

All Metal Products Co.

Second Largest Makers

Of Toys In The Nation

5-19-36

The All Metal Products company was organized in 1920 for the purpose of manufacturing automobile parts by Geo. Stallings and the late Wm. F. Schmidt.

In the Fall of 1921 it was decided to manufacture toy guns. Arthur W. Edwards, and Harry Tucker became interested in the Corporation and took over the active management. Mr. Tucker resigned in the early part of 1925. Mr. Edwards became president and general manager and he remained at the head of the corporation until the time of his death in August 1932. He was succeeded by his son, C. Lee Edwards, president and Charles A. Brethen, secretary, who has been in the management of the company since that time.

From the beginning of the corporation until 1929 the company manufactured pop guns and air rifles exclusively, and have for the past ten years been the largest manufacturer of play guns in the world. In 1935 the company produced and sold over five million five hundred thousand guns. In 1930 the company developed and added a line of steel stamped pull toys, such as airplanes, automobiles, trucks, vacuum cleaners, doll buggies etc. This business has grown until last year the company produced over seven million of this class of toys making a total production of over twelve million five hundred thousand toys.

At the present time the company is adding a new line of lithographed or, printed metal toys. A new building is now in the process of construction and will be completed about June 1st. It will be about July 1st before the new equipment and dies are ready to start in production. These new items have not been shown to the trade although, it is believed by the officials of the company, that the new line has a chance to develop into as large a sale as either of the other lines and should increase employment in the plant considerably during the next few years.

The company is reported to be the second largest manufacturer of children's toys in the United States and operates two plants in Wyandotte.

A unique feature of the company is the fact that all toys are made from salvage sheet and strip steel purchased from the auto companies. One eyes the sleek looking racer being pushed around the living room with added respect when it is realized that the metal may be surplus metal from the body of a Cadillac 16.

The company consumes an average of 1,000 tons of salvage sheet steel every month. It is shipped in large bundles direct from the auto plants and provides a well-comed outlet for much, otherwise, waste material.

While the toys are made to retail at not more than fifty cents, the designing and manufacturing are comparable to the best auto plants in accuracy.

Designs of toy autos, trucks, airplanes and vacuum cleaners are handmade in sheet metal and from these medals the dies are made. The dies are so accurate and sharp that it is possible to cut the design in tissue paper on a machine used for punching heavy gauge auto body steel.

60 Models Produced

The company has a battery of seventy-five presses, operating at high speeds in order to maintain production, safety for the operator was the firm's greatest concern. Each press is equipped with a pair of rods which run directly across the press opening. Every time the press stamps, these rods thrust the operator's hand out of the way, insuring against accidents due to laxity on the part of the operators. Following the press operation, the stampings are placed in large metal baskets and placed in a degreasing machine. Here, steam removes every vestige of oil and grease in order that the paint can cling to the metal.

Many of the parts are given a black coating. These are placed in a large tub, on the order of a washing machine, having first been dipped in a special enamel. The container revolves and centrifugal action quickly removes excess paint. The parts are then placed in a baking oven. One would think that with a lot of small pieces of metal in a large basket, the paint would not coat where the parts touched, but a special asphalt base enamel was developed and in drying the paint "creeps" so when the parts are removed clear lustrous finish has been obtained. A separate unit is used to dip and bake the other colors. Here the parts are hung on racks containing rows of hooks. The racks pass through a tank of lacquer and on through the oven, emerging at the other end perfectly dry and ready to be assembled.

Long benches are used for the assembly operation and the tiny trucks and airplanes roll down grooves to the end where the packers place them in cartons, ready for shipment.

The firm now produces several different models.

The company has a railroading adjoining the plant and tons are placed directly on the cars are packed so the contents consigned for distant are in the rear.

The ingenuity used in designing and assembling new toys is The leading trends of the closely watched and woe to maker who fails to put skirts on the wheels of his as they achieve popularity big cars.

Wy. Daily News
5-19-36

ALL METAL TOY PLAN SENSA

Wyandotte Comp
ceives Orders for 10
In One Day.

POP GUNS POP

Must Add More Ma
If Demand for T
Is Met.

Demand for the new m
plane, produced for the m
the world for the first tin
All Metal Products comp
dicates that sales will ex
of any previous item ever
by the local concern and
records for production wil
be broken if the demand is

The new plane, which is
of the trade because of its
cedented demand, was cr
the engineering forces of
Metal Products company.
the largest manufacturer
of its kind in the world.

"We knew we had a
item and we anticipated it
would have to manufactu
than a million of this st
during the year but judgi
the present indications v
have to manufacture five
of these steel airplanes.
Charles A. Brethen, secre
the corporation.

Pre
W

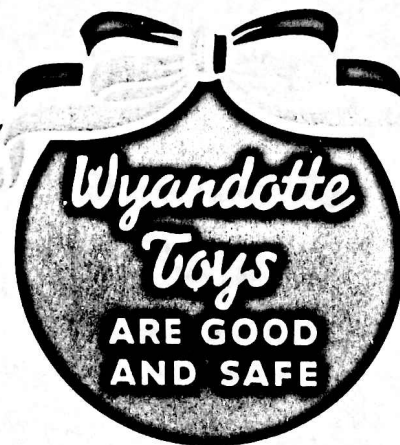
WYANDOTTE TOYS

for 1941

again presents a broad line of new and different "Good and Safe" toys—more beautiful, more appealing and the most outstanding toy values ever offered! The All Metal Products Company, drawing on their many years of successful experience, have created a line indescribably attractive and highly desirable—destined to elevate "Wyandotte Toys" to an even greater popularity. Trucks, airplanes, automobiles, guns and pistols made of heavy gauge steel with baked enamel finish. Lithographed toys and games in highly colored lithographed metal. Holsters made of genuine leather. Highest quality motors used in mechanical toys. Proving once again that

"Wyandotte Toys are Good and Safe"

STEEL TOYS
MUSIC BOXES
MUSICAL TOPS
MECHANICAL TOYS
LITHOGRAPHED TOYS



GAMES
PISTOLS
POP GUNS
TARGET GAMES
HOLSTER SETS

ALL METAL PRODUCTS CO.
WYANDOTTE, MICH.

y dif-
sid-
e car-
e car-
ship-
ctions

igning
otable.
ay are
e toy-
nts or
model
on the

IS
TION

ly Re-
10,000

ULAR
achinery
toys

odel air-
arkets of
e by the
ny, in-
eed that
roduced
that all
I have to
s met.
the talk
s unpre-
eated by
the All
which is
of toys

popular
hat we
re more
ngle toy
ng from

Sales are Heavy.

Orders of nearly 100,000 of these planes came into the office in just one day, it is understood. Production so far is only about 2,000 per day. But this production will be speeded up as the new plant, recently completed by the company, gets under way, say officials.

Speeding up of production however will not be sufficient and the addition of several extra presses or stamping machines will be necessary if the company is to meet the demand.

This top airplane is an exact model of the Lockheed-Vega a product of the Detroit Aircraft corporation, one of which was used

to cross the ocean by Miss Amelia Earheart. It is made of steel throughout and is sturdy and handsome. In other words it is not merely another toy airplane but it is a miniature production of the real thing.

Buyers Enthusiastic

Everywhere it is shown, buyers are enthusiastic for the item, it seems. Sales are made to grown ups as well as children. Big executives order them for their desks, and congressmen buy them for their offices.

The new factory of the All Metal Products corporation is located on Labadie street, at the railroad, and covers about one block of territory. Production started the middle of this month, and is gradually increasing daily as machinery and operators are put to work.

The company, which made its reputation by the manufacture of toy pop guns, reports a large demand for the many models of this item also, and the company will have to increase its capacity in this department as well. A.G.

Gateway Chronicle
1-30-38

ALL METAL TOY WORKERS UNITE

Chester H. Pilz Chosen Organization Head

My Daily News 6-16-37

More than 85 per cent of the workers at the All Metal plants have become members of the Wyandotte Toy Workers, Inc., according to Chester H. Pilz, president.

Officers of the new organization were elected Monday night at an enthusiastic meeting held at I.O.O.F. hall.

These officers are Chester H. Pilz, president; Roy Matavie, vice-president; Edward Marks, secretary-treasurer. Members of the Board of Delegates are Mabel Denton, Josephine Tocco and Lillian White, representing assembly line workers in Plants 2 and 3; Sue Ketchman, Helen Ropeleska and Rose Kortas, representing assembly line workers in Plant 1; George Lave, representing piece work employees at Plant 1; William Camp, of the tool and die and maintenance at Plant 1; Fred Juchartz, representing all other day workers at Plant 1.

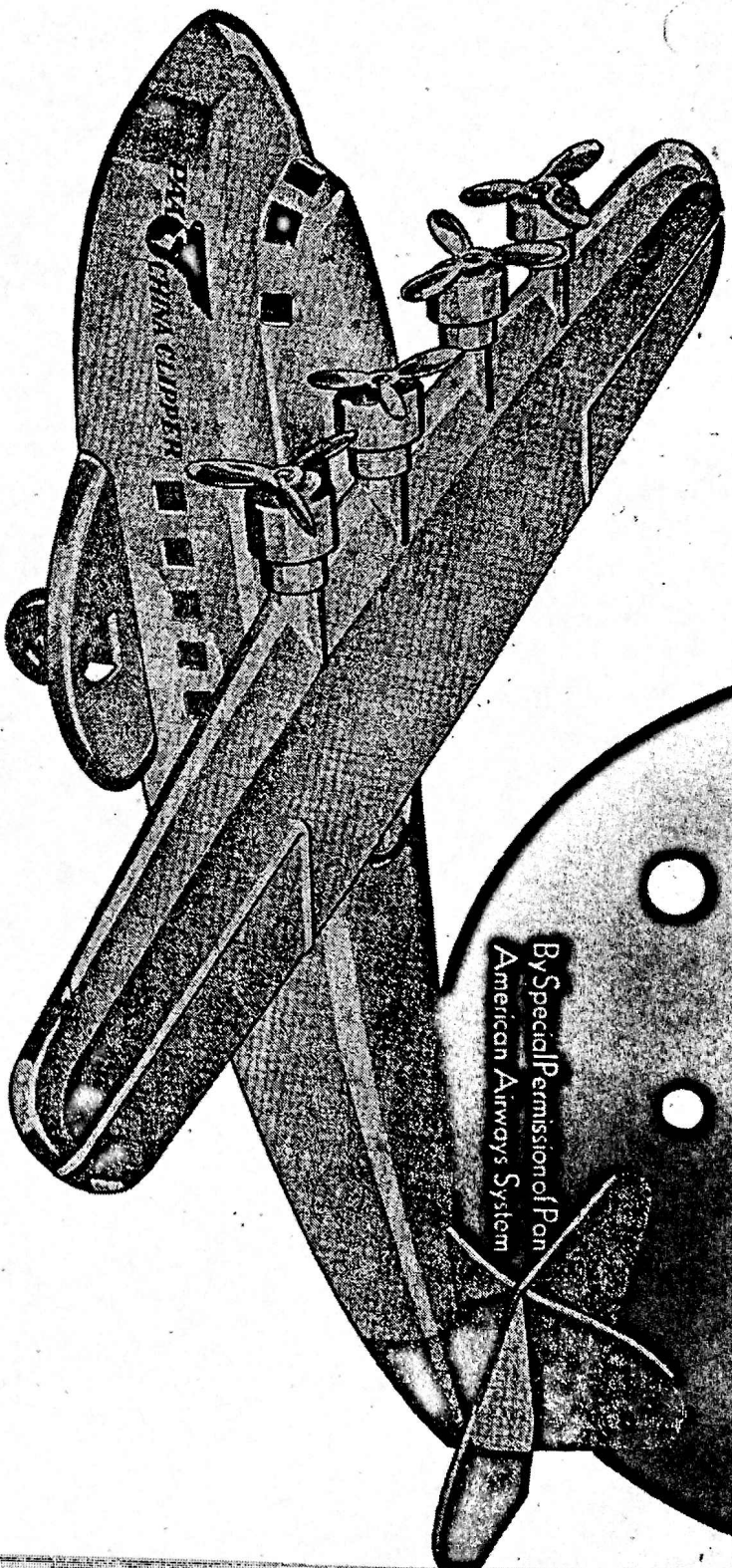
George Stroschein representing piece work employees at Plants 2 and 3; Burton Snell, representing all other day workers at Plants 2 and 3; Chester Pilz, of the tool and die and maintenance departments at Plants 2 and 3.

At the meeting, William S. McDowell, attorney for the organization, addressed the members present on rights granted them under the Wagner Act. He will notify the management of the election and membership and request for the organization sole bargaining rights in all plants of the All Metal Products company.

A working agreement is to be made with the management to take effect on July 1.

Daily News
6-16-37

Pre-WW II



Here is the newest addition to the fast-moving Wyandotte Toy Airplane Line—a true replica of the Pan American Airways System's "China Clipper." It is made of heavy gauge steel, is 9¼ inches long, and has a 13½ inch wing spread. It is finished with heavy baked enamel and has a white body and red wings. The four propellers are fitted to brass imitation motor cowlings, and a decalcomania on each side bears the official PAA trade mark and the name "China Clipper". They are packed each in a very attractive box, two dozen in a shipping container weighing 25 lbs. Place your order now, for a liberal supply of this year-around sales winner that retails at 25c.

Wyandotte Toys
ARE GOOD

All Metal Products Co.
WYANDOTTE, MICH.

1937

NY
-562
SSION ST.
51

WYANDOTTE
TOYS

Be sure to see the New 1933 WYANDOTTE TOYS
at the Chicago Fair, Stevens Hotel, May 1-13.

.. *The* **WYANDOTTE**
DOUBLE BARREL POP GUN
... **SHOOTS FOR A**
NEW SALES RECORD



THIS pop gun was by far the most outstanding sales success of 1932 — and judging from the ever increasing repeat orders it promises to far surpass this record during 1933. Every boy wants one of these novel, realistic toys and every wise merchant who wants his share of pop gun sales carries a substantial stock of this fast selling item. Place your order now.

ALL METAL PRODUCTS CO., WYANDOTTE, MICH.

AT THE
CHICAGO
TOY
FAIR

— **NEW 1933 TOYS** —
ADDED TO DEPENDABLE LINE

▼
EDUCATIONAL LETTERS
SKI-SCRAPER BLOCKS
ANAGRAMS
▼

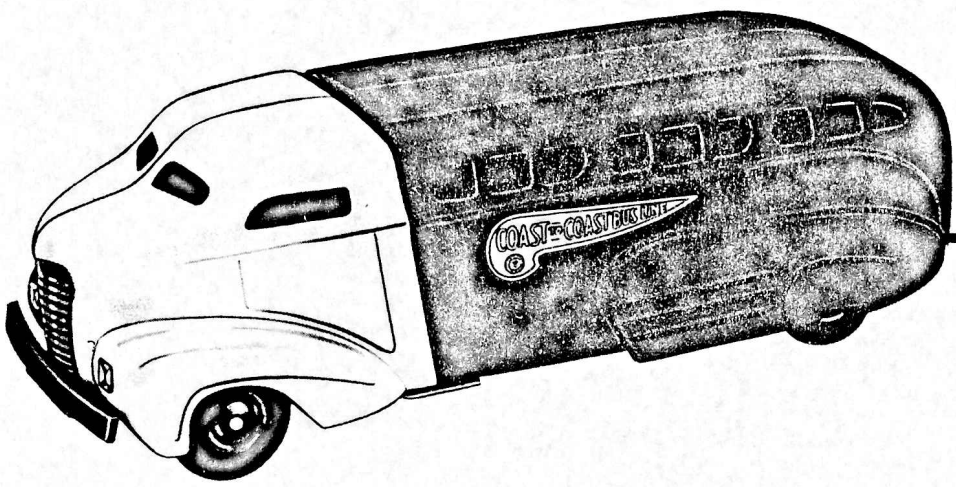
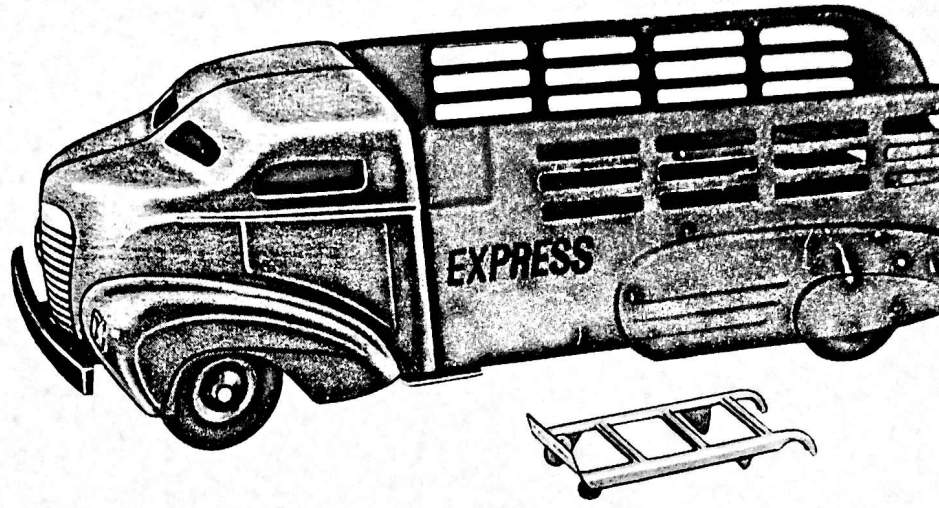
THE A. I. ROOT COMPANY
MEDINA, OHIO

HOTEL
STEVENS
ROOM 532

Pre-WWII

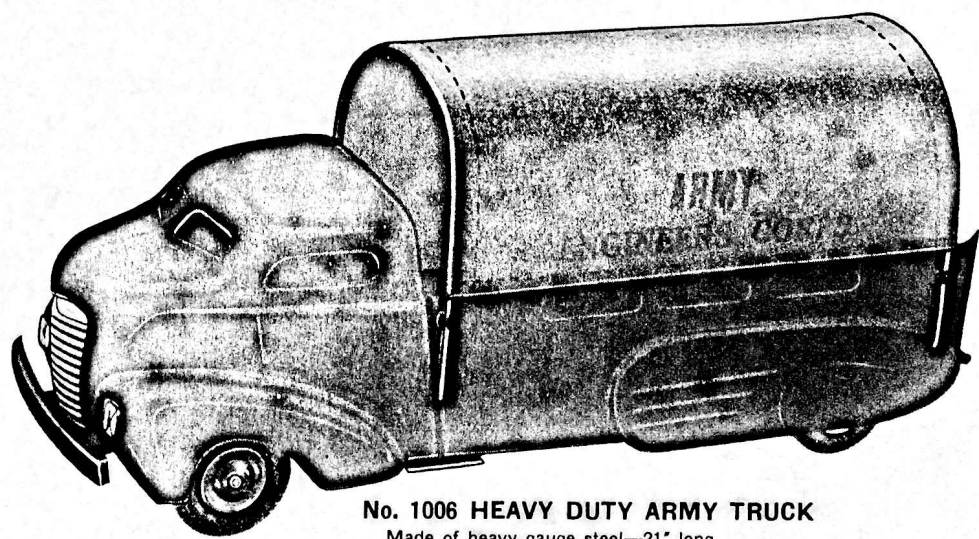
No. 1000 HEAVY DUTY EXPRESS TRUCK

Made of heavy gauge steel—21" long.
Heavy gauge steel bumper.
Bright steel headlights and radiator grille.
Solid rubber tires, with wood inserts.
Miniature hand-truck included.
Baked enamel finish—assorted colors.
Individually boxed.
One-half dozen in shipping container—34 lbs.



No. 1002 HEAVY DUTY MOTOR BUS

Made of heavy gauge steel—21" long.
Door on rear opens.
Bright steel headlights and radiator grille.
Heavy gauge steel bumper.
Solid rubber tires with wood inserts.
Baked enamel finish—assorted colors.
Individually boxed.
One-half dozen in shipping container—42 lbs.



No. 1006 HEAVY DUTY ARMY TRUCK

Made of heavy gauge steel—21" long.
Khaki cloth top.
Heavy gauge steel bumper.
Solid rubber tires with wood inserts.
Bright steel radiator grille and headlights.
Baked enamel finish—assorted colors.
Individually boxed.
One-half dozen in shipping container—33 lbs.





No. 34 DOUBLE BARREL POP GUN

Heavy gauge steel—22" long.
Baked enamel finish—walnut finished handle.
Self loading break action.
Safety cork retaining device.
Two triggers—makes two loud reports.
Individually boxed.
Three dozen in shipping container—50 lbs.



No. 39 PUMP ACTION TARGET GUN

Heavy gauge steel—21 1/4" long.
Baked enamel finish—walnut finished handle.
Individually boxed with two pure gum rubber tipped darts.
Three dozen in shipping container—33 lbs.



No. 35 DOUBLE BARREL POP GUN

Heavy gauge steel—28 1/4" long.
Walnut finished handle—baked enamel finish.
Safety cork retaining device.
Self loading break action.
Two triggers makes two loud reports.
Web shoulder strap.
Individually boxed.
One dozen in shipping container—27 lbs.



No. 17 POP GUN

Heavy gauge steel—14 3/4" long.
Black enamel finish—red wooden handle.
Self loading—break action.
Safety cork retaining device.
One dozen in box.
Three dozen in shipping container—14 lbs.



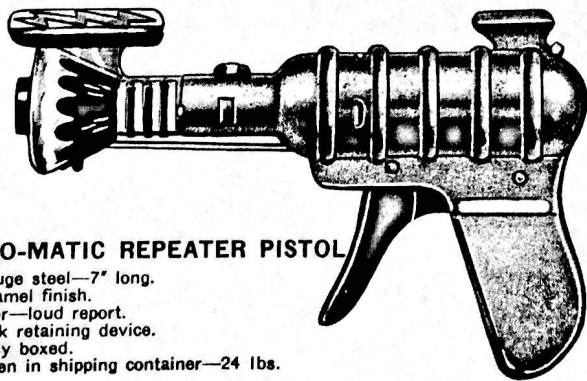
No. 41 WATER PISTOL

Heavy gauge steel—7" long.
Baked enamel finish.
No rubber bulb.
Nothing to rust.
Individually boxed.
Three dozen in shipping container—16 lbs.



No. 31 PUMP POP GUN

Heavy gauge steel—22" long.
Baked enamel finish—walnut finished handle.
Pump action—self loading.
Safety cork retaining device.
Three dozen in shipping container—27 lbs.



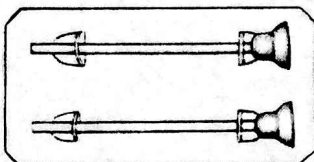
No. 33 POP-O-MATIC REPEATER PISTOL

Heavy gauge steel—7" long.
Baked enamel finish.
Pull trigger—loud report.
Safety cork retaining device.
Individually boxed.
Three dozen in shipping container—24 lbs.



No. 10 BELL PISTOL

Heavy gauge steel—7" long.
Pulling trigger rings bell.
Baked enamel finish.
Individually boxed.
Three dozen in shipping container—18 lbs.



No. 37-D DARTS

Two darts mounted on card.
Pure gum rubber.
Three dozen in shipping container—2 lbs.



No. 20 CLICKER PISTOL

Colorful lithographed metal—6 3/8" long.
Western type gun.
Pull trigger—loud report.
One dozen in box.
Six dozen in shipping container—15 lbs.

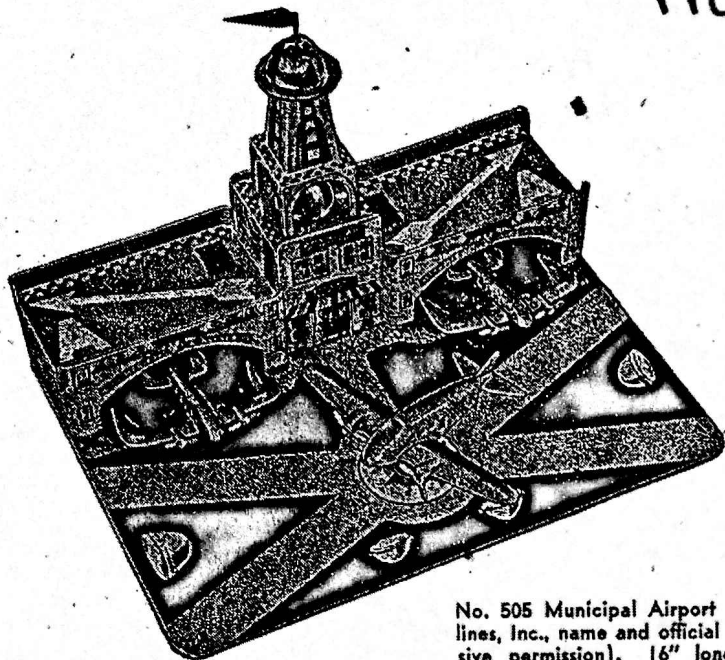
Lyandotte
Boys
ARE GOOD

Pre-WWII

NEW

Wyandotte LITHOGRAPHED

Boys

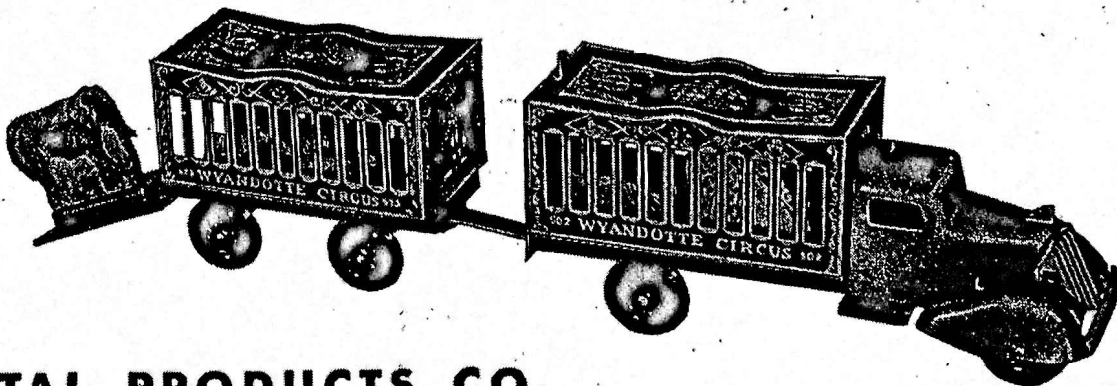
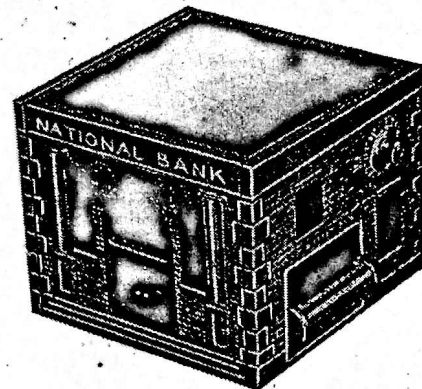


No. 505 Municipal Airport (Note: American Airlines, Inc., name and official insignia used by exclusive permission). 16" long, 11 $\frac{3}{8}$ " wide, 10 $\frac{7}{8}$ " high over all. Made of beautifully colored lithographed metal. Very realistic, contains every detail of a real municipal airport such as weather bureau, ticket office, radio station, dispatcher's office, etc. Has control tower light and beacon tower with light, also a revolving windsock. Complete with three heavy gauge metal airplanes and two electric light bulbs. Packed each set in box, one-half dozen in shipping carton, weight 28 pounds. **\$1.00**



No. 501 Garage. 3 $\frac{7}{8}$ " wide, 4 11/16" long, 3 $\frac{3}{8}$ " high. Made of beautifully colored lithographed metal. Double doors on front of garage. Complete with one rubber tired heavy gauge metal roadster 4 $\frac{7}{8}$ " long and one rubber tired heavy gauge metal coupe 4 $\frac{3}{8}$ " long. Packed each set in box, three dozen in shipping carton, weight 20 pounds. **25c**

No. 500 Bank. 3 3/16" high, 3 5/16" long, 3 5/16" wide. Made of beautifully colored lithographed metal, resembling a real bank building. Place on side of bank resembling a night depository and slot on front of bank for depositing coins. Combination dial on side opens bank when turned to one specific number. Packed one dozen in box, three dozen in shipping carton, weight 15 pounds. **10c**



No. 503 Circus Truck and Trailer. 19" long, 4 $\frac{3}{4}$ " high, 3 $\frac{1}{4}$ " wide. Cab and chassis made of heavy gauge steel, bodies made of beautifully colored lithographed metal in realistic design, wheels of colored wood. Both truck and trailer have rear doors and the trailer is detachable. Complete with assorted animals. Packed each in box, one dozen in shipping carton, weight 25 pounds. **50c**

ALL METAL PRODUCTS CO.
WYANDOTTE MICHIGAN

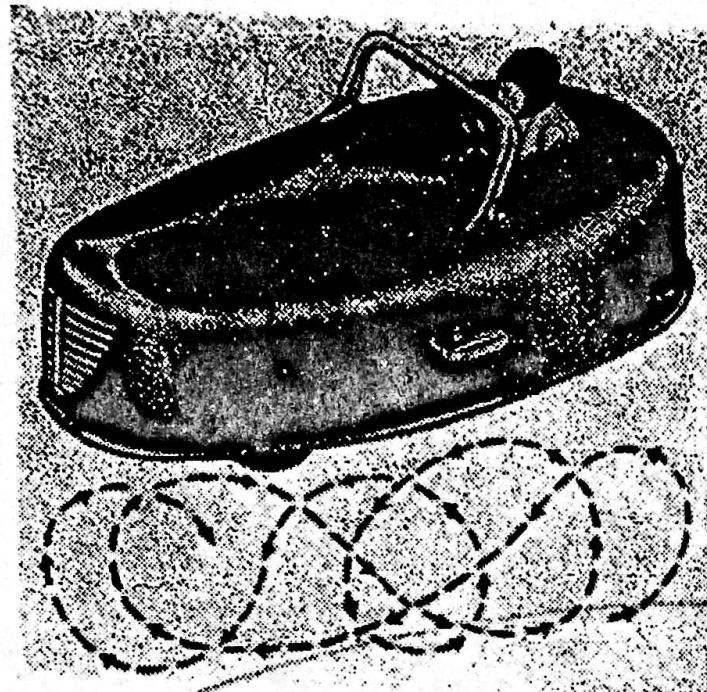
Wyandotte Boys

"ARE GOOD AND SAFE"

When writing to All Metal Products Co., will you please mention PLAYTHINGS?

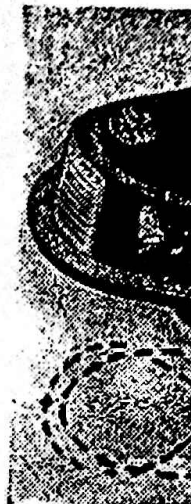
SEPTEMBER, 1936—PLAYTHINGS

HEADED FOR "BIG TIME"



FLIVVER BUG — NO. 261 — RETAIL 25c

Use them as "business stimulators," for their price in on immediate profits. FLIVVER BUG is an ori and is *better* than competitive models. DODG'EM has been reduced—now a 50c item. Check both items, also JUVENILE LAWN SETS for immediate shipment.



DODGEM

ON DISPLAY AT
N. Y. Office: 200 Fifth Ave. Bldg.
 MANUFACTURED BY
BUFFALO TOY & TOOL WORKS
BUFFALO, N. Y.

WYANDOTTE TOYS ARE GOOD AND SAFE

MUSICAL TOPS
 MECHANICAL TOYS
 LITHOGRAPHED TOYS and GAMES
 POPGUNS and PISTOLS
 STEEL TOYS
 HOLSTER SETS - TARGET GAMES

ALL METAL PRODUCTS CO., WYANDOTTE, MICH.
 New York Office:
 Room 534—200 Fifth Ave. Phone GRamercy 5-6047

NOW AT POPULAR

THE WORL EATING A "FEED TEDDY

Patents Pe
 Ask About Our Sensation
 Write for Samples of
COMMONWEALTH