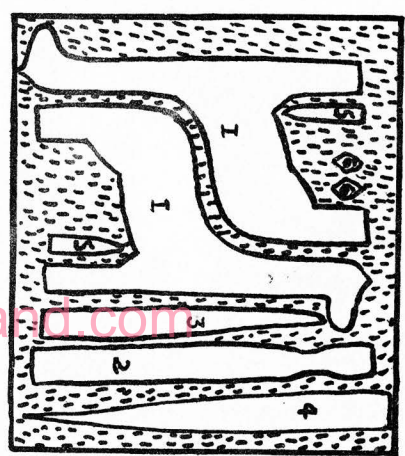
In concluding Lesson 12 it is desired to advise that from the point of view of selling to stores, wholesale warehouses and small shops, the methods innumeraed in Lessons 11 and 12 should be sufficient to start you on the way to developing a substantial and profitable part-time or full-time occupation. Methods for selling to private buyers will be dealt with in the following lessons. Start lesson 13 as soon as you are satisfied with the results of Lesson 12.

# GIRAFFE IN LEATHERETTE



Section 5  
TAIL  
Cut 2 Pieces

## Pattern Sheet No 1



Requirements. Piece of Leatherette  
16½" x 15½"



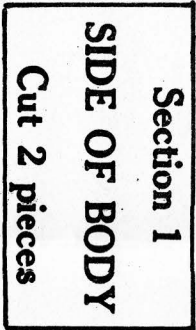
Sec 6  
EAR  
Cut 2  
Pieces



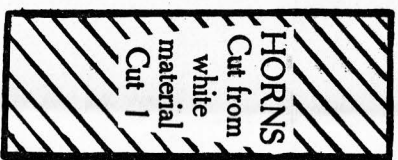
EYE  
Cut 1  
Black  
Cut 2



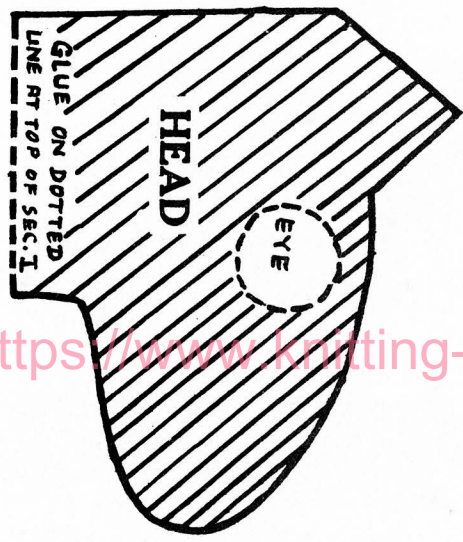
EYE  
White  
Cut 2



Section 1  
SIDE OF BODY  
Cut 2 pieces



HORNS  
Cut from  
white  
material  
Cut 1



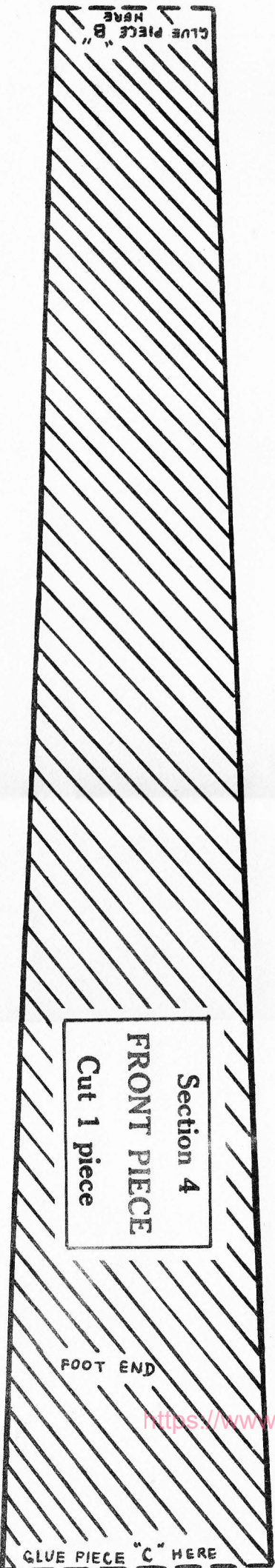
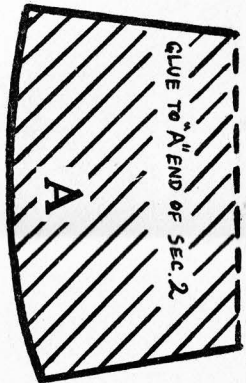
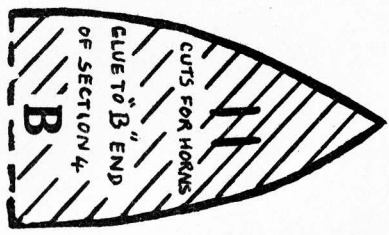
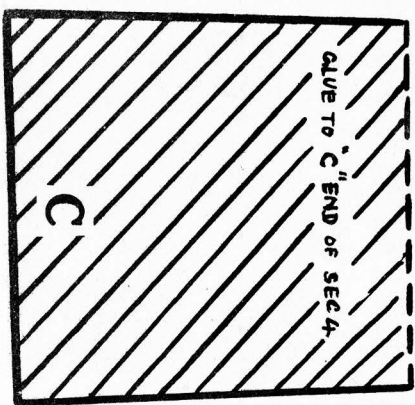
HEAD  
EYE  
GLUE ON DOTTED  
LINE AT TOP OF SEC. 1

ADD HEAD TO THIS  
DOTTED LINE

# GIRAFFE IN LEATHERETTE

## Pattern Sheet No 2

See Lay-out on Sheet No 1.



Join, overlapping  
the solid lines

