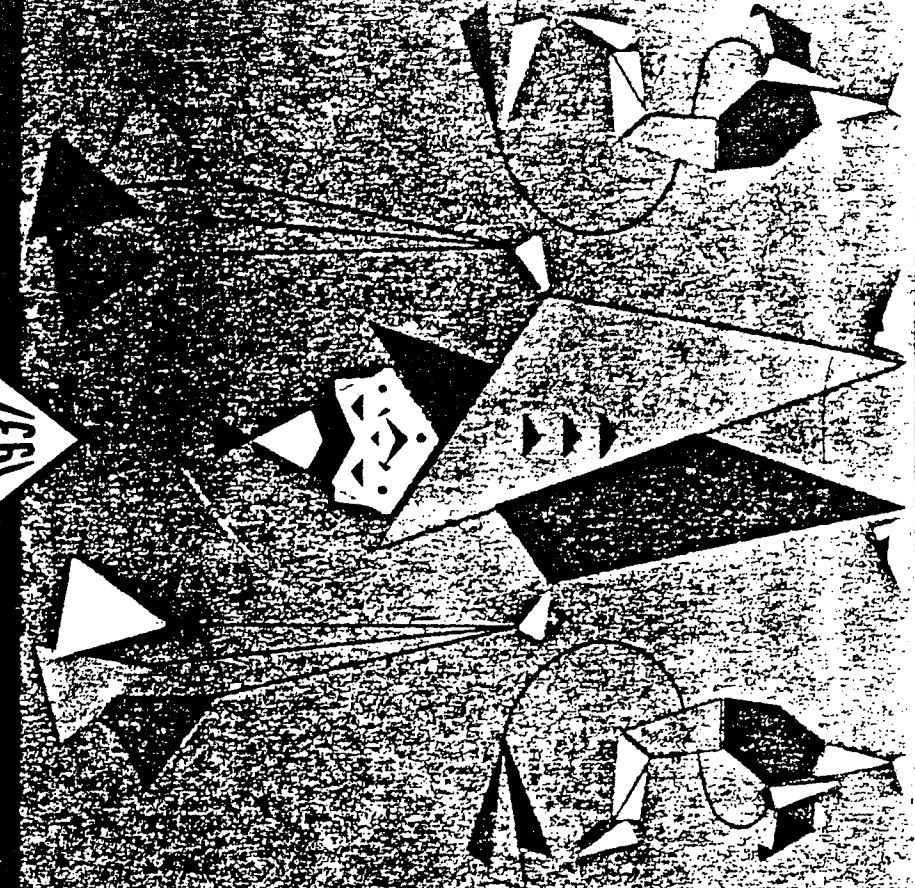


HUSTLER TOYS AND GAMES

FDR
1937



HUSTLER TOY CORPORATION
STERLING, ILLINOIS

These Distinctive Features Sell Hustler Toys

Toy sales volume for the retail merchant of today, depends upon the wise selection of stock. Care must be taken in selecting only fast moving numbers—the type of merchandise that proves the most profitable.

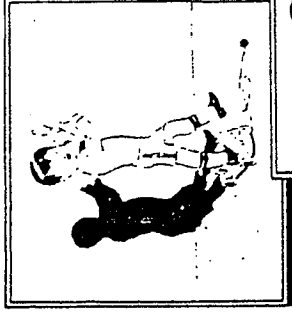
Every Hustler Toy or Game is a "best seller." There are no "slow" items in this unusual line. Every toy has merit—is unique in design and construction so as to appeal to the parent as well as to the child.

There is no danger of over-stocking on Hustler Toys. They sell the year 'round. A Hustler Depart-

ment in your store will attract trade summer and winter because the toys can be used outdoors as well as indoors.

Displays of Hustler Toys arrest the attention of passersby. Attractive coloring and lifelike appearance are responsible for many Hustler sales.

Hustlers are made to withstand constant use and abuse at the hands of youngsters. Mechanical parts where used, are simple and will not get out of order. Edges of metal parts are smoothly rounded to protect little hands from injury



Hustler Toys are made to withstand the severest punishment to which the playthings of today are subjected.



Hustler Toys are finished in bright, flashy colors that are wear-resistant and non-poisonous.



Hustler Toys are created with lifelike action and appearance that brings giggles of glee from the kiddies.

Hustler Toys are packed in cartons that are easily arranged in attractive, sales making displays.



"HUSTLER QUALITY COSTS NO MORE"

*More Profit for You in a Line
that is Complete*

The Hustler Line is made up of attractive pull toys that provide amusement outdoors as well as indoors—sand and water toys for the beach or backyard—sandpile—interesting games—and instructive construction toys. There is a type of toy that appeals to children of every age.

Hustler Pull Toys, with their lifelike action and realistic appearance, attract the attention of boy and girl alike. They provide harmless amusement.

The colorful Hustler Construction Toys are educational—they appeal

to the creative imagination of youth. Parents quickly grasp the advantages in design of these sets and are ready purchasers.

Hustler Games are interesting and instructive and keep youngsters amused for hours at a time.

The Hustler Toy Line is complete. Additional profit can be earned with Hustlers through the discounts offered for quantity purchases.

A stock for Hustler Toys proves a profitable investment, summer and winter.

Hustler Toy Corporation

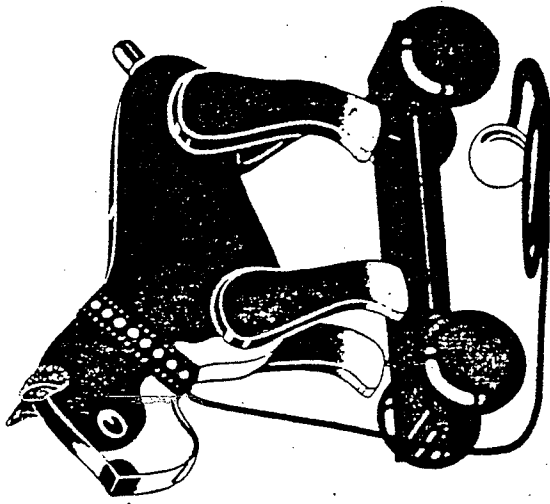
Sterling, Illinois



This trade mark (registered) will be found prominently displayed on every toy created and built by the Hustler Toy Corporation. It stands for the best in design, workmanship and materials.

"HUSTLER QUALITY COSTS NO MORE"

HUSTLER TOY CORPORATION
Sterling **Illinois**



H-301

Hustler Pup

(Pat. No. 1,613,424)

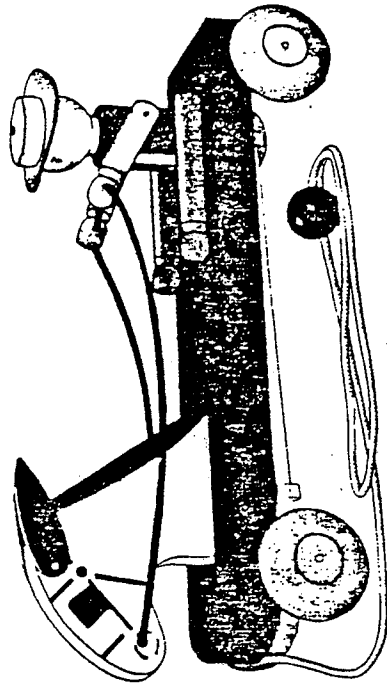
The Pup continues to be the fastest selling pull toy in the Hustler Line. Parents as well as kiddies have voiced their approval of this unusual toy. As it is pulled across the floor it walks in typical "puppy" fashion.

The Hustler Pup is substantially made. The image and wheels are of wood—the base of lithographed

metal with rolled edges. Each toy is equipped with ample pull cord on the end of which is fastened a new, more realistic, non-breakable "bark."

Size overall, 4" x 8" x 8 $\frac{3}{4}$ ". Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 16 lbs.; per gross, 192 lbs.

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H-302

Hiram Hustler

Represents a happy farmer driving his spirited horse. Plenty of unique action combined with bright contrasting colors make Hiram one of the most successful Hustlers. Hiram is strongly made with few mechanical parts—none to get out of order.

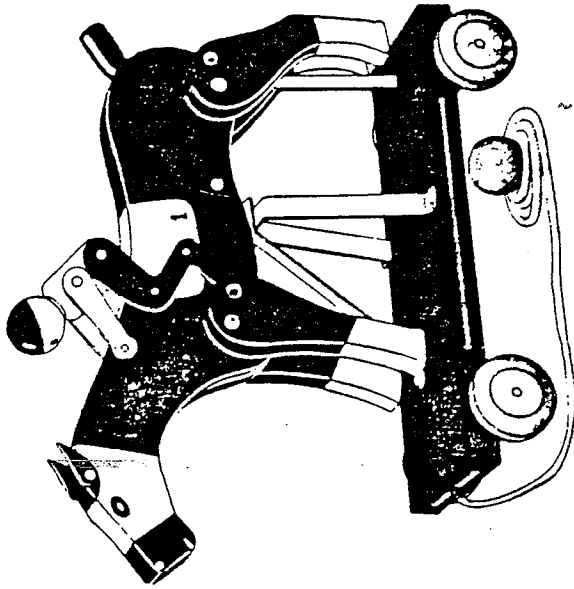
It is entirely of wood, with a pull cord of ample length on the end of which is a colored bead.

SIZE—4 $\frac{1}{8}$ " x 7 $\frac{1}{4}$ " x 11 $\frac{1}{8}$ "

Weight per dozen, 14 $\frac{1}{2}$ lbs.

Weight per gross, 174 lbs.

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H-303

Hustler Racer

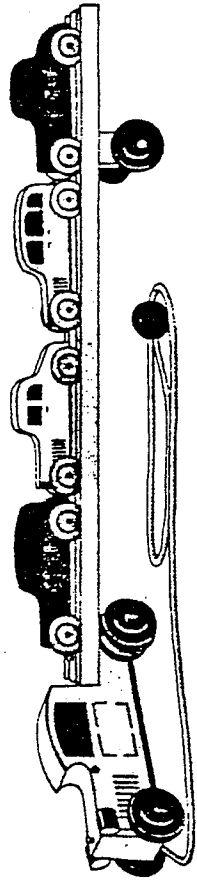
(Patent Pending)

A most unusual toy and one which appeals instantly to parents as well as children. Most natural action, which represents the racing thoroughbred in full running stride. Finished in a beautiful combination of colors, sturdily built with a simple, durable action. All wood and steel construction throughout. SIZE—4" x 8" x 8 $\frac{3}{4}$ "

Weight per dozen, 13 lbs.

Weight per gross, 156 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-304

Hustler Auto Transport

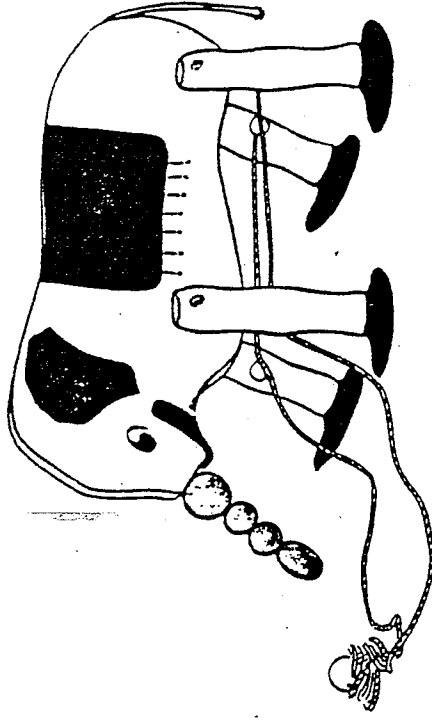
(Patent Pending)

The Hustler Auto Transport is a real up-to-the-minute number. The small autos, four in number, can be removed and played with which will appeal to the child because it consists of five separate toys.

This toy is constructed entirely of wood and will withstand consideration. It is finished in attractive colors and equipped with a pull cord. The truck can also be detached from the trailer.

Size over all 31.8" x 31.8" x 21". Packed one in a carton, 12 cartons in a case. Weight per dozen 121.4 lbs.; per gross, 147 lbs.

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H-305

Hustler Elephant

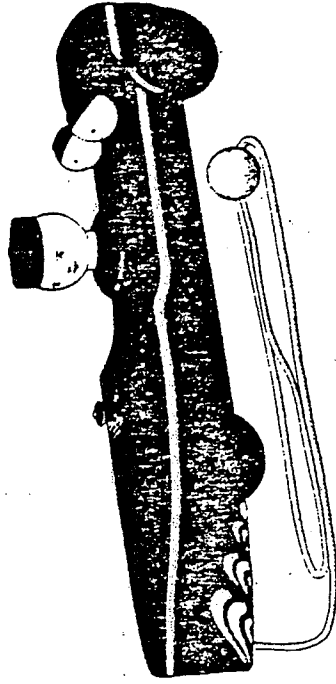
This is a most unusual pull toy. It actually "walks" with a typical elephant-like motion, as it is pulled along. There are no mechanical parts required to operate it--nothing to get out of order. Parents and youngsters enjoy the realism of this toy.

It is finished in bright colors and attractively decorated. Each toy is equipped with an ample length of pull cord that is tipped with a colored bead.

Size overall, 4" x 47.8" x 111.1". Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 17 lbs.; per gross, 204 lbs.

Hustler Elephant is made entirely of

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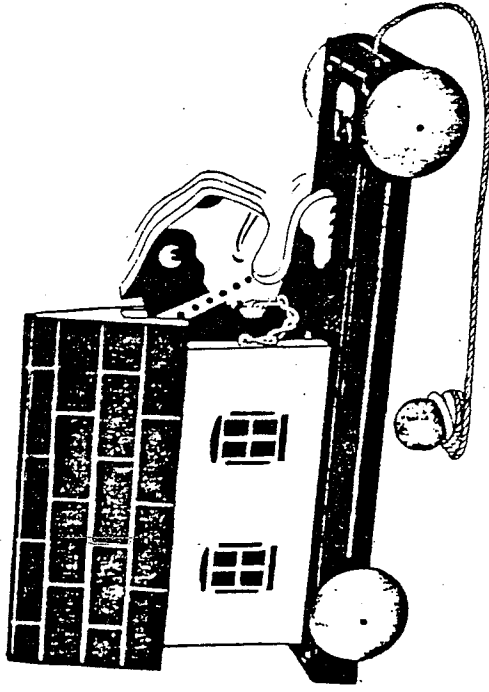
H-306

Speed Boat

A colorful, beautifully designed pull toy having an unusual appeal to children of all ages. The Speed Boat is manned by a careful, observant pilot with a crew of two trained sailors. This beautiful boat rides the waves in a most realistic manner with a clever ratchet device which faithfully reproduces the sounds of a racing motor.

SIZE—4" x 4" x 12."
 Weight per dozen, 12 lbs.
 Weight per gross, 144 lbs.

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H-307

Hustler Watch Dog

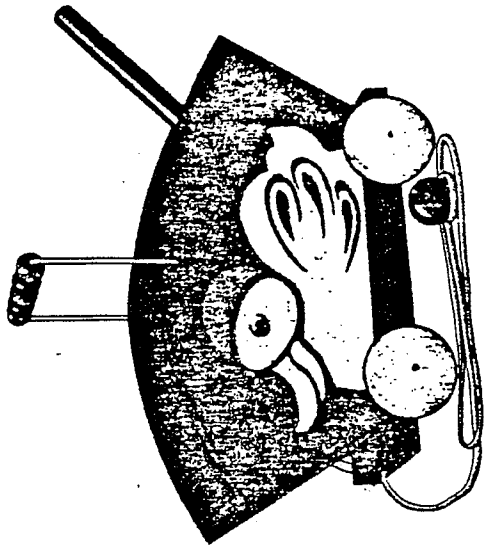
(Patent Pending)

Kiddies favor toys with lifelike appeal. The Watch Dog met with approval from the start. As the toy is pulled along, the dog darts out of and into his kennel barking very realistically.

The Hustler Watch Dog has no mechanical parts to get out of order. The image and wheels are of wood.

Size overall, 4 1/8" x 7 1/4" x 1 1/2".
 Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 18 lbs.; per gross, 216 lbs.

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H-401

Hustler Wheel Sand Box

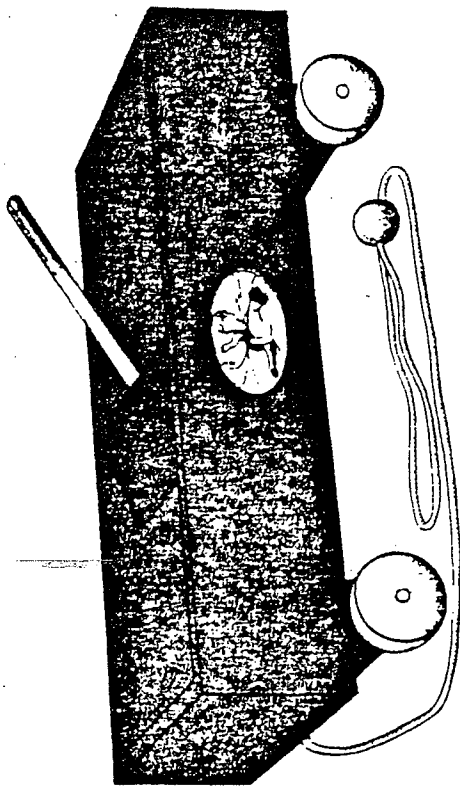
This toy strikes a new note in the design of sand pails. Its heavy construction makes it practically indestructible. Wheels adapt it for use as a pull toy.

The Hustler Wheel Sand Box has a metal shovel. The wire handle has five colored beads for a grip. All other parts are of wood. It is attractively finished in bright colors and is equipped with a pull cord.

Size overall, 5½" x 6" x 10".

Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 15 lbs.; per gross, 180 lbs.

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H-402

Sand Cart

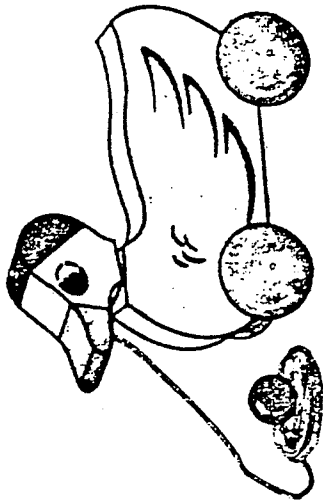
A big, strong, cart in beautiful red lacquer finish, in which many things can be moved. A nicely finished wooden shovel is supplied to help in loading and unloading. The wheels are smooth with very wide tread, and will not mar the floor. The Sand Cart, is an all year toy, for indoor and outdoor service.

SIZE—41 8/8" x 71 4/8" x 11 1/8".

Weight per dozen, 22 lbs.

Weight per gross, 264 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-308

Hustler Betty Roll Duck

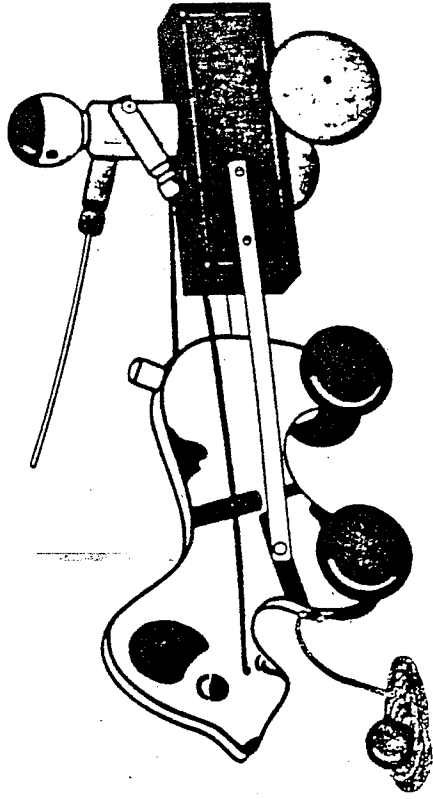
(Pat. No. 1,692,561)

This duck has been in the Hustler Line for a number of years due to its unusual popularity with the youngsters. It has proven a good Easter season number. Its swivel head permits an action typical of a duck as the toy is pulled along the floor or walk.

Hustler Betty Roll Duck is furnished in assorted pastel shades of ivory, pink, and blue. It is strongly made, entirely of wood. Each toy is equipped with a pull cord and colored head.

Size overall, 4 1/2" x 5 3/4" x 6 1/2".
Packed one in the new Hustler carton, 12 cartons in a case, assorted 3 colors. Weight per dozen, 10 lbs.; per gross, 120 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-309

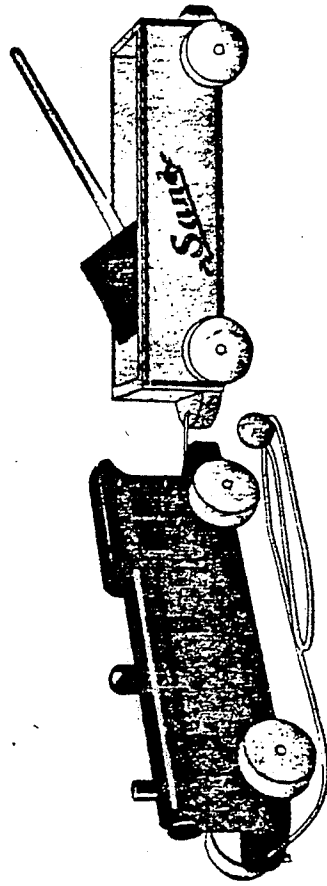
Billy Hustler

(Pat. No. 75,588—Others Pending)

A toy that combines lifelike action and attractive design. The arm of the figure brings the switch down smartly on the pup's back as he hops along in typical dog-like manner.

Billy Hustler is strongly made—there are no parts to get out of order. It is entirely of wood and Size overall, 4 1/2" x 7" x 15". Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 22 lbs.; per gross, 264 lbs.

"HUSTLER QUALITY COSTS NO MORE"



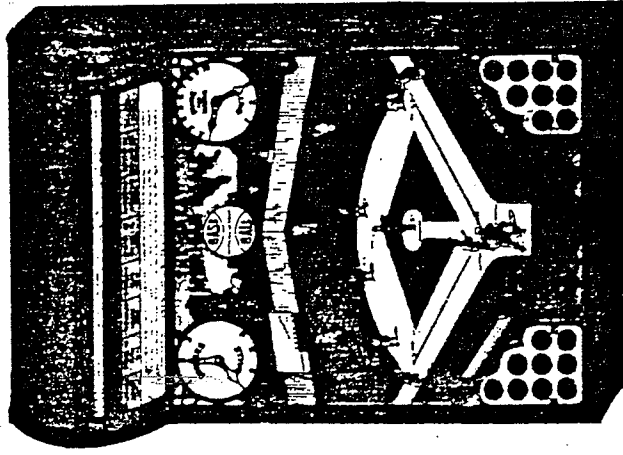
H-403

Sand Train

Size, brilliant colors and sturdy, construction are outstanding features of this new combination toy. Engine and car are separable. A year 'round toy for the play room or outdoor sand pile. All wood construction, supplied with a strong pull cord and bead. A feature toy.

SIZE—5 $\frac{1}{4}$ " x 4" x 24".
Weight per dozen, 26 $\frac{1}{2}$ lbs.
Weight per gross, 318 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-501

Hustler Baseball

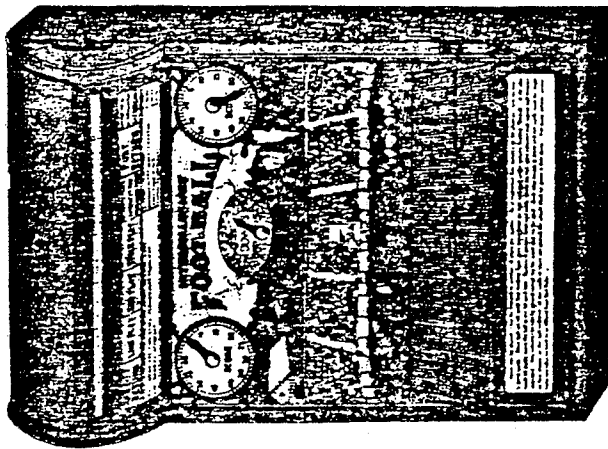
(Pat. Dec. 11, 1923)

This Hustler game has proven itself a favorite with sport fans as well as youngsters year after year. It provides interesting entertainment—its plays are so true-to-the-game. Operating the push button determines each successive play. Situations never repeat themselves—a contest is never over until the last man is "out" in the ninth inning.

The playing surface of Hustler Baseball is made of highly colored lithographed metal. Frame and players are of wood. All mechanical parts are of steel.

Size overall, 3 $\frac{1}{2}$ " x 9 $\frac{1}{8}$ " x 14 $\frac{1}{16}$ ".
Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 30 lbs; per gross, 360 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-502

Hustler Football

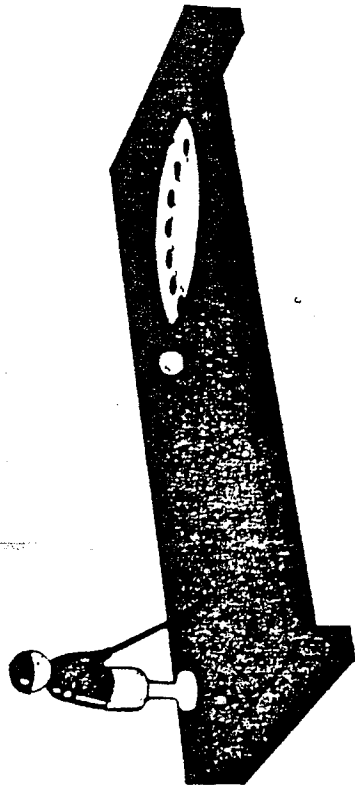
(Patented Feb. 17, 1925)

Fielding H. Yost, one of the nation's best known football authorities put his endorsement on this game because its plays prove as interesting and uncertain as football itself. Operating the push button determines each successive play. Choice of end run, line buck, forward pass, etc. is available to each contestant on every play.

The playing surface of Hustler Football is made of highly colored lithographed metal. Frame is strongly made of wood. All mechanical parts are of steel.

Size overall, 31 $\frac{1}{2}$ " x 91 $\frac{3}{8}$ " x 141 $\frac{1}{4}$ ". Packed one in the new Hustler carton, 12 cartons in a case. Weight per dozen, 30 lbs; per gross, 360 lbs.

"HUSTLER QUALITY COSTS NO MORE"

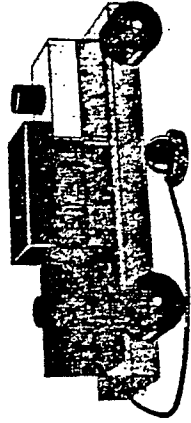


H-503

Golf Game

An entertaining game because the child can score equally as well as the grown up which sustains the interest. No skill is required as it is purely a game of chance. This new game is of wood construction, with simple and efficient mechanical parts which will not get out of order. Finished in beautiful rich green lacquer, with contrasting trim. Genuine Hustler Quality. SIZE—2" x 7 $\frac{3}{4}$ " x 18". Weight per dozen, 27 $\frac{1}{2}$ lbs. Weight per gross, 330 lbs.

"HUSTLER QUALITY COSTS NO MORE"



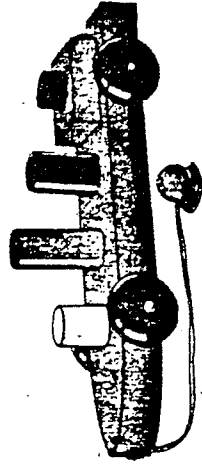
H-601

Hustler Block Engine

This number, intended for the child of 1½ to 3 years of age, will teach not only the Primary and Secondary colors, but also arrangement and construction of the parts into various figures.

Packed in colorful individual cartons, size 3⁷/₈" x 5³/₈" x 10"; one dozen in a shipping container, finished in attractive nonpoisonous weight per doz., 18 lbs.

"HUSTLER QUALITY COSTS NO MORE"



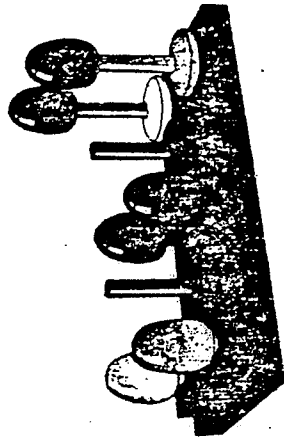
H-602

Hustler Color Boat

This preschool number for the child of 1½ to 3 years of age will teach the Primary colors and manipulation. It is beautifully finished in nonpoisonous colors and can be used as a pull toy.

Packed in attractive individual cartons, size 3⁷/₈" x 4¹/₂" x 12"; one dozen to a shipping container; weight per doz., 14 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-603

Hustler Tulip Peg Board

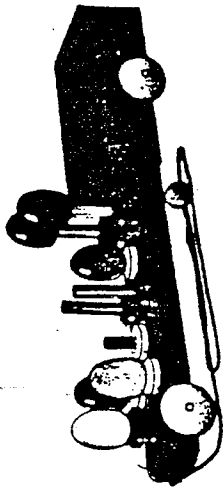
An attractive preschool number intended for the child from 1½ to 4 years of age, teaching color matching, arrangement, shape and manipulation.

The parts are large to prevent injury and are beautifully finished in Primary and Secondary nonpoisonous colors.

Various modifications of arrangement of the parts will occupy the child and it is a very practical number of a convenient size.

Packed in colorful individual cartons, size 1 3/8" x 6 3/4" x 10"; one dozen to a shipping container, weight per doz., 17 lbs.

"HUSTLER QUALITY COSTS NO MORE"



H-604

Hustler Tulip Cart

This unusual preschool number, teaching the child from 2 to 5 years of age color matching, shape, manipulation and various arrangements of the parts, is beautifully finished in Primary and Secondary nonpoisonous colors.

Packed in colorful individual cartons, size 3 1/4" x 6 3/8" x 17 1/4"; one dozen in a shipping container, weight per dozen, 28 lbs.

"HUSTLER QUALITY COSTS NO MORE"