

You know you're "seasoned" if...

You flew down snowy hills  
on your flexible flyer

A vintage black and white advertisement for Flexible Flyer sleds. The central image shows a young child wearing a dark winter hat, a scarf, and heavy boots, sitting on a wooden sled. The sled is tilted as if on a snowy slope. The child is smiling and looking towards the camera. The advertisement is held in place by two pushpins at the top corners. The background of the ad is a light, textured surface.

***Flexible Flyer***  
"the sled that steers"

When you give your boy or girl a Flexible Flyer for Christmas, you give them health and wholesome outdoor fun for many years to come. You give a sled every boy and girl wants and knows by name. Strong, good-looking, graceful—sure, easy steering—grooved runners—the chosen sled of childhood.  
S. L. Allen & Co., Inc.  
Dept. 15  
Philadelphia

Look for this trade-mark on the sled you buy.



Ask your dealer for free cardboard model showing how Flexible Flyer steers—or write us for it.

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