



Make way for the melton mascot movie viewer

the *first* magazine
loading movie viewer
expressly designed for
the toy trade!



without projector or screen!

RETAIL
\$395
including
MAGAZINE LOAD

Complete!

real movies can be seen

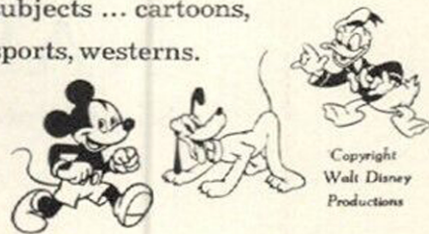
- ★ **COLORFUL**
- ★ **DURABLE**
- ★ **PROFITABLE**



Pat. Pending

It's easy! Loads auto-magically!
Anyone can do it! Just turn the
handle—see beloved cartoons,
westerns, adventure films—over and
over again, needs no rewinding.
Favorite for all ages. Film magazine
is factory packed and sealed.
Plastic—gay colors.

The Melton Movie Library
now includes 20 new Walt Disney
films and dozens of other favorite
subjects ... cartoons,
sports, westerns.



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Walt Disney
Productions

AT THE TOY FAIR
HOTEL NEW YORKER
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melton
RENO, NEVADA

industries

inc.