

# WORK AND PLAY

*The Production and Consumption  
of Toys in Germany, 1870–1914*

DAVID D. HAMLIN

THE UNIVERSITY OF MICHIGAN PRESS *Ann Arbor*

Copyright © by the University of Michigan 2007  
All rights reserved  
Published in the United States of America by  
The University of Michigan Press  
Manufactured in the United States of America  
© Printed on acid-free paper

2010 2009 2008 2007 4 3 2 1

No part of this publication may be reproduced, stored in a retrieval system,  
or transmitted in any form or by any means, electronic, mechanical, or otherwise,  
without the written permission of the publisher.

*A CIP catalog record for this book is available from the British Library.*

Library of Congress Cataloging-in-Publication Data

Hamlin, David D., 1970–

Work and play : the production and consumption of toys in Germany,  
1870–1914 / David D. Hamlin.

p. cm. — (Social history, popular culture, and politics in  
Germany)

Includes bibliographical references and index.

ISBN-13: 978-0-472-11588-4 (cloth : alk. paper)

ISBN-10: 0-472-11588-X (cloth : alk. paper)

1. Toy industry—Germany—History. I. Title.

HD9993.T693G3 2007  
338.4'768872097309034—dc22

2006103237

*For my wife, Karen, without whom this would be unimaginable;  
and for my father, David Hamlin Jr., semper fidelis*

# Contents

<i>Acknowledgments</i>	ix
Introduction	1
1. “Underwear Was Not Christmas, but Toy Soldiers Were” <i>The Dynamics of Toy Demand</i>	21
2. Making the Toys, Making the Industry <i>Structuring Production</i>	61
3. “Christmas Bustle Wherever the Eye Looks” <i>Buying and Selling Toys</i>	103
4. Toys Are Good to Think <i>Education, Play, and Consumption</i>	127
5. “Keep in Mind What Those Cheap Prices Mean” <i>Consumer Industries and the Social Question</i>	183
Conclusion	219
<i>Notes</i>	223
<i>Bibliography</i>	261
<i>Index</i>	283

# Acknowledgments

A work developed over many years owes much to many people. It is impossible to conceive how this book would ever have been completed without the aid and intervention of others. As a result, my ideas have been challenged, and my vision has been extended. From the beginning of this project, Volker Berghahn has been a careful and thoughtful guide. He has read innumerable drafts, always with good humor and to my great profit. He has been equal parts a coach, critic, and cheerleader. I also had the good fortune to work with Mary Gluck, Carolyn Dean, and Omer Bartov as a graduate student at Brown. Mary Gluck in particular was untiring in her time and advice, for which I am deeply thankful. In addition, Andy Bell and David Rubin both read sections of this book when it was a dissertation in preparation.

My research would have gone nowhere had I not received the material support of the Deutsche Akademische Austauschdienst as well as Brown University. While in Germany, the staff of the Staatsbibliothek in Munich was extremely helpful in locating an enormous variety of texts. I also would like to thank the highly solicitous staff at the Bayerische Wirtschaftsarchiv, as well as the Stadtsarchiv München, the Stadtsarchiv Nürnberg, the Staatsarchiv Nürnberg, and the Geheimes Staatsarchiv, Preussischer Kulturbesitz.

In the difficult process of transforming a dissertation into a manuscript, I have benefited from the aid of many. Colleagues from my brief stint as a visiting professor at Brown—Joan Richards, Seth Rockman, and Deborah Cohen—each took great interest in the revision of early chapters. Celia Applegate very kindly agreed to read an early draft, commenting thoughtfully on the cultural side. Jonathan Wiesen was extremely helpful in transforming the structure and thrust of the business chapters. Portions of this manuscript (identified in the text) appeared previously in the *Journal of Social History*, *Central European History*, and *Social History*. My colleagues at Fordham have been exceptionally helpful in putting the final touches on the manuscript. In

particular, Kirsten Swinth has read the whole of the manuscript, sections of it twice. Her comments have been lucid, insightful, and always exceedingly helpful. Perhaps most valuable of all were the anonymous readers for the University of Michigan Press and Geoff Eley. The lengthy and detailed comments of the readers, coupled with Geoff's vision, have been enormously helpful in bringing the disparate parts of this monograph together and hammering it into proper shape.

Finally, this project would have gone nowhere had I not received the remarkable and unstinting support of my wife and family. The wandering life of an academic is not always easy. My way has been infinitely eased by the understanding, care, and heartless editing of Karen Hamlin. She has been at the center of everything I have ventured over the last decade, this book is but one small example of that. In addition, my parents have been enthusiastic supporters of a passion that has taken me a long way from the farm. Thank you, all.