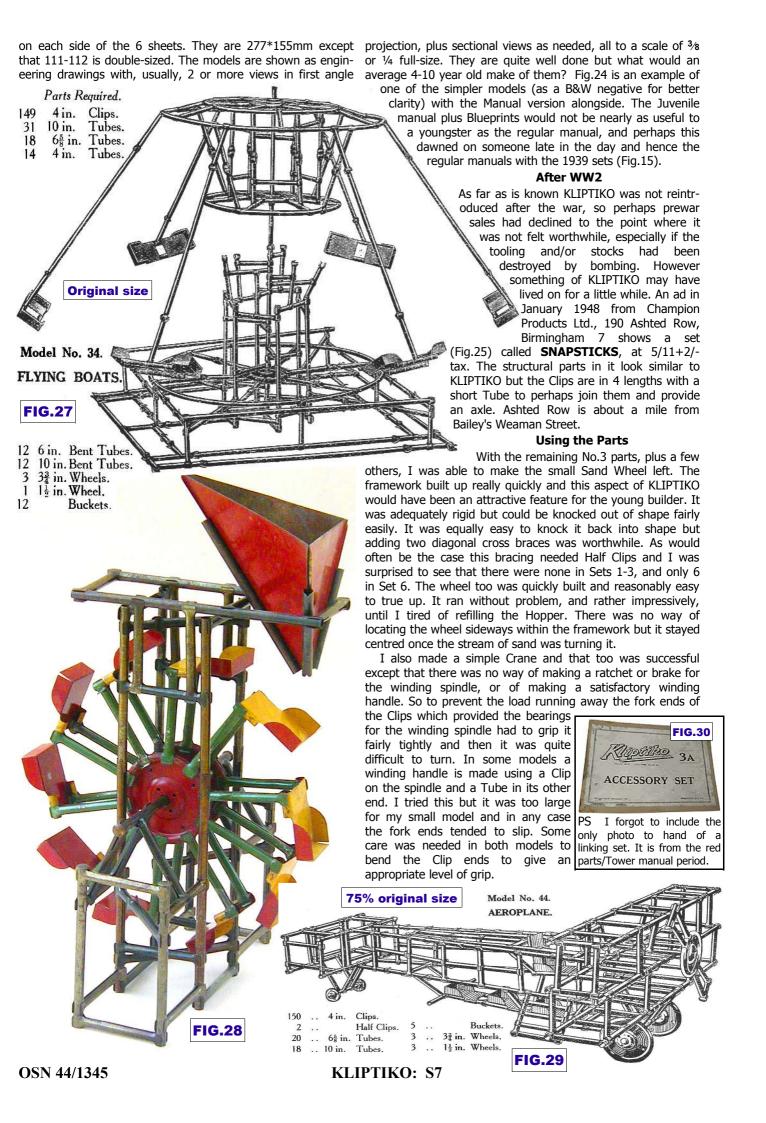


KLIPTIKO: S6 OSN 44/1344



CLIPPA Never heard of it, well not surprising because it only ever reached the preproduction stage. John Timms has a factory produced No.1 sample set & model, and also a copy of the company's business plan. He kindly supplied details.

The Clipper Toy Co. was registered in the early 1950s with the intention of producing CLIPPA, a version of the by then defunct KLIPTIKO, but with a limited number

Fig.1

where Sets 00, 0, 1 and 2-8 year old youngsters. 3 men were



of parts to aim mainly at 2-8 year old youngsters. 3 men were involved from the start but the main player was a Mr A Roseberry. By around 1955 two applications for Registered Design had been successful, and sample sets had been produced, but then activity ceased due to lack of money. A failed attempt to revive the project was made in 1959.

The SETS It was intended to market outfits 1-3 plus 2 linking sets, all using the same range of 10 parts as in the No.1 (see Fig.1). The same size box was to be used for the main sets; likewise both linking sets would be packed into their own same size box. John's set has a plain bright yellow lid edged with red but in production Sets 1-3 were to have a 3-colour label, and the 'a' sets a simple label showing its set number. The No.1 had 30 parts in all.

The PARTS Compared with KLIPTIKO there were some changes made as improvements. There was an extra, longer Clip which could form a diagonal in a square made of the shorter Clips, thus adding rigidity. And for added versatility a variant of the shorter Clip had angled ends. Another new part is the Connector in Fig.2 which pushed into Tubes to make it easier to join them — it was to be plastic in production. Also a pair joined by a Connector became a Long Clip but with the advantage that the ends could be at any angle, and differ between the ends.

So the 10 parts comprised 3 Tubes, 4 Clips (Long, Short, Short with Angled Ends, Half), a Wheel, a Connector, & a Hub Cap. The steel parts were to be made from .015" sheet (28 swg), as in KLIPTIKO, but were generally slightly smaller than their KLIPTIKO counterparts. Dimensions as follows with the KLIPTIKO values in brackets. Tubes are $^3/_{10}$ " ($^3/_{8}$ ") Ø and $^13/_{4},^31/_{2},^51/_{2}$ " ($^3/_{4},^65/_{8}$ ") long. Clips are $^3/_{10}$ " ($^31/_{2}$ ") long. The Wheel is 3" ($^33/_{4}$ ") Ø. The Hub Cap is wooden, but to be plastic (metal). The Connector is $^15/_{8}$ " long.

The MODELS 12 models were to be shown in the Model Leaflet for Set 1, with 4 Guns, including the Field Gun in Fig.3, 3 furniture models, a Robot Man, a Dog, a Windmill, a Bike, & a Ch't (?Chariot). With only 2 Wheels in the set none of the models can really be pushed along.

RETAILING For cheapness distribution was to be by representatives rather than wholesalers and the likely retail prices for the sets, based on factory costs and the usual margins, were 11/-, 19/-, & 27/9 for Sets 1-3, and 8/5, & 10/for the 'a' sets. The aim though was to sell the No.1 for 9/11, 10 shillings being an important pricing point for potential purchasers.

The Plan has a comparison of prices between CLIPPA and various other toys. In nearly all cases the CLIPPA prices are well within the range for the other toys. The only one where a more or less direct comparison is possible is with MECCANO

where Sets 00, 0, 1, 2, & 3 cost 6/9, 11/-, 16/11, 24/- & 33/6. It is suggested that the 3 CLIPPA sets compare with Meccano's Sets 1-3 on the basis that Sets 00 & 0 contain fewer parts if their N&B are excluded. True, but at least the No.0 had 4x 1" Pulleys with Tyres so push along models could feature.

KLIPTIKO Pre-WW2 In 1939 a No.1 KLIPTIKO set had 53 parts including 4x 11/2" Wheels, and sold at 2/6. A MECCANO No.1, with 2x 1" Pulleys & Rubber Rings, cost 3/-, or a No.2 with 4 at 4/6. The KLIPTIKO manual models certainly doesn't do justice to the Set with again no model that could be pushed along on 4 Wheels. If the Fig.3 model is typical of the others CLIPPA models they were a distinct improvement on KLIPTIKO's. The MECCANO manual of the time showed many more models with a wide variety of subjects and full use of the wheels. KLIPTIKO had the advantage of being easy to assemble and those today who still remember having it speak fondly of it and of the ease of 'inventing' new, often large models. The only complaint is that it seemed impossible to incorporate steering in Lorries etc. KLIPTIKO needed a revamp but it was not sold again after the war so perhaps sales had not been high enough to warrant the investment.

SNAPSTICKS In 1959 Roseberry wrote to Games & Toys asking if any other toy similar to KLIPTIKO was being made, and the answer was no. SNAPSTICKS (see 44/1345) had been advertised in G&T in 1948. No doubt it had not succeeded in establishing itself. It wasn't mentioned in the Plan either but it's interesting that it too had additional longer Clips, two in this case.

An ASSEMBLO-FALCO Connection? The French ASSEMBLO was of course the original system of this type and is well known (see 15/420,444, 30/877); FALCO was Italian with the same style of parts (see 26/758, 39/1165, 51/1549) but full details are not available. Jean-Pierre Guibert though has spotted a possible connection between them as below, with an almost identical picture used on the covers of two documents. So was there a connection between them with the same owners perhaps, or a licence agreement. Or did FALCO simply copy the ASSEMBLO image.





FALCO [2]: S3 [54/1650]

CLIPPA: S1 OSN 54/1650