

ALL FAIR TOY COMPANY  
BRICE TOY AND NOVELTY COMPANY  
EAST AURORA TOY CORPORATION

As a young man, Herman Fisher took a job with a manufacturer of paper boxes and games, the Alderman-Fairchild Company in Rochester, NY. When this company decided to form a separate company to manufacture games, All Fair Toys was created. Fisher became vice president of this new company, a position that he held for four years. In 1930, Fisher made an unsuccessful attempt to buy All-Fair Toys.

Still interested in the manufacturing of toys, and with the encouragement of Elbert Hubbard II, Fisher decided to move to East Aurora, NY. Then, combining efforts with Irving Price, who handled the financial and managerial efforts, and Helen Schelle, who had background in toy sales, he formed the Fisher Price Toy Company.

Also moving to East Aurora from All-Fair, were Jesse Brice and Russell and Stella Frew, all of whom continued with Fisher Price for many years. Jesse Brice, Superintendent of Factory production, was a toy lover who also designed and made toys at home as a hobby. In the late forties, Brice left Fisher Price, and deciding to produce his own line of toys, formed the Brice Toy and Novelty Company.

The company continued until 1952, when Brice left, and Albert Wallenwein, company Treasurer incorporated under the name of East Aurora Toy Corporation. This company produced toys until the mid fifties. When the East Aurora Toy Corporation folded, it has been said that Herman Fisher bought the existing tools to keep anyone from starting up again.

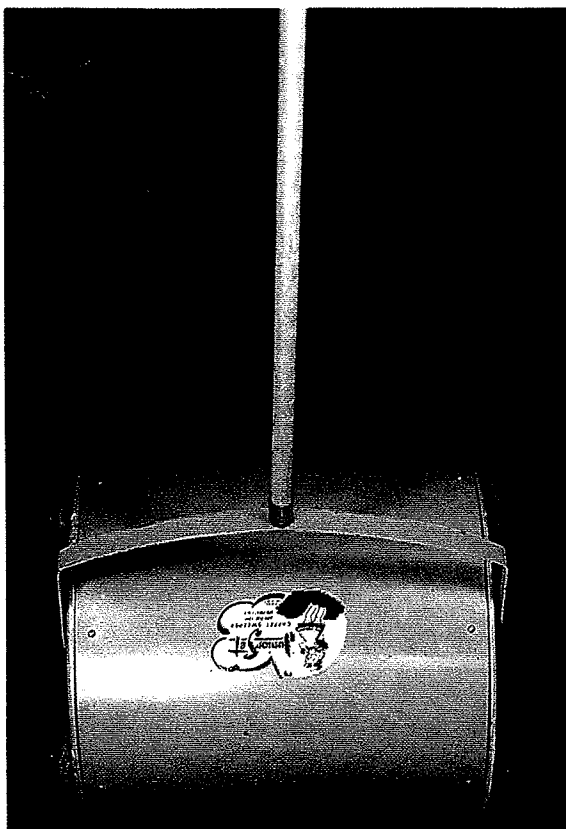
You will find examples of toys from each of these companies on exhibit in this area of the museum. It has been interesting to see some of the evolution of toy making in the East Aurora area.



M.

## THE AIRO-PLAK CORPORATION

1 - JUNIOR SET CARPET SWEEPER - Painted metal body is nailed to painted wooden end pieces. Wooden wheels are attached with screws, as is the painted metal handle bracket. Wooden handle with wooden end knob is attached to metal bracket with brass fitting. Picture appears to be an applied decal. Natural bristle brush picks up dirt. 9<sup>3</sup>/<sub>8</sub>" x 7<sup>1</sup>/<sub>4</sub>" x 23" overall height. c. late 1940s.



Gifts that really thrill any little child's heart—lovable toy animals that soothe a toddler's tumbles and games that keep busy little bodies quiet while they spur on active brains! Games and toys that are sturdily built to stand up under a lot of rough and tumble. Toys that are gay in waterproof coloring and of irresistible appeal.

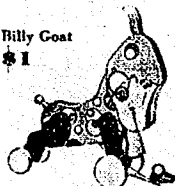
Mr. Quack Duck \$1



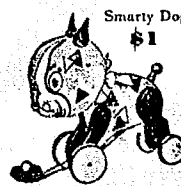
### A nice Quacky Duck or a Questioning Giraffe

There is Mrs. Quack Duck, all dressed up in latest fashion, hat with a gay nosegay—or her friend husband in manly attire. Smarty Dog—a pugnacious pup. Humpty Hump the Camel or Billy, the Goat—any one or all of All Fair animals will delight any small person on your list. Each animal attractively packaged in colorful lithographed box for \$1.00. For little tots from 2 to 6.

Billy Goat \$1



Giraffe \$1



Smarty Dog \$1

### Combination Tennis and Baseball Game

Combines two of best loved sports in a lively and exciting game for \$1.00. This is positively biggest game value you can buy anywhere! For boys and girls from 5 to 10.



Tennis and Baseball \$1

### "Our Gang"—a la Hal Roach

The lovable, troublesome gang that children follow in the movies—now a game exclusive with All Fair. Entirely new principle of play. \$1.00. For boys and girls from 4 to 9.



Our Gang—\$1

### Play "Store" with Stop and Shop

A game that always goes over big. Plenty of action and it teaches children how to buy. 50c. For girls and boys from 4 to 10. Each and every All Fair game and toy is a sure way to make Christmas a success with the children! If you can't find the All Fair toy or game you want, send money and coupon below to All Fair, Inc., 5 Toy Street, Churchville, N. Y.



Stop or Shop 50¢

### ALL-FAIR, Inc.

5 Toy Street  
Churchville, N. Y.

Please send me, postpaid

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Name..... Street or R.F.D.....

City..... State.....

If not satisfactory you are to return the money.

## ALL-FAIR TOY COMPANY

2X - Herman G. Fisher, co-founder of the Fisher-Price Toy Co., worked for this Churchville, N.Y., company before starting his own. Ad from 1930 *Child Life* magazine. Courtesy of Bianca Hoekzema.

## Dolly Duck

**SQUAWK—Squawk** says Dolly Duck as she waddles along—her bill opening and closing like mad. Her neck stretches back and ahead and duck comedy reaches a climax in this new ALL-FAIR Pull Toy. Drawn in 4 bright colors. Equipped with concealed squawker.



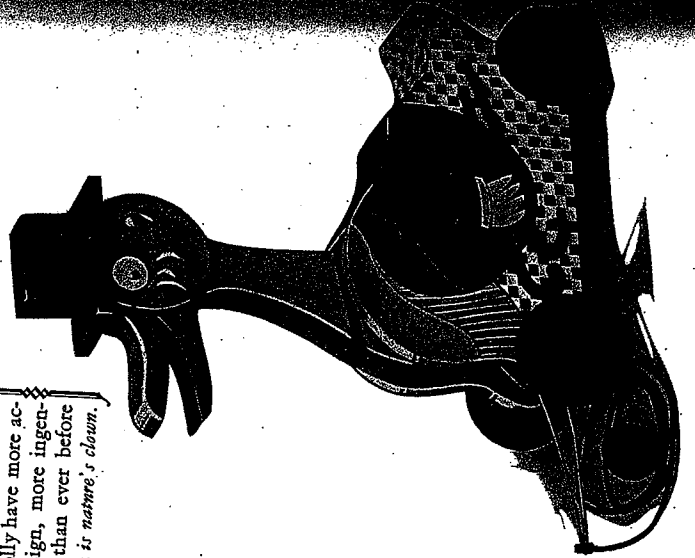
10 Inches high, 8 inches long. Attractive four-color box.  
To retail at \$1.50

Decoration by Oscar Hitz

**Leaders of 100 Duck Toys**  
Wally and Dolly have more action, better design, more ingenious naturalness than ever before achieved—a duck is nature's clown.

## Wally Duck

**“QUACK—Quack”** answers Wally Duck from below. “Where is my Dolly hiding” seems to be the expression of his agile neck and gabbling bill. Wally is a Board walk Dandy—good for a hearty laugh every time you see him in action. Irresistible to children and not easy for grown-ups to ignore. Done in 4 bright colors. Equipped with concealed squawker.



10 Inches high, 8 inches long. Attractive four color box.  
To Retail at \$1.50

Decoration by Oscar Hitz



Size 6 in.  
Attraction  
Re

Six In



to deci  
they le  
higher



# This Is The Family

We're Maude & Sammy  
Maude's the Kicker

---

An A. B. C. Giraffe Doesn't  
Sound Possible But  
I'm Real

---

Growly Grouch—That's Me  
Noisy, but Faithful

---

I'm a Goat and I Love  
Little Children

---

You Can Call Me Humpty  
Hump  
A Good Camel Like Me  
Doesn't Mind

---

Mr. & Mrs. Quack Duck  
Will Be At Home

---

If you haven't given us a chance in  
your toy section—do it now! We'll  
be grateful and show you some real  
fall and Christmas business. To  
retail at \$1.00.

**ALL-FAIR**  
INCORPORATED

7-12 / 1931

## Something Actually New Two Wooden Action Toys That Sell on Sight

Kicking Donkey  
Bouncing Bunny

Two Live \$1.00 Retailers

These two new action toys were shown at the Chicago Toy Fair for the first time. They were instantly successful. Large toy buyers purchased quantities that even exceeded our most optimistic anticipations.

People are going to clamor for these two new toys and you can cash in on this demand by putting them in stock.

Each of these toys is pulled along by a string and kicks and bounces as it goes. The action will delight any child.

Use the attached coupon to order a 3-dozen lot. Delivery July 15th. Then watch your sales grow.

**Alderman, Fairchild Company**  
ROCHESTER, N. Y.

Alderman, Fairchild Company,  
Rochester, N. Y.

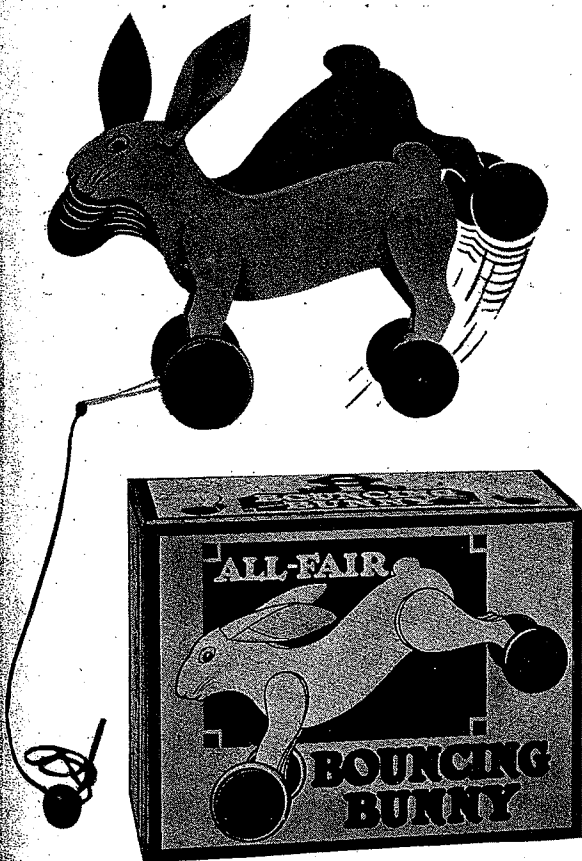
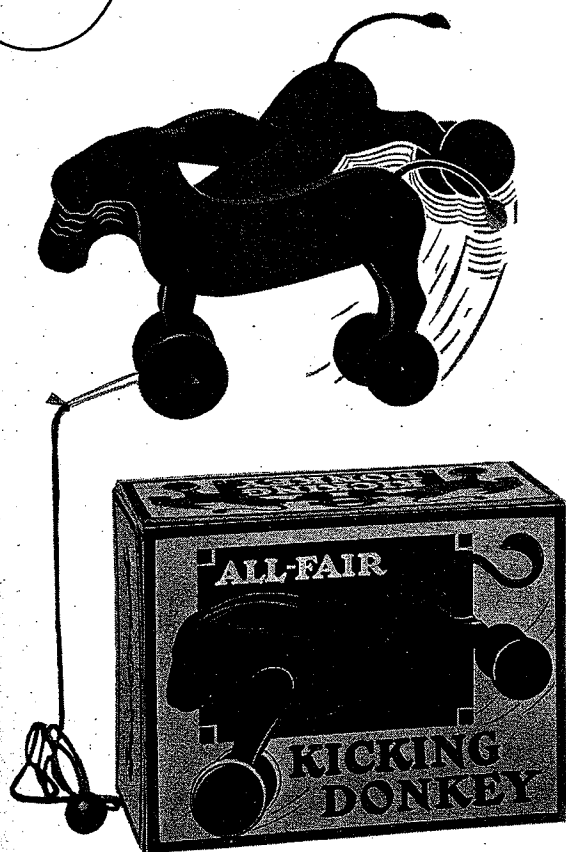
Please send me 3 dozen Bouncing Bunny and 3 dozen Kicking Donkey. Cost for same to be \$1.00 each less my usual discount on dollar games.

Name .....

Street .....

City ..... State .....

By .....



# R S V P

## See you at the TOY FAIR

We will be at Hotel McAlpin—Room 1048—from Feb. 9 to 28, and will be delighted to see all of our old friends and meet new ones who are interested in seeing the very latest in

# PAPER

Hats  
Nut Caps  
Horns and Blowouts  
Mottoes—Noisemakers  
Garlands & Festoonings  
Pleatings  
Xmas Wreaths and  
Wreath Forms

## AT PRICES THAT DEFY COMPETITION

Direct importers of Hinoki frieze roping.  
Stocks of roping, in all sizes, carried at  
all times in centrally located warehouses  
throughout the U. S.

## PAPER NOVELTY CORP.

720-28 S. 11th Street, Philadelphia, Pa.



## ACME

Quality Dolls for -  
20 Years

BABY, MAMA and  
SOFT BODY STYLES

Colorful Costumes, Smartly Styled

ACME TOY MFG. CO.

121-131 West 19th St., New York  
(Bet. 6th and 7th Aves.)

MAKERS OF DOLLS' APPAREL SINCE 1897

We Are Originators of

## DOLLS' LEATHERETTE & SUEDE AVIATOR SUITS

WRITE FOR SAMPLES OF THESE SUITS

We also make a full and popular line of doll coat sets.

AETNA NOVELTY CO.

11 W. 17th ST.

NEW YORK CITY

Telephone: CHelsea 3-2081

## Shooting Stars



### COMET . . . . METEOR

TWO fast selling numbers in  
the MASTER MADE line of  
super-marbles, preferred above all  
others by the marble-shooting  
"stars" of modern boydom.

BUY  
MASTER  
MADE  
MARBLES

Brilliantly colored, hard-as-flint,  
true-as-steel, straight-shooting  
marbles, packed in gorgeous dis-  
play cartons—5c, 10c, 25c, 50c and  
\$1 assortments (retail), the larger  
sizes provided with a convenient  
fabric or buckskin pouch full of  
juvenile appeal.

National advertising . . . . dealer  
helps . . . . prices that please.  
Write or wire the



MASTER MARBLE CO.

CLARKSBURG, W. VA.



**ALL FAIR**  
INCORPORATED  
CHURCHVILLE, N.Y.  
GAMES AND TOYS

Camels and ducks—puppy dogs and giraffes—  
all pull toys in full colors; boxed in individual  
lithographed containers.

Games—new as "Our Gang"—popular as the  
run of All-Fair games—priced to move quickly  
now offered for 1931 trade. Profit builders for  
toy and game departments. Write All-Fair, Inc.,  
Churchville, N. Y., or New York display rooms  
and office—Room 414, Fifth Avenue Building.



## "SAFE - T - TOY" Real Noise Makers



for  
Christmas  
New Year's  
4th of July  
Hallowe'en  
Carnivals  
Celebrations  
Parades  
Dances  
Hotels  
Ball Games  
etc., etc.

Samples and Prices  
upon request.

Amalgamated Sales & Service Corporation

Successors to Willett's Toy & Novelty Works

605 W. WASHINGTON BLVD.

CHICAGO, ILLINOIS



Every  
little  
girl  
wants a



## Dolly Dear BATH COMBINATION

New—and an absolute knockout! A combination doll's bath-tub and dressing table, with pink rubber tub, green metal frame, and flowered pockets containing accessories. Waterproof—no wood to warp—no nails or tacks. Rigid and indestructible. A big seller at 50c to \$2.00. Write today for full description, pictures, prices.

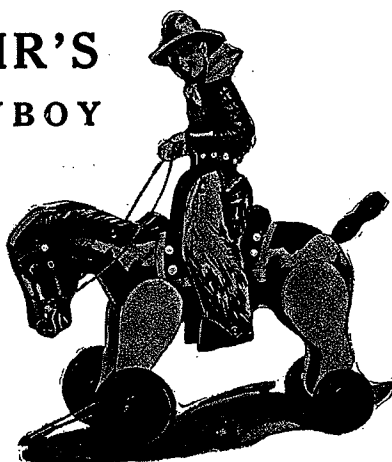
**Welsh-Hartman Co.**

*Hush-a-by* ACCESSORIES  
FOR Wee-tots

1100 PALM ST., ST. LOUIS, MO.

## ALL-FAIR'S NEW COWBOY

This Toy combines a new thought in action wood pull toys—it is realistic in design, colorful, full of action and bound to please.



**ALL-FAIR**

Incorporated

Churchville, N. Y.

## ARROW TOY TRUCKS GAMES

22 ITEMS

*Write for Catalog*

ARROW MANUFACTURING CO.

Fairfield Ave., Cleveland, Ohio

## ATLANTIC DOLL

Complete Assortment of Entirely New Numbers in

TROUSSEAU SETS

MAMA and BABY DOLLS

*For Jobbers and Quantity Buyers*

ATLANTIC TOY MFG. CO., Inc.

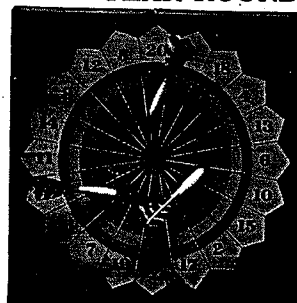
141-5 WOOSTER STREET

NEW YORK CITY

Phone: SPring 7-2908-2909

## "APEX" DART GAME

YEAR ROUND SELF SELLERS



They belong in your store, fascinating pastime for all from 7 to 70. Hence fascinating for YOU—to sell—a nice profit. 15 Attractive Numbers.

A STRONG SUMMER ITEM

Send for Catalog

**APEX MFG. CO.**

136 W. ELM STREET  
NORRISTOWN, PA.

New York Display: 200 Fifth Ave., Suite 451, Long & Yonderf, Represent

## ARRANBEE DOLLS

NANCY FAMILY DREAM BABY  
NEW NOVELTIES MARIANNE  
NANCY WARDROBE TRUNKS

Watch "ARRANBEE"  
for More New Creations

**ARRANBEE DOLL CO.**

Manufacturers

894 BROADWAY

NEW YORK

## BAKER WHEELED TOYS

are profit makers for dealers. All wheeled toys are built for safety to the child. Only the best materials are used in their construction.

Place Your  
Holiday Orders  
NOW

*Write for  
Catalog*



**THE W. J. BAKER COMPANY**

1029 SARATOGA STREET

NEWPORT, KENTUCKY



# 4 New All-Fair Action Games

Bound to Result in BIGGER SALES — on Exhibition at Chicago Toy Fair  
BE SURE TO SEE THEM

The popularity of All-Fair games has been demonstrated during the past two years.

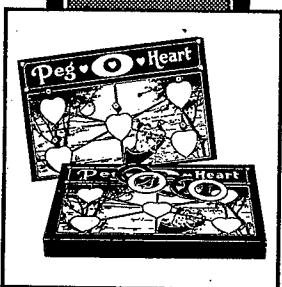
1924 sees the line further strengthened by the addition of four new items that are sure to win equal popularity.

Don't miss them at the Chicago Show.



## Bing-O SURE TO DUPLICATE THE SUCCESS OF AUTO RACE

"The Fearless Hunter" - The game consists of a new improved toy rifle, corks and a lithographed stand showing various wild animals. The object of the game is to shoot corks at the animals, hits being registered by cut out pieces that turn when struck.



## Peg-O-Heart Ever popular ring toss game plus a New Selling Idea

A New Box Game consisting of five rings in a beautifully lithographed playing surface containing five pegs varying a number of points, to be gained by throwing rings over the pegs.



## Pon-E-Run All-Fair Combination for all the Family

This is a board game having on one side improved English horse race. The reverse side is an oriental checker board. The equipment consists of various colored checks which are signed as in ordinary poker. Throws of the cubes indicate losses or wins.



## Rum-A-Zoo Progressive Puzzles for the Kiddies

A new box game consists of four beautifully lithographed plates cut out in pieces. Simple to play and educational. Four people can play at one time. They draw the cut out pieces from a center balance, examining the pieces to make them fit into given subjects.

### Alderman Fairchild Co., Rochester, N.Y.

Room 445-6, Hotel Morrison - Chicago Toy Fair

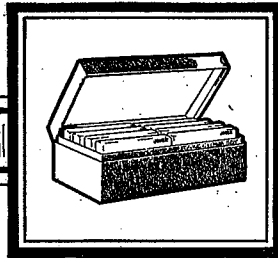
New York Office - Room 414 - 200 Fifth Avenue

Kindly mention PLAYTHINGS when writing to advertisers.

Jan - June  
1923

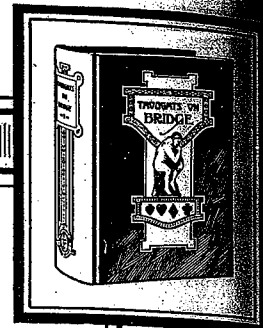


**AUTO RACE**  
A game full of fun for young and old.



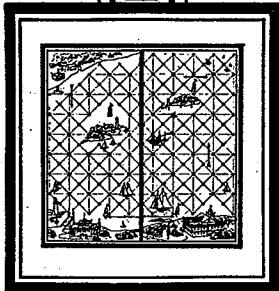
**TWO READY SELLERS TO THE BRIDGE ENTHUSIAST**

All-Fair Bridge Sets consist of attractive boxes in assorted colors with embossed covers. Contain 4, 6 or 8 packs.

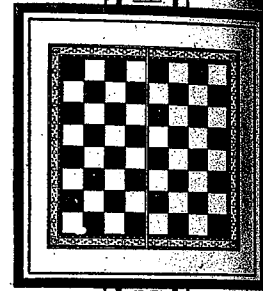


**THOUGHTS ON BRIDGE**

A gift appreciated by every Bridge player. Designed as book, covered with genuine leather with cover and binding edge beautifully embossed. Contains 6 packs of Bridge cards.



**YATTEAU**  
A game sure to interest everyone who likes water sports.



**ORIENTAL CHECKERBOARD**  
A practical color combination of this popular game, which rests the eyes.

# ALL-FAIR GAMES

## All Profit Makers

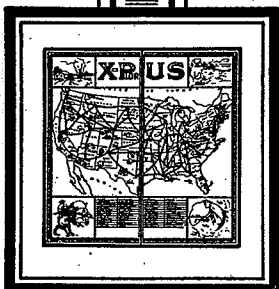
FOR

### All Toy Stores and Toy Departments

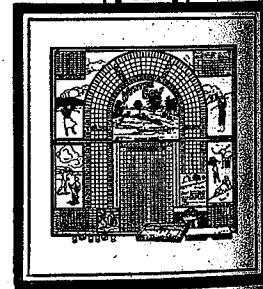
All are described in our new booklet which will be sent promptly to all requesting it.

## Alderman-Fairchild Co.

ROCHESTER, N. Y.



**X-PLOR-US**  
A new and diverting game that teaches children the geography of their country.

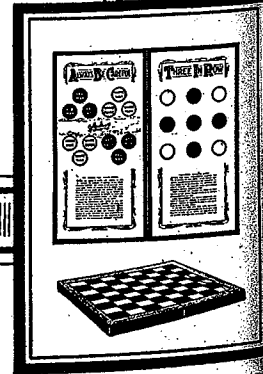
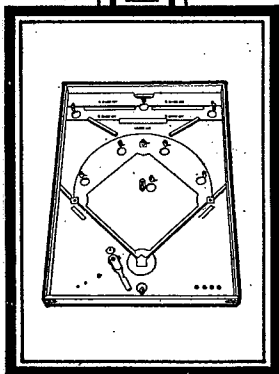


**WYNTRE GOLF**  
A ready seller to every golf fan.

**BASEBALL GAME**  
A miniature diamond; pitching and batting can be controlled by the players.

**ALL-FAIR COMBINATION BOARDS**  
Oriental checkerboard on the outside and two interesting and novel games on the inside.

All-Fair Games are displayed in rooms  
445-446, Hotel Morrison, Chicago Toy Fair



Kindly mention PLAYTHINGS when writing to advertisers.

A Size to  
Fit Each  
Purse



The Best Doll  
That Is  
Made

## THE CHASE STOCKINET DOLL

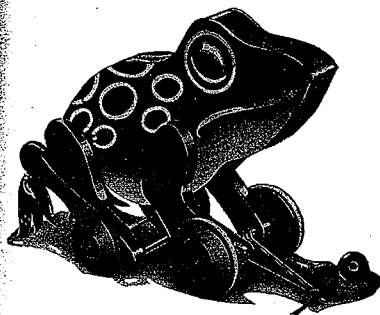
A glorified rag doll. A high grade doll made of the best materials and with the best workmanship. A doll that children love the best of all dolls.



**M. J. CHASE, PAWTUCKET, R. I.**

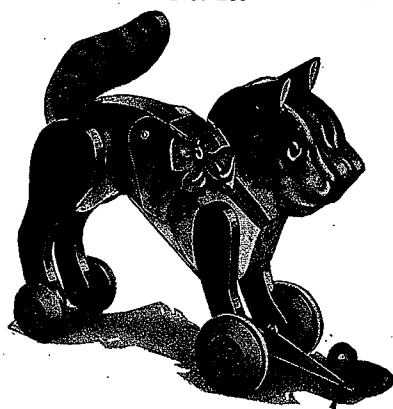
### Johnny Bull Frog

No. 284



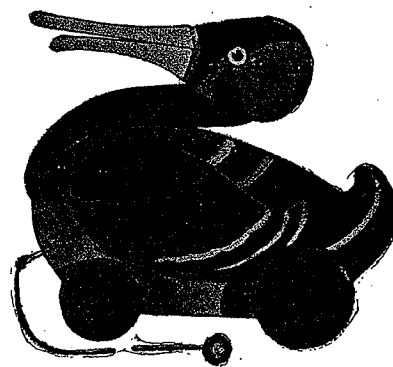
### Happy Tabby

No. 283



### Gabby Goose

No. 282



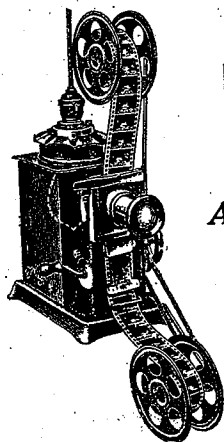
*The above is not a rogues gallery but are three very popular members of the ALL-FAIR TOY FAMILY. With these are many other new items you will want to see.*

*Our exhibit at THE STEVENS for THE CHICAGO TOY FAIR will be room number 502. Everybody is welcome, just turn to the right on getting off the elevator and you can't miss us.*

New York Office  
Room 414  
200 Fifth Ave.

**ALL-FAIR**  
INCORPORATED  
FACTORY AND EXECUTIVE OFFICES  
CHURCHVILLE, NEW YORK

San Francisco Office  
717 Market St.  
A. F. Terstegge, Rep.



## KING MOVING PICTURE PROJECTOR

*A Practical, Modern Machine*

To Retail for the Sensational Price of..... **\$1 00**

It's a beauty and it works like a charm. Electrically lighted; takes 16mm. film. Just the thing to feature for volume sales.

WRITE for PRICES

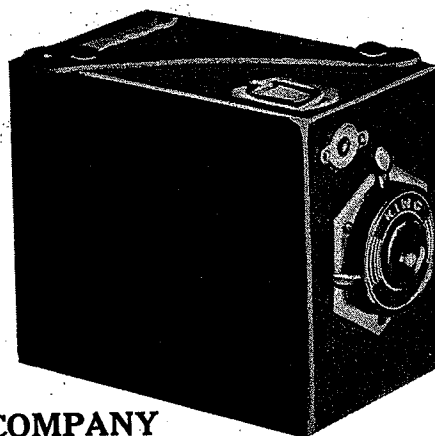
## KING CAMERA

To Retail For

**25c**

Improved automatic shutter for time or instantaneous exposure. Fixed focus lens for portrait or distant work. Film packs of highest quality.

Immediate Delivery From Stock



**CAMEROLA COMPANY**  
132 West 43rd Street, New York



## CROWING ABOUT PROFITS

No. 450  
ROOSTER  
One of the NEW  
50c Members

**ALL-FAIR**

Incorporated  
CHURCHVILLE, N. Y.

**Send us your problems**  
*We can help you!*

**PLAYTHINGS**  
SERVICE DEPARTMENT  
381 Fourth Ave., New York

## The Latest—Marbles!

NEW YORK landlords, says a recent issue of the *New York American*, have a new trouble and their tenants a new cause for bickering. It's all due to the craze for shooting marbles at evening parties—another kid activity taken over by the adults who seem generally to be growing childish. Maybe it's the influence of 32 beer.

Shooting marbles might seem a harmless enough diversion but prized agates rolling over polished floors at 1 or 2 o'clock in the morning isn't exactly conducive to sleeping, if you happen to live below a couple that has invited all their friends over for a Saturday night roly poly debauch.

Whereas the roller skating fad seems to have statted on Park Avenue, it seems to be the intelligentsia that has found respite in marbles. One woman, living in West Eleventh Street, recently complained to her apartment house superintendent that the people up above were shooting dice, or else playing golf, after midnight, she couldn't quite be certain which it was.

"They're just having a game of marbles," the superintendent explained. "We've had complaints in the other houses, too, but now everybody's doing it. Why don't you try it yourself?"

The fad is growing and drug stores and other Greenwich Village shops are carrying a fine assortment of agates and other marbles.

Even women swap agates these days and little outdoor courts are being transformed into roly poly fields. Other forms of marbles are more conducive to indoor play, although tenants, it is said, very often find depressions in the floor which constitute an excellent roly poly court.

## Buy Early

TOY BUYERS in four of the largest department stores in New York City recently stated that they would start placing orders for their Christmas requirements during the month of July.

One buyer, who has asked that his name be withheld for various reasons, stated that he and other members in his buying group have been advised to place their Christmas business as soon as possible. He says: "I believe that there will be a rising market. The prices of steel, wood, shellac and cotton have already shown a decided rise. Buyers who make their purchases now will undoubtedly show a greater profit for their department than if they hold off buying until the Fall."

## A Toy Department on Roller Skates

TOY BUYER BLESSIN, of Gimbel's, in New York City, has instituted a novel stunt to create interest in the roller skating fad. He has equipped all his salespeople with skates, and they roll merrily around the department as they wait on the customers. This novelty has been responsible for selling a great many skates to customers who otherwise would not have thought of buying them.

## HISTORY REPEATS ITSELF

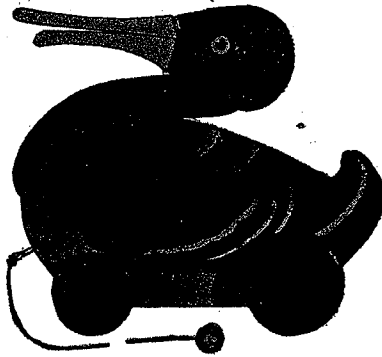
Gabby Goose  
No. 282

A Leader in  
1931

A Leader in  
1932

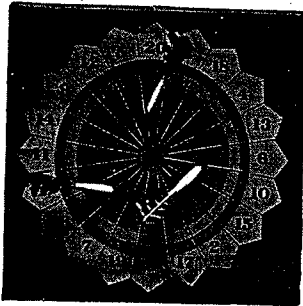
**ALL-FAIR**

Incorporated  
CHURCHVILLE, N. Y.



## "APEX" DART GAMES

These games enjoy exceptional sale during the Holiday season—even better than ordinarily. Their bright colors and striking designs make them irresistible.



Still time to stock them.

We will be prepared to  
make immediate shipment  
of last minute orders.

**APEX MFG. CO.**

136 W. Elm St. Norristown, Pa.  
New York Display: 200 Fifth Ave.,  
Suite 451, Long & Yondorf, Reps.

## TOYS THAT PRINT & PAINT

**RUBBER  
STAMP  
SETS**



**PRINTING  
PRESSES  
STENCIL  
OUTFITS**

**BAUMGARTEN & CO., INC**  
BALTIMORE, MD  
NEW YORK OFFICE · ROOM 410, 5TH AVE. BLDG.

## BLOCK HOUSE, Inc.

239 Fourth Ave. (19th to 20th Sts.), New York



Feature as Exclusive Lines  
**RICHTER STONE BUILDING  
BLOCKS**

Famous for Three Generations  
American and European Families

"ELASTOLIN"

Soldiers, Forts, Manages, etc.  
Sets, Nativity Sets, Noah's Ark  
Animals, Horses and Wagons, Indian  
and Cow Boys, Railroad Figures,  
Animal Cages,  
HAUSER'S Party and Kindergarten  
Games, etc.

"LASCA" — Dr. Emanuel Lasker  
Brilliant New Game.

**EXCLUSIVE DOMESTIC TOYS**

We Are Exclusive Distributors  
Such Lines as Electric Traffic Signal  
Playground and Gymnasium Equip-  
ment, Archery, Outdoor Beach  
Other Toys.

## ARRANBEE DOLLS

NANCY FAMILY DREAM BABY  
NEW NOVELTIES MARIANNE  
NANCY WARDROBE TRUNKS

Watch "ARRANBEE"  
for More New Creations

**ARRANBEE DOLL CO.**

Manufacturers

894 BROADWAY

NEW YORK

## DOLL SHOES

SLIPPERS AND STOCKINGS  
REAL HAIR WIGS  
DOLL SKATES

Complete Line of Shoes to fit all styles of  
Baby and Standing Dolls

**FRED K. BRAITLING, Inc**

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ARE BUILT BY

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**EAST MOLINE -- ILLINOIS**



Size:  $10\frac{1}{2} \times 7\frac{1}{2} \times 2\frac{1}{2}$  inches.  
Packed: 1 dozen to carton.  
Weight: 12 pounds per doz.

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with large target printed on bottom of each box

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9 inch barrel—11 inches high—18 foot shooting range.

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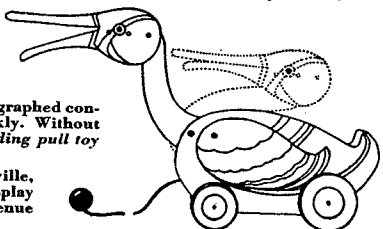
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