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CATALOG  
CLEARANCE  
SALE

SUMMER  
1947



# GAG FACTORY CATALOG

SHOP AT OUR CENTRALLY  
LOCATED FACTORY.

ORDER BY  
TELEPHONE

KL ONDIKE  
512





“Have you ever found yourself at the business end of a cream pie, wishing you had a seltzer bottle? Well, wish no longer!”

Dear Friends,

Welcome to Marvin's Gag Factory—the world's largest supplier of tricks and shticks to the cartoon in-

dustry. Over the past twenty years we have earned the reputation of providing the finest quality merchandise at rock-bottom prices.

We are proud to present the latest edition of our mail order catalog to you, John Q. Public. With nearly twice as many items as last year, this catalog is THE source for all your gag needs.

Shopping by catalog is easy. Just flip through the pages to find hundreds of items, from whoopee cushions to sixteen-ton weights. Once you've found that perfect gag, just dial KLondike 512. Two to three seconds later your package will arrive via special messenger. Now there's no excuse for not getting back at those you love.

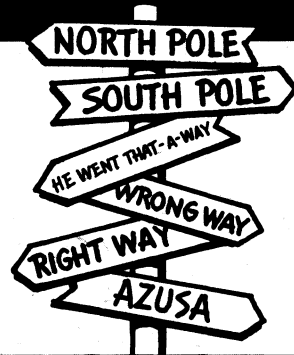
Our goal is to provide you with the most-ridiculous gags at the least ridiculous prices.

Sincerely,

*Mr Smith*

Mr. Smith  
Sales Manager

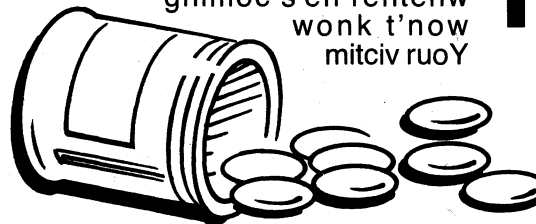
## THAT-A-WAY SIGN



Your baffled buddies won't get the point when you bewitch them with this bewildering sign. This single signpost features pointers labeled *North Pole*, *South Pole*, *He Went That-A-Way*, *Wrong Way*, *Right Way*, and *Azusa*. A must for anyone on the lam.

WAS: \$316 NOW: \$140

ltoir hgu al a era sllip esehT  
.evirra ot smees eh neh w evael  
dna sdrawkcab etirw, sdrawkcab  
klat ,sdrawkcab klaw mitciv ruoy  
ekam ot deetnarauG .stelbat  
suoived eseht fo elpuoc a  
swollaws eh retfa gniog ro  
gnimoc s'eh rehtehw  
wonk t'now  
mitciv ruoY

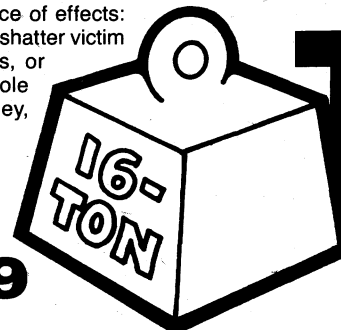


## BACKWARDS PILLS

Original price: 19¢

:ecirp  
elaS **¢91**

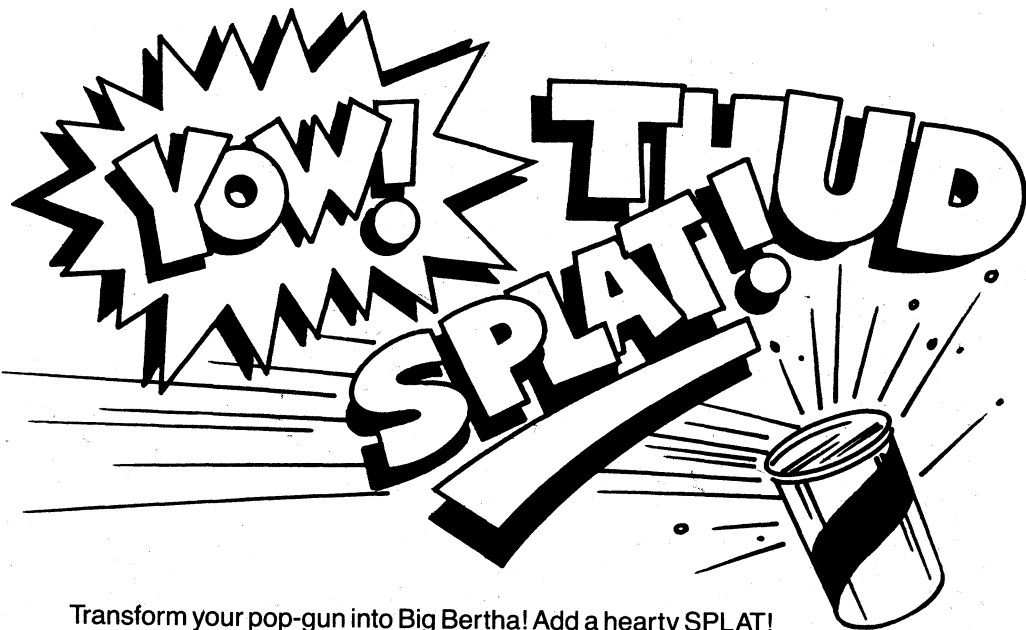
Being pursued by a bunch of pistol-packing weasels? Simply reach out, pull the lever, and send this sixteen-ton weight dropping on their heads! Works every time! Choice of effects: drive victim into ground, shatter victim into a thousand pieces, or turn victim into a manhole cover. Lever, rope, pulley, and victim not included.



A steal at:

**\$19<sup>99</sup>**

## SIXTEEN- TON WEIGHT



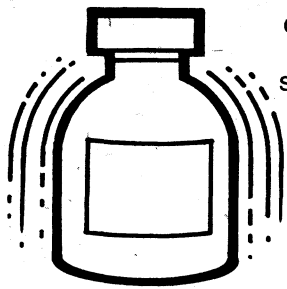
Transform your pop-gun into Big Bertha! Add a hearty SPLAT! to punctuate a well-aimed pie throw! You name the gag, we've got the sound effect. Each effect comes in its own leakproof, corked bottle to ensure that your sounds will ring true, on cue. Slapstick (Thud! Whap! YOW!! etc.). Waterworks (Gurgle, Slosh, SPLASH! etc.). Contraction (Whirrrr, Buzzz, Ta-pocketa, etc.). Explosion (Bang! KAPOW!! Pshhhht, etc.).

Your choice: **49¢** Order all four and get free Bronx cheer: **\$129**

## EARTHQUAKE PILLS

Bottle of 50 pills, only:

**29¢**



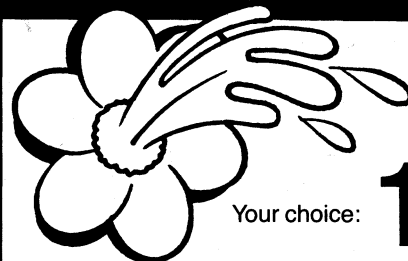
"It's not my fault!" you shout as your buddy shakes, rattles, and rolls thanks to one of our famous earthquake pills. Made from the shiverberry plant grown in San Andreas, California, these pills are guaranteed to shake things up.

## STAY-PUT GLUE

You'll be stuck on our super-strength glue. Just coat the bottom of your favorite foe's feet with this stuff and then give him a big, wet kiss. When he tries to give chase, he'll fall flat on his face with his feet firmly cemented to the ground. Even Toons of incredible strength cannot escape its adhesive effects. Great for getting out of sticky situations!

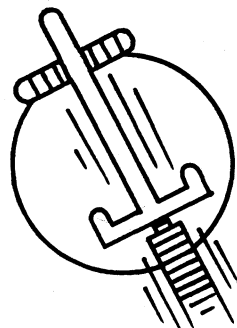


## SQUIRTING FLOWER



When your friends take time to smell the flowers, you'll howl with laughter as a perfectly aimed jet of water squirts them in the face! Works hundreds of times—always funny! Available in carnation, orchid, and rose.

Your choice: **19¢** Order all three: **39¢**



## PLUTONIUM POGO-STICK

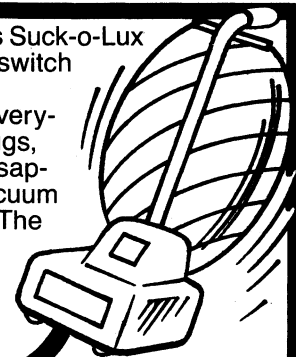
Spring into action with this potentially perilous, plutonium-powered pogo stick. Our miraculous mechanical marvel can launch you up to 20,000 feet! Hang on to our E-Z Grip handlebars as you ricochet into the stratosphere. Not for use indoors or in tunnels.

Priced to go: **\$100**

## SUPER VACUUM

Blowout price: **\$500**

Clean up your act with this Suck-o-Lux vacuum cleaner! Flip the switch and watch this industrial-strength model suck up everything in sight. Toons, rugs, fixtures, furniture all disappear neatly into the vacuum bag for easy disposal. The perfect appliance for bringing indoor chase scenes to a BIG FINISH.



# HAND BUZZER

Shake up your pals with this clever little device. Fits in the palm of your hand so you can give everyone a buzz. Try to keep your sides from splitting as you watch the reaction. Shocks 'em every time. Guaranteed to make a great first impression! Still our biggest seller!!



Noisemaker model: **33¢**  
 5,000-volt model: **43¢**



# ITCHING POWDER

Know someone who gives you the hives? Give him the seven-year itch! Just drop a pinch of this high-potency itching powder into his boxer shorts! Then stand back and laugh as you watch him frantically scratch the rash! Effects harmlessly vanish after six months.

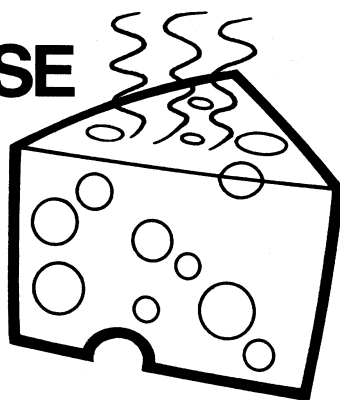
99-pinch vial: **7¢**

# MIGHT-E-SMELLY LIMBURGER CHEESE

This special recipe of Limburger cheese has been created with an emphasis on odor, not taste. Guaranteed to make skunks pack up and leave. This extra-stinky, extra-sticky cheese is the most potent, pungent product we have ever peddled. Aged over 90 years. P.U.! Please, get it out of here!

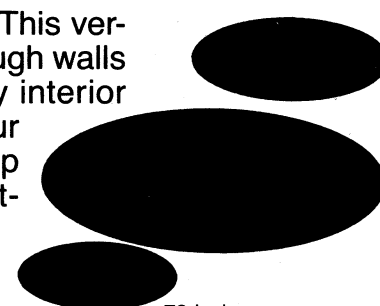
12-oz. wheel  
 LIQUIDATION PRICE: We pay you

**19¢**




# PORTABLE HOLES

Just the thing for a quick getaway! This versatile hole allows you to reach through walls and drop through floors. Its roomy interior can store the entire contents of your attic! Simply slap one down and slip yourself through. Completely portable, you can carry it anywhere or fold it up for future use.



12-inch-diameter model, closeout: **9¢**  
 36-inch-diameter model, closeout: **15¢**  
 72-inch-diameter model, closeout: **23¢**



# ALUM

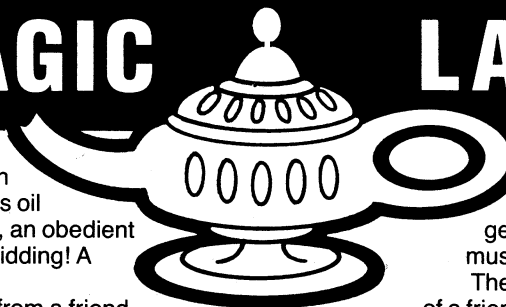
Our extra-potent alum formula is guaranteed to make a Toon or a real person pucker until the cows come home—works better than lemons! Our alum is great for making people shut their trap. Also prevents whistling, whooping, hollering, and belching. Take some home and use it on the children. Can be baked into cookies, too.

Closeout: **9¢** per 1-quart carton

# MAGIC LAMPS

Ever dream you can own quality brass oil and POOF!, an obedient to do your bidding! A pickle.

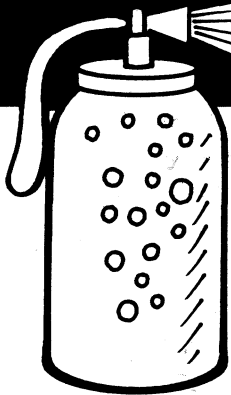
purchased from a friend word that these lamps were top quality. Paper bag full of assorted watches included free with each purchase. Sold "AS IS." No returns.



of genie? Now one! Just rub this lamp three times genie appears, eager must for anyone in a These lamps were of a friend. He gave us his

1-wish model: **1 million samoulians**  
 3-wish model: **2 million samoulians**

# SELTZER BOTTLE



Make a splash at your next party! This super-charged seltzer bottle uses our exclusive patented ingredient and shoots up to 250 feet! Blast your Toon across the room! Soak some sucker at a shindig! Bottle can be recharged again and again.

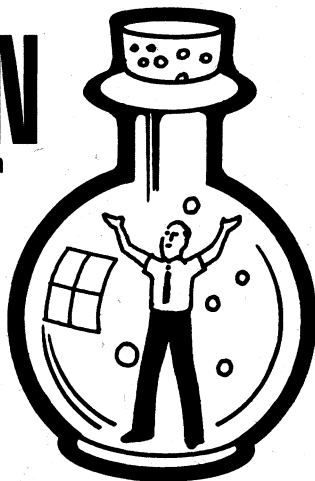
Liquidation Price: **19¢** Recharge: **7¢**  
(allow 3 days)

# SHRINKING POTION

Shrink your appetite—or the nearest Toon—with this magical elixir. Developed by a Monrovia headhunter, this potion is a blend of the smallest herbs, roots, and spices in the world. One gulp will make a Toon shrink to 1/10th normal size. Two gulps and you'll need a microscope to see him!

Drastically reduced:

3-oz. bottle: **3¢** 9-oz. bottle: **4¢**



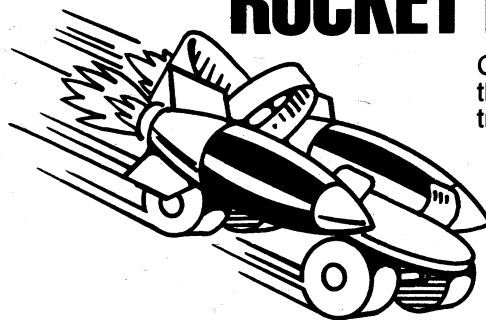
# BEAR TRAP



Works on giraffes, kangaroos, rabbits, squirrels, flies, elephants, horses, llamas, cats, mothers-in-law, cows, skunks, hyenas, turkeys, little brothers, camels, snails, toads, moles, buffaloes, zebras, dragons, bats, monkeys, spiders, squids, caterpillars, manta rays, dinosaurs, buzzards, oysters, peacocks, wombats, lions, tigers, and bears, oh my! Comes complete with 2-foot chain and anchor spike.

Closeout: **99¢**

# ROCKET ROLLERSKATES



Get ready for high-speed high jinks with these super-fast skates! Powered by nitroglycerine, these skates travel faster than a speeding bullet! Great for catching up to locomotives or breaking the sound barrier.

Now only: **\$119**

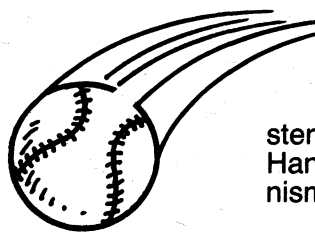
# X-RAY GLASSES

These high-quality lenses are made from the finest Visulonium available. The sturdy yet fashionable frames are made from crushproof turtle shell. See through clothing (wow!), walls, even vault doors. Handy "depth" adjustment knob makes for easy see-through viewing. Can also be used as sunglasses. Not effective on lead.



Clearance price: **45¢**

# CURVE BALL



Throw your Toons a curve! No ballpark prankster can do without this wandering wonder! Handmade by angry Australians. The curve mechanism inside is guaranteed for life.

Only: **76¢**

# GIANT MAGNET

Get the magnetic personality you've always wanted! Our iron magnets are guaranteed to be the strongest in the world. They can attract any metal object from over 8 miles away. So versatile they can be used to remove fillings, or even pull flying saucers out of the sky. Painted "rustproof red" for year-round use.

**Bonus:** Free 10-lb. sack of metal pellets included. Can be put in bird seed, or other Toon foods.

A steal at: **\$429**





# PROPELLER BEANIE

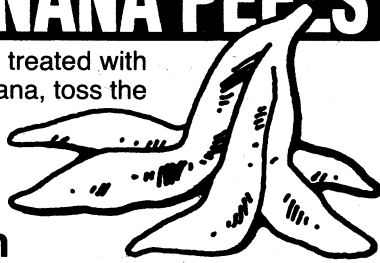
Your friends will think you've flipped your lid when you tell 'em you're going out for a stroll—5,000 feet up! One twist of the prop and you're flying like a hummingbird! Great for buzzing sidewalks during rush hour or sneaking up on window-washers! Propeller is good for 10,000 revolutions, after which it's pancake city.

Priced to move: **\$114**

Please specify hat size when ordering.

# PERMA-SLIP BANANA PEELS

These tasty bananas have been specially treated with Perma-Slip peel coating. Just eat the banana, toss the peel, and watch your friends slip and slide! It will remain slippery for days, guaranteed.



Now only: **3¢** a bunch

# FINE PRINT



Weasel out of any deal with this innovative idea direct from the famous law offices of Dewey, Cheadem, and Howe. Available on gummed paper, fine print can easily be added to any contract—no matter how old. The print is so small that it can only be read with a microscope. Double-talk mumbo-jumbo specially written by Judge Doom.

1 box of gummed sheets, 100 Count. Minuscule price: **79¢**

# MAN-EATING PLANT

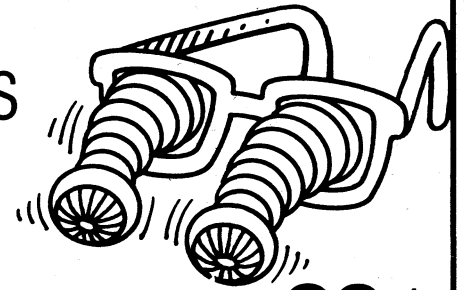


Fertilize these feisty ferns with noisy neighbors or unwelcome relatives. *Dionadea muscipula gigantica*, grown only in the deepest jungles of Cucamonga, towers up to 23 feet high. Given a chance, it will messily devour a full-grown man in less than a minute. Also produces delightfully scented flowers in the spring. Available in handy "Quik-Gro" seed packs, or fully grown in sturdy terra-cotta pots. Seeds grow to full size in just hours.

Pack of seeds: **6¢** Plant: **\$249** (shipped by rail)

# GLASSES WITH SPRINGY EYEBALLS

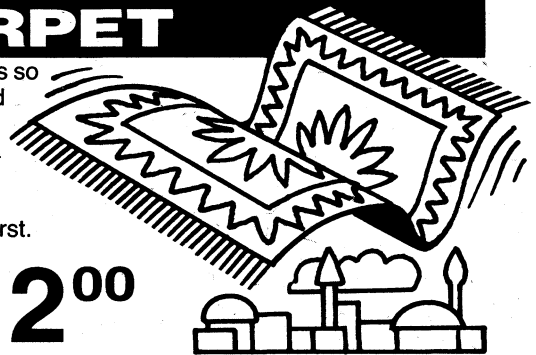
Get a look at these peepers. We don't know why, but our glasses always get a laugh—even out of the most sullen sourpusses. Great for office parties and visits with people you just don't see eye-to-eye with. Truly the epitome of dangling eyewear, models come with blue, brown, hazel, or bloodshot eyes.



On sale: **33¢**

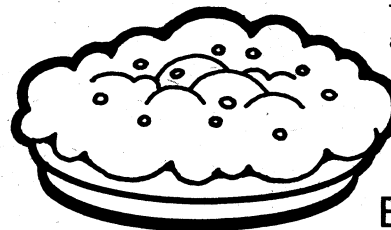
# MAGIC CARPET

Hand-embroidered in Baghdad, this rug is so decorative you'll want two—one to fly, and one for your living room! Operated with simple incantations, this carpet flies like a dream. Includes instructions printed on a parchment scroll. Guaranteed for 12,000 miles or 12 washings, whichever comes first.



6 x 9 feet: **\$9<sup>00</sup>** 12 x 12 feet: **\$12<sup>00</sup>**

# CREAM PIES

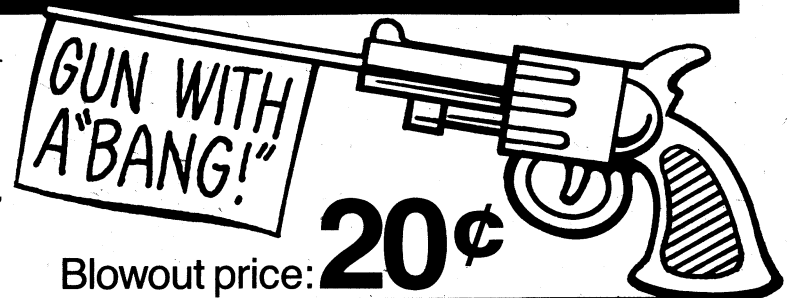


These pies have the perfect combination of taste and throwability. Can be hurled up to 50 yards, or even farther when launched with our giant slingshot. Unlike the competition's pies, these have an exclusive face-seeking feature. Several delicious flavors available.

Bargain price: **\$250** per baker's dozen

Banana Cream Lemon Cream Coconut Cream Succotash Cream

Get trigger-happy! Realistic-looking revolver will scare them silly—until they see the flag pop out. Shoot, folks, it's a blast!



Blowout price: **20¢**

# WHO FRAMED ROGER RABBIT ENTERTAINMENT SOFTWARE

## The Setting

Welcome to Hollywood—1947—a busy, bustling, colorful place full of dazzle, drama, and dreams; a place where you can go straight to the top—or at least across town on a network of electric streetcars called the “Red Cars.” For a nickel you can ride to the end of the line, where two bits buys a ham on rye at the Terminal Bar and Grill.

Cartoons are in their heyday, and our “Toon” hero, Roger Rabbit, is a true superstar! But his status as a Saturday matinee idol hasn’t gone to his head. He’s just a nice, ordinary, well-rounded guy. That’s right! Like all his comic cronies, Roger is real, three-dimensional—just like you or me. He goes to work every day at Maroon Cartoon Studios and comes home every night to the animated suburb of Toontown.

Then trouble hits Roger like a ton of bricks! He’s framed for murdering Marvin, the Gag King. When Marvin’s will also disappears, it’s clear that someone is up to some not-so-funny business... especially since Marvin, who owned Toontown, had promised to leave the place to the Toons.

## The Goal

Things look bad for Roger. He’s on the lam, with that sinister Toon-hater, Judge Doom, after him. Doom wants to “administer justice”—in the form of a nasty chemical concoction called “The Dip” that dissolves Toons on contact.

Roger has to move fast to stay out of Doom’s clutches! (It’s not that he minds an occasional bath, it’s just that he’d rather not be all washed up so early in his career!) Help him stay ahead of Doom in a race to find Marvin’s will—and prevent Toontown from being dipped off the face of the earth!

## Part 1: Benny the Cab

Benny is a freewheeling, streetwise, and (usually) “wreckless” Brooklyn cab with the gift of gab. Able to hop buildings and rise above it all on his accordion suspension, Benny’s great in a jam (but watch out for bridges!).

You’re at the controls as Roger and Benny race Judge Doom through the streets of Hollywood. You can beat him, if you watch out for the weasels in their Toon Patrol wagons, puddles of that deadly Dip, and collisions with the Red Cars. (Try landing on the top of a Red Car and see what happens!)

Touch the **Rubber Gloves** to temporarily protect Benny from puddles of Dip; the **Wheels** to get a burst of superspeed; and the **Diamonds** to remove a bucket of Dip from your tally. Keep your eyes open for other helpful items, too!

Start your engines—and get going!

## Part 2: The Ink and Paint Club

Whew! With your help, Roger and Benny have arrived at the Ink and Paint Club, the only place in the world where humans can enjoy live performances by Toon stars like Roger’s gorgeous wife, Jessica.

Marvin’s will is somewhere in the piles of nightclub receipts, napkins, and checks. Since it was written in disappearing ink, you must grab all the papers in the club to make sure Roger gets his mitts on the will before the music stops.

You control Roger on his mad race around the tables collecting papers as fast as the penguin waiters replace them. Avoid the gorilla and don’t ever, ever, ever let Roger take a drink.

## Part 3: The Gag Factory

At last! You’ve reached the place where all those famous cartoon gags are made. Unfortunately, the weasels are waiting to jump you! But don’t give up—just grab the gags you find and use them to temporarily disable the weasel you meet in the factory. Since weasels are Toons, your only hope of permanently destroying them is by making them laugh themselves to death. Do anything funny—the more gags, the merrier—and the faster, the better for you!

If you survive the weasels, it’s not over! Judge Doom is waiting for you, ready for the moment of truth! Lose and it’s all over for you, Roger, and Toontown. Defeat Doom and you save Toontown from total destruction and Hollywood from a future of strip malls, exhaust fumes, diamond lanes, and gridlock!

## Map of Los Angeles

On the map, you can see Marvin’s Gag Factory, the Ink and Paint Club, and Toontown. A glance will tell you how close you are to the Gag Factory, and how you’re doing in your race against Judge Doom.

## Buckets of Dip

A bucket of Dip will be added to the tally when Benny collides with something, when Roger is bounced from the Ink and Paint Club, or when the weasels use a gag on Roger. Once five buckets are accumulated, the game is over.

# TROUBLESHOOTING GUIDE

Should you encounter difficulties with the program, please verify the following.

## PROGRAM DOES NOT LOAD PROPERLY:

1. Are you following the player instructions correctly? Have you typed the file name exactly as it appears?
2. Is the disk seated properly in the disk drive, with the label side up?
3. Does your computer meet all the system requirements (DOS, RAM memory, graphics cards, monitor, and/or peripherals) as listed on the box?
4. Is each component of your computer system (computer, monitor, disk drives) switched on?
5. Are all the power cables and connections properly plugged in?

## THE PROGRAM DOES NOT OPERATE AS DESCRIBED:

1. Have you read the player instructions carefully?
2. Is your joystick centered and plugged into the proper port?
3. Are you pushing the correct buttons and keys?

## COLORS DO NOT APPEAR AS EXPECTED:

1. Have you set the appropriate graphics card/monitor settings?
2. Are your monitor’s contrast, color, and tint controls properly adjusted?

## NO SOUND IN PROGRAM:

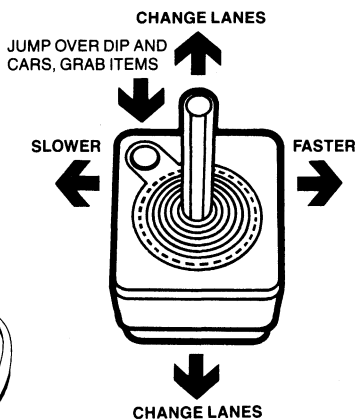
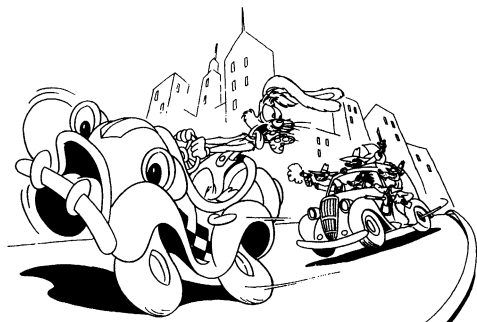
1. Have you checked the cable connections and/or the volume control?

If the problem still exists, call Buena Vista Software Customer Service at (818) 841-3326. Before dialing, please gather all information related to the problem, including the version number that appears on the program’s title screen. This will make it easier for our service representative to understand the problem and offer assistance.

If you need to return your disk for replacement, please mail only the disk with your name and return address. We will replace your disk at no charge within ninety (90) days after purchase, provided you have mailed in your warranty card. Otherwise, there is a replacement fee of \$10.00. Please allow 3 to 4 weeks for delivery.

# JOYSTICK CONTROLS

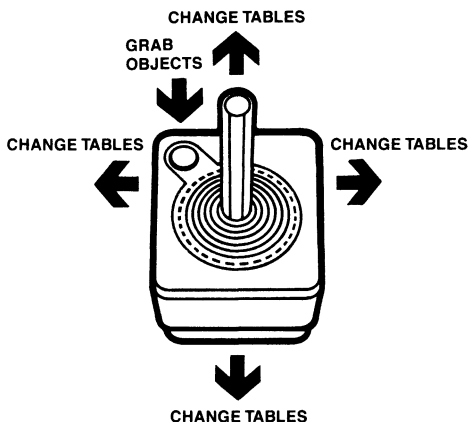
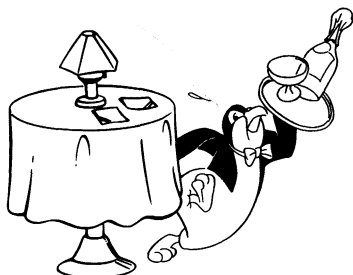
## BENNY THE CAB



Tap the FIRE BUTTON and push the JOYSTICK UP to JUMP ON TOP OF BUILDINGS.

Tap the FIRE BUTTON and push the JOYSTICK DOWN to JUMP OFF BUILDINGS.

## INK AND PAINT CLUB



## GAG FACTORY

