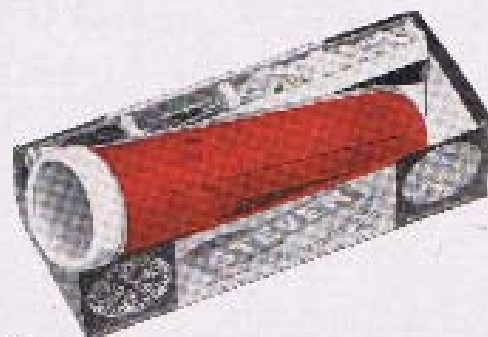


STEVEN TOYS

SELL ON SIGHT

Steven Toys are Priced Right!



No. 300

World's only non-breakable ALL-PLASTIC KALEIDOSCOPE! A top and gaze in eye. New added feature: plastic colorless side and "dials." "Make your own designs!" Kit complete with hundreds of ring pattern-producing subjects and crystals. Creative, constructive! For young and old. Actual size 5 1/2". To retail at 55¢.



No. 13

SPIN-A-BOO! Mystifying "Magic" wood wand & matched "wand" complete with spinning colorful cardboard disk and propeller. Bright red & blue on white. Three-minute ages 6 to 20. Retail at 15¢.



No. 50

Revolving-action KALEIDOSCOPE! Working head! Tubes containing cavaplasts of central and border designs. Actual size 8 1/2". Photographed in a brilliant color on a maximum foil metal reinforced tube to match foil. To retail at 35¢.



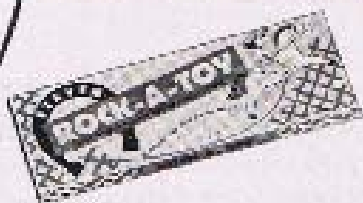
No. 150

ROCK-A-TOY! Climbing little cowboy on a pony. Balances on three or four feet... on a cable top. At slight push, swings to and fro "like perpetual motion!" Even take suspension, metal pendulum, joined arms and heads! Specialized for ages 3 to 6. In beautiful individual colorful packages. To retail at \$1.99.



No. 25

KALEIDOSCOPE of ever-changing heavy fields and out! Colorful glass cylinder. Metal reinforced ends. Transparent plastic case-like cover & color, gold. Actual size 7 1/2". To retail at 45¢.



Toys with sensational "eye-appeal" and year-round sales-appeal... always in the public limelight! Backed by sales-building point-of-purchase displays that attract crowds to Steven Toys. Rush a tricolor. See for yourself that "Steven Toys sell on sight!" Ask for dealer aids, mats, electros.

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