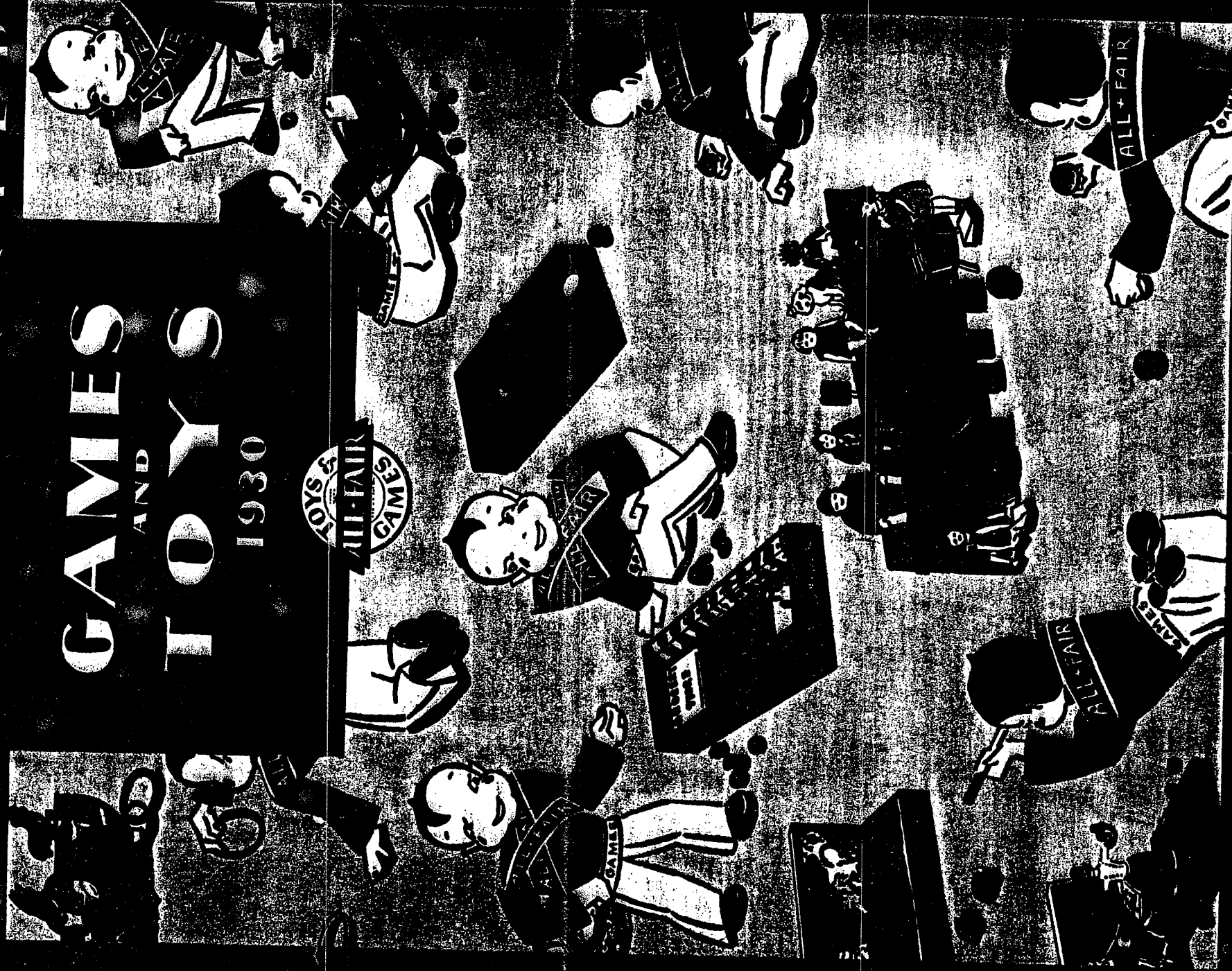


ALL-FAIR

INCORPORATED

GAMES AND TOYS

1930



ALL-FAIR INCORPORATED GAMES and TOYS FOR 1930



*ALL-FAIR Merry Makers
are Money Makers*

ALL-FAIR
INCORPORATED

Successors to
ALDERMAN, FAIRCHILD COMPANY

FACTORY AND EXECUTIVE OFFICES—CHURCHVILLE, NEW YORK
NEW YORK DISPLAY, SUITE 414, FIFTH AVENUE BUILDING
200 FIFTH AVENUE, NEW YORK CITY

EXPORT DEPT.—OFFICE 605, 130 PEARL ST., NEW YORK CITY
CABLE ADDRESS, CEPANA, N.Y.



ALL-FAIR Merry Makers are Money Makers

NEW games for old! New toys for old! There's action, and pep, and liveliness and joy for children in the 1930 All-Fair line. There's action, attractive display material, quick sales and profits for dealers in the 1930 All-Fair line.

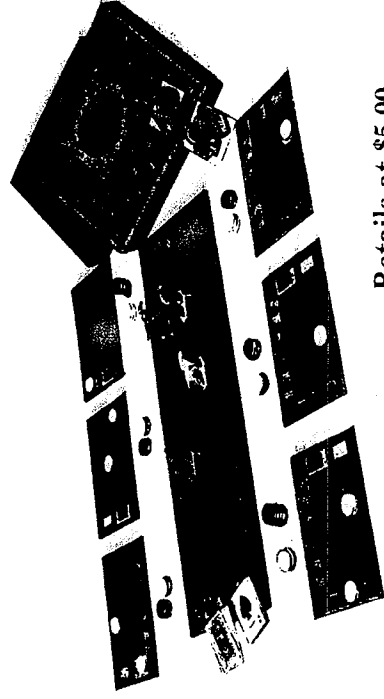
The 1930 toys are more lovable, more appealing and intriguing than ever before. The finish of this year is much improved over other years—the sheen is better and brighter. The wheels are bright with gay lacquer and it stays on!

The 1930 games introduce entirely new principles of play.

Write for samples of new All-Fair games and toys.

ALL-FAIR
INCORPORATED
CHURCHVILLE, N.Y.

HORSES
TRADE MARK



Retails at \$5.00

No. 700

AN exciting adult game, irresistible to man or woman! The "get up" is smart, eye catching. Method of play is easy to explain with a definite result—you win because "they" buy. Lithographed 4 colors and varnished. Any number can play "Horses."

PACKING: Individually wrapped. 1/2 dozen to shipping carton.

SIZE: Box—14" x 10" x 2"; board 27" x 8".

SHIPPING WEIGHT per 1/2 doz., 25 lbs.

PARTS: Hard board track; 6 betting boards; 4 race horses;

72 poker chips, 1 1/4" diameter.

LIST PRICE: \$60.00 per doz.



"OUR GANG" TIPPLE TOPPLE GAME

*Hal Roach's Rascals Tattle in the
Back Yard Fence*

No. 359

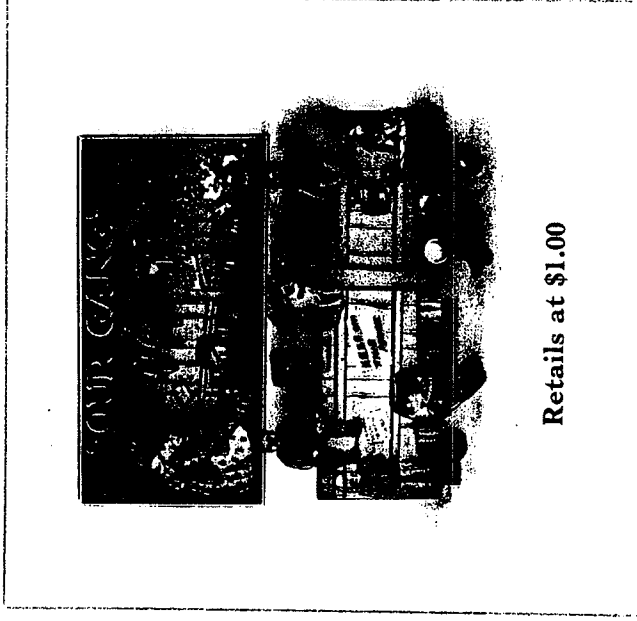
ALL Fair is exclusively licensed by Hal Roach to produce this game which offers an entirely new principle of play. Race the ball, strike a paddle and knock one of our gang off the fence. New, thrilling and in line with the times. Lithographed in 4 colors and varnished.

PACKING: ¼ doz. to paper package; 3 doz. to a shipping carton.
SIZE: Box—17½" x 9" x 1¼"; Fence 17" x 6¼"; Balls 1¼" diam.
Wood supports 6" long.

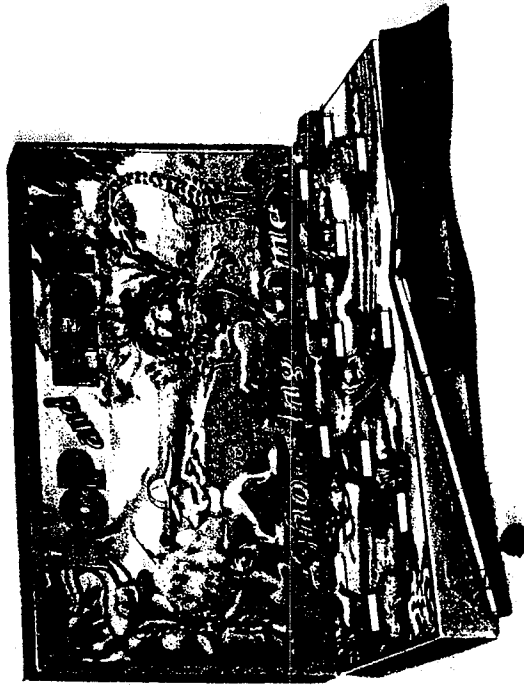
SHIPPING WEIGHT per doz., 20 lbs.

PARTS: 4 colored balls; died out, typical backyard fence. Projecting paddles (brooms) fastened by rubber bands. Ball rolled by player, strikes paddle which flies up and knocks one of the "kids" off the fence. 5 died out mounted photographs of "Our Gang."

LIST PRICE: \$12.00 per doz.



Retails at \$1.00



Retails at \$1.00

POP AND PLOP

*Shot at from the comfort of
your home*

No. 306

ANSWER the call of the wild on the living room floor—9 wild animals just waiting for the shot of some happy adventurer of 5 or 15. Played with a Wyandotte gun as impressive as those used in darkest Africa but as safe in a youngster's hands as a rubber ball.

PACKING: ¼ doz. in package; 3 doz. to shipping carton.

SIZE: Box 17½" x 9" x 1½". Gun 19" long.

SHIPPING WEIGHT per doz., 20 lbs.

PARTS: Gun, 10 corks, 9 substantial animal cut-outs lithographed 5 colors, both sides.

LIST PRICE: \$12.00 per doz.

ALL-FAIR INC.

ALL-FAIR INC.

ALL-FAIR INC.

ALL-FAIR INC.

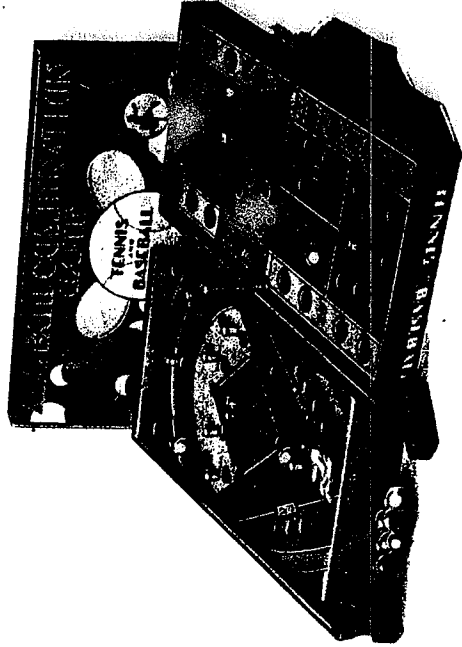
ALL-FAIR INC.

ALL-FAIR INC.

ALL-FAIR INC.

ALL-FAIR INC.

ALL-FAIR INC.



Retails at \$1.00

SPE-DEM AUTO RACE

*One of the Most Popular Games
in the World*

No. 355

AUTO Race was first introduced in 1922. This year marks the 8th anniversary of Auto Race, and we proudly point to the fact that Spe-Dem Auto Race is still one of our best sellers. This game is the most profitable single game in many thousands of toy stores and departments. Lithographed 4 colors and varnished.

PACKING: 1 doz. in package; 3 doz. to shipping carton.
SIZE: Board 17½" x 17½" folded in center. Equipment box 4" x 3½" x 3".

SHIPPING WEIGHT per doz., 13 lbs.

PARTS: Hard board race track, 6 colored autos 1" x ½" x ½"; throwing cup, six ½" wood cubes bearing letters corresponding to names of cars.

LIST PRICE: \$12.00 per doz.

ALL-FAIR COMBINATION TENNIS AND BASE BALL

*Combined two of the most
Most Popular Sports*

No. 358

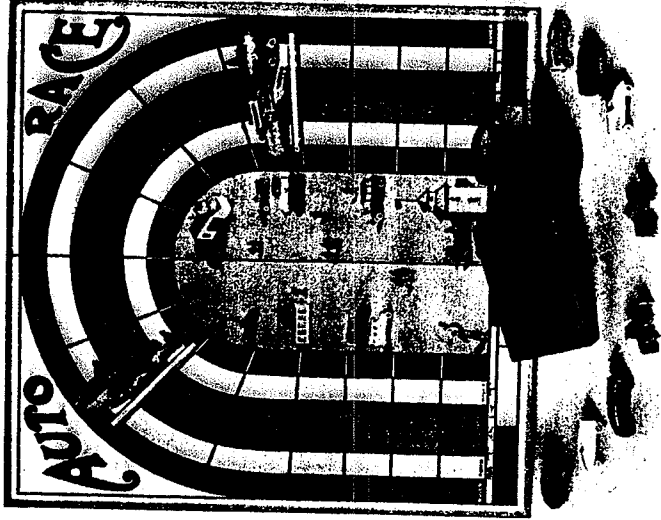
A LIVELY and exciting action Baseball game and a swift moving Tennis Match (singles or doubles) all in the same box! In each the method of play is singular and will thrill the most obstreperous child or parent. Biggest game we have ever produced for \$1.00. Lithographed 4 colors and varnished.

PACKING: ¼ doz. in package, 1 doz. to shipping carton.
SIZE: Box—19" x 10" x 3", two complete playing decks same size.

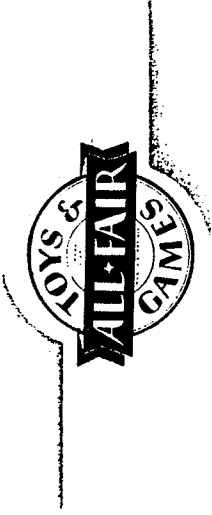
SHIPPING WEIGHT per doz. 21 lbs.

PARTS: Eighteen ¾" colored balls tumbled wax, two spring shooters, tennis net 9" long, 3" high, wood net supports, 9 peg base men.

LIST PRICE: \$12.00 per doz.



Retails at \$1.00



NOAH'S ARK

Ring Toss and Marble Game

No. 367

WOLVELY action games in one box. There are ring toss games at sell for a dollar—there are marble games that sell for a dollar. BUT, here is a two-dollar game (a ring and a marble game combined) to sell for a dollar.

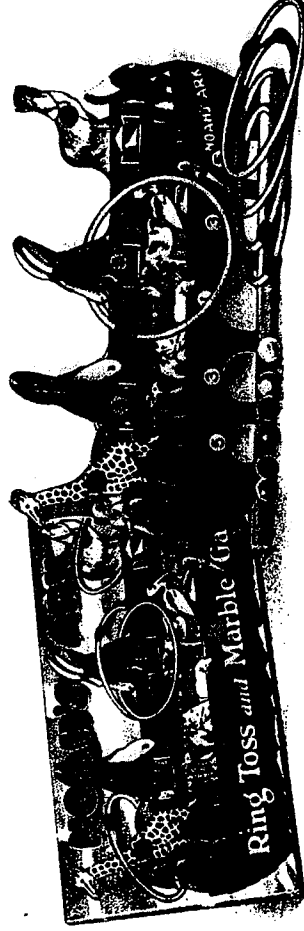
PACKING: 1/4 doz. in package; 3 doz. to shipping carton.

SIZE: Box 17 1/2" x 9" x 1 1/2".

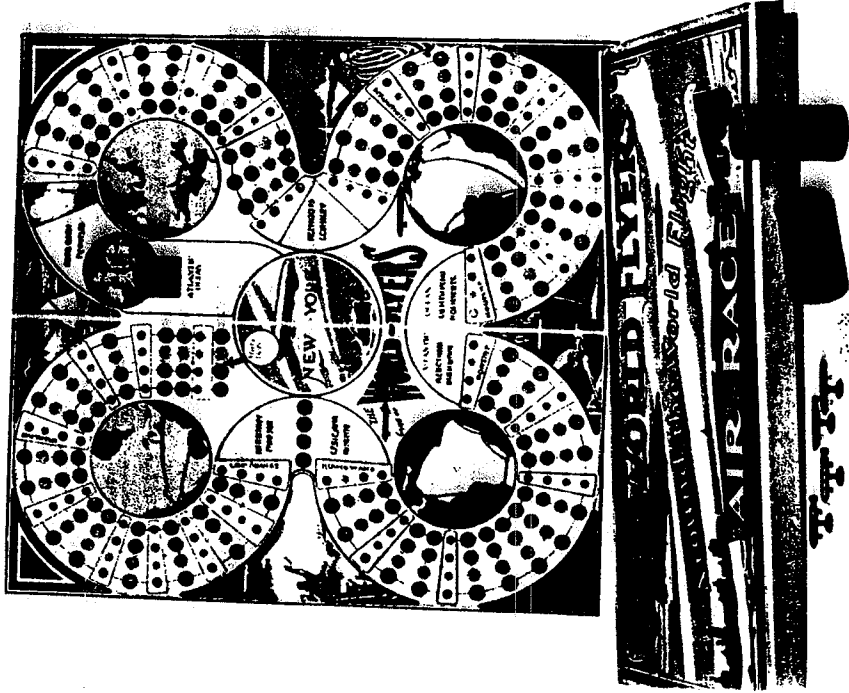
SHIPPING WEIGHT per doz. 20 lbs.

PARTS: 4 reed rings, wooden cue 15 1/2" long x 1/2" dia. one end, 3/4" at other, 6 marbles, two wooden bases.

LIST PRICE: \$12.00 per doz.



Retails at \$1.00



Retails at \$1.00

WORLD FLYERS COMBINATION

*Around the World with a Checker
and a Diegame*

No. 354

THIS is truly a game for every member of the family. All are interested in flying, and most everyone is interested in checkers. World Flyers is played by means of dice and miniature "dirigibles." The route is a trip around the world. Checkers board on back of gameboard.

PACKING: 1/4 doz. in package; 3 doz. to shipping carton.

SIZE: Box 18" x 9" x 1 1/4". Board 17 1/2" x 17 1/2"

SHIPPING WEIGHT per doz. 20 lbs.

PARTS: 2 numbered wooden cubes 1/2" square; 4 metal dirigibles, 24 wooden checkers 1" diameter; deck within box supports board.

LIST PRICE—\$12.00 per doz.

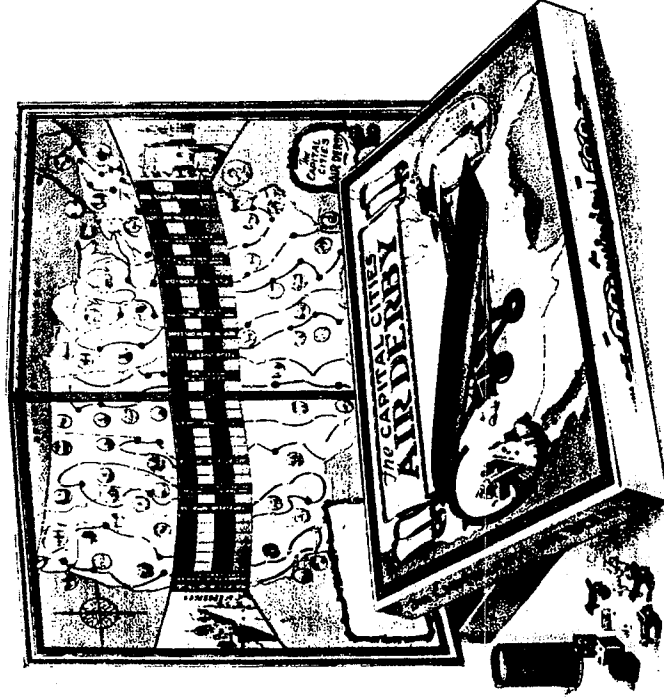
ALL-FAIR

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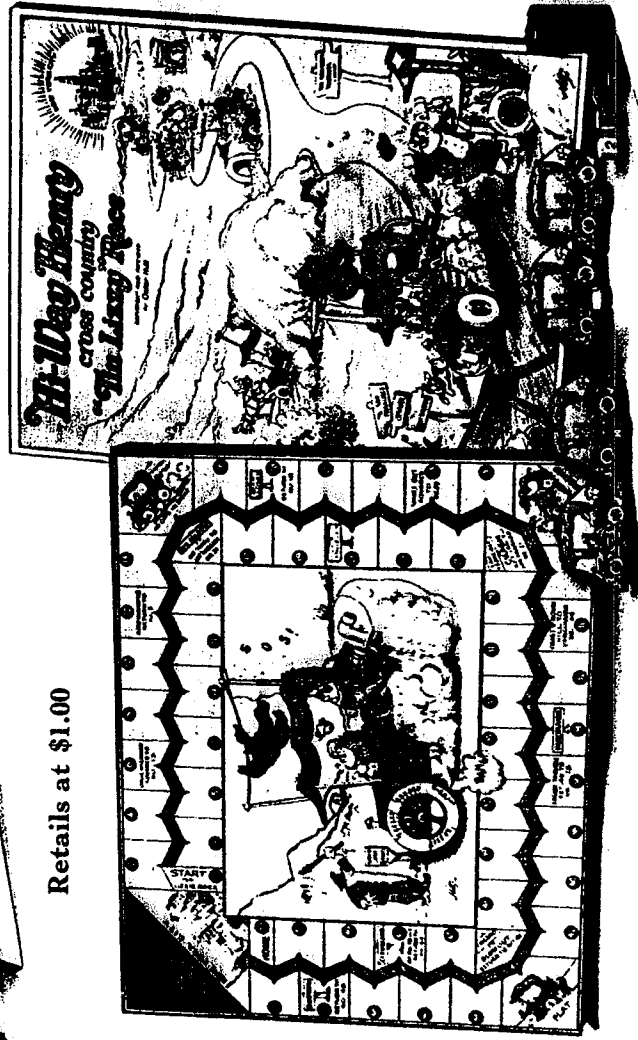
THE CAPITAL CITIES AIR DERBY

No. 307

AIR racing from New York to San Francisco by way of the state capitals and important cities. A flight to the finish with "All-Metal" airplanes and fun with a purpose—it teaches the player the capitals of the 48 states and their leading industries. Unusual educational approval.

PACKING: $\frac{1}{4}$ doz. in package; 3 doz. to shipping carton.
SIZE: Box—16" x 12"; Board—23" x 15".
SHIPPING WEIGHT per doz., 20 lbs.
PARTS: 4 wooden cubes, 1 throwing cup,
4 large metal aeroplanes.
LIST PRICE: \$12.00 per doz.

Retails at \$1.00



Designed and
Copyrighted
by Oscar Hitt

Retails at \$1.00

HI-WAY HENRY—No. 309

HI-WAY represents 30 million tourists who leave home each year and tour from Maine to Florida, from New York to California. This cross-country "Lizzie Race" dotes on detours, "constables," busted tires. The "Blow-out" spinner in combination with throwing cubes puts an element of suspense in the play, giving a new twist to this race game.

PACKING: $\frac{1}{4}$ doz. in package; 3 doz. to shipping carton.
SIZE: Box—15 $\frac{3}{4}$ " x 12 $\frac{3}{4}$ " x 1 $\frac{1}{2}$ ".
SHIPPING WEIGHT per doz. 15 lbs.
PARTS: Dried out cardboard wheel attached to the deck, four dried out cardboard Hi-Way Henry cars, eight $\frac{1}{2}$ " numbered throwing cubes, throwing cup 2 $\frac{1}{2}$ " x 1 $\frac{3}{8}$ ".
LIST PRICE: \$12.00 per doz.



WITZI WITS

Witzi Wits and the Fortune Teller

No. 375

THREE fun making games in one—that's Witzi Wits: (1) "The Mystic Door" tells your fortune. (2) Tells your fortune by cards. (3) Reveals stunts and forfeits or any occasion.

There is a constant need throughout the year for a good fortune telling and stunt game combined. Witzi Wits will please.

PACKING: 1/4 doz. in package; 3 doz. to shipping carton.

SIZE: Box—16" x 12 1/4" x 4".

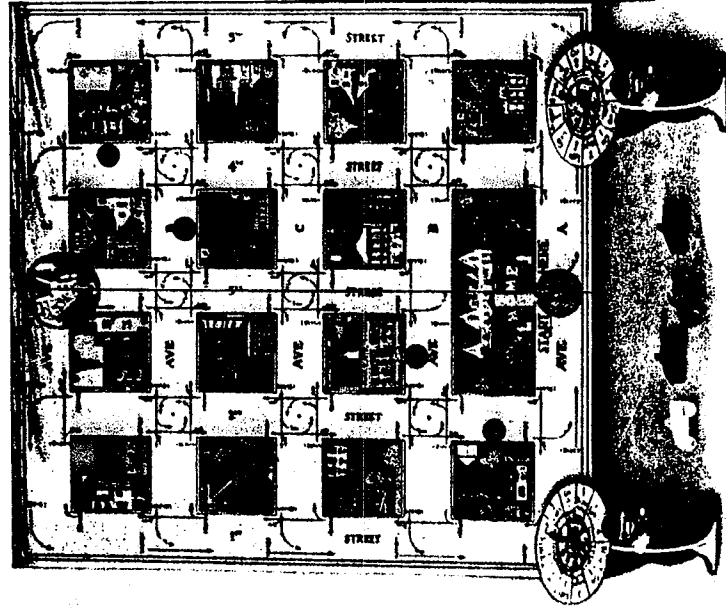
SHIPPING WEIGHT per doz., 12 lbs.

PARTS: Fortune telling dial which has game of stunts thereon; mystic door and spinner.

LIST PRICE: \$12.00 per doz.



Retails at \$1.00



Retails at \$1.00

STOP AND GO

No. 305

EVERY boy or girl who has ever "run an errand" will get a lot of fun out of this game. Interprets traffic rules with fun and gusto. "Stop and Go" is sure to appeal to modern youngsters who love to get mixed up with traffic jams.

PACKING: 1/4 doz. per paper package; 3 doz. to shipping carton.

SIZE: Box—17 1/2" x 9" x 1 1/2", Board 17" x 17".

SHIPPING WEIGHT per doz., 19 lbs.

PARTS: Double gameboard with check-erboard lithographed on back, 2 cop spinners 6" high, 4 metal autos.

LIST PRICE: \$12.00 per doz.

ALL-FAIR

ALL-FAIR

ALL-FAIR

ALL-FAIR

ALL-FAIR



Funny . . . Running . . . Kick



Retails at \$1.00

SMARTY-DOG

A Dog with a Pull

No. 277

A BIT banged up but very lovable. He lowers his head, pushes out his funny little jaw—holds up his pointed linoleum ears and follows whoever will pull him. Smarty Dog is just a round little bundle of fun that you'll hate to part with, even for a profit!

PACKING: Individual lithographed box, 1 doz. to shipping carton.
SIZE: 8" high, 8" long, 3½" wide.
SHIPPING WEIGHT per doz., 11½ lbs.
LIST PRICE: \$12.00 per doz.

HUMPTY HUMP

A Humpty with a Pull

No. 281

A HUMPY, mild eyed dromedary dressed in gay colors, golden tassels and a tinkling bell. Pull him and he paces along with you slowly and with the dignity befitting his ancient lineage. With all his nonchalance Humpty Hump nods his head to all who will take him for a walk.

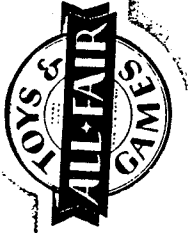
PACKING: Humpty Hump has an individual lithographed box of his own, 1 doz. in shipping carton.
SIZE: 10" high, 9½" long, 4" wide.
SHIPPING WEIGHT per doz., 13 lbs.
LIST PRICE: \$12.00 per doz.



Retails at \$1.00



Beautiful
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ng Squawking Toys

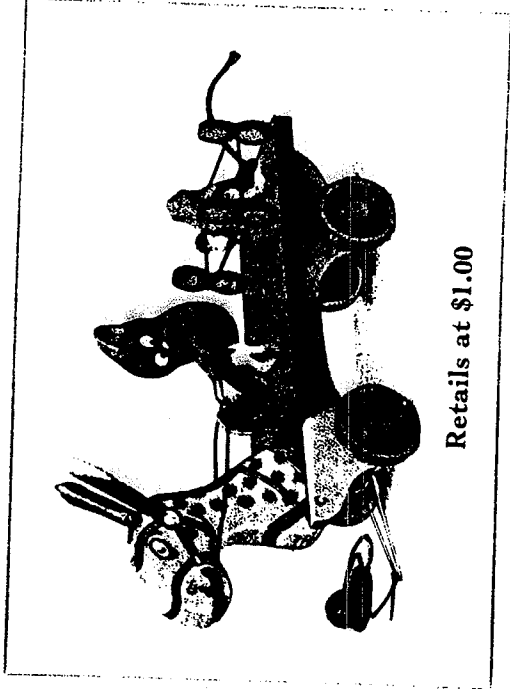
A.B.C. GIRAFFE

"The Most Curious Giraffe"

No. 279

PULL him along and A.B.C. with all his characteristic curiosity twists his head to right and left—everything interests him! Tall and gawky and terribly awkward—spotted with the whole alphabet—A.B.C. becomes the family pet the first time Junior pulls him across the floor.

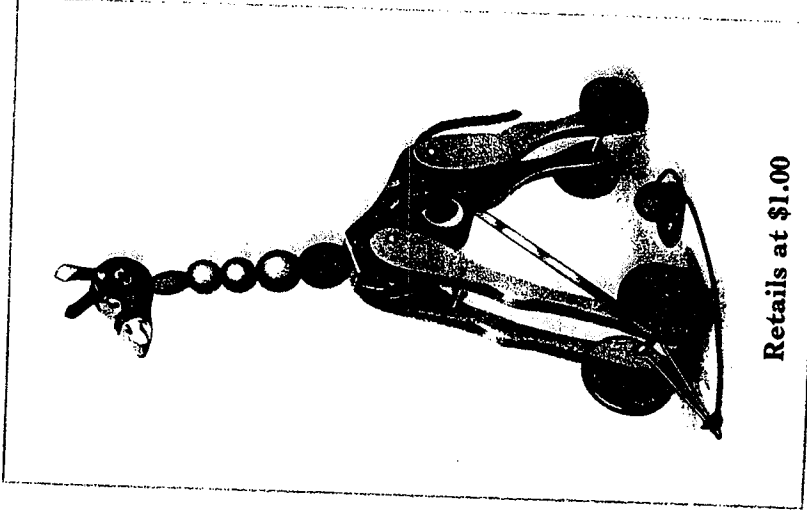
PACKING: Individually in lithographed box, 1 doz. to shipping carton.
SIZE: 13½" high, 7" long, 4" wide.
SHIPPING WEIGHT per doz., 13 lbs.
LIST PRICE: \$12.00 per doz.



Retails at \$1.00



d box
the



Retails at \$1.00

HAULER HANK

"Sammy, Jr. Design"

No. 222

POOR little "Sammy" has only one object in life—to keep "Hank" from running away with the cart. Sammy bounces up and down as Hank gallops away. All in rhythm to the toddler's steps across the nursery floor.

PACKING: Individual lithographed box, 1 doz. to shipping carton.
SIZE: 11½" long, 6½" high, 3½" wide.
SHIPPING WEIGHT per doz., 12½ lbs.
LIST PRICE: \$12.00 per doz.

ALL-FAIR

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ALL-FAIR

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ALL-FAIR

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ALL-FAIR

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ALL-FAIR



Funny . . . Running . . . Kick



Retails at \$1.00

MR. QUACK DUCK

From Young Bird

No. 275

NOISY but nice. He stretches his neck—he opens his bill and how he squawks! He sports a stovepipe hat, a bow ribbon, a real necktie, and a lot of charm. This other half of the duck family is quite the bold blade and has an irresistible appeal for children—old and young. His squawker is concealed, but pull him and you'll sure hear it!

PACKING: Individual 4-color lithographed box, 1 doz. to shipping carton.
SIZE: 10" high, 8" long.
SHIPPING WEIGHT per doz., 12 lbs.
LIST PRICE: \$12.00 per doz.

MRS. QUACK DUCK

She'll lead the Family into company!

No. 276

AN appealing, smiling lady of the duck family. Give her a baby to pull her around and she's happy without her watery home. Mrs. Duck is very dressy—with a flowery gown and a "ducky" hat and a real bow of ribbon. Her squawk isn't musical but it's awfully real! Children and adults all love her.

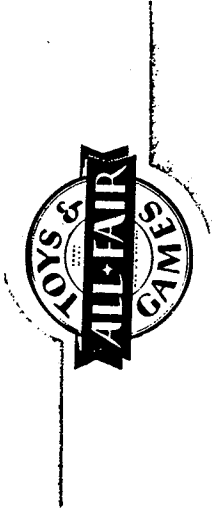
PACKING: Individual 4-color lithographed box, 1 doz. to shipping carton.
SIZE: 10" high, 8" long.
SHIPPING WEIGHT per doz., 12 lbs.
LIST PRICE: \$12.00 per doz.



Retails at \$1.00



Beautiful 4 color lithographed box which houses every one of the All-Fair modern Toys.



ing . . . Squawking Toys

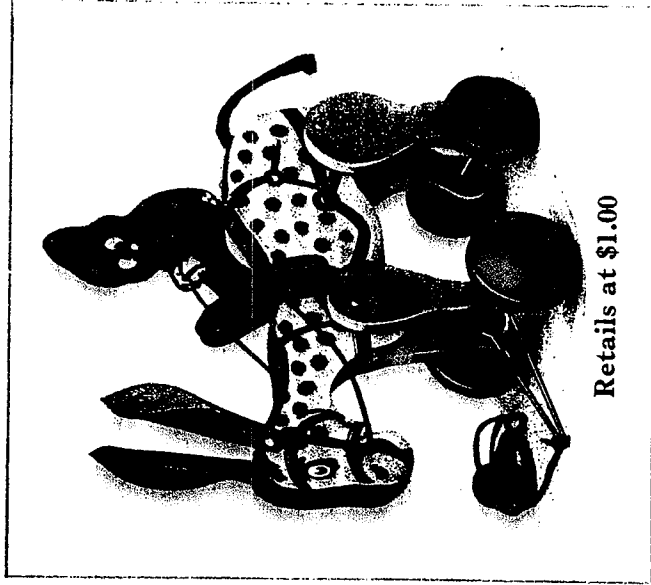
BILLY GOAT

And He Pulls You!
If You Don't Watch Him

No. 280

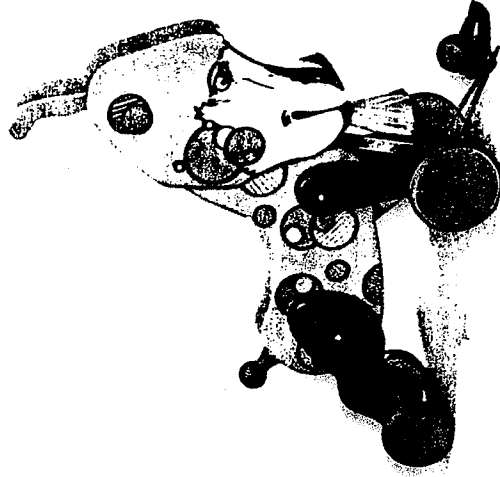
CHILDREN all love Billy—an utterly ridiculous animal. Pull him and he'll come with you—but don't push, for like all goats his hind legs are very active! An honest to goodness sisal rope goatee hangs where goaties always do. His horns are decorative but not dangerous.

PACKING: Individual 4-color lithographed box, 1 doz. to shipping carton.
SIZE: 9½" long, 10½" high.
SHIPPING WEIGHT per doz., 13 lbs.
LIST PRICE: \$12.00 per doz.



Retails at \$1.00

Beautiful 4 color lithographed box which houses every one of the All-Fair modern Toys



Retails at \$1.00

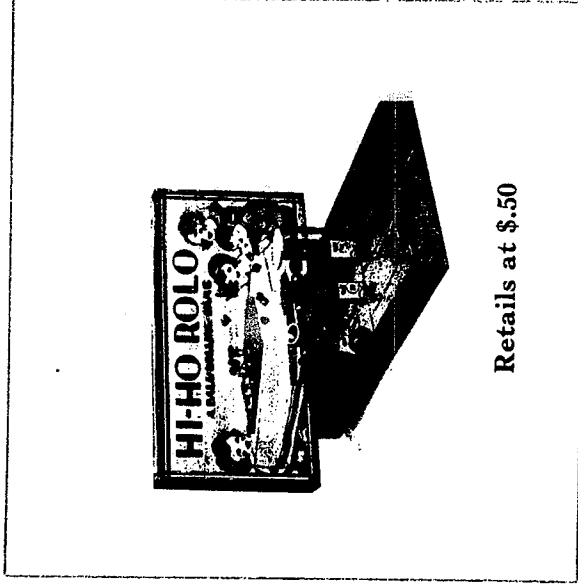
MAUDE and SAMMY

Maude Maude "Maude" Sammy Sammy
Maude Maude "Maude" Sammy Sammy

No. 201

ANY youngster will give an involuntary grunt when "Sammy" comes down with a thud on balky Maude's back. There's action and realism enough for the most mischievous kiddie in this sturdy, funny pull toy.

PACKING: Individually in lithographed display container, 1 doz. in shipping carton.
SIZE: 9" high, 9" long, 3½" wide.
SHIPPING WEIGHT per doz., 16 lbs.
LIST PRICE: \$12.00 per doz.



Retails at \$.50

HI-HO ROLO

Stratford, Shaver, and a Star Navy

No. 419

A MODERN adaptation of an ancient Chinese game which appeals to Boys and Girls alike. No mother need worry about restless children on rainy days. Hi-Ho Rolo will completely absorb their attention. An unusual value which will sell itself. Lithographed in four colors.

PACKING: 1/2 doz. in package; 3 doz. in shipping carton.
SIZE: Box—17 1/2" x 9" x 1 1/2", Playing Box same size.

SHIPPING WEIGHT per doz., 11 lbs.

PARTS: 3 one and one-half inch shiny wooden balls, 3 Hi-Ho figures 4" x 1 1/4" tube material, 2 wooden standards, 3 died out card board hats for Hi-Ho figures, Sawed wooden trap colored.

LIST PRICE: \$12.00 per doz.

TICK TOCK AND RING TOSS

Forgetting to Give at a Popular Price

No. 413

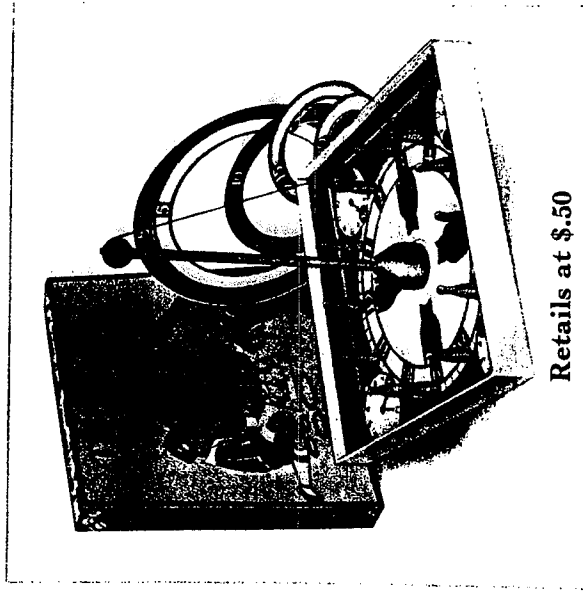
CHILDHOOD'S love of variety will sell this two-in-one game. Everyone knows how quickly most youngsters tire of a game having only one interest factor. But, here is a game combining the element of luck with that of skill—in two different action games! And for the price of one!

PACKING: 1/2 doz. in package, 6 doz. in shipping carton.
SIZE: Box—12 1/2" x 12 1/2", Maypole 7" high.

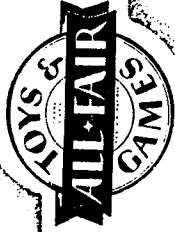
SHIPPING WEIGHT per doz., 11 lbs.

PARTS: 12 shiny colored wooden Ten-pins, a Whirly-go-round ball and pole, and 4 numbered rings.

LIST PRICE: \$6.00 per doz.



Retails at \$.50



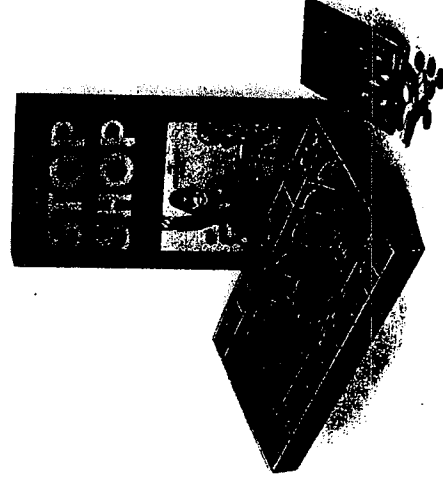
STOP and SHOP

Makes Your Store a No. 1 Storekeeper

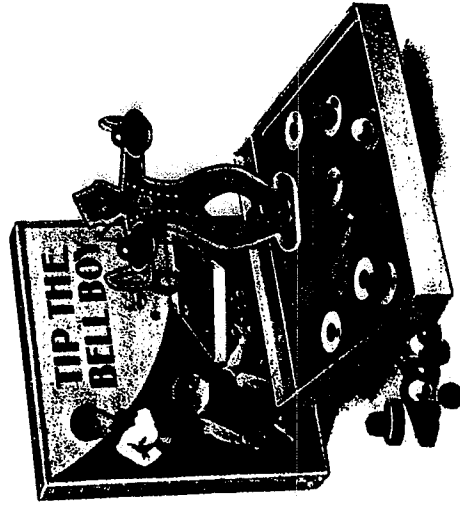
No. 417

CHILDREN like to buy and sell. This game gives them a chance to "act" as real storekeepers. Twenty different commodities—which are traded with and for. Player who uses his wits and makes purchases for least money wins and is the next storekeeper.

PACKING: 1/2 doz. in package, 3 doz. in shipping carton.
 SIZE: 17 1/4" x 9" x 1 1/2". Playing Deck—same size.
 SHIPPING WEIGHT per doz., 14 lbs.
 PARTS: 20 diled out pieces merchandise, 80 diled out pieces money, and "Prices Today" turn stile.
 LIST PRICE: \$6.00 per doz.



Retails at \$.50



Retails at \$.50

TIP THE BELL BOY

A Bell Boy at Your Service

No. 414

COLORS bell boy delights children with a game of skill and luck. The smartly uniformed bell boy bobbing on his springy wire is a valuable attention-getter for your counters. An excellent value at a price within everyone's reach. One of the fastest selling items in the All-Fair line.

PACKING: 1/2 doz. in package, 6 doz. to shipping carton.
 SIZE: Box—12 1/4" x 12 1/2" x 1 1/2". Playing deck same size. Bell Boy figure stands 9" high.
 SHIPPING WEIGHT per doz., 14 lbs.
 PARTS: Complete spring shooter, twelve 3/4" shiny wooden balls, diled out figure bell boy, three tin cups 2 1/4" diameter and wire support.
 LIST PRICE: \$6.00 per doz.

ALL-FAIR

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ALL-FAIR

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ALL-FAIR



POOR JENNY

The Little Donkey Pin - English Game

No. 403

POOR Jenny, a mischevious little white donkey gets into all sorts of difficulties with the black cook and a big rolling pin. Jenny uses her heels and her ingenuity and in the end—well, play the game and see who wins.

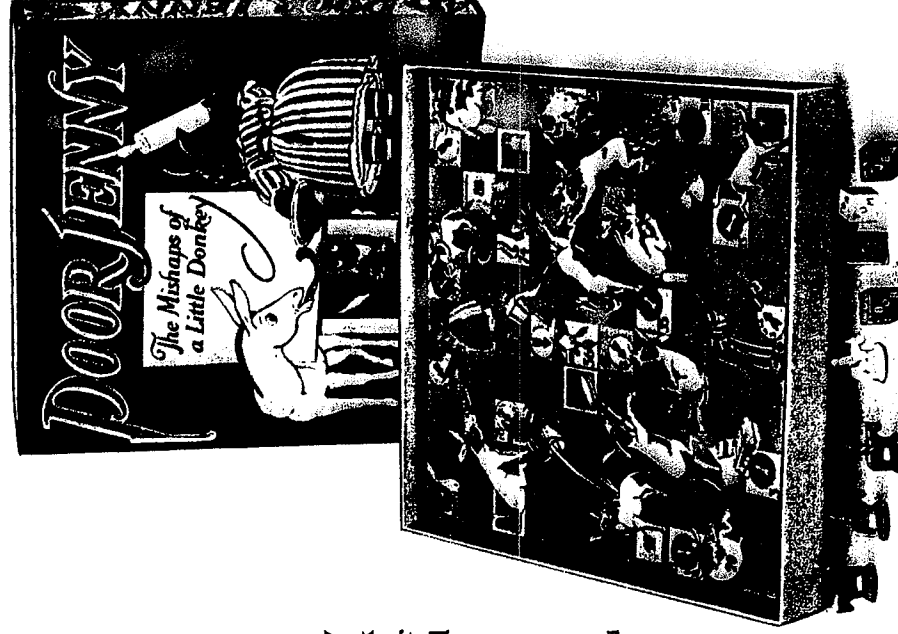
PACKING: ½ doz. in package, 6 doz. to shipping carton.

SIZE: Box—11½" x 11½" x 1½". Playing deck—Same size.

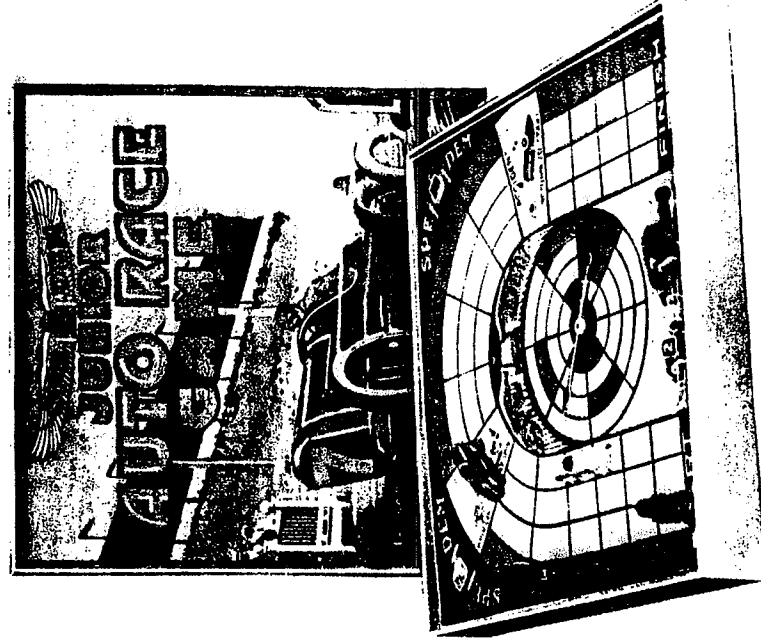
SHIPPING WEIGHT per doz., 10 lbs.

PARTS: 4 metal donkeys, 4 lettered throwing cubes, lithographed route for Jenny's travels.

LIST PRICE: \$6.00 per doz.



Retails at \$5.50



Retails at \$5.50

JUNIOR AUTO RACE GAME

No. 407

A POPULAR and simplified version of Spe-Dem Auto Race. Great fun for children as young as 4 years. Splendid mind training and fun at the same time. Sells well all year round.

PACKING: ½ doz. in package, 6 doz. to shipping carton.

SIZE: Box—11½" x 11½" x 1½". Playing deck—same size.

SHIPPING WEIGHT per doz., 10 lbs.

PARTS: 4 metal autos, 1 dial and spinner, lithographed race track.

LIST PRICE: \$6.00 per doz.



ANIMAL AND BIRD LOTTO

New Adaptation of a Famous Old Game

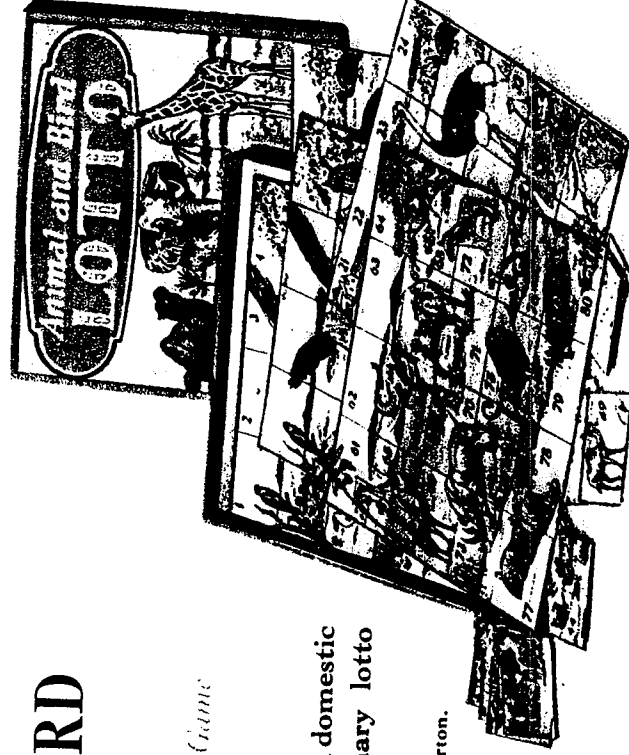
No. 408

A LIVELY game played with wild and domestic animals and birds, using the ordinary lotto method of play.

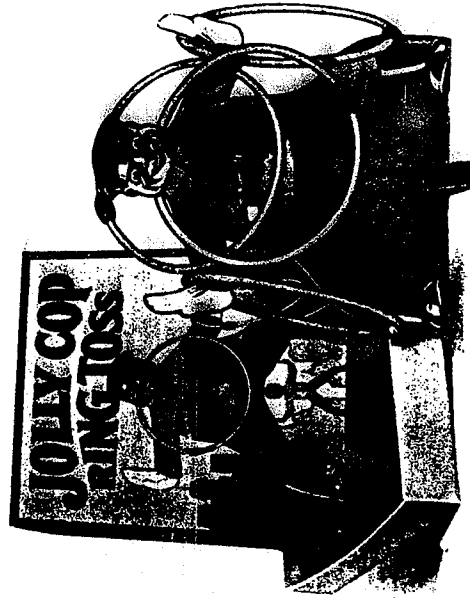
PACKING: 1/2 doz. in package, 6 doz. to shipping carton.
SIZE: Box—8 1/4" x 10".

SHIPPING WEIGHT per doz., 12 lbs.

PARTS: 4 lithographed plates, 80 cut-out pieces.
LIST PRICE: \$6.00 per doz.



Retails at \$.50



Retails at \$.50

JOLLY COP RING TOSS

*The Hucklebop You and Up
The New Game of the Year*

No. 415

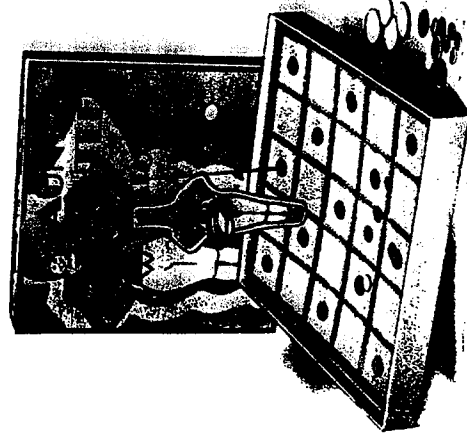
JOLLY Cop, the children's friend holds his hands out to catch the rings they throw. Watch his knees for the count the more rings the greater the score.

PACKING: 1/2 doz. to package; 6 doz. to a shipping carton.
SIZE: 10 1/4" x 8".

SHIPPING WEIGHT per doz., 10 lbs.

PARTS: 2 piece cardboard cut-out of cop, wooden base to hold him upright and 4 colored rings.

LIST PRICE: \$6.00 per doz.



Retails at \$.50

Jaunty Butler Tiddley Winks

No. 416

THE fascinating snap and jump of the tiddley-wink is a constant source of delight to children. The New Idea of the Jaunty-Butler dangling on his spring wire with extended tray adds that bit of interest and spice that will make this game a best-seller.

PACKING: 1/2 doz. in package, 6 doz. to shipping carton.

SIZE: Box—12 1/2" x 12 1/2" x 1 1/2". Butler figure stands 6" high.

SHIPPING WEIGHT per doz., 11 1/2 lbs.

PARTS: Deck playing board, dished out Jaunty Butler figure, wire support, tin cup lacquered blue, 4 pad "cushions", 4 sets colored Tiddley Winks.

LIST PRICE: \$6.00 per doz.

AL+FAIR

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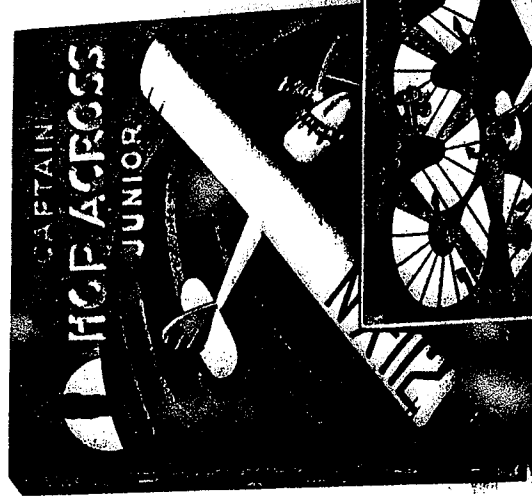
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AL+FAIR



CAP. HOP ACROSS, JR.

Contains the new Captain Hop Across

No. 410

THE spinner is the propeller—happy idea. Everything about it promises sales success. In place of penalties, you get bonuses—Action.

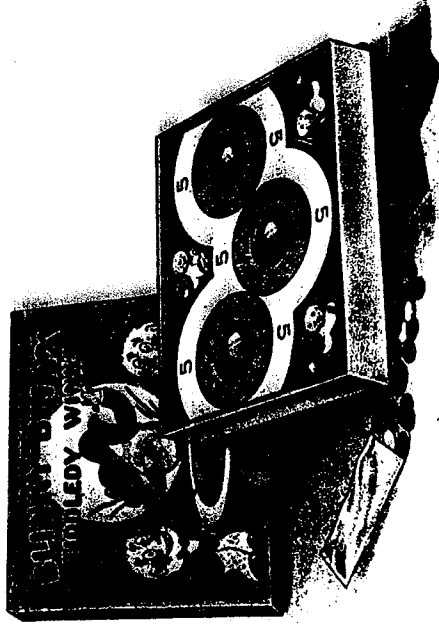
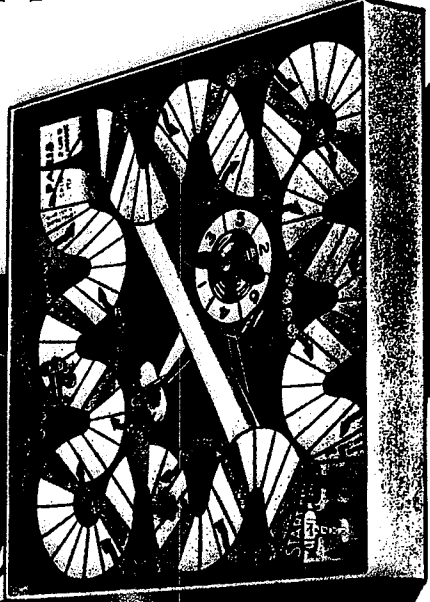
PACKING: ½ doz. in package, 6 doz. to shipping carton.
SIZE: Box—11½" x 11½" x 1½".

SHIPPING WEIGHT per doz., 10 lbs.

PARTS: 4 metal aeroplanes, 1 dial and propeller spinner.
lithographed race track.

LIST PRICE: \$6.00 per doz.

Retails at \$.50



BLINKY BLINX

No. 411

A RUSH game for four. Snap the counters from the table just as fast as you are able. Quick and full of action as you want to make it —Blinky Blinx has a real wallop—exciting enough to raise your temperature!

PACKING: ½ doz. in package, 6 doz. to shipping carton.

SIZE: Box—8½" x 10".

SHIPPING WEIGHT per doz., 8 lbs.

PARTS: Playing deck with three metal cups inserted therein, 4 felt pads "cushions," 4 sets colored Tiddledy Winks.

LIST PRICE: \$6.00 per doz.

Retails at \$.50

RADIO GAME FOR LITTLE FOLKS

No. 405

CHILDREN tune in on something old dressed up in a new way. A good value, which can be sold as a special and at a handsome profit.

PACKING: ½ doz. in package, 6 doz. to shipping carton.

SIZE: Box—11½" x 11½" x 1½". Playing deck—same size.

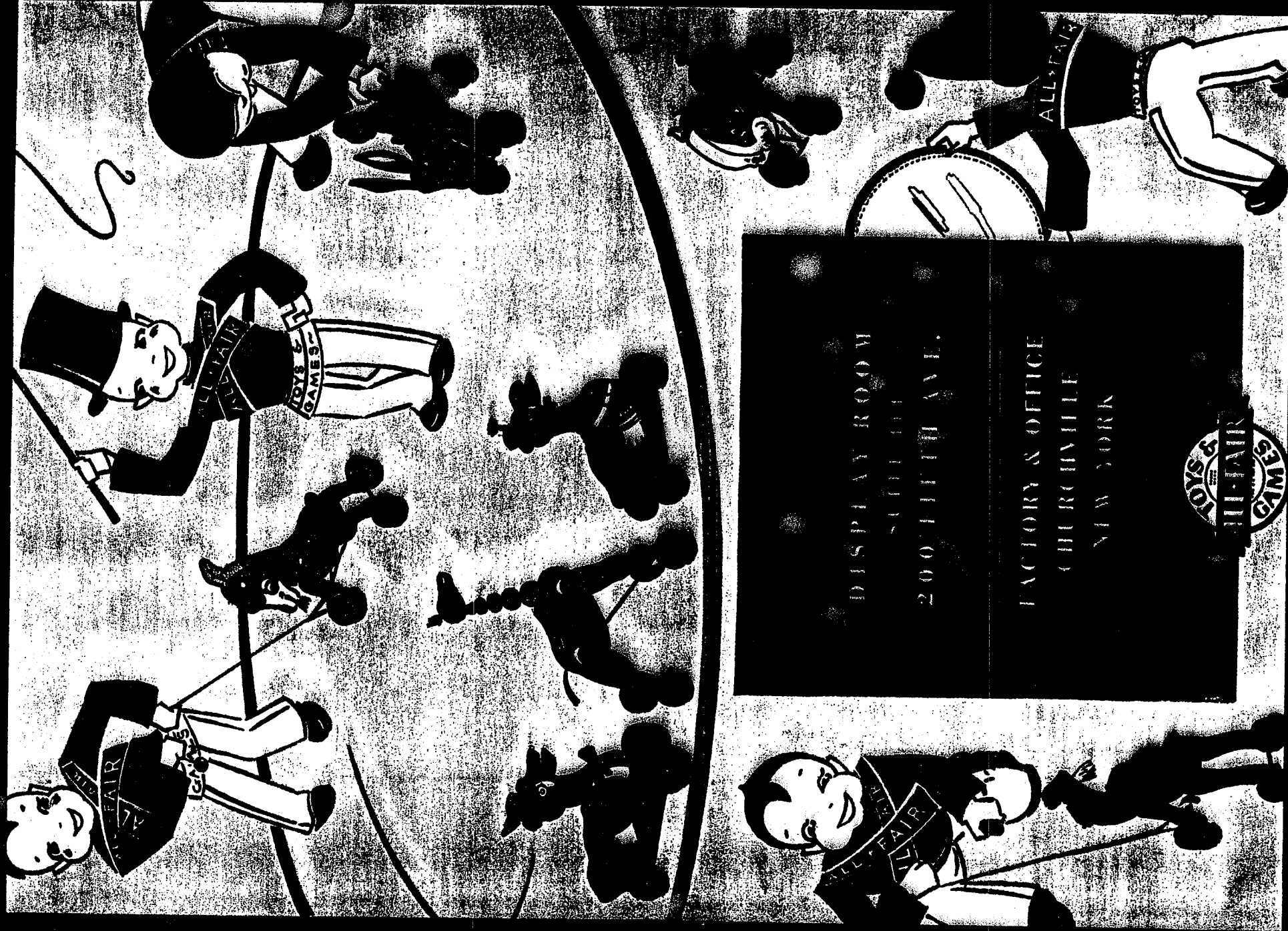
SHIPPING WEIGHT per doz., 10 lbs.

PARTS: 8 shiny wooden counters, 2 throwing cubes.

LIST PRICE: \$6.00 per doz.

Retails at \$.50

(Write for special discounts on this item)



DISPLAY ROOM
SOUTH
200 FIFTH AVE.

FACTORY & OFFICE
CHURCHVILLE
NEW YORK

