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**COWBOY
GE-TAR**

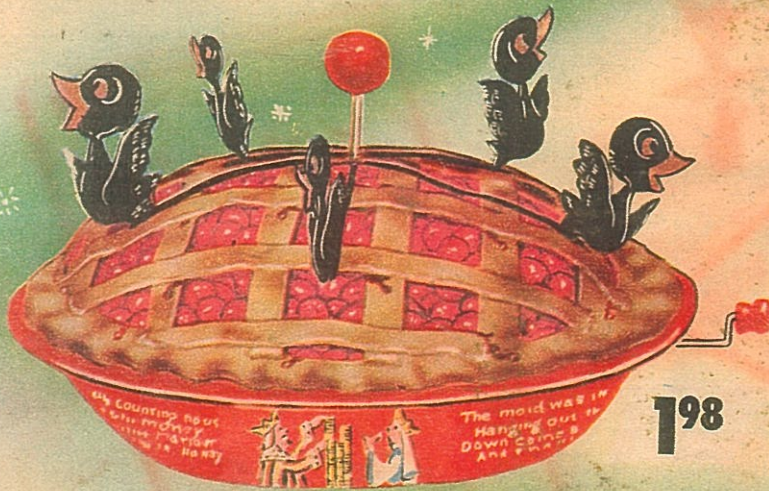
Butch has one of these Cowboy Ge-Tars—isn't it great? He strums it or turns the handle to make music according to his mood. Either way, it's fun and no cowboy or cowgirl is completely outfitted without a Mattel Ge-Tar. By Mattel, Inc. Ask for 42BR1.



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MUSICAL MAN ON THE FLYING TRAPEZE

Sandra is fascinated by this daring acrobat. Turn the crank and as you listen to the music of "The Daring Young Man on the Flying Trapeze," you'll see the colorful acrobat whirl and twirl through the air with the greatest of ease. 21 inches high. By Mattel, Inc. Ask for 42BR2.



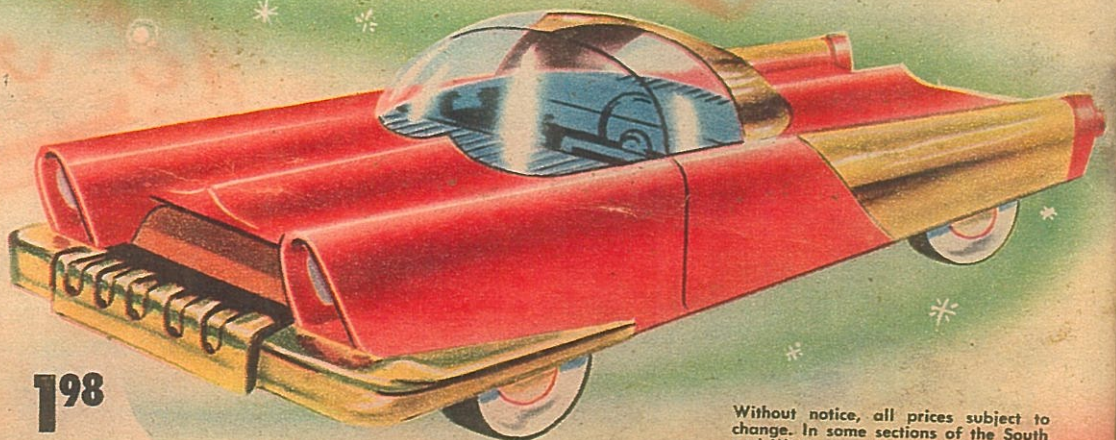
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MUSICAL BLACKBIRD PIE

"Sing-A-Song of Sixpence—Pocket full of rye" and so on till the end of the song when pop, out come five lifelike blackbirds. Each time is just as much fun as the first. Even Daddy and Mommy will sneak a few cranks when you aren't looking. 9 inch diameter. By Mattel, Inc. Ask for 42BR4.

DREAM CAR

Just what cars may look like in 1974. It has the Bomber Bubble transparent convertible top that snaps on or off and friction motor. Just hold this colorful car firmly, give it a quick push and off it goes—speeding away just like the Speed Streak it is. 10½ inches long. By Mattel, Inc. Ask for 42BR3.



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Mattel the Joy Toys!

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.