

**Same Day Shipping!\***



*Your Source for Innovative Signs  
& Display Products Since 1948*

**2008  
PRICE  
LIST**

**\*Order by 2:30 pm – Out by 5:00 pm! (NY Time)**



**Magic Master®**  
*More Than You Expect, for Less Than  
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Joseph Struhl Company, Inc.  
195 Atlantic Avenue ¥ PO Box N  
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1?800?552?0023 ¥ 516?741?3660 ¥ Fax 516?742?3617  
[www.magicmaster.com](http://www.magicmaster.com)



**1948 – 2008**  
*Serving the Sign Industry  
 for 60 years.*

## SWINGER® SIDEWALK SIGNS



ITEM	PRICE
SSW (Blank Ready 4 Graphics Sign) . . . . .	\$134.50
SSW-MB (Standard Message Board Sign) . . . . .	179.50
DLX-SSW-MB (Deluxe Message Board Sign) . . . . .	189.50
SSW-WO-WH (Write-On/Wash-Off Sign) . . . . .	179.50
BLK-SSW (Ready 4 Graphics Sign with Black Sign Face) . . . . .	134.50
BLK-SSW-MB (Message Board Sign with Black Sign Face) . . . . .	179.50
BLK-DLX-SSW-MB (Deluxe Message Board Sign with Black Sign Face) . . . . .	189.50
BLK-SSW-WO (Write-On/Wash-Off Sign with Black Sign Face) . . . . .	179.50
FACE-SSW-MB (Replacement Message Board Face with Tracks) . . . . .	.55.00
BLK-FACE-SSW-MB (Replacement Black Message Board Face w/Tracks) . . . . .	.55.00
SSW2-FACE (W/BK) (2 Blank Ready 4 Graphics Faces) . . . . .	23.00
SSW4-FACE (WH/BK) (4 Blank Ready 4 Graphics Faces) . . . . .	42.50
SSW8-FACE (W/BK) (8 Blank Ready 4 Graphics Faces) . . . . .	74.50

See **Message Board Parts** for replacement parts.

## SWINGER® ROADSIDE SIGNS



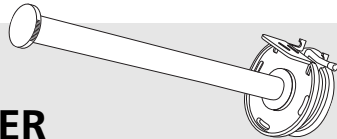
ITEM	PRICE
RS-SSW-R4G (Ready 4 Graphics Roadside Sign) . . . . .	\$ 249.50
RS-SSW-MB (Message Board Roadside Sign) . . . . .	349.50
FACE-RS-MB (Replacement Message Board Roadside Face with Tracks) . . . . .	99.50
RS-FACE-2 (2 Blank Ready 4 Graphics Faces) . . . . .	49.50
RS-FACE-4 (4 Blank Ready 4 Graphics Faces) . . . . .	89.50
RS-5-LN (Set of 5" Characters) . . . . .	69.50

## SPRINGER® SIDEWALK SIGNS



ITEM	PRICE
SPG-1-R4G (Blank Ready 4 Graphics Springer Sign) . . . . .	\$ 97.50
SPG-2-R4G (2 Blank Ready 4 Graphics Springer Signs) . . . . .	97.50 ea.
SPG-XL-R4G (Jumbo Ready 4 Graphics Springer Sign) . . . . .	104.50
SPG-XL2-R4G (2 Jumbo Ready 4 Graphics Springer Signs) . . . . .	104.50 ea.
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SPG-MB (Standard Message Board Springer Sign) . . . . .	159.50
SPG-DLX-MB (Deluxe Message Board Springer Sign) . . . . .	169.50
SPG-WO-WH (Write-On/Wash-Off Springer Sign) . . . . .	159.50
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SPG-ASSY (Spring Assembly) . . . . .	9.50
SPG-2FACE (2 Ready 4 Graphics Faces) . . . . .	23.00
SPG-4FACE (4 Ready 4 Graphics Faces) . . . . .	42.50
SPG-8FACE (8 Ready 4 Graphics Faces) . . . . .	74.50
FACE-SPGMB-WH (Replacement Message Board Face with Tracks) . . . . .	55.00

## SUPER SUCKER™ SIGN & BANNER HOLDER



ITEM	PRICE
SCUP-BP24 Super Sucker™ Pole Mount . . . . .	\$ 36.50
SCUP-5-BP24 Super Sucker™ (5-pack) . . . . .	36.50 ea.
<hr/>	
SCUP-BH2 Window Mount (2-pack) . . . . .	36.50
SCUP-BH4 Window Mount (4-pack) . . . . .	57.50
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SCUP-BP-B Pole Mount Base Only . . . . .	20.50
SCUP-BP-24P Pole Only . . . . .	4.00
SCUP-BP-EC End Cap . . . . .	1.50
SCUP-BP-H Hardware (5 Sets) . . . . .	12.50

## TIP 'N ROLL® SIGNS



QUANTITY	PRICE
TNR-R4G-1 (Single Packed Ready 4 Graphics Sign) . . . . .	\$129.50
TNR-R4G-2 (Double Packed Ready 4 Graphics Signs) . . . . .	129.50 ea.
TNR-R4G-3 (Triple Packed Ready 4 Graphics Signs) . . . . .	129.50 ea.
<hr/>	
TNR-MB-1 (Single Packed Message Board Sign) . . . . .	169.50
TNR-MB-2 (Double Packed Message Board Signs) . . . . .	169.50 ea.
TNR-DLXMB-1 (Single Packed Deluxe Message Board Sign) . . . . .	179.50
TNR-DLXMB-2 (Double Packed Deluxe Message Board Sign) . . . . .	179.50 ea.
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TNR-WO-1 (Single Packed WO/WO Sign) . . . . .	169.50
TNR-WO-2 (Double Packed WO/WO Signs) . . . . .	169.50 ea.
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TNR-MB-FACE (Replacement Message Board Sign Face) . . . . .	64.00
TNR-WO-FACE (Replacement WO/WO Sign Face) . . . . .	59.50
TNR-FACE-1 (1 Replacement Ready 4 Graphics Sign Face) . . . . .	41.00 ea.
TNR-FACE-2 (2 Replacement Ready 4 Graphics Sign Faces) . . . . .	41.00 ea.
TNR-FACE-3 (3 Replacement Ready 4 Graphics Sign Faces) . . . . .	41.00 ea.

## WHEELIE SIGNS

USB (Universal Sign Base) . . . . .	79.50
WHEELIE (Rolling Universal Sign Base) . . . . .	89.50
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TNR-PP (Portable Pole Sign Holder) . . . . .	99.50
TNR-PP4 (4 Portable Pole Sign Holders) . . . . .	99.50 ea.
TNR-POLE (Replacement Pre-Drilled 48" Pole) . . . . .	12.00 ea.

## SPINNER SIGN

SPIN-R4G (Spinning Ready 4 Graphics Sign) . . . . .	179.50
SPIN-2FACE (2 Replacement Ready 4 Graphics Faces) . . . . .	20.00
SPIN-FACE/SCOOP (Replacement Ready 4 Graphics Face with Air Scoops) . . . . .	25.00

## MESSAGE BOARD SIGNS (VERTICAL & HORIZONTAL)



ITEM	PRICE
MB-V (Vertical 24" x 36" Message Board Sign) . . . . .	\$ 52.50
MB-H (Horizontal 24" x 36" Message Board Sign) . . . . .	52.50
MB-TRI (Tri-Plex 3 in 1 Message Board Sign, 36" width) . . . . .	56.50
MB-LNH (Message Board Letters/Headers/Numbers) . . . . .	24.50
MAMB (Standard Make A Message Board Kit) . . . . .	57.50
DLX-MAMB (Deluxe Make A Message Board Kit) . . . . .	67.50
AAMB (Add Message Board to any A-Frame) . . . . .	92.50
DLX-AAMB (Add a Deluxe Message Board to any A-Frame) . . . . .	99.50

## MESSAGE BOARD PARTS



ITEM	PRICE
SW-4LN (Set of 314 - 4" Letters/Numbers/Symbols) . . . . .	34.50
SW-DLX+ ("Deluxifier," 22 - 8" Numbers & 2 Sale/Special Headers) . . . . .	16.50
SW-DLX-LNH ("Deluxifier," plus 314 - 4" Letters/Numbers) . . . . .	49.50
RS-5LN (Set of 421 - 5" Letters/Numbers) . . . . .	69.50
BLK-SW-4LN (Set of 314 - 4" Black Letters/Numbers/Symbols) . . . . .	36.50
BLK-SW-DLX+ (Black "Deluxifier") . . . . .	16.50
BLK-SW-DLX-LNH (Black "Deluxifier," plus 314 - 4" Black Letters/Numbers) . . . . .	51.50
SW-10TRAK-24" (WH or BLK) (Set of 10 - 24" Letter Tracks. Black or White) . . . . .	20.00
SW-10TRAK-36" (WH or BLK) (Set of 10 - 36" Letter Tracks. Black or White) . . . . .	30.00
SW-10TRAK-48" (WH or BLK) (Set of 10 - 48" Letter Tracks. Black or White) . . . . .	40.00
WO-4MARK (Set of 4 WO/WO Markers) . . . . .	27.50
WO-3MARK GLO (Set of 3 Day-Glo WO/WO Markers) . . . . .	27.50

## SWINGER® CARTOP II SIGNS



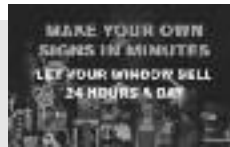
ITEM	PRICE
SCT2-R4G (Blank)	
1-3 Signs . . . . .	\$39.50
4, 8 Signs . . . . .	26.50 ea.
12, 16 Signs . . . . .	25.50 ea.
SCT2-MB (Message Board)	
1-3 Signs . . . . .	\$79.50
4, 8 Signs . . . . .	46.50 ea.
12, 16 Signs . . . . .	44.50 ea.
SCT2-MB-REVIT . . . . .	49.50
SCT2-MB-L/N . . . . .	21.00/Set
SCT2-MB-FACE . . . . .	32.50
SCT2-10TRAK . . . . .	15.00

## SUPER SUCKER® CAR-TOPPER SIGNS



ITEM	PRICE
CT-R4G-V (Single Pack Vertical Sign) . . . . .	\$ 77.50
CT-R4G-V2 (Double Pack Vertical Sign) . . . . .	77.50 ea.
CT-R4G-H (Single Pack Horizontal Sign) . . . . .	77.50
CT-R4G-H2 (Double Pack Horizontal Sign) . . . . .	77.50 ea.
CT-MB-V (Vertical Standard Message Board Sign) . . . . .	124.50
CT-MB-H (Horizontal Standard Message Board Sign) . . . . .	124.50
CT-DLXMB-V (Vertical Deluxe Message Board Sign) . . . . .	134.50
CT-DLXMB-H (Horizontal Deluxe Message Board Sign) . . . . .	134.50
CT-BASE . . . . .	24.50
CT-BASE-2 (Double Packed Bases) . . . . .	24.50 ea.
CT-FACE-2V (2 Vertical Ready-4-Graphics Faces) . . . . .	15.00 ea.
CT-FACE-2H (2 Horizontal Ready-4-Graphics Faces) . . . . .	15.00 ea.
CT-FACE-MBV (Vertical Sign Face with Tracks) . . . . .	55.00
CT-FACE-MBH (Horizontal Sign Face w/Tracks) . . . . .	55.00
CT-FLY-2 (2 Complete Flyer Signs R4G) . . . . .	44.50 ea.
CT-FLY-5 (5 Complete Flyer Signs R4G) . . . . .	44.50 ea.
CT-FLY-10 (10 Complete Flyer Signs R4G) . . . . .	44.50 ea.
CT-FLY-25 (25 Complete Flyer Signs R4G) . . . . .	44.50 ea.

## ECONO-CLING™ LETTERING KITS



ITEM	PRICE
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### Mix n' Match Static Cling Kits

ECL5 (5" Lettering Kit) .....	\$56.50
ECL8 (8" Lettering Kit) .....	89.50
ECN (Numbers Only Kit) .....	56.50

## READY-MADE™ SIGNS

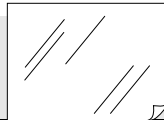


ITEM	PRICE
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### Mix n' Match Static Cling Kits

SRM5 (Any 5 "Swash" Signs) .....	\$42.50
SRM10 (Any 10 "Swash" Signs) .....	76.50
SRM20 (Any 20 "Swash" Signs) .....	131.50

## MAGIC CLING™ STATIC CLING VINYL



QUANTITY	PRICE 18"x 24'	PRICE 24"x 36"
10 Sheets .....	\$2.50	\$4.40
25 Sheets .....	2.25	3.90
50 Sheets .....	2.00	3.40
100 sheets .....	1.75	2.90
250+ Sheets .....	CALL	CALL

## OPEN/CLOSED SIGNS (VERTICAL & HORIZONTAL)



ITEM	PRICE
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### Mix n' Match Models and Colors

Open/Closed Signs .....	\$39.50
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## CA'ROLL'SEL™



ITEM	PRICE
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CRH-2 Rotating Roll Holder for 2" Rolls .....	\$69.50
CRH-3 Rotating Roll Holder for 3" Rolls .....	69.50

Joseph Struhl Company, Inc.



**QUALITY • VALUE • SERVICE**





Creators of the original Interchangeable Sign Kit

•  
Buy Direct and Save

•  
Accept no Immitations

# FRAME-IT™



ITEM	PRICE
 <b>FI-10 SYSTEM</b> ..... \$79.50 Basic Do-It-Yourself System. Makes 10 Frames.	
<b>BASIC FRAME-IT DISPLAYS</b> Just add your own display panels	
 <b>DI-2436</b> ..... \$79.50 3 panel fold-up table top display (3 24"x 36" frames + 4 metal hinges)	
 <b>TRI-2030</b> ..... 47.50 3-sided TRI-ad hanging display (3 20"x 30" frames + 6 connectors)	
 <b>TWR-2436</b> ..... 139.50 6 panel, 2 tier tower display 6 24"x 36" frames + connectors	








**CALL FOR PRICES ON OTHER STOCK SIZES!**

## CUSTOM ON-DEMAND FRAME-IT FRAMES





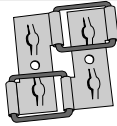
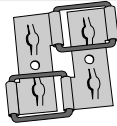


### You Measure, We Cut

1. Measure perimeter of sign panel – 2x (length + width)
2. Multiply perimeter by \$.10/inch
3. Add \$1.00/ pack of 4 corners

Quantity discounts available.

 <b>FI-20/49P</b> ..... 74.50 Box of 20 - 49" Profiles	
 <b>FI-20/35P</b> ..... 59.50 Box of 20 - 35" Profiles	
 <b>FI-80C</b> ..... 15.00 Box of 10 Sets of Corners	
 <b>FI-20DC</b> ..... 42.50 Box of 20 - 49" Living Hinge Display Connectors	
 <b>FI-40DC</b> ..... 74.50 Box of 40 - 49" Living Hinge Display Connectors	
 <b>FI-20EC</b> ..... 42.50 Box of 20 - 49" Edge Connectors	
 <b>FI-40EC</b> ..... 74.50 Box of 40 - 49" Edge Connectors	

## FRAME-IT™ (continued)

ITEM	PRICE
 <b>FI-20SR</b> ..... 42.50 Box of 20 - 49" Split Rail Profiles	
 <b>FI-40SR</b> ..... 74.50 Box of 40 - 49" Split Rail Profiles	
 <b>FI-20MSC</b> ..... 42.50 Box of 20 - 49" Multi-Sided Connectors	
 <b>FI-40MSC</b> ..... 74.50 Box of 40 - 49" Multi-Sided Connectors	
 <b>FI-10FF</b> ..... 42.50 Box of 10 Flip-Flop Hinges	
 <b>FI-20FF</b> ..... 74.50 Box of 20 Flip-Flop Hinges	
 <b>FI-10TRI</b> ..... 42.50 Box of 10 Sets of 3-Way Connectors	
 <b>FI-20TRI</b> ..... 74.50 Box of 20 Sets of 3-Way Connectors	

## TERMS AND CONDITIONS

- Prices apply to both direct and drop-shipments.
- All prices FOB factory.
- Terms: Credit Card (VISA, Master Card, Discover, American Express), payment with order or COD CASH (cash money order, bank check only); COD company check or Open Account after credit approval.
- Orders shipped UPS ground service unless otherwise requested. Next day, second day and third day air services available.
- No returns accepted without Return Authorization number; Returns subject to a 20% restocking fee plus shipping fees. Custom products are not refundable.
- All claims must be made within 5 days of receipt of goods, damage claims must be made with carrier.
- All products are sold with the understanding that the Purchaser has independently determined the suitability of such products for its purposes; fit-for-use is the responsibility of each user in their end application. Joseph Struhl Co., Inc.'s sole responsibility is to replace any defective material.
- Prices and specifications subject to change without notice.
- Minimum order \$25.00.

## ORDERING INFORMATION

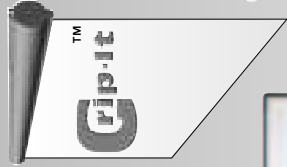
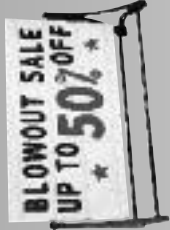
- Make sure to specify kit, model, color, size and quantity when ordering.
- Models and colors on Econo-Cling and Swash Ready Made signs can be combined to reach best price.
- Mix Vertical and Horizontal Open/Closed signs with different colors to reach best price.
- Mix any 5", 8" and Numbers Only Kits from Econo-Cling to reach the best price.

Joseph Struhl Company, Inc. ☎ 1 800 755 2700  
516 741 3660 ¥ Fax 516 742 3617  
www.magicmaster.com





# 2008 Dealer Prices



Joseph Struhl Company, Inc.  
195 Atlantic Avenue  
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Address Correction Requested

Prsrt Std  
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