

# Most Amazing and Revolutionary Display Development in a Century!

*Motion Without Mechanics!*



**MODEL B**

SAME MAGICAST Santa seems to turn almost completely to look directly at camera on right.

There is a choice of two models ("B" and "X" differing only in that the latter has a "Join Our Xmas Club" message across the top, but otherwise identical. Mounting is attached. Complete unit measures 30" wide, 33" high, 5" deep. Packed individually. Weight approximately 2 pounds. Shipped in any quantity, ready for immediate use, in "protecto" cartons.

Extensive tests prove that it draws crowds quickly, causes wonder, provokes comment, becomes a conversation piece all over town, and makes a more effective display than any other device ever created. The "Magicast" Santa is so fantastic and astonishing that thrilled bank executives all over the country ordered thousands last year and are now reordering additional quantities for the coming Xmas season. A delightful and persuasive "salesman" that can be used with sensational effectiveness in windows, at entrances, counters, elevators, posts, ledges, walls, desks or any other place that the human eye can reach.

ENTIRE  
HEAD  
SEEMS TO  
TURN

FOLLOWS  
YOU  
EVERYWHERE

LOOKS  
DIRECTLY  
AT YOU  
FROM  
ANY ANGLE



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Quantity	MODEL B	Price per unit
1	-----	\$19.50
2 to 5	-----	18.50
6 to 10	-----	17.50
11 to 25	-----	16.50
26 or more	-----	15.00

F. O. B. MARION, INDIANA

Quantity	MODEL D	Price per unit
1 to 99	-----	\$5.95
100 to 249	-----	5.80
250-499	-----	5.65
500 and more	-----	5.60

F. O. B. MARION, INDIANA

**THIS EXCLUSIVE, PATENTED "MAGICAST" SANTA CLAUS IS A COMPLETELY NEW AND DIFFERENT MEDIUM THAT IS AMAZING THE DISPLAY AND ADVERTISING WORLDS. JOLLY SANTA APPEARS TO MOVE AND LOOK DIRECTLY AT YOU FROM ANY ANGLE AND DURING EVERY MOMENT THAT YOU ARE MOVING. IT'S NOT JUST THE EYES WHICH FOLLOW, THE ENTIRE HEAD SEEMS TO TURN COMPLETELY AND THE ILLUSION IS CONSTANT AND PERFECT.**