

1-6/1926



WE'RE enthusiastic about the All-Fair line for 1926. You'll be, too, once you've seen it. Seven

brand new games—novel, striking, timely. Every one built according to the high All-Fair standards. Each combining the proper elements of interest, action and play. All assured sellers.

*Seven New*  
**ALL-FAIR GAMES**  
*for 1926*

And what's more, the price range from 25 cents to \$7.50 insures sales to *every class of trade.*

See the entire All-Fair line during the New York Toy Fair, at Room 804, Breslin Hotel. Our New York office, 414 Fifth Avenue Building, 200 Fifth Avenue, is likewise at your service.

*Read about the New All-Fair Games on the following pages*

**ALDERMAN. FAIRCHILD CO.**

# EVERY ONE NEW

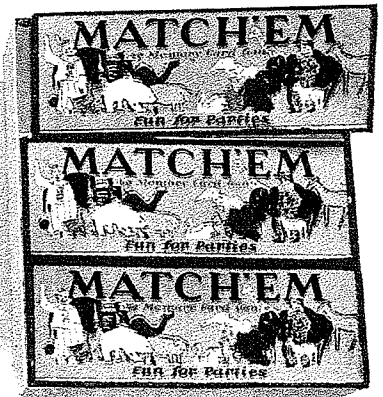
See them at the New York Toy Fair, Room 804  
Breslin Hotel, or at our New York Office,  
Room 414, 200 Fifth Avenue

## Match'Em The Memory Card Game

*Fun for Parties*

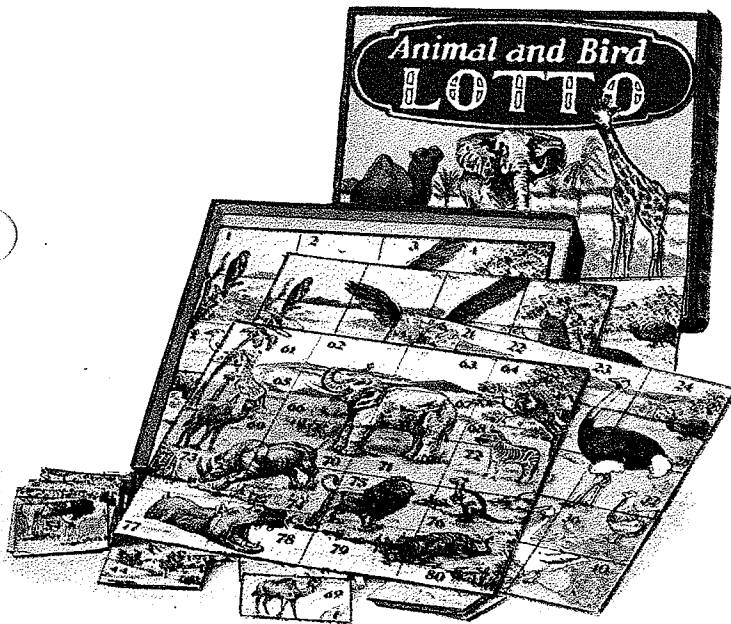
**T**HIS is a card game designed primarily for younger children. It has a very simple but interesting method of play, an All-Fair origination, different from any other card game on the market. We do not hesitate to predict enormous popularity for it.

Match'Em is played with 53 cards which are packed in a box 7 x 3 inches. The box and the lithographed container which holds six boxes are lithographed with a very unusual design. The container becomes a "silent salesman" for the game. In addition



an eye-arresting display card is furnished with each carton. Good card games are always big sellers. This is a good card game.

*To retail at 75 cents  
90 cents in the West*



## Animal and Bird Lotto

**A**N educational game played with wild and domestic animals, wild and domestic birds, using the ordinary lotto method of play. The game consists of four lithographed pictures and eighty cut-out pieces. The box is 8½ x 10 inches, strong and made according to the high All-Fair standards which say "nothing but the best in All-Fair games."

*Represents unusual value at 50 cents  
60 cents in the West*

## Radio Game

*For Little Folks*

**T**HE little tots, too small for real radio, will be enthusiastic over this Radio Game. It is played by

means of horns ("loud speakers") and dice. Equipment consists of eight horns, two dice and a dice cup, all packed in a lithographed box. Size of box, 8½ x 8½ inches.

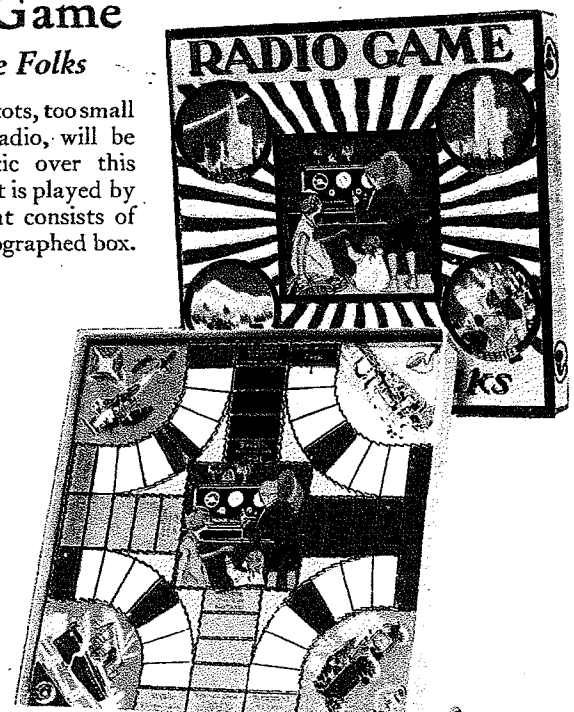
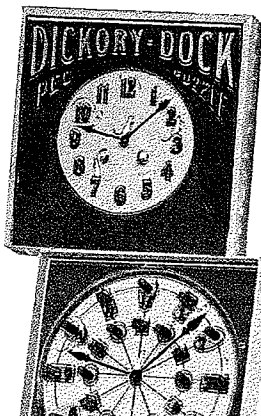
*Sells in big volume at 50 cents  
65 cents in the West*

## Dickory Dock

*Peg Puzzle*

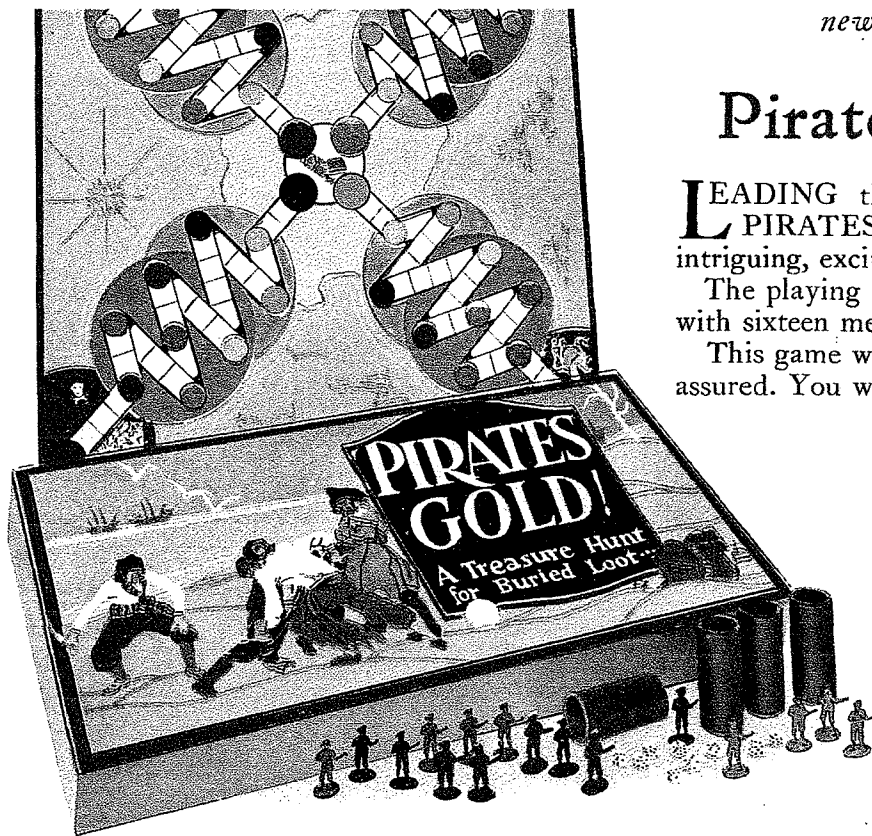
**S**TRICTLY speaking, this game is not a new All-Fair item. It was introduced but not featured last year, and wholly on its merits without any pushing whatever, proved a most popular number.

The game is to jump square pegs over round ones, trying to leave just one in the center.



1-6 / 1926

*new games before placing your orders*



## Pirates Gold A Treasure Hunt for Buried Loot

**L**EADING the All-Fair Line of new games for 1926 is **PIRATES GOLD**, A Treasure Hunt for buried loot—an intriguing, exciting game—full of action and fun.

The playing board is packed in an attractive display carton with sixteen metal pirates, eight dice and four dice cups.

This game will appeal to every youngster. Its popularity is assured. You will take no chances with **PIRATES GOLD**.

*Retails at \$1.50—\$1.85 in the West*

## The World Flyers

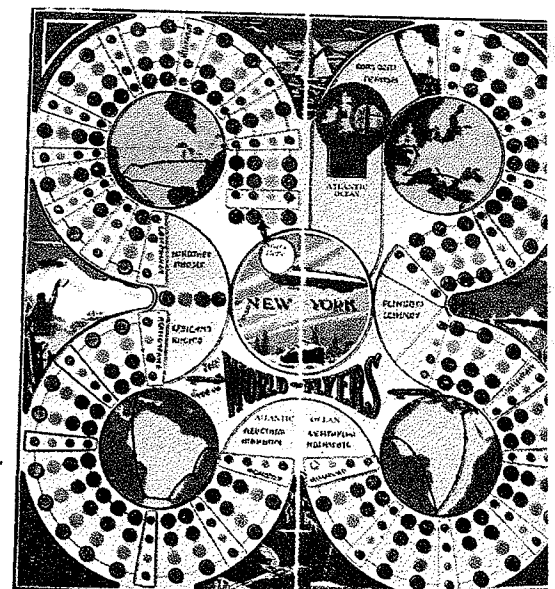
*Around the World Air Race*

**E**VERYONE is interested in flying. The papers are full of it. That's why All-Fair has added to its 1926 line an air race that promises to rival in popularity our famous Spe-De-Mo Auto Race.

This game is played by means of dice and miniature "Zeppelins." The players proceed from New York to San Francisco, South America, Africa, Paris, London and back across the Atlantic to New York.

The playing board is handsomely lithographed and comes packed in an attractive display box. Material consists of four metal Zeppelins, four dice and two dice cups.

*To retail at \$1.00—\$1.25 in the West*



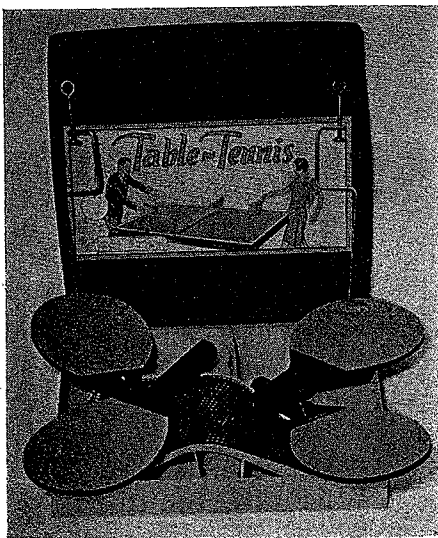
## Witzi-Wits The Fortune Teller and Her Box of Stunts for Parties

**N**O game on the market will offer bigger value than **WITZI-WITS**, The Fortune Teller. In fact it is three games in one. With it you can (1) tell fortunes by cards; (2) tell fortunes by asking questions and finding the answers through "the mystic door" and (3) a game of stunts and forfeits for parties.

Everything is contained in a display box 12½ x 17 inches, strongly built and beautifully lithographed in four colors.

*To retail (and enormous value) at 85 cents  
\$1.00 in the West*

# Toy 4/31 Talkies

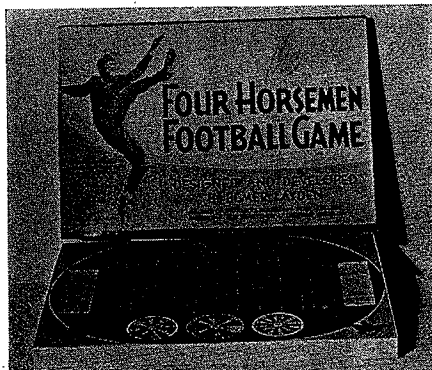
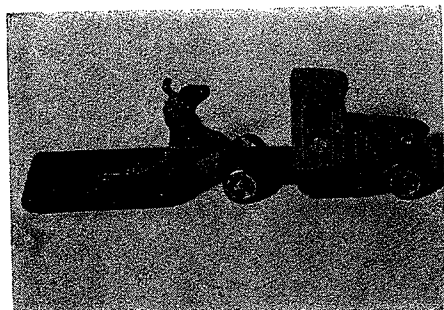


## Marks Bros. Co.

The Table Tennis set shown in the photograph is offered at a suggested retail price of \$3.50. It contains four bats with cork facing on each side, with stained edges and handles, has a 54 inch green net, two metal standards and six Table Tennis balls. It comes individually packed in the neat lithographed display box shown. Other Table Tennis sets are offered in sizes retailing from 50c to \$10.00. Visitors to these display rooms will also find many newcomers and innovations in the Marks Golf Games, Noisemakers and Archery Sets.

## Kilgore Mfg. Co., Inc.

The pictured newcomer to this line is the heavy duty Truck and Trailer. It comes in assorted colors, in high-grade enamel finish, and has nickel-plated wheels. The winch and the strong chain cable are also plated. This number is formed of two detachable units. A 5 inch wheel action permits the Trailer to swing freely, and there is also an approved rolling device on the Trailer for loading. The chassis, cab and trailer are enamelled in three contrasting colors. The entire toy is 13 inches long, 3 3/4 inches high, and is made to sell for \$1.00. Another item that will be prominently featured in this display is the popular priced Doll House. It comes complete with four artistic rooms and a front lawn and is completely furnished with twenty-five attractive miniature Kilgore toys, all of which are easily accessible. The manufacturer stresses the display value of this number.

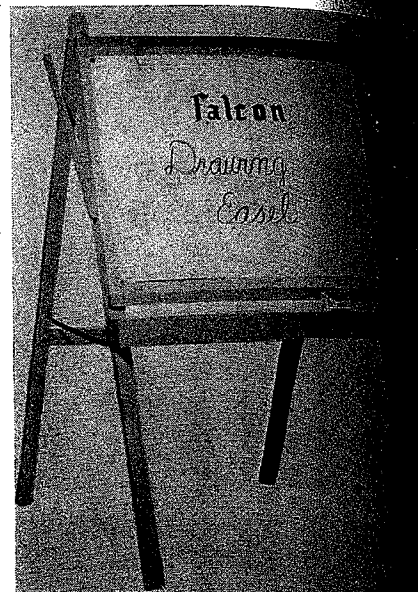
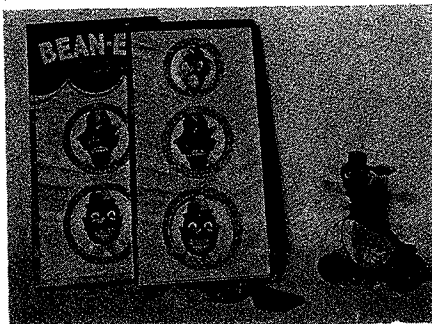


## Herman F. Mack & Bro.

Designed by Elmer Layden, the Four Horsemen Football Game, a central figure in this display, brings to mind thoughts of the immortal football backfield of Notre Dame. The game, which comes in a cardboard box, contains a lithographed gridiron, a toy football, three spinners and yard-markers. It is featured as a game for both young and old and the exhibitors emphasize the fact it can be used to good advantage by the latter in following radio broadcasts of football games. It retails for \$1.00.

## All-Fair, Inc.

"Bean-Em," the All-Fair Bean Bag Game, whose colored gentlemen will serve as a challenge to buyers to try their skill in these display rooms during April, is the number pictured at the left of the photograph. It is made up of three bean bags of red, blue and yellow and a specially constructed deck with hinged heads, so that after being struck they will move back into place. It is 10 inches wide by 19 inches high and retails for \$1.00. Mr. Quack-Duck, shown at the right of the picture, is another \$1.00 retailer and is typical of the line of Wooden Action Pull Toys that will be found in this display. Mr. Quack-Duck is 10 inches high, is 8 inches long and is attractively finished in green, blue, yellow and red. He has a lacquered wooden neck, stained with tumbled wax finish, and an ingenious voice device that makes for a realistic quack-quack as it is pulled along.

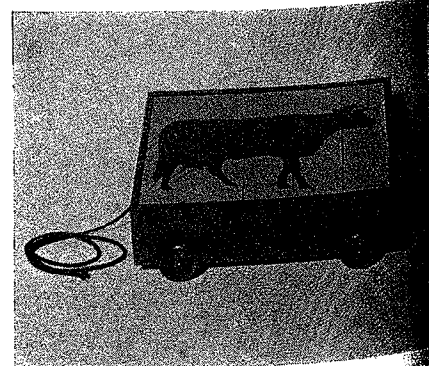


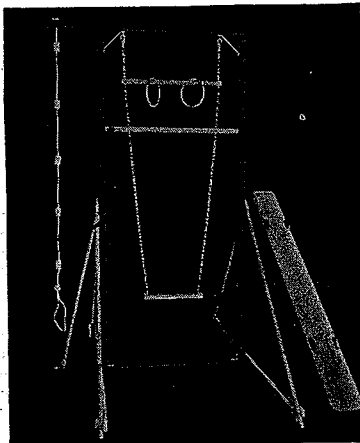
## American Manufacturing Concern

This is the "Falcon" Drawing Board, which, in several sizes, makes its bow in the line of "Falcon" toys this year. It is furnished complete with paper, thumb tacks and crayons. It features the adjustable drawing board and the popular price at which the various numbers sell. Hand-painted Wagons filled with plain blocks in numerous sizes will also be seen prominently featured at this display. A Junior Work Bench, some new numbers in Wooden Boards retailing from \$2.00 to \$5.00, and a complete new line of Tool Chests with a different type box, are other emphasized items. The last mentioned numbers cover a retail price range from \$1.00 to \$2.00. The manufacturer is also offering for consideration of buyers a new line of Architectural Blocks in boxes and wagons.

## Kel-Kroyden Co.

The number pictured might properly be called a Combination Toy embodying the best features of pull toys, blocks and puzzles. The little pull toy Wagon shown is 8 inches by 5 inches and is attractively finished in red and blue. The Blocks, when properly put together, make the figure shown and they can also be used for simple construction play. These toys come individually boxed and retail for \$1.00. In addition to numbers in this size, others to retail for 50c will be on display during the April Toy Fair, as will the complete line of Kel-Kroyden Sail Boats.





## THE SNELBILT LINE

Sand Boxes To Retail from \$5.00 Up  
Gyms To Retail from \$6.00 Up  
Backgammon

Tennis Tables Swings Shuffleboard

Hotel Imperial Rooms 249-250  
New York Toy Fair, April 20-May 2

THE SNELBILT LINE

N. R. SNELL CO., Cleveland, Ohio



## AETNA NOVELTY CO.

11 W. 17th ST.

NEW YORK CITY

Manufacturers of

### COAT SETS

for all makes of

### DOLLS

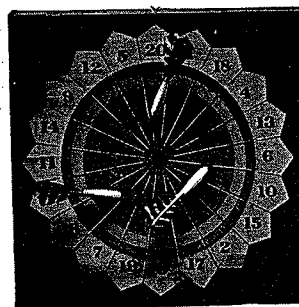
Featuring

RAINY DAY—AVIATOR—ZIPPON  
SUITS

MAKERS OF DOLLS' APPAREL SINCE 1897

## "APEX" DART GAMES

YEAR ROUND SELF SELLERS



They belong in your store. A fascinating pastime for all ages from 7 to 70. Hence fascinating for YOU—to sell—a nice profit.

"Apex" Dart Baseball  
An Instantaneous Hit

Send for Catalog

You can sell "APEX" DARTS if you do not handle the games—TRY IT.

APEX MFG. CO., 136 W. Elm St., Norristown, Pa.



**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.



## ARCHITEXCRAFT

MODEL ARCHITECTURE for BOYS

Model Buildings in Construction Sets for Boys to make. Large size, realistic, practical for play or decoration.

Six numbers; Houses, Bungalows, Cottages, R. R. Stations, Gas Stations.

Send for Descriptive Catalogue

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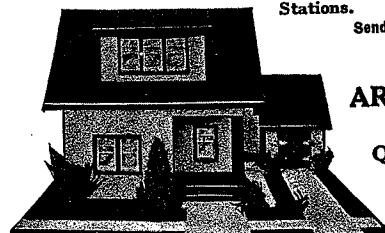
**THE ARCHITEXCRAFT COMPANY**

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Our Line Is Complete—We Have What You  
Want At The Right Price

NOSES  
WIGS  
BEARDS

PAPER MACHE  
HEADS  
DOMINOES

Write for Samples and Prices

**The AMERICAN MASK MFG. CO.**

FINDLAY - OHIO

Established 1884

## 1931 Demands Extra Value

NOW, as always, you will find a little more quality at a little less than you expected to pay in the 1931 line of

## ARRANBEE DOLLS

Send For Samples

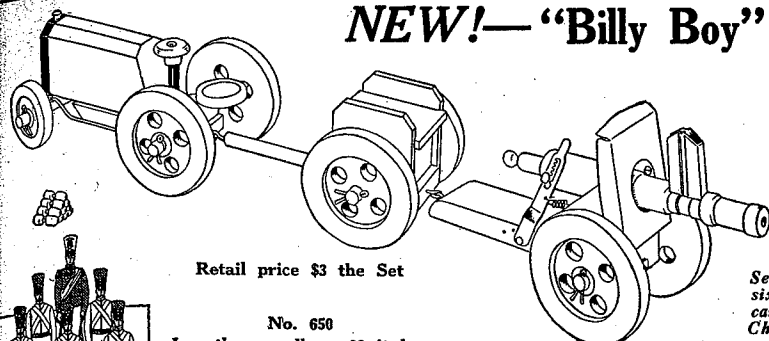
**ARRANBEE DOLL CO.**

894-900 BROADWAY

NEW YORK CITY



## NEW!—"Billy Boy" Artillery Train and Soldiers



Retail price \$3 the Set

No. 650

Length—overall.... 33 inches  
Height of Cannon... 7 "  
Wheels—diameter... 4 "  
Wheels—width .... 3/4 "  
Axles ..... 6 x 3/4 "

### LITTLEFIELD MANUFACTURING COMPANY

Makers of Kangru-Springshus, Quarterback and Other Games

702 N. HALSTED STREET

New York Office: Room 554—Fifth Avenue Building

CHICAGO

Each piece is very substantial in construction. The cannon barrel and attached magazine (holding 7 bullets) is identical with that used in our popular "Billy Boy" Cannon No. 630. Shield and barrel support are made of heavy metal. All four colors are bright with a high gloss finish. Tractor steers and cart carries extra supply of bullets.

Set comes completely assembled in attractive colored box and six colored heavy cardboard soldier targets, mounted on display card, are included in each box. Order now for fall and early Christmas business.



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INCORPORATED  
CHURCHVILLE, N.Y.  
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If you are unable to locate the merchandise you are seeking on these pages—write PLAYTHINGS. Inquiries promptly and fully answered.

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## REAL \$1.00 MERCHANDISE



No. 100

**NEW  
DOLL  
SULKY**

Every little girl wants a sulky for her dolly. Will hold a 20-inch doll; 4-inch wired treaded rubber-tired red wheels; frame is red; material of bag, tan. Packed 1 dozen to carton. Shipping weight, 36 lbs. Write us for complete information and prices or address our representatives.

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FOR Wee-tots  
4921 CONNECTICUT ST.  
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## BIGGER and BETTER VALUES



**"OLD FAITHFUL"**  
REG. U. S. PAT. OFF.  
**PLAY SETS**

FOR 1931

COLORING · TRACING  
STENCILING · SEWING  
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THEY AMUSE  
THEY TEACH

The  
**AMERICAN CRAYON COMPANY**  
SANDUSKY · OHIO  
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You are cordially invited to call at our New York Salesrooms:

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**E. GOLDBERGER**

FACTORY:  
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8/31



# 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.



## BIGGER and BETTER VALUES



### OLD FAITHFUL<sup>®</sup> REG. U. S. PAT. OFF. PLAY SETS

FOR 1931

COLORING • TRACING  
STENCILING • SEWING  
MODELING

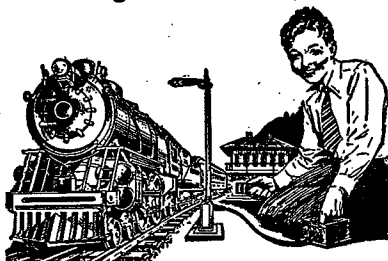
THEY AMUSE  
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The  
AMERICAN CRAYON COMPANY  
SANDUSKY • OHIO  
NEW YORK

## American Flyer Trains

COMPARE!

The Premier  
Train Line  
for 1931



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Our Line Is Complete—We Have What You  
Want At The Right Price

NOSES  
WIGS  
BEARDS

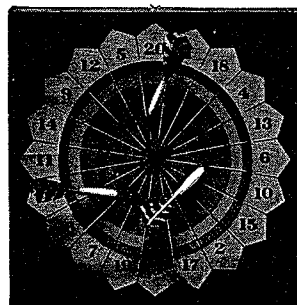
PAPER MACHE  
HEADS  
DOMINOES

Write for Samples and Prices  
The AMERICAN MASK MFG. CO.

FINDLAY - OHIO  
Established 1884

## "APEX" DART GAME

YEAR ROUND SELF SELLER



They belong in every store. A fascinating time for all ages from 7 to 70. Hence, a profitable investment for YOU—to your profit.

"Apex" Dart Game  
An Instantaneous

Send for Catalogue  
You can sell  
DARTS if you  
handle the game  
IT.

APEX MFG. CO., 136 W. Elm St., Norristown, Pa.

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"NANCY" "DREAM BABY"

NOW, as always, you will find  
a little more quality at a little  
less than you expected to pay

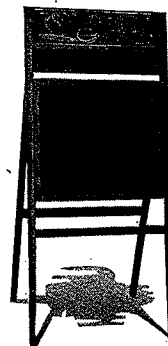
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ARRANBEE DOLL CO.

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All metal back gives  
usual strength and durability.  
Has hard, slate-like writing  
face (superior to slate).  
Does not warp or sag. Three  
wall, easel or table models.

Fine sellers with  
good profit margin

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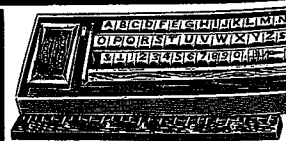
THE W. J. BAKER

1029 Saratoga St. New York



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SETS

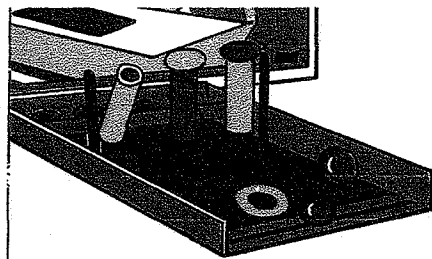


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BAUMGARTEN & CO., Inc.

Baltimore, Md.

NEW YORK OFFICE: ROOM 410, 5th AVENUE



*"We're Looking For More  
BUSINESS—Are You?"*

## **ALL-FAIR GAMES**

—have a new standard of design and finish. A new niceness in mechanical action. Designed to be in step with today's child's play—for "Our Work Is Child's Play."—a wide variety and assortment for all ages and what is more—**BIG VALUES AT POPULAR PRICES.**

Retailing at 50c. and \$1.00

