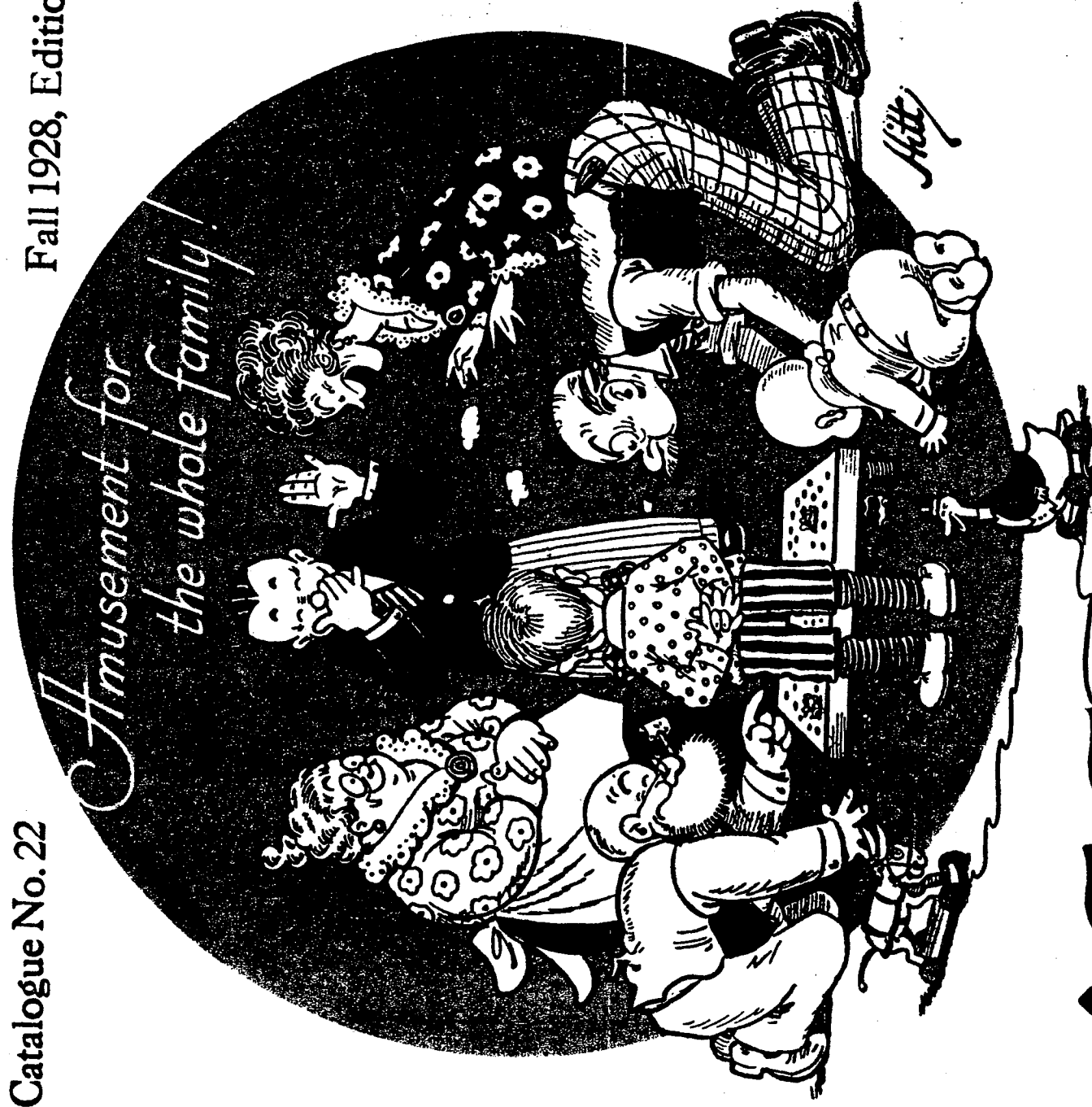


Catalogue No. 22

Fall 1928, Edition

*Amusement for
the whole family!*



ALL-FAIR

Games & Toys

for 1928



ALL-FAIR

*Games and Toys
for 1928*



*All-Fair Merry Makers
are Money Makers*

ALDERMAN, FAIRCHILD COMPANY
Factory and Executive Offices
ROCHESTER, NEW YORK

NEW YORK OFFICE AND DISPLAY ROOM, 414 FIFTH AVE. BUILDING
200 FIFTH AVENUE, NEW YORK CITY

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PRINTED IN U. S. A.



THE PROFITS OF HEARTY LAUGHTER

FROM earliest childhood on the world pays it's money most cheerfully for laughs. Charlie Chaplin is the worlds' favorite because of the gales of laughter he creates.

You and ALL-FAIR are laughter merchants just as much as the movie men. Your audience pays for chuckles, giggles and squeals of delight—we supply the giggle-getters.

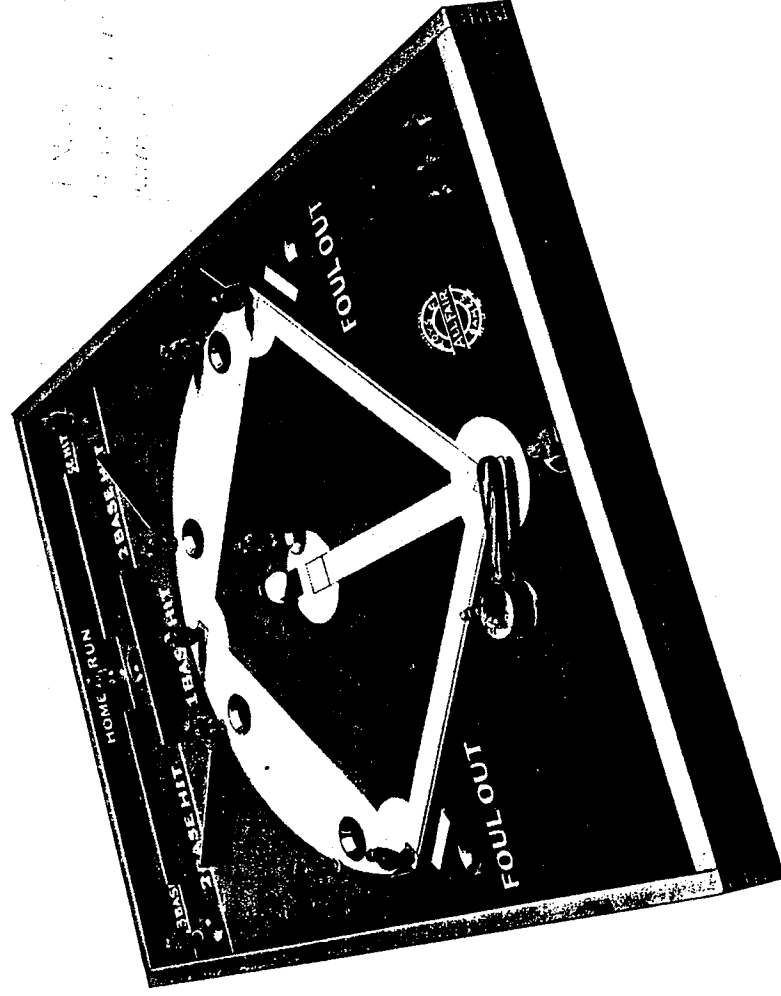
Get a child's-eye-view of the games and toys on the following pages and you will see that—truly—ALL-FAIR Merry-makers ARE MONEY MAKERS.

INDEX OF ALL-FAIR GAMES AND TOYS

	Page No.	List Price Each		Page No.	List Price Each
All-fair Baseball.....	3	500	Hauler Hank.....	10	222
Capital Cities Air Derby.....	4	307	Bruno Circus Bear.....	10	204
Stop and Go.....	4	305	Big Maude Kicking Donkey...	11	215
Hi-Way Henry (Lizzy Race)....	5	309	Six-Inch Maudie Kicking Donkey.....	11	201
Witzi-Wits (Fortune Teller)....	5	375	Captain Hop Across Junior.....	12	410
Way to White House.....	6	304	Jolly Cop Ring Toss.....	12	415
Pop and Plop (Shooting Game)...	6	306	Junior Auto Race.....	12	407
Noah's Ark (Ring Toss).....	6	367	Poor Jenny.....	13	403
World Flyers.....	7	354	Blinky Blinx Tiddledy Winks...	13	411
Pirates Gold.....	7	353	Animal and Bird Lotto.....	13	408
Auto Race (Speedem).....	8	355	Radio Game.....	14	405
X-Plor-U's (Map Game).....	8	308	Match 'Em Card Game.....	14	404
Dolly Duck.....	9	227	Dickory Dock.....	14	409
Wally Duck.....	9	225			
Doxie Dachshund.....	10	224			

*All-Fair Merry Makers
are Money Makers*

Wanted FOR 1928



The All-Fair Baseball Game No. 500

THIS game is the nearest approach to outdoor baseball ever offered. In fact it is baseball, with all its thrills and all its hold on the wild-eyed fan. Every play of the outdoor game is duplicated. The pitcher can outguess the batter—a home run with the bases full—a strike out when a hit would break up the game. All possible in the All-Fair game.

The game calls for two players, pitcher and batter. The pitcher can deliver a fast, slow or very slow ball by releasing a concealed trigger. The batter releases his bat as the

ball is delivered. He may miss it entirely, he may hit into an easy out to the infield, or he may wallop the ball for two bases. Players advance exactly in accordance with baseball rules.

All-Fair baseball is so simple that a five-year-old child can play it. Older people find it fascinating, too. It appeals to the best class of buyers in your toy department. It is easily demonstrated, in fact it practically sells itself on sight. Full playing rules accompany each game. With each shipment we enclose an attractive Jackie Coogan display card.

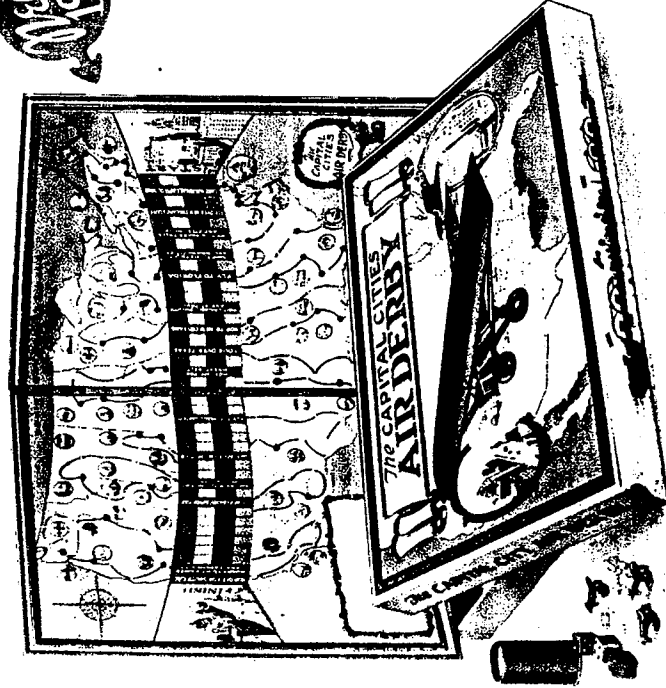
SPECIFICATIONS: Metal playing field inserted in mahogany finished wooden frame, metal baseball players, composition ball, wooden bat, unbreakable steel springs. Packed individually in corrugated carton. Size of game, over all, 17½ inches wide, 24½ inches long, 13¼ inches high, weight, packed for shipment, 9¼ pounds per game.

Sells to Young and Old and Retailers at \$7.50

BOYS
ALL-FAIR
GAME

WILL-FAIR

No. 307



The Capital Cities Air Derby

Every Player a Lindbergh - 4000 ft. H. H. H.

No. 307

COMBINES the peculiar fascination of flying ("Lindy" is still everybody's hero) with a straight-away path across the United States and detours to the Capitals of the 48 States. The Capital Cities AIR DERBY has all possible changes of interest, but keeps the basic secret of pleasure in a race game.

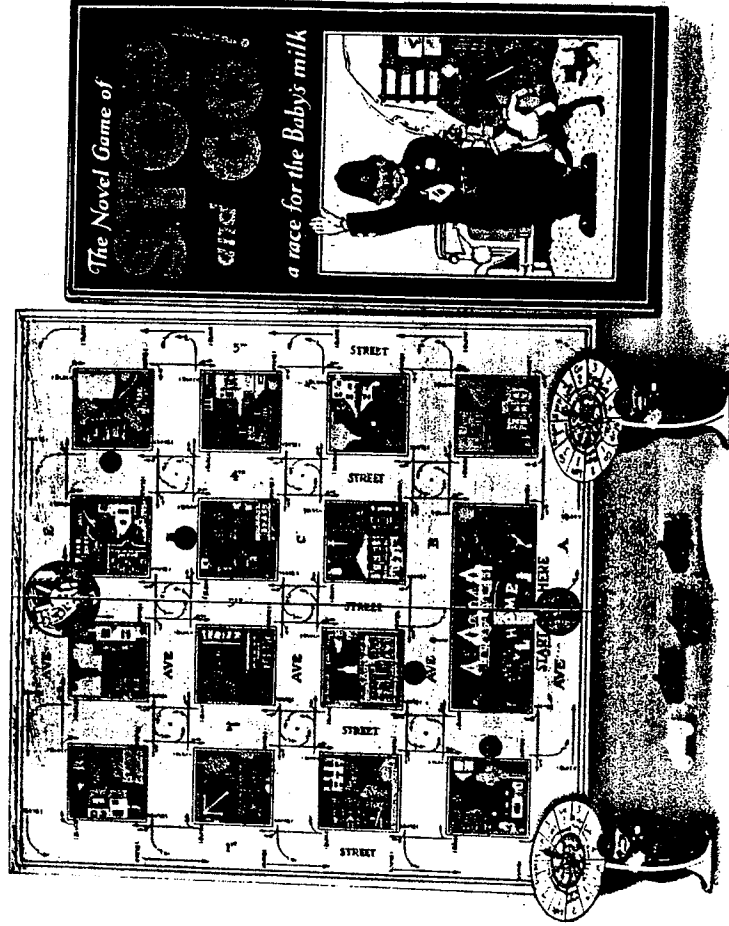
Folding playing board is packed in attractive box. Playing parts consist of four wooden dice, one dice cup and four metal airplanes. 1/4 dozen in a package, 3 dozen in a shipping carton.

Box Size 20 x 12. Game Board Size 36 x 12
Shipping weight per dozen 20 pounds.

To Retail at \$1.00.

The Novel Stop and Go and Checkers—No. 305

Leader for 1925



Box size 17 x 8. Game Board size 17 inches square.
Shipping weight per dozen 20 pounds

TEACHES traffic rules with great gusto and lots of fun. The play idea, coupled with the funny part of a modern traffic cop's duties, produces in STOP AND GO an irresistible attraction.

Double game board with checkerboard lithographed on back. Playing parts consist of two "Traffic Cop" Spinners and four small autos. 1/4 dozen in package, 3 dozen in shipping carton.

To Retail at \$1.00.

FOR 1928

TONS
ALL FAIR
GAMES



Game Size $12\frac{1}{2} \times 17$ Inches Shipping weight per dozen 16 pounds.

Hi-Way Henry—(Tin Lizzy Race)—No. 309

The Cartoon Game Leader for 1928

15 MILLION of the old Model T Ford were made and used—most of them are still on the road and Hi-Way Henry represents 6 million tourers who leave home every April and don't get home til late fall! The cross-country "Lizzie Race" dotes on detours, "con-stables", busted tires. The combination of throwing cubes with the "blow-out" spinner, puts an element of suspense in the play that gives a new twist to a race game. Hi-Way Henry comic strips are syndicated through 60 newspapers.

Equipment consists of four Hi-Way Henry Cars, four throwing cubes and cube cup. Game played on box deck.
3 to a package, 3 dozen in shipping container.

To Retail at \$1.00



Game size $16 \times 12\frac{1}{2} \times 1\frac{1}{2}$ inches. Shipping weight per dozen 12 pounds.

Witzi-Wits—No. 375

The Fortune Telling Game

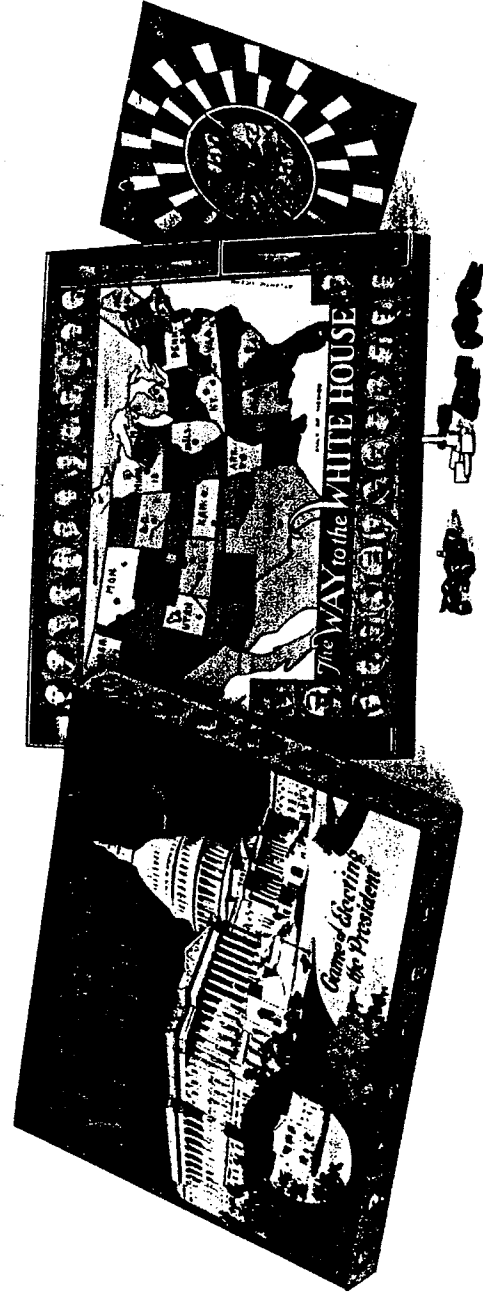
THIS new game makes fortune-telling easy and funny and fascinating. It is really three rollicking games in one:
(1) Tell fortunes by "The Mystic Door."
(2) Tell fortunes by cards. (3) Game of Stunts and Forfeits for parties. This fortune telling game is popular because of the totally new ideas it contains.

Beautifully lithographed box.
Metal Mystic Door and dial complete in box. 3 in paper package, 3 dozen in shipping container.

WALL-FAIR

The Way to the White House—No. 304

Presidential talk in the papers



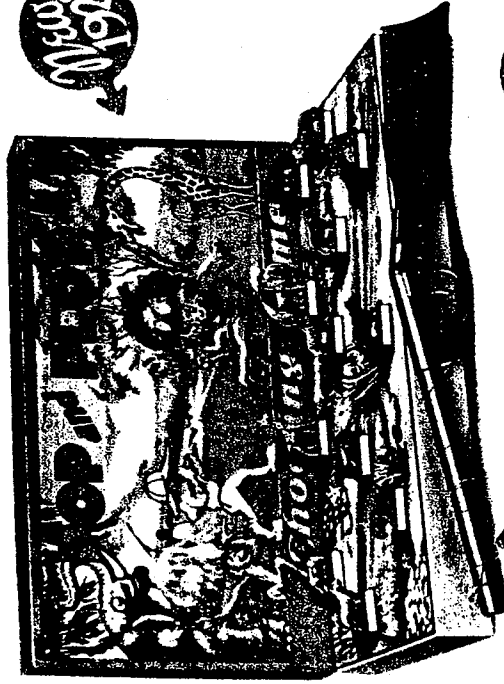
Game Size 15½ x 12 x 1½ inches.

THE WAY TO THE WHITE HOUSE is timely and educational. A new principle is used in the method of play. Players each represent one of the great political parties, and in order to win votes for their candidates they must know the capitals of the states.

Everything complete in a beautiful lithographed box. Game complete with "State Capitals" dial and 72 colored wooden pegs. Packed 3 in package, 3 dozen to shipping container.

To Retail at \$1.00

Shipping weight per dozen 17 pounds



Pop and Plop—No. 306

Big Game Hunters Pop and Plop is Invariably Full for Them

SHOOTING Games are of standard interest, year after year saleable as sugar in the grocery. **BUT** never before have you seen embodied in a dollar game what you get in **POP** and **PLOP**. The gun has a rubber cork. The cork is string-attached to the gun, making it harmless. *There are 12 wild animal cut-outs to shoot at.* The method of counting is instructive. Really this is a \$1.50 value but we've succeeded in giving it to you for \$1.00.

Wyandotte gun used in this game,

3 in a paper package.

3 dozen in a shipping carton.

To Retail at \$1.00

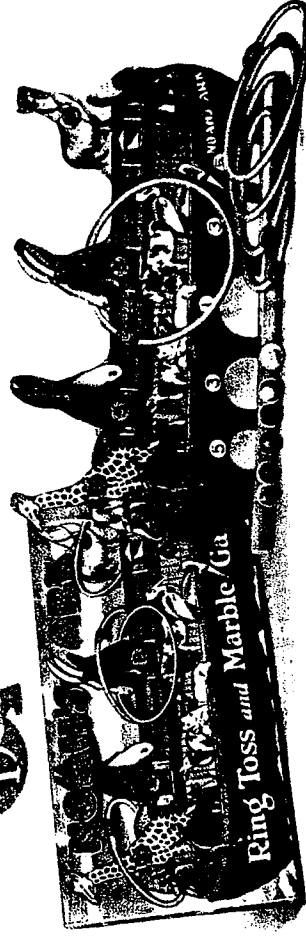
Game Size 17 x 8 inches Shipping weight per dozen 20 pounds

Noah's Ark — No. 367

Customers Delight

TWO lively action games in one box. There are ring toss games that sell for a dollar—there are marble games that sell for a dollar. **BUT**, here is a two-dollar value—a ring and a marble game combined, to sell for a dollar.

Died out cardboard Noah's Ark, 17 x 8 inches; four Red rings, wooden cue 17 inches, six colored marbles. 3 pieces to package, 3 dozen to shipping container.



To Retail at \$1.00

Game and Box Size 17 x 8 inches each.

Shipping weight per dozen 20 pounds

The World Flyers

The World Air Race

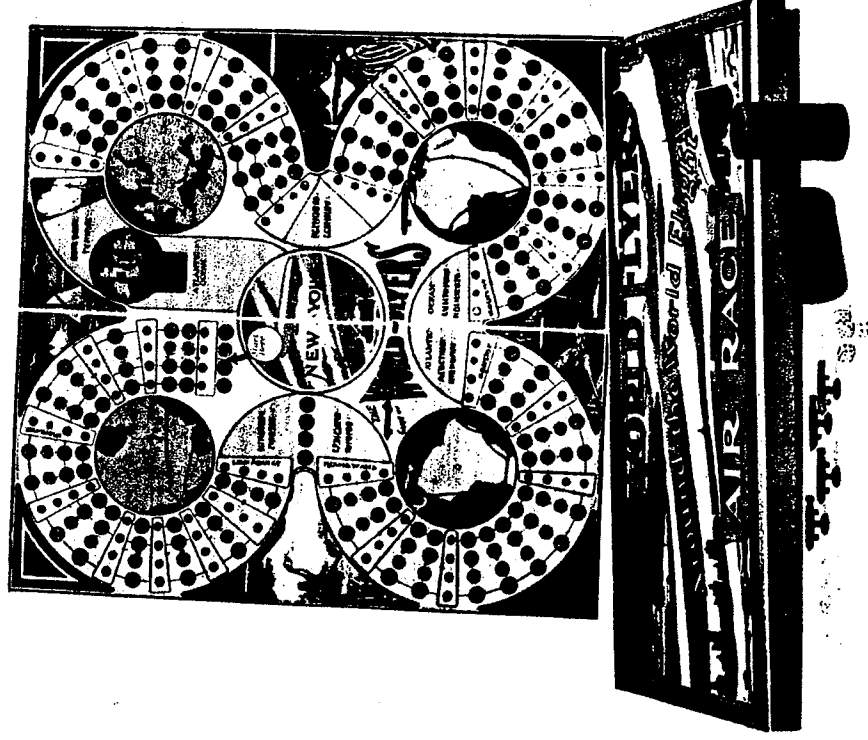
No. 354

EVERYONE is interested in flying. It always gets front page space in the news. That's why All-Fair has an Air Race Game that promises to rival in popularity our famous "Spec-Dem Auto Race."

This game is played by means of dice and miniature "dirigibles." Players proceed from New York to San Francisco, South America, Africa, Europe, British Isles, and across the Atlantic to New York.

Lithographed folding game board has checker-board on reverse side. Equipment—four metal dirigibles, two dice and one dice cup. Packed 1/4 dozen per package, 3 dozen in shipping carton.

Lo Retail at \$1.00



*Box size 17 x 9 inches. Game Board size 17 x 18 inches.
Shipping weight 20 pounds per dozen*

Pirates Gold

A Treasure Hunt for Buried Loot

No. 353

THIS game has for its theme the treasure hunt for Captain Kidd's buried loot. Four groups of pirates trying to reach the "Treasure Chest" make it a game crowded with excitement for all red-blooded youngsters.

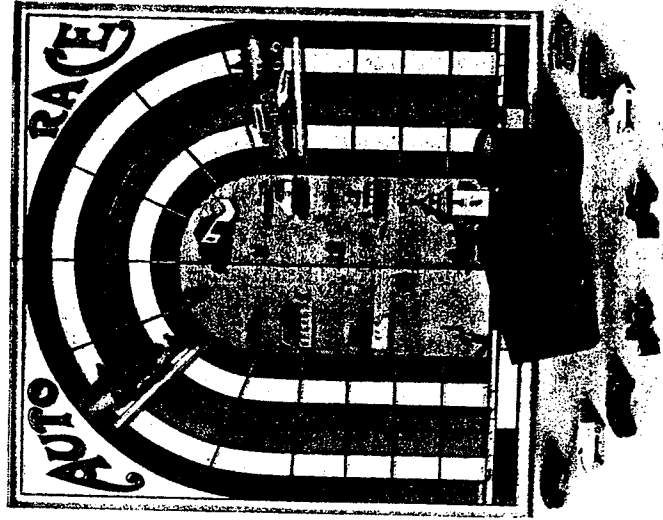
The playing board folds in the center, is nineteen inches square, and is packed in an attractive display box. Equipment consists of sixteen metal pirates, eight bone dice, and four dice cups. Packed 1 only to a paper package, 1 dozen to a shipping carton.



*Box size 19 1/2 x 10 x 2 inches. Board size 19 x 19 inches
Shipping weight per dozen 33 pounds.*

BOYS
ALL-FAIR
GAME

ALL-FAIR



Playing Board 17 x 17 inches
Shipping weight per dozen 13 pounds

Spe-dem Auto Race

*Continuing as the Most Popular All-Fair Game
on the Market*

No. 355

AUTO Race was first announced by Alderman, Fairchild Company in 1922. This year, the sixth anniversary of Auto Race, we proudly point to the fact that Auto Race is still our best seller. The game is the most profitable single game in many thousands of Toy stores.

The playing surface is handsomely lithographed in five colors, showing a racing course. Six autos are furnished, bearing names of popular makes. A large throwing cup contains cubes, bearing letters corresponding to the names of the cars. Played with cup, cubes and "autos." Packed 1 dozen to a package, 3 dozen to a shipping container.

To Retail at \$1.00

X-Plor-U's

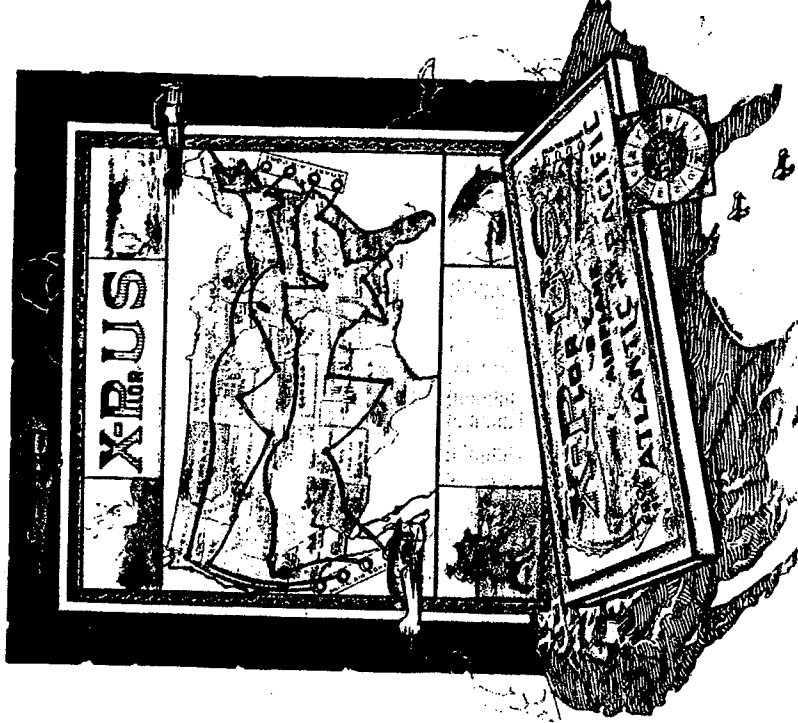
Learning and Entertainment Map Game

No. 308

PARENTS like this game for their children because it teaches while it amuses. It's really a lesson in geography, teaching the capitals of the states to children while they play. A year around seller because of its educational features. A game easy to learn and of lasting interest.

The playing surface of the X-Plor-U's is a faithfully lithographed reproduction of the map of the United States. Equipment comprises four die-cast aeroplanes and arrow spinner. All packed in a four-color display box, 18 x 9 x 1 inches, 1/4 dozen in a package, 3 dozen in a shipping carton.

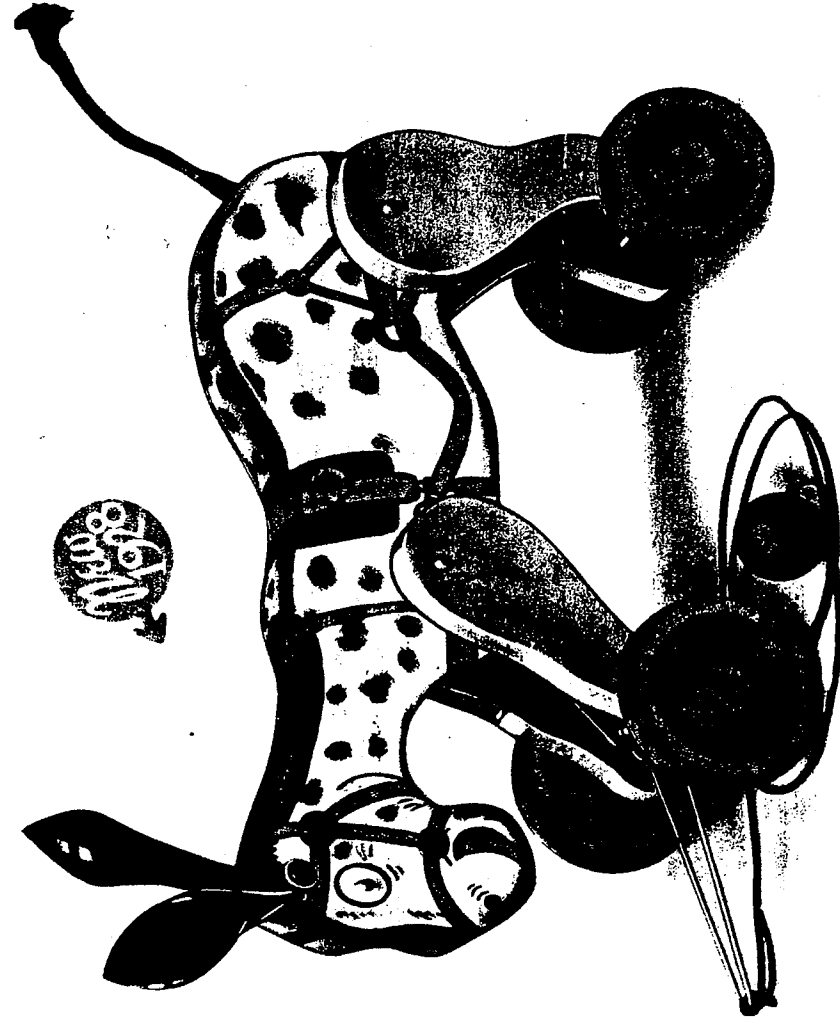
To Retail at \$1.00



Box size 18 x 9 inches. Game Board size 17 1/2 x 17 1/2 inches.
Shipping weight per dozen 18 pounds

FOR 1928

The Kicking Donkeys



Size 10 inches high, 14 inches long. Packed individual corrugated cartons.
Shipping weight per dozen 30 pounds

Big Maude—No. 215

Victory Donkey

and her "Dollink Baby"

YOU'VE heard of the "monkey's mother" but here we assault the apex of comicality by giving you BIG MAUDE the "mommer donkey" and six-inch MAUDIE her "dollink baby," who "cats up all the noodle zoup." The donkey family will be gravy for you. In trying to decide between the two, children will end by demanding both. Both "Maudes" have a "kick" they learned before they reformed. The 1928 Models have a longer wheel base, more leg room, higher speed and NO limitations. 18 Patent claims have been granted on the Kicking Donkey. THEY WORK PERFECTLY.

SPECIFICATIONS: Both Maudes are lithographed in four colors and finished with lustrous lacquer which is water proof. Extra heavy parts throughout. Big Maude is packed in individual corrugated container. Six-inch Maudie is packed in four color box, 1 dozen to a shipping container.

*Little Maudie No. 201
Big Maude No. 215*



Size 6 inches high, 10 inches long.
Attractive four color Box
Shipping weight per dozen 10 pounds

Six Inch Maudie No. 201

ALL-FAIR



Cap't Hop Across, Jr. No. 410

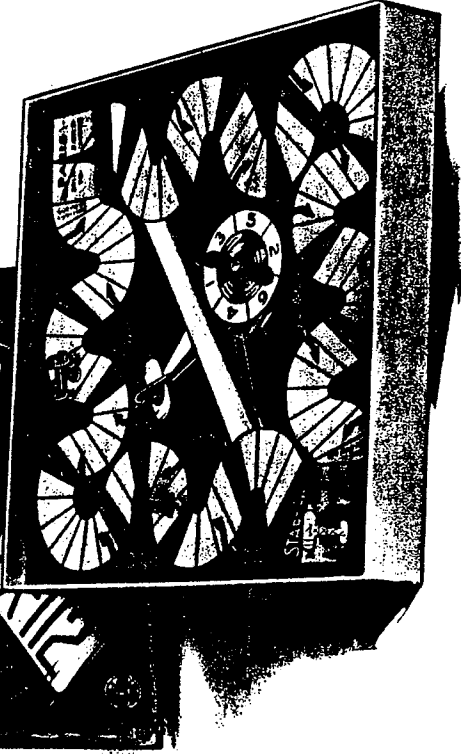
Contents, the Kids for Fifty Cents

YOU'VE got to hand it to this game for its name. Isn't CAPTAIN HOP-ACROSS a whiz? The spinner is the propeller—happy idea. This game is marked as fortunes favorite. Everything about it promises sales success. A new principle is used—the "short cut" in place of penalties, you get bonuses—Action.

Playing Deck complete in box.

Packed ½ dozen to a package, 6 dozen to shipping container.

To Retail at 50c



Game size 11 x 11 inches. Shipping weight per dozen 10 pounds

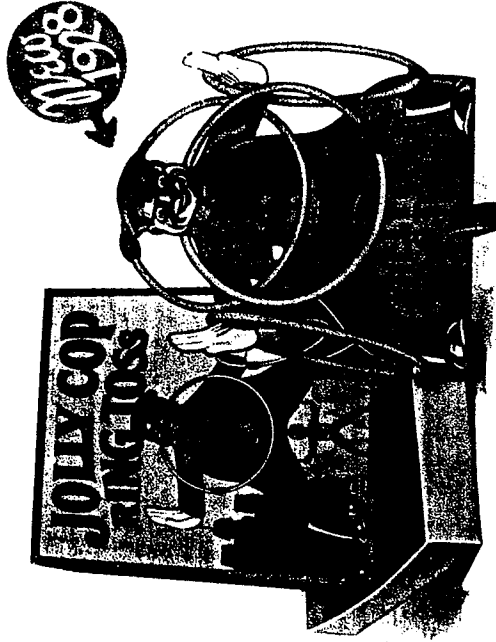
Junior Auto Race Game No. 407

It is fun for Little Tots—While Learning to Count

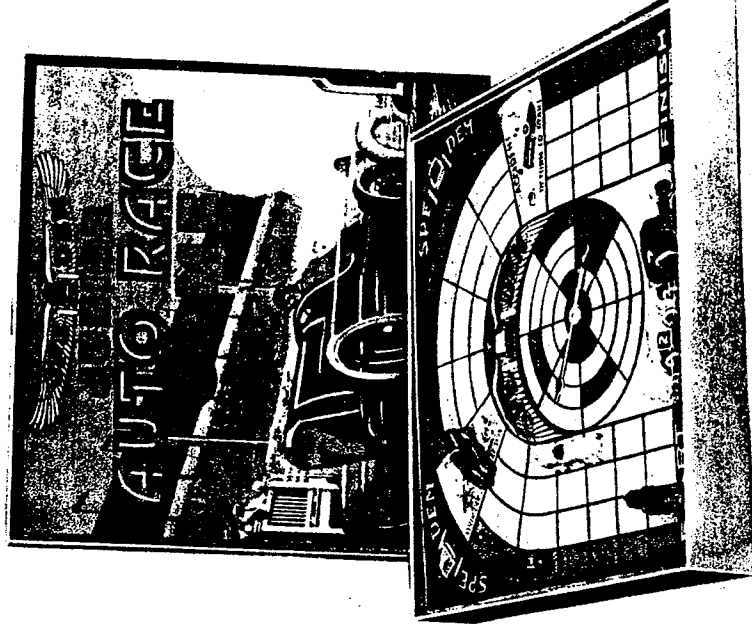
A GREAT game for little tots, easily played by children as young as three years of age. The game ingeniously progresses by connecting similar colors, affording splendid mind training for the little ones.

It is a very popular adaptation of our famous Spe-Dem Auto Race, selling well all the year round. Packed ½ dozen to a package, 6 dozen to a shipping container.

To Retail at 50c



Game size 10½ x 8 inches. Shipping weight per dozen 10 pounds.



Game size 11 x 11 inches. Shipping weight per dozen 10 pounds

Jolly Cop Ring Toss No. 415

Mulligan brings Attention

HERE is MULLIGAN in a mellow mood. The counting is most ingenious. The weight of the rings causes the counters to appear at his knees. The more rings, the greater the count. You have to see MULLIGAN operate to catch the worth of the idea. One player can neutralize his opponent's count.

Consists of two piece cardboard cut-out of cop with wooden base to hold him upright and 4 colored red rings.

Packed ½ dozen to a package, 6 dozen to shipping container.

To Retail at 50c

FOR 1928

Poor Jenny

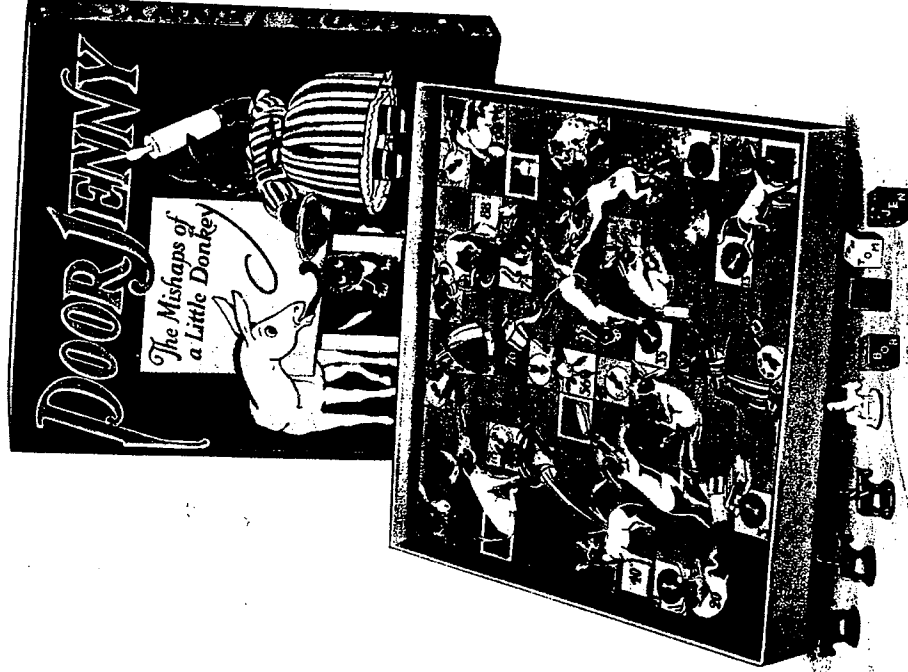
Showing Power of a Comic Strip Character

No. 403

YOU will enjoy the travels and mishaps of Poor Jenny, the little donkey. She is chased from one end of the game to the other by her arch-enemy, the darky cook. The infectious humour of a donkey in trouble gives the game an irresistible appeal.

Equipment consists of four metal donkeys and a spinning dial. Box contains lithographed route for Poor Jenny's travels. Packed ½ dozen to a package, 6 dozen to shipping container.

To Retail at \$5.50



Game size 11½ x 11½ inches. Shipping weight per dozen 10 pounds

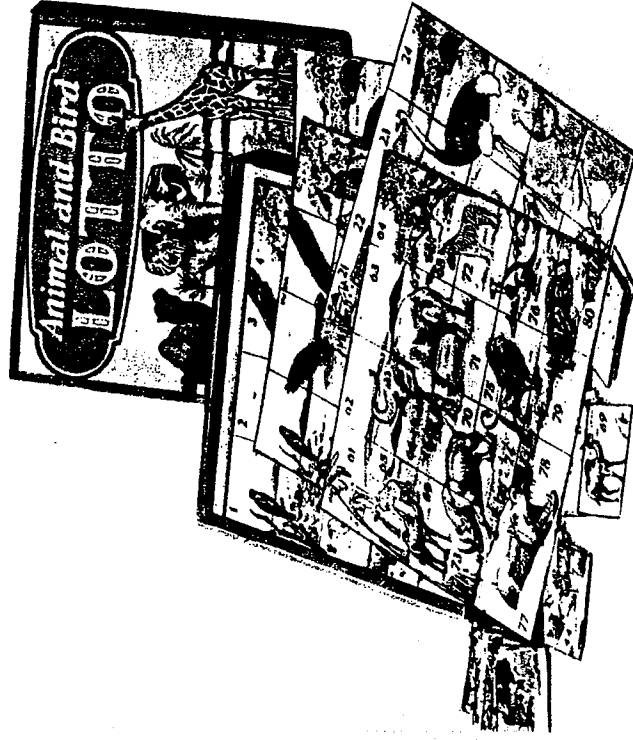
Animal and Bird Lotto—No. 408

New adaptation of a Famous Old Game

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

The game consists of four lithographed pictures and 80 cut-out pieces. The box is 8½ x 10 inches, strongly made, according to the high All-Fair standards.

Packed ½ dozen per paper package, 6 dozen per shipping carton.



Game size 10 x 8 inches. Shipping weight per dozen 12 pounds.

Blinky Blinx Tiddledy Winks

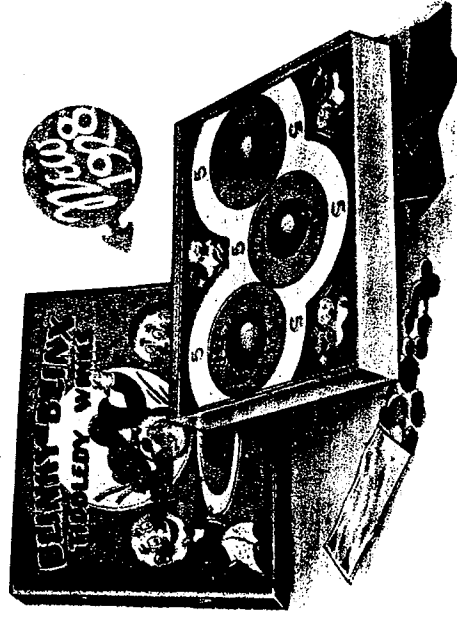
a Fast Counter—Aston Tiddly-Wink

No. 411

FOUR can play this as a "rush game." Children like to score. Ordinary Tiddledy-winks is too slow. Cupped counters count 25. Snap the counters from the table—just as fast as you are able. This excitement is wholesome. A wallop for 50 cents—Sets the eyes sparkling.

Beautiful display box contains three metal cups, four felt pad "cushions" and four colored sets of Imported French Tiddledy Winks. ½ dozen in a package, 6 dozen in a shipping carton.

To Retail at \$5.50



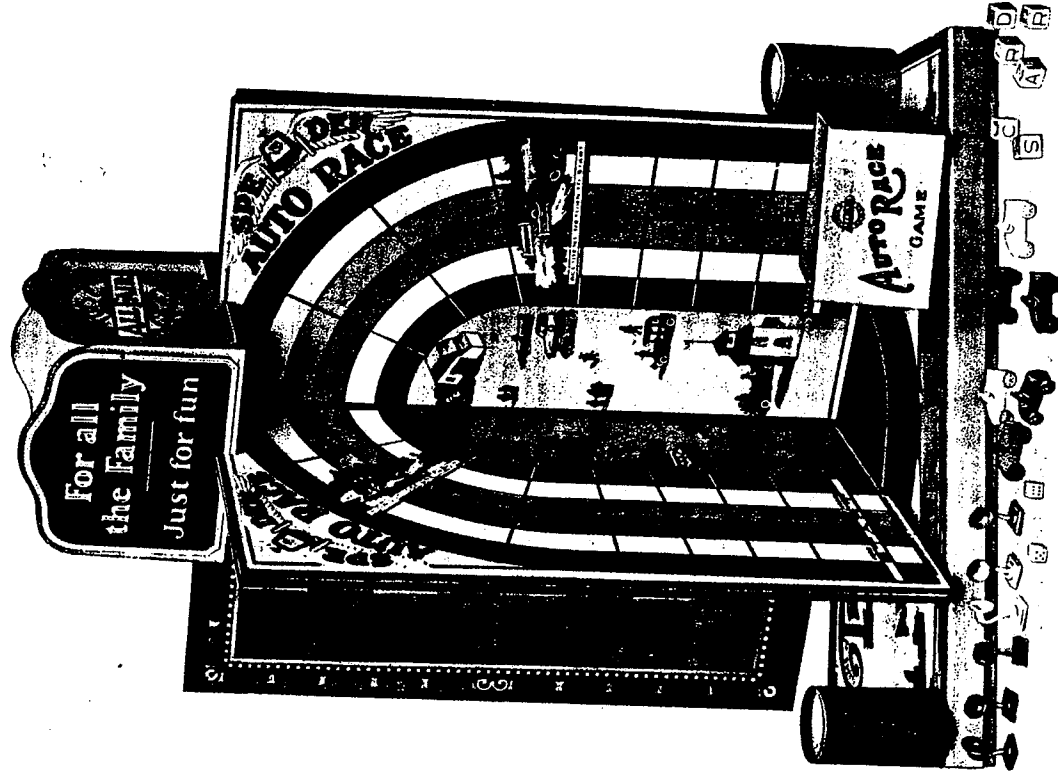
Game size 10 x 8 inches. Shipping weight per dozen 8 pounds

FOR 1928

TOYS &
ALL-FAIR
GAMES

FREE TO "ALL-FAIR" DEALERS

On Request



The Novel All-Fair Game Display

A Novel Addition for Your Window or Counter

A N able merchandising feature that brings profit to All-Fair dealers. This novel display will be supplied on request. Be sure to get yours. Ask your jobber or write us. Consists of a round wooden base which holds four All-Fair Board Games. A display cap holds the games in place and advertises

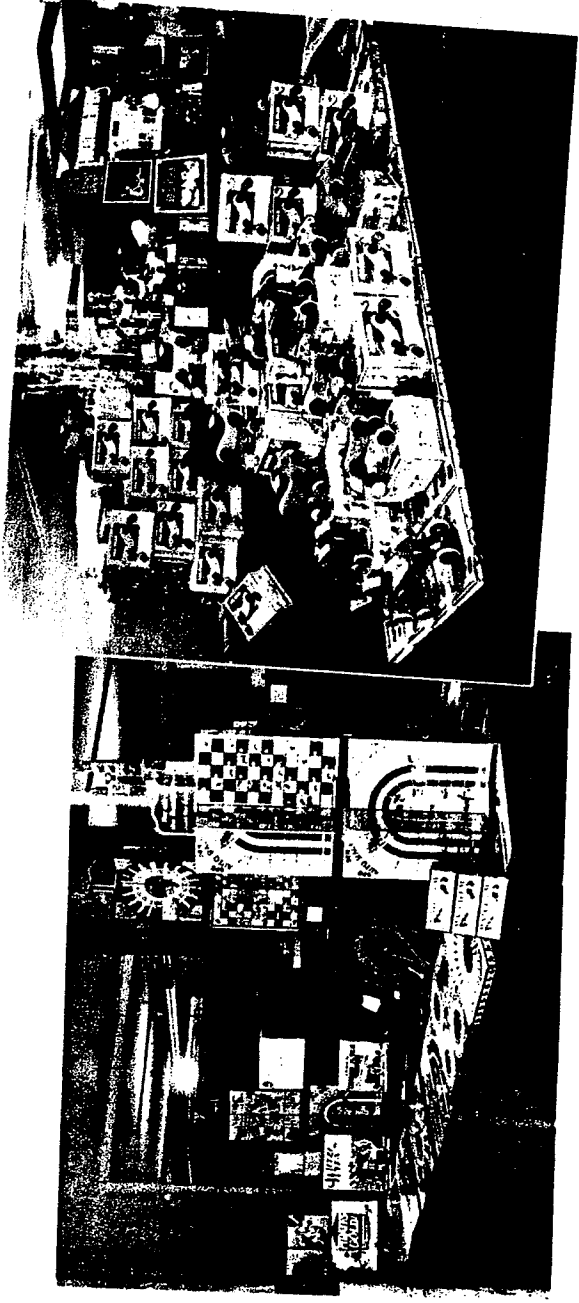
them to passers-by. This display conserves space and is the only method devised by any game company to show board games. It stands 24 inches high and 18 inches wide. Goods well displayed are half sold. This is an effective way of displaying your merchandise.

PRICES AND PROFITS

All-Fair Games and Toys retail at popular prices. They carry an unusually fine profit for the dealer. Discounts on request.

ALL INFORMATION CONTAINED
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DATE 01-15-2001 BY 60322 UCBAW

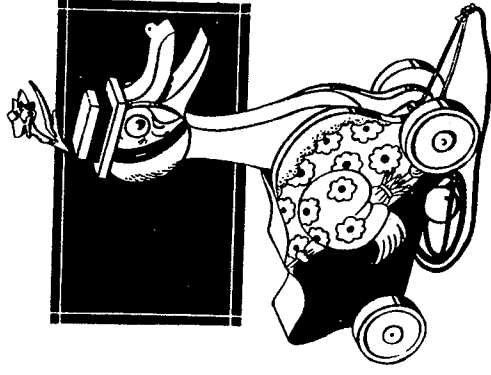
Typical Department Store Displays of All-Fair Games and Toys



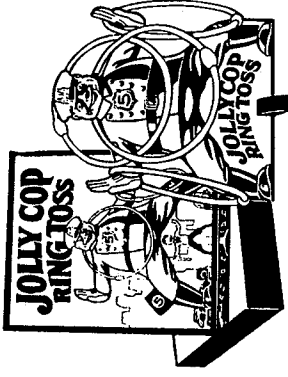
Electros and Mats for Your Newspaper Advertising

BELOW are shown typical cuts for newspaper advertising, electros or mats of which will be gladly furnished on request to All-Fair dealers. Only part of the

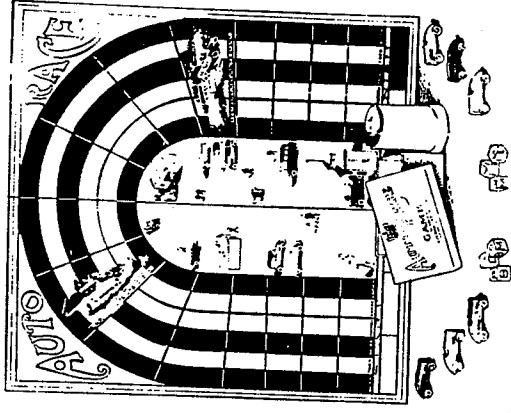
All-Fair line is shown here, but we are prepared to furnish cuts on all items shown in this catalog. *In ordering, specify whether electros or mats are wanted.*



No. 227, Dolly Duck



No. 415, Jolly Cop



No. 355, Spe-Dee Auto Race

WHEN ORDERING

When ordering cuts please use the game number. All-Fair Games and Toys cuts of which will be furnished to you.

	No.		
All-Fair Baseball.....	500	Pirates Gold.....	353
Capital Cities Air Derby.....	300	Auto Race 'Sne-dem.....	355
Scop and Co.....	307	X-Plot-Uk Map Game.....	308
Hi-Way Henry Lizzy Race.....	309	Dolly Duck.....	227
Witz-Wits Fortune Teller.....	375	Wally Duck.....	225
Way to White House.....	304	Doxie Dachshund.....	224
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