

DIAMOND IMPORTERS



Houston

WHOLESALE

Jewelers

HOUSTON CLUB BLDG.
TRAVIS AND RUSK STS. • HOUSTON, TEXAS



DIAMONDS
WATCHES
JEWELRY
SILVERWARE
ELECTRICAL
APPLIANCES
CAMERAS
LUGGAGE

CATALOG
1958



our guarantee

HOUSTON WHOLESALE JEWELERS' guarantee is aimed to protect our customers in all ways. Merchandise is guaranteed to be exactly as represented in this catalog, and to give satisfaction. Quality is guaranteed both by the manufacturer and Houston Wholesale Jewelers.

HOUSTON WHOLESALE JEWELERS 1958 CATALOG

is distributed to...

MERCHANTS
MANUFACTURERS
WHOLESALE
INSTITUTIONS
ORGANIZATIONS
ASSOCIATIONS
UNIONS
INDUSTRIAL AND
COMMERCIAL CONCERNS

to supply their
merchandise needs for...

RESALE
CONTEST PRIZES
PREMIUMS
INCENTIVE AWARDS
PRESENTATIONS
PERSONNEL NEEDS
GIFTS

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Possession of this catalog by any person or organization other than the one to whom it is issued does not constitute an offer by Houston Wholesale Jewelers to sell.

IMPORTANT NOTICE SHOP EARLY



AVOID THE RUSH
AND DISAPPOINTMENTS LATER



We cannot guarantee delivery at all times of certain items illustrated in this catalog. We suggest, therefore, that you anticipate your needs for Christmas now and avoid disappointment later.



For your convenience, you may use our Lay-A-Way Plan. A small deposit will hold your selection until wanted. There is no charge for this service.

SPECIAL CHRISTMAS SHOPPING HOURS

FOR YOUR CONVENIENCE STARTING NOVEMBER 11TH THROUGH DECEMBER 24TH

Shopping Hours: 9:00 to 6:00, including Saturday. In order to give you better service, we suggest you avoid the rush by shopping between the hours 9:00 to 11:00 and 2:00 to 6:00. Beginning Monday, December 9th, we will be open every night except Saturdays, until 8:30 p.m. until Christmas Eve.

We will close Tuesday, December 24th, at 5:30 p.m.

OPEN EVERY MONDAY NIGHT UNTIL 8:30 P. M.

SEE US ON SPECIAL QUANTITY PRICES!

SPECIAL NOTICE: ON MAIL ORDERS received after
December 14th we cannot guarantee delivery
in time for Christmas

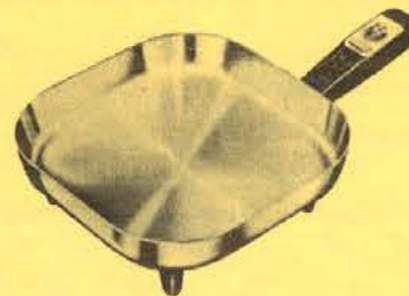
CONFIDENTIAL PRICE SHEET YOUR COST IS CODED

HOW TO FIND YOUR COST:

Your cost is part of the code number, and immediately follows the single identifying letter "S". Illustrated below is a typical line taken from our catalog showing our method of coding.

MAIL ORDERS

For complete information regarding ordering by mail, turn to Page 2.



SUNBEAM CONTROLLED HEAT
AUTOMATIC FRYPAN

You simply set the dial for the controlled heat ideal for bacon, eggs, pancakes, etc. and each of these foods will be cooked to delicious perfection everytime.

FP10 S1564 Retail \$23.20

QUANTITY PRICES

Many items in this catalog are available at greater savings when purchased in quantity. These particular items are marked both in single wholesale price and quantity wholesale price. For example: Page 122, Silex Electric Oven Toaster,

Retail
1504 1-S1009; 6-S948 \$14.95

↑ ↑
Single Quantity
price price

This means that your cost for one of this item is \$10.09 and for 6 or more is \$9.48.

FP10 S1564

Retail \$23.20

↑ \$15.64

↑
CODE NO.

↑
YOUR COST

↑
RETAIL PRICE

FEDERAL EXCISE TAXES

Retail prices shown in this catalog DO NOT include federal excise taxes unless otherwise specified.

COST PRICES DO NOT INCLUDE FEDERAL TAXES

10% Federal Excise Tax must be added to your cost on the following merchandise if not for resale: Diamonds, Watches, Jewelry, Silverware (except plated flatware), Luggage, Leather Goods, Clocks, Binoculars, Theatre Glasses.

NOTE: Signed exemption certificates must be presented when merchandise subject to tax is bought for resale.

**WE RESERVE THE RIGHT TO LIMIT QUANTITIES
ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE**

SHOPPING HOURS

DAILY AND SATURDAY 9:00 A.M. to 5:30 P.M.
OPEN EVERY MONDAY NIGHT UNTIL 8:30 P.M.

ALL ITEMS ILLUSTRATED IN THIS CATALOG ARE CARRIED IN STOCK

Retailers' Exemption Certificate

The undersigned purchaser hereby certifies that he is engaged in selling, at retail, articles subject to retailers' excise tax, under the name and at the address specified below; that the article or articles specified and fully identified in the accompanying order are purchased from Houston Wholesale Jewelers for resale; and that the retailers' excise tax payable in respect of retail sales of jewelry, etc., under section 1651 of the Internal Revenue Code, and in respect of sales of jewelry, etc., furs and toilet preparations under sections 2400, 2401 and 2402 respectively as amended, will be reported in returns filed by the undersigned with the Collector of Internal Revenue, at the locality named below.

The undersigned understands that he must be prepared to establish by competent evidence, that the articles were actually purchased for the purpose stated and that the tax due thereon was paid to the Government.

It is also understood that the fraudulent use of this certificate to secure exemption will subject the undersigned and all guilty parties to a fine

of not more than \$10,000, or to imprisonment for not more than five years, or both, together with costs of prosecution.

Firm name _____

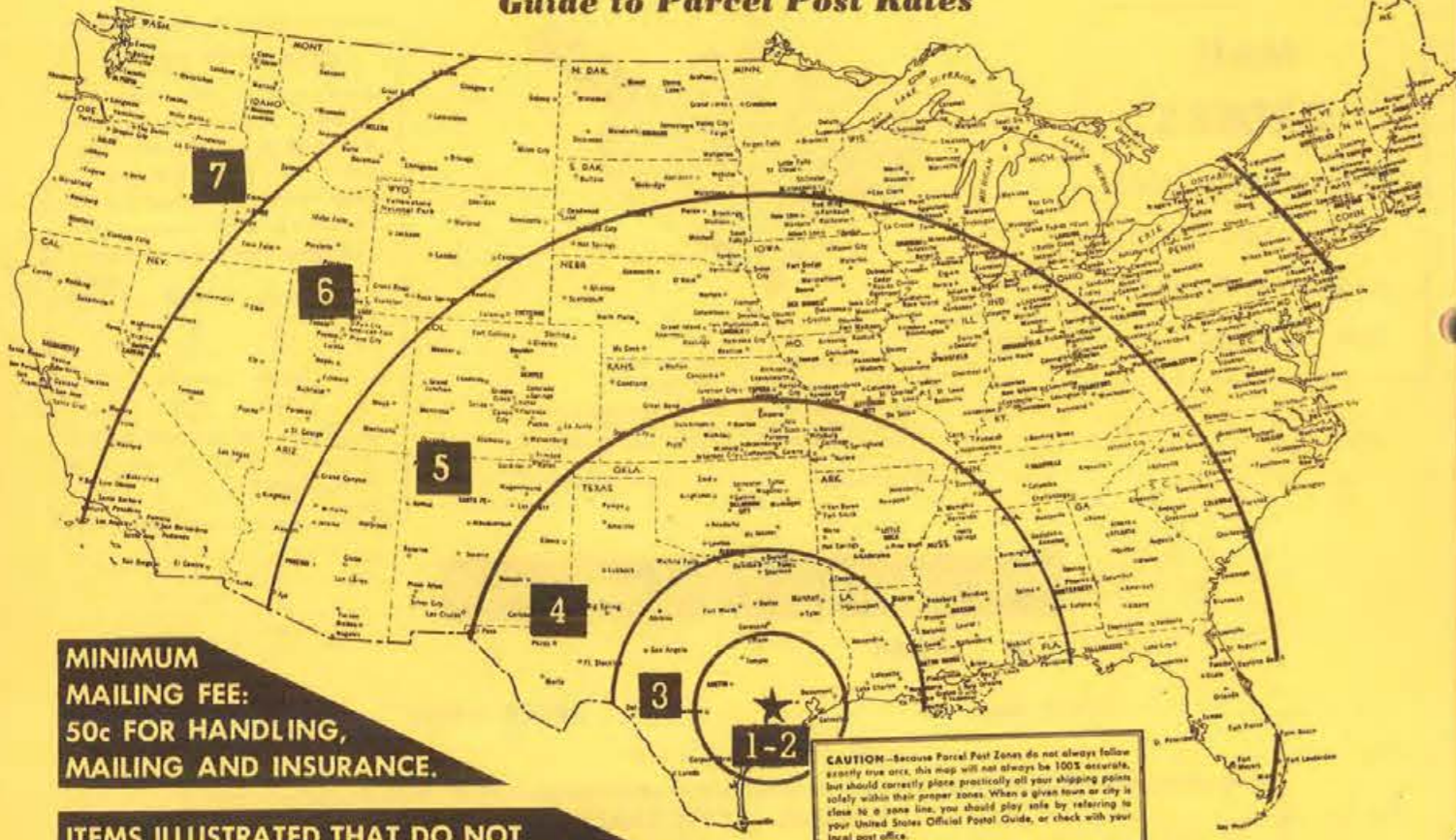
City and State _____

Signed by _____ **Date** _____

City and State of Collector of I.R. _____

(IMPORTANT... not valid unless the 4 lines above are correctly filled in)

Guide to Parcel Post Rates



MINIMUM MAILING FEE: 50c FOR HANDLING, MAILING AND INSURANCE.

ITEMS ILLUSTRATED THAT DO NOT SHOW SHIPPING WEIGHT, WEIGH LESS THAN ONE (1) POUND. USE MINIMUM MAILING FEE OF 50c FOR THESE ITEMS.

CAUTION—Because Parcel Post Zones do not always follow exactly true arcs, this map will not always be 100% accurate, but should correctly place practically all your shipping points safely within their proper zones. When a given town or city is close to a zone line, you should play safe by referring to your United States Official Postal Guide, or check with your local post office.

HOW TO FIGURE POSTAGE

First determine in what Postal Zone your city is located. Next, add up the weights of the articles selected and refer to the chart at the left. Example: If you are in zone 3 and your purchase totals 15 lbs., postage amounts to \$0.96. To this amount, add insurance or C.O.D. fee and you have an accurate estimate on transportation charges for your shipment. All shipments by Express or Freight are made charge collect.

INSURANCE FEE

All parcel post shipments (not C.O.D.) are insured. Determine your fee as follows:

Value up to \$10.00	\$0.10
Value \$10.01 to \$50.00	.20
Value \$50.01 to \$100.00	.30
Value \$100.01 to \$200.00	.40

PARCEL POST C.O.D. FEE

Up to \$5.00	\$0.30
From \$5.01 to \$10.00	.40
From \$10.01 to \$25.00	.60
From \$25.01 to \$50.00	.70
From \$50.01 to \$100.00	.80
From \$100.01 to \$150.00	.90
From \$150.01 to \$200.00	1.00

Ah additional money order fee is collected upon delivery.

Weight in Pounds	ZONES							
	LOCAL	1-2 Up to 150 Miles	3 150-300 Miles	4 300-600 Miles	5 600-1000 Miles	6 1000-1400 Miles	7 1400-1800 Miles	8 Over 1800 Miles
1	\$0.18	\$0.23	\$0.23	\$0.24	\$0.26	\$0.28	\$0.30	\$0.32
2	.20	.27	.29	.31	.36	.40	.46	.51
3	.21	.31	.34	.38	.45	.52	.61	.69
4	.23	.35	.39	.45	.54	.64	.76	.87
5	.24	.39	.44	.52	.63	.76	.91	1.05
6	.26	.43	.49	.59	.73	.88	1.06	1.23
7	.27	.47	.54	.66	.82	1.00	1.22	1.41
8	.29	.51	.60	.73	.91	1.12	1.37	1.59
9	.30	.55	.65	.80	1.00	1.24	1.52	1.77
10	.32	.59	.70	.87	1.10	1.36	1.67	1.95
11	.33	.63	.75	.93	1.19	1.48	1.82	2.13
12	.34	.67	.80	1.00	1.28	1.60	1.98	2.31
13	.36	.71	.85	1.07	1.37	1.72	2.13	2.49
14	.37	.75	.90	1.14	1.47	1.84	2.28	2.67
15	.39	.79	.96	1.21	1.56	1.96	2.43	2.85
16	.40	.83	1.01	1.28	1.65	2.08	2.58	3.03
17	.42	.87	1.06	1.35	1.74	2.20	2.74	3.21
18	.43	.91	1.11	1.42	1.84	2.32	2.89	3.39
19	.45	.95	1.16	1.49	1.93	2.44	3.04	3.57
20	.46	.99	1.21	1.56	2.02	2.56	3.19	3.75

BE SURE TO INCLUDE INSURANCE FEE AS WELL AS POSTAGE ON ALL PARCEL POST SHIPMENTS.

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We cordially invite you to visit our showrooms



This catalog is our earnest endeavor to show a representative assortment of merchandise. Obviously, it is impossible to illustrate all of the many and varied items in our extensive stock. We suggest that you visit our showrooms or contact us regarding any of your needs which do not appear in the limited space of this catalog.

OUR REPUTATION IS YOUR SAFEGUARD

MEMBER OF BETTER BUSINESS BUREAU

You may order with complete confidence

Nationally advertised, nationally known brands. Brands that you know. Always the latest, the newest models. For our responsibility, refer to Dun & Bradstreet, Jewelers Board of Trade and Bank of the Southwest.

Wedding Rings in 14k Gold



Plain Tiffany style, with milgrained edge, lighter weight. Available in Yellow gold.
 Men's M4 S540
 Sug. Retail \$10.80
 Ladies' L4 S450
 Sug. Retail \$9.00



Plain Tiffany style, with milgrained edge, medium weight. Available in Yellow or White gold.
 Men's M5 S1125
 Sug. Retail \$22.50
 Ladies' L5 S680
 Sug. Retail \$13.60



Two-tone Yellow and White gold or White gold. Marquise shape and blossom center, with lapped sides.
 Men's M9 S1250
 Sug. Retail \$25.00
 Ladies' L9 S1250
 Sug. Retail \$25.00



Two-tone Yellow and White gold. Plain center band, milgrained on each side, engraving on each side, and milgrained edges.
 Men's M6 S1250
 Sug. Retail \$25.00
 Ladies' L6 S705
 Sug. Retail \$14.10



Plain Tiffany style, lighter weight. Available in Yellow or White gold.
 Men's M1 S995
 Sug. Retail \$19.90
 Ladies' L1 S995
 Sug. Retail \$19.90



Plain Tiffany style, medium weight. Available in Yellow or White gold.
 Men's M2 S1045
 Sug. Retail \$20.90
 Ladies' L2 S955
 Sug. Retail \$19.10



Plain Tiffany style, heavy weight, 10 millimeters. Available in Yellow gold.
 Men's M3 S1795
 Sug. Retail \$35.90
 Ladies' L3 S1650
 Sug. Retail \$33.00



Plain flat Tiffany style. Available in Yellow gold.
 Men's M14 S1100
 Sug. Retail \$22.00
 Ladies' L14 S1000
 Sug. Retail \$20.00



Yellow gold only. Concave style, ridged center.
 Men's M15 S1900
 Sug. Retail \$38.00
 Ladies' L15 S1700
 Sug. Retail \$34.00



Two-tone Yellow and White gold or White gold. Plain center band, with engraving and milgrained edge on each side.
 Men's M8 S1775
 Sug. Retail \$35.50
 Ladies' L8 S1225
 Sug. Retail \$24.50



White gold only. Diamond shaped hand lapped center with knurled beveled borders.
 Men's M11 S1935
 Sug. Retail \$38.70
 Ladies' L11 S1820
 Sug. Retail \$36.40



Two-tone Yellow and White gold. Tiffany style, with milgrained edges.
 Men's M13 S1450
 Sug. Retail \$29.00
 Ladies' L13 S885
 Sug. Retail \$17.70



Two-tone Yellow and White gold. Stars engraved on satin finish white gold center with plain yellow gold band on each side.
 Men's M7 S1950
 Sug. Retail \$39.00
 Ladies' L7 S1725
 Sug. Retail \$34.50



Two-tone Yellow and White gold. Rectangular facets in center with engraving on each side.
 Men's M10 S1775
 Sug. Retail \$35.50
 Ladies' L10 S1320
 Sug. Retail \$26.40



Two-tone Yellow and White gold. Ridged center with plain band on each side.
 Men's M12 S2730
 Sug. Retail \$54.60
 Ladies' L12 S2550
 Sug. Retail \$51.00

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Diamonds



ALL OUR DIAMONDS ARE SOLD ON A 30-DAY MONEY BACK GUARANTEE!

DIAMOND CLASSIFICATIONS

Our Diamonds are carefully selected and much time and care put into the examination of these gems before purchasing. Our large diamond business is the result of the confidence of thousands of satisfied customers.

Remember weight only does not determine values. Other factors — such as Purity, Color and Perfection in Cutting — affect the prices of diamonds, regardless of size or weight.

PURITY

The degree of brilliance of a diamond is determined by the excellence of its proportions and the quality of cutting. A correctly proportioned diamond should have 2/5ths of its weight above the girdle and 3/5ths below. A properly proportioned diamond has maximum brilliance over its entire surface.

COLOR

There is a wide range of color from finest blue white to fine white, white, yellow and brown.

PERFECTION

The degree of perfection is a major factor in determining the value of a diamond. Some imperfections in diamonds can be seen by the naked eye; others can be seen only under strong magnification. A flawless diamond (often referred to and described by most jewelers as "perfect") is one without any imperfections whatsoever; that is, none that can be seen by a trained expert using a powerful magnifying glass (10X magnification).

GRADING OF DIAMONDS ILLUSTRATED IN CATALOG

AAA-1. Identifies extra fine quality and blue-white color. This grade is so fine that even under ten-power magnification it is very difficult for anyone except a diamond expert to detect the faintest type of imperfection. Proportions and quality of cutting are the very finest obtainable . . . resulting in the greatest beauty and brilliance possible. This grade is often sold for perfect or flawless.

AAA. Identifies very fine quality and color . . . equal to the AAA-1 Grade in every respect except in a slight degree of perfection and color. This grade under ten-power magnification reveals the faintest of flaws if critically examined. In appearance it is the equal of the absolutely perfect diamond.

AA. Identifies good color diamonds of slightly less perfection than Grade AAA but equal in quality of cutting and brilliancy. The two, or three, very small flaws in most cases can only be seen under a jeweler's magnifying glass and even then are not obvious. This grade of diamonds is especially appealing to those desiring a larger stone with no sacrifice in beauty and brilliancy.

A. Identifies diamonds of average quality and color. This grade has flaws, visible to the naked eye if critically examined. The quality of cutting and brilliance is of a slight degree under the above grade.

BEWARE OF MISREPRESENTATION

The term "perfectly cut" does not apply to the perfection of a diamond. It describes the cutting only, and is therefore misleading if used to infer quality. Do not be misled.

LOOSE DIAMONDS

WE CARRY A VERY LARGE STOCK OF LOOSE DIAMONDS IN ALL WEIGHTS AND GRADES

Diamond Rings in 14k Gold



SOLITAIRE
Full 1/2 Carat—A.
B430 S12000
Sug. Retail \$240.00
Same style as above. Full 1/4
Carat—A.
B430 S5500
Sug. Retail \$115.00



CULTURED PEARL RING
Set with 6 Diamonds.
Total weight .07 ct.
AAA.
218/6D S5140
Sug. Retail \$102.80



DOME RING, STAR SET WITH DIAMONDS
Total weight .19 ct.
AAA.
399 S6500
Sug. Retail \$130.00



DINNER RING SET WITH 17 DIAMONDS
Total weight .29 ct.
AAA.
*174 S8865
Sug. Retail \$177.00



PRINCESS RING SET WITH 17 DIAMONDS
Total weight .71 ct.
AAA.
*GB32 S17725
Sug. Retail \$354.50



DINNER RING
Center Diamond .31 ct.
AAA. 20 Smaller Diamonds .17 ct. AAA.
*240 S18955
Sug. Retail \$379.50



TWIN RING
2 Center Diamonds .64 ct. AAA. 10 Smaller Diamonds .15 ct. AAA.
*993 S24100
Sug. Retail \$475.00



CULTURED PEARL RING
Set with 12 Diamonds. Total weight .20 ct. AAA.
*AW2678 S8000
Sug. Retail \$160.00



TWIN RING
2 Center Diamonds .29 ct. AAA. 10 Smaller Diamonds .21 ct. AAA.
*815 S14250
Sug. Retail \$285.00
Same style as above. 2 Center Diamonds .50 ct. AA. 10 Smaller Diamonds .20 ct. AA.
*771/2 S17750
Sug. Retail \$355.00



DINNER RING
Center Diamond .43 ct. AAA. 18 Smaller Diamonds .21 ct. AAA.
*366 S21150
Sug. Retail \$423.00



DINNER RING
Center Diamond .60 ct. AAA. 6 Baguettes, 12 Round Diamonds .34 ct. AAA.
*740 S38640
Sug. Retail \$625.00



TWIN RING
2 Center Diamonds .80 ct. AAA. 8 Baguettes .26 ct. AAA.
*PF102 S37910
Sug. Retail \$615.00

AAA, AA A — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.) Price may vary slightly according to weight.

All above rings available in yellow or white gold unless otherwise specified. *Available in white gold only. If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Diamond Interlocking Sets in 14k Gold



***1 DIAMOND SET #8K5**
 Ring only, Total weight .20 ct.
 11 56820 Sug. Retail \$137.50
 Ring only, Total weight .26 ct.
 12 59045 Sug. Retail \$180.00
 Matching 14K Interlocking Band
 13 5955 Sug. Retail \$19.10



6 DIAMOND SET #05E2
 Ring only, Total weight .18 ct.
 21 56320 Sug. Retail \$127.50
 Ring only, Total weight .23 ct.
 22 57800 Sug. Retail \$156.00
 Matching 3 Diamond Band
 Total weight .03 ct.
 23 51775 Sug. Retail \$35.00



7 DIAMOND SET #9X44
 Ring only, Total weight .19 ct.
 31 56115 Sug. Retail \$122.50
 Ring only, Total weight .24 ct.
 32 57890 Sug. Retail \$157.50
 Ring only, Total weight .30 ct.
 33 51040 Sug. Retail \$202.50
 Matching 4 Diamond Band
 Total weight .06 ct.
 34 52750 Sug. Retail \$55.00



1 DIAMOND SET #B1/945
 Ring only, Total weight .25 ct.
 41 58730 Sug. Retail \$175.00
 Ring only, Total weight .37 ct.
 42 514435 Sug. Retail \$287.50
 Matching 14K Interlocking Band
 43 5600 Sug. Retail \$12.00



8 DIAMOND SET #5X51
 Ring only, Total weight .18 ct.
 51 55410 Sug. Retail \$108.20
 Ring only, Total weight .25 ct.
 52 58045 Sug. Retail \$160.00
 Ring only, Total weight .30 ct.
 53 510050 Sug. Retail \$200.00
 Matching 5 Diamond Band
 Total weight .07 ct.
 54 53000 Sug. Retail \$60.00



***7 DIAMOND SET #9K51**
 Ring only, Total weight .24 ct.
 61 57980 Sug. Retail \$160.00
 Ring only, Total weight .29 ct.
 62 59935 Sug. Retail \$197.50
 Matching 4 Diamond Band
 Total weight .08 ct.
 63 52955 Sug. Retail \$59.10



***16 DIAMOND SET #OM83**
 Ring only, Total weight .25 ct.
 71 58455 Sug. Retail \$170.00
 Ring only, Total weight .34 ct.
 72 511275 Sug. Retail \$225.50
 Matching 9 Diamond Band
 Total weight .09 ct.
 73 53955 Sug. Retail \$80.00



11 DIAMOND SET #6A91
 Ring only, Total weight .22 ct.
 81 57365 Sug. Retail \$147.50
 Ring only, Total weight .31 ct.
 82 510000 Sug. Retail \$200.00
 Matching 7 Diamond Band
 Total weight .13 ct.
 83 54545 Sug. Retail \$90.00



10 DIAMOND SET #5G62
 Ring only, Total weight .32 ct.
 91 59845 Sug. Retail \$197.50
 Ring only, Total weight .38 ct.
 92 512095 Sug. Retail \$242.50
 Ring only, Total weight .47 ct.
 93 515000 Sug. Retail \$300.00
 Matching 5 Diamond Band
 Total weight .15 ct.
 94 54890 Sug. Retail \$97.50

Diamond Interlocking Sets in 14k Gold



13 DIAMOND SET #OH83
 Ring only, Total weight .36 ct.
 111 510845 Sug. Retail \$217.50
 Ring only, Total weight .41 ct.
 112 512000 Sug. Retail \$240.00
 Ring only, Total weight .50 ct.
 113 516045 Sug. Retail \$320.00
 Matching 6 Diamond Band
 Total weight .15 ct.
 114 55225 Sug. Retail \$104.50



***12 DIAMOND SET #1G32**
 Ring only, Total weight .32 ct.
 121 510455 Sug. Retail \$209.10
 Ring only, Total weight .39 ct.
 122 513600 Sug. Retail \$272.00
 Matching 7 Diamond Band
 Total weight .07 ct.
 123 52955 Sug. Retail \$59.10



***21 DIAMOND SET #OP14**
 Ring only, Total weight .33 ct.
 131 511775 Sug. Retail \$235.00
 Ring only, Total weight .38 ct.
 132 514150 Sug. Retail \$282.50
 Matching 12 Diamond Band
 Total weight .13 ct.
 133 55685 Sug. Retail \$113.70



11 DIAMOND SET #7F52
 Ring only, Total weight .31 ct.
 141 59320 Sug. Retail \$186.50
 Ring only, Total weight .38 ct.
 142 512000 Sug. Retail \$240.00
 Matching 6 Diamond Band
 Total weight .15 ct.
 143 54500 Sug. Retail \$90.00



12 DIAMOND SET #1LR2
 Ring only, Total weight .37 ct.
 151 512070 Sug. Retail \$242.50
 Ring only, Total weight .45 ct.
 152 514320 Sug. Retail \$286.40
 Ring only, Total weight .53 ct.
 153 518865 Sug. Retail \$377.00
 Matching 7 Diamond Band
 Total weight .21 ct.
 154 56000 Sug. Retail \$120.00



8 DIAMOND SET #4101
 Ring only, Total weight .33 ct.
 161 510300 Sug. Retail \$206.00
 Ring only, Total weight .38 ct.
 162 512275 Sug. Retail \$245.00
 Ring only, Total weight .44 ct.
 163 514595 Sug. Retail \$292.50
 Matching 5 Diamond Band
 Total weight .30 ct.
 164 58300 Sug. Retail \$166.00



***7 DIAMOND & BAGUETTE SET #5L51**
 Ring only, Total weight .35 ct.
 171 511755 Sug. Retail \$235.00
 Ring only, Total weight .44 ct.
 172 515095 Sug. Retail \$302.50
 Matching 4 Diamond & Baguette Band
 Total weight .11 ct.
 173 54955 Sug. Retail \$99.00



***12 DIAMOND SET #3M72**
 Ring only, Total weight .36 ct.
 181 511800 Sug. Retail \$236.00
 Ring only, Total weight .45 ct.
 182 515045 Sug. Retail \$300.00
 Ring only, Total weight .52 ct.
 183 518980 Sug. Retail \$380.00
 Matching 7 Diamond Band
 Total weight .26 ct.
 184 57685 Sug. Retail \$153.70



***12 DIAMOND & BAGUETTE SET #4911**
 Ring only, Total weight .39 ct.
 191 513320 Sug. Retail \$267.50
 Ring only, Total weight .47 ct.
 192 517230 Sug. Retail \$345.00
 Ring only, Total weight .53 ct.
 193 519455 Sug. Retail \$390.00
 Matching 7 Diamond & Baguette Band
 Total weight .20 ct.
 194 56820 Sug. Retail \$137.50

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

All above rings available in white or yellow gold unless otherwise specified.

*Available in yellow gold on special order only.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.
 All above rings available in white or yellow gold unless otherwise specified. *Available in yellow gold on special order only.
 If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Diamond Sets in 14k Gold



***11 DIAMOND & BAGUETTE LOCK SET #6772**
 Ring only, Total weight .43 ct.
 211 \$14480 .. Sug. Retail \$290.00
 Ring only, Total weight .54 ct.
 212 \$19595 .. Sug. Retail \$392.50
 Ring only, Total weight .63 ct.
 213 \$27160 .. Sug. Retail \$515.00
 Matching 6 Diamond & Baguette Band
 Total weight .16 ct.
 214 \$5845 .. Sug. Retail \$117.50



11 DIAMOND LOCK SET #6001
 Ring only, Total weight .41 ct.
 221 \$12390 .. Sug. Retail \$247.50
 Ring only, Total weight .51 ct.
 222 \$16365 .. Sug. Retail \$327.50
 Matching 6 Diamond Band
 Total weight .24 ct.
 223 \$6850 .. Sug. Retail \$137.00



***16 DIAMOND LOCK SET #2A93**
 Ring only, Total weight .45 ct.
 231 \$15365 .. Sug. Retail \$307.00
 Ring only, Total weight .61 ct.
 232 \$27205 .. Sug. Retail \$515.00
 Matching 9 Diamond Band
 Total weight .13 ct.
 233 \$5045 .. Sug. Retail \$100.00



11 DIAMOND LOCK SET #0101
 Ring only, Total weight .49 ct.
 241 \$14890 .. Sug. Retail \$297.50
 Ring only, Total weight .57 ct.
 242 \$17820 .. Sug. Retail \$357.50
 Matching 6 Diamond Band
 Total weight .36 ct.
 243 \$9705 .. Sug. Retail \$195.00



***11 DIAMOND LOCK SET #1191**
 Ring only, Total weight .49 ct.
 251 \$16500 .. Sug. Retail \$330.00
 Ring only, Total weight .56 ct.
 252 \$20410 .. Sug. Retail \$395.00
 Ring only, Total weight .66 ct.
 253 \$27200 .. Sug. Retail \$530.00
 Matching 6 Diamond Band
 Total weight .24 ct.
 254 \$7200 .. Sug. Retail \$144.00



***8 DIAMOND SET #1281**
 Ring only, Total weight .54 ct.
 261 \$18705 .. Sug. Retail \$375.00
 Ring only, Total weight .63 ct.
 262 \$25680 .. Sug. Retail \$500.00
 Matching 5 Diamond Band
 Total weight .35 ct.
 263 \$9550 .. Sug. Retail \$191.00



8 DIAMOND LOCK SET #0201
 Ring only, Total weight .55 ct.
 271 \$18250 .. Sug. Retail \$365.00
 Ring only, Total weight .61 ct.
 272 \$21750 .. Sug. Retail \$410.00
 Ring only, Total weight .70 ct.
 273 \$28705 .. Sug. Retail \$545.00
 Matching 5 Diamond Band
 Total weight .50 ct.
 274 \$13185 .. Sug. Retail \$263.50



***6 DIAMOND LOCK SET #8X91**
 Ring only, Total weight .54 ct.
 281 \$19775 .. Sug. Retail \$395.00
 Ring only, Total weight .74 ct.
 282 \$32845 .. Sug. Retail \$595.00
 Matching 3 Marquise Band
 Total weight .32 ct.
 283 \$12980 .. Sug. Retail \$260.00

Diamond Sets in 14k Gold



6 DIAMOND LOCK SET #34/7F21
 Emerald Cut Center and 2 Baguettes
 Ring only, Total weight .66 ct.
 311 \$26230 .. Sug. Retail \$500.00
 Ring only, Total weight .76 ct.
 312 \$31230 .. Sug. Retail \$575.00
 Matching 3 Baguette Diamond Band
 Total weight .15 ct.
 313 \$6000 .. Sug. Retail \$120.00



10 DIAMOND SET #8131
 Ring only, Total weight .80 ct.
 321 \$26000 .. Sug. Retail \$500.00
 Ring only, Total weight .89 ct.
 322 \$32845 .. Sug. Retail \$595.00
 Ring only, Total weight .93 ct.
 323 \$34615 .. Sug. Retail \$625.00
 Matching 5 Diamond Band
 Total weight .50 ct.
 324 \$13160 .. Sug. Retail \$262.50



6 DIAMOND LOCK SET #87/7F21
 Ring only, Total weight .65 ct.
 331 \$28730 .. Sug. Retail \$540.00
 Ring only, Total weight .75 ct.
 332 \$34615 .. Sug. Retail \$625.00
 Matching 3 Baguette Diamond Band
 Total weight .15 ct.
 333 \$6000 .. Sug. Retail \$120.00



5 DIAMOND SET #8/2001
 Marquise Center and 2 Baguettes
 Ring only, Total weight .95 ct.
 341 \$53650 .. Sug. Retail \$850.00
 Matching 2 Baguette Diamond Band
 Total weight .10 ct.
 342 \$4950 .. Sug. Retail \$99.00



7 DIAMOND LOCK SET #1T04
 Ring only, Total weight .73 ct.
 351 \$24390 .. Sug. Retail \$465.00
 Ring only, Total weight .88 ct.
 352 \$34775 .. Sug. Retail \$625.00
 Matching 4 Diamond Band
 Total weight .56 ct.
 353 \$14750 .. Sug. Retail \$295.00



5 DIAMOND LOCK SET #4221
 Emerald Cut Center and 2 Baguettes
 Ring only, Total weight .76 ct.
 361 \$32250 .. Sug. Retail \$595.00
 Matching 2 Baguette Diamond Band
 Total weight .10 ct.
 362 \$4320 .. Sug. Retail \$86.40



8 DIAMOND LOCK SET #7581
 Ring only, Total weight .70 ct.
 371 \$28660 .. Sug. Retail \$545.00
 Ring only, Total weight .80 ct.
 372 \$34500 .. Sug. Retail \$625.00
 Matching 5 Diamond Band
 Total weight .50 ct.
 373 \$13115 .. Sug. Retail \$262.50



17 DIAMOND SET #3915P
 Round Center Diamond & 6 Baguettes
 Ring only, Total weight .98 ct.
 381 \$42730 .. Sug. Retail \$750.00
 Matching 10 Baguette Diamond Band
 Total weight .48 ct.
 382 \$15410 .. Sug. Retail \$310.00

All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.
 All above rings available in white or yellow gold unless otherwise specified. *Available in yellow gold on special order only.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.
 All above rings available in white gold. Available in yellow gold on special order only.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Diamond Wedding Bands in 14k Gold

5 DIAMONDS
Full 1/2 Carat—A.
1020/5 S9250
Sug. Retail \$195.00
Same style as above. Full
Carat—A.
1020/5 S19000
Sug. Retail \$380.00



7 DIAMONDS
Star Set—AAA.
DL0312/74 S3685
Sug. Retail \$73.75



5 DIAMOND FISHTAIL
Total weight .25 ct. AAA.
1014/5M S7410
Sug. Retail \$148.20
Same style as above.
Total weight .33 ct. AAA.
1014/5M S9045
Sug. Retail \$180.90



12 DIAMOND DOUBLE
ROW
Total weight .29 ct. AAA.
640 S8865
Sug. Retail \$177.30



5 DIAMOND FISHTAIL
Total weight .50 ct. AAA.
1020 S13135
Sug. Retail \$262.70
Same style as above.
Total weight .65 ct. AAA.
1020 S16820
Sug. Retail \$336.40



14 DIAMOND DOUBLE
ROW
Total weight .29 ct. AAA.
1842/14M S8500
Sug. Retail \$170.00



10 BAGUETTE
DIAMONDS
Total weight .48 ct. AAA.
*P5193 S15410
Sug. Retail \$308.20



23 DIAMOND TRIPLE
ROW
Total weight .49 ct. AAA
PW/79 S15000
Sug. Retail \$295.00



10 BAGUETTE
DIAMONDS
Total weight .48 ct. AAA.
*P5193 S15410
Sug. Retail \$308.20



29 DIAMOND TRIPLE
ROW
Total weight .48 ct. AAA.
PW41RM S13865
Sug. Retail \$277.30

10 BAGUETTES,
9 ROUND DIAMONDS
Total weight .57 ct. AAA.
*556 S18640
Sug. Retail \$372.75



4 BAGUETTES,
14 ROUND DIAMONDS
Total weight .51 ct. AAA.
*GW31 S16595
Sug. Retail \$331.90



AAA, A — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.
All above rings available in yellow or white gold unless otherwise specified.
*Available in white gold only.

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Diamond Wedding Bands in 14k Gold

5 DIAMOND FISHTAIL
Total weight .75 ct.
1017/5 S20000
Sug. Retail \$390.00
Same style as above.
Total weight—1 Carat.
1017/5 S28640
Sug. Retail \$540.00



33 DIAMONDS
Total weight .60 ct.
*5621 S18640
Sug. Retail \$372.80



32 DIAMONDS
Total weight .65 ct.
*5554 S20410
Sug. Retail \$395.00



10 BAGUETTES,
12 ROUND DIAMONDS
Total weight .74 ct.
*262 S22955
Sug. Retail \$445.00



3 MARQUISE,
20 ROUND DIAMONDS
Total weight .63 ct.
*560 S21140
Sug. Retail \$422.75



4 MARQUISE,
18 ROUND DIAMONDS
Total weight 1.20 ct.
*2013 S31365
Sug. Retail \$585.00

10 DIAMOND FISHTAIL
Total weight 1.02 ct.
W1836/10M S26140
Sug. Retail \$499.50



5 BAGUETTES,
20 ROUND DIAMONDS
Total weight .73 ct.
*PW41/5 S22595
Sug. Retail \$430.00



4 BAGUETTES,
6 ROUND DIAMONDS
Total weight .94 ct.
*34/7 S28180
Sug. Retail \$555.00



23 DIAMONDS
Total weight .79 ct.
*3335 S23410
Sug. Retail \$460.00



8 BAGUETTES,
14 ROUND DIAMONDS
Total weight 1.18 ct.
*54/10 S37275
Sug. Retail \$700.00

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

All above rings available in yellow or white gold unless otherwise specified. *Available in white gold only.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Diamond Mountings in 14k Gold



2 TAPERED BAGUETTES
Total weight .10 ct. Will hold 1/2 to 1 1/2 carat center diamond.
*12F7/78 55000
Sug. Retail \$100.00
Matching 3 Baguette Diamond Band
Total weight .15 ct.
*12F7/78 56000
Sug. Retail \$120.00



2 DIAMONDS
Total weight .20 ct. Will hold 1/3 to 3/4 carat center diamond.
1020 56325
Sug. Retail \$126.50
Matching 5 Diamond Band
Total weight .50 ct.
1020 513185
Sug. Retail \$263.70



2 DIAMONDS
Total weight .05 ct. Will hold 1/6 to 1/3 carat center diamond.
15X7 52275
Sug. Retail \$45.50
Matching 5 Diamond Band
Total weight .10 ct.
15X7 53500
Sug. Retail \$70.00



6 BAGUETTES
Total weight .29 ct. Will hold 1/2 to 1 1/2 carat center diamond.
*PS193 59775
Sug. Retail \$195.50
Matching 10 Baguette Diamond Band
Total weight .48 ct.
*PS193 515410
Sug. Retail \$308.20



10 DIAMONDS
Total weight .19 ct. Will hold 2 center diamonds, 1/4 to 1/3 carat each.
*993PR 56595
Sug. Retail \$131.90



10 DIAMONDS
Total weight .21 ct. Will hold 2 center diamonds, 1/8 to 1/5 carat each.
*815 57140
Sug. Retail \$142.80



10 DIAMONDS
Total weight .24 ct. Will hold 1/2 to 3/8 carat center diamond.
*1702/11M 58410
Sug. Retail \$168.20



20 DIAMONDS
Total weight .17 ct. Will hold 1/3 to 1/2 carat center diamond.
*240 57050
Sug. Retail \$141.00



8 BAGUETTES
Total weight .25 ct. Will hold 2 center diamonds, 3/8 to 1/2 carat each.
*PF102 59975
Sug. Retail \$199.50



18 DIAMONDS
Total weight .21 ct. Will hold 3/8 to 1/2 carat center diamond.
*366 58140
Sug. Retail \$162.80



6 BAGUETTES, 12 ROUND DIAMONDS
Total weight .27 ct. Will hold 3/8 to 1 carat center diamond.
*740 511375
Sug. Retail \$227.50

Diamond Mountings Set in Platinum



2 DIAMONDS
Total weight .24 ct. Will hold 3/8 to 1 carat center diamond.
2024/30 59555
Sug. Retail \$191.10



8 BAGUETTES
Total weight .21 ct. Will hold 2 center diamonds, 3/8 to 1/2 carat each.
PF102 515410
Sug. Retail \$308.20



6 BAGUETTES, 8 ROUND DIAMONDS
Total weight .46 ct. Will hold 1 to 1 1/2 carat center diamond.
293 519955
Sug. Retail \$395.00



6 BAGUETTES, 8 ROUND DIAMONDS
Total weight .54 ct. Will hold 1/2 to 3/4 carat center diamond.
548 521500
Sug. Retail \$415.00



6 BAGUETTES, 18 ROUND DIAMONDS
Total weight .58 ct. Will hold 1 to 1 1/4 carat center diamond.
225/691 521595
Sug. Retail \$415.00



6 BAGUETTES, 14 ROUND DIAMONDS
Total weight .49 ct. Will hold 3/8 to 1/2 carat center diamond.
225/1065 520365
Sug. Retail \$399.50



6 BAGUETTES, 8 ROUND DIAMONDS
Total weight .78 ct. Will hold 3/4 to 1 1/4 carat center diamond.
225/477 525410
Sug. Retail \$495.00



2 TAPERED BAGUETTES
Total weight .24 ct. Will hold 1 to 2 carat center diamond.
952/900 512950
Sug. Retail \$259.00



12 BAGUETTES, 9 ROUND DIAMONDS
Total weight .98 ct. Will hold 1/2 to 3/8 carat center diamond.
PF139 534095
Sug. Retail \$615.00



6 BAGUETTES, 12 ROUND DIAMONDS
Total weight 1.03 ct. Will hold 3/4 to 1 1/4 carat center diamond.
432P 535000
Sug. Retail \$625.00



6 BAGUETTES, 14 ROUND DIAMONDS
Total weight 1.05 ct. Will hold 1 3/4 to 2 3/4 carat center diamond.
419 535000
Sug. Retail \$625.00

All above rings available in yellow or white gold unless otherwise specified.

*Available in white gold only.

All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

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All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

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Individualized Diamond Wedding Bands in Platinum



14 DIAMOND DOUBLE ROW
Total weight .36
W3146/14M
\$15000
Sug. Ret. \$300.00

38 DIAMOND CHANNEL BAND
Total weight .38 ct.
4068 \$19775
Sug. Retail \$395.00

10 BAGUETTES, 9 ROUND DIAMONDS
Total weight .57 ct.
556 \$21825
Sug. Retail \$435.00

25 DIAMONDS
Total weight .64 ct.
585 \$22045
Sug. Retail \$435.00

5 DIAMOND FISHTAIL
Total weight .50 ct.
1020/5 \$17500
Sug. Retail \$350.00
Same style as above. Total wt. .60 ct.
1020/5 \$19500
Sug. Retail \$390.00

29 DIAMOND TRIPLE ROW
Total weight .64 ct.
W106 524775
Sug. Retail \$485.00

5 DIAMOND FISHTAIL
Total weight .78
1017/5 \$21825
Sug. Retail \$436.00
Same style as above. Total wt. 1.30 ct.
1017/5 \$43650
Sug. Retail \$795.00

3 MARQUISE, 20 ROUND DIAMONDS
Total weight .69 ct.
560 \$26825
Sug. Retail \$515.00

4 MARQUISE, 18 ROUND DIAMONDS
Total weight .73 ct.
2013 \$29500
Sug. Retail \$550.00

12 BAGUETTES, 15 ROUND DIAMONDS
Total weight .97 ct.
196 \$32640
Sug. Retail \$580.00

5 BAGUETTES, 20 ROUND DIAMONDS
Total weight 1.05 ct.
57/3 \$34095
Sug. Retail \$595.00



All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



Individualized Diamond Wedding Bands in Platinum



8 BAGUETTES, 14 ROUND DIAMONDS
Total weight 1.22 ct.
54/10 \$44550
Sug. Retail \$800.00

7 MARQUISE, 2 ROUND DIAMONDS
Total weight .51 ct.
GW682 \$25000
Sug. Retail \$495.00

7 GRADUATED MARQUISE, 16 ROUND DIAMONDS
Total weight 1.24 ct.
53/8 \$47750
Sug. Retail \$850.00

4 BAGUETTES, 6 ROUND DIAMONDS
Total weight .93 ct.
34/7 \$32000
Sug. Retail \$620.00

6 BAGUETTES, 18 ROUND DIAMONDS
Total weight .91 ct.
GW74 \$33185
Sug. Retail \$585.00

2 BAGUETTES, 8 MARQUISE, 8 ROUND DIAMONDS
Total weight 1.09 ct.
50/10 \$40000
Sug. Retail \$785.00

7 GRADUATED BAGUETTES, 20 ROUND DIAMONDS
Total weight 1.44 ct.
5663 \$45410
Sug. Retail \$825.00



7 BAGUETTES, 42 ROUND DIAMONDS
Total weight 1.84 ct.
20 \$58185
Sug. Retail \$1,025.00

6 BAGUETTES, 14 MARQUISE
Total weight 1.32 ct.
49/16B \$52275
Sug. Retail \$950.00

17 BAGUETTES, 12 ROUND DIAMONDS
Total weight 2.07 ct.
53/12 \$66820
Sug. Retail \$1,150.00

59 BAGUETTES
Total weight 3.15 ct.
237 \$106820
Sug. Retail \$1,750.00

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.



Uniquely Set Diamond Rings and Sets in Platinum

DIAMOND RING
Center Diamond 1.08 ct. AAA. 2 Tapered Baguettes .39 ct. AAA.
995P 559100

Sug. Retail \$850.00



MARQUISE CUT DIAMOND RING
Center Diamond 2.01 ct. AA. 2 Tapered Baguettes .20 ct. AAA.
952/562 5117500

Sug. Retail \$1,650.00



EMERALD CUT DIAMOND RING
Center Diamond 1.85 ct. AAA. 2 Tapered Baguettes .50 ct. AAA-1.
1001/7 5169500

Sug. Retail \$2,250.00



17 DIAMOND SET
Round Center Diamond and 6 Baguettes. Ring only, total wt. 1.51 ct. AAA.
PS193 572275
Sug. Retail \$1,100.00



Matching 10 Baguette Diamond Band
Total weight .50 ct. AAA
PS193 520000
Sug. Retail \$395.00



6 DIAMOND SET. Emerald Cut and 2 Tapered Baguettes. Ring only, total weight .81 ct. AAA.
12F7/43 535685
Sug. Retail \$650.00
Matching 3 Baguette Diamond Band
Total weight .29 ct. AAA.
12F7/43 512275
Sug. Retail \$245.50



6 DIAMOND SET. Round Center Diamond and 2 Tapered Baguettes. Ring only, total weight .79 ct. AAA.
12F7/78 539045
Sug. Retail \$750.00
Matching 3 Baguette Diamond Band
Total weight .29 ct. AAA.
12F7/78 512275
Sug. Retail \$245.00



DINNER RING
Center Diamond .40 ct. AAA. 18 Smaller Diamonds .34 ct. AAA.
366 528500

Sug. Retail \$540.00



DINNER RING
Center Diamond .52 ct. AAA. 6 Baguettes, 8 Round Diamonds .54 ct. AAA.
548 544230

Sug. Retail \$760.00



TWIN RING
2 Center Diamonds .80 ct. AAA. 8 Baguettes .21 ct. AAA.
PF102 543140

Sug. Retail \$740.00



COCKTAIL RING
20 Graduated Baguettes .63 ct. AAA. 19 Round Diamonds .55 ct. AAA.
902 544500

Sug. Retail \$760.00



14 DIAMOND SET. Round Center Diamond, 4 Baguettes and 2 Smaller Diamonds. Ring only, total weight 1.02 ct. AAA.
GS194 553185
Sug. Retail \$895.00
Matching 2 Baguettes, 5 Round Diamond Band
Total weight .17 ct. AAA.
GS194 58730
Sug. Retail \$174.60



7 DIAMOND SET. Center Diamond and 2 Smaller Diamonds. Ring only, total weight 1.18 ct. AAA.
937/4P 555000
Sug. Retail \$850.00
Matching 4 Diamond Band
Total weight .64 ct. AAA.
937/4P 520230
Sug. Retail \$395.00

1 DIAMOND RING
Total weight .20 ct.
*9262/2128 57410
Sug. Retail \$148.20



1 DIAMOND RING
Total weight .25 ct.
G106/1M 59410
Sug. Retail \$188.20



3 DIAMOND RING
Total weight .27 ct.
G110/3M 58875
Sug. Retail \$177.50



3 DIAMOND RING
Total weight .62 ct.
*9271TR 517500
Sug. Retail \$350.00



3 DIAMOND BAND
Total weight .13 ct.
G107/3M 54775
Sug. Retail \$95.50



MATCHING 3 DIAMOND LADIES' BAND
Total weight .10 ct.
LW111/3M 53955
Sug. Retail \$79.10



7 DIAMOND RING
Total weight .50 ct.
G104/7M 518500
Sug. Retail \$370.00



3 DIAMOND RING
Total weight .60 ct.
*9265 519095
Sug. Retail \$391.90

Men's Diamond Wedding Bands and Rings



3 DIAMOND BAND
Total weight .12 ct.
G5022/3M 54410
Sug. Retail \$88.20



3 DIAMOND BAND
Total weight .12 ct.
G5067/3M 54775
Sug. Retail \$99.50



9 DIAMOND BAND
Total weight .18 ct.
*G1746/9M 56365
Sug. Retail \$127.30



5 DIAMOND BAND
Total weight .25
G101/5M 57955
Sug. Retail \$159.00



5 DIAMOND BAND
Total weight .35 ct.
G5133/5M 59775
Sug. Retail \$195.50



1 DIAMOND RING
Total weight .57 ct.
*9380F 525910
Sug. Retail \$475.00



1 DIAMOND RING
Total weight .60 ct.
**126/1 528865
Sug. Retail \$525.00

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

All above rings available in yellow or white gold unless otherwise specified. **Available in white gold only. *Available in yellow gold only.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

AAA-1, AAA — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

Diamond Heart & Earrings in 14K Gold



Cultured Pearls
Set with 10 Diamonds
Total weight .16 ct.
Clip backs
536ED 59045
Sug. Retail \$177.50



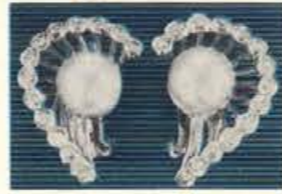
Cultured Pearls
Set with Diamonds
Total weight .12 ct.
Clip backs. Also available
for pierced ears.
504ED 56825
Sug. Retail \$135.00



21 Diamonds
Total weight .83 ct.
234/59 524550
Sug. Retail \$410.00



Cultured Pearls
Set with Diamonds
Total weight .08 ct.
Screw backs. Also avail-
able for pierced ears.
503 53865
Sug. Retail \$77.50



Cultured Pearls
Set with 28 Diamonds
Total weight .28 ct.
Clip backs.
567ED 513650
Sug. Retail \$269.50

Distinctive Solid Gold Crosses



14K White or Yellow Gold.
C2/O 5485
Sug. Retail \$8.25



1 Diamond
14K Yellow or White Gold.
C4/ETD 51525
Sug. Retail \$25.50



16 Diamonds
Total weight .32 ct.
14K White Gold
WRR8/W4275/162 59045
Sug. Retail \$177.50



1 Diamond
14K Yellow or White
Gold.
SC7/124 51615
Sug. Retail \$27.50



14K Yellow or White
Gold.
SC6/124 5705
Sug. Retail \$11.80

Diamond Shrine and Masonic Pins



1 Diamond Masonic Pin
FW19567 5900
Sug. Retail \$18.00



4 Diamond Masonic Pin
1970/4 51800
Sug. Retail \$35.00



8 Diamond Masonic Pin
Total weight .08 ct.
1992/7T 53410
Sug. Retail \$68.00



1 Diamond Shrine Pin
FW19507 5980
Sug. Retail \$19.50



3 Diamond Shrine Pin
FW19507/3 51705
Sug. Retail \$34.00



6 Diamond Shrine Pin
Total weight .05 ct.
5/6 52275
Sug. Retail \$45.50



8 Diamond Shrine Pin
Total weight .06 ct.
5/8 52955
Sug. Retail \$59.00



8 Diamond Shrine Pin
Total weight .10 ct.
4/8 53955
Sug. Retail \$79.50



7 Diamond Shrine Pin
Total weight .14 ct.
15/7 55000
Sug. Retail \$100.00



12 Diamond Shrine Pin
Total weight .25 ct.
8/12 57955
Sug. Retail \$159.00

All above diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

Diamond Watches

14K GOLD CASES

HAMILTON
MOVEMENTS
in White Gold



24 DIAMONDS
Total weight .45 ct.
1580/404A 519095
Sug. Retail \$350.00



20 DIAMONDS
Total weight .66 ct.
A233HDO 523595 Sug. Retail \$422.75



10 DIAMONDS
Total weight .50 ct.
A233HBH 519095 Sug. Retail \$350.00



30 DIAMONDS
Total weight .64 ct.
1220A 524095 Sug. Retail \$431.95



46 DIAMONDS
Total weight .53 ct.
1576/325 524095
Sug. Retail \$450.00



14 DIAMONDS
Total weight .71 ct.
A236HBH 523595 Sug. Retail \$422.75



42 DIAMONDS
34 Round Diamonds
8 Baguette Diamonds
Total weight .67 ct.
1715 529545 Sug. Retail \$531.95



32 DIAMONDS
26 Round Diamonds
6 Baguette Diamonds
Total weight .75 ct.
1550/245 529545 Sug. Retail \$531.95

All above Diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Diamond Watches

14K GOLD CASES
HAMILTON
MOVEMENTS
in White Gold



12 DIAMONDS
Total weight .22 ct.
* 1566/137 512720
Sug. Retail \$225.00



10 DIAMONDS
Total weight .26 ct.
A322 512500 Sug. Retail \$208.75



10 DIAMONDS
Total weight .25 ct.
A301HUR 512955 Sug. Retail \$227.50



12 DIAMONDS
Total weight .30 ct.
60533HY 514955
Sug. Retail \$272.50



24 DIAMONDS
Total weight .29 ct.
1576/132A 515865 Sug. Retail \$281.95



14 DIAMONDS
Total weight .27 ct.
1574/206 515410 Sug. Retail \$272.50



12 DIAMONDS
Total weight .30 ct.
A1755L 516320
Sug. Retail \$290.00

*Also available
in Yellow Gold



28 DIAMONDS
Total weight .43 ct.
1576/192 519095 Sug. Retail \$350.00

All above Diamonds AAA quality —
See page 6 for explanation of dia-
mond grading. It is not always pos-
sible to obtain the exact weight of
diamonds ordered. Weight may vary
one to three points (.01 to .03 ct.).
Price may vary slightly according to
weight.

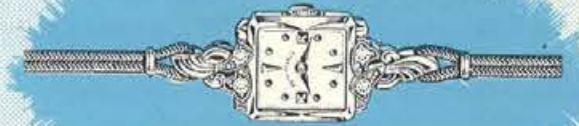
If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.
HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

Diamond Watches

14K GOLD CASES
HAMILTON
MOVEMENTS
in White Gold



4 DIAMONDS
Total weight .04 ct.
A112 57500 Sug. Retail \$125.00



4 DIAMONDS
Total weight .07 ct.
1574/260 58640 Sug. Retail \$145.00



6 DIAMONDS
Total weight .08 ct.
3G1716 58500 Sug. Retail \$140.95



6 DIAMONDS
Total weight .11 ct.
* 1566/160 59410
Sug. Retail \$168.25



6 DIAMONDS
Total weight .17 ct.
A298HCC 510455
Sug. Retail \$190.95

6 DIAMONDS
Total weight .14 ct.
A6HNF 59955 Sug. Retail \$175.00



10 DIAMONDS
Total weight .16 ct.
3G1806 510500 Sug. Retail \$190.95

*Also available
in Yellow Gold



10 DIAMONDS
Total weight .19 ct.
* 60357HY 511775 Sug. Retail \$226.95

All above Diamonds AAA quality —
See page 6 for explanation of dia-
mond grading. It is not always pos-
sible to obtain the exact weight of
diamonds ordered. Weight may vary
one to three points (.01 to .03 ct.).
Price may vary slightly according to
weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.
HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

Diamond Watches in Platinum Cases



50 DIAMONDS
40 Round Diamonds — 10 Baguette Diamonds
Total weight .61 ct. Pery Movement.
631 534095 Sug. Retail \$590.95



52 DIAMONDS
46 Round Diamonds — 6 Baguette Diamonds
Total weight 1.62 ct. Hamilton movement
359HND 559545 Sug. Retail \$955.00

38 DIAMONDS
30 Round Diamonds — 8 Baguette Diamonds
Total weight .84 ct. Hamilton movement
543HLB 539100 Sug. Retail \$672.75



48 DIAMONDS
42 Round Diamonds — 6 Baguette Diamonds
Total weight .80 ct. Hamilton movement.
165/525 543250 Sug. Retail \$772.75



36 DIAMONDS
20 Round Diamonds — 16 Baguette Diamonds
Total weight 1.03 ct. Hamilton movement.
537HDO 545450 Sug. Retail \$772.75

All above Diamonds AAA quality—See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

44 DIAMONDS
34 Round Diamonds — 10 Baguette Diamonds
Total weight 1.03 ct. Hamilton movement.
48250 549995 Sug. Retail \$840.95



58 DIAMONDS
52 Round Diamonds — 6 Baguette Diamonds
Total weight 1.25 ct. Hamilton movement.
156/8 553410 Sug. Retail \$886.50



93 DIAMONDS
87 Round Diamonds — 6 Baguette Diamonds
Total weight 2.76 ct. Hamilton movement.
50156 5111365 Sug. Retail \$1,681.95

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



48 DIAMONDS
42 Round Diamonds — 6 Baguette Diamonds
Total weight 1.95 ct. Hamilton movement.
583HDO 579555 Sug. Retail \$1,268.25



72 DIAMONDS
60 Round Diamonds — 12 Baguette Diamonds
Total weight 1.91 ct. Hamilton movement
600 583180 Sug. Retail \$1,363.75



14K YELLOW GOLD BRACELET WATCH
Set with 8 Diamonds, Total weight .17 ct. AAA. Very fine Swiss movement.
29/75 515865 Sug. Retail \$268.20



14K YELLOW GOLD BRACELET WATCH
Set with 24 Diamonds, Total weight .16 ct. AAA. Very fine Swiss movement.
R2 520230 Sug. Retail \$340.95

Bracelet Watches and Diamond Watch Attachments



14K WHITE GOLD WATCH ATTACHMENT
8 Diamonds .16 ct. AAA.
542 510410 Sug. Retail \$177.30

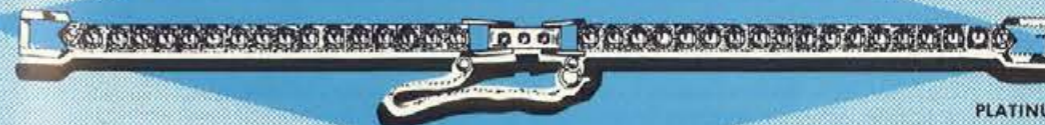


14K WHITE GOLD WATCH ATTACHMENT
10 Diamonds .10 ct. AAA.
130/CP/10 56870 Sug. Retail \$118.50



6 Diamonds .06 ct. AAA.
130/CP/6 55600 Sug. Retail \$95.00

14K WHITE GOLD WATCH ATTACHMENT
32 Diamonds .32 ct. AA. Sug. Retail \$227.25
190/5/32 512320
32 Diamonds .48 ct. AA. Sug. Retail \$268.25
190/5/32 515500
32 Diamonds .64 ct. AA. Sug. Retail \$318.25
190/5/32 518140



PLATINUM WATCH ATTACHMENT
30 Diamonds .86 ct. AAA.
190/C/30 534100 Sug. Retail \$542.00

AAA, AA — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Men's Diamond



1 DIAMOND
Total weight .07 ct.
2637 54185
Sug. Retail \$83.75



1 DIAMOND
Total weight .11 ct.
179D 55000
Sug. Retail \$100.00



1 DIAMOND
Total weight .10 ct.
51126D 55230
Sug. Retail \$104.60



1 DIAMOND
Total weight .12 ct.
451D 54775 Sug. Retail \$95.50



1 DIAMOND
Total weight .14 ct.
10265 55250
Sug. Retail \$105.00



10 DIAMONDS
Total weight .17 ct.
1630/9 57230
Sug. Ret. \$144.75



10 DIAMONDS
Total weight .17 ct.
1945/10 57500
Sug. Ret. \$150.00



1 DIAMOND
Total weight .16 ct.
1858 56355
Sug. Retail \$127.25



1 DIAMOND
Total weight .20 ct.
2414 57750
Sug. Retail \$155.00



1 DIAMOND
Total weight .30 ct.
179/AB 59725
Sug. Retail \$194.50



1 DIAMOND
Total weight .33 ct.
*883 513185
Sug. Retail \$263.70

Masonic Rings

Men's Diamond



32° RING
.25 ct. Diamond.
2487 510455
Sug. Retail \$209.10



SHRINE TEMPLE
9 Diamonds—Total weight .51 ct.
Also available on special order with your Temple's name at slightly higher price.
913 518140
Sug. Retail \$362.80



32° RING
.55 ct. Diamond
192 527955 Sug. Retail \$525.00



32° RING
.34 ct. Diamond
100D 512685
Sug. Retail \$253.70



32° RING
.60 ct. Diamond
*715 525000
Sug. Ret. \$500.00



SHRINE RING
.25 ct. Diamond
D758/132 59225
Sug. Ret. \$184.50



32° RING
.65 ct. Diamond
**196 533410
Sug. Retail \$585.00



KNIGHTS TEMPLAR
.30 ct. Diamond
376D 510000
Sug. Retail \$200.00



KNIGHTS TEMPLAR
.25 ct. Diamond
D963/46 510000
Sug. Retail \$200.00



KNIGHTS TEMPLAR AND SHRINE
.63 ct. Diamond
1965K 523180
Sug. Retail \$463.50

Fraternal Rings

All above Diamonds AAA quality. See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

All above rings available in yellow gold only unless otherwise specified.

*Available in white gold only.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

All above rings available in yellow gold only unless otherwise specified.

*Available in white gold only.

**Available in yellow or white gold.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Distinctive Eastern Star Rings



10 DIAMONDS
Total weight .20 ct.
Available in white
gold only.
2790 S7230
Sug. Retail \$144.60



20 DIAMONDS
Total weight .34 ct.
Available in white
gold only.
248W S11920
Sug. Retail \$238.40



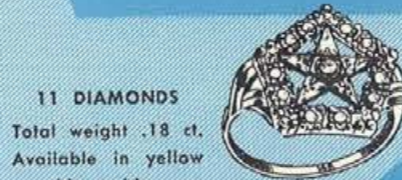
16 DIAMONDS
Total weight .28 ct.
Available in white
gold only.
211D S9545
Sug. Retail \$190.95



6 DIAMONDS
Total weight .10 ct.
Available in yellow
or white gold.
1217 S4955
Sug. Retail \$99.25



12 DIAMONDS
Total weight .14 ct.
Available in white
gold only.
AW2638 S6025
Sug. Retail \$120.50



11 DIAMONDS
Total weight .18 ct.
Available in yellow
or white gold.
AW2521 S6185
Sug. Retail \$123.75



6 DIAMONDS
Total weight .12 ct.
Available in white
gold only.
AW2826 S4775
Sug. Retail \$95.50



1 DIAMOND
Total weight .06 ct.
Available in yellow
or white gold.
200WSD S3865
Sug. Retail \$77.30



1 DIAMOND
Total weight .05 ct. Avail-
able in yellow or white
gold.
D1229 S3045
Sug. Retail \$60.90



1 DIAMOND
Total weight .08 ct.
Available in yellow
or white gold.
D1261 S3865
Sug. Retail \$77.30

Available in yellow gold
only.
W2577 S1890
Sug. Retail \$37.95



All above Diamonds AAA quality. See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

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HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

Saxony LADIES RINGS



Bewitching 10K yellow gold ring with carefully
matched fiery opals.
1589SL2250 Retail \$45.00



Two fine diamonds offset the sparkling center
birthstone. 10K yellow gold. Specify birthstone.
1591SL2250 Retail \$45.00



Lovely princess ring set with seventeen brilliant
genuine white zircons. 14K white gold.
1590SL2925 Retail \$58.50



Glamorous birthstone ring with three flashing
genuine white zircons. Select any birthstone
from chart below. 10K white gold ring.
1592SL1350 Retail \$27.00



Two fine white diamonds and large lustrous
cultured pearl. 14K yellow gold.
1593SL2775 Retail \$57.50



Personal cluster of genuine garnets. 14K
yellow gold. Also available with genuine ame-
thysts or opals. Please specify.
1596SL2850 Retail \$57.00



Genuine onyx set with fine white diamond.
10K yellow gold.
1597SL2025 Retail \$39.75



Genuine onyx with fine white diamond and
enameled Eastern Star emblem. 10K yellow gold.
1594SL2100 Retail \$42.50
Same ring with synthetic ruby.
1595SL2400 Retail \$47.50



Exciting fancy ring with choice of birthstone and
three fiery genuine white zircons. 14K white gold.
1599SL2100 Retail \$42.50



Artistic Eastern Star ring. Fine center diamond
surrounded by five synthetic gemstones. 10K
yellow gold.
1600SL2975 Retail \$58.50



Fine lustrous cultured pearls, 2 flashing genuine
white zircons. 10K yellow gold.
1598SL1650 Retail \$32.50



Your choice of birthstone from chart with two
fiery genuine white zircons. 10K yellow gold.
1602SL1425 Retail \$28.50



Exquisite Linde Star Sapphire about 4ct. Six fine
white diamonds. 14K white gold.
1603SL10875 Retail \$217.50
Same ring with Linde Star Ruby.
1604SL10875 Retail \$217.50



Cluster ring with choice of birthstone from chart,
framed by twelve genuine white zircons. 10K
yellow gold.
1601SL1875 Retail \$42.50



Exclusive brilliant genuine white zircon ring. Two
large center stones with eight smaller side
stones. 14K white gold.
1605SL2625 Retail \$52.50

Be sure to mention finger size when ordering.
Beautiful gift box free with each ring.
Illustrations enlarged to show detail.



Lovely birthstone ring. 10K yellow gold.
Specify birthstone from chart.
1607SL900 Retail \$18.00

Three matched fine lustrous cultured pearls. 14K
yellow gold.
1606SL2175 Retail \$42.50

PRICES SHOWN ARE SUGGESTED RETAIL

January	February	March	April	May	June	July	August	September	October	November	December
Synthetic Garnet	Synthetic Amethyst	Synthetic Aquamarine	Synthetic White Sapphire	Farrar Emerald	Synthetic Alexandrite	Synthetic Ruby	Synthetic Peridot	Synthetic Blue Sapphire	Synthetic Rose Zircon	Synthetic Golden Sapphire	Synthetic Zircon

"The trademark SAXONY is your guarantee of perfection and fine workmanship. Accept no substitutes."

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Saxony MENS RINGS



Heavy masonic ring set with synthetic blue spinel. White gold side emblems. 10K yellow gold ring.
1608SM2250 Retail \$45.00
 Same ring with synthetic ruby.
1609SM2250 Retail \$45.00
 Same ring with genuine onyx.
1610SM2100 Retail \$42.00



Handsome 10K yellow gold ring with choice of birthstone from chart. Good weight.
1615SM2025 Retail \$39.75



Onyx initial ring. Fine white diamond. Specify initial. 10K yellow gold. Heavy weight.
1611SM2550 Retail \$52.50
 Same ring with synthetic ruby.
1612SM2850 Retail \$57.50



Latest style onyx initial ring set with fine white diamonds. Any initial. Heavy weight. 10K yellow gold.
1613SM2025 Retail \$39.75
 Same ring with synthetic ruby.
1614SM2325 Retail \$46.50



Genuine hematite intaglio. Two fine white diamonds. Good weight. 10K yellow gold.
1616SM3450 Retail \$69.50
 Same ring with genuine tiger-eye cameo.
1617SM3450 Retail \$69.50



Synthetic ruby. Encrusted masonic emblem. Fine white diamond. 10K yellow gold. Heavy weight.
1618SM3675 Retail \$73.50
 Same ring with genuine onyx.
1619SM3375 Retail \$67.50



Exclusive masonic ring with fine white diamond. Good weight. 10K yellow gold.
1622SM3150 Retail \$62.50
 Same ring without diamond.
1623SM2475 Retail \$49.50



Linde Star Sapphire about 6 1/2 ct. Two fine white diamonds. Heavy 14K white gold ring.
1620SM14600 Retail \$290.00
 Same ring with Linde Star Ruby.
1621SM14600 Retail \$290.00



Heavy 10K yellow gold ring with two genuine white zircons and choice of birthstone from chart.
1624SM2400 Retail \$47.50



Distinguished genuine onyx ring with fine large white diamond. Very heavy weight. 10K yellow gold ring.
1625SM3675 Retail \$73.50



32nd degree ring. 14K yellow gold with white gold top. Set with .40ct. fine white diamond. Heavy weight.
1627SM20000 Retail \$400.00
 With .25ct. fine white diamond.
1628SM12500 Retail \$250.00
 With .10ct. fine white diamond.
1629SM6600 Retail \$132.50



Two fine white diamonds with choice of birthstone. Heavy 10K yellow gold.
1626SM3150 Retail \$62.50

Be sure to mention finger size when ordering. Handsome gift-box free with each ring. Illustrations enlarged to show detail.



Synthetic blue spinel. Encrusted masonic emblem. Two fine white diamonds. 10K yellow gold. Good weight.
1631SM3675 Retail \$73.50
 Same ring with synthetic ruby.
1632SM3675 Retail \$73.50



Masculine synthetic ruby ring with choice of any initial. 10K yellow gold. Good weight.
1633SM2025 Retail \$39.75
 Same ring with genuine onyx.
1634SM1800 Retail \$36.50

PRICES SHOWN ARE SUGGESTED RETAIL



"The trademark SAXONY is your guarantee of perfection and fine workmanship. Accept no substitutes." If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Distinctively Designed Men's Rings



BOY'S INITIAL RING
381 51025
 Sug. Retail \$20.50

BOY'S SIGNET RING
637 5595
 Sug. Retail \$11.90



BIRTHSTONE RING
 Available in Ruby, Sapphire or Garnet.
948/12 51140
 Sug. Retail \$22.50

MEN'S SIGNET RING
 Extra heavy weight.
426H 52410
 Sug. Retail \$48.20



GENUINE ONYX
 Yellow Gold Initial.
1191 51525
 Sug. Retail \$30.50

GENUINE ONYX
 Yellow Gold Initial.
506 51450
 Sug. Retail \$29.00



GENUINE ONYX
 Yellow Gold Initial.
1354/12 51570
 Sug. Retail \$31.40

GENUINE ONYX
 Yellow Gold Initial.
1092/12 51525
 Sug. Retail \$30.50



GENUINE ONYX
 Yellow Gold Initial. Set with .05 ct. brilliant full cut diamond.
771 52685
 Sug. Retail \$53.70

GENUINE ONYX
 Yellow Gold Initial. Set with .05 ct. brilliant full cut diamond.
1347 52500
 Sug. Retail \$50.00



HEMATITE INTAGLIO
1387/14 51935
 Sug. Retail \$38.75
 Same as above except with Double Head Tiger Eye Cameo.
1387/14 51935
 Sug. Retail \$38.75

LINDE STAR SAPPHIRE
 Total weight 2.48 ct.
***9028 54500**
 Sug. Retail \$90.00

All above rings available in yellow gold only unless otherwise specified.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

*Available in white gold only.

Smartly
Designed
Ladies
Rings



LITTLE GIRLS' BIRTHSTONE RING
Available in your birthstone. Set with 2 small white sapphires. Yellow or white gold.
1392 5505
Sug. Retail \$10.10



MISSES' BIRTHSTONE RING
Available in your birthstone. Yellow or white gold.
1308 5505
Sug. Retail \$10.10



MISSES' BIRTHSTONE RING
Available in your birthstone. Yellow gold only.
317 5505
Sug. Retail \$10.10



MISSES' BIRTHSTONE RING
Available in your birthstone. Set with 2 small white sapphires. Yellow gold only.
364 5685
Sug. Retail \$13.70



LADIES' BIRTHSTONE RING
Available in your birthstone. Yellow gold only.
310 5905
Sug. Retail \$18.10



LADIES' BIRTHSTONE RING
Available in your birthstone. Yellow gold only.
131 5820
Sug. Retail \$16.40



CULTURED PEARL RING
Yellow or white gold.
357/P 5845
Sug. Retail \$16.90



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 2 small white sapphires. Yellow gold only.
1930 51025
Sug. Retail \$20.50



CULTURED PEARL RING
Yellow or white gold.
339/P 51050
Sug. Retail \$21.00



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 2 small white sapphires. Yellow or white gold.
129 51070
Sug. Retail \$21.40



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 4 small white sapphires. White gold only.
337 51115
Sug. Retail \$22.30



CULTURED PEARL RING
Yellow or white gold.
2775 51270
Sug. Retail \$25.40

Smartly
Designed
Ladies
Rings



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 2 Diamonds (*). Yellow or White gold.
AW2868 51890
Sug. Retail \$37.80



CULTURED PEARL RING
Yellow or white gold.
395 51500
Sug. Retail \$30.00



CLUSTER RING
Set with cultured pearls and garnets. Also available in all pearls only. Yellow gold only.
4415 51660
Sug. Retail \$33.20



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 4 small white sapphires. White gold only.
AW2712 51570
Sug. Retail \$31.40



LADIES' BIRTHSTONE RING
Available in ruby, peridot, amethyst, aqua or topaz. White gold only.
AW2865 51730
Sug. Retail \$34.60



LADIES' BIRTHSTONE RING
Available in amethyst, aqua, ruby, peridot, sapphire or emerald. 2 stones set with 8 white sapphires. White gold only.
AW2801 51750
Sug. Retail \$35.00



LADIES' BIRTHSTONE RING
Available in amethyst, aqua, emerald, ruby or sapphire. Set with 6 small white sapphires. White gold only.
AW2808 51910
Sug. Retail \$38.20



LADIES' BIRTHSTONE RING
Available in your birthstone. Set with 6 small white sapphires. White gold only.
AW2487 52230
Sug. Retail \$44.60



CULTURED PEARL RING
Set with 2 Diamonds (*). Yellow or White gold.
2770 52685
Sug. Retail \$53.70



CULTURED PEARL RING
Set with 3 diamonds (*). Yellow or white gold.
AW2571 53050
Sug. Retail \$61.00



CULTURED PEARL RING
Set with 2 Diamonds (*). Yellow or white gold.
1939/2D 54000
Sug. Retail \$80.00



CULTURED PEARL RING
Set with 6 Diamonds (*). Yellow or white gold.
2799 54500
Sug. Retail \$90.00

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

All above diamonds AAA quality — See page 6 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.). Price may vary slightly according to weight.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Distinctive Fraternal Rings and Mountings

RUBY MASONIC RING
1350 51775 Sug. Retail \$35.50



RUBY MASONIC RING
2635 52185 Sug. Retail \$43.70

MASONIC RING
472 52140 Sug. Retail \$42.80



MASONIC RING
2472X 52685 Sug. Retail \$53.70

MASONIC RING
2077 52345
Sug. Retail \$46.90



32° RING
2473 53095
Sug. Retail \$61.90

SHRINE RING
D980/132 51980
Sug. Retail \$39.60



MASONIC MOUNTING
*883 52685
Sug. Retail \$53.70

SHRINE & KNIGHTS
TEMPLAR MOUNTING
196SK 53320
Sug. Retail \$66.40



MASONIC MOUNTING
179D 52320
Sug. Retail \$46.40

32° MOUNTING
2487 53185
Sug. Retail \$63.70



32° MOUNTING
**196 53410
Sug. Retail \$68.20

All above rings available in yellow gold only unless otherwise specified.

*Available in white gold only.

**Available in yellow or white gold.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Bracelet Watches in 14k Yellow Gold



*983/34 511230
Sug. Retail \$190.95



*980/68 513410
Sug. Ret. \$227.25



381/57 512595
Sug. Ret. \$215.95

HE16 511955
Sug. Retail \$204.55

* Also available in white gold.

HAMILTON MOVEMENTS
IN ALL WATCHES

81/57 514320
Sug. Retail \$245.00

420/57 520865
Sug. Retail \$347.75

If not for resale add 10%
to your cost for Federal Tax.

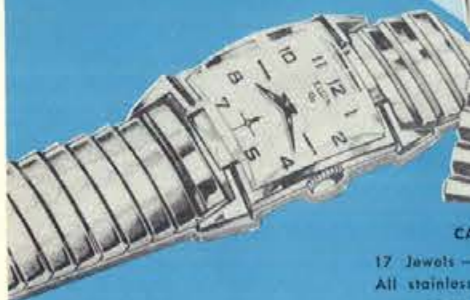


828/57 513045
Sug. Retail \$217.75

See page 1 for price information.

HOUSTON WHOLESALE JEWELERS,
HOUSTON, TEXAS

ELGIN WATCHES



CALDWELL
17 Jewels—Yellow rolled gold plated top, stainless steel back.
9511 53015.....Retail \$49.75



CATALINA
17 Jewels—Water resistant. All stainless steel case.
9588 52879.....Retail \$47.50



STREAMLINE "C"
17 Jewels—Yellow rolled gold plated case.
9521 54212.....Retail \$69.50



NAUTILUS
17 Jewels—Water resistant. Self-winding. All stainless steel case.
6805 54334.....Retail \$71.50



LAKESHORE
17 Jewels—Water resistant. Self-winding. Yellow gold filled case.
6825 55152.....Retail \$85.00



LORD ELGIN SPARTAN
23 Jewels—Yellow gold filled case.
7610 54545.....Retail \$75.00



LORD ELGIN CAMELOT
23 Jewels—Yellow gold filled case.
7613 55152.....Retail \$85.00



LORD ELGIN WAKEFIELD
23 Jewels—Water resistant. Yellow gold filled case.
7680 55425.....Retail \$89.50



LORD ELGIN CRESTWOOD
23 Jewels—14K Yellow or White gold. Dial set with 6 Diamonds.
7502 511818.....Retail \$195.00



LADY ELGIN SUNRISE
23 Jewels—Water resistant. 14K Yellow or White gold case.
7276 55425.....Retail \$89.50



LADY ELGIN DEVOTION
23 Jewels—14K White gold case. Set with 2 Diamonds.
7148 57575.....Retail \$125.00

ELGIN

ELGIN CLARINDA
17 Jewels—Yellow or white rolled gold plated top, stainless steel back.
9328 53606.....Retail \$59.50

ELGIN JENNY
19 Jewels—Yellow or white gold filled case.
8226 53939.....Retail \$65.00



ELGIN CAPTIVATOR
17 Jewels—Yellow or white rolled gold plated top, stainless steel back.
9319 53015.....Retail \$49.75



ELGIN DELORES
17 Jewels—Yellow or white rolled gold plated top, stainless steel back.
9330 53606.....Retail \$59.50



ELGIN STAR FLAME
17 Jewels—White gold filled case. Set with 4 Diamonds. Stainless steel back.
9337 54818
Retail \$79.50



LADY ELGIN FONTANA
23 Jewels—Yellow or white gold filled case.
7322 54818
Retail \$79.50



LADY ELGIN ADORABLE
23 Jewels—Yellow or white gold filled case.
7320 55152
Retail \$85.00



LADY ELGIN DENISE
23 Jewels—Yellow or white gold filled case.
7326 55425
Retail \$89.50

BULOVA



BULOVA FLIGHT NURSE
17 Jewels—Yellow or white rolled gold plated top, stainless steel back.
6788 53000.....Retail \$49.50



BULOVA DOLLY MADISON "F"
21 Jewels—Yellow or white rolled gold plated case.
5121 53485.....Retail \$57.50



BULOVA DOLLY MADISON "H"
21 Jewels—Yellow or white rolled gold plated case.
5125 54334.....Retail \$71.50



BULOVA LA PETITE "H"
23 Jewels—14K Yellow or white gold case. Set with 6 Diamonds.
5302 56970.....Retail \$115.00

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HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

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HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

BULOVA WATCHES



IRIS A
17 Jewels—Yellow or white rolled gold plated top, stainless steel back.
6780 \$3000 Retail \$49.50



DOLLY MADISON S
21 Jewels — Yellow or white rolled gold plated case.
5153 \$3333 Retail \$55.00



LA PETITE C
23 Jewels — Yellow or white rolled gold plated case. Set with 2 Diamonds.
5305 \$3939 Retail \$65.00

SENATOR
17 Jewels—Water resistant. Stainless steel back, chrome top.
271 \$3000
Retail \$49.50



23-C
23 Jewels—Water resistant. Self-winding. Yellow rolled gold plated top, stainless steel back.
31305 \$4334
Retail \$71.50



PATRIOT
17 Jewels—Yellow rolled gold plated top, stainless steel back.
32719 \$3606
Retail \$59.50

23-Q
23 Jewels — Water resistant. Self-winding. All stainless steel.
31321 \$3939
Retail \$65.00



BEAU BRUMMELL
23 Jewels—Water resistant. Self-winding. White. Dial set with 4 Diamonds.
30137 \$7575
Retail \$125.00



SUN CLIPPER
17 Jewels — Water resistant. Self-winding. Yellow rolled gold plated case.
1169 \$5152
Retail \$85.00

23-F
23 Jewels—Water resistant. Self-winding. White rolled gold plated top, stainless steel back.
31315 \$5152
Retail \$85.00

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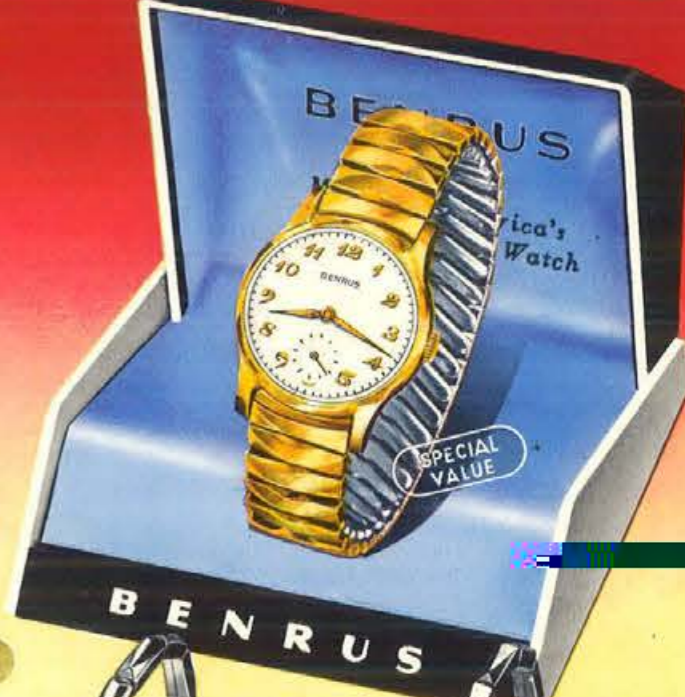
BENRUS

The Fine Watch of Guaranteed Accuracy!

The pinnacle of precision, the last word in fashion, every Benrus watch is a lasting investment in dependable timekeeping and lifetime beauty. Benrus watches come complete with guarantee, in elegant presentation box.



Bagby . . . 17 jewel movement. Modern, simple lines distinguish the smart sturdy case. 10K yellow rolled gold plate top, stainless steel back and full figure dial. Shock-absorber. Unbreakable mainspring, written guarantee. Matching expansion bracelet. Gift box included.
6030 \$2490. \$49.50



Joyce . . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring.
6069 \$3215. \$67.50
Joyce "W" . . . Same as above in white.
6070 \$3215. \$67.50



Haddon . . . 17 jewel movement has unbreakable mainspring. Truly masculine style case with 10K yellow rolled gold plate top, stainless steel back. Shock-absorber. Matching expansion band. An outstanding value. Guaranteed accurate. Unbreakable mainspring. Gift boxed.
6031 \$2960. \$59.50



Sheree . . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case. Unbreakable mainspring.
6067 \$2995. \$59.50
Sheree "W" . . . Same as above in white.
6068 \$2995. \$59.50



Lady Arlene . . . 17 jewels. Beautifully styled 10K yellow rolled gold plate top, stainless steel back, full figure dial and exquisite matching expansion bracelet. Unbreakable mainspring.
6065 \$2490. \$49.50
Lady Arlene "W" . . . Same as above in white.
6066 \$2490. \$49.50

LUXURIOUS 14 K GOLD WATCHES



Golden Countess . . . 17 jewels in a 14K gold case. So slim, it passes through the daintiest ring. Matching expansion bracelet. Guaranteed accurate. Unbreakable mainspring.
6073 \$4585. \$100.00
Golden Countess "A" . . . Same as above in white.
6074 \$4585. \$100.00



Golden Girl . . . 17 jewels. As charming as its name. Rich 14K yellow gold case with a stunning harmonizing expansion bracelet. Supremely accurate, has unbreakable mainspring.
6071 \$3750. \$79.50
Golden Girl "A" . . . Same as above in white.
6072 \$3750. \$79.50



Edmond . . . 17 jewel movement. A rare value in masculine elegance! Impressive yellow top, durable stainless steel back. Combination metal mesh expansion band and unbreakable mainspring for lasting accuracy. Two tone dial. Shock-absorber. Gift box and written guarantee.
6034 \$3280. \$71.50



Garner "Z" . . . 17 jewels. Handsome lines in gleaming 10K yellow rolled gold plate top, stainless steel back. Striking black dial, luxurious genuine leather inlaid expansion band. Shock-absorber. Unbreakable mainspring.
6032 \$3085. \$65.00
Garner . . . As above in white dial.
6033 \$3085. \$65.00

Guarantee
The Benrus Watch Company guarantees this watch to be free from all mechanical defects. Each Benrus Watch has been meticulously built of standardized and interchangeable parts, microscopically accurate. It has been suspended, timed and found mechanically flawless.

BENRUS

The Fine Watch of Guaranteed Accuracy!

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. Reminds itself to wind itself, with every motion of your wrist. Keeps accurate time for a lifetime, automatically!

SELF WINDING · 25 JEWELS · WATERPROOF*

SHOCKRESIST - ANTI-MAGNETIC - UNBREAKABLE MAINSPRING



Montauk "25"... 25 jewels for peak precision. Automatic movement winds itself with every wrist motion. Guaranteed Waterproof*. Sweep second hand. Luminous dial. Elegant 10K yellow rolled gold plate case. Shock-absorber. Unbreakable mainspring. Leather inlaid expansion band.
6080 \$5440.....\$110.00

Aqueduct "Z" "25"... 25 jewels. Winds itself automatically. Guaranteed Waterproof!* Rich yellow top, stainless steel back. Black luminous dial, sweep second hand. Shock-absorber. Unbreakable mainspring. Leather inlaid expansion band.
6078 \$4725.....\$95.00
Aqueduct "25"... In white dial.
6079 \$4725.....\$95.00

Coral Sea "25"... 25 jewels. Self-Winding—the slightest wrist movement keeps it perfectly wound. Waterproof* case has chrome top, stainless steel back. Shock-absorber. Luminous dial, sweep second hand. Guaranteed accurate with unbreakable mainspring. Inlaid expansion band.
6077 \$4145.....\$85.00

17 JEWELS · SELF WINDING · WATERPROOF*



Tidewater... 17 jewels. Never needs winding—the slightest motion of the wrist keeps it always wound, always precise. Guaranteed Waterproof*. Shock absorber. Luminous dial has sweep second hand. Impressive yellow top, stainless steel back. Unbreakable mainspring. Expansion band.
6076 \$4290.....\$85.00

Sea Battle... 17 jewels. Keeps perfect time, always, without winding. Reminds itself to wind itself every time you move your wrist. Guaranteed Waterproof*. Shock-absorber. Sweep second, luminous dial. Brilliant chrome top, stainless steel back. Unbreakable mainspring. Inlaid expansion band. Gift boxed.
6075 \$3275.....\$67.50

Field Nurse... 17 jewels. Winds itself, automatically. Waterproof*, chrome top, stainless steel back. Sweep second hand, luminous dial. Shock-absorber. Leather inlaid expansion bracelet. Unbreakable mainspring.
6047 \$3898.....\$75.00
Field Nurse "A"... As above with yellow top, stainless steel back.
6048 \$4310.....\$87.50

Dial-O-Rama "TT"... 17 jewels. The numbers move to flash the time! Waterproof*. Yellow top, stainless steel back. Shock-absorber. Leather inlaid expansion band. Unbreakable mainspring.
6087 \$4785.....\$92.50
Dial-O-Rama "FF"... As above with chrome top, steel back.
6088 \$4290.....\$79.50

New! DIAL-O-RAMA DIRECT READING WATCH



Dial-O-Rama "GG"... 17 jewel movement in a daring new kind of watch: it flashes the exact time with moving numbers! Chrome top, stainless steel back. Shock-absorber. Unbreakable mainspring. Matching expansion band.
6085 \$3610.....\$69.50
Dial-O-Rama "LL"... In yellow top, stainless steel back.
6086 \$4190.....\$83.00

New! DIAL-O-RAMA DIRECT READING WATCH



BENRUS

The Fine Watch of Guaranteed Accuracy!

GUARANTEED WATERPROOF* WATCHES

SHOCKRESIST - ANTI-MAGNETIC - UNBREAKABLE MAINSPRING



Sea Wasp... 17 jewels. Waterproof* case. Chrome top, stainless steel back. Sweep second hand, luminous dial. Shock-absorber. Unbreakable mainspring. Expansion band.
6035 \$2735.....\$49.50
Sea Wasp "Z"... Same as above with black dial.
6036 \$2735.....\$49.50

Sea Exec "Z"... 17 jewels. Waterproof*. Yellow top, stainless steel back. Luminous black dial, sweep second hand. Shock-absorber. Expansion band. Unbr'ble mainspring.
6039 \$3050.....\$65.00
Sea Exec "Z"... Same as above, with white dial.
6040 \$3050.....\$65.00

Sea Officer "21"... 21 jewels assure split-second timing! Guaranteed Waterproof* case has chrome top, stainless steel back. Shock-absorber. Full figure luminous dial, sweep second hand. Unbreakable mainspring. Luxurious leather inlaid expansion band.
6041 \$3040.....\$65.00

Thin as a Coin!



Sea Turret... 17 jewels. Ultra-thin. Guaranteed Waterproof*. Chrome top, stainless steel back. Sweep second hand, luminous dial. Shock-absorber. Unbreakable mainspring. Combination inlaid expansion band.
6037 \$2870.....\$59.50
Sea Turret "Z"... Same as above with black dial.
6038 \$2870.....\$59.50



Water Nurse "A"... 17 jewels. Waterproof!* Full figure dial, sweep second hand. Shock-absorber. Yellow top, stainless steel back, leather-inlaid expansion bracelet. Unbreakable mainspring.
6046 \$3685.....\$75.00
Water Nurse... Same as above, chrome top, stainless steel back.
6045 \$3150.....\$62.50



"My ship, the S.S. President Adams, towed three Benrus waterproof self-winding watches around the world underwater. They stayed absolutely waterproof!"

Capt. R. W. Sweetser, Jr.
American President Lines



Time Monitor... 17 jewel wristalarm. Waterproof*, 10K yellow rolled gold plate top, stainless steel back. Luminous dial, sweep second hand. Unbreakable mainspring. Leather inlaid expansion band.
6060 \$4090.....\$85.00
Time Eagle... As above in chrome top, steel back.
6061 \$3605.....\$71.50



Embraceable Sandy... 17 jewels. A lovely watch and bracelet combined into one delightful piece of jewelry. 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring.
6050 \$2980.....\$65.00
Embraceable Sandy "W"... Same as above in white.
6051 \$2980.....\$65.00

Embraceable Glamour "21"... 21 jewels! America's most wanted watch and bracelet combination. 10K yellow rolled gold plate top, steel back. Full figure dial. Unbreakable mainspring. Safety chain.
6090 \$3685.....\$75.00
Embraceable Glamour "W"... As above in white.
6091 \$3685.....\$75.00

Embraceable Venus... 17 jewels. Exquisite bracelet-watch combination circles the wrist like a ribbon of gold. 10K yellow gold-filled luxury! Unbreakable mainspring, guaranteed accurate! Safety chain.
6054 \$4145.....\$82.50
Embraceable Venus "B"... Same as above in white.
6055 \$4145.....\$82.50



Embraceable Diamond Chic... 17 jewels. Breathtaking bracelet and watch combined, two fiery diamonds. 10K white rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain.
6058 \$4350.....\$89.50
Embraceable Diamond Chic "T"... As above in yellow.
6059 \$4350.....\$89.50

*If case, crystal and crown remain intact

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*If case, crystal and crown remain intact

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Retail Prices - Federal Tax Included

BENRUS

Diamond WATCHES

The fiery radiance of genuine diamonds in exquisitely styled Benrus watches, all guaranteed accurate, all in breathtaking Presentation Cases.

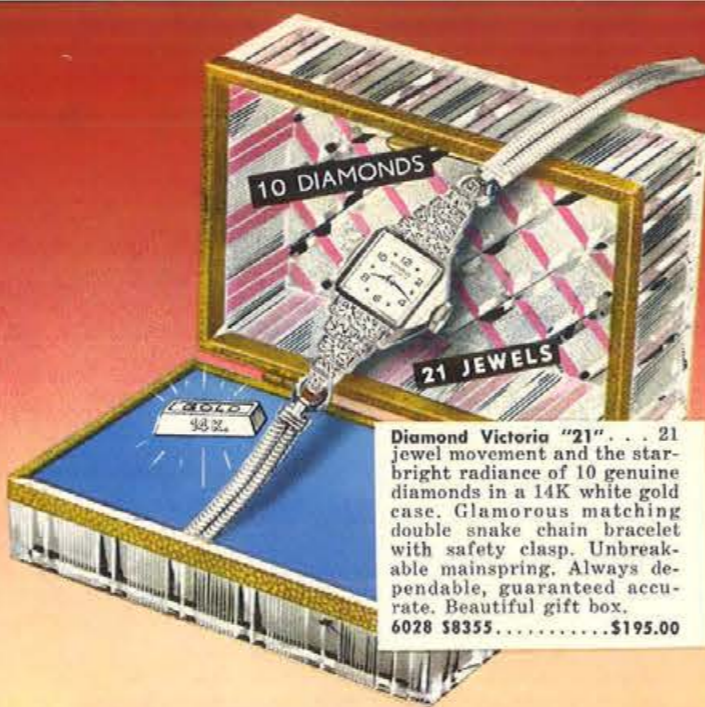


Diamond Babb "T"... 17 jewel movement. Agleam with two genuine 8-facet diamonds! 10K yellow rolled gold plate top, stainless steel back and matching expansion bracelet. Unbreakable mainspring.
6020 \$3510.....\$69.50
Diamond Babb... Same as above in white.
6021 \$3510.....\$69.50

Diamond Amy "21"... 21 jewel movement. 10K white rolled gold plate top, two genuine 8-facet diamonds. Full figure dial, stainless steel back. Unbreakable mainspring. Matching expansion bracelet.
6022 \$4145.....\$79.50
Diamond Amy "T" "21"... Same as above in yellow.
6023 \$4145.....\$79.50

Diamond Abby "21"... 21 jewel movement, plus the breathtaking brilliance of two glorious diamonds! Stunning 14K white gold case with matching expansion bracelet. Unbreakable mainspring.
6024 \$4980.....\$115.00
Diamond Abby "G" "21"... Same as above in yellow.
6025 \$4980.....\$115.00

Diamond Avalon "21"... 21 jewel movement. Ablaze with 4 genuine diamonds, 14K white gold case, full figure dial. Unbreakable mainspring. Matching expansion bracelet. Gift boxed.
6026 \$6095.....\$145.00
Diamond Avalon "G" "21"... Same as above in yellow.
6027 \$6095.....\$145.00



Diamond Victoria "21"... 21 jewel movement and the star-bright radiance of 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety clasp. Unbreakable mainspring. Always dependable, guaranteed accurate. Beautiful gift box.
6028 \$8355.....\$195.00



Citation Campus "21"... 21 jewels. Case in 10K yellow rolled gold plate. Expansion band. Unbreakable mainspring.
6010 \$3662.....\$75.00
Citation Campus "L" "21"... Same as above in white.
6011 \$3662.....\$75.00

Citation Corval "21"... 21 jewel precision in elegantly thin yellow case with matching expansion band. Shock-absorber. Unbreakable mainspring for long dependable service. Guaranteed accurate to give you many years of satisfaction.
6000 \$3630.....\$75.00

Citation "the most beautiful watch in the world"



Citation Cambria "21"... 21 jewel dependability. Chic modern fashion in a precious 14K yellow gold case. Matching expansion bracelet. Unbreakable mainspring. Guaranteed accurate.
6015 \$4368.....\$92.50
Citation Cambria "A" "21"... Same as above in white.
6016 \$4368.....\$92.50

Citation Chat "Z" "21"... 21 jewels. 10K yellow gold filled case, 14K gold applied black dial. Shock-absorber. Combination leather inlaid expansion band. Unbreakable mainspring.
6002 \$4460.....\$92.50
Citation Chat "21"... Same as above in white dial.
6003 \$4460.....\$92.50

Citation Cassie "21"... 21 jewels. Lovely case of luxurious 14K yellow gold—so petite it will pass through a ring. Slim matching expansion bracelet. Unbreakable mainspring. Gift boxed.
6018 \$4975.....\$110.00
Citation Cassie "A" "21"... Same as above in white.
6019 \$4975.....\$110.00

Citation Calais "21"... 21 jewels superbly styled case of regal 14K yellow gold. Shock-absorber. Unbreakable mainspring. Handsome genuine leather strap. Guaranteed accurate. Gift boxed.
6005 \$5500.....\$135.00
Citation Carter "21"... As above in 10K yellow rolled gold plate.
6007 \$3690.....\$75.00

ADVERTISED IN
LIFE

BONUS VALUES



JEWELLED LEVER ESCAPEMENT
EXPANSION BRACELET
STUNNING STYLE

MAGNIFICENT DRESS WATCH

Cardinal... Amazing value! Made with jewelled lever escapement to keep time like the finest watches. Elegantly styled with rich yellow top, stainless steel back. Handsome full-figure dial. 7 jewel movement has unbreakable mainspring. Matching expansion band.

7350 \$1096.....\$19.95
Citadel... As above with genuine leather strap.
7345 \$996.....\$16.95



A-Verona... So feminine, yet so sturdy. Lady's sports watch has luxury yellow top, stainless steel back, black suede strap. Jewelled lever escapement, accurate! 7 jewels. Unbreakable mainspring.
7450 \$1451.....\$29.95

B-Embraceable Alma... Exquisite watch and bracelet combined! Jewelled lever escapement. 7 jewels. Yellow top, stainless steel back. Unbreakable mainspring.
7455 \$1490.....\$29.95
Embraceable Alma "W"... In white.
7460 \$1490.....\$29.95



BELFORTE

Subsidiary of the BENRUS Watch Company

In beauty and in precision, Belforte gives you more for your money! You get jewelled lever escapements (accuracy assured!); unbreakable mainsprings; lifetime-jewelled movements; diamond-turned cases... the features of the finest watches at a fraction of the price! And every Belforte watch is fully guaranteed, beautifully boxed for gifts.



Jewelled lever escapement for accuracy!



JEWELLED LEVER ESCAPEMENT
SHOCK ABSORBER
RADIUM DIAL

WATERPROOF SELF-WINDING

Huron... 7 lifetime jewels assure precise timing. Automatic movement has jewelled lever escapement. Winds itself with every move of your wrist—always completely wound, always completely accurate! Guaranteed waterproof case has chrome top, stainless steel back. Luminous dial, sweep second hand. Shock absorber. Unbreakable mainspring. Matching expansion band.

7375 \$1694.....\$39.95



WATERPROOF
JEWELLED LEVER ESCAPEMENT



E-Hazel... Jewelled lever escapement. Yellow top, stainless steel back. 7 jewels. Matching expansion bracelet. Unbreakable mainspring.
7440 \$1435.....\$29.95
Hazel "W"... Same as above in white.
7445 \$1435.....\$29.95

F-Marion... Elegant style! Yellow top, stainless steel back. Jewelled lever escapement. 7 jewels. Expansion bracelet. Unbreakable mainspring.
7435 \$1347.....\$27.95
Carroll... As above in nylon cord.
7430 \$1296.....\$24.95

C-Ronald... Waterproof! Jewelled lever escapement. Sweep second hand. Luminous dial. 7 jewels. Chrome top, steel back. Shock absorber. Inlaid exp'n band. Unbreakable mainspring.
7360 \$1260.....\$24.95
Halsey... As above, with genuine leather strap.
7355 \$1148.....\$19.95
D-Duncan "Z"... Smart black dial. 7-jewel yellow-top beauty. Jewelled lever escapement. Steel back. Inlaid expansion band. Unbreakable mainspring.
7365 \$1148.....\$24.95
Duncan... In white dial.
7370 \$1148.....\$24.95



JEWELLED LEVER ESCAPEMENT

*if case, crystal and crown, remain intact.

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ADVERTISED IN
LIFE

BELFORTE

Subsidiary of the BENRUS Watch Company

America's Greatest 17-Jewel Watch Values!

Belforte gives you the superb accuracy of 17 lifetime jewels... the dependability of the jewelled lever escapement... at the lowest prices of all. Compare for beauty, compare for value, and you'll choose Belforte. All guaranteed, all gift boxed.

Hampton... 17 jewels. Regally styled guaranteed waterproof.* Glistening yellow top, stainless steel back. Shock absorber. Sweep second. Jewelled lever escapement. Unbreakable mainspring. Inlaid expansion band.
7415 \$1908.....\$39.95
Lehigh... As above, in chrome top, stainless steel back.
7390 \$1622.....\$34.95



Colby... 17 jewels. Lustrous yellow top, stainless steel back. Jewelled lever escapement, unbreakable mainspring. Inlaid expansion band.
7380 \$1490.....\$33.75
Colby "Z"... Same as above with black dial.
7385 \$1490.....\$33.75

Brier... 17 jewel movement, ultra-accurate. Beautifully styled case: yellow top, stainless steel back. Jewelled lever escapement, unbreakable mainspring. Inlaid expansion band.
7395 \$1665.....\$34.95
Brier "Z"... Same as above with black dial.
7400 \$1665.....\$34.95

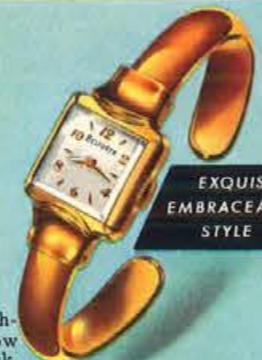


ULTRA THIN

Duke... 17 jewels. Gleaming yellow top case is ultra-slim, ultra-smart! Unique spinel dial markers! Jewelled lever escapement. Stainless steel back. Rich alligator-grain strap. Unbreakable mainspring.
7425 \$1823.....\$39.95
Duke "W"... Same as above, with white top, stainless steel back.
7420 \$1823.....\$39.95



Ginger... 17 jewels. Fashionable case has yellow top, stainless steel back. Jewelled lever escapement. Unbreakable mainspring. Matching expansion band.
7465 \$1813.....\$39.95
Ginger "W"... In white.
7470 \$1813.....\$39.95



EXQUISITE EMBRACEABLE STYLE

Embraceable Rene... 17 jewel watch and bracelet combined! Jewelled lever escapement. Yellow top stainless steel back. Unbreakable mainspring.
7490 \$1915.....\$39.95
Embraceable Rene "W"... As above, in white.
7495 \$1915.....\$39.95



Bryn Mawr... 17 jewels. Brilliant yellow top contrasts with striking black suede strap. Jewelled lever escapement, unbreakable mainspring. Steel back.
7475 \$1793.....\$39.95

Emily... 17 jewels. Full figure dial. Yellow top, stainless steel back. Jewelled lever escapement. Expansion band. Unbreakable mainspring.
7480 \$1813.....\$39.95
Emily "W"... Same as above in white.
7485 \$1813.....\$39.95



2 GENUINE DIAMONDS

Diamond Cameo... 17 jewels. Two radiant 8-facet diamonds! White top, stainless steel back. Jewelled lever escapement. Unbreakable mainspring. Matching expansion bracelet. Full figure dial.
7500 \$2264.....\$49.95
Diamond Cameo "T"... Same as above with yellow top.
7505 \$2264.....\$49.95



*If case, crystal and crown, remain intact.

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FINE SWISS WATCHES

LADIES'—17 Jewels. Yellow or White.
158 \$1632
Retail \$32.50



LADIES — 7 Jewels. Yellow or White.
157 \$1268
Retail \$22.95

SPORT WATCH — 17 Jewels. Water resistant, sweep second hand. All stainless steel.
155 \$1955
Retail \$39.75

MEN'S — 7 Jewels. Yellow gold.
156 \$1318
Retail \$25.00

MEN'S — 17 Jewels. Water resistant, sweep second hand. All stainless steel.
159 \$1795
Retail \$37.50



MEN'S — 17 Jewels. Yellow gold.
154 \$1541 Retail \$29.95

Only retail prices on this page include Federal Excise Tax. If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

VISIT OUR SHOWROOMS AND SEE MANY ITEMS NOT ILLUSTRATED IN THIS CATALOG



GRUEN WATCHES



SEA KING

17 Jewels — Water resistant. Self-winding. All stainless steel. 111 53015 Retail \$49.75



TRIESTE

17 Jewels — Yellow rolled gold plated top, stainless steel back. 112 53015 Retail \$49.75



RUTGERS

17 Jewels — Water resistant. Yellow rolled gold plated top, stainless steel back. 113 53606 Retail \$59.50



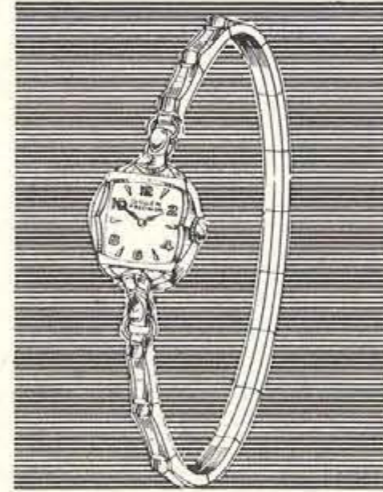
JET STREAM

23 Jewels — Water resistant. Self-winding. All stainless steel. 114 54212 Retail \$69.50



PANDORA

17 Jewels — Yellow or white, gold filled top, stainless steel back. 101 53015 Retail \$49.75



SEVILLE

17 Jewels — Yellow or white rolled gold plated top, stainless steel back. 102 53015 Retail \$49.75



CAROUSEL

17 Jewels — Yellow or white rolled gold plated top, stainless steel back. 103 53606 Retail \$59.50



TRIUMPH

17 Jewels — Yellow gold filled with knife and chain. 116 54334 Retail \$71.50



PARK AVENUE

17 Jewels — Water resistant. Yellow rolled gold plated top, stainless steel back. 115 54334 Retail \$71.50



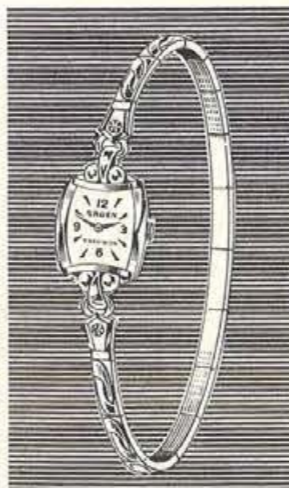
JAMAICA

17 Jewels — Water resistant. Yellow gold filled top, stainless steel back. 117 54818 Retail \$79.50



WENTWORTH

23 Jewels — Water resistant. Self-winding. Yellow rolled gold plated top, stainless steel back. 118 55425 Retail \$89.50



STARLIGHT

17 Jewels — Yellow or white rolled gold plated, top, stainless steel back. Set with 2 Diamonds. 105 53606 Retail \$59.50



CHERISH

17 Jewels — Yellow or white rolled gold plated top, stainless steel back. 106 54334 Retail \$71.50



SAFARI

17 Jewels — 14K Yellow or white gold. 107 54334 Retail \$71.50



DUBONNET

17 Jewels — 14K Yellow or white gold. 109 55425 Retail \$89.50



STARBRIGHT

17 Jewels — Yellow or white rolled gold plated top, stainless steel back. Set with 4 Diamonds. 108 54334 Retail \$71.50

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Only retail prices on this page include Federal Excise Tax. If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

LADIES' WATCH BANDS



YELLOW GOLD FILLED EXPANSION
 *242 5235 Retail \$5.95



YELLOW OR WHITE GOLD FILLED EXPANSION
 Adjustable to any length by removing or adding links.
 *281 5240 Retail \$6.95



YELLOW OR WHITE GOLD FILLED EXPANSION
 Adjustable to any length by removing or adding links.
 *282 5240 Retail \$6.95



YELLOW OR WHITE GOLD FILLED EXPANSION
 Fine mesh inlaid ends.
 *247 5270 Retail \$6.95



YELLOW OR WHITE GOLD FILLED EXPANSION-JEWELBAND
 Hand-set Brilliant Rhinestone ends.
 *2R57 5375 Retail \$8.95

YELLOW OR WHITE GOLD FILLED EXPANSION

*2522 5205 Retail \$5.50



YELLOW OR WHITE GOLD FILLED SQUARE SNAKE CHAIN

Double safety clasp.
 *C2427 5220 Retail \$5.95



YELLOW OR WHITE GOLD FILLED SQUARE SNAKE CHAIN

Double safety clasp.
 *C2433 5265 Retail \$6.50

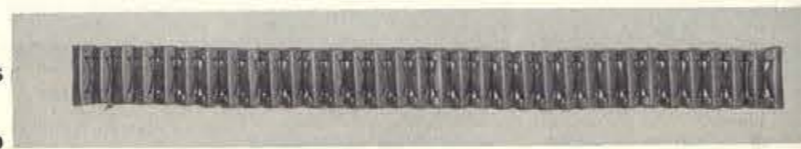


YELLOW GOLD FILLED EXPANSION

*7234 5240 Retail \$5.95

Same as above in Stainless Steel Expansion.

7934 5180 Retail \$4.50



YELLOW OR WHITE GOLD FILLED EXPANSION-JEWELBAND

Hand-Set Brilliant Rhinestone ends.
 *2527 5360 Retail \$8.95

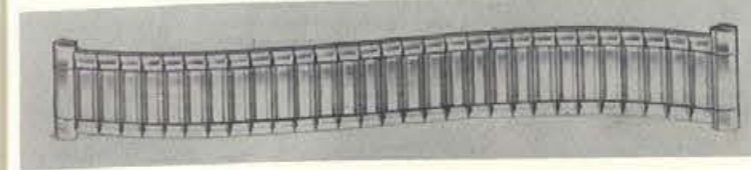


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MEN'S WATCH BANDS

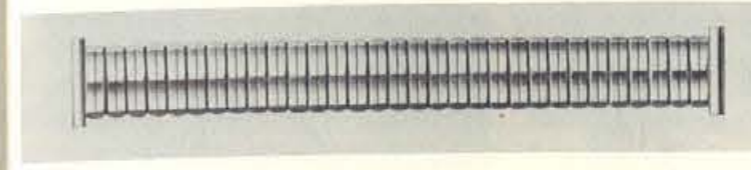
YELLOW GOLD FILLED EXPANSION

Adjustable to any length by removing or adding links.
 *2840 5265 Retail \$6.95
 Same as above in Stainless Steel.
 9840 5180 Retail \$4.75



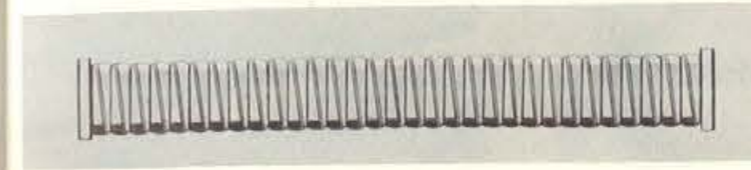
YELLOW GOLD FILLED EXPANSION

Adjustable to any length by removing or adding links.
 *2842 5265 Retail \$6.95
 Same as above in Stainless Steel.
 9842 5180 Retail \$4.75



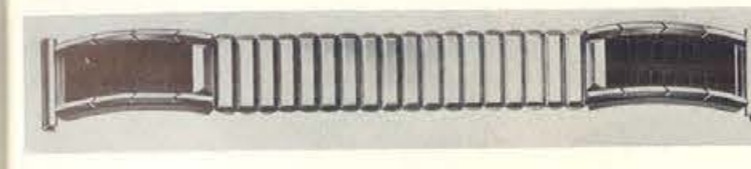
YELLOW GOLD FILLED EXPANSION

Adjustable to any length by removing or adding links.
 *2844 5265 Retail \$6.95
 Same as above in Stainless Steel.
 9844 5180 Retail \$4.75



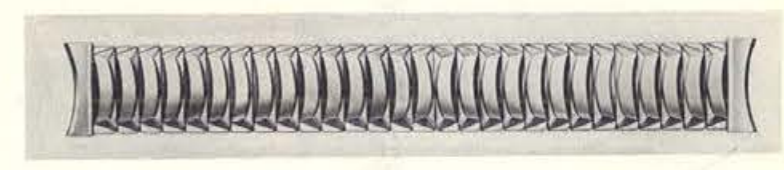
YELLOW GOLD FILLED EXPANSION

Leather inlaid ends. Adjustable to any length by removing or adding links.
 *2639 5270 Retail \$6.95



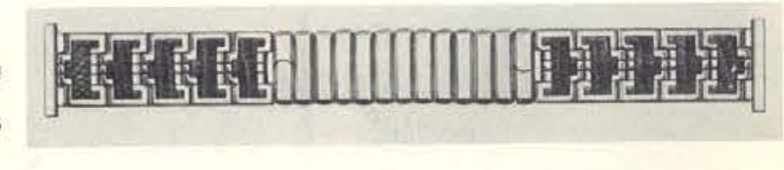
YELLOW GOLD FILLED EXPANSION

Adjustable to any length by removing or adding links.
 *2843 5280 Retail \$7.50
 Same as above in Stainless Steel.
 9843 5180 Retail \$4.75



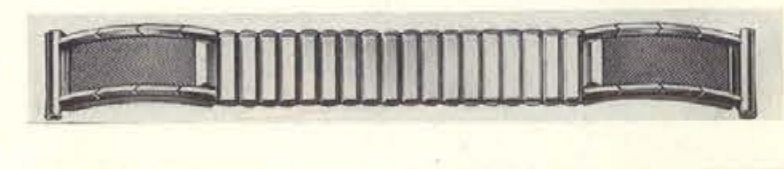
YELLOW GOLD FILLED EXPANSION

Leather inlays. Adjustable to any length by removing or adding links.
 *2634 5360 Retail \$8.95



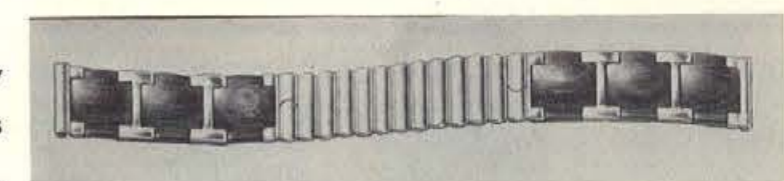
YELLOW GOLD FILLED EXPANSION

Fine mesh inlaid ends. Adjustable to any length by removing or adding links.
 *2638 5390 Retail \$9.50
 Same as above in Stainless Steel.
 9623 5225 Retail \$5.50



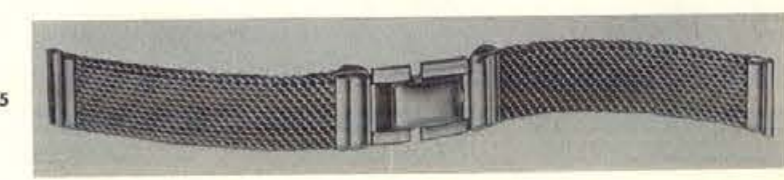
YELLOW GOLD FILLED EXPANSION

Natural Hardwood links in brown or black. Adjustable to any length by removing or adding links.
 *2446 5515 Retail \$11.95
 Same as above in Stainless Steel.
 9446 5405 Retail \$8.95



GOLD FILLED MESH

Yellow or White. With double safety clasp.
 *C222 5480 Retail \$10.95



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Gifts for the Teen Ager

DESIGNED Exclusively for the JUNIOR-MISS

ADVERTISED IN
LIFE



12K Yellow Gold Filled 2 picture Locket and Chain 18" — Hand engraved—Satin finish—Set with Genuine Diamond. M993 \$425.....Retail \$8.50



12K Yellow Gold Filled 2 picture Locket and Chain 18" — Hand Engine Turned—Set with Real Cultured Pearl. 300 \$450.....Retail \$9.00



12K Yellow Gold Filled Bracelet—Double Curb Chain—Filigree Charm—Set with Real Cultured Pearl. 123 \$525.....Retail \$10.50



Yellow Gold Filled Bracelet. Antique finish. 4079 \$568.....Retail \$11.40



Yellow Gold Filled Bracelet set with Real Cultured Pearls. CP431 \$323.....Retail \$6.50



Sterling Silver Rhodium finish Pendant and Chain 18" — Hand set Rhinestones with Real Cultured Pearl. P378 \$450.....Retail \$9.00



12K Yellow Gold Filled — Key-to-My-Heart Rope Chain Bracelet—Brocaded—Hand engraved and Engine Turned. 124 \$450.....Retail \$9.00



12K Yellow Gold Filled Scarab Bracelet—Set with Simulated Pearls and 5 different color Scarabs. 57 \$425.....Retail \$8.50

If not for resale add 10% to your cost for Federal Excise Tax.



Yellow Gold Filled or Sterling Silver Cross—18" Chain. 2752 \$195.....Retail \$3.20



Yellow Gold Filled or Sterling Silver Cross—18" Chain. 3231 \$209.....Retail \$3.45



Yellow Gold Filled or Sterling Silver Cross—18" Chain—Hand engraved and engine turned. P275 \$300.....Retail \$6.00



14K Yellow Gold Neck Chain with Real Cultured Pearl—15" Chain. 406NCP \$359.....Retail \$7.00



Yellow Gold Filled Neck Chain with pierced disc set with Real Cultured Pearl. 18" Chain. F105 \$450.....Retail \$9.00



Yellow Gold Filled picture Locket and Chain 18" — set with rhinestones. F878 \$525.....Retail \$10.50

Gifts for CHILDREN

DESIGNED and CREATED ESPECIALLY for the "YOUNGER SET"

GOLD FILLED & STERLING SILVER



12K Gold Filled 2 picture Locket and Chain 13". 2 tone finish. White and Yellow Gold. M980 \$190.....Retail \$3.75



12K Gold Filled 2 picture Locket and Chain 15". Hand engraved—3 tone finish. M953 \$225 Retail \$4.50



12K Gold Filled 2 picture Locket and Chain 15". Hand engraved—3 tone finish. M957 \$240 Retail \$4.75



12K Gold Filled 2 picture Locket and Chain 15". Satin finish, hand engraved. Set with Genuine diamond. M931 \$350 Retail \$7.00



12K Gold Filled 2 picture Locket and Chain 15". Hand engine turned —set with Real Cultured Pearl. M148 \$300 Retail \$6.00



Sterling Silver or Gold Filled 2 picture Locket and Chain 15". Hand engraved—3 tone finish. M142 \$300 Retail \$6.00



12K Gold Filled tubing Bracelet—opens with safety catch. Child's size. 593 \$240.....Retail \$4.75



12K Yellow Gold Filled Key-to-My-Heart Bracelet. Simulated Pearls. 3152 \$275.....Retail \$5.50



12K Gold Filled tubing Bracelet. Opens with safety catch—3 tone finish. Child's size. 655 \$275.....Retail \$5.50



12K Yellow Gold Filled Bracelet. Rope Chain, Simulated Pearls. Charm hand engraved. Set with genuine diamond. 3210 \$325.....Retail \$6.50



Sterling Silver tubing Bracelet. Opens with safety catch. Hand engraved, 3 tone finish, Child's size. 716 \$325.....Retail \$6.50



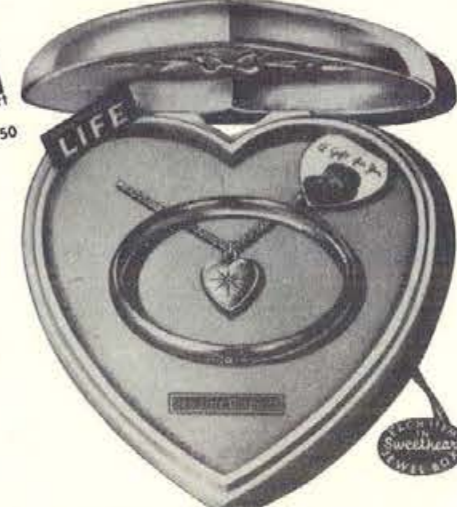
10K Yellow Gold Ring. Hand set with Real Cultured Pearl. Miss size. R507 \$340.....Retail \$6.75



12K Yellow Gold Filled Bracelet. Curb Chain. Charm set with Real Cultured Pearl. 3214 \$300.....Retail \$6.00



12K Yellow Gold Filled Expansion Identification Bracelet and Lock-Set 15" chain. Hand engraved. 3 tone finish. G021 \$565 Retail \$11.25
B118 \$415.....Retail \$8.25



12K Yellow Gold Filled tubing Bracelet and Locket Set. Satin finish, hand engraved. Set with Genuine Diamonds. K1269 \$600.....Retail \$12.00
Bracelet only. 721 \$325.....Retail \$6.50

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



10K Yellow Gold Cross and Chain 13". Hand engraved. P227 \$375.....Retail \$7.50



Sterling Silver or Gold Filled Cross and Chain 13". Hand engraved. P312 \$215.....Retail \$4.25



12K Yellow Gold Filled Cross and Chain 13". Satin finish, hand engraved. Set with Genuine Diamond. P1021 \$290.....Retail \$5.75



12K Yellow Gold Filled Cross and Chain 15". Hand engraved. Set with Real Cultured Pearl. P374 \$300.....Retail \$6.00



10K Yellow Gold Cross and Chain 12". Hand engraved. P924 \$250.....Retail \$5.00

Sterling Silver Juvenile Ware



LONG HANDLE FEEDING SPOON

Sterling Silver. Impressive "VIRGINIA" pattern—makes an excellent gift.

303 5174 Retail \$2.90



BABY JUICE CUP

Sterling Silver. Lined inside with very bright 24K Gold Finish. Gift packaged.

55 5219 Retail \$3.65



BABY CUP

Sterling Silver. Lined inside with very bright 24K Gold Finish. Hollow Handle.

54 5705 Retail \$11.75



3-PIECE CHILD'S SET

Five to ten-year-olds will eat more easily with this lovely Sterling Silver spoon, fork and knife.

AL-3 5757 Retail \$11.36



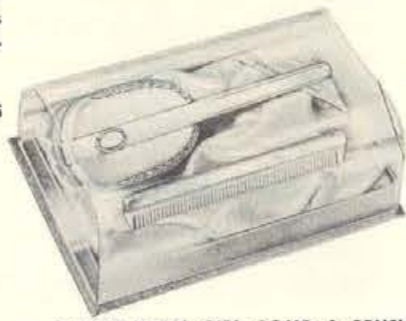
BABY SPOON

Curved Handle. Sterling Silver. Makes for easy handling. Gift Boxed.

515 5153 Retail \$2.55



BABY PICTURE FRAME
Sterling Silver. Engraved design. 3 1/2" diameter. Gift Boxed.
548 5219 Retail \$3.65



2-PIECE BABY GIRL COMB & BRUSH SET
Sterling Silver. Nylon Britsles. Luxurious Engraved Design. Satin Lined, Acetate Cover Box.

540 5507 Retail \$8.45

Not illustrated:

2-PIECE MILITARY COMB & BRUSH SET
Same design as above.

542 5429 Retail \$7.15



BABY CUP

Sterling Silver. Hollow Handle. Lined inside with very bright 24K Gold Finish. Superbly designed.

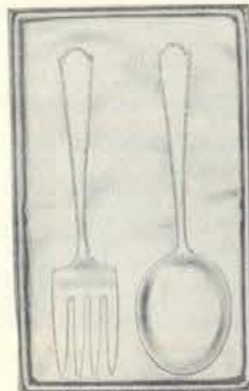
512 5471 Retail \$7.85



INFANT FEEDING SPOON

Longer handle reaches to the bottom of baby food jars, shallower bowl lets baby clean off all the food. Sterling Silver. In plastic gift box.

AL-1 5227 Retail \$3.41



2-PIECE BABY SET

Sterling Silver Fork and Spoon. Delicately carved "VIRGINIA" pattern. Satin Lined Gift Box.

300 5276 Retail \$4.60



BIRTH RECORD TEETHING RING RATTLE

Sterling Silver, Pearlized Ring available in White, Pink, Blue. Satin Lined Gift Box.

523 5150 Retail \$2.50



PORRINGER DISH

Sterling Silver. Beautiful pierced handle. 4" diameter. Gift packaged.

528 5690 Retail \$11.50



BABY CUP

Sterling Silver. Hollow Handle. Lined with very bright 24K Gold Finish. Sturdy design.

52 5558 Retail \$9.30



3-PIECE COMPANION SET

Lovely Sterling Silver baby fork and spoon with regular baby cup.

AL-7 5909 Retail \$13.64



HUMPTY DUMPTY EDUCATOR SET

A practical, safe crib toy, made of strong plastic in soft pink, blue and white. Sterling Silver infant spoon and fork.

AL-13 5334 Retail \$5.00



RONSON "Whirlwind Imperial"

Modern silhouette... famous windproof retractable windshield. New Swivel Base. *

Blue Enamel, Engraved Design
23351 \$630
Retail \$10.50

RONSON "Capri"

Distinctive pocket and purse lighter. Trim, slim... a superb gift! Swivel Base. *



Satin Finish, Engraved Design
27275 \$510
Retail \$8.50



Cross-Hatch Finish
27102 \$597
Retail \$9.95

RONSON "Highlite"

Tall, sleek, beautiful! New Swivel Base. *



Satin Finish, Engraved Design
86101 \$570
Retail \$9.50



Tortoise Enamel, Deep Engraved Design
86350 \$657
Retail \$10.95

RONSON "Essex"

Designed with incredible elegance! Patented "Easy-fill" Swivel Base. *



Satin Finish, Engraved Design
50275 \$510
Retail \$8.50



Tortoise Enamel, Engraved Design
50351 \$597
Retail \$9.95

RONSON "Windlite"

Exclusive slotted "windshield"... lifetime wick... removable base for simpler fueling.



Satin Finish
21204 \$237
Retail \$3.95



Engraved Design
21347 \$297
Retail \$4.95

RONSON "Sport"

Handsomely styled... ruggedly built... remarkably low priced!



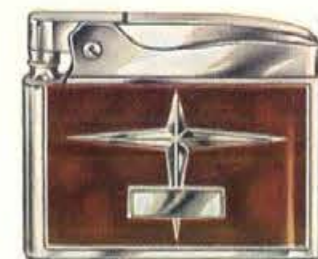
Satin Finish, Engraved Design
25643 \$390
Retail \$6.50



Turquoise Textured Enamel
Star Design
25334 \$357
Retail \$5.95

RONSON "Adonis"

Modern, sweeping lines. Handsome gift for men or women!



Tortoise Enamel, Engraved Design
18344 \$657
Retail \$10.95

RONSON®

All Ronson Pocket Lighters listed are in chromium plate unless otherwise indicated. All Ronson Lighters are attractively boxed for gift presentation. Lighters shown in reduced size.

* Only RONSON has the exclusive

Easy-Fill



Swivel Base

Just flip it to fuel it!

See page 1 for price information

RONSON

TABLE LIGHTERS,
both modern and traditional, to lend
decorative hospitality to EVERY ROOM in the home.

RONSON "REGAL"—
Distinctive swirl design
in gleaming Copper
on attractive
cone-shaped base.

29975 S990
Retail **\$16.50**



RONSON "FANTASY"—Elegantly contoured satin-white China
touched with Gold. Exclusive "plume arm" fitment.

43286 S1110 Retail **\$18.50**

RONSON "DECOR"—
Gold finish with
replaceable Tweed
Fabric Insert in
transparent circle.

43990R1170
Retail **\$19.50**



RONSON "CROWN"—Deeply sculptured in lustrous Silver Plate.

30800 S870 Retail **\$14.50**
(Plus Tax)

RONSON "NORDIC"—
Beautiful clear Crystal
with base and "plume arm"
Chromium Plated.

49627 S1197
Retail **\$19.95**



RONSON "NORDIC" SET—Superbly crafted genuine black and
gold Marble Table Lighter and matching Cigarette Urn.

49307 S1500 Retail **\$25.00**
Table Lighter, for "Nordic" Set (available separately).
49304 S1110 Retail **\$18.50**

RONSON "TROPICANA" SET—
Modern Glazed Ceramic Lighter
and matching Ashtray.
Distinctive Smoking Accessories
for home or office.
Gold finish fitment.

43592 S1290
Retail **\$21.50**



RONSON "PLAZA" SET—Lighter, Cigarette Box and two Ashtrays
in fine Porcelain by World-famous Rosenthal China.
"Plume arm" fitment in Gold finish.

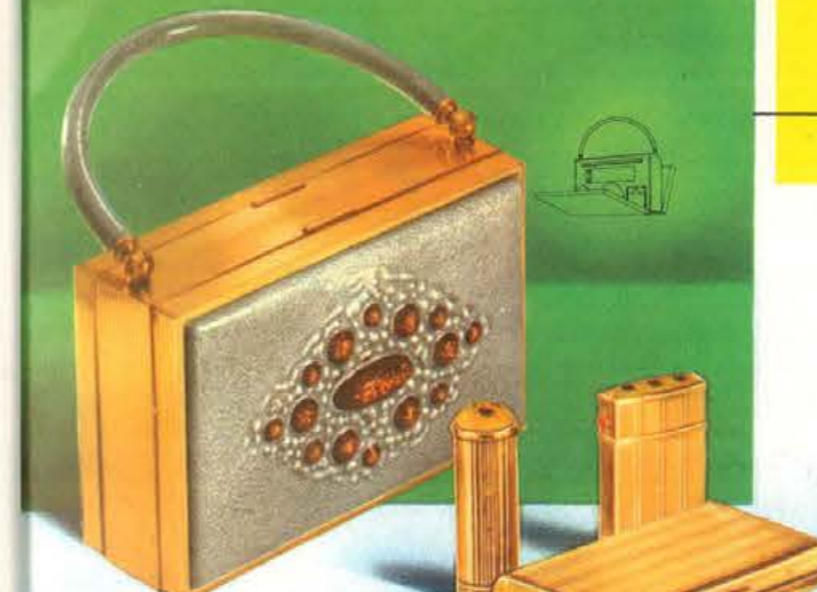
43649 S1950 Retail **\$32.50**

See page 1 for price information

Evans

EVANS PASTEL ENAMELS

From the magical world of EVANS fashion fresh
accessory combinations. Rainbows of softly shimmering
jewel-like pastel tones. Breathtaking effects previously
executed only on precious metals now brought
to lustrous life in EVANS Pastel Enamels. Once
again proof that EVANS IS ELEGANCE.



Magnificent evening case in "Jewelers Bronze"
and gray Enamel touched with ruby. Her every
need served with famous fittings; lighter, lipstick,
feather touch compact, comb, mirror, kingsize
cigarette case, money purse and quarter coin
receptacle.

EC150 S2250 Carrvall... Retail **\$37.50** Plus Tax

Deep 3 dimensional amethyst combines with tan
Evans Pastel Enamel and 14K gold electroplate
on this rich accessory set. Exclusive leather touch
compact.*

EC151 S960	Lighter, Cigarette Case, Lipstick	Retail \$16.00
EC152 S300	Lighter only	5.00
EC153 S450	Cigarette Case only	7.50
EC154 S210	Lipstick only	3.50



Bright sapphire blue moments captured on sparkling
straw Evans Pastel Enamel. Dimensional butterflies
lie softly on gay charming purse accessories. Exclusive
leather touch compact.*

EC155 S930	Compact, Lipstick, Mirror, Comb	Retail \$15.50
EC156 S360	Compact only	6.00
EC157 S300	Makeup mirror only	5.00
EC158 S210	Lipstick only	3.50
EC160 S900	Lighter, Cigarette Case	15.00
EC161 S450	Lighter only	7.50
EC162 S450	Cigarette Case only	7.50



Petal pink and pearl-like Evans Pastel Enamel
shades intricate flower brocade pattern ac-
cented with encrusted 24K gold. Exclusive
leather touch compact.*

EC163 S1260	Lighter, Cigarette Case, Compact	Retail \$21.00
EC164 S450	Lighter only	7.50
EC165 S360	Compact only	6.00
EC166 S450	Cigarette Case only	7.50

Treasures in Evans Enamel. Ladies razors in tan
with gay accents or dainty rose on white. Full-
size head takes popular blades.

EC167 S300	Tan	Retail \$5.00
EC168 S300	White	5.00



Flaired for the contemporary taste. Shimmering bits
of dimensional color dot cool turquoise purse treasures
in the modern manner. All fashioned in Evans Pastel
Enamel. Exclusive leather touch compact.*

EC170 S1080	Compact, Lipstick, Mirror, Comb	Retail \$18.00
EC171 S360	Compact only	6.00
EC172 S450	Makeup mirror only	7.50
EC173 S210	Lipstick only	3.50
EC175 S900	Lighter, Cigarette Case	15.00
EC176 S450	Lighter only	7.50
EC177 S450	Cigarette Case only	7.50



Classic 3 dimensional topaz lends distinction to straw Evans Pastel Enamel on
"Famous Fashion Accessories." Exclusive leather touch compact.*

EC179 S1170	Compact, Lipstick, Mirror, Comb	Retail \$19.50
EC180 S450	Compact only	7.50
EC181 S450	Makeup mirror only	7.50
EC182 S210	Lipstick only	3.50

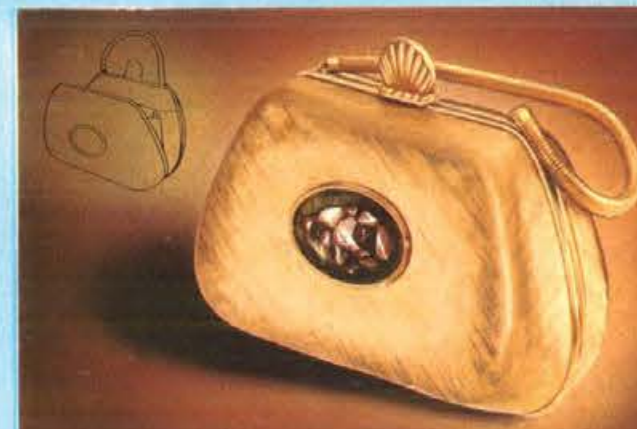
* A light tap at the center of the Feather Touch compact releases puffs of your personal mixture of loose powder. Ends messy powder spilling.



Something really "nice" in
traveling mirrors. Generous
double mirrors feature both
regular and magnifying sides.
Wire stand provides rest.

TRAVELING MIRRORS
Ever popular soft subtle
Pastel Evans Enamel Ming Pat-
tern or Basketweave Pattern in
flawless "Jewelers Bronze."

EC169 S600	Ming Pattern	Retail \$10.00
EC178 S450	Basketweave Pattern	7.50



An enticing "New Look" for evening; this gaiter satchel in softly shining
textured finish crowned with daring bits of gay intriguing enamelled quartz.
Folle interior pockets.

EC184 S1500 Carrvall... Retail **\$25.00**

Evans

ITEMS ATTRACTIVELY GIFT-BOXED
PRICES SUBJECT TO FEDERAL TAX



A fresh and ingenious new conception of costume jewelry in powdery pastel tones. Delicate contemporary classics in Evans Enamel. Decisive to the eye yet light and airy to the touch. Choice of straw, turquoise, or pastel green. Specify.

EC191 \$960	Necklace, earrings Retail \$16.00
EC192 \$750	Necklace only 12.50
EC193 \$210	Earrings only 3.50
EC194 \$1110	Lighter, link bracelet 18.50
EC195 \$1110	Lighter, cuff bracelet 18.50
EC196 \$360	Lighter only 6.00
EC197 \$750	Bracelet only, link 12.50
EC198 \$750	Bracelet only, cuff 12.50



Turquoise, golden straw and pastel green cuff bracelets are available as single pieces or matching sets of necklace, earrings, link bracelet and lighter as shown above.

Shells by the bunch fascinatingly and fabulously combined with gold stippled ion and topaz Evans "Enamel Jewels," cling tenderly to wispy 14K gold electro plated chain in this flight of fancy. Matching cuff bracelet, earrings, and lighter complete luxurious neutral ensemble.

EC185 \$1110	Necklace and Earrings Retail \$18.50
EC186 \$900	Necklace only 15.00
EC187 \$210	Earrings only 3.50
EC188 \$1260	Lighter, Bracelet 21.00
EC189 \$360	Lighter only 6.00
EC190 \$900	Bracelet only 15.00

SEE PAGE 1 FOR PRICE INFORMATION



Trinkets of fashion finery created to appeal to the feminine need for vivid color accents, in luscious lipstick red Evans Enamel capped with 24K gold encrusting and beautifully complemented by the soft sheen of 14K gold electroplate. Also in royal blue or straw. Specify.

EC199 \$750	Necklace and earrings Retail \$12.50
EC200 \$600	Necklace only 10.00
EC201 \$150	Earrings only 2.50
EC202 \$900	2 pieces (Lighter, Bracelet) 15.00
EC203 \$300	Lighter only 5.00
EC204 \$600	Bracelet only 10.00

EVANS ENAMEL JEWELRY

Fabulous fashion firsts from Evans. Exclusive applications produce never before dreamed of combinations of shining gold plated metal and shimmering enamel on inspired design creations. "The Pastel Look" in tasteful new costume jewelry by the leaders in fine fashion accessories.



Bauble, bangles and beads. Two strands of iridescent pink puffs of Evans Enamel. Matching cluster earrings, and two strand bracelet in shining simplicity.

EC211 \$1350	Necklace and earrings Retail \$22.50
EC212 \$900	Necklace only 15.00
EC213 \$450	Earrings only 7.50
EC214 \$600	Bracelet only 10.00



Sunlight droplets of golden straw Evans Pastel Enamel cling together delicately in graceful locket with bas relief design sparkling through crystal clear enamel. Stunning double strand bracelet and button earrings make things complete. Also in dusky charcoal. Specify.

EC215 \$870	Necklace and earrings Retail \$14.50
EC216 \$750	Necklace only 12.50
EC217 \$120	Earrings only 2.00
EC218 \$600	Bracelet only 10.00

ITEMS ATTRACTIVELY GIFT-BOXED
PRICES SUBJECT TO FEDERAL TAX

SEE PAGE 1 FOR PRICE INFORMATION



Captured breath of spring with petite blue Evans Enamel butterflies dotting pleasing panels of sunshine straw.

EC205 \$960	Necklace and earrings Retail \$16.00
EC206 \$750	Necklace only 12.50
EC207 \$210	Earrings only 3.50
EC208 \$1350	Lighter, Bracelet 22.50
EC209 \$450	Lighter only 7.50
EC210 \$900	Bracelet only 15.00

A canny combination. Antique with the modern touch. Lovely pearl grey Evans Pastel Enamel provides a rich setting for ruby red 3 dimensional enamel accents in golden heirloom frames.

EC219 \$960	Necklace and earrings Retail \$16.00
EC220 \$750	Necklace only 12.50
EC221 \$210	Earrings only 3.50
EC222 \$900	Bracelet only 15.00



Evans



Cool green background provides proper setting for jewel-like topaz 3 dimensional Evans Enamel acorns on lighter and 4" ashtray.

EC227 \$900 2-pc. set... Ret. \$15.00
EC228 \$600 Lighter only... 10.00

"Red Fire," the theme of this vividly conceived enamelware. Dancing multi-colored highlights surrounded by 24K gold encrusting create a warm glow that will fire the imagination. King sized cigarette box.

EC223 \$1800 Lighter, cigarette box, 6" ashtray... Retail \$30.00
EC224 \$600 Lighter only... 10.00
EC225 \$1350 Compote 8"..... 22.50
EC226 \$750 Pair candlesticks..... 12.50

Florentine in conception but exclusively Evans in execution, a classical intricate chased design beneath the emerald depths of Evans Enamel circled with encrusted 24K gold. Three dramatic pieces, lighter, cigarette urn, 9 1/2" decorator tray.

EC231 \$1710 3-piece set..... Retail \$28.50
EC232 \$750 Lighter only..... 12.50



A reflection of sunny vineyards, our "Vintage" pattern. Amethyst 3 dimensional Evans Enamel grapes complement delicate pastel green encrusted with 24K gold. King sized cigarette box.

EC233 \$1860 Lighter, cig. box, 6" ashtray... Ret. \$31.00
EC234 \$750 Lighter only..... 12.50
EC235 \$1200 8" compote..... 20.00

SEE PAGE 1 FOR PRICE INFORMATION



Falling leaves in green 3 dimensional Evans Enamel drift over soft tan pastel background of automatic lighter and 4" ashtray of smoking set.

EC229 \$900 2-piece set..... Retail \$15.00
EC230 \$600 Lighter only..... 10.00

EVANS ENAMELS -

JEWELRY OF THE HOME — Compellingly beautiful are stately "Coffee Table Sets" fashioned in glistening transparent Evans Enamels. Exclusive techniques, unmatched craftsmanship and artistic ability combine to produce enamelling effects previously possible only on precious metals.

Entire body of each lighter serves as a long lasting fuel reservoir.

All illustrations one-half actual size.

The oriental flavor of the "Ming Tree" in deep red 3 dimensional Evans Enamel contrasts richly with gorgeous green. A striking touch in any setting.

EC236 \$1260 Lighter, cig. urn, 6" ashtray... Ret. \$21.00
EC237 \$600 Lighter only..... 10.00
EC238 \$900 Compote 6 1/2"..... 15.00



Deep brown 3 dimensional Evans Enamel butterflies flutter enticingly over sun bright pastel straw. A spot of color for any room. 4 1/2" ashtray.

EC242 \$900 2-piece set..... Retail \$15.00
EC243 \$600 Lighter only..... 10.00

Regal and luxurious in topaz 3 dimensional jewel-like Evans Enamel on pastel straw crowned by 24K gold encrusting. "Priceless" in appearance.

EC239 \$1710 Lighter, cig. urn, 6" ashtray... Ret. \$28.50
EC240 \$900 Lighter only..... 15.00
EC241 \$900 6" Bon Bon Dish..... 15.00

Reborn again in life-like 3 dimensional Evans Enamel acorns and subtle tan the famous "Acorn" set. A perfect complement to all decors. King size cig. box and 9 1/2" dec. tray.

EC244 \$2100 3-piece set..... Retail \$35.00
EC245 \$600 Lighter only..... 10.00

SEE PAGE 1 FOR PRICE INFORMATION





The fabulously popular "Hitching Post" Evans Fine China smoking set. Handsome novel stallion lighter complementing king size cigarette box and 5 1/2" ashtray, all in soft eggshell black. Also in white, specify.
EC246 \$1200 3-piece setRetail \$20.00
EC247 \$750 Lighter only 12.50



The "Butler" unique cigarette lighter-ashtray combination. Eggshell beige finish contrasts prettily with delicate gold touched leaves. Lighter removes for filling and cleaning. Also in black, specify.
EC248 \$750Retail \$12.50



In tune with the times, this Evans Fine China smoking set centering around the majestic "Chessman" table lighter, 5 1/2" ashtray and king size cigarette box. Palomino beige shown. Also in white, specify.

EC251 \$1500 3-piece setRetail \$25.00
EC252 \$900 Lighter only 15.00

SEE PAGE 1 FOR PRICE INFORMATION

Evans



The "Lamplighter" original Evans Creation. Graceful lamp serves as base for jewel-like decorated classical Fine China lighter. Lamp features three way socket.

EC249 \$1800 Lamp and LighterRetail \$30.00
EC250 \$1200 Lighter only 20.00



Finely sculptured dancing figures adorn 4" ashtrays and "Stein" lighter of this Evans Fine China smoking set styled in the old world bavarian tradition. At home in any room.

EC253 \$900 3-piece setRetail \$15.00
EC254 \$600 Lighter only 10.00

EVANS FINE CHINA

Masterpieces of unexcelled beauty in color design and function by the leading manufacturers of Fine China smoking sets. Inspired combinations of golden "Jewelers Bronze" metal and fine china in a wide range of hues and tones produce home fashion accessories sure to suit any taste.

The entire body of each Evans Fine China Table Lighter serves as a fuel reservoir for many months supply.

All illustrations one-half actual size.

Graceful flowing lines and bright spatters of white and gold on pleasing eggshell create a "Thing of Beauty" in this "Pitcher" lighter with complementing king size cigarette box and 5 1/2" ashtray. Flaired thumb-lever provides easy lighting action. Also in black, specify.

EC255 \$1200 3-piece setRetail \$20.00
EC256 \$750 Lighter only 12.50



Evans all time favorite the "Quilt" set. Soft eggshell white accented by bright dots of gold. A beautiful addition to the boudoir. King sized cigarette box and 4 1/2" ashtray. Also in pink, specify.

EC257 \$1500 3-piece setRetail \$25.00
EC258 \$900 Lighter only 15.00



Fascinating four piece Evans Fine China smoking set in tastefully decorated artful 24K gold spatter work on soft eggshell black. Also in white, specify.
EC259 \$750 Lighter, cig. urn, two 3" ashtraysRetail \$12.50

Now a "New Look" to the famous "Fish" set in Fine China by Evans. Tall gracious lighter and complementing cigarette urn and 5 1/2" ashtray, startling in cloudy grey swirls, and tiny gold fish on jet black.

EC260 \$1050 3-piece setRetail \$17.50
EC261 \$750 Lighter only 12.50



Reminiscent of Arabian Nights encrusted in 24K gold. Your wish for a conversation piece come true. "The Magic Lamp" in Evans Fine China.

EC263 \$750Retail \$12.50

SEE PAGE 1 FOR PRICE INFORMATION

Evans

EVANS ACCESSORIES FOR 1957

Fascinating new and novel accessories by Evans, the Fashion Leaders. More firepower for '57 with fully automatic pocket lighters and brilliant new "FLIPTOP" wind lighters featuring exclusive "CLEAN SPINNING" lighting action.



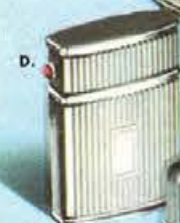
A. Flourish for mixing techniques. Distinctive bar set in "Jewelers Bronze" and fiery red. Includes jigger, spoon, fork, and can-bottle opener in gift package. Also in black, specify.
EC264 S900 Retail \$15.00



D. Thin "Fliptop" windlighter with clean spinning action in shimmering chrome, engine turned design. Also in golden "Jewelers Bronze," specify.
EC268 S240 Retail \$4.00



A. "Petite" ladies automatic lighter in engine turned design. A polished chrome "Jewel." Also in golden "Jewelers Bronze," specify.
EC265 S180 Retail \$3.00



B. The popular "Banner" automatic lighter featuring "Red Seal" fuel control. In "Jewelers Bronze," engine turned design, also in polished chrome, specify.
EC266 S180 Retail \$3.00



C. Evans automatic lighter featuring relief "Saint Christopher" medal.
EC267 S210 Retail \$3.50



H. Surefire "Fliptop" windlighter, polished chrome with accent of jet black Evans Enamel. Also in golden "Jewelers Bronze," specify.
EC272 S360 Retail \$6.00



E. Generous sized "Fliptop" windlighter gives many lights per filling. Navy lizard vinyl and polished chrome. Also in black, specify.
EC269 S240 Retail \$4.00

F. Vivid red touch of masculine color decorates this "Fliptop" windlighter.
EC270 S300 Retail \$5.00

G. "Fliptop" windlighter, tall and trim in glistening "Jewelers Bronze," engine turned design. Also in polished chrome, specify.
EC271 S300 Retail \$5.00



This night owl holds up a "light" for many hours of whimsical smoking pleasure. The "Gay Boy" in soft black eggshell Evans Fine China. Removable lighter unit.
EC273 S900 Retail \$15.00



Slim gold lines set off the jet black Evans Enamel lending distinction to "Fliptop" windlighter, cuff links and tie bar of exclusive gift packaged men's jewelry set. Cuff links feature easy snap apart action.
EC275 S750 Retail \$12.50 Plus \$.50 Tax



An all-time favorite man's gift item, the "Executive" set in simulated black morocco and "Jewelers Bronze." Removable automatic lighter unit and fine china ashtray. Also in brown, specify.
EC274 S600 Retail \$10.00

Litho in U.S.A.

SEE PAGE 1 FOR PRICE INFORMATION



A. COMPACT & LIPSTICK HOLDER—"Indian Print" design with self-opening inner-lid. With the exclusive golden metal finish throughout. 3 1/4" x 2 1/8".
675/259 S533 Retail \$8.00

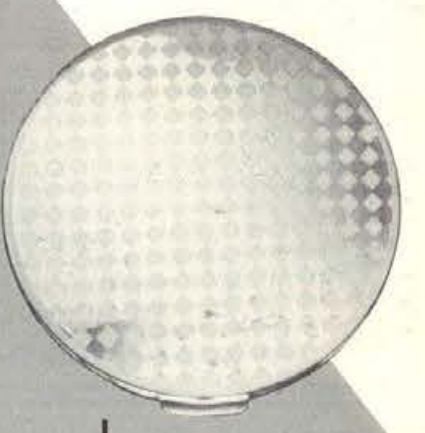
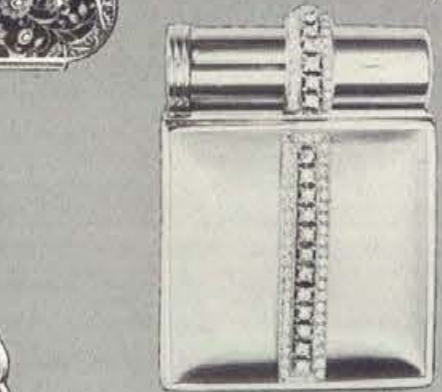
B. INITIALED COMPACT—Real engine-turned front, golden metal finish. Personalized with your initial. 3" diameter.
547/1N S333 Retail \$5.00

C. EVENING BAG—Imported metal mesh in either gold or silver. 8 1/2" x 4".
*1603 S900 Retail \$15.00

D. CORONA COMPACT—"Sadlers Wells" design. A charming, simple motif full of gaiety and verve. With self-opening inner lid. 3" diameter.
540/144 S267 Retail \$4.00

E. COMB—Hand cut in chased "Indian Print" design case. Available in black or white. Matches Princess compact below. 4 1/8" long.
55/259 S150 Retail \$2.25

*If not for resale, add 10% to your cost on these numbers only for Federal Excise Tax. See page 1 for price information.



F. PRINCESS COMPACT—"Indian Print" design with self-opening inner-lid. With the exclusive golden metal finish throughout. Available in black or white. 3 1/4" diameter.
385/259 S433 Retail \$6.50

G. COMPACT & LIPSTICK HOLDER COMBINATION—Golden metal with hand set rhinestone decoration. Black faille case. 2 7/8" x 2 1/4".
*1140/11X S673 Retail \$11.25

H. PRINCESS COMPACT—Engraved floral pattern cut deeply into gilt background producing fascinating iridescent light-play. 2 7/8" diameter.
529/ENG S600 Retail \$9.00

I. PRINCESS COMPACT—Satin and Bright Finish. Checkerboard design. Self-opening inner lid 3" diameter.
540/1/H S200 Retail \$3.00

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

A. COMPACT—Satin finished golden metal, set with pearls and emerald cut rhinestones, alternating around the top. 3" x 2 1/2".
*55/1 S373 Retail \$6.25

B. COMPACT AND LIPSTICK HOLDER—Satin and bright golden metal finish. 2 3/4" x 1 3/8" x 1 1/4".
58/1 S245 Retail \$4.10

C. CIGARETTE CASE—Golden metal finish, Mother-of-Pearl top. Holds regular or king-size cigarettes. 4" x 3".
CBS/1 S360 Retail \$6.00

D. CIGARETTE LIGHTER—Golden metal finish, Mother-of-Pearl.
EV/S S360 Retail \$6.00

E. COMPACT—Golden metal finish, rhinestone and pearl studded. 2 1/4" x 1 3/8".
*27032 S245 Retail \$4.10

F. COMPACT—Satin finish golden metal, set with pearl and rhinestones on top. 2 1/4" x 1 3/8".
*66/2 S165 Retail \$2.75

G. LIPSTICK AND MIRROR CASE—Golden metal finish, Mother-of-Pearl top.
305 S165 Retail \$2.75

H. COMB—Golden metal finish, Mother-of-Pearl top. 4 1/8" long.
26/1 S165 Retail \$2.75

I. COMPACT—Golden metal finish, Mother-of-Pearl top. 2 3/4" x 2 3/8".
S1/1/B S330 Retail \$5.50

J. CARRYETTE—Golden metal finish, Mother-of-Pearl top. Ideal for the junior miss or teen ager. 3 3/8" x 2 1/2".
255/1 S357 Retail \$5.95

K. CARRYALL—Golden metal finish, Mother-of-Pearl top. Contains compact, lipstick, cigarette case and comb. With black faille case. 4 1/4" x 3".
205/1CC S900 Retail \$15.00



C



D



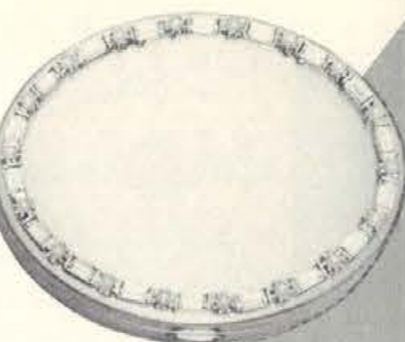
E



G



H



A



B



F



I



J



K

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS



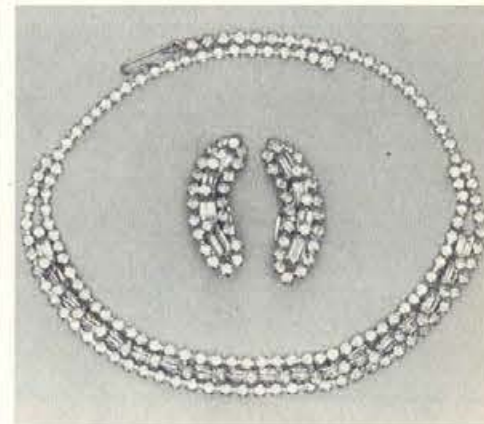
RHINESTONE NECKLACE SET — Adjustable choker or neck style. Aurora borealis center stones surrounded by crystal round rhinestones. Matching clip back earrings.

N943/E931 S600 Retail \$12.00



RHINESTONE NECKLACE SET — Adjustable choker or neck style. Beautiful large square shapes topped with baguettes. Matching clip back earrings.

NE967 S682 Retail \$13.65



RHINESTONE NECKLACE SET — Adjustable choker or neck style. Brilliant emerald cuts flanked on each side with small round stones. Matching clip back earrings.

NE964 S736 Retail \$14.75



RHINESTONE NECKLACE SET — Adjustable choker or neck style. Luxurious combination of brilliant emerald cuts and small round stones. Matching clip back earrings.

NE984 S820 Retail \$16.40



RHINESTONE NECKLACE SET — Adjustable choker or neck style. Flowering grace of sparkling marquise, emerald cuts and round stones in two-tone crystal and sapphire. Matching clip back earrings.

5134NE S555 Retail \$11.10



RHINESTONE NECKLACE SET—Adjustable choker or neck style. Flashing array of Marquise, Baguettes and round stones. Matching clip back earrings.

5135NE S1250 Retail \$25.00



PEARL AND RHINESTONE NECKLACE SET — Adjustable choker or neck style. Matching clip back earrings.

N811/E658 S473 Retail \$9.45

BRACELET.

B658 S168 Retail \$3.40



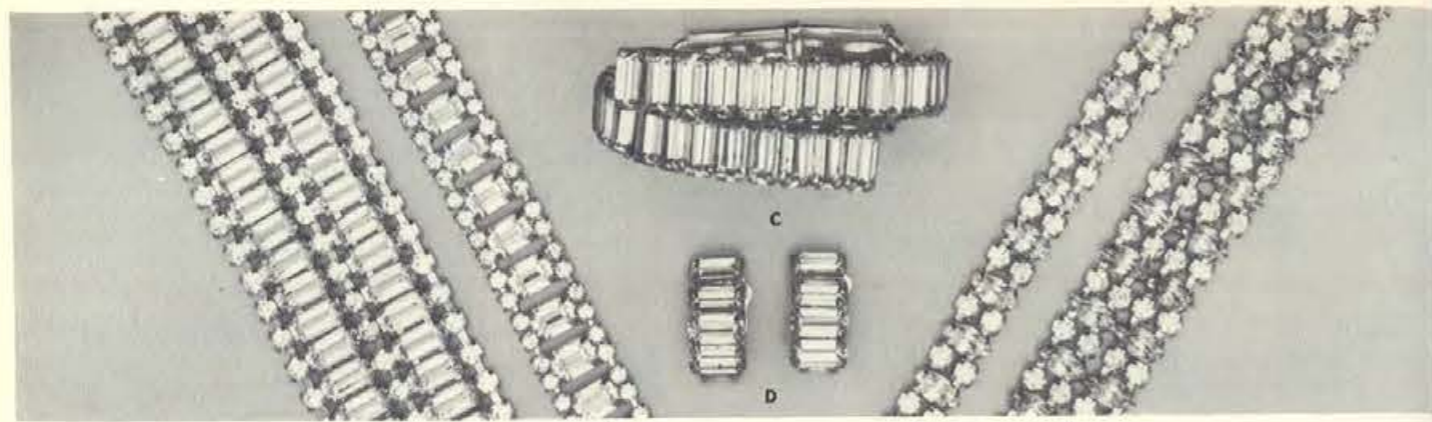
PEARL AND RHINESTONE NECKLACE SET — Adjustable choker or neck style. Matching clip back earrings.

NE808 S655 Retail \$13.10

BRACELET.

B808 S223 Retail \$4.45

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



A. RHINESTONE BRACELET—Elegant double row of large sized emerald cuts and round stones. Crystal only. 3465B \$995.....Retail \$19.95

B. RHINESTONE BRACELET—Sparkling single row of large sized emerald cuts and round stones. Crystal or Ice Blue. 3452B \$450.....Retail \$9.00

C. RHINESTONE BRACELET—Lustrous, large emerald cuts. Crystal or Ice Blue. 5533B \$632.....Retail \$12.65

D. RHINESTONE EARRINGS—Matches above bracelet. Clip backs. Crystal or Ice Blue. 5533E \$114.....Retail \$2.30

E. RHINESTONE BRACELET—Luxurious marquise and round shaped stones. Crystal only. 3525B \$282.....Retail \$5.65

F. RHINESTONE BRACELET—Glorious double row of marquise and round shaped stones. Crystal only. 3514B \$587.....Retail \$11.75



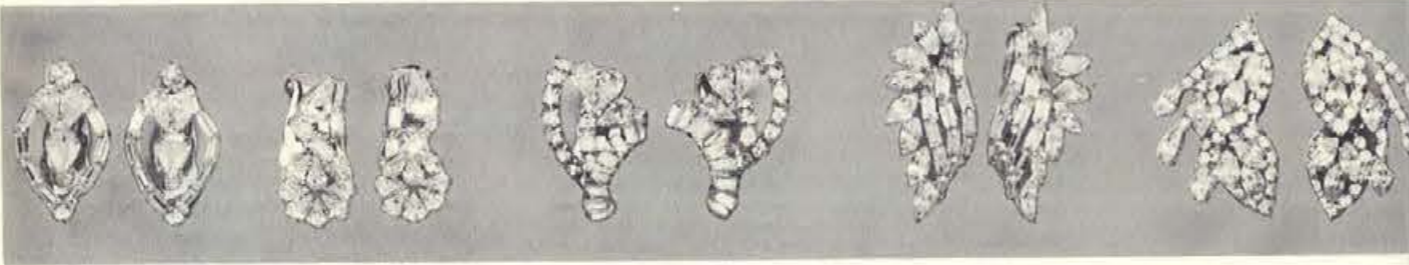
EARRINGS—Pearl buttons, surrounded with rhinestones. Clip backs. Crystal only. 982/21 \$223 Retail \$4.45

RHINESTONE EARRINGS—Baguette & round stones. Clip backs. Crystal or Ice Blue. 2776EC \$127 Ret. \$2.55

RHINESTONE EARRINGS—Star-shaped cluster of round stones above 3 pear-shaped stones. Clip backs. Crystal only. 5402E \$141.....Retail \$2.85

RHINESTONE EARRINGS—Round stones in center with pear-shaped stones on each side. Clip backs. Crystal only. 3120E \$336 Retail \$6.75

RHINESTONE EARRINGS—Long narrow baguettes with marquise stones at bottom. Clip backs. Crystal or Ice Blue. 8314EC \$168 Retail \$3.40



RHINESTONE EARRINGS—Long narrow baguettes on each side with pear-shaped stones in center. Clip backs. Crystal only. 3402E \$168 ..Retail \$3.40

RHINESTONE EARRINGS—Combination of baguettes and pear-shaped stones with large pear-shaped stone at top. Clip backs. Crystal only. 5504E \$250 Retail \$5.00

RHINESTONE EARRINGS—Sparkling arrangement of baguettes, pear-shaped and round stones. Clip backs. Crystal only. 3119E \$250.....Retail \$5.00

RHINESTONE EARRINGS—Glittering array of marquise and baguette shaped stones. Clip backs. Crystal only. 3401E \$418 Retail \$8.40

RHINESTONE EARRINGS—Artfully draped combination of marquise and round stones. Clip backs. Crystal only. 8998 \$418Retail \$8.40



RHINESTONE PIN—Four leaf clover of matched simulated pearls and an array of marquise, baguettes and round rhinestones. Crystal only. P937 \$418.....Retail \$8.40

RHINESTONE PIN—Star-studded and jewel-bright with many baguettes and round stones. Crystal only. P922 \$445.....Retail \$8.90

RHINESTONE PIN—Circle beauty of rhinestones, with large marquise in each cluster. Crystal only. P935 \$664.....Retail \$13.30

RHINESTONE PIN—Luxurious swirl of baguettes, large pear-shaped & round stones. Crystal only. 5504P \$668.....Retail \$13.40

Ladies' Yellow Gold Filled and Sterling Silver Jewelry



Charm Bracelet—Sterling Silver. SSC89 \$307.....Retail \$6.15



Boy Shoes Charm—Sterling Silver. B/1605/2 \$200 Retail \$4.00

Heart Charm—Sterling Silver or Yellow Gold Filled, Engine Turned Design. B/6435TG \$100 Retail \$2.00

Heart Charm—Yellow Gold Filled, Cultured Pearl in Center, Engine Turned Design. D104 \$263 Retail \$5.25

Boy Charm—Yellow Gold Filled or Sterling Silver. B/159 \$90 Retail \$1.50

Girl Charm—Yellow Gold Filled or Sterling Silver. B/159 \$90 Retail \$1.50

Round Disc Charm—Sterling Silver, Engine Turned Design. D141 \$163 Retail \$3.25

Pierced Round Disc Charm—Yellow Gold Filled with Cultured Pearl in Center. D101 \$300 Retail \$6.00

Heart Charm—Sterling Silver or Yellow Gold Filled, Engine Turned Design. SCT102 \$205 Retail \$4.10



Yellow Gold Filled Bracelet with Cultured Pearls. B3765 \$473.....Retail \$9.45

Spiral Charm Bracelet—Sterling Silver. B555 \$523 Retail \$10.50
Same as above in Yellow Gold Filled. B5 \$582.....Retail \$11.65

Spiral Charm Bracelet—Sterling Silver. B855 \$664.....Retail \$13.25
Same as above in Yellow Gold filled. B8 \$832.....Retail \$16.65



Round Disc Charm—Yellow Gold Filled, Hand Engraved, Bright and Satin Finish. T207 \$250 Retail \$5.00



Heart Charm—Sterling Silver, Hand Engraved, Bright and Satin Finish. SSCT104 \$225 Ret. \$4.50



Round Disc Charm—Yellow Gold Filled, Engine Turned Design. B150F/H \$100 Retail \$2.00



Round Disc Charm—Sterling Silver or Yellow Gold Filled, Bright Finish. B/1515TG \$100 Retail \$2.00



Round Disc Charm—Sterling Silver or Yellow Gold Filled, Engine Turned Design. SSCT219 \$250 Retail \$5.00



Yellow Gold Filled Bracelet—Heavy Weight. A21 \$623.....Retail \$12.45



Pierced Bell Charm—Sterling Silver. 58167 \$187.....Retail \$3.75



Yellow Gold Filled Bracelet—With Cultured Pearls. CP388 \$764.....Retail \$15.00



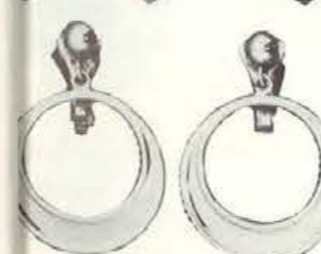
Yellow Gold Filled Bracelet—Heart Charms Set with 7 Stones that Spell Out "DEAREST". C154 \$750.....Retail \$15.00



Tubular Bracelet—Sterling Silver. 2821 \$791 Ret. \$15.70



Yellow Gold Filled Scarf Bracelet—With Cultured Pearls. 5735 \$1463.....Retail \$29.00



Yellow Gold Filled Drop Earrings—Clip Backs. 2344 \$282.....Retail \$6.00



Yellow Gold Filled Earrings—With Cultured Pearls, Clip Backs. CP443 \$423 Retail \$8.50



Yellow Gold Filled Earrings—With Cultured Pearls, Clip Backs. CP439 \$473.....Retail \$9.50



Sterling Silver Drop Earrings—Screw Backs. \$1908 \$282.....Retail \$6.00

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Ladies' 14K Yellow Gold Jewelry

Extra Heavy Spiral Bracelet—Massive in Appearance, Yet Definitely Feminine. Suitable for Charms.
3640 54320.....Retail \$72.05



Oil Derrick Charm—Set with Genuine Stones, Engine Turned Design.
1492 52400.....Retail \$40.00



Heart Charm—Tree of Life in Center Set with Genuine Stones, Engine Turned Design.
1492 53000.....Retail \$50.00



Round Disc Charm — Chain Framed, Bright Finish.
8616 51177.....Retail \$19.75



Four Leaf Clover Charm—Engine Turned Design.
E704/4 51718.....Retail \$28.65



Round Disc Charm—Set with Cultured Pearls, Engine Turned Design.
C13J 53300.....Retail \$50.00



Heavy Spiral Bracelet—A Treasured Gift. Suitable for Charms.
3540 53320.....Retail \$55.45



Round Disc Charm—Rope Framed, Opens in Center for Picture.
A64 53600 Retail \$60.00



Round Disc Charm—Set with Genuine Stones. Reads "Keep It Under Your Hat". Hat Opens to Say "I Love You."
8980 53136.....Retail \$52.25



Four Leaf Clover — Bright Finish.
D30 5573.....Retail \$9.55



Tree of Life Charm—Set with Cultured Pearls.
401 53382.....Retail \$56.40



Round Disc Charm—Heavy Rope Frame, with Cultured Pearl in Center. Engine Turned Design.
C38R2 52400 Ret. \$40.00



Ballerina Charm — with 2 Cultured Pearls and Genuine Stones.
8955 52632 Ret. \$50.00



Lustrous Spiral Bracelet—Suitable for Charms.
3444 52250.....Retail \$37.50



Round Disc Charm — Engine Turned Design.
35 5791 Retail \$13.20



This is Our Life Charm — Holds 4 engraved pictures. Hand Engraved.
64 53000 Retail \$50.00



Cupid on Heart Charm — With Genuine Stones.
SH2 51241 Retail \$20.70



Cultured Pearl Cluster on Heart Charm — Engine Turned Design.
273 52482 Retail \$40.95



Baby Shoes on Heart Charm—Genuine Stones.
SH1 51127 Retail \$19.10



Book Charm — Holds 2 Pictures. Engine Turned Design.
GL10/ET 51173 Retail \$19.55



Ballerina Charm — with 6 Cultured Pearls and Genuine Stones.
4402 51268 Retail \$50.00

All items illustrated are actual size.

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Ladies' 14K Yellow Gold Jewelry

Heavy Beaded Bracelet — Suitable for Charms.
3232 55268.....Retail \$87.75



All items illustrated are actual size.

Neat and Fashionable Spiral Bracelet — Suitable for Charms.
3343 51180.....Retail \$19.80



Round Disc Charm—Engine Turned Design.
5541 Retail \$9.05



St. Christopher Charm.
RM17 5627 Retail \$10.45



St. Christopher Charm—Cut-out.
RR4125 51164 Retail \$19.55



Oil Derrick Charm.
148 5750 Retail \$12.50



Texas Charm—Bright Finish.
42 5541 Retail \$9.05



Cultured Pearl Heart Cluster Charm — Rope Style Edge.
7068 51577 Retail \$26.35



Girl Charm — Boy Charm also Available at Same Price.
72 5375 Retail \$7.50



Round Disc Charm — Set with Cultured Pearl in Center, Engine Turned Design.
C492 5736 Retail \$12.25



Flexible Bracelet — With Cultured Pearls.
100 52864.....Retail \$47.75



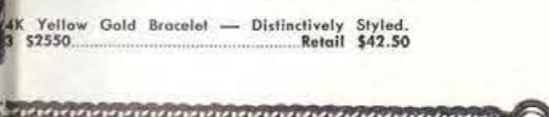
14K Yellow Gold Bracelet — Distinctively Styled.
3 52550.....Retail \$42.50



Heart Charm — With Cultured Pearl, Engine Turned Design.
B332 5573.....Retail \$9.55



14K Yellow Gold Bracelet — With Cultured Pearls.
256 51200.....Retail \$24.00



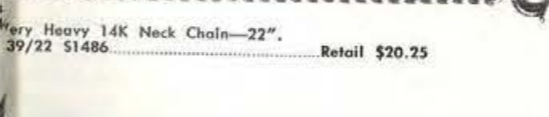
Very Heavy 14K Neck Chain—22".
39/22 51486.....Retail \$20.25



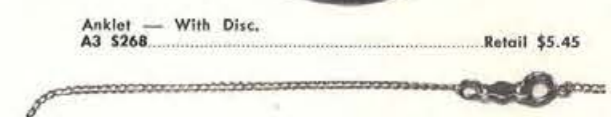
Heart Charm — Engine Turned Design.
7007H 5445 Retail \$7.50



Anklet — With Disc.
A3 5268.....Retail \$5.45

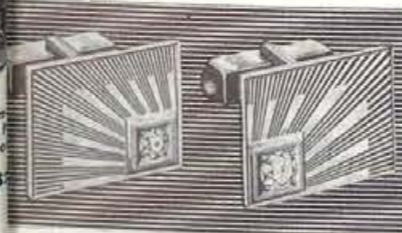


10K Yellow Gold Neck Chain — 18".
16N/18 5250.....Retail \$5.00
Same as Above Except Heavier Weight.
15N/18 5627.....Retail \$12.45

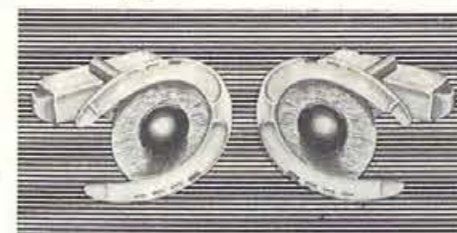


Anklet — With Hearts.
A3 5268.....Retail \$5.45

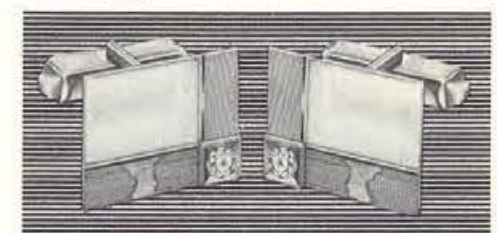
Diamond Cuff Links in 14K Gold



DIAMOND CUFF LINKS
14K Yellow Gold. Engine turned design. Set with 2 diamonds, total weight, .25 ct.
21/452D 59455.....Retail \$160.00

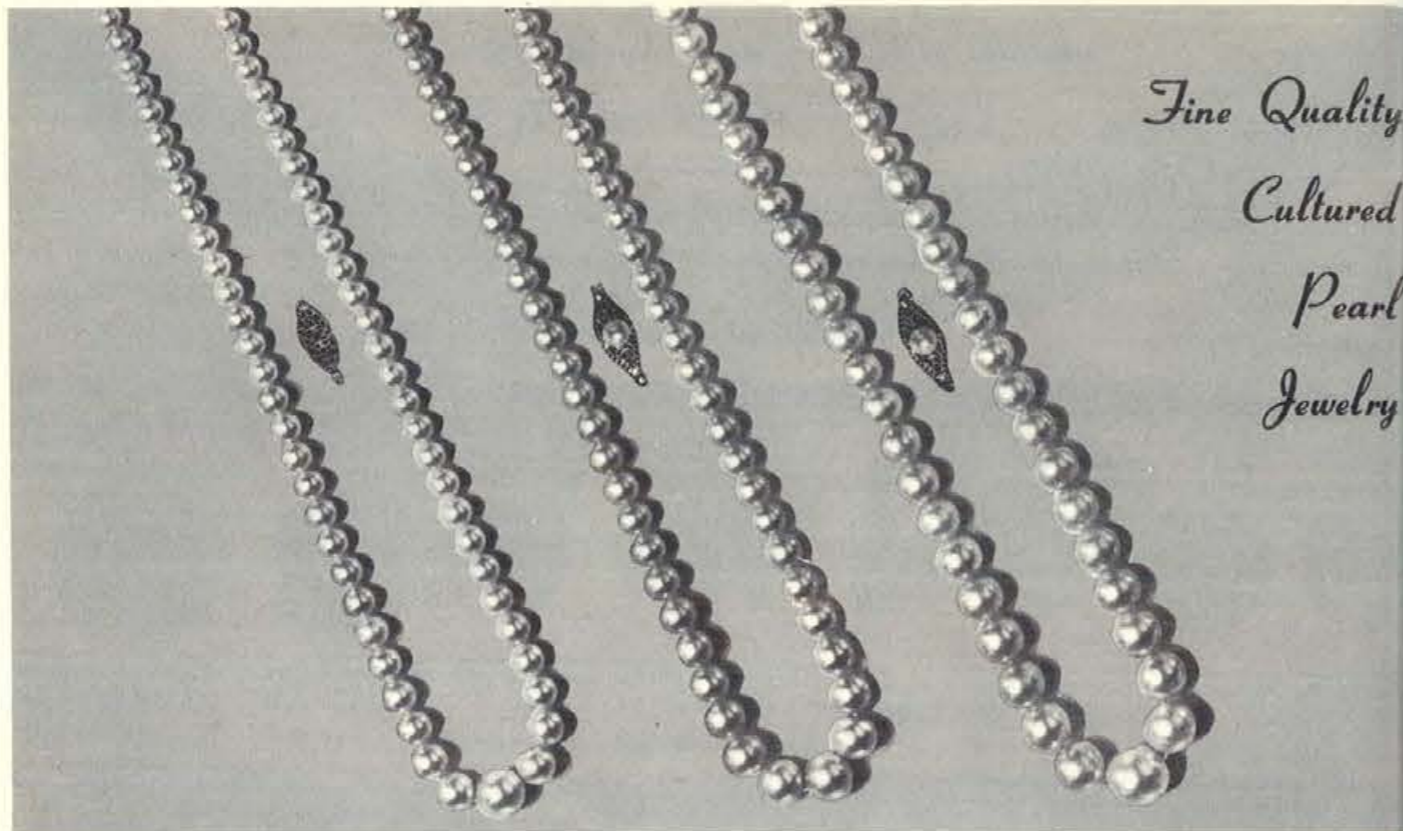


HORSE SHOE CUFF LINKS
14K Yellow Gold. Set with black star sapphires.
301/BL5 55060.....Retail \$84.35



DIAMOND CUFF LINKS
4K Yellow Gold. Bright and engine turned design. Set with 2 diamonds, total weight, .22 ct.
21/513LD 58640.....Retail \$145.00

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



Fine Quality
Cultured
Pearl
Jewelry

CLASSIC QUALITY—Cultured Pearl Necklace. Medium size graduation of expertly selected pearls. Hand knotted and enhanced with a 14K White Gold safety clasp.
201 \$3000 Retail \$60.00
CLASSIC "A" QUALITY—Cultured Pearl Necklace. Larger size graduation of expertly selected pearls.
202 \$3750 Retail \$75.00
"STAR SPECIAL"—Cultured Pearl Necklace. Small size graduation. Individually hand knotted. White Gold safety clasp.
203 \$1800 Retail \$36.00

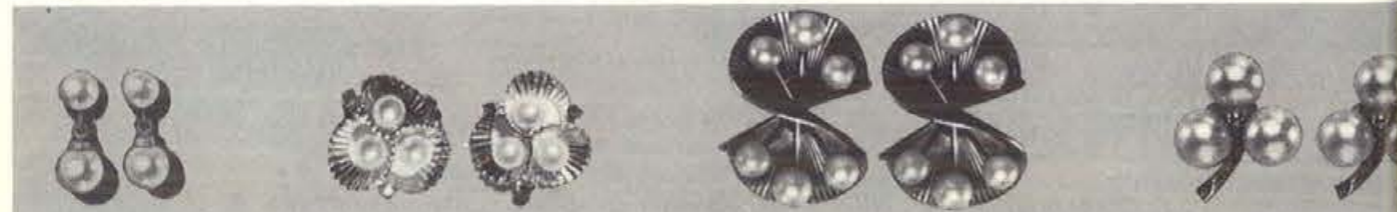
FINE QUALITY—Cultured Pearl Necklace. Large matched iridescent oyster Cultured Pearls. Hand knotted. With 14K White Gold safety clasp, decorated with cultured pearl.
204 \$4600 Retail \$92.00
FINE "A" QUALITY—Cultured Pearl Necklace. Larger sized matched iridescent oyster Cultured Pearls.
205 \$5865 Retail \$120.00

SUPREME QUALITY—Cultured Pearl Necklace. Larger and finer pearls. Shimmering in all hues of rose to match any complexion. Hand knotted. With 14K White Gold safety clasp decorated with cultured pearl.
206 \$6900 Retail \$138.00
SUPREME "A" QUALITY—Cultured Pearl Necklace. Larger and finest of pearls.
207 \$10455 Retail \$200.00



CULTURED PEARL CHOKER, UNIFORM SIZE—FINE QUALITY — 6 3/4" millimeter size. Large matched iridescent oyster grown Cultured Pearls. Individually hand knotted. 14K White Gold safety clasp.
208 \$6000 Retail \$120.00

CULTURED PEARL CHOKER, SMALL UNIFORM SIZE—CLASSIC "A" QUALITY—14K White Gold safety clasp. Ideal for the young bride or junior miss.
209 \$3000 Retail \$60.00



CULTURED PEARL DROP EARRINGS—14K White or Yellow Gold. Screw backs.
1415 \$1650 Ret. \$33.00

CULTURED PEARL EARRINGS—14K Yellow Gold. Set with genuine sapphires. Clip Backs.
1329 \$3045 Retail \$49.35

CULTURED PEARL EARRINGS—14K Yellow Gold. Clip backs.
1472 \$4255 Retail \$70.95

CULTURED PEARL EARRING—14K White or Yellow Gold. Screw backs.
1314 \$1950 Retail \$39.00



CULTURED PEARL EARRINGS—14K White or Yellow Gold. Clip backs.
1310 \$1500 Retail \$30.00

CULTURED PEARL EARRINGS—14K White or Yellow Gold. Screw backs.
1311 \$682 Retail \$13.65

CULTURED PEARL EARRINGS—14K White or Yellow Gold. Screw backs.
1312 \$814 Retail \$16.30

CULTURED PEARL EARRINGS—14K White or Yellow Gold. Screw backs.
1322 \$1950 Retail \$39.00

CULTURED PEARL EARRINGS—14K White or Yellow Gold. Screw backs.
1320 \$1350 Retail \$27.00

CULTURED PEARL EARRINGS—14K Yellow Gold. Screw backs.
1309 \$1800 Retail \$36.00

The makers of one of America's finest simulated pearls proudly present, with dramatic, new packaging, their most popular priced creations. Because of their superb beauty, rare lustre, and the perfection with which they are matched and graduated, Lady Alice simulated pearls are the first choice of discriminating buyers. Lady Alice craftsmanship has created a priceless loveliness to assure lasting pride and pleasure to its owner.

PRIMADONNA—A new conversation piece. Lovely two-strand choker with adjustable clasp, three-strand bracelet, and earrings of simulated fresh water cultivated pearls, trimmed with brilliant rhinestones. Presented in gold lined jewel case with rich velvet top.
0 52250 3 Pc. Set Retail \$50.00
1 51125 Choker only Retail \$25.00
2 51125 Bracelet only Retail \$25.00
3 5450 Earrings only Retail \$10.00

DIANA—Soft-hued, glowing simulated pearls, small-sized graduation giving youthful allure to every woman. Sterling silver clasp. Presented in velvet, shell-styled case.
5 5300 1 strand Retail \$ 7.50
6 5375 2 strands Retail \$10.00
7 5450 3 strands Retail \$12.00

(D) REGALIA-ENSEMBLE—A crowning achievement in lustrous simulated pearls. Carefully graduated three strand necklace and three row bracelet, uniform, both with rhinestone clasp. Earrings: pearls with dazzling rhinestones. Beautiful deluxe jewel case.
310 \$1015 3 Pc. Set Retail \$24.00

(E) NAIAD—Simulated pearl necklace of highest quality, hand-polished, unequalled for radiance. (Two strands shown.) 10 Kt. White Gold clasp. Deluxe velvet jewel case with gold finish legs and edging.
311 \$825 1 strand Retail \$22.50
312 \$1200 2 strands Retail \$30.00
313 \$1500 3 strands Retail \$37.50

(MM) Earrings—Gracefully styled and hand polished, two simulated oriental pearls, nested in sparkling imported rhinestone baguettes. Clip backs. Gift case.
366 \$450 Retail \$9.00

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

Lady Alice
SIMULATED
Pearls[®]

NATIONALLY ADVERTISED
NATIONALLY PREFERRED

A **B** **C** **D** **E** **MM**



(F) POMPADOUR—Oriental brocade jewel case with gold finish trim and legs. Contains the finest choker made of highly polished uniform beads that give the remarkable effect of cultured pearls. One, two, or three strands. Adjustable rhinestone clasp.
 314 5825 1 strand Retail \$20.00
 315 53050 2 strands Retail \$25.00
 316 51275 3 strands (shown) Retail \$30.00



(G) FLIRTATION—Careful matching gives a misty lustre to this graduated necklace. Sterling clasp. Satin box, lace design. 1 strand illustrated.
 317 5205 1 strand Retail \$ 5.00
 318 5300 2 strands Retail \$ 7.50
 319 5375 3 strands Retail \$10.00

(J) MISS ALICE—Ensemble of small-sized graduated necklace with sterling safety clasp. Three rows bracelet to match. Satin-lined metal case.
 323 5415 1 strand Retail \$10.00
 324 5490 2 strands Retail \$12.00

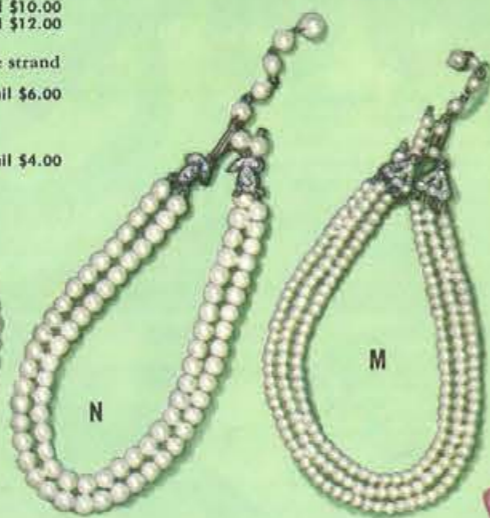
(JJ) LITTLE LADY—Same as above, but single strand necklace only.
 325 5250 1 strand Retail \$6.00

326 5175 Baby necklace (not shown) 1 strand, uniform Retail \$4.00



(O) ALLURE—Single strand choker of large simulated pearls with rhinestone clasp. Attractive gift case.
 338 5375 1 strand Retail \$10.00

(P) MATCHED EARRINGS for above chokers M, N, and O at extra cost.
 339 5100 Retail \$2.00



(M) DEBUTANTE—Smaller size uniform simulated pearl choker, popular with juniors and brides. Adjustable clasp. Gift case.
 331 5300 1 strand Retail \$ 7.50
 332 5375 2 strands Retail \$10.00
 333 5450 3 strands Retail \$12.00
 334 5525 4 strands Retail \$14.00

(N) AMBER—Lovely choker of medium-size uniform simulated pearls. Adjustable rhinestone clasp assures perfect fit. Gift box.
 335 5300 1 strand Retail \$ 7.50
 336 5375 2 strands Retail \$10.00
 337 5450 3 strands Retail \$12.00

Lady Alice Pearls

SIMULATED **NATIONALLY ADVERTISED**
 **NATIONALLY PREFERRED**



(KK) Beautiful, iridescent simulated pearl earrings to match Mermaid necklaces. 1/20-12 Kt. white gold filled screwbacks. Gift box.
 401 5225 Retail \$5.00



(K) MERMAID—A masterpiece of iridescence created by a special process to imitate the soft lustre and color of genuine pearls. Dipped, polished and knotted by hand. 14 Kt. White safety clasp set with genuine diamond. Velvet gift case.
 327 51275 1 strand (illustrated) Retail \$25.00
 328 51800 2 strands Retail \$30.00
 329 52250 3 strands Retail \$35.00



(H) NYMPHA—Beautifully delicate, lustrous necklace. 10 Kt. White Gold clasp. 3 strands shown. Knotted; 10 Kt. White Gold clasp. 3 strands shown. Knotted; 10 Kt. White Gold clasp. 3 strands shown. Knotted; 10 Kt. White Gold clasp. 3 strands shown. Knotted; 10 Kt. White Gold clasp. 3 strands shown.
 320 5525 1 strand Retail \$15.00
 321 5825 2 strands Retail \$20.00
 322 51015 3 strands Retail \$25.00



(L) PARISIANA—Ensemble. Uniform three strand choker of luminous simulated pearls, rhinestone clasp, rhodium finish, set with marquise and baguette shaped stones. Wear it as a front or back ornament. Matching rhinestone and pearl earrings. Gift case.
 330 5675 2 Pc. Set Retail \$18.00



Guarantee Certificate
 Every Lady Alice simulated pearl necklace has been skillfully processed to retain its high lustre and satiny beauty indefinitely. Each product is sold with an unconditional guarantee as to workmanship. This gold seal identifies these famous, superb quality, simulated and cultured pearls.
 Lady Alice Pearls NEW YORK 11, N. Y.
 DO NOT ACCEPT ANY SUBSTITUTES.



CAROLINE MUSICAL ATOMIZER
 Black well with either Red or Pink flower.
 MA-10 5667 Retail \$10.00



KATHY ATOMIZER
 Black well with either Red or Pink flower, or White well with Blue flower.
 K-6 5400 Retail \$6.00



MILADY ATOMIZER
 Black well with either Red or Pink flower.
 M-5 5334 Retail \$5.00



CAROLINE ATOMIZER
 Black well with either Red or Pink flower.
 C-4 5267 Retail \$4.00



LORRAINE POWDER BOX
 Black with either Red or Pink flower, or White with Blue flower.
 L-5 5334 Retail \$5.00



DOROTHEA ATOMIZER
 Black well with either Red or Pink flower.
 D-5 5334 Retail \$5.00



VANITY TRAY
 Black with either Red or Pink flower, or White with Blue flower.
 VT-10 5667 Retail \$10.00



3-PIECE DRESSER SET
 Engraved Renaissance Decoration. All silver (plated), back is finished in matte and bright finish. Removable brush for easy cleaning.
 1230L3 \$1130 Retail \$16.95



3-PIECE DRESSER SET
 Mirror, Brush and Comb. Back is decorated and finished in combination of silver and jeweler's bronze. Removable brush for easy cleaning.
 CO54L3 \$633 Retail \$9.50



3-PIECE DRESSER SET
 Mirror, Brush and Comb. All silver (plated). Exquisitely engraved and mounted with Ruby or Sapphire Cabochons. Removable brush for easy cleaning.
 0452L3 \$1063 Retail \$15.95



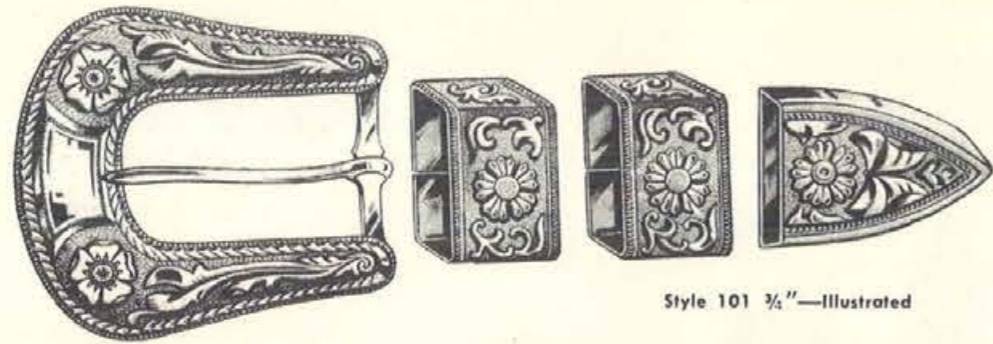
3-PIECE DRESSER SET
 Gold and Silver "Illuminated", smartly decorated on backs. Removable brush for easy cleaning.
 D401L3 \$797 Retail \$11.95



DRESSER SET
 Fancy shape on one piece construction in sterling silver. Back is bright and matte finished with engine turned design and monogram shield. Removable brush for easy cleaning.
 * K-512N/3 52675 Retail \$53.50

DRESSER SET
 Fancy shape on one piece construction in sterling silver. Bright and matte finish, chased design. Removable brush for easy cleaning.
 * K-579N/3 52675 Retail \$53.50





WESTERN STYLE BUCKLE SETS

Available in
4 styles

Sterling Silver, hand engraved.
101 5630 Retail \$11.55

Sterling Silver, hand engraved, rope border.
102 5900 Retail \$16.50

Sterling Silver, hand engraved, 5 rubies, 10K gold overlay.
106 51890 Retail \$34.65

Sterling Silver, hand engraved, rope border, rubies, 10K gold overlay.
107 52190 Retail \$40.00

Style 101 3/4" — Illustrated

Ladies' and Men's Identification Bracelets



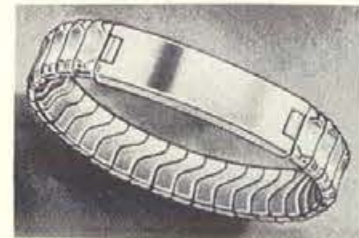
TEENAGERS' STERLING "IDENT".—Name plate 1 1/4" x 5/16".
653 5205 Retail \$4.50



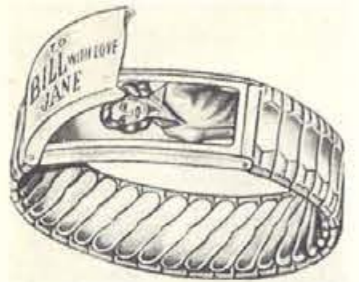
LADIES' STERLING "IDENT".—Name plate 1 1/2" x 5/16".
664 5225 Retail \$4.95



LADIES' STERLING "IDENT".—Name plate 1 3/4" x 9/16".
665 5362 Retail \$7.95



LADIES' STERLING EXPANSION "IDENT".—Name plate 1 3/8" x 3/8".
531E 5455 Retail \$8.95
Same as above in Yellow Gold Filled.
231E 5498 Retail \$10.95



MEN'S STERLING PHOTO EXPANSION "IDENT".—Name plate 1 3/4" x 3/4".
541 5455 Retail \$9.95
Same as above in Yellow Gold Filled.
241 5590 Retail \$12.95



BOYS' STERLING "IDENT".—Name plate 1 1/2" x 7/16".
837 5498 Retail \$10.95
Same as above in Yellow Gold Filled.
737 5590 Retail \$12.95



MEN'S STERLING "IDENT".—Name plate 2" x 1/2".
825 5998 Retail \$21.95
Same as above in Yellow Gold Filled.
725 51180 Retail \$25.95



MEN'S STERLING SNAKE CHAIN "IDENT".—Double safety lock clasp. Name plate 2" x 1/2".
866 5907 Retail \$19.95



CHILD'S STERLING PHOTO EXPANSION "IDENT".
Name plate 1 5/16" x 7/16".
542 5298 Retail \$5.95
Same as above in Yellow Gold Filled.
242 5347 Retail \$6.95



LADIES' STERLING PHOTO EXPANSION "IDENT".—Name plate 1 1/2" x 3/8".
544 5455 Retail \$9.95
Same as above in Yellow Gold Filled.
244 5545 Retail \$11.95



MEN'S STERLING PHOTO EXPANSION "IDENT".—Name plate 1 3/4" x 3/4".
543 5455 Retail \$9.95
Same as above in Yellow Gold Filled.
243 5590 Retail \$12.95

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.
Only retail prices on this page include Federal Excise Tax.

Griffon LADIES SETS

A—Combination Pocket Book, Manicure Set with carrying strap. Removable pad—22 karat gold plated implements. Indian print, gold applied. Gold plated frame, highly polished. Purse and mirror.
5785 5600... Retail \$10.00
plus .30 Fed. Tax

B—These Solingen implements make the job easy. Featuring two nippers and three scissors. Cowhide case. Carrying strap. Suede lining and flap protector. Lipstick Red or Shocking Pink.
5738 51200... Retail \$20.00
plus .30 Fed. Tax

C—Solingen import, cuticle, nail, sewing scissors, cuticle nippers. Cowhide case, suede lining, flap protector. Shocking Pink, Apple Green.
5736 5945... Retail \$15.75
plus .45 Fed. Tax

D—Imported essential set with cuticle nippers. Solingen best quality. Cowhide case. Suede lined. Lipstick Red or Turquoise Blue.
5724 5480... Retail \$7.95
plus .25 Fed. Tax

E—Useful set from Solingen with two scissors. Genuine leather, pin seal grain, silk lined. Red or Green.
5718 5300... Retail \$5.00
plus .12 Fed. Tax

F—Solingen import, top quality implements, including two scissors and cuticle nippers. Cowhide case. Lining and flap protector of soft suede. Turquoise Blue or Parchment White.
5730 5750... Retail \$12.50
plus .30 Fed. Tax

G—6 Piece Pinking Shears—Dressmaker set includes all sewing essentials. Genuine leather case—Silk lined—Red or Green.
5756 5990... Retail \$16.50

Finest in Implements. Made in Solingen—world famous city for master craftsmen. Forged Steel, sharp and practical instruments.
Best in Leather. Finest imported genuine top grain cowhides—rich colors. Tailored and stitched for beauty and long wear.
Quality Cutlery Ever Since 1888

A—Solingen import, with combination knife, bottle opener, cork screw. Top grain cowhide. Suede lining and flap protector. Tan or Brown.

5735 5900....Retail \$14.95
plus .40 Fed. Tax



B—Combination bottle opener, cork screw opener. Solingen import. Top grain cowhide, suede lining and flap protector. Tan or Brown. 5729 5750. Retail \$12.50 plus .30 Fed. Tax

C—Handy, useful and compact. Solingen set with two scissors and nail clip. Pigskin leather. Tan or Brown. 5717 5300. Retail \$5.00 plus .15 Fed. Tax

Griffon MENS MANICURE SETS

Finest in Implements. Made in Solingen—the famous city for master craftsmen—Forged Steel and practical instruments.

Best in Leathers. Finest imported genuine top grain hides—rich colors. Tailored and stitched for beauty and long wear.

Quality Cutlery Ever Since 1888

D—Solingen imported sharp implements. Two nippers, two scissors and de luxe nail clip. Top grain cowhide, leather covered zipper. Lining and flap protector of soft suede. Tan or Brown.

5737 51200....Retail \$20.00
plus .50 Fed. Tax

E—Imported Combination Clothes Brush and Manicure Set. Nylon bristles 3/4" long. Cowhide and suede lined. Tan or Brown.

5790 5600....Retail \$10.00
plus .30 Fed. Tax

F—So much for so little. Solingen import. Includes de luxe pocket nail clip, scissors and toe nail nippers. Cowhide, suede lined. Tan or Brown.

5727 5600....Retail \$10.00
plus .27 Fed. Tax

G—Jewel box-manicure set. Top grain cowhide, suede lined with snap lock. A key is supplied. Imported. Includes de luxe pocket nail clip. Tan or Brown.

5792 5600....Retail \$10.00

H—Essential manicure set imported from Solingen with toe nail nipper. Cowhide, suede lined. Tan or Brown.

5723 5450....Retail \$7.50
plus .25 Fed. Tax

See page 1 for price information.



E



ALL GENUINE
TOP GRAIN
COWHIDE



G



fabulous Jewel Cases

by Mele

Sturdy wood frame construction

Calfskin leathette coverings

Luxurious Velvet linings

No Federal Tax on Jewel Cases.



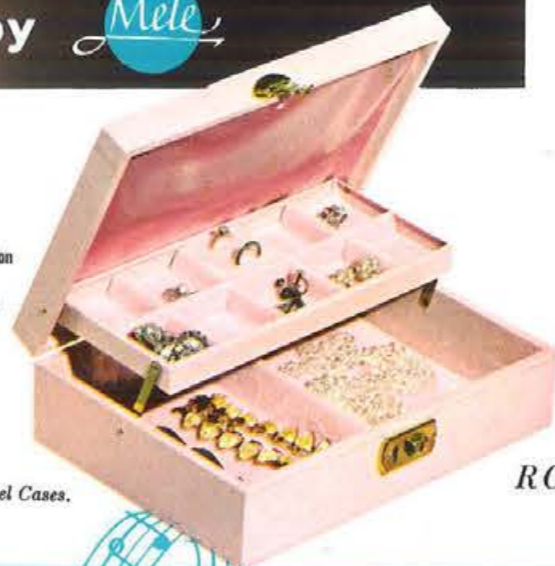
the AMERICANA . . . Magnificent! Superbly designed and grandiosely sized (14 x 8 x 4") with two automatic trays and new necklace bar. Lower section has three spacious compartments—plus a special twelve section earring drawer. Exquisite 24 Kt. Gold Tooling and solid brass lock. Weight 3 1/2 lbs.

Ivory, Blue, Pink. Please specify color.
387 5840 Retail, \$14.00



the HIDE-A-WAY . . . So lovely . . . So clever! Designed with secret drawer in rear. Like magic, earring tray rises automatically. Beautiful Florentine tooling. Sturdy lock, Extra spaciously sized (11 1/4 x 8 x 4"). Weight 3 lbs.

Ivory, Blue, Pink. Please specify color.
398 5540 Retail, \$9.00



the JUBILEE . . . Smartly styled to delight her—with self-rising earring tray. Lovely gold color tooling. Sturdy lock. Spacious size (11 1/4 x 8 x 3 1/2"). Weight 2 lbs.

Ivory, Blue, Pink. Please specify color.
311 5360 Retail, \$6.00

ROMANTIC MUSICAL JEWEL CASES

the DANCERS

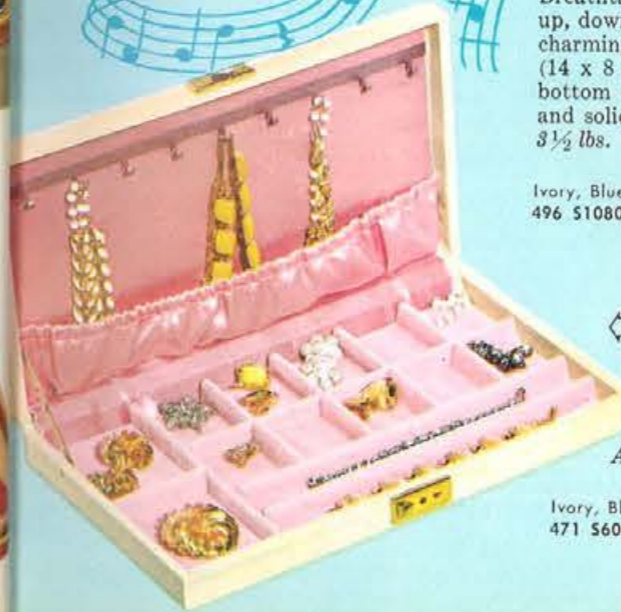
Breathtakingly wonderful! Petite couple whirl up, down and around to a romantic tune—in a charming mirrored setting. Grandiosely sized (14 x 8 x 4") with two automatic trays. Plus bottom necklace drawer. 24 Kt. gold tooling and solid brass lock. Approximate shipping wt. 3 1/2 lbs.

Ivory, Blue, Pink. Please specify color.
496 51080 Retail, \$18.00

the PRELUDE

Luxuriously styled Musical Jewel Case for all her jewelry at her fingertips. (14x8x2") Approximate shipping wt. 2 lbs.

Ivory, Blue, Pink. Please specify color.
471 5600 Retail, \$10.00





Mele Jewel Cases
are Nationally Advertised

the FLEETWOOD . . . At last . . . An attractive, spacious case, for the man with a collection of jewelry. Slots for 12 pair of cuff links. Sectionalized lift out tray for pins, chains, rings and wrist watch. Large section beneath lift out tray for other jewelry or wallet. Tie clasp bar and collar stud holders in lid. Quality simulated calfskin covering with masculine, corduroy lining. 24 Kt. Gold Tooling. Catch Type Lock. Extra Spacious size 11 1/4 x 8 x 2 1/2. Weight 2 lbs.

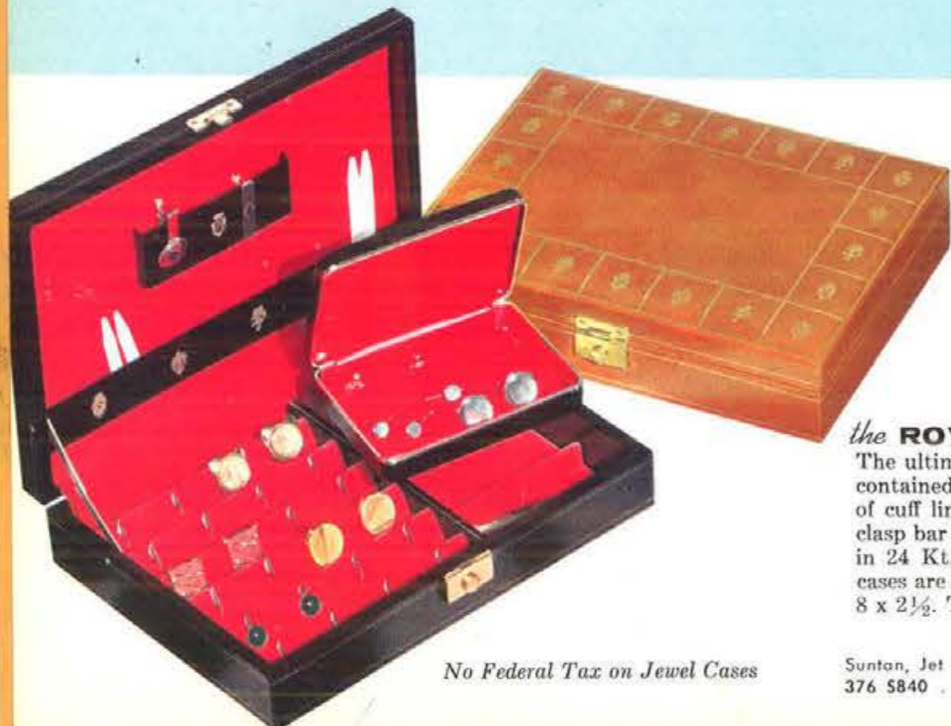
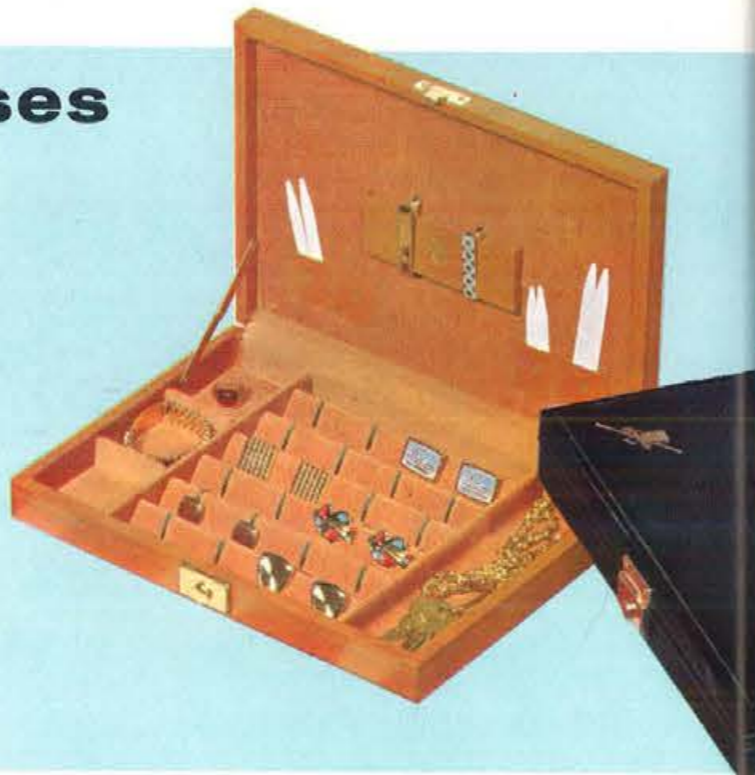
Suntan, Jet Black. Please specify color.
385 5600 Retail, \$10.00

Men's Jewel Cases

America's foremost name in jewel boxes by *Mele*

the TOP HAT . . . Deluxe Styling . . . with the new look . . . long, low, masculine. Designed to hold 12 pair of cuff links in individual slots. Three sections for other jewelry. Lid has pockets for collar stays and a tie clasp bar. The case is lined in corduroy and covered in quality simulated calfskin. The Top Hat Design is in 24 Kt. Gold. Catch type lock. Size 11 1/4 x 8 x 1 3/4. Weight 1 1/2 lbs.

Suntan, Jet Black. Please specify color.
346 5420 Retail, \$7.00



No Federal Tax on Jewel Cases

the ROYAL LANCER Superb in genuine leather. The ultimate in handsome masculine styling with a self contained jewel case for travel. Master case holds 12 pair of cuff links and other jewelry in separate sections. Tie clasp bar and collar stay holders in lid. Distinctly tooled in 24 Kt. gold heraldic design. Catch type lock. Both cases are lined in corduroy. Spacious master case 11 1/4 x 8 x 2 1/2. Travel case 5 x 3 1/2 x 1 1/4. Weight 2 lbs.

Suntan, Jet Black. Please specify color.
376 5840 Retail, \$14.00



THE SMALLEST COMPLETE SHAVING KIT EVER OFFERED. Made of TOP GRAIN COWHIDE. Measures just 4" x 5", and look what's inside—Gillette razor, blades, handy sewing kit and complete set of toilet articles. *Fed. Tax 6%.
2968 5357 Retail Price \$5.95*



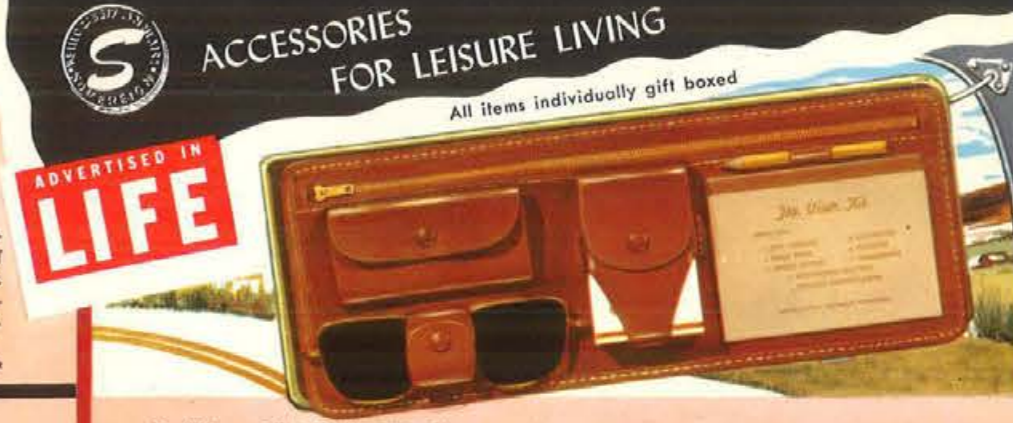
SPRING-O-MATIC®—ZIP and the COVER SPRINGS OPEN, stays open until zipper is closed. This luxurious patented case, in ginger or British brown GENUINE TOP GRAIN COWHIDE, has removable tray with 10 chrome fittings and lucite nylon brush. *Fed. Tax 6%.
2952 51200 Retail Price \$20.00*



Famous SPRING-O-MATIC® action lifts lid automatically as case is unzipped, keeps it open until zipper is closed. 8 chrome fittings on a removable pad which converts case to a semi-fitted travel kit. In AUTHENTIC RED STEWART or BLACK WATCH PLAID with suntan trim. *Fed. Tax 6%.
2975 5777 Retail Price \$12.95*



Crushed ties and handkerchiefs are things of the past when the traveling man has this GENUINE, TOP GRAIN COWHIDE TIE CASE in either ginger or British brown. Has folding tie bar, full length handkerchief pocket and jewelry compartment. *Fed. tax 10%.
2955 5537 Retail Price \$8.95*



ACCESSORIES FOR LEISURE LIVING
All items individually gift boxed
ADVERTISED IN LIFE

You'll have REAL CONVENIENCE at your fingertips with one of these handy, suntan Texon VISOR KITS. Clips easily to car visor. Has memo pad and pencil; pocket for cigarettes and sun glasses; coin holder for parking meter change, and zippered map pocket. A MUST for every car.
2959 5300 Retail Price \$5.00



The finest Deluxe TOP GRAIN COWHIDE LEATHER JEWELRY BOX ever offered—perfect for "His 'N Her" jewelry at home or away. It's LARGE—DEEP—DOUBLE DECKED, with REMOVABLE upper tray. In black or British brown with colorful, luxurious velvet and satin lining. Slotted foam pad protects rings and cuff links, compartments for all other items. Top of case is magnificently gold embossed. Lock and key closure. Size is 9 1/2" x 6 1/2" x 2 1/4".
2973 5777 Retail Price \$12.95



This striking men's JEWEL BOX, with its long, slim-trim silhouette, and magnificent, gold tooled cover design, is perfect for dresser top or travelling use. Extra large size 10 1/2" x 6 1/2" x 2" allows plenty of compartment space for wrist watch, key chain, belt buckle, and club pins, with special slotted foam pad for cuff links and rings. In fashionable black or ginger cowhide finish simulated leather. Colorful velvet and satin lining. Tie clip bar in lid.
2969 5477 Retail Price \$7.95



For that well dressed look! Here's the handiest aid to good grooming ever developed. Handsomely styled SHOE SHINE KIT in ginger Texon with genuine luck-lite closure. Case contains two tins of polish, two shoe shine brushes and a soft, shine producing, polishing cloth.
2967 5357 Retail Pr. \$5.95

SEE PAGE 1 FOR PRICE INFORMATION

ADVERTISED IN
LIFE



ACCESSORIES
FOR EASY GIVING

All items individually gift boxed



LARGE POCKET FLASK in fashionable authentic Scotch Plaid case trimmed with suntan. Leakproof inner-seal closure prevents seepage. Chrome-plated cap doubles as a jigger measure or shot glass. 2966 5330.....Retail Price \$5.50



HANDIEST BEVERAGE SET EVERY! Slim-trim, tailored design with strong, adjustable carrying strap and tuck-in lock closure that keeps contents secure. Inside are 8 oz. flasks with chrome-plated caps, 3 jiggers and combination knife, corkscrew and bottle opener. 2974 5777...Retail Pr. \$12.50
As above, except TOP GRAIN GENUINE COWHIDE. 2980 51017
Retail Price\$16.50



A COMPLETE PORTABLE BAR with luggage carrying handle and secure snap latch closure. Compartments for two quart bottles and fitted with chrome plated, professional mixing accessories, and four shot glasses. Ideal for office, travel or resort use. 2976 51137.....Retail Price \$18.95
As above, except in GENUINE TOP GRAIN COWHIDE with 5 added fittings including cocktail shaker and strainer. 2981 51797.....Retail Price \$29.95



Fun for the family at home or away. **COMPLETE GAME SET** in a suntan Texon case with luxurious lining and tuck-tile lock closure. Set has checkers, chessmen, playing cards, dice, poker chips, and game guide. 2972 5600.....Retail Price \$10.00



Handy—Compact—Terrific! For that well-groomed look, this **COMBINATION CLOTHES BRUSH and SHAVING KIT** is perfect. In ginger or British brown saddle grain. Complete toilet and shaving equipment including Gillette razor and nylon tooth brush. Size 7 1/4" x 2" x 2 1/4". *Fed. Tax 7% 2957 5357.....Retail Price \$5.95



NEW TRI-ZIPPER UTILITY KIT!

King of all carryalls—Offers large, flexible storage capacity. Kangaroo type side pockets are individually zippered. Colorfully made in authentic red or black Scotch Plaid. Waterproof lined throughout, convenient carrying handle. *Fed. Tax 10%. 2970 5477.....Retail Price \$7.95*



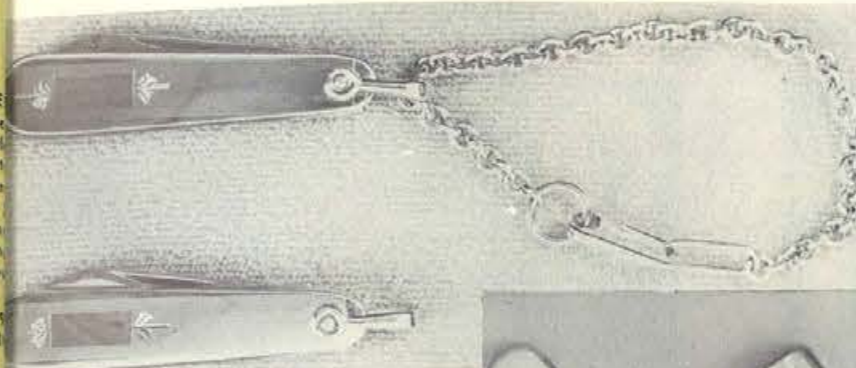
The ideal travel kit. A genuine **COLLAPS-A-KIT**, in suntan or ginger TOP GRAIN COWHIDE. Waterproof lining and accessory pocket. Expands to a depth of 4" when filled and it holds all the shaving and toilet articles a man could want. Collapses to 1" depth when not in use. *Fed. Tax 10%. 2956 5537.....Retail Price \$8.95*



ZIPI and this smart, 10" **UTILITY KIT** SPRINGS OPEN—automatically, and stands open until zipper is closed. This is a patented **SPRING-O-MATIC** case with lots of room for packing toilet and grooming articles. In ginger or British brown GENUINE TOP GRAIN COWHIDE with waterproof lining and expansion pocket. *Fed. Tax 10%. 2977 5600.....Retail Price \$10.00*

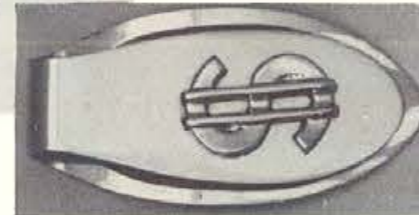
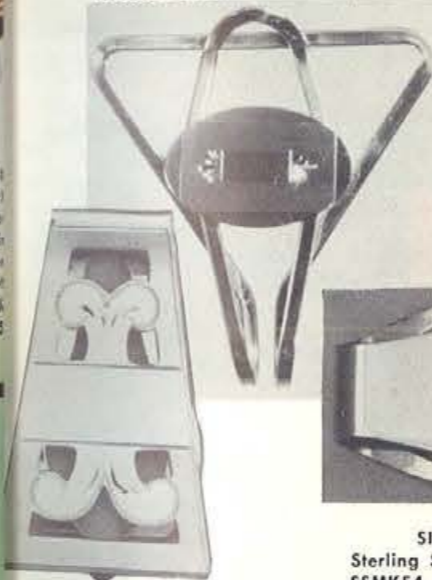
SEE PAGE 1 FOR PRICE INFORMATION

Men's Fine Jewelry



POCKET KNIFE & CHAIN
Sterling Silver—hand engraved and engine turned, one blade. 2971 5300.....Retail \$6.00
POCKET KNIFE ONLY
Sterling Silver—hand engraved and engine turned, one blade. 2416 5175.....Retail \$3.50

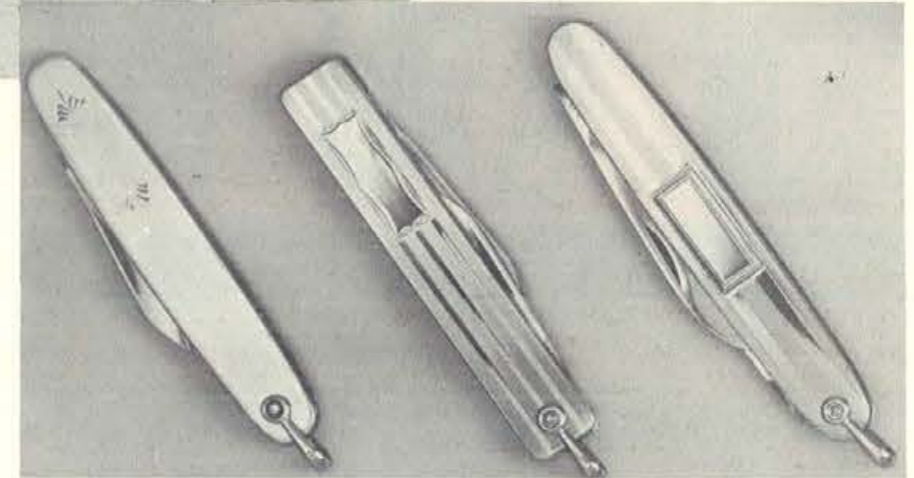
MONEY CLIP
Sterling Silver—hand engraved and engine turned. M2950 5275.....Retail \$5.50



SIMMONS MONEY CLIP
Sterling Silver. SSMK54 5432.....Retail \$8.64

SIMMONS MONEY CLIP
Sterling Silver—hand engraved and engine turned. SSMK187 5273
Retail \$5.45

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.



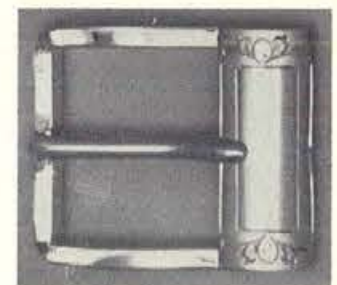
POCKET KNIFE
Sterling Silver—hand engraved and engine turned, two blades. 2829 5250 Retail \$5.00

SIMMONS POCKET KNIFE
Yellow Gold Filled—engine turned, two blades. K64 5273 Retail \$5.45

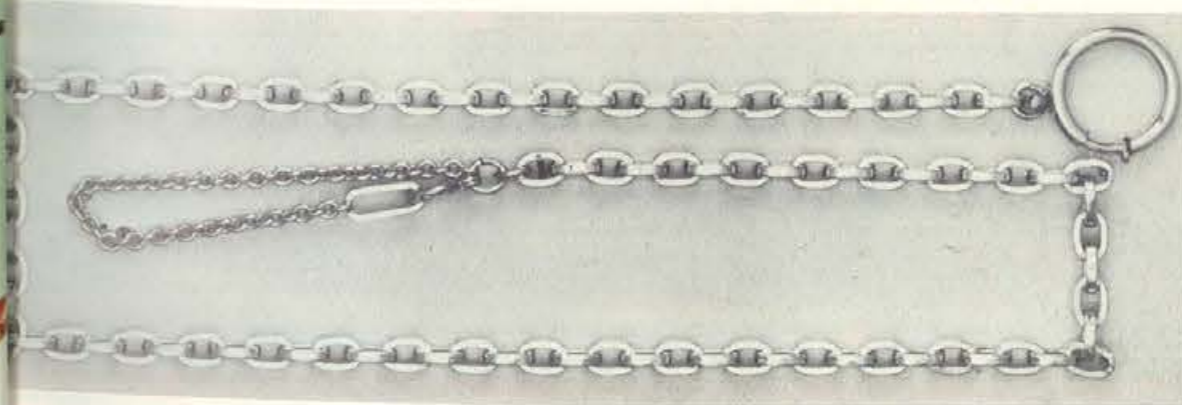
SIMMONS POCKET KNIFE
Yellow Gold Filled—engine turned, two blades. K61 5273 Retail \$5.45



SIMMONS BELT BUCKLE
Yellow Gold Filled—engine turned. B167 5375 Retail \$7.50



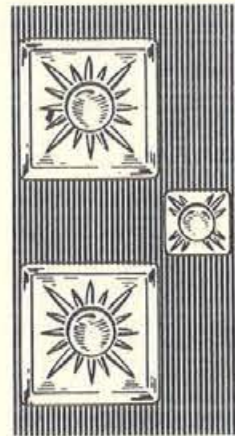
BELT BUCKLE
Sterling Silver—hand engraved and engine turned. 2491 5450.....Retail \$9.00



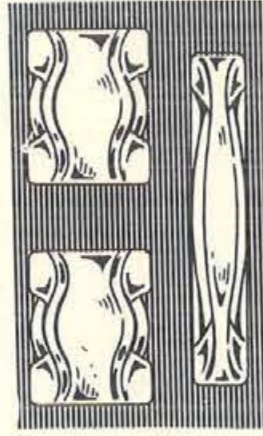
SIMMONS KEY CHAIN
Yellow Gold Filled—heavy links. KC503 5600
Retail \$12.05

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

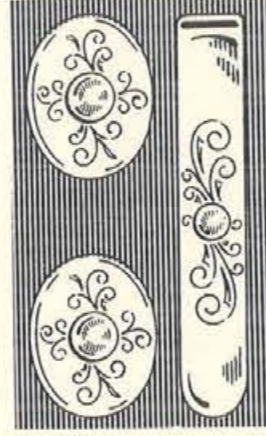
Fine Quality Cuff Links & Sets



Set — Sterling Silver, satin finish, hand engraved. Set with genuine cultured pearls.
 SH6175 5975 Retail \$22.50
 Cuff links only.
 S617 5800 Retail \$18.00
 Set — Same as above except Yellow Gold Filled.
 H6175 51000 Retail \$22.50
 Cuff links only.
 617 5825 Retail \$18.50



Set — Sterling silver, satin finish.
 55815 5650 Retail \$14.50
 Cuff links only.
 5581 5400 Retail \$9.00
 Set — Same as above except Yellow Gold Filled.
 5815 5675 Retail \$15.00
 Cuff links only.
 581 5425 Retail \$9.50



Set — Sterling Silver, satin finish, hand engraved. Set with genuine cultured pearls.
 S6035 51125 Retail \$25.50
 Cuff links only.
 S603 5725 Retail \$16.00
 Set — Same as above except Yellow Gold Filled.
 6035 51150 Retail \$25.50
 Cuff links only.
 603 5750 Retail \$16.50



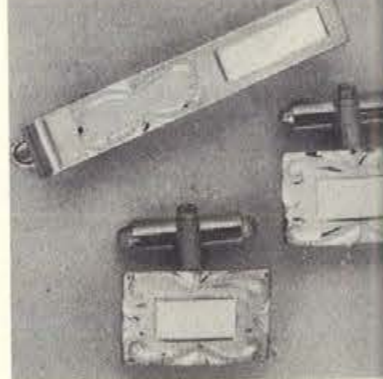
Set — Sterling Silver, satin finish, engraved. Set with white stones.
 S5785 5750 Retail \$25.00
 Cuff links only.
 5578 5475 Retail \$16.00
 Set — Same as above except Yellow Gold Filled.
 5785 5775 Retail \$25.00
 Cuff links only.
 578 5500 Retail \$16.50



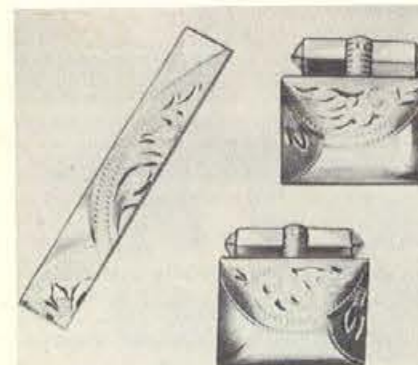
Set — Sterling Silver, engine turned, bright finish.
 38-21 5630 Retail \$11.55
 Cuff links only.
 2-21 5450 Retail \$8.25



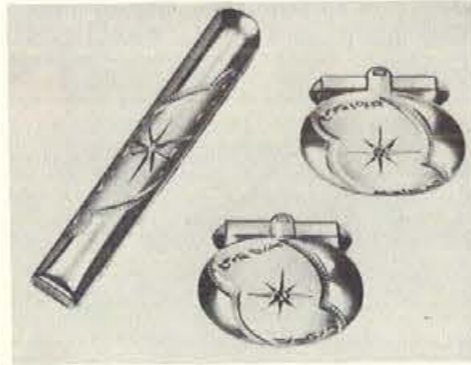
Set — Sterling Silver, hand engraved, satin and bright finish.
 31-62 5660 Retail \$12.10
 Cuff links only.
 2-62 5420 Retail \$7.70



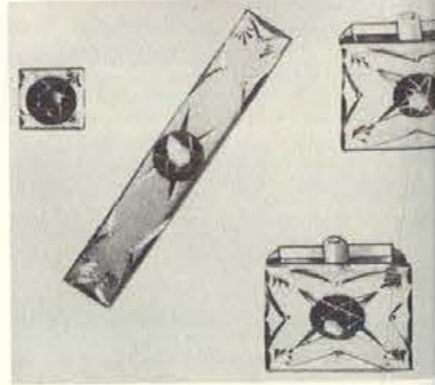
Set — Sterling Silver, hand engraved, satin bright finish.
 31-63 5690 Retail \$12.10
 Cuff links only.
 2-63 5420 Retail \$7.70



Set — Sterling Silver, hand engraved, satin and bright finish.
 S6365 5876 Retail \$21.00
 Cuff links only.
 S636 5500 Retail \$11.00



Set — Sterling Silver, hand engraved, satin and bright finish. Set with white sapphires.
 S6785 5876 Retail \$21.00
 Cuff links only.
 S678 5525 Retail \$12.00



Cuff Links, Tie Tack Set — Sterling Silver, hand engraved, satin finish. With genuine Hematite.
 SH6615 51100 Retail \$25.00
 Cuff Links, Tie Slide Set.
 S6615 51300 Retail \$25.00
 Cuff links only.
 S661 5825 Retail \$16.50



Hayward

STERLING SILVER
 SINCE 1851

Set P1/28105 51250 25.00
 Links N18105 5750 15.00

Genuine duke-cut diamonds accentuated by hand engine turned background on snowy sterling silver.

Items Gift Boxed —
 If not for resale, add 10% to your cost for Federal Excise Tax.
 See page 1 for price information.



Set N1/28175 5500 10.00
 Links L18175 5300 6.00

Satin finished sterling silver with beautiful bright hand engraving.

Set P1/28095 5750 15.00
 Links N18095 5500 10.00

Magnificently hand engraved in two-toned sterling silver.

Set P1/28085 5625 12.50
 Links N18085 5375 7.50

Mirror finished sterling silver in attractive geometric shape.



Set N1/28185 5600 12.00
 Links L18185 5350 7.00

Exquisite combination of hand engraving and engine turning on sterling silver.

Set N1/28115 5750 15.00
 Links N18115 5500 10.00

Especially imported genuine royal blue lapis in polished sterling silver frames.

Set P1/28145 5750 15.00
 Links N18145 5500 10.00

Antique finished sterling silver with bright hand carved bands.



Set N1/28075 5500 10.00

Hand engraved design on fashion-ovals of sterling silver — exceptional value.

Set P1/28135 5850 17.00
 Links N18135 5550 11.00

Heavy weight geometric style sterling silver with hand engraved design on rich satin finish.

Set P1/28065 5750 15.00
 Links N18065 5450 9.00

Stylish concave ovals of sterling silver with hand carved edges and genuine imported hematite stones.

Hayward
QUALITY JEWELRY
SINCE 1851



Items Gift Boxed —
If not for resale, add 10% to your cost
for Federal Excise Tax.
See page 1 for price information.

Set N1/2749 5375 7.50
Links L1749 5225 4.50

Genuine imported striped agate in classic yellow setting.

Set N1/2747 5375 7.50
Links L1747 5225 4.50

Beautiful hand engraved border with contrasting polished signets in rhodium finish.



Set N1/2746 5375 7.50
Links L1746 5225 4.50

Mansomely hand engraved design on contrasting two-tone rhodium finish.

Set N1/2748 5350 7.00
Links L1748 5225 4.50

Imported synthetic moonstone, highlighted on a brightly polished background. Yellow finish.

Set N1/2745 5300 6.00
Links L1745 5200 4.00

Rhodium finished with hand engine turned two-tone design.



GOLD FILLED
for
Lasting Quality

4 piece set P1/2/6801 51625 32.50
Links N1801 5750 15.00

Genuine onyx and duke-cut diamond in polished setting of 12 karat gold filled.

4 piece set P1/2/6805 51375 27.50
Links N1805 5750 15.00

Cultured pearls with hand cut shell design background. Lasting 12 karat gold filled. Tie Tack with 14 karat gold peg.



Set P1/2800 51000 20.00
Links N1800 5625 12.50

22 karat gold intaglio emblem in genuine onyx. 12 karat gold filled mountings.

Set P1/2804 5750 15.00
Links N1804 5450 9.00

Satin finished 12 karat gold filled with polished signets. Hand engraved design.

Set N1/2802 5500 10.00
Links L1802 5300 6.00

Mirror finished 12 karat gold filled.



(A) Heavy 10KT solid gold, fine engine turned border, mirror finish.
5728 \$2450 SetRetail \$49.00
5729 \$1500 Links onlyRetail 30.00

(B) Genuine gold encrusted hematite, expertly carved intaglio, setting 1/20 10KT gold filled.
5731 \$1375 SetRetail \$27.50
5732 \$875 Links onlyRetail 17.50

(C) 1/20 10KT gold filled, hand engraved on soft satin background with brightly polished signet.
5734 \$625 SetRetail \$12.50
5735 \$375 Links onlyRetail 7.50

(D) Hamilton gold plate with highly polished simulated black onyx or ruby with sparkling, hand-set rhinestones. Specify color.
5749 \$375 SetOnyx....Retail \$7.50
5750 \$225 Links only ..Onyx....Retail 4.50
5749 \$375 SetRuby....Retail 7.50
5750 \$225 Links only ..Ruby....Retail 4.50

(E) Brightly polished rhodium plate with antique black.
5746 \$300 SetRetail \$6.00
5747 \$175 Links onlyRetail \$3.50

(F) Hand engraved, bright and satin finish of rhodium.
5752 \$375 SetRetail \$7.50
5753 \$250 Links onlyRetail 5.00

(G) Cultured pearls set in Sterling silver with dull and bright finish.
5710 \$875 SetRetail \$17.50
5711 \$575 Links onlyRetail 11.50

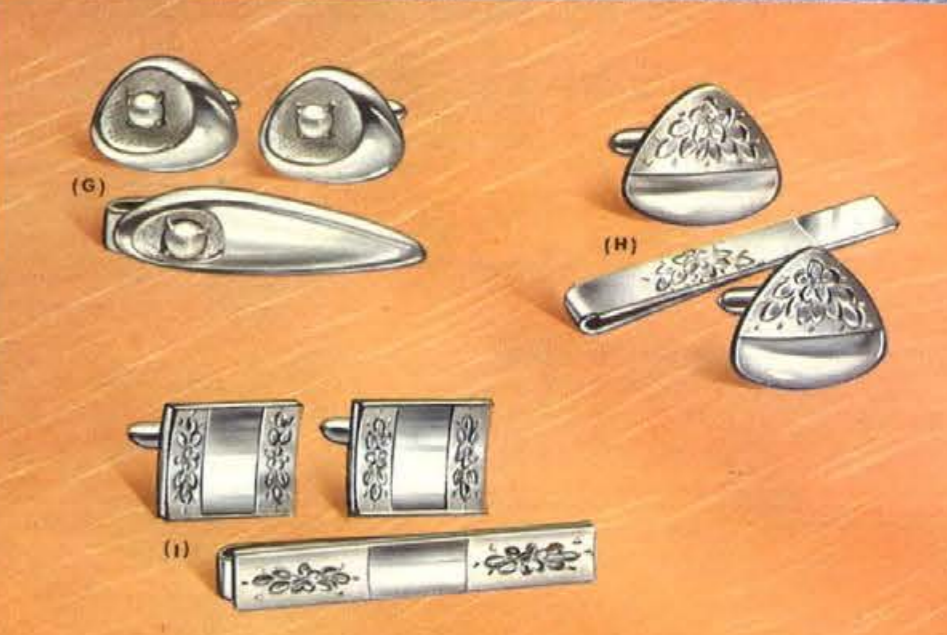
(H) Bright and satin finish, hand engraved Sterling silver.
5716 \$500 SetRetail \$10.00
5717 \$300 Links onlyRetail 6.00

(I) Heavy Sterling silver, concave shape, hand engraved, bright and satin finish.
5701 \$825 SetRetail \$16.50
5702 \$550 Links onlyRetail 11.00

All tie-bars with alligator clip except sets (A) (B) (C) (D)

stylist
QUALITY JEWELRY
FOR 76 YEARS

All Items Luxuriously
Gift Boxed
Prices are retail, not including Federal tax
All Sterling Silver protected
by Rhodium finish
All Illustrations Actual Size



stylist

Quality Jewelry **ADVERTISED IN LIFE**
FOR 76 YEARS



(J) Finest quality genuine grey cat's eye, Sterling silver. Available also in genuine Jade. Specify stone. Tie tack set.
 5719 5825 Set ... Cat's eye ... Retail \$16.50
 5720 5625 Links only ... Cat's eye ... Retail 12.50
 5719 5825 Set ... jade ... Retail 16.50
 5720 5625 Links only ... jade ... Retail 12.50

(K) Genuine black onyx in new setting motif. Sterling silver.
 5725 5750 Set ... Retail \$15.00
 5726 5500 Links only ... 10.00

(L) Massive weight, hand engraved Sterling silver, antique black lines.
 5704 5825 Set ... Retail \$16.50
 5705 5550 Links only ... 11.00

(M) Hamilton gold plate with antique black.
 5737 5300 Set ... Retail \$6.00
 5738 5175 Links only ... 3.50

(N) Hamilton gold plate, hand engraved with bright and satin finish.
 5740 5375 Set ... Retail \$7.50
 5741 5250 Links only ... 5.00

(O) Hamilton gold plate, contrasting antique black.
 5743 5375 Set ... Retail \$7.50
 5744 5250 Links only ... 5.00

(P) Heavy Sterling silver, hand engraved.
 5707 5750 Set ... Retail \$15.00
 5708 5500 Links only ... 10.00

(Q) Hand engraved Sterling silver, bright and satin finish.
 5713 5525 Set ... Retail \$10.50
 5714 5325 Links only ... 6.50

(R) Genuine black onyx with sparkling hand-set rhinestones, Sterling silver.
 5722 5825 Set ... Retail \$16.50
 5723 5550 Links only ... 11.00

All tie bars with alligator clip except set (J)



BILLFOLDS BY Belle Brummel

ADVERTISED IN LIFE

Women's wallets elegantly designed in our new SLIMLINE and conventional construction. Smart imported leathers in exciting new colors—mean you are "fashion-wise" when you wear a BELLE BRUMMEL billfold.



"Slimline," thin as a wafer is the new feature of this outstanding imported Morocco leather wallet. Removable eight window pass case, roomy change purse, lined in silk moire and tooled in 24 kt. gold leaf.

575-67	S300	Lipstick red	Retail \$6.00
575-68	S300	Antique white	\$6.00
575-69	S300	French blue	\$6.00
575-74	S300	Creme de cacao	\$6.00

Fashion elegance is predominant in this two piece matched set. Finest imported Morocco leather. Tooled in 24 kt. gold leaf.

335-53	S625	Jet black	2 pc. set	Retail \$12.50
335-77	S625	Pink	2 pc. set	\$12.50

the above in silk lined gift box



Thin and compact styling are the features of this French style, smooth saddle cowhide billfold. Roomy outside coin purse, spare key pockets and removable picture windows.

550-95	S250	Azure blue	Retail \$5.00
550-99	S250	Pearl gray	\$5.00



Distinctive—exciting, a must for the fashion-wise women. Smartly constructed French purse in imported East India buffalo calf leather. Lined in silk moire. Eight removable picture windows.

565-47	S375	Antique white	Retail \$7.50
565-48	S375	Camellia pink	\$7.50
565-49	S375	Sky blue	\$7.50



"Slimline" in luxury cowhide. Removable 8 window pass case, additional pockets for passes and charge plate. Silk lined and tooled in 24 kt. gold leaf.

576-98	S250	Antique white	Retail \$5.00
576-85	S250	Lipstick red	\$5.00
576-99	S250	Pearl gray	\$5.00



Men's "Accordex" smartly designed stitchless English Morocco wallet. Removable pass case containing twelve "accordex" picture windows.

501-52	S300	Brown	Retail \$6.00
501-53	S300	Black	\$6.00



Men's "Pocket Secretary" Supreme quality turned edge pocket secretary, featuring popular "address—phonedex." Thin metal pencil and handy memo pad. Beautifully lined in silk moire.

655-53	S375	Black Morocco	Retail \$7.50
655-73	S375	Brown tavia calf	\$7.50



Men's "Slimline" New—different. Imported English Morocco men's "Slimline," thin as a wafer. Eight removable picture windows without bulky pass case. Secret money pocket lined in silk moire.

580-52	S250	Brown	Retail \$5.00
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IF NOT FOR RESALE, ADD 10% TO YOUR COST FOR FEDERAL EXCISE TAX. SEE PAGE 1 FOR PRICE INFORMATION.



BILLFOLDS BY Beau Brummel



Where fashion is King—you'll find Beau Brummel leatherware leading the parade. The exciting extras, the well constructed details, the handsome styling all mean you're "fashion right" with Beau Brummel.

Styles for Men and Women



Fine tailored matched wallet, pocket secretary and key case. Made in imported brown India buffalo calf.

815-40 \$875 Three pc. matched set the above in silk lined gift box Retail \$17.50
515-40 \$300 Wallet only \$ 6.00
650-40 \$375 Secretary only \$ 7.50

Matching stitchless wallet and zipper key case set. Handsome imported ostrich grain calf leather.

300-80 \$625 Black 2 pc. set the above in silk lined gift chest Retail \$12.50



Exceptionally smart stitchless fold with removable twelve window "accordex" pass case. Secret money pocket lined in silk moire.

501-25 \$625 Brown Iceland seal Retail \$12.50



Superbly hand turned edge construction skillfully applied to these fine quality wallets. Detachable eight window pass case. Elegantly lined in genuine leather.

597-44 \$1250 Brown alligator Retail \$25.00
597-31 \$500 Tan gallun calf \$10.00



New—the billfold of tomorrow. The "Slimline," thin as a wafer. Eight removable picture windows without bulky pass case. "handy phonedex."

585-60 \$750 Tan aniline seal Retail \$12.50
581-5 \$375 Tan gallun calf \$ 7.50



Quality construction and master styling in these fine stitchless wallets. Removable twelve window "accordex" pass case.

511-70 \$500 Tan tavia calf Retail \$10.00
511-65 \$375 Tan saddle cowhide \$ 7.50



"Slimline"—with coin pocket for men. Detachable eight picture windows without bulky pass case.

505-1 \$300 Tan harness leather Retail \$6.00



Outstanding value in this genuine smooth calfskin wallet. Secret money pocket smartly lined in silk moire. Removable twelve window "accordex" pass case.

516-35 \$250 Tan calf Retail \$5.00
516-37 \$250 Black calf \$ 5.00



The Album
NATIONALLY ADVERTISED

BE SURE WITH HERITAGE
a product of Enger Kress
SINCE 1885
a leading manufacturer of
QUALITY LEATHER GOODS

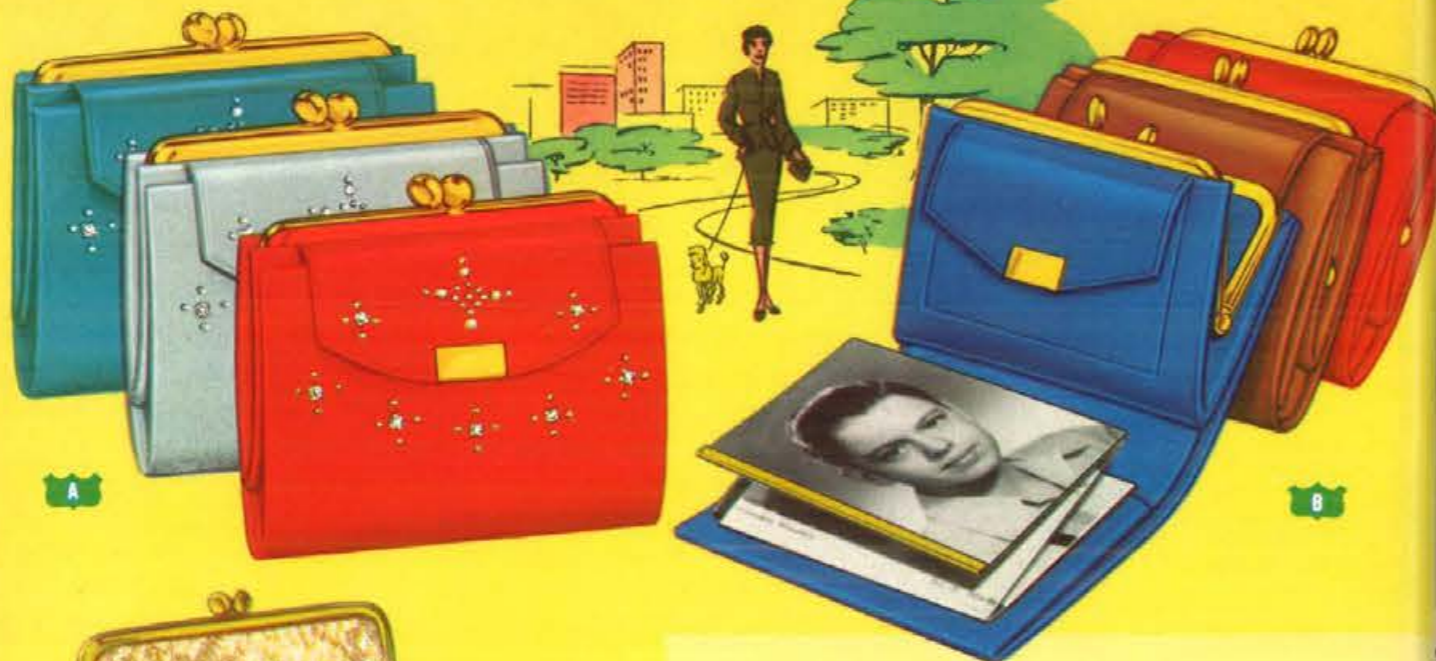
Member Brand Name Foundation

- A THE LEADER of all pass case billfolds. Supreme quality. Thin. Secret pocket for big money. Useful pockets for stamps, tickets, cards and keys. Add or remove passes as required.
154 \$500 Calfskin. State choice of brown with plain cover or multitone with tooled design as illustrated. Retail \$10.00
153 \$375 Antiqued cowhide. State choice of brown, grey or natural. Retail \$ 7.50
- B Nationally advertised ALBUM billfold. Thinnest pass case made. Holds from 2 to 32 cards. Secret pocket for your spare keys. The billfold men choose for themselves.
110 \$1000 Luxurious pinseal. State choice of black or brown. Retail \$20.00
111 \$750 Beautiful soft multitone calfskin with tooled design (Illustrated) Retail \$15.00
113 \$500 Exotic brown water buffalo calfskin. Retail \$10.00
112 \$375 Antique brown cowhide. Retail \$ 7.50
- C A POPULAR priced billfold. Beautifully designed and thin. Add or subtract windows from pass case as needed. Extra card pocket and divided currency pocket.
136 \$300 Saddle cowhide. State choice of black or brown. Retail \$6.00
137 \$300 Pin grain Morocco. State choice of black or brown. Retail \$6.00
105 \$200 As described above but with pass case closure as shown in sketch under illustration. Brown cowhide. Retail \$4.00
- D Try and find the SECRET pocket! An extra thin billfold beautifully styled and crafted. Pockets for currency, cards, tickets, stamps and keys.
157 \$500 Soft calfskin. State choice of black or brown. Retail \$10.00
156 \$375 Antique brown saddle cowhide. Retail \$ 7.50
- E The LUXURY billfold for the man who has the best of everything! A choice of two superb leathers with contrasting trim. Divided pocket for currency. Pockets for cards, stamps, tickets. Removable pass case has swing clip to add or remove extra windows. Edges hand turned by skilled craftsmen for added beauty.
199 \$1125 Rich brown alligator. Retail \$22.50
162 \$1000 Soft shining pinseal with 14K gold corners. State choice of black or brown. Retail \$20.00
- F Exceptional value. The pass case holds eight cards. More windows can be added. Large gusseted pocket for change. Zipper and regular pockets for bills. Two card pockets. Six hook contour key case for long wear.
116 \$500 Brown cowhide billfold and key case set. Retail \$10.00
117 \$375 Brown cowhide billfold only. Retail \$ 7.50

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Each item attractively gift boxed



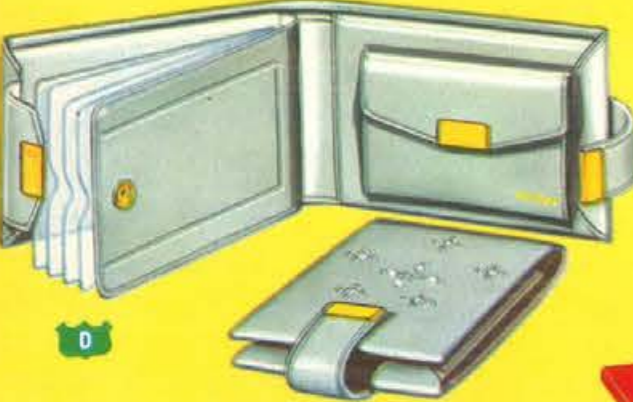


A

B



C



D



E



F

BE SURE WITH HERITAGE
by Enger Kress

Manufacturers of Quality Leather Goods Since 1885

A & B A distinctive FRENCH PURSE that every lady wants. Almost magic—remove a bill without exposing your money. Beautifully lined coin purse and currency pocket. Accordion type photo case displays 8 pictures.

A 119 \$500 Brilliantly jeweled pattern on soft antiqued cowhide. State choice of red, twilight grey or turquoise. Retail \$10.00

B 118 \$375 Soft polished saddle cowhide (not jeweled). State choice of blue, toast brown or red. Retail \$ 7.50

C A PARTY PURSE she will love! It's made of sparkling brocaded materials that will compliment every dress. Luxuriously lined with satin and just the right size for a party.
125 \$375 State choice of white with gold or black floral. Retail \$7.50

D & E Sparkling LADIES' BILLFOLDS. Large coin pocket, secret pocket for your big bills. Pockets for cards, keys and charge plate. Pass case has swing clip to add windows as needed.

D 120 \$500 Brilliantly jeweled design on soft antiqued cowhide. State choice of twilight grey, red or turquoise. Retail \$10.00

E 191 \$375 Soft polished cowhide without jewels. State choice of red, blue or toast brown. Retail \$7.50

106 \$200 Like above but with pass case closure as sketched. State choice of red or green. Retail \$4.00

F Executive Secretary. Pockets for cards, photos, tickets, letters and currency. Hidden pocket for large bills, removable note pad, automatic pencil.

193 \$500 Soft brown calfskin. Retail \$10.00

194 \$750 Hand turned edges. Luxurious pinseal. State choice of black or brown. Retail \$15.00

195 \$375 Antique brown cowhide. Retail \$ 7.50

G DIAL-A-KEY CASE shaped to fit the pocket. Saves wear. Easy to use. Ingenious patented device for easy removal of keys. Six hooks hold up to 12 keys. A most useful gift.

164 \$150 Cowhide. State choice of black or brown. Retail \$3.50

165 \$175 Soft brown calfskin. Retail \$3.50

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Each item attractively gift boxed.

Gift Items For Ladies and Men



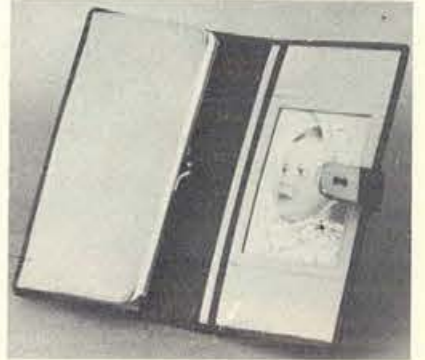
MEN'S MANICURE & BRUSH SET

Light Brown Top Grain Cowhide case, suede lined. Complete with nylon bristle, leather back brush, comb, shoehorn and 4 fine quality imported, highly polished, nickel plated, surgical steel implements. Closed size 5" x 3 1/4" x 2 1/4".
E10 \$585.....Retail \$9.75
If not for resale, add 23c to your cost for Federal Tax.



MEN'S FITTED CLOTHES BRUSH KIT

Sunton Top Grain Cowhide. Zipper case. Brush can be removed for easy cleaning. Contains: 5 fine quality imported, highly polished, nickel plated, surgical steel implements. Closed size 5 3/4" x 2 1/2".
E743 \$595.....Retail \$9.90
If not for resale, add 24c to your cost for Federal Tax.



LADIES' CLUTCH PURSE

Beautiful imported Top Grain leather with large built-in coin purse and folds for checkbook or currency. Golden metal trim. Available in teal blue or red. Size 6 1/4" x 3 1/2".
*E954 \$595.....Retail \$9.95



FITTED MILITARY BRUSH

Light Tan Top Grain Cowhide. Zipper case. Contains: 4 fine quality imported, highly polished, nickel plated, surgical steel implements. Closed size 4 1/4" x 2 1/4".
E2 \$270.....Retail \$4.50
If not for resale, add 11c to your cost for Federal Tax.



WISS FLOWER SHEARS
Easy does it—with these beautiful flower shears. They cut and hold a flower with one hand—in one motion. Fully chrome plated with stainless steel blades for complete prevention of rust. 6 1/2" in length.
FH-4 \$183.....Retail \$2.75

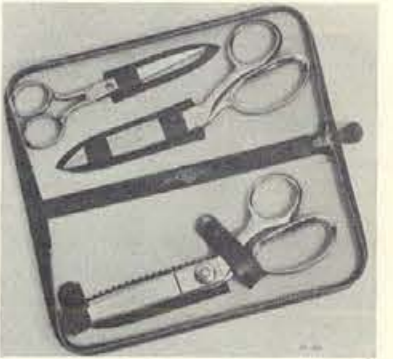


WISS STRAIGHT SHEARS

Light pattern. For household use. Solid steel, full nickel blades. Overall length 7".
127 \$300.....Retail \$4.50



WISS PINKING SHEARS
Make an ideal gift for home sewers as well as professional dressmakers and are indispensable equipment to either. Chrome-plated. Overall length 7 1/2".
CC-7 \$530.....Retail \$7.95



WISS CAREER GIRL SCISSORS SET

Her favorite in top-grain cowhide. Fitted with 7 1/2" pinking shears, 7" dressmakers' shears and 5 1/2" sewing scissors. Available in Caribbean Blue, Nile Green or Tapestry Red.
GS-120 \$1330.....Retail \$19.95



TAK-A-PART KITCHEN SHEARS

Comes apart for cleaning. Hot forged steel, fully chrome plated and polished. Serrated non-slip cutting edge. Attractive assistant in your kitchen, useful addition to your tool box.
9002 \$195.....Retail \$3.25



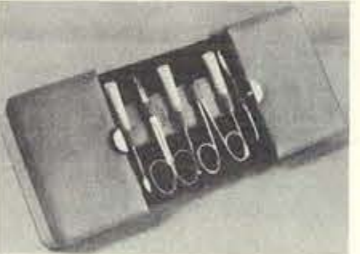
FITTED CASE

Light Tan Top Grain Cowhide, suede lined. Heavy gauge chromium fittings. Leather back brush. Zipper closure. Shipping weight, 3 lbs.
E63 \$1350.....Retail \$22.50
If not for resale, add 78c to your cost for Federal Tax.



MEN'S JEWEL CASE

Light Brown or Black Top Grain Cowhide, suede lined. Holds cuff links in place when not in use to prevent scuffing. Separate covered compartment for valuable jewelry. Dimensions: 8 3/8" x 5 3/4" x 1 3/8".
E511 \$615.....Retail \$10.25



LADIES' MANICURE SET

Light Tan or Black Top Grain Cowhide case. Contains: 7 quality gold plated, surgical steel implements. Available in pastel blue or pink. Closed size 6 1/2" x 4 1/4".
E832 \$615.....Retail \$10.25
If not for resale, add 25c to your cost for Federal Tax.



MEN'S STUD JEWEL CASE

Light Tan or Black Top Grain Cowhide, suede lined. Snaps shut.
E505 \$315.....Retail \$5.25

BRIEF CASES AND PORTFOLIO



TOP GRAIN COWHIDE BRIEF BAG
Available in Suntan or Ginger. Lined sides, two partitions, making three separate pockets, drop ring handles, collapsible bottom, French edges. Size 16" x 13", 8" expansion. Shipping weight, 5 lbs.
25-16 S1845.....Retail \$27.00
Size 18" x 14", 8" expansion. Shipping weight, 6 lbs.
25-18 S1977.....Retail \$29.00



TOP GRAIN COWHIDE BRIEF BAG
Available in Suntan or Ginger. Deluxe bag with Yale lock. Fabric lined, two partitions, making three separate pockets, drop ring handles, collapsible bottom, French edges. Size 16" x 13", 8" expansion. Shipping weight, 6 lbs.
400-16 S2905.....Retail \$43.00
Size 18" x 14", 8" expansion. Shipping weight, 7 lbs.
400-18 S3045.....Retail \$45.00



If not for resale add 10% to your cost for Federal Excise Tax.
See page 1 for price information.



TOP GRAIN COWHIDE BRIEF BAG
Double handle top grain cowhide brief bag. A sturdy and compact utility bag with 3 pockets. Edges reinforced with steel and double saddle stitched. Solid brass extension lock. Available in Suntan or Ginger. Size 16"x12 1/2". Shipping wt., 5 lbs.
645-16 S1514.....Retail \$22.00
Size 18" x 14".
645-18 S1677.....Retail \$24.50



TOP GRAIN COWHIDE MULTIPOCKET PORTFOLIO
Deluxe Multi-pocket Portfolio made of top grain cowhide. Inside three large gusseted pockets and two small cowhide envelope pockets. Pockets made of durable sateen and case lined with Suedine. Case has cowhide gusset for extra capacity. Carried by steel cowhide covering disappearing handles. Turned edge construction. Closed size 16"x12". Available in Ginger or Suntan. Shipping weight, 4 lbs.
8355 S1377.....Retail \$20.00

TOP GRAIN COWHIDE RING BINDER
Deluxe top grain cowhide ring binder; hand turned edges and fully lined with pig grain drill. Inside two long gusseted pockets made of heavy sateen. Standard 3 ring 1 1/4" capacity ring metal with double boosters for paper size 11"x8 1/2". With handles. Available in Ginger or Suntan. Shipping weight, 4 lbs.
8348H S945.....Retail \$13.50

MULTIPOCKET CASE—COVER IN TUFIDE
Available in British Brown or London Tan. Lined in strong Lexide. Two vertical, one flat divided vertical pocket. Patented Tuck-A-Way interlocking handles. Book size 16" x 12". Shipping weight, 4 lbs.
4-126-16 S800.....Retail \$12.00
Book size 18" x 13". Shipping weight, 4 lbs.
4-126-18 S933.....Retail \$14.00



DELUXE TUFIDE BRIEF BAG
Available in British Brown or London Tan. Lined brown strong Lexide. Deluxe bag with Yale lock. Patented molded nylon lifetime protected edge. Size 16"x13", 8" expansion. Shipping weight, 5 lbs.
9-7F-126-16 S1267.....Retail \$19.00
Size 18"x14", 8" expansion.
9-7F-126-18 S1400.....Retail \$21.00



TOP GRAIN COWHIDE ZIPPER CASE
Available in Suntan or Ginger. Fabric lined, pockets, two leather pad pockets, pen and pencil pocket, turned edges, disappearing handles. Size 16" x 12". Shipping weight, 4 lbs.
405-16 S1745.....Retail \$21.00
Size 17" x 12 1/2". Shipping weight, 7 lbs.
405-17 S1945.....Retail \$21.00



IT'S SMART TO TRAVEL WITH

Cruisair
LIGHTWEIGHT
DURABLE LUGGAGE

LUXURIOUS TOP GRAIN ANILINE DYED FAMOUS CALIFORNIA SADDLE LEATHER

A rich fine quality natural leather. Hand crafted, with reinforcing side panels. Handsome Boot Maker finish. Double handles with tear drop loops. Protective metal frame guards. Linings are Coffee Brown Gabardine with double curtains.
CS2/4762—24" 2 Suiter Case,
Natural Tan California Saddle.....Retail 69.95
CSJr./4012—21" Companion Case,
Natural Tan California Saddle.....Retail 59.95



CRUISAIRE SELECTED TOP GRAIN ANILINE DYED LEATHER
Finest quality hand crafted, distinctive luggage. Full fashioned molded ends, with reinforced side panels. Deluxe Hardware and Frame guards. Genuine Irish Linen linings with 3 large pockets and double protective curtains. Complete with flannel lined zipper shoe pocket in 2 suiters.
CDLJr./S4500—21" 2 Suiter, Suntan.....RETAIL 79.95
CDL2/S5250—24" 2 Suiter, Suntan.....RETAIL 69.95
CDL2/CS250—24" 2 Suiter, Coppertone.....RETAIL 79.95
CDLJr./C4500—21" Companion, Coppertone.....RETAIL 69.95



CRUISAIRE ANILINE DYED TOP GRAIN COWHIDE LEATHER
Deluxe construction — Attractive French Edge styling made of selected leathers. Has reinforcing diagonal side bands with oversized protective corner boots. Double protective curtains. Lining is attractive Sandtone. Double handles.
CFP3/S4650—26" 3 Suiter, Suntan.....RETAIL 67.95
CFP2/S3900—24" 2 Suiter, Suntan.....RETAIL 56.95
CFP Jr./S3300—21" Companion, Suntan.....RETAIL 46.95
CFP3/C4650—26" 3 Suiter, Coppertone.....RETAIL 67.95
CFP2/C3900—24" 2 Suiter, Coppertone.....RETAIL 56.95
CFP Jr./C3300—21" Companion, Coppertone.....RETAIL 46.95



CRUISAIRE FLIGHT WEIGHT LUGGAGE
Pounds Lighter — Packs MORE
A masterpiece of design and construction. Full Weight Top Grain Aniline dyed Cowhide Leather — with full side Valances — skillfully hand crafted on an exclusive aluminum frame. Complete with attractive lining and protective double curtains.
CLW3/S4162—26" 3 Suiter, Suntan.....Retail 59.95
CLW2/S3412—24" 2 Suiter, Suntan.....Retail 48.95
CWL Jr./S2700—21" Companion, Suntan.....Retail 38.95
CLW3/C4162—26" 3 Suiter, Coppertone.....Retail 59.95
CLW2/C3412—24" 2 Suiter, Coppertone.....Retail 48.95
CLW Jr./C2700—21" Companion, Coppertone.....Retail 38.95

All prices subject to 10 per cent Federal Excise Tax.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

PACKS MORE

Cruisair

WEIGHS LESS



IT'S SMART TO TRAVEL WITH

Cruisair

LIGHTWEIGHT DURABLE LUGGAGE



CRUISAIRE SOFT SIDE LUGGAGE OF GOODYEAR VITALON FOR WOMEN
LIGHTER — STRONGER — GREATER PACKING CAPACITY — STEEL FRAME CONSTRUCTION FIBRE REINFORCED

A stunning new luggage creation. Covered in rich crush grain finish Goodyear Vitalon — a sensational new Plastic with the New Miracle Clear Vinyl finish. Moisture proof and scuff resistant. Lined with attractive Celanese Taffeta in complementary shades.

AZURE BLUE with Blue Lining

- C2982535—21" Weekend Case, 5 3/4 Lbs. RETAIL 36.95
- C52983750—26" Pullman Case, 7 3/4 Lbs. RETAIL 54.95
- *C21/2983575—14" top handle train case, 4 1/2 Lbs. RETAIL 54.95
- C32984875—21" Wardrobe, 9 1/2 Lbs. RETAIL 69.95

SHADOW GRAY with Gray Lining

- C29G2535—21" Weekend Case, 5 3/4 Lbs. RETAIL 36.95
 - C529G3750—26" Pullman Case, 7 3/4 Lbs. RETAIL 54.95
 - *C21/29G3575—14" Top handle train case, 4 1/2 Lbs. RETAIL 54.95
 - C392G4875—21" Wardrobe Case, 9 1/2 Lbs. RETAIL 69.95
- *C21/29 Train case is transparent Plexiglass lined. Adjustable Plexiglass loops for cosmetic bottles. Removable waterproof lined zipper utility kit.

MATCHING LIGHTWEIGHT CASES FOR MEN SMART CONTINENTAL STYLING

Gray tough attractive Goodyear Vitalon with contrasting Black trim on frame. Genuine Irish Linen linings. Nickel plated Brass hardware.

- C29/21G2535—21" Weekend Case, 6 Lbs. RETAIL 36.95
- C29/1G3375—One Suiter Case, 8 Lbs. RETAIL 47.95
- C29/2G4350—Two Suiter Case, 8 3/4 Lbs. RETAIL 63.95



Vitalon
by GOODYEAR



All prices subject to 10 per cent Federal Excise Tax.

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CRUISE-WEIGHT — by CRUISAIRE LESS WEIGHT — OVERSIZED FOR MORE PACKING CAPACITY

AQUA BLUE with Light Blue Celanese Moire Lining

- C45B1911—Week End Case, 21 x 16 x 6 RETAIL 26.95
- C545B3190—Pullman Case, 26 x 17 x 7 1/2 RETAIL 44.95
- C545B3625—Pullman Case, 29 x 18 x 8 1/2 RETAIL 49.95
- C16/45B1911—Train Case, 12 1/2 x 8 1/4 x 8 1/4 RETAIL 26.95
- C345B3635—Wardrobe, 21 x 18 1/2 x 9 RETAIL 49.95

PASTEL GREEN with Light Green Celanese Moire Lining

- C45G1911—Week End Case, 21 x 16 x 6 RETAIL 26.95
- C545G3190—Pullman Case, 26 x 17 x 7 1/2 RETAIL 44.95
- C545G3625—Pullman Case, 29 x 18 x 8 1/2 RETAIL 49.95
- C16/45G1911—Train Case, 12 1/2 x 8 1/4 x 8 1/4 RETAIL 26.95
- C345G3635—Wardrobe, 21 x 18 1/2 x 9 RETAIL 49.95

PALOMINO with Dark Brown Celanese Moire Lining

- C45P1911—Week End Case, 21 x 16 x 6 RETAIL 26.95
- C545P3190—Pullman Case, 26 x 17 x 7 1/2 RETAIL 44.95
- C545P3625—Pullman Case, 29 x 18 x 8 1/2 RETAIL 49.95
- C16/45P1911—Train Case, 12 1/2 x 8 1/4 x 8 1/4 RETAIL 26.95
- C345P3625—Wardrobe, 21 x 18 1/2 x 9 RETAIL 49.95

MEN'S MATCHING CASES IN PALOMINO ONLY

- with Coffee Brown Gabardine Linings
- CM45P2162—Men's 21" Week End, 21 x 16 x 6 RETAIL 29.95
- CM45/2P3350—Men's 2 Suiter, 24 x 18 1/2 x 7 1/4 RETAIL 49.95



New molded light weight luggage — Streamlined Basswood Veneer box. Covering is attractive long wearing Co-hyde — a tough Vinyl plastic — resists scuffing, moisture and spotting. Hardware is solid Brass. Detachable zipper pockets with waterproof linings in 21" Weekend and Train Case.



CRUISE-LIGHT with this NEW EXTRA LIGHT WEIGHT FINE LUGGAGE

An exclusive new light weight creation. Selected Basswood one piece construction with imported Veneer top and bottom. Covered with attractive miracle new Lined Vinyl material. Scuff and moisture resistant. Genuine top grain leather binding top and bottom. Hardware is solid brass.

CHARCOAL GREY with Celanese Gray Lining
Note Extra Light Weight

- C920G1912—21" Week End, 5 1/4 Lbs. RETAIL 25.95
- C5920B2925—26" Pullman, 7 1/2 Lbs. RETAIL 42.95
- C3920B3375—21" Wardrobe, 10 1/4 Lbs. RETAIL 47.95
- C16/920G2250—14" Deluxe Train Case, 3 1/2 Lbs. RETAIL 32.95

AZURE BLUE with Celanese Blue Lining
Note Extra Light Weight

- C920B1912—21" Week End, 5 1/4 Lbs. RETAIL 25.95
- C5920B2925—26" Pullman, 7 1/2 Lbs. RETAIL 42.95
- C3920B3375—21" Wardrobe, 10 1/4 Lbs. RETAIL 47.95
- C16/920B2250—14" Deluxe Train Case, 3 1/2 Lbs. RETAIL 32.95



Removable waterproof lined zipper pocket, washable lining. (In Week End & Train Case)

All prices subject to 10 per cent Federal Excise Tax. See page 1 for price information.

IT'S SMART TO TRAVEL WITH

Cruisair

LIGHTWEIGHT
DURABLE LUGGAGE



ANILINE DYED TOP GRAIN COWHIDE LEATHER SUPER-VALUE LUGGAGE

Sleek new styling. Soft side construction — French Edge — Double stitched — Attractive lining. Protective curtain in 2 Suiter. Smart "hand fitting" handle. Reinforced protective leather corner boots.

- CMU2/S2962—24" 2 Suiter, SuntanRetail 44.95
- CMUJr./S2512—21" Companion, SuntanRetail 34.95
- CMU2/C2962—24" 2 Suiter, CoppertoneRetail 44.95
- CMUJr./C2512—21" Companion, CoppertoneRetail 34.95



Fine Luggage Covered with MIRACLE GOODYEAR VITALON IN POPULAR CRUSH GRAIN FINISH

Streamlined design — soft side construction. Scuff resistant. Double handles — corner guards. Full protective curtain with large laundry pocket in 2 Suiter. Good quality linings.

- CV2/P2662—24" 2 Suiter, PalominoRetail 37.95
- CVJr./P2137—21" Companion, PalominoRetail 29.95

Vitalon
by GOODYEAR



BIG VALUE! DURABLE, WEAR RESISTANT TOLEX

Attractive leather like Tolex — Soft Sided construction — Popular French Edge style with reinforcing diagonal side bands. Double Handle — Deluxe frame — with protective corner guards. Full curtain with laundry pocket for accessories in 2 Suiter. Moisture and scuff resistant. Good quality linings.

- CTXLS2/S2362—24" 2 Suiter, SuntanRetail 32.95
- CTXLSJr./S1987—21" Companion, SuntanRetail 26.95



EXECUTIVE "QUICK-TRIPPER" ANILINE DYED TOP GRAIN COWHIDE LEATHER

A smart "All Purpose" case for the busy Executive. Useful as an overnight case—doubles as a combination overnighter and attaché. Streamlined styling—flush end for maximum packing capacity—protective curtain with zipper pocket for confidential papers. Attractively lined.

- E47S2250—SuntanRetail 34.95
- E47C2250—CoppertoneRetail 34.95



All prices subject to 10 per cent Federal Excise Tax.

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.



Kalistron

NATIONALLY ADVERTISED IN
Charm, Glamour, Seventeen,
Mademoiselle and Vogue



LADIES' KALISTRON MATCHED SETS

Kalistron cases are both beautiful and strong. Lightweight aircraft veneer all-wood case and triple stitched vinyl plastic bumper bindings increase the durability. Other top quality features are comfortable, strong steel core handles, three streamlined hinges and polished locks.

Luxurious chrospun lining with tie tapes and quilted padded bottoms create a rich interior with many packing features you'll enjoy. TRAIN CASES have removable zipper pocket and large removable mirror. Clear plastic protects the lining to match other cases.

EXTRA POCKETS in the lids and large roomy body pockets add packing convenience to pullman cases and weekenders.

WEEKENDERS have handy removable zipper pocket. WARDROBE CASES have hangers and folding lid fixtures.

Please Specify Colors on Orders
BLUE - GREY - GREEN - IVORY - GINGER - RANCH TAN

NUMBER	DESCRIPTION	WEIGHT	RETAIL
(For Shipping Weight Add 1 Pound for Carton)			
A K14 S1614	14" Train Case 14x9½x8"	6 lbs. . .	\$23.50
K16 S1614	16" Round Hat Box (16" Diameter)	4 lbs. . .	\$23.50
B K21 S1614	21" Weekender 21x14x7"	7 lbs. . .	\$23.50
C K26 S2314	26" Pullman 26x16½x8"	Express	\$34.00
D K29 S2577	29" Pullman 29x18x8½"	Express	\$38.00
E K31 S2577	21" Wardrobe 21x18x8½"	Express	\$38.00
K32 S2577	18" Hat & Shoe 18x17x11"	Express	\$38.00



MEN'S DELUXE KALISTRON SETS

Kalistron is the finest reproduction of handsome expensive looking leather and it just won't scratch like leather. Wipes clean with a damp cloth.

Lightweight sturdy steel frames with polished snap catches and locks. Two strong comfortable steel core handles.

Harmonizing twill lining with handy packing compartments. Two and Three Suiters have hangers and special packing device to pack suits carefully and wrinkle free.

Buy Companion Case to match two or three suiter. They're deal for short trip and for added capacity on long trips.

Please Specify Colors GINGER - GREY - RANCH TAN

K85 S2214	21" Companion 21x14½x7½"	9 lbs. . .	\$32.50
K81 S2477	22" One-Suiter 22x18x6"	Express	\$36.50
K82 S2614	24" Two-Suiter 24x18½x8¼"	Express	\$38.50
K83 S3014	26" Three-Suiter 26x19x8¾"	Express	\$44.50

If not for resale add 10% to your cost for Federal Excise Tax

PROOF OF KALISTRON'S EXCEPTIONALLY HIGH QUALITY

The Toughest and Most Beautiful Plastic That Modern Science Ever Developed



An exclusive U. S. Plywood Company process makes KALISTRON plastic so tough YOU CAN'T EVEN SCRATCH IT WITH A NAIL FILE!

Belber
LUGGAGE



FLITE TESTED AND APPROVED BY EASTERN AIRLINES

Eastern reported: "Your packed Two-Suiter and two ladies' cases were flown 11,347 miles on DC4's, Martins and Constellations. TAKEN ON AND OFF PLANES 88 TIMES with no major damage."

BELBER GUARANTEE

An unconditional LIFETIME guarantee against any manufacturing defect — backed by 78 years of luggage know-how. Remember your best buy is BELBER!



Regular Size  Sky Blue

New Fashionable SKYLINER STYLES

These new "Slim Silhouettes" will be dominating the luggage sky! They have added capacity and the shallow packing space make easier to find things. They're easier to carry because the shorter makes them easier to pick up without bending over.

SKYLINER SPARKLING NEW STARDUST STYLES

The gleaming sparkle flecks in this new interesting durable vinyl plastic linen pattern stands out as the very newest and most glamorous. It's the big new rage in luggage fashions.

Beautiful chromespun interior linings that are quilted and padded have many large roomy pockets for your packing convenience.

Please Specify Colors on Orders, PACIFIC BLUE AND BRITISH GREY

NUMBER	DESCRIPTION	WEIGHT	RETAIL
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British Grey  Pacific Blue 

A	TL14 S1232 14" Train Case . . . 14x9 1/2 x 8"	6 lbs. . .	\$17.
B	TL21 S1232 21" Weekender 21x16x6"	8 lbs. . .	\$17.
C	TL24 S1477 24" Pullman . . . 24x16 1/4 x 6 3/4"	Express	\$21.
D	TL26 S1614 26" Pullman . . . 26x18x7 1/4"	Express	\$23.
	TL29 S1977 29" Pullman . . . 29x22x8"	Express	\$29.

TALL SKYLINER RIVIERA VINYL PLASTIC STYLES

A new, attractive vinyl plastic which is deeply embossed with beautiful pattern.

Comfortable moulded plastic handle and large button brass fire locks together with our 3 hinge construction makes these cases strong and very attractive.

Satin twill rayon linings with quilting, padding and many handy pockets make this a very glamorous series.

Please Specify Colors. Available in Sky Blue and Jet Grey

E	TV14 S1100 14" Train Case . . . 14x9 1/2 x 8"	6 lbs. . .	\$15.
F	TV21 S1100 21" Weekender . . . 21x16x6"	8 lbs. . .	\$15.
G	TV24 S1277 24" Pullman . . . 24x16 1/4 x 6 3/4"	Express	\$18.
H	TV26 S1477 26" Pullman . . . 26x18x7 1/4"	Express	\$21.
	TV29 S1614 29" Pullman . . . 29x22x8"	Express	\$23.

DELUXE HOLIDAY VINYL PLASTIC STYLES

Attractive vinyl plastic covering on 3 ply aircraft veneer wood core with wide triple stitched binding, polished locks and matching core handle.

Beautiful Celanese deluxe padded and quilted linings. Zipper pocket in Train Case and Weekender.

Please Specify Colors on Orders. Available in Blue-Green-Tan-Ivory

MW18 S977	18" Overnight . . . 18x13x6 1/2"	5 lbs. . .	\$14.
J	MW14 S1059 14" Train Case . . . 14x9 1/2 x 8"	5 lbs. . .	\$15.
K	MW21 S1059 21" Weekender . . . 21x14x7"	6 lbs. . .	\$15.
L	MW26 S1477 26" Pullman . . . 26x16 1/2 x 8"	Express	\$21.
	MW29 S1591 29" Pullman . . . 29x18x8 1/2"	Express	\$23.
M	MW31 S1591 21" Wardrobe . . . 21x18x8 1/2"	Express	\$23.

If not for resale add 10% to your cost for Federal Excise Tax



TOP GRAIN STEER HIDE LEATHER



LADIES' TOP GRAIN STEER HIDE LEATHER SETS

The Finest in Luxury Luggage

You'll be proud to own or to give this top quality leather luggage. Only the best selection of aniline finished top grain leather is used with shock resistant rubber cushioned triple stitched matching binding.

America's finest, expensive looking die cast large button locks and French style saddle stitched leather handles complete this styling.

These light weight aircraft veneer wood cases have beautifully appointed padded and quilted interiors of glamorous satin. Zipper pocket in weekenders and in train cases.



Smooth Suntan Smooth Ginger Not Available

All styles are available in Ginger or Suntan. (Alligator Grain not available)

NUMBER	DESCRIPTION	WEIGHT	RETAIL
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A	BL14 S2214 14" Train Case . . . 14x9 1/2 x 8"	6 lbs. . .	\$32.50
B	BL21 S2345 21" Weekender . . . 21x14x7"	7 lbs. . .	\$34.50
C	BL26 S3245 26" Pullman . . . 26x16 1/2 x 8"	Express	\$48.00
D	BL29 S3814 29" Pullman . . . 29x18x8 1/2"	Express	\$56.50
E	BL31 S3677 21" Wardrobe . . . 21x18x8 1/2"	Express	\$54.50

LADIES' NEOLITE MATCHED SETS

NEOLITE, the miracle material made by Goodyear Tire and Rubber Co. has long been famous for outstanding durability in many products. The new rich looking saddle hide finish is attractive and adds to Neolite's strong resistance to scuffing, scratching, dampness and all the abuses of modern travel.

Quilted, padded lustrous satin lined interiors add to the glamour of these light weight aircraft veneer all wood cases. The triple stitched vinyl plastic binding, solid brass locks and saddle stitched French style handles add beauty to these luxurious cases.



Please Specify Colors on Orders, SUNTAN AND GINGER

LN14 S1495	14" Train Case . . . 14x9 1/2 x 8"	6 lbs. . .	\$21.80
LN21 S1495	21" Weekender . . . 21x14x7"	7 lbs. . .	\$21.80
LN26 S2314	26" Pullman . . . 26x16 1/2 x 8"	Express	\$34.00
LN29 S2577	29" Pullman . . . 29x18x8 1/2"	Express	\$38.00
LN31 S2577	21" Wardrobe . . . 21x18x8 1/2"	Express	\$38.00

If not for resale add 10% to your cost for Federal Excise Tax



BELBER GUARANTEE
An unconditional LIFETIME guarantee against any manufacturing defect — backed by 78 years of luggage know-how. Remember your best buy is BELBER!

NEOLITE IS NATIONALLY ADVERTISED IN **LIFE HOLIDAY POST**

Belber LUGGAGE



MEN'S STEEL FRAME SETS

Sturdy, smart looking, soft side styles. Outstanding values in every price range. All styles have double handles and turn button divider.



COMPANION CASE has 2 compartments with handy pocket divider. Buy one to match two-suiter or three-suiter for long trips. Also ideal small size case for short trips.

TWO AND THREE SUITERS have hangers and packing arrangements to pack suits wrinkle free in one half of the case. A divider with turn buttons forms separate compartment for shirts, shoes and other accessories.



Please specify colors on your orders.
(For Shipping Weight, Add 1 1/2 Pounds for Carton)

VINYL PLASTIC TOLEX MATCHED SETS

Looks like leather and is more scratch resistant. This low priced fabric reinforced vinyl plastic will give many years of satisfying service. Available in Suntan and Ginger.

NUMBER	DESCRIPTION	WEIGHT	RETAIL
A T85 S1377	21" Companion ... 21x14 1/2 x 7 1/2"	8 lbs.	\$20.95
B T82 S1645	24" Two-Suiter ... 24x18 1/2 x 8 1/4"	Express	\$24.95
C T83 S1914	26" Three-Suiter ... 26x19 x 8 1/2"	Express	\$28.95

DELUXE NEOLITE SETS

The famous Goodyear Rubber Co. miracle material that is so remarkably abrasion resistant. A truly handsome set. Featuring deluxe finish with highly polished double locks. Suntan and Ginger.

D N85 S2214	21" Companion ... 21x14 1/2 x 7 1/2"	9 lbs.	\$32.95
E N82 S2614	24" Two-Suiter ... 24x18 1/2 x 8 1/4"	Express	\$38.95
F N83 S3014	26" Three-Suiter ... 26x19 1/2 x 9 1/4"	Express	\$44.95

MOULDED END TOP GRAIN STEER HIDE LEATHER
A distinctive styling usually confined to expensive cases. MOULDED END construction with attractively stitched "V" paneled sides. Only the finest selection of leather is used. Ginger only.

G L85 S2214	21" Companion 21x14 1/2 x 7 1/2"	9 lbs.	\$32.95
H L82 S2614	24" Two-Suiter . 24x18 1/2 x 8 1/4"	Express	\$38.95

DELUXE TOP GRAIN STEER HIDE LEATHER

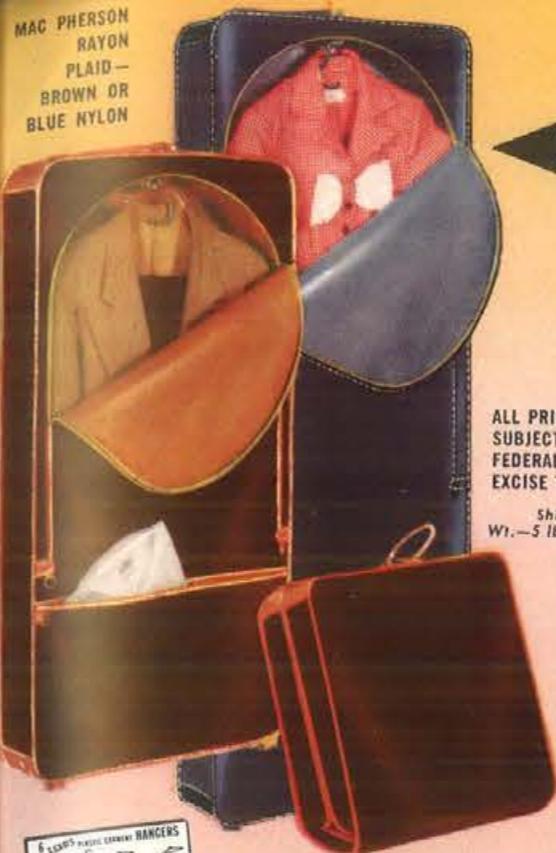
Highly polished double locks on steel frame. Double stitched ends and reinforcement straps on each side. Double divider interior with imported Irish linen lining. Suntan only.

J BL95 S2577	21" Companion ... 21x14 1/2 x 7 1/2"	9 lbs.	\$38.95
K BL92 S3114	24" Two-Suiter ... 24x18 1/2 x 8 1/4"	Express	\$46.95
L BL93 S3514	26" Three-Suiter ... 26x19 1/2 x 8 3/4"	Express	\$52.95

If not for resale add 10% to your cost for Federal Excise Tax

BELBER GUARANTEE
An unconditional LIFETIME guarantee against any manufacturing defect—backed by 78 years of luggage know-how. Remember your best buy is BELBER!

MAC PHERSON
RAYON
PLAID—
BROWN OR
BLUE NYLON



ALL PRICES
SUBJECT TO
FEDERAL
EXCISE TAX.
Ship.
Wt.—5 lbs.

CONVENTIONAL: Men's & Ladies'
Top handle design accommodates 5 suits or 10 dresses. Accessory pocket for extras.

62J S777 Men's (40") Brown Nylon	Ret \$12.95
62J S777 Men's (40") Blue Nylon	Ret \$12.95
52J S657 Men's (40") Plaid	Ret \$10.95
63J S897 Ladies' (54") Brown Nylon	Ret \$14.95
63J S897 Ladies' (54") Blue Nylon	Ret \$14.95
53J S777 Ladies' (54") Plaid	Ret \$12.95

MARBLEIZED VINYL; GREY & TAN—Matched Light-Zip® cases 50% lighter! 33% more packing area! Almost indestructible, one-piece Plywood frame; four nesting sizes. Shirred accessory pocket. Luxurious lining...



LIGHT-ZIPS®		26" Light-Zip	
21" Light-Zip	Ship. Wt.—5 lbs.	26" Light-Zip	Ship. Wt.—8 lbs.
45J S1050 Tan	Ret \$17.50	47J S1650 Tan	Ret \$27.50
45J S1050 Grey	Ret \$17.50	47J S1650 Grey	Ret \$27.50
24" Light-Zip	Ship. Wt.—6 lbs.	29" Light-Zip	Ship. Wt.—9 lbs.
46J S1350 Tan	Ret \$22.50	48J S1950 Tan	Ret \$32.50
46J S1350 Grey	Ret \$22.50	48J S1950 Grey	Ret \$32.50

LEEDS

RIGID-FRAME KING & QUEEN

Deluxe travellers — Queen (54") carries 10 dresses, King (44") carries 5 suits, each on a separate hanger. New lightweight design with an almost indestructible Plywood frame that STANDS! Locks, identification tag. Spacious pocket. Luxurious lining. Hangers available as per illustration under conventional Trip-Zip® model.

MARBLEIZED VINYL; GREY OR TAN



RIGID FRAME



40J S1977 King (44") Rigid Frame Tan Vinyl	Ret \$32.95
40J S1977 King (44") Rigid Frame Grey Vinyl	Ret \$32.95
41J S1977 Queen (54") Rigid Frame Tan Vinyl	Ret \$32.95
41J S1977 Queen (54") Rigid Frame Grey Vinyl	Ret \$32.95

TWIN-PAK

26"—Two Suiter

Carries two suits on separate hangers in one compartment; all travelling extras in another compartment. One piece Plywood frame... Luxurious lining.



49J S2397 2-Suiter Tan	Ret \$39.95
49J S2397 2-Suiter Grey	Ret \$39.95



"COSMOPOLITAN"

Smart European styling—the perfect accessory bag. Two sizes—16", 18", both with zippered accessory pocket. Buna rubber coated lining.

72J S597 16" Plaid	Ret \$ 9.95
92J S657 16" Brn. Nyl.	Ret \$10.95
92J S657 16" Blue Nyl.	Ret \$10.95
73J S717 18" Plaid	Ret \$11.95
93J S777 18" Brn. Nyl.	Ret \$12.95
93J S777 18" Blue Nyl.	Ret \$12.95

MAC PHERSON RAYON PLAID—BROWN OR BLUE NYLON

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.



MAC PHERSON RAYON PLAID—
BROWN OR BLUE NYLON

Ship.
Wt.—7½ lbs.

METAL FRAME King & Queen

The perfect dual-purpose travelling wardrobe bag. Lightweight metal frame that is rigid when travelling, yet folds compactly for storage. Accommodates 5 suits or 10 dresses. Spacious exterior accessory pocket for all extras. Buna rubber lined... assures water-proofed, wrinkle-free travelling. Deluxe quality throughout. Hangers available as per illustration under conventional Trip-Zip® model.

Men's
Split-Frame
Model



- 70J \$1197 Plaid Metal Frame King (40") Ret \$19.95
- 80J \$1377 Brown Nylon Metal Frame King (40") Ret \$22.95
- 80J \$1377 Blue Nylon Metal Frame King (40") Ret \$22.95
- 71J \$1377 Plaid Metal Frame Queen (54") Ret \$22.95
- 81J \$1497 Brown Nylon Metal Frame Queen (54") Ret \$24.95
- 81J \$1497 Blue Nylon Metal Frame Queen (54") Ret \$24.95

LEEDS

CENTER-FOLD Men's and Ladies'

MAC PHERSON RAYON PLAID—
BROWN OR BLUE NYLON



Ship.
Wt.—5½ lbs.

Smart Center-Fold model travel wardrobe bags. Lightweight, wrinkle-free. Accommodates 5 suits or 10 dresses on individual hangers. Large accessory pocket ideal extras. Buna rubber lined. Hangers available as per illustration under conventional Trip-Zip® model.

- 50J \$837 Men's (40") Plaid Ret \$13.95
- 60J \$897 Men's (40") Brown Nyl. Ret \$14.95
- 60J \$897 Men's (40") Blue Nyl. Ret \$14.95
- 51J \$957 Ladies' (54") Plaid Ret \$15.95
- 61J \$1017 Ladies' (54") Brown Nyl. Ret \$16.95
- 61J \$1017 Ladies' (54") Blue Nyl. Ret \$16.95



LIGHT-ZIP

Fashionable... four matching sizes that are lighter and larger. New Plywood frame. Luxuriously lined...

They
"nest!"



MAC PHERSON RAYON PLAID—BROWN OR BLUE NYLON

- | | |
|--|--|
| 21" Light-Zip Ship. Wt.—4½ lbs. | 26" Light-Zip Ship. Wt.—6½ lbs. |
| 75J \$837 Plaid Ret \$13.95 | 77J \$1257 Plaid Ret \$20.95 |
| 95J \$957 Brn. Nyl. Ret \$15.95 | 97J \$1437 Brn. Nyl. Ret \$23.95 |
| 95J \$957 Blue Nyl. Ret \$15.95 | 97J \$1437 Blue Nyl. Ret \$23.95 |
| 24" Light-Zip Ship. Wt.—5½ lbs. | 29" Light-Zip Ship. Wt.—8 lbs. |
| 76J \$1017 Plaid Ret \$16.95 | 78J \$1677 Plaid Ret \$27.95 |
| 98J \$1137 Brn. Nyl. Ret \$18.95 | 98J \$1797 Brn. Nyl. Ret \$29.95 |
| 96J \$1137 Blue Nyl. Ret \$18.95 | 98J \$1797 Blue Nyl. Ret \$29.95 |

ALL PRICES SUBJECT TO
FEDERAL EXCISE TAX



Ship.
Wt.—3½ lbs.

HAT BOX

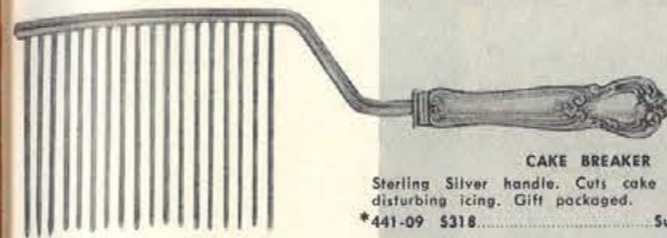
Model-type overniter. Extra large 17" size. Shirred interior pocket. Luxuriously lined...

MAC PHERSON RAYON PLAID—
BROWN OR BLUE NYLON

- 57J \$777 Plaid Ret \$12.95
- 67J \$837 Brown Nyl. Ret \$13.95
- 67J \$837 Blue Nyl. Ret \$13.95

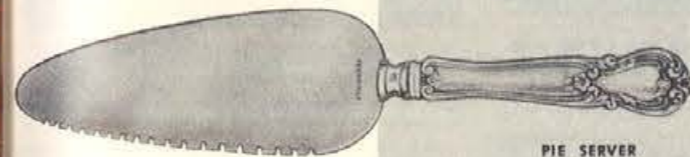
WITH STERLING
SILVER HANDLES

Serving Pieces



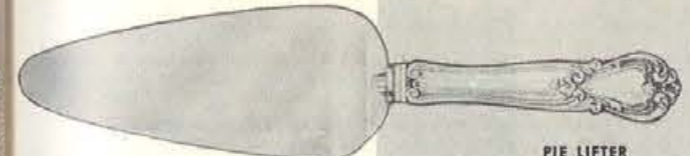
CAKE BREAKER

Sterling Silver handle. Cuts cake portions without disturbing icing. Gift packaged.
*441-09 \$318 Sug. Retail \$5.30



PIE SERVER

Sterling Silver handle. Stainless steel blade. Serrated edge makes this unique. Gift packaged.
*441-02 \$231 Sug. Retail \$3.85



PIE LIFTER

Sterling Silver handle. Stainless steel blade. A valuable hostess accessory. Gift packaged.
*441-01 \$231 Sug. Retail \$3.85



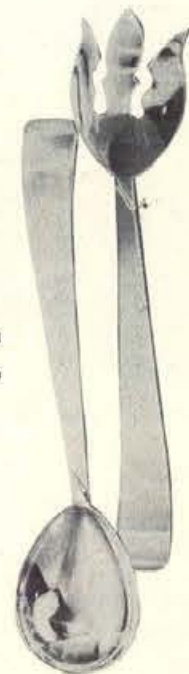
CAKE SERVER

Sterling Silver handle. Stainless steel blade. Serrated cutting edge. Gift packaged.
*441-03 \$231 Sug. Retail \$3.85



2-PIECE SALAD SET

Sterling Silver handle. Spoon bowl and fork lines of beautifully grained imported French Olive wood. A cherished gift in good taste on every table. Gift packaged.
*441-12 \$450 Sug. Retail \$7.50



2-PIECE SALAD SET

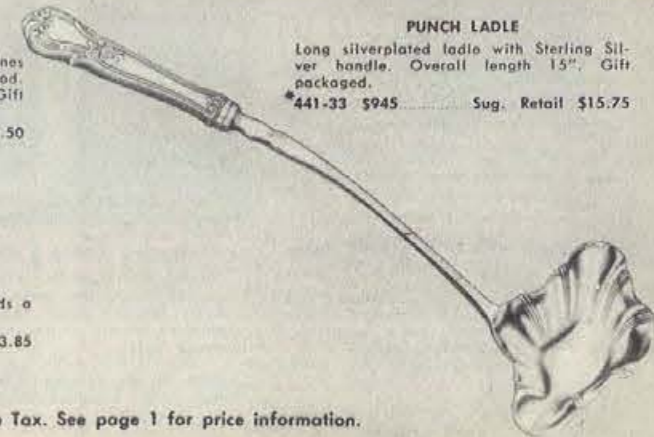
Modern, functional design. Fork and spoon are both heavily silverplated.
15 \$395 Sug. Retail \$7.20



PUNCH LADLE

Length 13". Heavily silverplated.
131 \$488 Sug. Retail \$9.76

SOUP LADLE
Length 11½". Heavily silverplated.
105 \$488 Sug. Retail \$9.76



PUNCH LADLE

Long silverplated ladle with Sterling Silver handle. Overall length 15". Gift packaged.
*441-33 \$945 Sug. Retail \$15.75



BOTTLE OPENER

Sterling Silver handle. Stainless steel opener. Adds a distinctive touch when serving. Gift packaged.
*441-06 \$231 Sug. Retail \$3.85

Fine STERLING Holloware



TALL CANDELABRA

Elegant Sterling Silver candelabra. Removable arms. Gadroon decoration. Ht. 11 3/4", spread 11 1/4". Gift packaged. Shipping weight, 8 lbs.

1900-3-54200..... Sug. Retail \$70.00 pr.



CONSO-COMPOTES

Combination Sterling Silver console stick and crystal compote top. Base unscrews from glass top and can be used alone as a console. Athene pattern. Weighted. Overall height 5 1/8", diameter of top 6", base diameter 3 1/8". Shipping weight, 5 lbs.

540 5750..... Sug. Retail \$12.50 pr.

If not for resale add 10% to your cost for Federal Excise Tax.

See page 1 for price information.



STERLING SILVER AND CRYSTAL JAM JAR SET

Delicately cut design crystal jam jar with Sterling Silver cover and jam spoon. Spoon length 5 3/4". Height 4 3/4", diameter 3". Shipping weight, 3 lbs.

18 5435 Sug. Retail \$7.25 per Set



STERLING SILVER AND CRYSTAL MUSTARD JAR SET

Fine hand cut crystal mustard jar with Sterling Silver cover and mustard spoon. Height 3 3/4", diam. 2 1/4". Spoon length 3 3/8".

1251 5310 Sug. Retail \$5.17 per Set



2-PIECE LEMON SET

Sterling Silver and Crystal. Center has delicately cut crystal design. Pierced Sterling rim in Athene pattern. Sterling Silver fork. Length of fork 5 1/4". Diameter of lemon dish 6 3/4".

32 5645..... Sug. Retail \$10.75 Set



2-PIECE SAUCE BOAT OR MAYONNAISE SET

Crystal bowl with graceful Swan handle. Mounted on Sterling Silver base. Diameter 4 1/2". Sterling Silver ladle, length 5". Shipping wt., 3 lbs.

1235 5480..... Sug. Retail \$8.00 Set



STERLING SILVER & CRYSTAL COASTERS

Coasters nest compactly into each other. Use also as ash trays, bon bons, nut dishes, decanter trays. Diameter 3 3/8". Set of 4 in gift box. Shipping weight, 5 lbs.

144/4 5325..... Sug. Retail \$5.50 Set

Same as above except diameter 4 1/2". Set of 2 in gift box. Shipping weight, 5 lbs.

145/2 5335..... Sug. Retail \$5.50 Set



STERLING SILVER SUGAR & CREAMER

Authentic Colonial design. Each piece has dainty molded feet. Shipping weight, 3 lbs.

115 51980..... Sug. Retail \$33.00 Set



NON-CORROSIVE SALT AND PEPPER SHAKERS

Sterling Silver shakers with inside glass linings to prevent corrosion. Contemporary styling. Large capacity and practical features make them ideal for daily use. Height 4".

437 5570..... Sug. Retail \$9.50

Fine STERLING Holloware



STERLING TRIVET OR HOT PLATE

A pierced sterling trivet of traditional design with heavy plate glass insert for complete table protection. Diameter 7". Does not extend. Shipping weight, 3 lbs.

953 5720..... Sug. Retail \$12.00



DOUBLE VEGETABLE DISH

Solid Sterling. Magnificent Jack Shepard design. Length 12 1/2". Substantial weight. Shipping weight, 4 lbs.

22 56600..... Sug. Retail \$110.00



SAUCE BOAT & TRAY

Solid Sterling. Lovely reproduction of an "Old English" design. Can be used for gravy, melted butter, sauces or cream. Tray is 5 1/4" in diameter. Shipping weight, 4 lbs.

66 51650..... Sug. Retail \$27.50



STERLING BREAD TRAY

Graceful Sterling Silver tray with plain thread border. Ideal for bread, rolls, muffins, etc. Substantial weight. Length 11 1/8"

1663 51850..... Sug. Retail \$30.83



SOLID STERLING CENTERPIECES

Shell design with exquisite matching feet. Unusually heavy weight. Available in 2 sizes.

369 56000 12 1/2" Diameter,

Shpg. wt., 5 lbs..... Sug. Retail \$100.00

373 54500 10 1/4" Diameter,

Shpg. wt., 4 lbs..... Sug. Retail \$ 75.00



SOLID STERLING MAYONNAISE BOWL

A perfect gift item. Has three molded feet of dainty design. Diameter 4 3/4". Shipping weight, 4 lbs.

61 5990..... Sug. Retail \$16.50



SOLID STERLING PITCHER

Beautifully fluted design. 2 qt. capacity. Stands 9" high. With ice guard. Shipping weight, 5 lbs.

991A 510500..... Sug. Retail \$175.00



TALL COMPOTE

Sterling Silver. Distinctively designed. Gadroon and Bead border. Ornamental post. Weighted base. Height 6 1/2", diameter 5 3/8". Shipping weight, 3 lbs.

775 5825..... Sug. Retail \$13.75



STERLING GOBLET

A simple, but smartly styled Sterling Silver goblet that will match any design of table service. Height 6 1/2".

M157 5990..... Sug. Retail \$16.50



STERLING WHISKY JIGGER

For measuring beverages. Has two sides, one with 1 oz. capacity, the other with 2 oz. capacity.

4 5600..... Sug. Retail \$10.00

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

ROGERS & BROS. STERLING

DIVISION OF
THE INTERNATIONAL SILVER COMPANY



SUGAR & CREAM

Gadroon sterling silver sugar and cream set, gold lined, hollow handle, excellent weight. Height 3 3/8". Gift packaged.

1910 51650 Sug. Ret. \$27.50

SUGAR & CREAM

Sterling silver sugar and cream set. Floral decoration. Gold lined, hollow handle. Height 3", distinctive and sturdy. Gift packaged.

3010 51320 Su. Ret. \$22.00



SALT & PEPPER

Ever popular Gadroon. Generous capacity. Delightful and useful table appointments. Ht. 5 1/8". Gift packaged.

1920 5900 Sug. Retail \$15.00

SALT & PEPPER

Sterling salt and pepper. Attractive floral decoration. A table necessity. Height 4 3/4". Full thread. Gift packaged.

3020 5720 Sug. Retail \$12.00



HURRICANE LAMPS

Gadroon sterling silver base. Removable crystal chimneys, tastefully etched. Ht. 10 1/4". Shipping weight, 5 lbs.

1901-40 51320 Sug. Retail \$22.00 pr.



STERLING BUD VASE

In gadroon, graceful and slender. Height 7 1/2". Gift packaged.

1980 5600 Sug. Ret. \$10.00



TALL CANDELABRA

Stately sterling, removable arms. Matching floral treatment. An heirloom possession. Height 9 7/8". Gift packaged.

Shipping weight, 7 lbs.

3000-4 53900 Retail \$65.00 pr.



PAUL REVERE BOWLS

Heavy sterling silver, early colonial styling. Diameter 4 7/8". Shipping weight, 3 lbs.

0310 51200 Sug. Retail \$20.00

Diameter 7 1/2". Shipping weight, 3 lbs.

0311 53000 Sug. Retail \$50.00

Diameter 9". Shipping weight, 4 lbs.

0312 54500 Sug. Retail \$75.00



STERLING CENTERPIECE

Gadroon. Excellent weight, combined with candlesticks or candelabra. Height 3", diameter 9". Gift packaged. Shipping weight, 3 lbs.

2031 51590 Sug. Retail \$26.50



LOW COMPOTE

Sterling compote with charming flower design. For candies and nuts. A flattering and discriminating gift. Ht. 2 7/8", diameter 6".

3040 5600 Sug. Retail \$10.00



LOW CANDLESTICKS

Traditional sterling candlesticks for personal and informal decoration. The most useful of sterling gifts. Height 3", diameter 3 3/8". Gift packaged. Shipping weight, 3 lbs.

3001 5510 Sug. Retail \$8.50 pr.



TALL COMPOTE

Sparkling sterling silver with flower motif. Ideal for fruits and candies. Height 5 3/4", diameter 6". Gift packaged. Shipping weight, 3 lbs.

3030 5720 Sug. Retail \$12.00

★ ROGERS & BRO. Silverplated Holloware

MADE BY THE INTERNATIONAL SILVER COMPANY



CANDELABRUM—Rich, ornate and made in minute detail, this beautiful 3 light candelabrum is 12 1/2" in height and a spread of 12 5/8". Arm is removable. Shipping weight, 7 lbs.

2316 51500 Sug. Retail \$25.00 ea.



BREAD TRAY—Also useful for serving hot rolls and celery. Length 12". Shipping weight, 3 lbs.

1719 5390 Sug. Retail \$6.50



SANDWICH TRAY—Handsomely fashioned with hand applied border. Tray on base for pedestal effect. Diameter 11". Shipping weight, 4 lbs.

2321 5540 Sug. Retail \$9.00



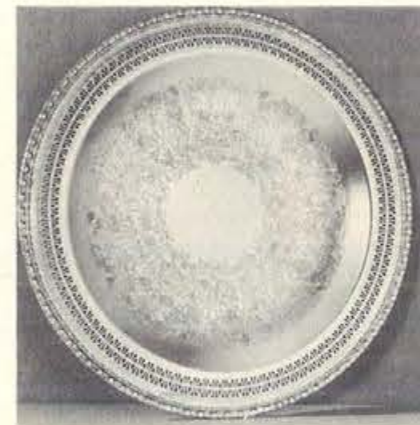
COMPOTE—Graceful appointments to accent buffet or dining table. For candies, nuts and mints. Height 4 1/2", Diameter 7 1/2". Shipping wt., 3 lbs.

1740 5450 Sug. Retail \$7.50



OVAL WAITER—Chased. Length 17", overall including handles 21". Shipping weight, 6 lbs.

2380 5900 Sug. Retail \$15.00



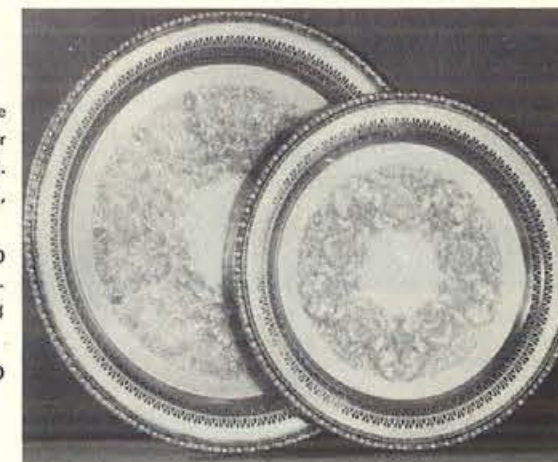
BUFFET TRAY—Chased. This beautiful 15" buffet tray has many practical uses for buffet entertaining. Some of its uses are for salads, sliced meats and cheese, aspic molds. Delicate piercing on flange adds beauty to any table setting. Shipping wt., 3 lbs.

1726 5600 Sug. Retail \$10.00



WATER PITCHER—Ideal all-purpose cold beverage server, bar pitcher or flower vase. Capacity 2 qts. Shipping weight, 4 lbs.

2317 5900 Sug. Retail \$15.00



ROUND TRAY—One of the most versatile accessories for convenience in service. Chased. Diameter 12 1/2". Shipping wt., 3 lbs.

1770 5450 Sug. Retail \$7.50

ROUND TRAY—Chased. Diameter 15". Shipping weight, 4 lbs.

1772 5600 Sug. Retail \$10.00

If not for resale add 10% to your cost for Federal Tax.

See page 1 for price information.

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HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

See page 1 for price information.

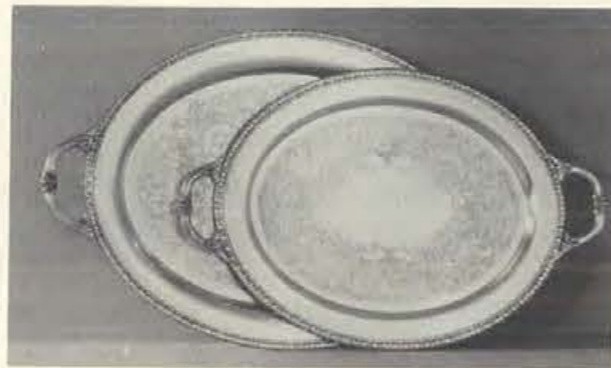
★ ROGERS & BRO. Silverplated Holloware

MADE BY THE INTERNATIONAL SILVER COMPANY



OBLONG WAITERS — Here is a magnificent series of large serving trays. The most practical gift of all. The hand applied borders and handles are crisp and clean in detail. The four feet on each tray are pierced for added beauty and richness. Each tray is exquisitely chased to prevent scratching. All shipped via Express only.

- 1790F 51950 Overall Length 24"..... Sug. Retail \$32.50
- 1791F 52250 Overall Length 27"..... Sug. Retail \$37.50
- 1792F 52400 Overall Length 28½"..... Sug. Retail \$40.00



OVAL TRAYS—Chased centers. Fine quality and heavy silverplate for lasting service. Both shipped via Express only.

- 1781 51200 Overall Length 24"..... Sug. Retail \$20.00
- 1782 51500 Overall Length 26"..... Sug. Retail \$25.00



DOUBLE VEGETABLE DISH—A double vegetable dish is a necessity for serving meals graciously. Cover can be used for an extra serving dish. Length 12". Shipping weight, 4 lbs. 1712 5600 Sug. Retail \$10.00



BUTTER DISH—Silverplated cover. Glass insert holds individual butter squares. Diameter 6½". Shipping weight, 3 lbs. 1787 5390 Sug. Retail \$6.50



DINNER DISH—Center section for big roasts; side compartments for potatoes and vegetables. Length 21". Shipping weight, 5 lbs. 1757 51050 Sug. Retail \$17.50



GRAVY SET—This 16 oz. capacity gravy set is perfect for mayonnaise and whipped cream, too. Boat is attached to tray for ease in passing. Diameter 6". 1713 5540 Sug. Retail \$9.00



BOWL—Pierced flange enhances deep carved border. Lovely with fruit or flowers. Diameter 12½". Shipping weight, 3 lbs. 1735 5540 Sug. Retail \$9.00

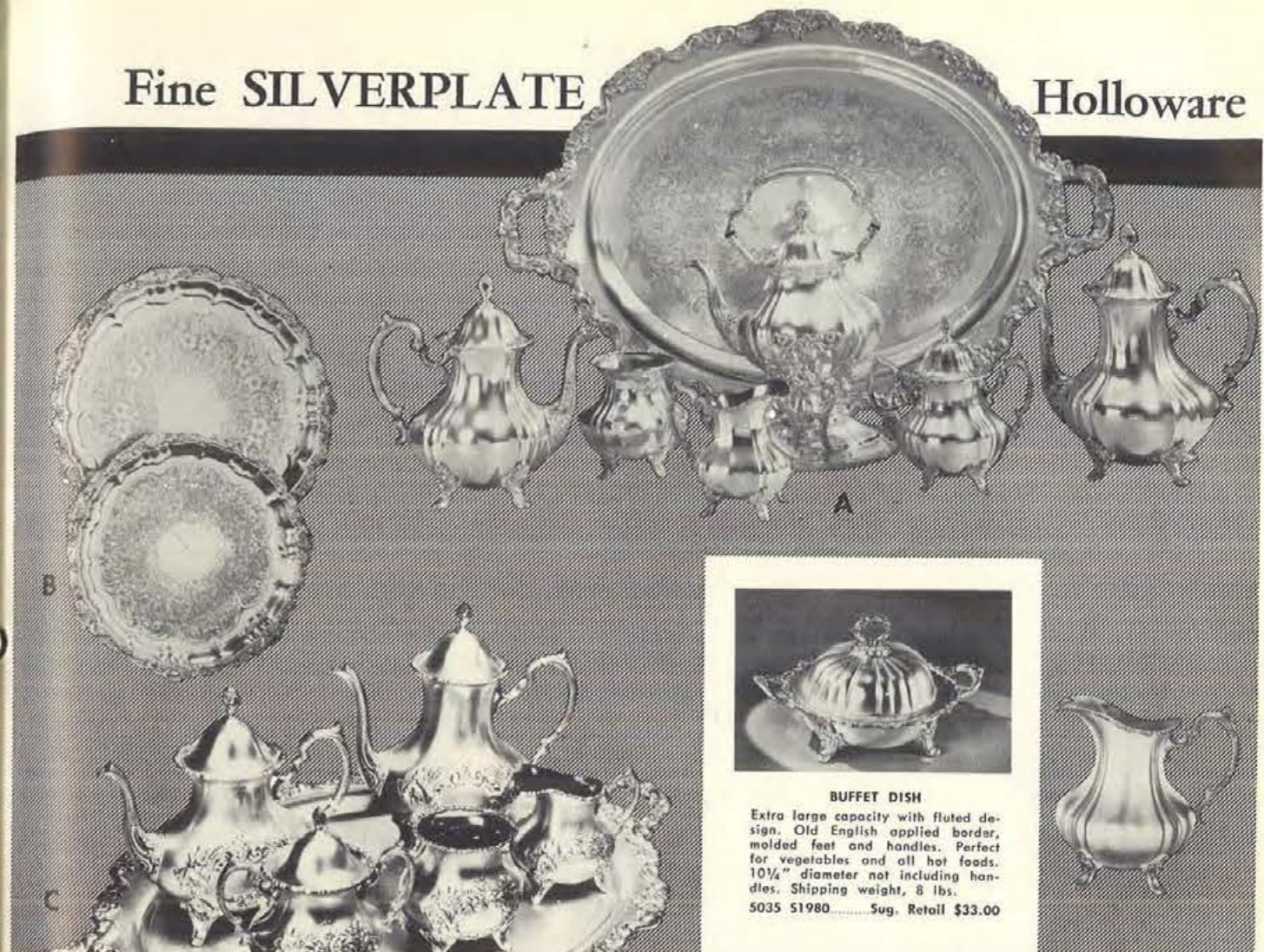


CIGARETTE BOX — For regular or king size cigarettes — also serves as covered candy dish. Duncan Miller crystal base with silverplated cover. Length 5", width 4". Shipping weight, 3 lbs. 2320 5300 Sug. Retail \$5.00

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

Fine SILVERPLATE Holloware



A. LANCASTER ROSE TEA SERVICE—Five piece set. Coffee, tea, sugar, cream and tray. The design of this set is authentic dating back to the English War of Roses. The craftsmanship is exceptional. The tray is 26 inches long, not including handles; each pot holds approximately 10 cups. Heavily silverplated. Shipped via Express only.

- 400 515600 Sug. Retail \$260.00
- 100 51500 Waste (extra) Sug. Retail \$25.00
- 101 57200 Kettle (extra) Sug. Retail \$120.00
- Tray only. Shipped via Express only.
- 400W 55100 Sug. Retail \$85.00

B. FOOTED CHIPPENDALE TRAYS—Old English design with chased center and lovely applied border. Heavily silverplated. Available in 4 sizes.

- 3208 5900 10" diameter, Shpg. wt., 3 lbs. Sug. Retail \$15.00
- 3209 51080 12" diameter, Shpg. wt., 4 lbs. Sug. Retail \$18.00
- 3210 51500 14" diameter, Shpg. wt., 5 lbs. Sug. Retail \$25.00
- 3216 51800 16" diameter, Shpg. wt., 7 lbs. Sug. Retail \$30.00

C. ENGLISH REPRODUCTION HAND CHASED TEA SERVICE—Five piece set. Coffee, tea, sugar, cream and tray. Authentic design, beautifully hand chased. Each pot holds approximately 10 cups. Tray is 26" long, not including handles. Heavily silverplated. Shipped via Express only.

- 600 516500 Sug. Retail \$275.00
- 300 51650 Waste (extra) Sug. Retail \$ 27.50

If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS



BUFFET DISH
Extra large capacity with fluted design. Old English applied border, molded feet and handles. Perfect for vegetables and all hot foods. 10¼" diameter not including handles. Shipping weight, 8 lbs. 5035 51980 Sug. Retail \$33.00



LANCASTER ROSE WATER PITCHER
A beautiful design to match the Lancaster Rose service. Has ice guard. Capacity 2 qts. Heavily silverplated. Shipping weight, 4 lbs. 401A 52550 Sug. Retail \$42.50



SAUCE BOAT AND TRAY
English gadroon applied border. Beautifully molded feet. Heavily silverplated. Shipping weight, 4 lbs. 1900 51200 Sug. Retail \$20.00



ENGLISH GADROON SERVING TRAYS
All have applied Gadroon borders chased center design. Heavily silverplated.

- 3211 51650 19¼" long, Shpg. wt., 8 lbs. Sug. Ret. \$27.50
- 3212 51950 19" long, Shpg. wt., 8 lbs. Sug. Retail \$32.50
- 3213 52280 21¼" long, Shpg. wt., 9 lbs. Sug. Ref. \$38.00

Fine SILVERPLATE Holloware

OLD ENGLISH PIE PLATE
Applied border with 3 molded legs. Chased center, removable Pyrex baking dish. Heavily silver-plated. Magnificent gift item for the successful hostess. Shipping weight, 4 lbs.
5017 \$990..... Sug. Retail \$16.50

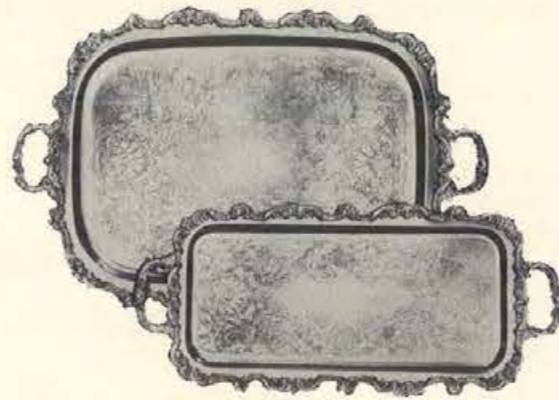


OLD ENGLISH BON BON DISHES
Applied border. Diameter 6 1/2".
5004 \$390..... Sug. Retail \$6.50
Same as above except with molded feet.
5005 \$600..... Sug. Retail \$10.00



OLD ENGLISH BREAD TRAY
Heavyweight, applied border. Length 13". Shipping weight, 6 lbs.
5006 \$780..... Sug. Retail \$13.00

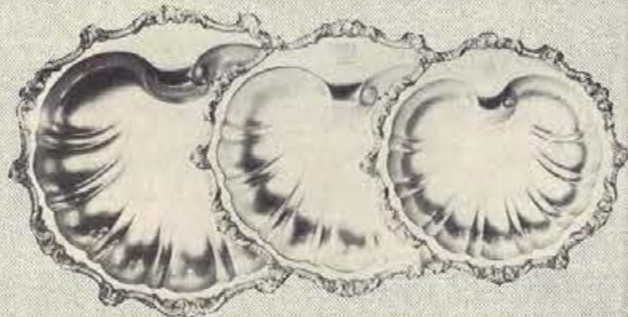
CASSEROLE
Old English design with applied border. 2 qt. Pyrex liner. Heavily silver-plated. Shipping wt., 8 lbs.
5029 \$1080 Sug. Retail \$18.00



WAITER
An Old English applied border. 23 1/2 inches long not including handles. Beautifully chased center. Each tray has four molded feet. Heavily silver-plated. Shipped via Express only.
5032 \$2640..... Sug. Retail \$44.00

COCKTAIL TRAY
Old English applied border. 20 1/2 inches long. Heavily silver-plated. Shipping weight, 7 lbs.
5031 \$1800..... Sug. Retail \$30.00

BUTTER DISH
Authentic Old English design with applied border and removable glass insert. Length 8". Extra heavily silver-plated.
5011 \$600..... Sug. Retail \$10.00



FOOTED SHELL BOWLS
Available in three popular sizes. Applied Old English border, embossed crest. Excellent for salads and vegetables.
5013 \$1980 16" wide, Shpg. wt., 6 lbs. Sug. Retail \$33.00
5033 \$1650 13 1/2" wide, Shpg. wt., 5 lbs. Sug. Retail \$27.50
5034 \$1320 11" wide, Shpg. wt., 5 lbs. Sug. Retail \$22.00

OBLONG CHAFING DISH
Old English design. Hot water pan and cover enable use as 3 separate, vegetable dishes. Alcohol lamp and removable rosewood handle. 13" long, 8" high. Shipping weight, 16 lbs.
5020 \$6600..... Sug. Retail \$110.00

CHIPPENDALE TRAY
Old English design. 27" long. Shipped via Express only.
3214 \$4200..... Sug. Retail \$70.00

If not for resale, add 10% to your cost for Federal Excise Tax

Sheridan
SILVER ON COPPER

ENDURING LOVELINESS FOR THE HOME BEAUTIFUL
... exquisitely, crafted masterpieces... each heavily silver plated
with gleaming beauty-bright finish
... each a perfect compliment to your good taste and discrimination

A—FOOTED TEA AND COFFEE SERVICE, 6-PIECES
Beautiful Melon shape with graceful flutings and rich "English Shell and Gadroon" borders. Coffee capacity 12 cups. Tea capacity 9 cups. Chased center tray, 27" long including handles.
575/514 \$8400 Retail \$160.00

B—FOOTED COFFEE URN SERVICE, 4-PIECES
Exquisite Old English design and "Rose Scroll" hand applied borders. 28 cup capacity footed urn fitted with alcohol burner. Creamer gold lined. Chased center tray 24" long including handles.
964 \$7350 Retail \$140.00
77 \$4000 —Coffee Urn only \$76.00

C—WINE COOLER OR CHAMPAGNE BUCKET
"Rose Scroll" hand applied borders. Graceful contour easy-grip handles. Height 10 1/2".
969 \$2050 Retail \$39.00

D—SHELL SHRIMP SERVER, 3 PIECES
Shell design with elegant fluting 16" long. Mounted on three handsomely carved legs. Sauce unit with removable glass liner.
29 \$1525 Retail \$29.00

E—"MODERNE" TEA OR COFFEE SERVICE, 4-PIECES
Elegant simplicity and charm. Insulated 10 cup pot. Creamer gold lined. Tray 15" including handles.
49 \$1875 Retail \$35.50

F—FOOTED DOUBLE ENTREE PLATTER
... has two covered vegetable compartments with center well and tree. Hand applied Rose border. 25" long including handles.
901 \$2840 Retail \$54.00

G—LAZY SUSAN WITH CASSEROLE
... center fitted with removable 1 1/2 quart Pyrex lined casserole. Susan with 5 glass lined compartments revolves on ball bearings. Hand applied "Rose" border. Diameter 17 1/2".
279 \$2840 Retail \$54.00

H—FOOTED SUGAR AND CREAMER SET
... with beautifully chased 10" tray. Lovely molded feet.
160 \$840 Retail \$16.00

I—SHEFFIELD DESIGN VEGETABLE DISH, 3-PIECES
... with 2-quart divided Pyrex removable liner. Magnificent "Old English" hand applied borders. Diameter 12".
227 \$1375 Retail \$26.00



A—FOOTED TEA AND COFFEE SERVICE, 6-PIECES



B—FOOTED COFFEE URN SERVICE, 4-PIECES
Coffee Urn also sold separately



C—WINE COOLER OR CHAMPAGNE BUCKET



D—SHELL SHRIMP SERVER, 3 PIECES



E—"MODERNE" TEA OR COFFEE SERVICE 4-PIECES



F—FOOTED DOUBLE ENTREE PLATTER



G—LAZY SUSAN WITH CASSEROLE



H—FOOTED SUGAR AND CREAMER SET
All Prices Subject to Federal Excise Tax



I—SHEFFIELD DESIGN VEGETABLE DISH, 3-PIECES



A—PRINCESS ELIZABETH COVERED VEGETABLE DISH, 2-PIECES



B—PRINCESS ELIZABETH FOOTED GRAVY BOAT AND TRAY



C—PRINCESS ELIZABETH FOOTED BREAD TRAY



D—PRINCESS ELIZABETH FOOTED WELL AND TREE PLATTER



E—PRINCESS ELIZABETH FOOTED OVAL WAITER



G—OLD ENGLISH DOUBLE VEGETABLE SERVER



F—PRINCESS ELIZABETH HOSTESS LAZY SUSAN



H—FOOTED CHIPPENDALE SERVING TRAYS, 3 SIZES

A—PRINCESS ELIZABETH COVERED VEGETABLE DISH, 2-PIECES... Hand be used as separate vegetable dish. applied border. Length 12 1/2". Cover may be used as separate vegetable dish. 807 51325 Retail \$25.00

B—PRINCESS ELIZABETH FOOTED GRAVY BOAT AND TRAY... Beautifully molded feet. Hand applied border. Tray 9 1/2" long. 808 51200 Retail \$23.00

C—PRINCESS ELIZABETH FOOTED BREAD TRAY... Hand applied border. Chased center, lovely molded legs. Length 13". 811 5760 Retail \$14.50

D—PRINCESS ELIZABETH FOOTED WELL AND TREE PLATTER... Ideal server for roasts and fowl. Hand applied border. Length 18 1/2". 806 51325 Retail \$25.00

E—PRINCESS ELIZABETH FOOTED OVAL WAITER... Hand applied border. Exquisitely chased center. Length 21" including handles. 809 51475 Retail \$28.00

F—PRINCESS ELIZABETH HOSTESS LAZY SUSAN... Five glass lined compartments. Gracefully fluted cover for center compartment. Revolves on ball bearings. Rich hand applied border. Diameter 20". 275 52840 Retail \$54.00

G—OLD ENGLISH DOUBLE VEGETABLE SERVER... Hand applied "Classic Baroque" border. Length 20 1/2" including handles. Removable lock handles permit covers to be used as separate servers. 919 52525 Retail \$48.00

H—FOOTED CHIPPENDALE SERVING TRAYS, 3 SIZES... Authentic Old English design with handsomely engraved chasing and hand applied border. 532 51100 Diameter 13 1/2" \$21.00 523 51650 Diameter 17 1/2" \$31.50 535 52000 Diameter 19 1/2" \$38.00

I—"ROYAL WINDSOR" FOOTED TEA AND COFFEE SET, 7-PIECES... magnificent hand applied borders. Tray 28" including handles. 12 cup Coffee Pot, 10 cup Tea Pot, 16 cup Swinging Kettle, Gilded Creamer and Waste. 635 510250 Retail \$195.00

K—PRINCESS ELIZABETH CHAFING DISH AND FOOTED TRAY... Richly designed, with large 2 1/2 quart capacity, alcohol burner, removable walnut handle. Diameter 14 1/2". 845 54200 Retail \$80.00 845C 53225—Chafing Dish only Retail \$61.50

L—PRINCESS ELIZABETH WATER PITCHER... with ice guard. 2 quart capacity. Hand applied border. 812 51325 Retail \$25.00

A—BUFFET ICE BUCKET ON LEGS... Swing handle cover, genuine Thermos liner keeps ice for entire evening... keeps liquids hot for 3 hours. Height 10 1/2". 146 51575 Retail \$30.00 145 51375 —As above without legs, Retail \$26.00

B—GADROON 3-TIER LAZY SUSAN... elegant borders. Diameter 13 1/2". Height 14". Revolving on ball bearing base. 583 51575 Retail \$30.00 582 51260—2 Tier as above—Retail \$24.00

C—3-LIGHT CANDELABRA... English reproduction—Gadroon border. Height 8". Spread 13". 519 51675 Retail \$32.00 Pair

D—"ROSE SCROLL" FOOTED TEA AND COFFEE SERVICE, 7-PIECES... Hand applied bordered Tray 26 1/2" long including handles. 12 cup Coffee Pot, 10 cup Tea Pot, 24 cup Um with alcohol burner, gilded Creamer and Waste. 437 59975 Retail \$190.00

E—FOOTED COFFEE OR TEA SERVICE, 4-PIECES... Old English design. 10 cup capacity. Tray 16 1/2" including handles. 175L 52260 Retail \$43.00

F—AUTHENTIC PAUL REVERE BOWLS, 3 SIZES... 106 5575 6" Diameter \$11.00 108 5785 8" Diameter \$15.00 110 51050 10" Diameter \$20.00

G—GADROON SUGAR AND CREAMER SET, 3-PIECES... Beautifully engraved Tray 9 1/2" long. 78 5500 Retail \$9.00

H—FOOTED CELERY DISH... Hand applied "Shell and Gadroon" border. 16" long including handles. Beautiful molded legs. 505 5785 Retail \$15.00

I—FLUTED SUGAR AND CREAMER SET, 3-PIECES... handsomely engraved center tray. 10" long. 151 5785 Retail \$15.00

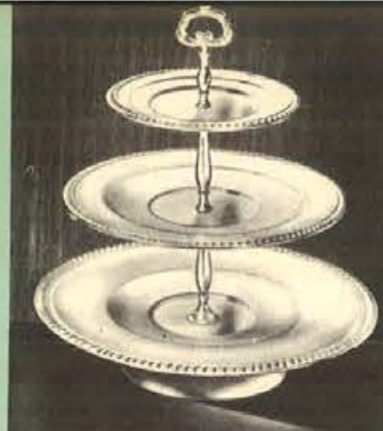
J—"ROYAL WINDSOR" WATER PITCHER... with ice guard. On beautifully sculptured legs. 2 quart capacity. Hand applied border. 633 51425 Retail \$27.00

K—DOUBLE BUFFET CHAFING DISH ON FOOTED TRAY... 3 quart capacity, 2 alcohol burners. Length 21". Tray 24" long including handles. Hand applied "Shell and Gadroon" borders. 920/515T 57775 Retail \$148.00 920 55775 —As above, without tray Retail \$110.00

L—"ROYAL WINDSOR" COFFEE AND TEA SET, 6-PIECES... exquisitely engraved tray on legs is 25" long including handles. 12 cup Coffee Pot, 10 cup Tea Pot, gilded Creamer and Waste. 345 54200 Retail \$80.00



A—BUFFET ICE BUCKET ON LEGS... with or without legs



B 3-TIER OR 2-TIER LAZY SUSAN



C—3-LIGHT CANDELABRA



D—"ROSE SCROLL" FOOTED TEA AND COFFEE SERVICE, 7-PIECES



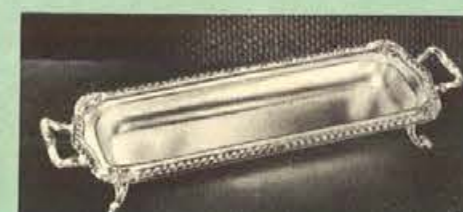
E—FOOTED COFFEE OR TEA SERVICE, 4-PIECES



F—AUTHENTIC PAUL REVERE BOWLS, 3 SIZES



G—GADROON SUGAR AND CREAMER SET, 3-PIECES



H—FOOTED CELERY DISH



I—FLUTED SUGAR AND CREAMER SET, 3-PIECES

Sheridan



NATIONALLY KNOWN... Traditionally Correct

HEAVILY SILVER-PLATED WITH GLEAMING BEAUTY-BRIGHT FINISH Affords you maximum pleasure and pride in giving or owning for yourself



J—"ROYAL WINDSOR" FOOTED TEA AND COFFEE SET, 7-PIECES



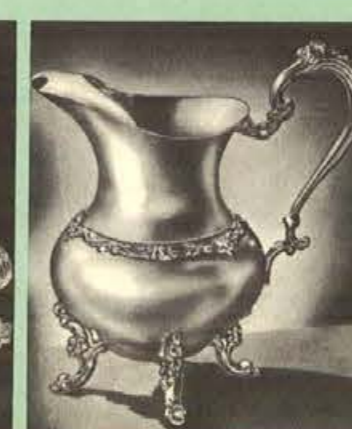
K—PRINCESS ELIZABETH CHAFING DISH AND FOOTED TRAY... with or without FOOTED TRAY



L—PRINCESS ELIZABETH WATER PITCHER



K—DOUBLE BUFFET CHAFING DISH ON FOOTED TRAY... with or without FOOTED TRAY



L—"ROYAL WINDSOR" WATER PITCHER

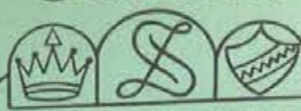


M—OLD ENGLISH COFFEE AND TEA SET, 6-PIECES



A—FOOTED COFFEE AND TEA SERVICE, 7-PIECES

Sheridan



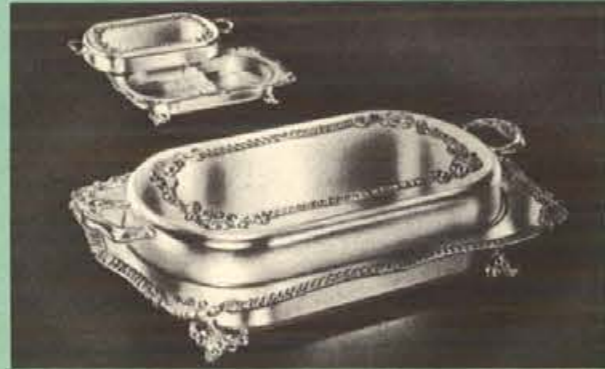
Skilled craftsmanship in the ageless art of silversmiths

... our assurance to you of superior quality and matchless beauty

HEAVY SILVERPLATE
with gleaming beauty-bright finish



B—"MODERNE" CHAFING DISH



C—FOOTED DOUBLE BUFFET SERVER



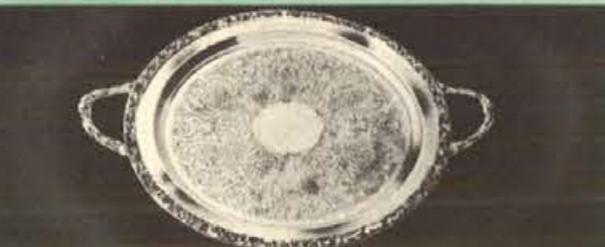
D—WELL AND TREE PLATTER ON LEGS



E—COVERED VEGETABLE DISH



F—GRAVY BOAT AND TRAY



G—HANDLED SERVING TRAY



H—COVERED CASSEROLE ON LEGS



J—PUNCH BOWL SET, 15-PIECES Punch Bowl also sold separately
All Prices Subject to Federal Excise Tax

A—FOOTED COFFEE AND TEA SERVICE, 7-PIECES ... Hand applied "Shell and Gadroon" bordered Tray is 27" long including handles. Traditional "Gadroon" Coffee Pot 11 cup, Tea Pot 9 cup, Swing-ing Hot Water Kettle 14 cup. Gilded Creamer and Waste.
965 57350 Retail \$140.00

B—"MODERNE" CHAFING DISH ... Large 2 1/2 quart capacity, with adjustable alcohol burner, removable black handle. Height 13 1/2".
20 52375 Retail \$45.00

C—FOOTED DOUBLE BUFFET SERVER ... with removable divider. Hand applied "Shell and Gadroon" border. Length 18". On beautiful molded legs, cover can be used as a separate server.
329 52840 Retail \$54.00

D—WELL AND TREE PLATTER ON LEGS ... Hand applied "Rose Scroll" border. Length 16".
480 5840 Retail \$16.00

E—COVERED VEGETABLE DISH ... Hand applied "Rose Scroll" border. Cover may be used as separate vegetable dish. Length 12".
481 5840 Retail \$16.00

F—GRAVY BOAT AND TRAY ... Hand applied "Rose Scroll" border. Length 9".
482 5840 Retail \$16.00

G—HANDLED SERVING TRAY ... Hand applied "Rose Scroll" border. Richly engraved center. Diameter 14 1/2" excluding handles.
489 5840 Retail \$16.00

H—COVERED CASSEROLE ON LEGS ... with 1 1/2 qt. Pyrex insert. Handsomely styled handle and legs. Diameter 10 1/2".
111 5840 Retail \$16.00

J—PUNCH BOWL SET, 15-PIECES ... Hand applied "Grape" border. 12 cups, each 5 oz. capacity. 21 1/2" round Chippendale Tray on legs, Punch Bowl 4 1/2 gallon capacity, 18 1/2" diameter. Ladle 16" long. Truly a set of rare beauty!
967 511340 Retail \$216.00
967B 55050—As above—
Punch Bowl only—Retail \$96.00

K—ICE BUCKET ... swing handle cover, genuine Thermos liner. Keeps ice for entire evening ... and liquids hot for 3 hours or more. "Gadroon" border. Height 13 1/2".
55 51675 Retail \$32.00



K—ICE BUCKET



COCKTAIL SHAKER
Large 2 qt. capacity. Gadroon border. Heavily silverplated. Shipping weight, 5 lbs.
1002 51440
Sug. Retail.....\$24.00



HANDSOME CIGARETTE BOX
Perfect design for engraving. Size 3 3/4" x 3 1/4" x 1 1/2". Mahogany liner for regular or king size.
2000 5600
Sug. Retail.....\$10.00



FOOTED SILENT BUTLER
Oblong shape with four molded legs. Large size. Engraved crest on cover and walnut handle. Applied Gadroon border. Heavily silverplated. Shipping weight, 4 lbs.
125 5990.....Sug. Retail \$16.50



GEORGIAN GADROON BREAD TRAY
Gadroon border. Heavily silverplated. Length 12". Shipping weight, 5 lbs.
1057 5660.....Sug. Retail \$11.00

Fine SILVERPLATE Holloware



OBLONG BOWL
Contemporary Silverplate ... in classic design for modern living. Can be used as open vegetable dish or centerpiece. Heavily silverplated. 10 1/4" long. Shipping wt., 5 lbs.
802 \$1500.....Sug. Retail \$25.00



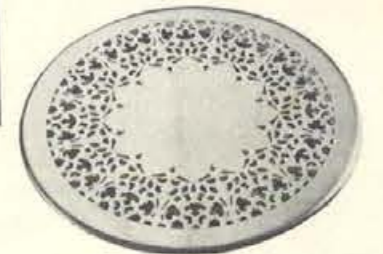
CENTERPIECE BOWL
Contemporary Silverplate. Has exquisitely designed pierced band around base. 12" in diameter. Heavily silverplated. Shipping weight, 5 lbs.
3215 51800.....Sug. Retail \$30.00



KING SIZE CIGARETTE BOX
A perfect presentation gift for the man. A welcome addition to the home or office. Perfect for engraving. Mahogany liner with adjustable partition for regular or king size. 7 1/2" x 3 1/4" x 1 1/2". Shipping weight, 5 lbs.
2001 5900.....Sug. Retail \$15.00
Same as above with feet.
2002 51080.....Sug. Retail \$18.00



SILENT BUTLER
Popular gift item. Round shape and large capacity. Has walnut handle and engraved crest. Heavily silverplated. Shipping weight, 3 lbs.
75 5600.....Sug. Retail \$10.00



HOT PLATE OR TRIVET
Beautifully pierced design. Diameter 8 inches. Four insulated feet. Heavily silverplated. Does not extend. Shipping weight, 3 lbs.
4110 5420.....Sug. Retail \$7.00

If not for resale add 10% to your cost for Federal Excise Tax. See page 1 for price information.

HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS



COMMUNITY
SILVERPLATE

Community
THE FINEST SILVERPLATE

54 PIECES SERVICE FOR 8

Including Chest as Illustrated

- | | | |
|------------------|-------------------------|-----------------|
| 8 Dinner Knives | 16 Teaspoons | 1 Sugar Spoon |
| 8 Dinner Forks | 1 Pierced Serving Spoon | 1 Gravy Ladle |
| 8 Salad Forks | 1 Serving (Table) Spoon | 1 Pastry Server |
| 8 Dessert Spoons | 1 Butter Knife | |

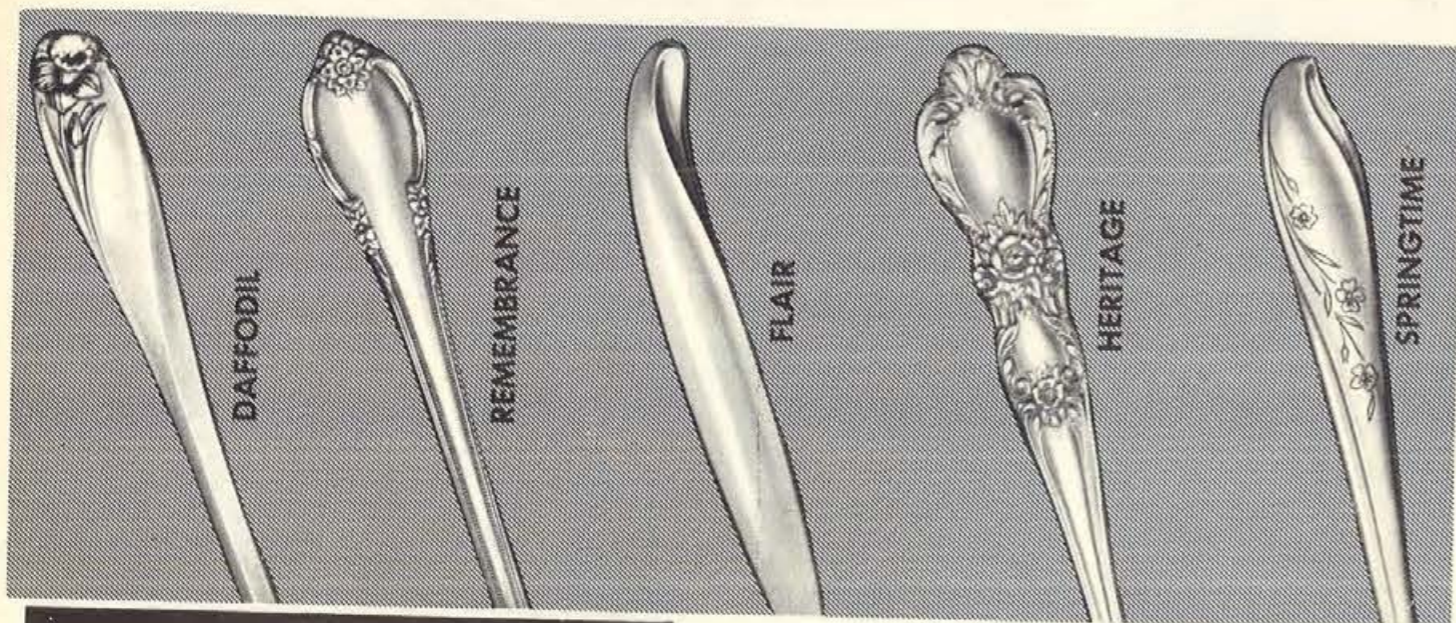
Shipping weight, 13 lbs.

454/8 55385

Retail \$89.75

Note: There is no tax on silverplated flatware or stainless steel.

See page 1 for price information.



DAFFODIL

REMEMBRANCE

FLAIR

HERITAGE

SPRINGTIME

1847

1847 ROGERS BROS.
America's Finest Silverplate

52 PIECES SERVICE FOR 8

Including Drawer Chest

- | | | |
|-----------------|------------------|-----------------------|
| 8 Dinner Knives | 16 Teaspoons | 1 Sugar Spoon |
| 8 Dinner Forks | 8 Dessert Spoons | 1 Table Spoon |
| 8 Salad Forks | 1 Butter Knife | 1 Pierced Table Spoon |

Shipping weight, 15 lbs.

252/8 55985

Retail \$99.75

Note: There is no tax on silverplated flatware or stainless steel.

See page 1 for price information.

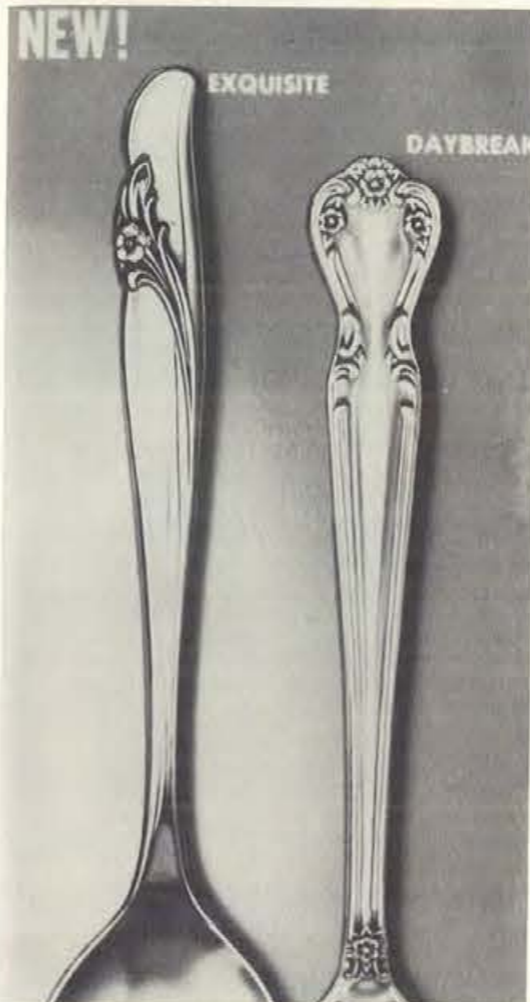
HOUSTON WHOLESALE JEWELERS, HOUSTON, TEXAS

★ **ROGERS & BRO.**

REINFORCED PLATE
ONLY THE INTERNATIONAL SILVER COMPANY MAKES
ORIGINAL ROGERS SILVERPLATE

IS

THE INTERNATIONAL
SILVER COMPANY



**SPECIAL 55-PIECE
SERVICE FOR 8
WITH DRAWER CHEST**



- | | |
|-----------------|-------------------------------|
| 8 Dinner Knives | 1 Butter Knife |
| 8 Dinner Forks | 1 Sugar Shell |
| 8 Soup Spoons | 1 Pierced Blade Pastry Server |
| 8 Salad Forks | 1 Cold Meat Fork |
| 16 Teaspoons | 1 Pierced Vegetable Spoon |

2 Table or Serving Spoons

Shipping weight, 12 lbs.

55 52997

Retail \$49.95

Iced Drink Spoons—Set of 8
108 5480

Retail \$8.00

Note: There is no tax on silverplated flatware or stainless steel. See page 1 for price information.

Fine Silverware Chests

PRICES ARE FOR CHESTS ONLY, SILVER NOT INCLUDED!



The attractive brass lock adds a note of distinction to this fine all wood chest in mahogany finish. Genuine Pacific cloth lining. Holds 156 pieces including 12 knives and 12 hollow handle butter spreaders. Shipping weight, 7 lbs.

906 5795Retail \$13.50



All wood mahogany finish drawer chest. Roomy—gracefully proportioned! Polished brass knobs. Genuine Pacific cloth lining. Holds 187 pieces, plus section for carving set. Shipping weight, 9 lbs.

912 51250Retail \$21.00



Luxurious drawer chest of solid hardwood in mahogany finish. Solid brass, satin finish name plate, handles and drawer pull. Genuine Pacific cloth lining. Total capacity 228 pieces in addition to section for carving set. Shipping weight, 15 lbs.

936 51995Retail \$33.50

Same as above except in blonde finish.

935 52250Retail \$37.50



GRADED STAINLESS TABLEWARE MIRROR FINISH

New Dawn

Keynotes casual elegance in today's living . . . functionally designed with a medley of bold lines and smooth contours for exciting table harmony.

With Hollow Handle Forged Knives, Serrated
16-PIECE SERVICE FOR 4

- 4 Dinner Knives 4 Teaspoons
 - 4 Dinner Forks 4 Oval Soup Spoons
- Shipping weight, 3 lbs.

303 51197 Retail \$19.95

24-PIECE SERVICE FOR 6

- 6 Dinner Knives 6 Teaspoons
 - 6 Dinner Forks 6 Oval Soup Spoons
- Shipping weight, 4 lbs.

300 51797 Retail \$29.95

34-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Oval Soup Spoons
 - 8 Dinner Forks 1 Butter Knife
 - 8 Teaspoons 1 Sugar Spoon
- Shipping weight, 5 lbs.

301 52397 Retail \$39.95

52-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Oval Soup Spoons
 - 8 Dinner Forks 2 Tablespoons
 - 16 Teaspoons 1 Butter Knife
 - 8 Salad Forks 1 Sugar Spoon
- Shipping weight, 6 lbs.

302 53597 Retail \$59.95

304 5120 Tablespoon Retail \$2.00 ea.

305 5105 Butter Knife Retail \$1.75 ea.

306 5105 Sugar Spoon Retail \$1.75 ea.

307 590 Iced Drink Spoon Retail \$1.50 ea.

Prevue

Sculptured to dramatize form . . . clean lines and subtle swirls blend beauty of silver design with work-saving stainless for carefree living.

With Sculptured Handle Knives

26-PIECE SERVICE FOR 6

- 6 Dinner Knives 6 Teaspoons
 - 6 Dinner Forks 6 Oval Soup Spoons
 - 2 Tablespoons
- Shipping weight, 3 lbs.

900 5750 Retail \$12.50

34-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Teaspoons
 - 8 Dinner Forks 8 Oval Soup Spoons
 - 2 Tablespoons
- Shipping weight, 4 lbs.

901 5957 Retail \$15.95

50-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Oval Soup Spoons
 - 8 Dinner Forks 8 Salad Forks
 - 16 Teaspoons 2 Tablespoons
- Shipping weight, 5 lbs.

902 51260 Retail \$21.00

PREVUE
ILLUSTRATIONS
ACTUAL SIZE

See page 1 for price information.

MADE BY THE INTERNATIONAL SILVER COMPANY

There is no Federal Excise Tax on Stainless Flatware



International Stainless



HEAVY WEIGHT GRADED STAINLESS TABLEWARE, MIRROR FINISH

Venture

Modeled with graceful proportions and balance . . . uncluttered lines and smooth contours accentuate structural beauty of stainless for stunning table adaptability.

Finlandia

A gem of modern simplicity . . . gracefully fashioned, proportioned and balanced for comfortable handling and sparkling sophistication on all tables.

With Hollow Handle Forged Knives, Serrated
16-PIECE SERVICE FOR 4

- 4 Dinner Knives 4 Teaspoons
 - 4 Dinner Forks 4 Oval Soup Spoons
- Shipping weight, 3 lbs.

103 51077 Retail \$17.95

26-PIECE SERVICE FOR 6

- 6 Dinner Knives 6 Teaspoons
 - 6 Dinner Forks 6 Oval Soup Spoons
 - 2 Tablespoons
- Shipping weight, 4 lbs.

100 51710 Retail \$28.50

34-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Teaspoons
 - 8 Dinner Forks 8 Oval Soup Spoons
 - 2 Tablespoons
- Shipping weight, 5 lbs.

101 52250 Retail \$37.50

50-PIECE SERVICE FOR 8

- 8 Dinner Knives 8 Oval Soup Spoons
 - 8 Dinner Forks 8 Salad Forks
 - 16 Teaspoons 2 Tablespoons
- Shipping weight, 6 lbs.

102 52817 Retail \$46.95

104 554 Tablespoon Retail 89c ea.

105 554 Butter Knife Retail 89c ea.

106 554 Sugar Shell Retail 89c ea.

107 548 Iced Drink Spoon Retail 79c ea.

BRETON CHEST

Stunning modern solid wood — foiled chest in blonde finish. Attractive two-tone lining. Chest extra. 106 5600 Retail \$10.00 Shpg. wt., 5 lbs.



Handsome Solid Wood Chest with smart Ebony Finish, lined in Chartreuse Duvelyn with white Satin Pad.

Chest Extra 506 5360 Retail \$6.00 Shpg. wt., 4 lbs.



VENTURE
ILLUSTRATIONS
ACTUAL SIZE



FINLANDIA
ILLUSTRATIONS
ACTUAL SIZE

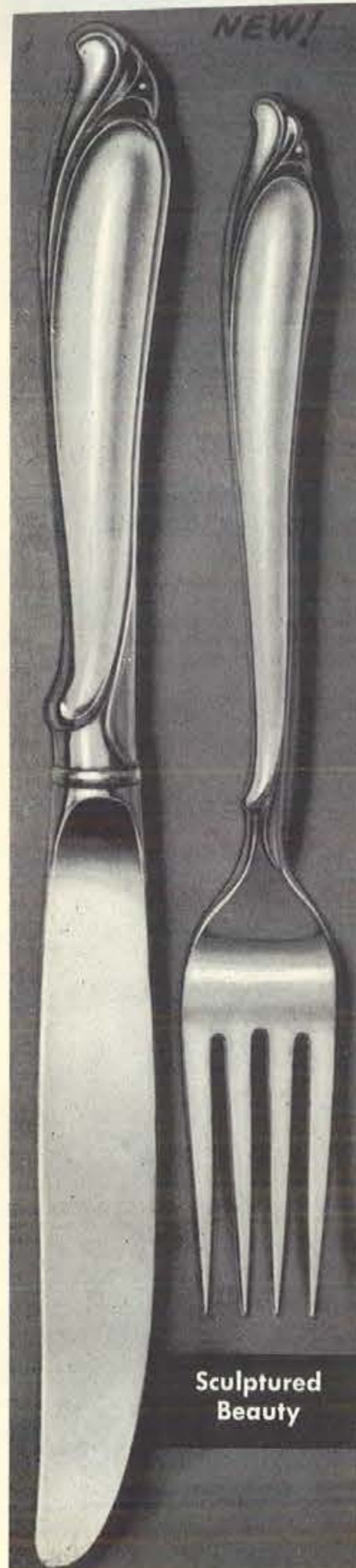
See page 1 for price information.

MADE BY THE INTERNATIONAL SILVER COMPANY

There is no Federal Excise Tax on Stainless Flatware.

ROGERS & STERLING

PROUDLY CRAFTED BY THE INTERNATIONAL SILVER COMPANY



Sculptured Beauty

THE INTERNATIONAL SILVER COMPANY

IS

Sterling Silver 925/1000 Fine

BE SURE TO SPECIFY PATTERN WHEN ORDERING

Prices subject to change without notice.

For each 6 pieces, use 1 lb. shipping weight.



Breton Rose Bridal Veil Old Charleston

SCULPTURED BEAUTY OLD CHARLESTON

PRICE LIST
PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL EXCISE TAX

	Retail Each
105 5259 Teaspoon	\$ 4.75
106 5436 Luncheon Fork	8.00
107 5368 Luncheon Knife (Hollow Handle)	6.75
108 5355 Salad Fork	6.50
109 5355 Cream Soup Spoon	6.50
111 5273 Butter Spreader (Hollow Handle)	5.00
113 5355 Iced Drink Spoon	6.50
115 5614 Tablespoon	11.25
116 5545 Pastry Server (Hollow Handle)	10.00
117 5368 Sugar Spoon	6.75
119 5436 Butter Knife	8.00
120 5682 Gravy Ladle	12.50
121 5845 Cold Meat Fork	15.50
122 5982 Serving or Berry Spoon	18.00

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon
100 51773 32.50

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)
101 52045 37.50

52-PIECE SERVICE FOR 8

8 Luncheon Knives	
8 Luncheon Forks	
16 Teaspoons	
8 Salad Forks	
8 Cream Soup Spoons	
2 Tablespoons	
1 Butter Knife	
1 Sugar Spoon	
103 518286	335.25

BRETON ROSE BRIDAL VEIL

PRICE LIST
PRICES FOR MERCHANDISE ONLY
RETAIL PRICES INCLUDE FEDERAL EXCISE TAX

	Retail Each
300 5245 Teaspoon	\$ 4.50
301 5409 Luncheon Fork	7.50
302 5341 Luncheon Knife (Hollow Handle)	6.25
303 5327 Salad Fork	6.00
304 5327 Cream Soup Spoon	6.00
306 5259 Butter Spreader (Hollow Handle)	4.75
308 5327 Iced Drink Spoon	6.00
310 5586 Tablespoon	10.75
311 5532 Pastry Server (Hollow Handle)	9.75
312 5341 Sugar Spoon	6.25
314 5409 Butter Knife	7.50
315 5655 Gravy Ladle	12.00
316 5818 Cold Meat Fork	15.00
317 5955 Serving or Berry Spoon	17.50

5-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon
200 51650 30.25

6-PIECE PLACE SETTING: Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader (Hollow Handle)
202 51909 35.00

52-PIECE SERVICE FOR 8

8 Luncheon Knives	
8 Luncheon Forks	
16 Teaspoons	
8 Salad Forks	
8 Cream Soup Spoons	
2 Tablespoons	
1 Butter Knife	
1 Sugar Spoon	
204 517088	313.25

Only retail prices include Federal Excise Tax. If not for resale, add 10% to your cost for Federal Excise Tax. See page 1 for price information.

Parker Pen and Pencil Sets



PARKER "21" SPECIAL

With Brilliant Metal Cap and Clip, and matching liquid lead pencil. Available in black, blue, green, or red.

SET 508 5660	Retail \$9.90
PEN ONLY 509 5397	Retail \$5.95

PARKER "61" DELUXE

A scientific marvel! The New Parker "61"; "it fills itself by itself". With Lustratoy Cap and Gold Clip, and matching liquid lead pencil. Available in black, red, pastel blue, pastel green, or charcoal.

SET 501 52000	Retail \$30.00
PEN ONLY 502 51500	Retail \$22.50

PARKER "51" STANDARD

With Slip-On Metal Cap and Clip, and matching liquid lead pencil. Available in black, burgundy, navy grey, teal blue, or forest green.

SET 505 51233	Retail \$18.50
PEN ONLY 506 5900	Retail \$13.50



PARKER "21"

Jet Crystal. Size 4" x 8 1/2". Shipping weight, 4 lbs.
70-239 52167 Retail \$32.50

PARKER "51"

90-239 53167 Retail \$47.50

PARKER "51"

Brazilian Green Onyx. Size 3" x 5". Shipping weight, 3 lbs.
90-180 52067 Retail \$31.00

PARKER "21"

Black Italian Marble. Size 3" x 5 1/2". Shipping weight, 3 lbs.
355G 51140 Retail \$19.00

CROSS CENTURY PENCIL

Built to exacting standards, beautiful, perfectly balanced. Mechanically guaranteed for a lifetime! In Chrome.

350 5281	Retail \$3.75
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NORMA 4-COLOR PENCIL

The precision 4-in-1 pencil of long recognized quality, puts color at your fingertips. In Chrome.

104 5300	Retail \$5.00
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SEE PAGE 1 FOR PRICE INFORMATION



ZEPHAIRE CARPET SWEEPER

Sweep clean and easy with glide-action. Deluxe, streamlined beauty, finished in rich royal blue with chrome trim. Has these features: one piece turret-type steel body; heavy steel chassis; miracle brush; automatically comb cleaned; adjusts for high and low nap carpets; dust proofed and sound proofed with rubber; dust pans open wide with a flick of the finger; rubber bumper to protect furniture; steel bearing rubber tired wheels; all steel durable construction. Shipping weight, 6 lbs.

100 5483Retail \$7.25



QUEEN-SIZE TV TABLES
Sturdy 3/8" black satin finished tubular steel frames with non-marring plastic feet. Distinctive "patented" Chippendale trays—13 1/2" x 17 1/2"—20% more useable space than average trays. Mallard design, stain resistant. Set of 4, one doubles as a handy storage rack. Shipping weight, 13 lbs.

1824 5663.....Retail \$9.95

Quaker



KING-SIZE TV TABLES

King Size Servettes—holds a full dinner plate setting. Frame of sturdy 3/8" genuine gleaming brass plated steel tubing buffed to a high polish with vinyl lacquer baked on for lasting beauty—curved legs—non marring plastic feet. Exclusive "patented" Chippendale trays—16 1/2" x 22 1/2". New non-marring all plastic clips riveted to trays. Choice of Tole Rose or Palomina pattern, stain resistant designs. Set of 4, one with 2" casters to double as a serving cart or storage rack. Shipped via Express only.

2624C 51330.....Retail \$19.95



COUNSELOR BABY SCALE

Beautifully designed and appropriately decorated. Accurate, quick-reading, safe. Cradle easily removed. Wide, safe pedestal base of sturdy steel. Double-duty unit becomes household scale with turn of a single screw to remove cradle. 7 3/4" high; cradle 19" long. Colors: Pink, Blue, Yellow. Shipping weight, 6 lbs.

20B 5597.....Retail \$8.95



SILEX ELECTRIC TRIVET SET

Charm in copper and wrought iron in this carafe and electric trivet set. Tiny lights reflect stars on carafe or decanter server. Keeps coffee and other beverages serving hot. Shipping wt., 6 lbs.

8 Cup H318 1-5679; 3-5627Retail \$10.45

12 Cup H322 1-5712; 3-5657Retail \$10.95

Same Carafe as above except with Candle Warmer base instead of electric base.

8 Cup H218 1-5452; 3-5417Retail \$6.95

12 Cup H222 1-5517; 3-5477Retail \$7.95



MODERNE DELUXE TRAY CART TABLE

Perfect for entertaining, handy for many household tasks. Removable serving tray. Brass plate tubular legs, trim and hardware. Rolls easily on heavy duty 3" casters. 3-way electric outlet. Fine brass and woodgrain finish in Charcoal. Dimensions: 30" high, 16" x 22". Shipped via Express only.

488E 51130.....Retail \$16.95



WISS HEDGE, LAWN, AND SHRUBBERY KIT

Practical equipment for every homeowner and an ideal "different" gift. Contents: "Hy-Power" Pruning Shears, "Quick-Trim" Grass Shears, "American Cutter" Pattern Hedge Shears, and a 48 page "How to Prune" booklet. Shipping weight, 6 lbs.

GT-100 5663Retail \$9.95



SILEX ELECTRIC OVEN TOASTER

Now... with a temperature selector that lets you make just the kind of toast you like. Heat control adds versatility—broils steaks, chops, bacon, hors d'oeuvres, bakes TV dinners, frozen waffles and pancakes. Smart, up to date styling in copper and black makes it a must for your own use as well as a perfect gift choice. Shipping weight, 7 lbs.

1504 1-51009; 6-5948Retail \$14.95

KAROFF "BOOK BAR"

When closed, has the appearance of an impressive set of leatherette-bound volumes. Hinged top covers swings back to show complete bar. Hinged front panel can be lowered for handy marble-patterned formica working surface. Set includes full complement of bar accessories. Perfect for home, office or thoughtful gift giving. Brass nameplate suitable for engraving sets off leatherette front panel. Overall size: 16 1/2" long, 9 3/4" high. Shipped via Express only.

4550 52700

Retail \$45.00



See page 1

for price information.

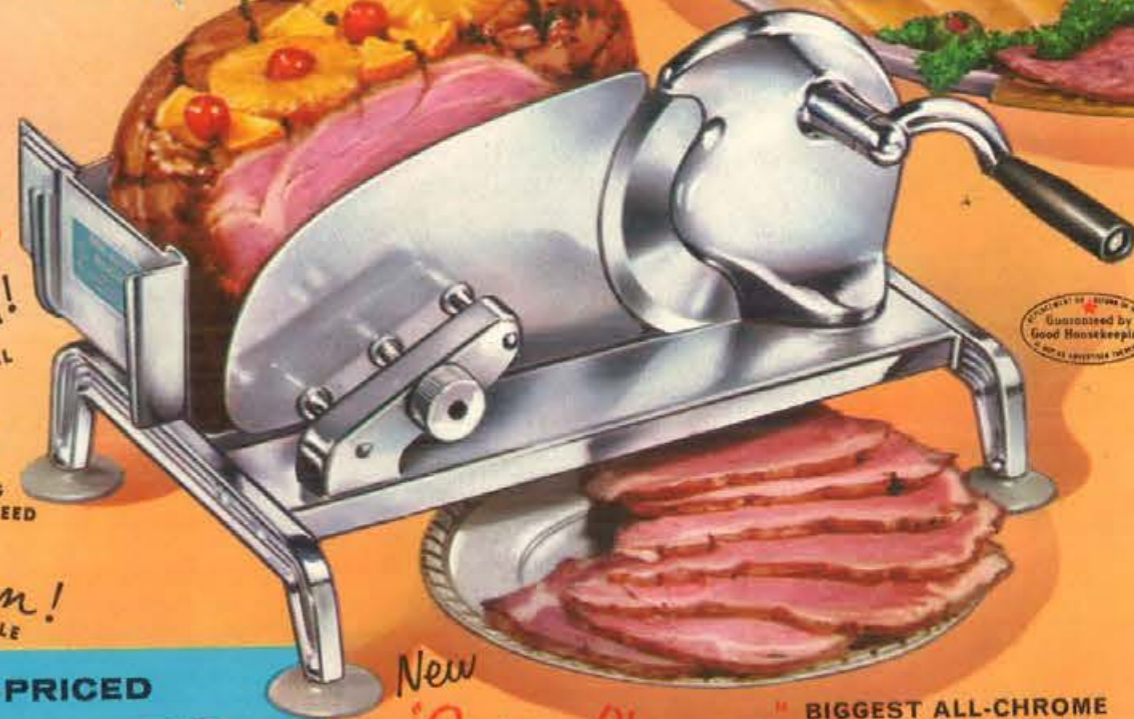
MAGIC HOSTESS®

HOME Food Slicers

Save Money!
CUT YOUR FOOD COSTS EVERY MEAL

Save Time!
SLICES EVERYTHING WITH AMAZING SPEED

Easy to Clean!
EXCLUSIVE! REMOVABLE FOOD CARRIERS



Guaranteed by Good Housekeeping

NEW! BUDGET-PRICED Electric FOOD SLICER



Imagine! Precision slicing... almost automatically! Heavy-duty power unit is self-cooling, never needs oiling. Big 6 1/2" serrated blade stays sharp. Easy to clean removable food tray. Triple-plated all-chrome. Heavy-duty detachable safety cord. 110V, 60C, AC/DC. Ht. 9". Base 11" x 15 1/4". Wt. 15 1/2 lbs.

MH-6E 1-53330; 3-52977. Retail 49.95

DELUXE Electric FOOD SLICER



Big family-size! Power unit does the slicing for you; food dip guides slices to the platter! Large 7 1/4" stainless steel serrated blade—stays sharp always. 110V, 60C, AC/DC. Ht. 12 1/2". Base 14 1/2" x 17 1/2". Wt. 16 lbs.

MH-5E 1-54997; 3-54497 Retail 74.95

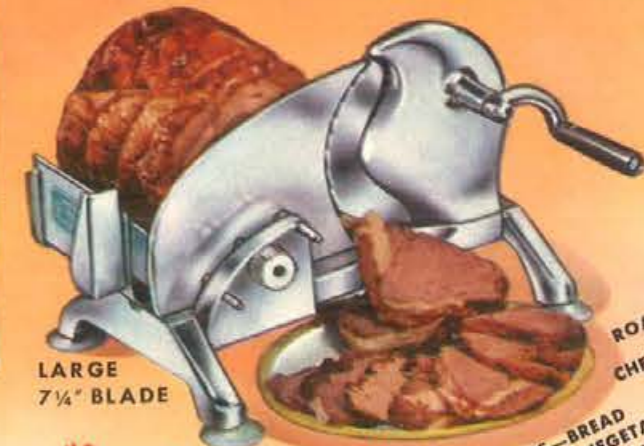
New "Super-Chrome" BIGGEST ALL-CHROME FOOD SLICER VALUE!

Now... professional slicing, trimming and paring. Do your work in half the time and save money, too. Ideal for everyday food preparation, entertaining, midnight snacks. The big 6 1/2" sharp blade slices any thickness from 3/4" to paper-thin. Compact and portable—large suction feet grip any smooth, non-porous surface. Gleaming all-chrome for long life and lasting beauty. Ht. 9". Base 11 1/4" x 15 1/4". Wt. 10 1/2 lbs.

MH-2 1-51330; 3-51197.....Retail 19.95



STAINLESS STEEL SERRATED BLADES No sharpening ever!



The "Continental" for COLD CUTS—BREAD FRUITS & VEGETABLES FROZEN FOOD

Exclusive extras are yours with this deluxe model. Large 7 1/4" stainless steel serrated blade. New food dip guides slices neatly onto the platter. Portable—large suction cup feet. No clamps, no screws! Special table stop for uneven surfaces. Ht. 9". Base 10" x 14". Wt. 10 1/2 lbs.

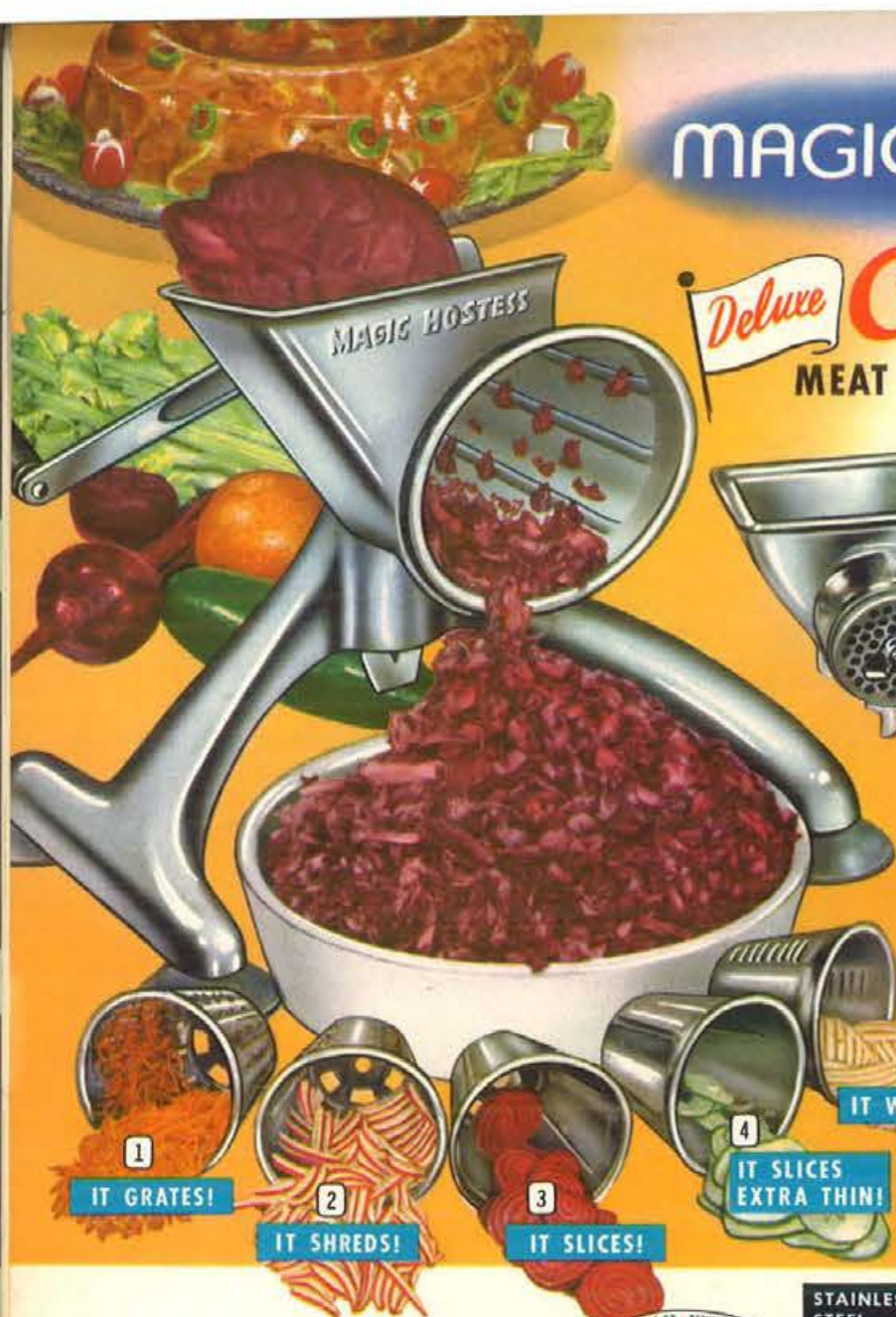
MH-3 1-51997; 3-51797.....Retail 29.95

SEE PAGE 1 FOR PRICE INFORMATION.

MAGIC HOSTESS®



Deluxe Combination
MEAT GRINDER and SALAD CHEF®
WITH *Five Cones*



A WHOLE KITCHEN IN ONE APPLIANCE— Changes swiftly from grinder-chopper to salad maker with a touch of a patented lever under the sturdy interchangeable base. Exclusive Magaloy® construction for durability. This new metal retains its original sparkling beauty. Jumbo-size suction feet grip your counter—no clamps. Lightweight, portable and so easy to clean! New streamlined design . . . a spectacular gift!

Complete with Salad Maker and 5 chrome-steel cones; interchangeable base; Grinder-Chopper with meat cutter and reversible cutter for fine or coarse chopping; free recipe book.

White only.

587 1-S1330; 12-S1197Retail 19.95
C587 1-S1663; 12-S1497 All Crm. w/5 Cones R. 24.95

MAGIC HOSTESS®
Combination With 4 discs

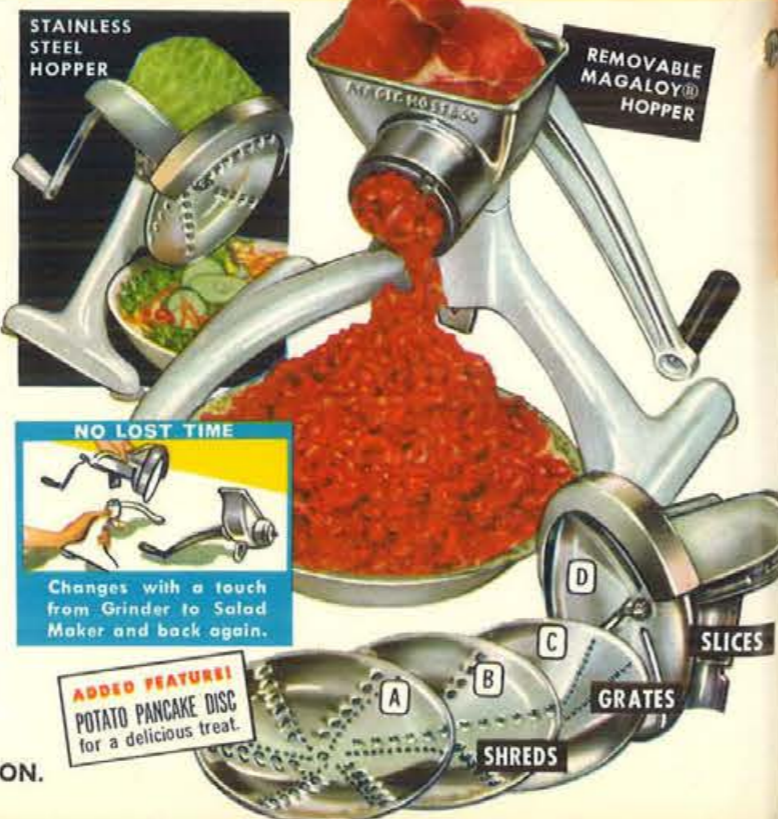
MEAT GRINDER and SALAD CHEF®

PERFORM MIRACLES WITH FOOD—hundreds of exciting salad creations, money-saving meat dishes . . . in seconds! Changes from meat grinder to salad maker and back again with a touch of an easy locking latch. Hoppers remove from base for fast cleaning. Use it anywhere—suction cup feet grip smooth, nonporous surface. Lightweight, portable, easy to use.

Complete with Salad Maker and 4 stainless steel discs; interchangeable base; Grinder-Chopper with meat cutter and reversible cutter for fine or coarse chopping; free recipe book.

White, red or yellow baked enamel base.

556 1-S997; 12-S897 Specify color.....Retail 14.95



SEE PAGE 1 FOR PRICE INFORMATION.

MAGIC HOSTESS®



Automatic Can Openers

with REMOVABLE CUTTER FOR EASY CLEANING



- *Single-action handle
- *Wonderful gift idea
- *Magnetic lid lifter



DELUXE MAGNETIC CAN OPENER

New, streamlined design! "Color-bright" styling, plus smooth performance. All yours in this deluxe, fully automatic can opener. Single-action handle opens cans of every size and shape. Powerful magnetic lid lifter ends "fishing" for lids. Sanitary, all-enclosed. Easy to clean—cutting wheel and magnet slip off for fast rinsing. Folds against wall when not in use. Chrome handle and bracket.

Specify white, red or yellow.

5311 1-S463; 12-S5417 Deluxe Magnetic.....Retail 6.95
C5311 1-S597; 12-S537 All Chrome Magnetic.....Retail 8.95
CP5311A 1-S663; 12-S597 All Copper Magnetic.....Retail 9.95

WALL ICE CRUSHER

Ideal for frosty drinks, chilled fruits, crisp salads. Turn handle right for fine ice, left for coarse. Extra large hopper. Stainless steel blades. Safe and fast. A handsome worksaver for kitchen or playroom. Chrome cover, handle.

Specify white, red or yellow.

542 1-S597; 12-S537.....Retail 8.95
C542 1-S663; 12-S597 All Chrome.....Retail 9.95
CP542A 1-S730; 12-S657 All Copper.....Retail 10.95
Black Bucket



SEE PAGE 1 FOR PRICE INFORMATION.

MAGNETIC LID-LIFTER



STANDARD MODEL

A genuine magnetic can opener at a thrifty price. Beautiful styling. Sturdy diecast construction. Fully automatic, single action handle opens all cans. Removable cutter and magnet for easy cleaning. Quality-built for years of service.

Chrome handle and bracket with white or red.

5306 1-S397; 12-S357 Magnetic.....Retail 5.95
5305 1-S330; 12-S297 w/o Magnet.....Retail 4.95

New!
for smart hosts and hostesses



MAGIC HOSTESS

Electric Ice Crusher

ANY SIZE ICE
Dial your ice
from extra fine
to nugget
coarse.



PORTABLE
Use it any-
where... patio,
activity room,
kitchen.



JUST PLUG IT IN AND DIAL YOUR ICE!

Now you can add an elegant touch to every party . . . with sparkling crushed ice! So quick, so easy. Plug it in . . . and bring on the ice. Delivers any size ice in seconds—from very fine to nugget coarse. New magic for fruit and seafood cocktails, relishes, desserts, chilled beverages. Nothing to attach . . . nothing else to buy. Compact, portable. Powered by a husky motor—so quiet, you scarcely hear it. A magnificent gift!

Rubber base. 110V AC only. No oiling. One Year guarantee. Recipe book! Wt. 10½ lbs.

5400 1-51997; 3-51797.....Retail 29.95
White or Black.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

SALAD CHEF®
WITH Five Cones

Portable salad maker with removable hopper for easy cleaning. Whizzes through every fruit and vegetable chore. Suction cup feet—no clamps. Five interchangeable chrome-plated steel cones. Safe, lightweight, fast! Streamlined design.

White or red handle and base.
581 1-5997; 12-5897.....14.95



MEAT GRINDER and
FOOD CHOPPER

Portable, no clamps! Suction cup feet grip any smooth, nonporous surface. Patented Magaloy® hopper retains silvery finish . . . removable for easy cleaning. Meat cutter with extra cutter for fine or coarse chopping.

White, red, yellow, pink or turquoise handle and base.
550 1-5597; 12-5537.....8.95



Beautiful!



TREASURE CHEST

• MEASURE CUPS • TONGS • MEASURE SPOONS

New! Gleaming 12-piece set of color-matched kitchen gems. 4 measuring cups, 4 measuring spoons, handy tongs; 3 matching wall racks with screws. Pure aluminum in lustrous "Copper Touch"®. Colorful, washable Plastisol handles.

224 1-5332; 12-5299.....Retail 4.98

TABLE
JUICER

Juices 6 oranges in 90 seconds . . . without bitter rind oil, seeds or pulp. Easy-to-use "Tilting-Top" design. One turn of handle raises and tilts top.

Chrome top handle. White or red enamel body.

946 1-5797; 12-5717.....11.95
5946 1-5730; 12-5657.....10.95



SEE PAGE 1 FOR PRICE INFORMATION.



U.S. Patent
No. 2,645,392
Foreign
Patents
Pending

A CARRYING CASE TOO!
Just swing the handles to-
gether to join into a com-
fortable grip for carrying.

The Famous Gotham
CAR-SNAC

Trade Mark

A Handy "Snack Bar" In your car

Smartly styled in red Scotch plaid lithographed on steel. Fitted with 2 qt. size vacuum bottles in matching plaid, extra nest of 3 cups and spacious food compartment with piano hinged cover. Handles fit snugly over front seat, holding Car-Snac within easy reach, yet out of the way. Each in carton, wt. 9 lbs.

15 5800 Car-Snac Retail \$12.95



Outing Kit for
the entire
family

A highly styled zipper case of heavy vinylite in red Scotch plaid with tubular carry handles. Fitted with 2 one-quart vacuum bottles in red Scotch plaid, extra nest of 3 cups and matching sandwich box with hinged plaid cover. Each in carton, wt. 7 lbs.

211 5850 Sportsman Kit Retail \$12.95



As a Table

Service for 6

DE LUXE TABLE PICNIC KIT

The last word in picnic equipment! Case is all steel with piano hinge, 2 double latches and plastic handle. 4 legs convert case into a sturdy table. Fitted with 2 quart vacuum bottles and colorful plastic service of sectional plates, mugs and cutlery for 6 people. Food compartment will also accommodate Gotham Grill. Size of case closed, 17½" x 16" x 7¼". Opened as table, 17½" x 32" x 16" high. Each in carton, wt. 19 lbs.

11 51425 Deluxe Picnic Kit.....Retail \$21.95



A Carry Case



GOTHAM GRILL

All steel with folding legs and large wire rack. Set up, measures 14½" x 16½" x 13" high. Closed, only 3½" high. Fits into bottom of DeLUXE PICNIC KIT. Packed each in carry carton, wt. 6 lbs.

222 5260 Grill Retail \$3.95

SEE PAGE 1 FOR PRICE INFORMATION

Serv-King

beverage set



An unusual set of heavy walled plastic with a wide versatility of use for TV, outdoor or informal serving. The huge, magnificent 19" tray will accommodate a multitude of sandwiches, hors d'oeuvres, meats, etc. It can set on a table or on the accompanying collapsible stand of tubular steel legs with rubber tips and bumpers. The handsome pitcher of colorful body with white trim has 2½ quart capacity with easy pouring ice lip. The tumblers of 20 oz. capacity are tall, graceful and refreshing. Each set consists of 6 tumblers, pitcher, tray and stand. Choice of turquoise or coral, packed each set in carton, wt. 7½ lbs.



855 S625 Serv-King Beverage Set Retail \$9.95



A Carry Case
picni-table
Trade Mark
As a Table

All steel picnic case in red Scotch plaid with black trim, piano hinge, double latches, plastic handle and folding legs. Fitted with 2 large food boxes, colorful plastic sectional plates, mugs and cutlery for 4 people. Size of case closed, 18" x 13" x 6¼". Opened as table, 18" x 26" x 15½" high. Packed each in carton, wt. 12 lbs.

12 S900 Picni-Table Retail \$13.95

For Sports Events—
Picnics—Outings

Gotham SPORTSTER®

A handsome, streamlined metal case, lithographed in realistic 3-color wicker design. Fitted with 2 one-quart vacuum bottles in matching wicker design and a spacious center food compartment with latched cover. Cups and handle in rich brown plastic. Each in carton, wt. 7½ lbs.

17 S745 Sportster Retail \$11.95

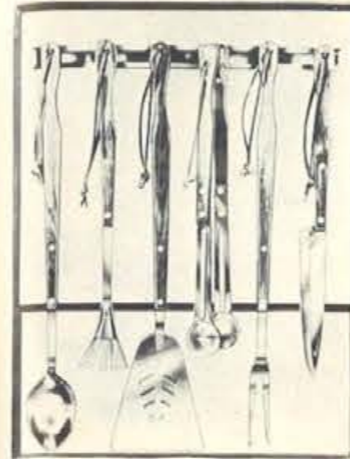


GOTHAM BarBQ SET

For barbecue, TV or informal serving, these handsomely styled jumbo dishes of heavy walled plastic are in a class by themselves. Sectional plates are spacious 13" in diameter, mugs 13 oz. in capacity in assorted colors, coral, char-treuse, turquoise, and grey. Packed each set in a carton.

858 S315 8-Pc. Service for 4. Wt. 3½ lbs. Retail \$4.95
868 S450 12-Pc. Service for 6. Wt. 5 lbs. Retail \$6.95

SEE PAGE 1 FOR PRICE INFORMATION



ACE MASTER CHEF BARBECUE SERVESWARE SET

Seven piece set. Extra long Pakkwood handles! The sterling of stainless steel. Consists of wall hanger, spoon, fork, turner, 8" knife, butter brush, and sure-grip tongs. Shipping weight, 8 lbs.

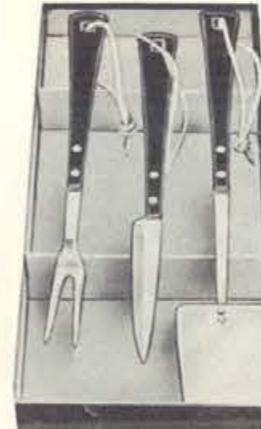
5685 S1495 Retail \$24.95



ACE 3-PIECE BARBACUE SET

Stainless steel with Pakkwood handles and real leather rawhide thongs. The basic tools for the "Master Chef" who likes to cook outdoors. Consists of food turner, tu-prong fork and 8" French Chef knife, each 16½" long. Gift boxed. Shipping weight, 3 lbs.

5730 S537 Retail \$8.95



BARBECUE TOOLS

Tempered, forged, solid stainless steel. Consists of two-tine fork, large turner and coring knife. Attractive bakelite heat resistant handles, sturdily riveted. Beautifully gift packaged. Shipping weight, 3 lbs.

375 S345 Retail \$4.95



RADAR BEARCAT ALL-PURPOSE LANTERN

America's newest focusing lantern. Leakproof and weatherproof. Has these outstanding features: Focusing, Rugged, Compact, Brilliant Light, Attractive and Convenient. Ideal for just anyplace you want a rough and ready spot-flood light that will give dependable long-lasting service. Shipping weight, 6 lbs.

TW9 S434 Retail \$6.95

Replacement battery for all Radar lights.

TW1 S163 Retail \$2.45



RADAR-LITE WITH RED FLASHING SIGNAL

The most useful, practical lantern ever designed. A low-cost, long-life, practical, general purpose safety lantern. "Sealed-Beam" 40,000 candle-power beacon penetrates for half a mile. Flashing red signal on other end is automatic "on" and "off" warning signal visible for more than a mile. It is leak-proof and weather-proof. Super-powered battery couples to dual light unit with only two thumb screws. Shipping weight, 7 lbs.

TW3 S733 Retail \$11.95



BARREL STYLE PORTABLE CHARCOAL BARBECUE

Allows you to captivate all the smoke for that delectable smokehouse hickory flavored barbecue. Exclusive Copper-Lyte finish. Heavy chrome plated grille. Easy raise and lower adjustments. Motor operated chrome spit and forks. Heat indicator. Formica cutting board. Chrome plated towel ring. 1" steel tubing legs with 7" wheels. Height 37", Length 24", Depth 18". Shipped via Express only.

1854 S3330 Retail \$49.95

ALL NEW RADAR-LAMP

So revolutionary it obsoletes every gas or kerosene lantern. The perfect portable light for every purpose — home, cabin, auto, farm, patio fishing, boating, picnic, camping, etc. A flood of light at the flick of the switch. Long-lasting leakproof battery is in its own weatherproof steel case. Shpg. wt., 6 pounds.

TW7 S553 Retail \$8.95



KNAPP-MONARCH THERM-A-CHEST

Large size, all purpose. Keeps foods and liquids cold for hours. Holds up to 33 quarts; provides a large non-corrosive tray for sandwiches and other foods requiring dry, cold storage. Therm-A-Chest is light weight and easy to carry; exclusive Vac-Pressure lock top adds greater insulation and provides large carrying handle. Convenient, self-draining spout, can and bottle opener conveniently attached inside lid. Hard-baked enamel exterior finish and handles are rust-resistant. Shipped via Express only.

49-555 S930 Retail \$13.95
Same as above in Aire-lite Aluminum.

49-560 S1331 Retail \$19.95



KNAPP-MONARCH THERM-A-JUG

The "new look" in insulated jugs has these features: seal-tite lid for greater insulation; sturdy, brilliant chrome plated handle; made of moisture resistant, mildew proof fibre-glas. Inner container is sanitary, acid, rust and alcohol resistant. Has the new Therm-A-Jug spigot with automatic safety shutoff — non-corrosive, non-clogging, leakproof! One gallon size. Shipping weight, 4 lbs.

48-520 S464 Retail \$6.95

Same as above in six qt. size. Shipping weight, 6 lbs.

49-509 S664 Retail \$9.95



KNAPP-MONARCH THERM-A-JUG

Stainless steel. The ultimate in luxurious Therm-A-Jugs. Gives years of service; provides for increased, more efficient insulation of the new moisture-resistant, mildew-proof fiber-glas. Light weight, unbreakable liner is specially treated with sanitary coating to resist rust, acid and alcohol. New spigot with automatic safety shutoff is non-corrosive, non-clogging, leak proof. Six quart size. Shipping wt., 6 lbs.

49-525 S1130 Retail \$16.95

Same as above in one gallon size. Shipping weight, 5 lbs.

48-550 S997 Retail \$14.95



SKOTCH KOOLER

Fiberglass insulated to keep things hot or cold for hours. It is perfect for family picnics, beach parties, motorcoring, camping, boating and fishing; and many home uses. 4 gallon size. Shipping weight, 8 lbs.

404 S573 Retail \$8.59

2 gallon size. Shipping wt., 6 lbs.

202 S440 Retail \$6.59

See page 1 for price information.



AUTO COUNT POKER SET

Automatically counts and ejects 5 chips—in figured fruitwood finish. Has two card slots and comes complete with 300 red, white and blue unbreakable plastic, interlocking chips and deluxe cover. Shipping weight, 8 lbs.

900 51797 Retail \$29.95

Same as above except 200 chip size. Shipping wt., 7 lbs.

850 51377 Retail \$22.95



POKER SET

Walnut covered plastic round revolving poker set with two card slots. Complete with 200 red, white and blue unbreakable plastic interlocking poker chips. With round leatherette cover. Shipping weight, 4 lbs.

599 5480 Retail \$8.00



POKER SET

Figured natural finished gumwood round revolving poker set with two card slots. Complete with 200 red, white and blue unbreakable plastic interlocking poker chips. With cover. Shipping weight, 6 lbs.

600 5777 Retail \$12.95



ALADDIN VACUUM PITCHER

Modern styling, sensationally low price, new decorator pastel colors. For home, office, outdoor eating, sickrooms—keeps beverages hot or cold for hours. A perfect gift item. Has these features: can't overpour, takes full size ice cubes, no drip spout, easy filler replacement. Available in Turquoise, Coral or Brown & Ivory. Shpg. wt., 3 lbs.

P4445 5415 Ret. \$6.95



DELUXE ICETTE

In polished gleaming aluminum with decorative contrasting black plastic band. Fiber glass insulation makes it adaptable to cold or heat. Use it to keep beans, soup or chili hot for gracious entertaining. Dimensions: 11" high, 9 1/2" overall. Shipping weight, 5 lbs.

775 5597 Sug. Retail \$8.95



EXECUTIVE BAR SET

Basic set of home bar tools including Bar Host, Spin-Pic set, Bar Jack, Chrome Strainer, and Jet Mixer which converts any standard bottle of soda or ginger ale to a siphon bottle. Shipping weight, 4 lbs.

E85-200 1-5663; 3-5600 Retail \$9.95



PRO BAR SET

Make your own mixed drinks like a professional with this four piece set. Cocktail shaker, stainless steel bar spoon and strainer with two color decorated recipe glass. Shipping weight, 4 lbs.

P85-300 1-5332; 3-5300 Retail \$4.98



THERMO SERV BEVERAGE SERVER ENSEMBLE

The insulated beverage server with Shock-Proof liner that keeps hot drinks hotter—cold drinks colder—tastier. Sanitary throughout. Fine high-strength bakelite. Extremely high thermal insulating qualities. Easy to clean. Specially designed "Non-Drip" pouring spout. Snap-over hinge allows easy removal of cover. Colorful exterior in choice of Coppertone or Silvertone. Ensemble complete with two glasses and tray. Shpg. wt., 5 lbs.

TS5201 5863 Retail \$12.95
Beverage Server only Shpg. wt., 3 lbs.
TS101 5663 Retail \$9.95



BAR HOST

Bar Host with one tilt automatically measures a jigger, pauses, and pours another. Measures accurately and eliminates spillage. Beautiful high chrome finish.

BH-10 1-5197;
3-5177 Retail \$2.95



GAVEL DIALER

Unique recipe dialer tells you how to make your drink. The gleaming gavel does the rest—measures, muddles, opens bottles, crushes ice, and also is a cork-screw.

GD-22 1-5167;
3-5150 Sug. Ret. \$2.50



SPARKLET ICE CRUSHER

Gives a professional touch to your hospitality! Crushed ice instantly... turn the handle one direction for coarse ice, the opposite for fine. Finest mechanism. Copper top and appointments. Translucent base flecked with gold. Portable—extra lid transforms container into ice bucket. Height 9 1/2", diameter 4 3/4". Shipping weight, 3 lbs.

110 5863 Retail \$12.95

KAROFF

Originals

MAKES EVERY HOME
A PALACE
AND EVERY HOSTESS
A QUEEN



HANGS ON WALL



KEG BAR—Closed or open, the Keg Bar is a handsome piece to hang on the wall or stand on table or chest. Brass finish on hoops, chain, padlock and piano hinges contrast with the burnished walnut finish of the bar. When bar is opened, the base forms a tray to hold bottles, mixers, etc. Includes 6 hi-ball glasses, 6 cocktail glasses, 6 jiggers, and smart pitcher with crystal muddler and a covered jar for olives or onions, etc. Size: 18" x 16" x 13". Wgt. 24 lb. Pat. Pend.
4000 52475—Walnut Retail \$40.00



Half-folded, serves as a book or bric-a-brac shelf



Just flip up shelves for easy storage

Folds flat automatically in 2 Seconds... IN A SINGLE MOTION!



THE FOLD'N ROLL VERSA-TABLE—Amazing all-metal folding table! VERSA-TABLE folds flat automatically to 2 3/4" in just 2 seconds, in a single motion! Rolls easily from room to room on swivel casters... no carrying or lifting. Alcohol, heat resistant, baked enamel finish—ideal for use in den, nursery, patio, kitchen, etc. Size: 35" High x 25 3/4" x 17 1/2". Wgt. 20 1/4 lbs. Pat. Pend.

2551 51561—Black Shelves & Frame—handle decorated with Black & White pyralace wrapping Retail \$25.00
2552 52171—As illus.—Black Shelves with Brass frame and handle. Retail \$35.00



"SCOTTY" TRAVEL BAR—For ball games, picnics, travel, home or office! This waterproof, colorful Scotch plaid, zipper-enclosed case opens to a complete easy-carry bar. An inner wooden frame holds safety-capped bottles for "Rye", "Scotch" or "Bourbon". Also included are 4 polyethylene glasses, 4 styrene shot glasses plus bottle for peanuts, olives, etc. 12 1/4" x 9" x 2 1/2". Individ. boxed. Wgt. 4 lbs.
1090 5625 Retail \$10.00



"TANTALUS TRIO"—A handsome and impressive liquor service that's portable and yet keeps your favorite refreshments under lock and key. Highly polished mahogany wood grain case with bright brass carrying handle. Holds three 16-oz. slim square crystal bottles, gold-lettered "Rye", "Scotch", "Bourbon". Brass-capped bottles are encased in handsome, pierced brass bottoms. Brass bar and padlock secure your liquors against too free imbibers. Individ. boxed. Size: 12 1/4" x 11" x 2 3/4". Wgt. 6 1/4 lbs.
1220 5750 Retail \$12.00



CLOSED—A Handsomely framed picture.



OPEN—A Fully Equipped Bar.



"CAVALIER" COCKTAIL SERVICE—For good mixers everywhere! A handsome, gleaming brass-finished rack holds 6 gold-banded cocktail glasses and modern design pyrex cocktail mixer. Festive gold illustrations decorate mixer which has smart pyralace hand grip. Long crystal stirring rod included. Size: 14 1/4" x 11 1/2" x 4 3/4". Wgt. 5 lbs.
860 5495 Retail \$8.00

PICTURE BAR—Ideal for living room, den or office. Just lower framed picture and there are all your favorite drink's ingredients. Includes 3 gold-capped bottles marked "Scotch", "Rye", "Bourbon"; 6 hi-ball glasses; 2 shot glasses; jar for olives, cherries, etc. Beautifully finished limed oak frame suits any decor. Color prints by masters enhanced by rich off-white mat—easily replaced by your favorite picture. Dimensions: 17 3/4" x 15 3/4" x 4". Individ. boxed. Wgt. 14 lbs.
2060 51250 Retail \$20.00

See page 1 for price information.

KAROFF

Originals

HOUSEWARES SMARTEST FASHIONS
designed and created in America by KAROFF



THE "FIVE OSCARS" BARBEQUE CHEF—Five amusing characters watch while barbecue broils. Faces are handpainted on natural wood handles. Specially designed handles prevent burning hands. Includes stainless steel fork, spoon and spatula, plus natural wood salt and pepper shakers. Natural hardwood stand. Legs fold for compact storage. Size: 28 1/4" x 11 1/2" x 4 3/4". Wgt. 6 1/2 lbs. 1025 \$625 Retail \$10.00



"DELUXE FOLD-AWAY" BUFFET (U.S. Pat. No. D-166605) . . . the original, expanding tray that revolutionized buffet serving, now 15% larger! Fine-grained polished blond hardwood. 5 spacious food wells, glass salt and peppers, 2 wood-covered glass relish dishes with spreaders. Needs no protective doilies. Easy to wash. A gift for the gracious hostess. A lovely centerpiece for formal or informal serving. Opens to 29", folds to 15". Wgt. 6 lbs. 1200 \$795 Retail \$12.95



FOLD-AWAY CIGARETTE CADDY—A conversation piece and a smart way to satisfy every guest's cigarette preference. Spacious compartments fold out of distinctive case—holds six different brands of king-size or regular. Humidor-action cedar lining keeps tobacco fresh. Or use it as an elegant case for ladies or men's jewelry. Shimmering solid brass case with basket-weave cover. Folds compactly for storage. 3" high x 4" wide x 6" long. Extends to 16". Individ. boxed. Wgt. 1 1/2 lbs. 1019 \$625 Retail \$10.00



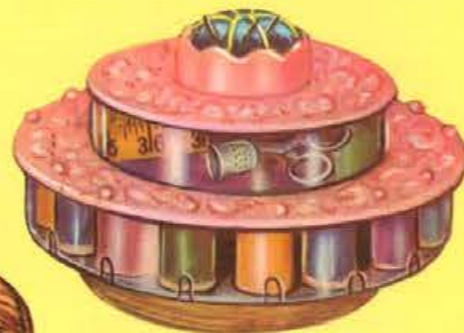
"RISE 'n SHINE" 10 PIECE SHOE KIT—A shoe-shine kit with all the "makin's" cozily boxed so they can hide between shines. The blond hardwood box opens to easily accessible, roomy compartment housing 2 brushes 2 shine cloths, 2 daubers, black and brown polish, Carbona cleaner. Size: 7" x 10" x 13 1/2". Wgt. 5 lbs. Pat. Pend. 635 \$375 Retail \$6.00



"SEA-SERVERS" COCKTAILS for 8—Refreshing, original way to serve seafood in a natural setting. Perfect for shrimp cocktails, crab meat, lobster salad, etc. Six non-chip 6" styrene shells in true-to-nature colors. Crystal sauce cups fit into base of shells. Easy to wash. Gift boxed. Wgt. 2 3/4 lbs. Pat. Pend. 300 \$249 Retail \$4.00



"TRAYMASTER" DELUXE—This famed Traymaster Deluxe is a graceful, decorative display piece . . . and a functional server. 10" x 10" Styrene tray is heavily metalized in non-larnishing gold or silver plate. Size: 10" x 10" x 6 1/2". Wgt. 2 lbs. Reg. U.S. Pat. Off. 1000 \$312—Silver Retail \$5.00 1001 \$312—Gold Retail \$5.00



REVOLVING SEWING WHEEL — For sewing convenience. Turns like lazy susan. Clear, see-through polystyrene sides. Cover embossed with floral pattern in pink or blue. 2-tone silk pin cushion. Roomy basket for storing work and accessories. Comes with 16 spools quality thread in popular colors — feeds and cuts thread without removing spools. Size: 8 1/2" Diam, x 5 1/4" high. Wgt. 2 lbs. Reg. U.S. Pat. Off. 400 \$249—Pink Retail \$4.00 401 \$249—Blue Retail \$4.00

*Prices slightly higher in some zones.

Florence
DECORATED

by

PROLON

—translucent like fine china
—exquisite "molded-in" decorative patterns that cannot wear off
—only melmac® dinnerware line completely decorated

Here's captivating beauty in today's most exciting decorated dinnerware . . . non-fade patterns on soft white field . . . molded-in beauty that will thrill the most discriminating hostess. Florence DECORATED is the only Melmac® dinnerware which offers a fully decorated line even with patterns on all curved surfaces. . . . Florence DECORATED is nationally advertised Melmac® quality Melamine dinnerware famous for beauty, long-life, smoothness and lustre. . . . Florence DECORATED is virtually unbreakable, resists chipping, is not harmed by hottest water in automatic dishwashers. . . . Four delightful patterns to choose from . . . REGATTA—refreshing as a cool sea breeze, ultra-modern in its smart, symbolic design. . . . GRANADA—dignity and charm in rich colors and exquisite patterns. . . . CHORALEER—a whimsical, sprightly decoration that will cheer your every meal. . . . ORIENTAL POPPY—a colorful, captivating whisper of the Orient.



CHORALEER

40-PIECE DINNER SET

Set consists of eight place settings including eight 10" large dinner plates, eight 6 1/4" bread & butter plates, eight 14 oz. bowls, eight cups and eight saucers. Wt. 16 lbs.

SPECIFY PATTERN
REGATTA — GRANADA
ORIENTAL POPPY — CHORALEER

7840 \$3983 Retail \$59.75



REGATTA

20-PIECE DINNER SET

Service for four includes four 10" dinner plates, four 6 1/4" bread & butter plates, four 14 oz. soup bowls, four cups, four saucers. Wt. 8 lbs.

SPECIFY PATTERN
REGATTA — GRANADA
ORIENTAL POPPY — CHORALEER

7815 \$1997 Retail \$29.95

5-PIECE SERVICE SET

All pieces fully decorated. Set consists of one each open vegetable dish, 1 1/4" oval platter and creamer and sugar bowl with cover. Wt. 4 lbs.

SPECIFY PATTERN
REGATTA — GRANADA
ORIENTAL POPPY — CHORALEER

7870 \$997 Retail \$14.95



GRANADA

as advertised in



45-PIECE DINNER SET

Service for eight includes eight 10" large dinner plates, eight 6 1/4" bread & butter plates, eight 14 oz. soup bowls, eight cups, eight saucers. One each: cream and covered sugar set, 1 1/4" oval platter, open veg. serving dish. Wt. 18 lbs.

SPECIFY PATTERN
REGATTA — GRANADA
ORIENTAL POPPY — CHORALEER

7868 \$4719 Retail \$74.50



ORIENTAL POPPY

GUARANTEED: Not to chip, crack or break in 2 full years normal use.

See Page 1 for Price Information



as advertised in
LIFE

Beverly
by **PROLON**

Another Prolon style-triumph . . . Never before such rare loveliness in fine Melmac® dinnerware! Delicately graceful dinnerware in glowing, fadeless color . . . Break-resistant quality and priced so low! It looks delicate and "china-like", yet it's strong and durable—to give you years of service . . . Safe in the hottest water of automatic dishwashers . . . won't crack, craze or fade . . . practically unbreakable . . . odorless, non-toxic, nonflammable, too . . . You'll love the lustrous new colors, the charming modern shapes, its smooth, sleek feel . . . Beverly dinnerware by Prolon comes in two sets . . . choose the 45 pc. complete dinner set, the 20 pc. dinner set, or open stock.



45-PIECE DINNER SET

A \$39.40 open stock value for \$29.95 retail
Contains eight each: 10-in. dinner plates, 6 1/4-in. bread and butter plates, 19 1/2-oz. soup dishes, cups, saucers. One each: 14-in. platter, vegetable dish, creamer, covered sugar bowl. Solid colors, or rainbow assortment—equal number of pieces in turquoise, white, pink, and yellow; service pieces in turquoise and pink. Wt. 14 lbs.

SPECIFY COLOR
TURQUOISE — YELLOW
PINK — RAINBOW

7445 \$1997 Retail \$29.95

20-PIECE DINNER SET

Service for four contains four each: 10-in. dinner plates, 6 1/4-in. bread and butter plates, 19 1/2-oz. soup dishes, saucers, and cups. Solid colors, or rainbow assortment—equal number of pieces in turquoise, white, pink, and yellow. Wt. 7 lbs.

SPECIFY COLOR
TURQUOISE — YELLOW
PINK — RAINBOW

7420 \$863 Retail \$12.95

40-PIECE DINNER SET

Contains eight each: 10-in. dinner plates, 6 1/4-in. bread and butter plates, 19 1/2-oz. soup bowls, cups, saucers. Solid colors, or rainbow assortment—equal number of pieces in turquoise, white, pink, and yellow; service pieces in turquoise and pink. Wt. 14 lbs.

SPECIFY COLOR
TURQUOISE — YELLOW
PINK — RAINBOW

7440 \$1650 Retail \$24.75

5-PIECE SERVICE SET

Set contains one each: 14-in. Platter, vegetable dish, creamer, and covered sugar bowl. Wt. 4 lbs.

SPECIFY COLOR
TURQUOISE — YELLOW — PINK

7450 \$397 Retail \$5.95

A MOST CHERISHED GIFT

Whether it's a wedding, birthday, or anniversary Prolon dinnerware will be treasured for years to come. Its unsurpassed beauty and graceful styling are perfect for every occasion.



GUARANTEED: Not to chip, crack or break in 2 full years normal use.

See Page 1 for Price Information

THE NEW REMINGTON® Quiet-riter

THE ONLY PORTABLE WITH AMAZING MIRACLE TAB!

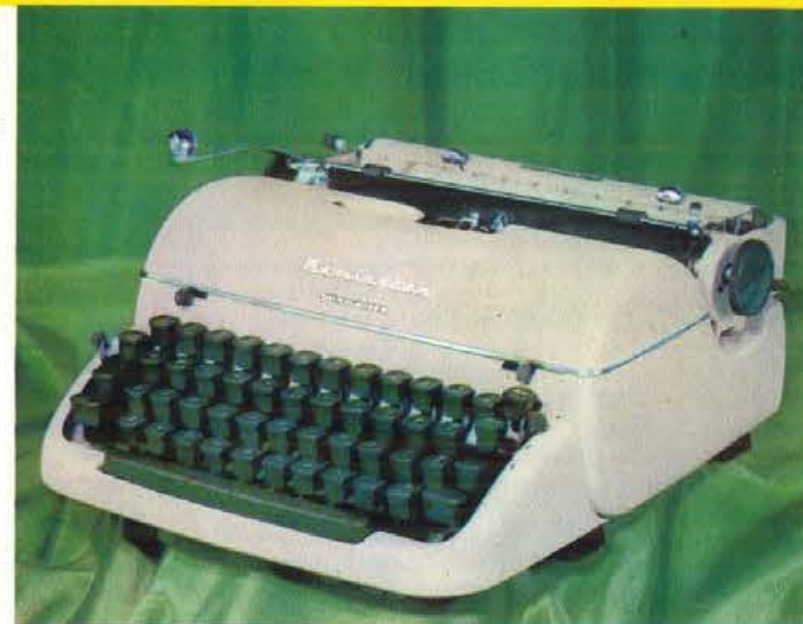
FOR TYPING PERFECTION AND **COLOR** TOO!



Desert Sage — rich, exceptionally appealing



Mist Green — extremely versatile tint



White Sand — in the modern mood



French Gray — harmonizes with any decor

Tests by leading educators prove that students who type get up to 38% better marks. No wonder . . . a typewriter makes everything easier to read and easier to write! The REMINGTON QUIET-RITER is the perfect portable for home and school . . . the modern portable that gives you more in performance, more in style and beauty than any other portable!

Check these advanced Features!



Complete touch typing instruction booklet and operating manual plus elegant carrying case included at no extra cost!



MIRACLE TAB — Sets and clears tabulator stops right on the keyboard. The easiest, most efficient tabulator ever invented.



Simplified Ribbon Changer — Ends fuss and fumble. Ends smudgy fingers. Old ribbon lifts out, new ribbon slips in instantly!



Larger Size Cylinder — With sure-grip paper feed. Holds everything from small cards to large envelopes securely in place.



Super-Strength Frame — Protects the vital parts of your Quiet-riter for years of extra service!

This is PICA type
This is ELITE type

All Remington Portables come in either Pica or Elite type.

PLUS 44-key, 88-character keyboard as found on the latest and finest office typewriters . . . Handsome, non-glare finish . . . Single, double and triple line space selector . . . Visible margin sets . . . Carriage centering lever . . . Full 12-yard, 2-color ribbon as on office typewriters . . . Automatic ribbon reverse . . . Shift key and lock, right and left . . . Positive action back spacer

AND MANY MORE FEATURES TOO!

Quiet-riter
101 \$10650 Retail \$141.99
Price includes Federal Excise Tax
Shipped via Express only

REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

See page 1 for price information.



REMINGTON Portables with
"BIG MACHINE" Features
the NEW
REMINGTON
Letter-riter

Visible Margins... Simplified Ribbon Changer

• with every operating feature of the *Quiet-riter* (see back of this page) except has no *Miracle Tab* and has 42-key keyboard.



French Gray only

For home and school use... a complete portable typewriter at an economical price. Sturdy construction and fast key action provide smooth, quiet operation. Has visible margins (you see where to set both margins) and simplified ribbon changer. Has standard 42-key keyboard. Exclusive larger size cylinder with sure-grip paper feed that gives clearer printwork and positive feeding of paper, cards and envelopes. Finger speed keys—right and left shift keys and locks and all controls located just as on standard typewriters. Super-Strength Frame construction adds years of service, keeps every working part in perfect alignment. In new French Gray non-glare finish. Touch method typing instruction book and elegant carrying case included. Designed for those who want a medium priced portable typewriter with traditional Remington Rand quality. Specify either Elite or Pica type. (See sample, back of this page.)

Letter-riter
102 58582 Retail \$114.43
Price includes Federal Excise Tax
Shipped via Express only

the NEW **REMINGTON** *Travel-riter*
WITH EVERY NEEDED TYPING FEATURE

Has beautiful styling, is light in weight, durable, speedy and produces superb printwork.

The new REMINGTON TRAVEL-RITER is priced within the reach of every family, and it has all these features: 42-key keyboard with non-glare speed keys... types arithmetic signs, degree mark, exclamation point, business symbols. Left and right shift keys, back space key... line finder for typing out of regular spacing... single and double line spacing... carriage centering and locking device... automatic and manual ribbon reverse... weighs only 15 pounds in case. Instruction book and handsomely styled carrying case included. The TRAVEL-RITER is a magnificent example of engineering skill—it has all the needed features to make your typing easy and accurate. Specify either Pica or Elite type. (See sample on back of this page.)



French Gray only

Travel-riter
103 56730 Retail \$89.74
Price includes Federal Excise Tax
Shipped via Express only

WT1441C PRINTED IN U.S.A.

REMINGTON PORTABLE Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade prices in states having Fair Trade Laws must be maintained.

See page 1 for price information.



SMITH-CORONA ELECTRIC PORTABLE TYPEWRITER

The newest miracle of the electronic age! Here is the world's finest quality typewriter. The instant you touch a key, the electric power takes over. Gives you big machine performance—Full-Size Keyboard, Page Gage, Key-Set Tabulator, Impression Control Dial, Touch Selector and Automatic Repeat Actions on the space bar and hyphen-underline key. Comes complete with its own carrying case. Shipped via Express only.
105 515695 Retail \$209.35



SMITH-CORONA SILENT-SUPER PORTABLE TYPEWRITER

The world's first and fastest portable typewriter. It has everything—including the fastest Key-Set Tabulator, Full-Size Keyboard, Page Gage and many, many other features for smooth, fast action and years of trouble-free service. Comes in smart, new Holiday case. Shipped via Express only.
101 510692 Retail \$142.57



CARVEL HALL STEAK KNIVES

Classic pattern—pure silver filigree overlay on ivory handle. In plastic gift box. Shipping weight, 3 lbs.

Set of four: 5154 51455 Retail \$21.95
Set of six: 5156 52100 Retail \$31.50
Set of eight: 5158 52735 Retail \$41.00



"FRIAR" STEAK KNIVES

Finest Sheffield stainless steel. With serrated edge blades that are self-sharpening and guaranteed for life. British Capehorn handles. Shipping weight, 3 lbs.

G3046 51195 Retail \$18.00



IMPERIAL HOSTESS SET

Consists of four basic kitchen knives, blades of fine steel; salad serving fork and spoon of wood; and decorative salt and pepper shakers. Shipping weight, 4 lbs.

G51 5530 Retail \$7.95



"FRIAR" CARVING SET

Styled with a new approach to beauty and function. Extra heavy 9" carver and hand-forged fork with spring guard. Gift packaged. Shipping weight, 3 lbs.

3070 51060 Retail \$16.00



COVERED SAUCE PAN

1 qt. Shipping wt., 2 lbs.
1401 5367 Retail \$5.25
1 1/2 qt. Shipping wt., 2 lbs.
1401 1/2 5437 Retail \$6.25
2 qt. Shipping wt., 3 lbs.
1402 5525 Retail \$7.50
3 qt. Shipping wt., 3 lbs.
1403 5595 Retail \$8.50



FRENCH CHEF SKILLET

6 inch. Shipping wt., 2 lbs.
1446 5402 Retail \$5.75
8 inch. Shipping wt., 3 lbs.
1448 5542 Retail \$7.75
10 inch. Shipping wt., 4 lbs.
1450 5752 Retail \$10.75
12 inch. Shipping wt., 5 lbs.
1452 5945 Retail \$13.50

EGG POACHER INSET

Shipping wt., 3 lbs.
1515 5227 Retail \$3.25



DOUBLE BOILER

1 1/2 qt. Shipping wt., 3 lbs.
1441 1/2 5735 Retail \$10.50
2 qt. Shipping wt., 4 lbs.
1442 5822 Retail \$11.75



DUTCH OVEN

6 qt. Shipping wt., 5 lbs.
1585 5976 Retail \$13.95



COFFEEMAKER

8 cup. Shipping wt., 3 lbs.
1518 5875 Retail \$12.50

REVEREWARE

See page 1 for price information.

Cutlery and Kitchenware



KITCHEN TOOL SET

Contains pancake turner, large two line fork, large basting spoon, masher, deep ladle and spatula. Highly polished mirror finish. Tempered — forged solid stainless steel. Sturdily riveted, hand finished. Heat resistant black plastic handles. Shipping weight, 4 lbs.

100 5556 Retail \$7.95



11-PIECE KITCHEN TOOL SET

The most complete set ever offered. Contains basting spoon, 1-piece turner, deep ladle, spatula, slotted mixing spoon, small turner, pancake turner, large 2-line fork, masher and small 2-line fork. Highly polished mirror finish, tempered—forged solid stainless steel. Sturdily riveted, hand finished. Heat resistant black plastic handles. Shipping weight, 6 lbs.

400 5905 Retail \$12.95



KITCHEN TOOL SET

Contains turner, fork, spoon and rack. Highly polished mirror finish. Black heat resistant plastic handles. Tempered — forged solid stainless steel. Gift packaged. Shipping weight, 3 lbs.

150 5275 Retail \$3.95



ACE SERVESWARE KITCHEN SET

The "Sterling" of stainless steel kitchen tools. So easy to keep clean. Will never pit, never rust. Complete with 6 pieces and 6-place wall hanger. Jet Black handles. Shipping weight, 5 lbs.

5005 5777 Retail \$12.95

With Formica Pakkwood handles.

5505 5777 Retail \$12.95



GILHOOLIE

Opens, reseals, unscrews! Removes caps from any size bottle or jar—quickly, easily, without fuss or bother. Reseals crimped bottle caps. Precision instrument, handy in kitchen or bar.

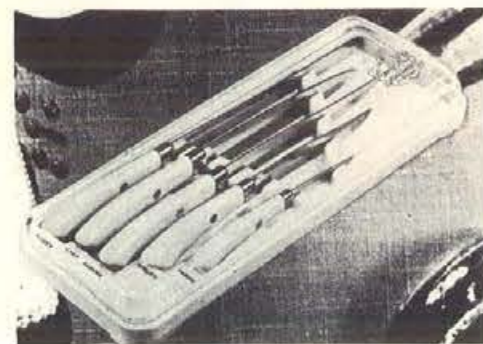
2C 5197 Retail \$2.95



IMPERIAL TABLE-MATE STAINLESS SET

Fine quality stainless steel with genuine MONOMAC plastic handles, chrome trimmed. Set consists of 6 each forks, knives, tea spoons and soup spoons. Gift packaged. Shipping weight, 4 lbs.

TM24 5997 Retail \$14.95



CARVEL HALL HOMEMAKER CUTLERY SET

Contains Ivory handled parer, utility, carver, chef and slicer in plastic chest without blade-bar. Shipping weight, 4 lbs.

9055 51195 Retail \$19.95



WASHINGTON FORGE TOWN & COUNTRY 8-PIECE KITCHEN KNIVES SET

Highest quality mirror polished, hollow ground stainless steel blades. Genuine Pakkwood handles permanently set with brass compression rivets. Set contains: 8" Chef Knife, 8" Roast Slicer, 8" Ham Slicer, 7" Butcher Knife, 6" Sandwich Knife, 5" Utility Knife, 3" Parer and Pot Fork on hanging wood safety block. Shipping weight, 6 lbs.

BHA 51060 Retail \$15.95

Same as above except 5-piece set containing Roast Slicer, Ham Slicer, Utility Knife, Parer and Fork. Shipping weight, 3 lbs.

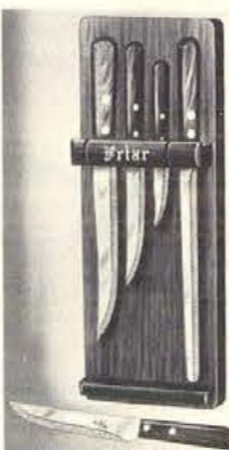
SHA 5730 Retail \$10.95



IMPERIAL KITCHEN KNIVES

Consists of four basic kitchen knives and wood rack. Blades of fine steel.

WW11 5399 Retail \$5.95



"FRIAR" KITCHEN KNIVES SET

Blades of finest Sheffield steel have the amazing self-sharpening edge that is guaranteed for life. Set consists of roast slicer, carver, general purpose knife and paring knife. In solid walnut holster. Shipping weight, 3 lbs.

R800 5930 Retail \$13.95



B

"BLACK MAGIC" — CUTLERY SETS

Sturdy enough for the kitchen. Beautiful enough for the finest table setting. Unsurpassed quality.

Knife blades of finest imported Solingen stainless steel, hollow ground for razor sharp cutting. Magic-triangular etching —sharpest edges.

Handles are molded ebony wood, heat and acid resistant with protective brass caps.

A—9" Ham Slicer, Carver and Fork
5775/34 S1350 \$22.50

B—9" and 7 1/4" Carvers, 8" Chef's, Fork, 5" Utility and Paring. Ebony wood tray can be hung on wall.
5776/35 S2100 \$35.00

C—Contains: 6 Steak Knives, 7 1/4" Carver, Fork, 5" Utility and Paring Knife.
5777/36 S2400 \$40.00

C

Griffon STAINLESS STEEL CUTLERY

THE EDGE THAT'S ALWAYS SHARP
Quality Cutlery Ever Since 1888
Stainless Steel Blades That Are Sharp
Grinding and tempering by Master Sheffield and Solingen Craftsmen
Fully Guaranteed for complete Satisfaction

Pearloid handle carving set. 8" carver, 9" ham slicer and fork. Nickel silver caps, stainless steel blades. Warp proof case, silk lined. British import.
5774/8 S1500 \$25.00

6 pearloid handled stainless steel steak knives, serrated tips and nickel silver caps. Warp proof case, silk lined. British import.
5766/16 S1500 \$25.00



Solingen import steak knives. Stainless steel. Hollow ground blades. Filigreed all-around German silver inlay.

5764/12 S1500 \$25.00 for 6

5764/11 S1800 \$30.00 for 8

See page 1 for price information.

See page 1 for price information.



A

A—Steak Knives with ivory Handles, shaped for comfortable grip. Solingen Imported—hollow ground blades.

5762/14 S900 \$14.95

B—"Contour" Carving Set. Imported Solingen stainless steel hollow ground blades. Graceful metal handles fully polished. 9 1/4" Ham Slicer, 7 1/4" Carver and Fork.

5773/32 S1440 \$23.95

5773/31 S1050 As above—Without Ham Slicer..... \$17.50

C—"Contour" Stainless steel steak knife set. Forged of one solid piece of steel. Imported. Will stay sharp for years.

5765/19 S1110 For 6 \$18.50

5765/11 S1440 For 8 \$24.00



B



C

Griffon STAINLESS STEEL CUTLERY

THE EDGE THAT'S ALWAYS SHARP

Quality Cutlery Ever Since 1888

Stainless Steel Blades That Are Sharp. Grinding and Tempering by Master Sheffield and Solingen Craftsmen. Fully Guaranteed for complete Satisfaction



F



E



D



G

D—Poultry shears that will cut through bones without effort. Corrugated blades prevent slipping. Chrome plated. Genuine stag handles. Gift box with silk lining.

9973/15 S750 \$12.50

E—Imported genuine Indian stag horn handles. Stainless steel blades—serrated tips for easy cutting.

5760/10 S1260 \$21.00 for 6

5760/11 S1620 \$27.00 for 8

F—Imported genuine Indian stag horn handles—Stainless steel knife—Fork with guard—Sharpening steel.

5770/1 S1050 \$17.50

G—Luxurious matched knives. Genuine stag horn handles, hollow ground blades—Imported from Solingen.

5761/10 S1800 \$30.00

See page 1 for price information.

COUNSELOR

AMERICA'S LARGEST SELLING BATH SCALE

so accurate / so easy to read / so exquisitely styled

HERE'S COUNSELOR'S MODEL 609

the only scale with the light-up dial

Star-Lite



Step on this lovely Counselor Star-Lite Scale, and magnifying dial lights up instantly. It's beyond compare for easy reading, any time, anywhere. Exclusive light-up feature is combined with stunning, star-flecked mat design, and slim floor-hugging silhouette. Has extremely accurate Monotrol Movement, Line-O-Site Indicator, no-slip vinyl mat, plastic feet. Finish is baked enamel with trim in polished chrome. Colors to match any bathroom decor. Shipping weight: 7 1/2 lbs.

White, Turquoise, Black, Pink, Blue, Green, Yellow
609 5663

Retail \$9.95

Coronet DELUXE MODEL 400

new pick-up handle / new stylized beauty

Sturdy chrome handle makes this beautiful scale so easy to move! It's low, low silhouette, its scuff-resistant vinyl mat, and no-mar plastic feet are enhanced by brilliant styling. Baked enamel finish with chrome trim. Coronet has the Monotrol Movement for lifetime accuracy, powerful magnifying lens for maximum reading ease. Shipping weight: 8 lbs.

White, Turquoise, Black, Pink, Blue, Green, Yellow
400 5597

Retail \$8.95



All Counselor scales have the exclusive slim silhouette

Every Counselor Scale pictured here and on the next page has the new floor-hugging slim silhouette, just 1-3/4" high. Each streamlined Counselor model, available in a wide choice of colors, lends charm to any bathroom.

SEE PAGE 1 FOR PRICE INFORMATION

3 more great Counselor scales

Value Leader

MODEL 222

never before so fine a scale at so modest a price. You'll hardly believe the low price when you realize that this scale has all the Counselor features of fine engineering and smart styling... for example: Monotrol Movement for hairline accuracy, big magnifying lens, scuff-resistant, no-slip vinyl mat in decorator-approved colors, baked enamel finish, chrome trim, and extremely low, slim silhouette. Shipping weight: 7½ lbs.

White, Turquoise, Black, Pink, Blue, Green, Yellow
222 5463 Retail \$6.95



Capri

MODEL 600

with exclusive Monotrol Movement for top accuracy

The Capri is as colorful and charming as its name—the outstanding value in its price class. With lots of platform space (107 sq. in.), it features precise Monotrol Movement, large clear-view magnifying lens, Line-O-Site Indicator that assures extremely accurate reading. Baked enamel finish, chrome trim, non-tip design, with no-slip vinyl mat, and plastic feet. Shipping weight: 7½ lbs.

White, Turquoise, Black, Pink, Blue, Green, Yellow
400 5530 Retail \$7.95



FUTURA MODEL 700

for those who want the utmost in styling and quality. Aristocrat of bath scales! A gift supreme—ready packed in glamorous presentation box. Advanced styling—slim silhouette (only 13¼ in. high)—body and trim in gleaming, high-polished chrome. Exclusive panoramic magnifying glass—extremely accurate Monotrol Movement. No-slip vinyl mat in all the popular colors. Shipping weight: 10½ lbs.

Mat Colors: Black, Pink, Blue, Green, Yellow
700 5863 Retail \$12.95



Lifetime Guarantee
Every COUNSELOR scale comes with a Service Warranty which covers the entire life of the scale. The scale is also guaranteed against any defects in materials or workmanship.

COUNSELOR
THE BREARLEY COMPANY, ROCKFORD, ILL.

World's Largest Producer of Bath Scales
Printed in U. S. A.



SEE PAGE 1 FOR PRICE INFORMATION.



TALL BON BON DISH
Ideal candy, nut or bon-bon server. Gadroon trimmed and engraved center in beautiful Chromium Plate. 7½" square, 4½" high. Shipping weight, 3 lbs.
475 5300 Retail \$4.98

COCKTAIL SET

The mark of distinguished and gracious living. Makes cocktail mixing easier, faster, and better. Finished in tarnish-proof Chromium Plate. This 30 oz., three piece shaker features cover with built-in strainer with cap. 9" high. Set contains Shaker, oblong Chippendale service tray with floral engraving in beautiful Chromium Plate and six 4-ounce crystal glasses. Shipping weight, 6 lbs.

985 5900 Retail \$14.98



"TEXAS ACORN" LAZY SUSAN
Smart styling—very popular... 3 covered casseroles—3 open side dishes—hand decorated matching tray. Beautiful, smart • Oven proof, high fired • no craze, no discolor • ball bearing trays. Available in Brown & Snow White or White and Charcoal. Shipping wt., 6 lbs.
5413 5730 Retail \$10.95



LAZY SUSAN
Beautiful Chromium Plated... extra large for sandwiches, appetizers, cheese or cold cuts. 4 glass sections and center with removable cover. 16" in diameter and mounted on ball bearing base. Shipping weight, 7 lbs.
635 5600 Retail \$9.98

DELUXE SALAD SET

Set consists of four individual 6" size bowls, one large 10" bowl, spoon and fork in one gift box. Each piece in natural finished Cherrywood mounted on a never tarnishing Chromium Plated Base. Shipping weight, 7 lbs.

820 51020 Retail \$16.98

Set of four individual 6" size bowls only. Shipping weight, 5 lbs.

800 5480 Retail \$7.98



THREE TIER TID-BIT

A decorative accessory for any table setting in magnificent Chromium Plate. Each tray has attractive Chippendale border with engraved centers. Height 14". Trays are 12", 8" and 6". Shipping weight, 4 lbs.

530 5480 Retail \$7.98

Two Tier Tid-Bit—Same as above with 8" and 6" trays. Shipping weight, 3 lbs.

520 5300 Retail \$4.98



NUT BOWL

Finished in natural Cherrywood and mounted on tarnish-proof chromium Plated base with attached Chromium Plated Nut Cracker. 10" diameter. Shipping weight, 3 lbs.

840 5600 Retail \$9.98



"MANHATTAN" LAZY SUSAN

Six Futuristic Shaped deep side dishes with large covered center casserole on a matching Hand Decorated revolving ball bearing tray. Beautiful, smart • Oven proof, high fired • Two-tone colors • No craze, no discolor • Ball bearing trays. Available in Turquoise and Charcoal or Brown and Snow White. Shipping weight, 17 lbs.

5603 51130 Retail \$16.95



OBLONG CHIPPENDALE TRAY

Spacious service area, with floral engraving and Chippendale border, beaded edge and cut-out handle for easy carrying. 18½" by 12". Shipping weight, 3 lbs.

600 5300 Retail \$4.98



ROUND CHIPPENDALE TRAY

Traditional Chippendale tray, gadrooned and engraved, takes hard use without showing it; its lustre Chromium Plate lasts a lifetime. 15½" diameter, 1" deep. Shipping weight, 3 lbs.

610 5300 Retail \$4.98

New tall-slim contour... over 6" high. Available in Blond, Maple or Walnut.
77 1-5263;
3-5237
Retail \$3.95



New dramatic contour... over 4" high. Available in Blond, Maple or Walnut.
44 1-5330; 3-5297 Retail \$4.95



New dramatic contour... over 6" high. Available in Blond, Maple or Walnut.
33 1-5330;
3-5297
Retail \$4.95

DEE KAY PEPPER MILL SETS

Pepper mill has exclusive top adjustment for grind and everlasting steel cutting gears. Stainless steel salt shaker top.

See page 1 for price information.



COPPER AND BRASS CHAFING DISH

Solid copper pan keeps food hotter while serving. Beautiful copper finished stand. Sterno burner, flame control. Wood handle. Capacity 2 quarts. Shipping weight, 8 lbs.

17CD 51256 Retail \$17.95

Not illustrated:
Copper tray, 15" diameter. Shipping weight, 3 lbs.
HTL 5486 Retail \$6.95



HOLLYWOOD OBLONG PLANTER

Heirloom Brass. On ball legs. Medallion design. Length 13 1/2". Shipping weight, 4 lbs.

125B 5416 Retail \$5.95



CONDIMENT SUE SET

6 1/2" revolving plate on ball bearing base. Sparkling handblown glass relish or jam containers with glass spoons. Available in Ebony or French Provincial. Ebony set has Chrome handle and Chrome-topped salt and pepper shakers. French Provincial set has brass tops. Shipping weight, 4 lbs.

66 5480 Retail \$8.00



CHOPPING BLOCK AND CLEAVER SET

Made of seasoned maple finished with non-toxic lacquer. Stainless steel cleaver fits into compartment under block for easy storage. Wooden feet. Shipping weight, 7 lbs.

5513 5340 Retail \$5.75



FLORENCE FLOWER OR FRUIT BOWL

Heirloom Brass. 7 1/2" diameter. Footed. Shipping weight, 3 lbs.

66B 5245 Retail \$3.50



REVERE BOWL

Heirloom Brass. On pedestal. 7 1/2" diameter. Shipping weight, 3 lbs.

62B 5346 Retail \$4.95

Same as above except 9" diameter.

63B 5486 Retail \$6.95



ROUND SILENT BUTLER

Heirloom Brass. Medallion on plain top. 6 1/2" diameter. Shipping weight, 3 lbs.

211B 5416 Retail \$5.95



OSLO SUSAN

Distinctive revolving hors d'oeuvres server with four "floating" removable 6-inch glass dishes. Available in Ebony or French Provincial. Shipping weight, 6 lbs.

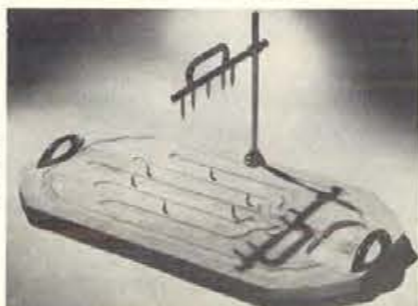
88 5450 Retail \$7.50



TIVOLI TOWER SUSAN

Unique revolving hors d'oeuvres server with six "floating" 6-inch glass dishes (attach and remove with a flip of a finger). 10" high. SPECIAL FEATURE: Ingenious ball-bearing device allows base to be detached for easy storage. Available in Ebony or French Provincial. Shipping weight, 7 lbs.

87 5600 Retail \$10.00



WELL AND TREE PLATTER

Made of seasoned maple. Wax finish. Six aluminum spikes. Chrome plated mechanism and handles. Rubber feet. Shipping weight, 6 lbs.

5519 5460 Retail \$7.75



CANDY OR RELISH DISH

Heirloom Brass. Knobbed lid. Glass insert. Footed. 7 1/2" diameter. Shipping weight, 6 lbs.

218B 5696 Retail \$9.95



ONE-TIER SANDWICH TRAY

Heirloom Brass. Modern styling. 16" height. Shipping weight, 6 lbs.

221B 5895 Retail \$12.95



WEST BEND WASTE BASKET

Perfect size for general use. Rounded interior is easy to keep clean. Made of aluminum for lasting beauty. Copper-color. 13 quarts. 10 3/4" high. Shipping weight, 3 lbs.

5051 1-5367

3-5358 Sug. Ret. \$5.50



TRIPLE TIER TOWEL DISPENSER

Holds standard size paper towel, aluminum foil, and wax paper rolls. Tu-Tone aluminum. Dimensions: 14 1/4" long, 11" wide, 4 1/4" deep. Shipping weight, 6 lbs.

489 5463 Sug. Retail \$6.95



9-PIECE KITCHEN "STARTER SET"

Consists of 4-piece Kanister Set, 3-piece Range Set, standard size 11 1/2" diameter Kakover with footed and grooved glass plate. Shipped via Express only.

400 51120 Sug. Retail \$16.80



WEST BEND 4-PIECE CANISTER SET

There's a place for everything with West Bend's Canister Set. And it makes the kitchen more cheerful, too. Colonial silhouettes (for flour, sugar, coffee and tea) give a unique identification of the contents. Sized for standard package quantities. Black anameled covers with recessed plastic knobs; can be stacked. Protective coating prevents finger printing. In copper-color aluminum. Shipping weight, 4 lbs.

5-148 1-5730;

3-5712 Sug. Retail \$10.95



DELUXE FRIGITOR

In gleaming Tu-Tone aluminum. Contrasting black plastic knob and grip handle. Fiberglass insulation makes it adaptable to cold or heat. For gracious living. Capacity: 5 qts. Dimensions: 16" high, 10" overall. Shipping weight, 8 lbs.

777 5863 Suggested Retail \$12.95



DISPOSER STEP-ON-CAN

In Tu-Tone aluminum with enameled insert. Capacity: 14 qts. Dimensions: 10 1/4" diameter, 16 1/2" high. Shipping weight, 8 lbs.

401 5663 Sug. Retail \$9.95



WEST BEND CAKE HUMIDOR

Carrying handle on cover and lock-on tray provide portable humidifier unit. Humidifier in cover keeps baked foods "oven-fresh". Tray doubles as sandwich server. 14 1/2" wide. In copper-color aluminum. Shipping weight, 3 lbs.

5428 1-5463; 3-5452 Sug. Retail \$6.95



KARRIER KAKOVER

Will accommodate the loftiest layer cakes. Tu-Tone aluminum with letter identification panel. Black plastic lift handle and spring-lock wing handles. All aluminum base. Dimensions: 15" diameter, 8 1/2" high. Shipping weight, 6 lbs.

421 5330 Sug. Retail \$4.95



ROLL TOP BREAD BOX

Tu-Tone aluminum. Easy to keep clean. Dimensions: 15 1/2" long, 7" high, 11 1/2" wide. Shipping weight, 4 lbs.

402 5530 Sug. Retail \$7.95



RANGE SET

Grease container, Salt & Pepper Shakers. Tu-Tone aluminum with matched plastic cover and screw caps. Brite aluminum knobs. White raised letter identification. Shipping weight, 2 lbs.

492 5253 Sug. Retail \$3.79

Some as above except in rich copper tone, black plastic covers.

192 5299 Sug. Retail \$4.49



KANISTER SET

Set of 4. Tu-Tone aluminum with close fitting black plastic covers. Brite aluminum knobs. White, raised letter identification—Flour, Sugar, Coffee & Tea. Dimensions: Flour 7 1/2" dia., 8" high; Sugar 6 1/2" dia., 7 1/4" high; Coffee 5 1/2" dia., 6 1/2" high; Tea 4 3/4" dia., 5 1/2" high. Shipping weight, 5 lbs.

490 5597 Suggested Retail \$8.95

Some as above except in rich copper tone, black plastic covers.

190 5730 Sug. Retail \$10.95

See page 1 for price information.

See page 1 for price information.

Presto® Cookers and Appliances



CAST ALUMINUM COOKER

Massive cast aluminum body for lifetime service. Accurate Pressure-Tru Indicator with "pop-up" top. New automatic air vent releases air automatically. Menu guide handle gives cooking times.

6 Qt. size. Shipping weight, 10 lbs.

206 1-51330; 6-51264 Retail \$19.95

Same as above except 4 qt. size. Shipping weight, 7 lbs.

204 1-51063; 6-51010 Retail \$15.95



STAMPED ALUMINUM COOKER

Sleek new styling for modern tastes. Gleaming mirror finish in stamped aluminum. Rocking, talking pressure gauge; automatic air vent; menu guide handle. 6 qt. size. Shipping weight, 8 lbs.

706 1-51264; 6-51201 Retail \$18.95

Same as above except 4 Qt. size. Shipping weight 6 lbs.

704 1-5930; 6-5884 Retail \$13.95



STAINLESS STEEL COOKER

Matches other stainless steel utensils. Steel core for even heat distribution. Cooks food in a uniform "cradle" of heat. Rocking, talking pressure gauge tells when it's cooking; automatic air vent releases air automatically; menu guide handle gives cooking times. 4 Qt. size. Shipping weight, 7 lbs.

8048 1-51463; 6-51390 Retail \$21.95



STEAM AND DRY IRON

Stems at lowest ironing temperatures, safe for delicate fabrics. Forms working steam in king-size reservoir, no sizzling sole plate. Easy to fill with ordinary tap water. Rounded heel lets you iron in either direction. Light weight; ironing much less tiresome. Shipping weight, 5 lbs. Ebony Black color.

5-11 1-51117; 6-51076 Retail \$15.95



PRESTO ELECTRIC PRESSURE COOKER

Perfect meals 3 times faster—automatically! Saves vitamins, minerals, aids digestion. Just set it and forget it. Washes under water. Use it with Presto Control Master. 4-quart capacity. Shipping weight, 9 lbs.

5C-35 1-51347; 6-51256 Retail \$19.95



AUTOMATIC ELECTRIC COFFEE MAKER

Lets you dial exact strength of coffee you want. Makes delicious, crystal clear coffee twice as fast. Turns itself off; keeps coffee hot. Shipping weight, 7 lbs.

5-20 1-51977; 6-51887 Retail \$29.95



PRESTO GRIDDLE

Cooks big meals for big groups all at once. Use with Presto Control Master. When detached, griddle can be washed under water, completely submerged. Size 9" x 15". Shipping weight, 7 lbs.

5G-33 1-51144; 6-51068 Retail \$16.95

Glass cover for griddle. Shipping weight, 6 lbs.

99-169 1-5199; 6-5186 Retail \$2.95



NEW PRESTO CONTROL MASTER

The cooking "brain" for a whole new family of appliances. Control Master cooks by controlled heat—automatically keeps temperatures constant. At cleaning time, detach Control Master to wash appliance. Shipping weight, 2 lbs.

HC-1 1-5469; 6-5438 Retail \$6.95



PRESTO FRY PAN

Square shape Fry Pans have 20 per cent greater capacity. Use with Presto Control Master. When detached, Fry Pan can be washed under water, handle and all 11" size. Shipping weight, 6 lbs.

5S-32 1-5874; 6-5816 Retail \$12.95

Metal cover for above Fry Pan.

99-164 1-5219; 6-5205 Retail \$3.25

Same as above except 9" Fry Pan. Shipping weight, 5 lbs.

5S-34 1-5739; 6-5690 Retail \$10.95

Glass cover for 9" Fry Pan. Shipping weight, 3 lbs.

99-160 1-5132; 6-5123 Retail \$1.95



largest selling folding traveling clocks in america... perfect for gifts

GOING PLACES... or staying home. Improved, slender "New-Look" 30-HOUR DESK/TRAVEL ALARM. Gilt trim on Texol case, harmonizing lining. Luminous figures and hands. 3-1/2 x 3-1/4 x 1-1/4". Specify choice of colors: tan, blue, brown alligator.

PW27 S430 Retail \$6.95 plus tax

PARTNER IN TIME, folds compactly for the getaway, unfolds smartly to serve time... 30-HOUR DESK/TRAVEL ALARM. Distinctive in genuine leather case. Full luminous figures, hands. 3-3/16 x 3-7/16 x 1-1/4". Specify choice of colors: brown alligator, tan, red.

PW28 S430 Retail \$6.95 plus tax

A WEEK'S TIME... hours and minutes while away accurately on desk or road... 8-DAY DESK/TRAVEL ALARM. Rich gilt trimmed Texol covered case. Full gilt numerals, luminous hour dots and hands. 3-1/2 x 3-3/4 x 1-1/4". Specify choice of colors: brown lizard, tan or red pig, brown alligator.

PW80 S749 Retail \$11.95 plus tax

Phinney-Walker time makers for more than 40 years



TIME FOR ROYALTY... styled like a jewel, accurately timed, revealingly transparent... 30-HOUR DESK/BOUDOIR ALARM. Gilt figures and hour indicators; hands and hour dots glow in the dark. 3-1/2 x 3-1/16 x 1-1/4". Beautiful gay pastel colors (specify choice): rose, clear white, amber or light blue to blend with today's decor accents.

PW30 S560 Retail \$8.95 plus tax

(F) PIONEER TRAVELER... for tomorrow's style... today's time, with the keynote: Dependability. 30-HOUR 7-JEWEL DESK/TRAVEL ALARM. Gilt trim genuine leather case; scalloped-motif bezel. Gilt figures, hour indicators on distinctive background. Luminous hour dots, hands. Size 3 x 2-1/2 x 1-1/4". Specify choice of colors: red, pig, brown, blue.

PW70 S704 Retail \$10.95 plus tax

(G) HAPPY LANDING... for setting your course on a good time, consider this most appreciated gift. 30-HOUR DESK/TRAVEL ALARM. Gilt trim genuine leather case; new scalloped motif bezel. Gilt figures, hours indicators on gilt circle background. Luminous hour dots, hands. Size 3 x 3-1/2 x 1-1/4". Specify color: blue, pig, red, brown.

PW19 S560 Retail \$8.95 plus tax

see it "tick-tock"..; through gay colors

TREASURED TIME... whenever you go, wherever you stop, be ready with dependable time... 8-DAY, 7-JEWEL DESK/TRAVEL ALARM. More than a week of time at one winding. Elegant genuine leather case. Gilt figures are raised and complement luminous hour indicators and hands. 3-1/2 x 3-3/16 x 1-1/4". Specify choice of color: pig, blue, brown alligator, red.

PW88 S997 Retail \$15.95 plus tax



8 Days

Prices subject to 10% federal excise tax, Copyright 1957.

THERE'S MUSIC IN THE AIR... there's accurate time in the room for milady... **30-HOUR MUSICAL ALARM.** Distinctively styled enamel finish case with gilt trim. $4\frac{1}{2}\times 3\frac{1}{2}\times 1\frac{1}{2}$ ". Raised gilt figures and hour indicators; luminous hands and hour dots. Specify from selection of these beautiful colors: light blue, ivory, pink, or brown.
PW50 S1061..... Retail \$16.95 plus tax



originality ... plus charm

COLONIAL CANDLESTICK-CLOCK... highlighting a new concept in fashion... truly inspiring; a classic in simplicity. Gilt case, **30-HOUR 7 JEWEL DESK/BOUDOIR ALARM.** Raised gilt figures, hour indicators; luminous hands, hour dots. 3×5 ".

PW45 S1061..... Retail \$16.95 plus tax

DESK MATES... superb for time, poised for writing. **30-HOUR DESK PEN SET WITH ALARM.** Glistening gilt case and adjustable pen holder with black Paper-Mate desk pen. Gilt figures, indicators; luminous hands, dots. $4\frac{3}{4}\times 1\frac{1}{2}\times 3\frac{1}{4}$ ".

PW36 S815..... Retail \$12.95 plus tax

"write" on time...be ready...



Phinney-Walker

accurate - dependable - attractive

TIME FOR DECOR... charming for the home, precise for the office... **8-DAY WALL CLOCK.** Silver finish dials, ornamental gilt wall fixture. Black minute markings. $9\frac{1}{2}$ " diameter; $6\frac{1}{2}$ " dial; $2\frac{1}{4}$ " depth.

(N) Gilt finish case, hands: brown color cord.

PW51 S1530..... Retail \$24.50 plus tax

(P) Bronze finish case, hands, gold color cord.

PW52 S1530..... Retail \$24.50 plus tax



Prices subject to 10% federal excise tax. Copyright 1957

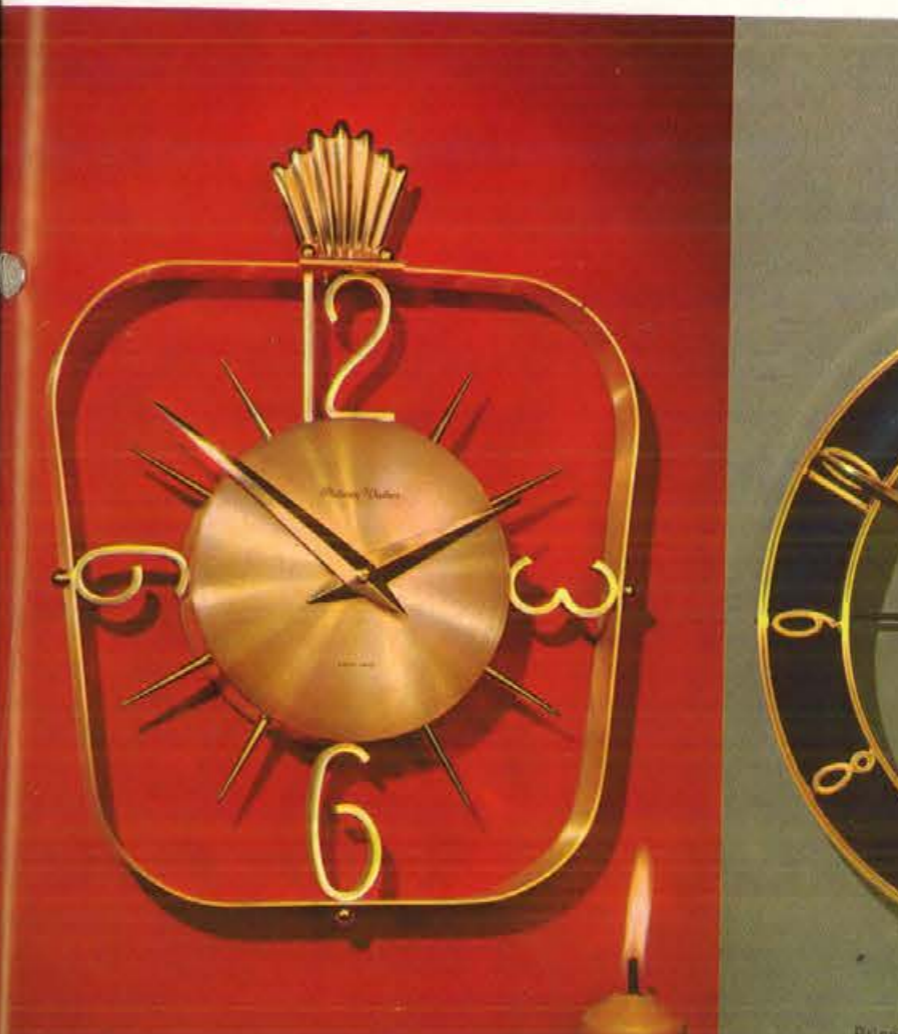


Phinney-Walker

for happier hours

SHADOW-BOX DECOR... sheer beauty that's lovely to look at... Practical for any room. **8-DAY WALL CLOCK** with gilt color frame. Deep-set figures silhouetted with pointed hour indicators. Ornamental Gilt wall attachment. Two-tone hands. $12\times 9\times 1\frac{1}{4}$ ".

PW53 S1248..... Retail \$19.95 plus tax



DUPLEX TWIN-DIAL... tells time front and back. Improved **8-DAY, 7-JEWEL ALARM.** A distinguished flair of elegance. Satin finish gilt case, grille-motif backgrounds. Handle on top. $3\frac{1}{2}\times 5\frac{1}{2}\times 2\frac{1}{2}$ ". Raised gilt figures, hour indicators, luminous hour dots and hands.

PW89 S2030..... Retail \$32.50 plus tax

BLAZING RHINESTONES... dainty and dazzling for the boudoir... **30-HOUR ALARM.** Gilt finish case. Gilt figures; luminous hours, hands. With black faille envelope case. $2\frac{3}{4}\times 2\frac{3}{4}\times 1\frac{1}{4}$ ". Choice of stone colors (specify): aqua, crystal or rose.

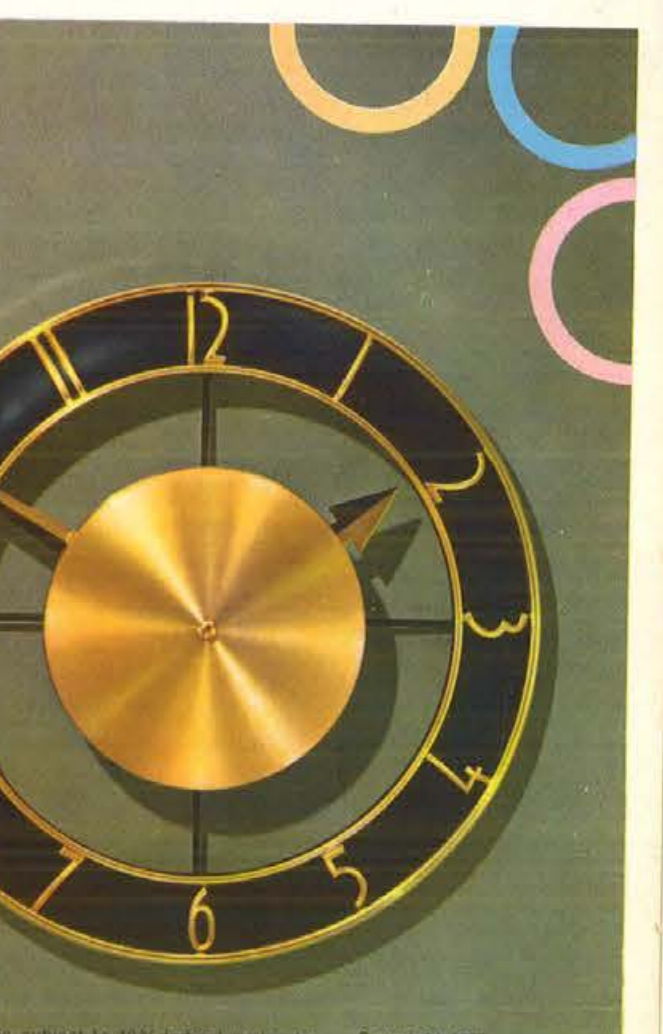
PW34 S815..... Retail \$12.95 plus tax

to brighten milady's boudoir



TOO BEAUTIFUL...FOR WORDS. 8-DAY WALL CLOCK in a gala array of glamorous colors. Here's a decorator's dream come true. A fascinating harmony of gilt trim; raised gilt figures, on a background choice of alluring colors... certain to add cheer to any home or office. 10×2 ". Specify color choice: jet black, mellow pink, azure blue, shell beige.

PW54 S875..... Retail \$13.95 plus tax



Prices subject to 10% federal excise tax. Copyright 1957

up—wake-up

wake-up

wake-up

wake-up

wake-up

wake-up



worth crowing about ...

ROOSTERS RHAPSODY... REPEATER ALARM... featuring 12 gentle, intermittent rings to awaken you gently, followed by a steady ring, sufficient to arouse the heavy sleeper. An accomplishment... that's remarkably new... granting consideration to others. **30-HOUR DESK/TRAVEL REPEATER ALARM.** In sturdy Textol case with polished gilt trim. Full luminous figures, hands. 3-3/8 x 3-3/8 x 1-1/4. Specify choice of colors: brown alligator, tan, blue.

PW55 S686... Retail \$10.95 plus tax



SESSIONS SAUCER KITCHEN CLOCK

America's lowest-priced quality kitchen clock. Thin, all-hugging white case, choice of dial colors: white, red, or bamboo yellow. Contrasting numerals and hands. Day-Glo sweep second hand. 6 1/2" diameter.

RK55 1-5315; 6-5293... Retail \$4.50



SETH THOMAS TRAVADATE

A complete travel accessory that combines clock, calendar and bell alarm. Tells time—tells the date—and rings alarm to awake. Full 8-day, 7-jewel movement. Silver dial with raised golden numerals and hour marks. Luminous hands and hour dots. Tan, brown or red genuine-leather case. Height 3 1/8", width 2 7/8", depth 3 1/8".

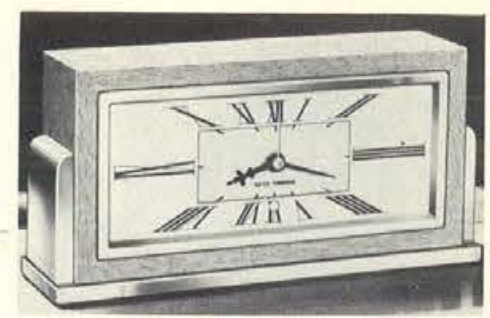
927 1-51406; 6-51350... Retail \$22.50



SETH THOMAS CLASSMATE-8

A truly feminine travel alarm in an attractive period oval design. Rich genuine leather case is trimmed in solid brass. 7-jewel, 30-hour alarm. Silver dial framed in brass. Brass bezel, numerals and hour marks. Luminous hands and hour dots. Tan, brown or red leather case. Height 2 7/8", width 2 3/4", depth 3".

930 1-5723; 6-5668 Retail \$10.95



SETH THOMAS BAXTER

Electric clock. A classic in modern styling, this occasional clock makes an attractive addition to den, living room or office. Rich grained mahogany or modern blond case. Silver-plated dial. Polished brass trim. Embossed center in light ivory. Height 4 1/4", width 8 1/2", depth 2 1/4". Shipping weight, 3 lbs.

106 1-51247; 6-51197... Retail \$19.95

Phinney-Walker

time makers for more than 40 years



it's a calendar.. it's an alarm

APPOINTMENT FOR A GOOD TIME. conveniently shows the time and date... **30-HOUR CALENDAR ALARM.** Novel flip-date unit and day-month indicators. Lustrous gilt finish. Full luminous figures, hands. 4-3/8 x 4-3/8"; overall height 4-3/8".

PW33 S935... Retail \$14.95 plus tax

PEN-SET DUET. Time and weather for the busy executive, secretary or collegian... **30-HOUR ALARM AND BAROMETER.** Gilt case, adjustable pen holders with two Paper-Mate Desk Pens. Raised gilt figures, hour indicators. Luminous hour dots, hands. 7-3/4 x 2 x 3".

PW31 S1560... Retail \$24.95 plus tax



"write" on time ... come rain or shine

(T) TUCK-AWAY... when on the go for business or pleasure... **30-HOUR DESK TRAVEL ALARM.** Gleaming in gilt, adjustable easel. Raised gilt figures, indicators, with luminous hands and hour dots. Genuine leather envelope case. 2-3/4 x 2-3/4". Specify color choice: tan, brown, maroon, green.

PW424 S704... Retail \$10.95 plus tax

(U) CONVERTIBLE... streamlined for desk or travel... **30-HOUR ALARM.** Superbly fashioned metal case covered with genuine leather. Richly designed dial; raised gilt figures; luminous hands; hour dots. Slides open to 5-3/4 x 2-3/8 x 1-1/4"; close to 3-3/16". Specify color: pig or red.

PW35 S1000... Retail \$15.95 plus tax



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Prices subject to 10% federal excise tax. Copyright



JEFFERSON GOLDEN HOUR

Electric clock. One of America's favorite gift ideas. Lovely and fashionable in any decorating scheme, the hands of the Golden Hour "float" in clear crystal with no apparent source of movement. 24-kt. gold-plated... brushed satin finish. Dimensions: 8 3/8" overall height, 7 7/16" diameter. Shipping weight, 5 lbs.

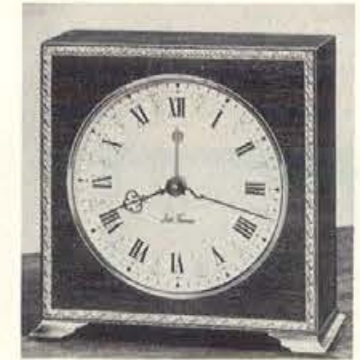
580-101 1-51534; 3-51497... Retail \$24.95



SETH THOMAS RUDDER

Electric clock. A unique decorator alarm with a nautical flair for desk, den, bedroom or mantel. Polished brass spokes and cork trim. Jet black base. Authentic International Signal Pennants in four colors mark the hours on the silvery dial. Bell alarm. Height 5 7/8", width 6 3/4", depth 2 3/4". Shipping weight, 3 lbs.

511 1-5723; 6-5668... Retail \$10.95



SETH THOMAS POISE

Electric clock. Distinguished period clock. Rich mahogany case, framed and footed in solid brass. Handsome dial background. Scroll-type hands. Bell alarm. Height 5 1/4", width 5 1/4", depth 2 1/4". Shipping weight, 3 lbs.

516 1-5987; 6-5912... Retail \$14.95

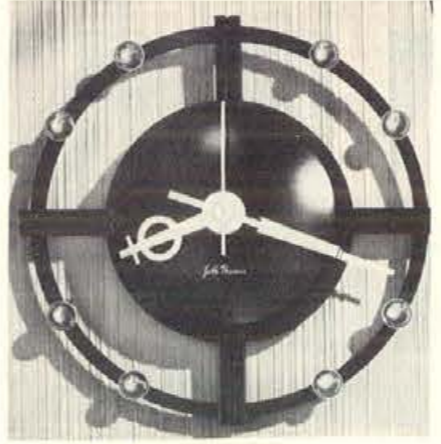
Same as above in either fine burgundy or green leather with hand tooled, genuine gold leaf design. 521 1-51406; 6-51350... Retail \$22.50



SETH THOMAS WAYNE

Electric clock. Pace-setting styling and functional usage are combined in this modern decorator alarm. The warmth and beauty of fruitwood and gleaming brass make it a perfect accessory for the modern bedroom, den or desk. Polished brass numeral ring and hands. Dark gray face. Curved crystal. Height 5 1/4", width 4 3/4", depth 2 3/8". Shipping wt., 3 lbs.

532 1-5825; 6-5763 Retail \$12.50



SETH THOMAS SILHOUETTE

A dramatically styled electric wall clock—designed for the modern home or office. In jet black with sprayed golden-bronze hands and polished brass spheres. Diameter 10 1/2", depth 2 7/8". Shipping weight, 3 lbs.

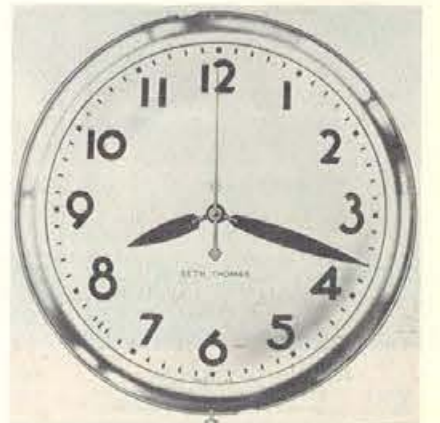
304 1-5987; 6-5912... Retail \$14.95



SETH THOMAS PRESTIGE

A colorful version of the Tale clock. Harmonizes with fine furnishings of any period. Hand-painted ivy garland on rich maroon, forest green, or jet black. Block numerals and hands. Brass sweep-second indicator. Mounts to conceal cord and outlet. Height 10 1/8", width 8", depth 2 1/4". Shipping weight, 3 lbs.

301 1-5591; 6-5546... Retail \$8.95

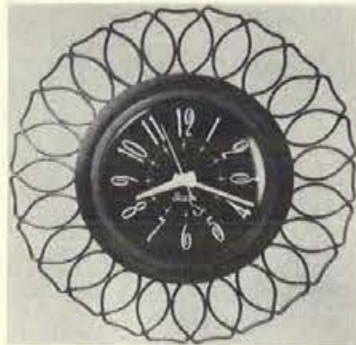


SETH THOMAS MANAGER

Electric business clock. A thin, clean-cut electric wall clock designed for easy readability. Large black numerals on white face. Convex glass, dial and hands. Bright bronze-colored steel case. Diameter 15", depth 1 3/4". Shipping weight, 9 lbs.

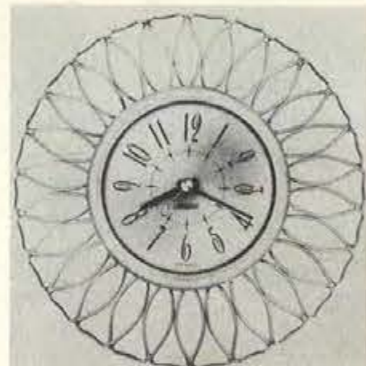
601 1-5957; 6-5885... Retail \$14.50

If not for resale, add 10% to your cost for Federal Excise Tax.



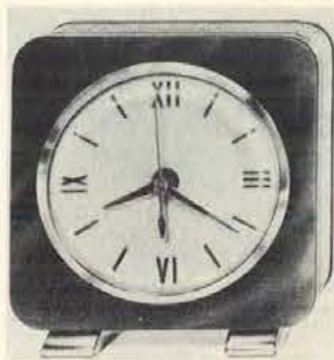
SESSIONS HUNTINGTON

Electric occasional clock. Resette in wrought iron. Dramatic clock face with exposed hands. Black metal dial, white numerals and hands. Brass sweep second hand. 12" diameter frame. Shipping weight, 4 lbs. CM66 1-5725; 6-5671...Retail \$10.95



SESSIONS ADORATION

Electric occasional clock. 12" ornamental brass frame surrounds spun brass face with black numerals and hands. Also available with black dial, brass numerals and hands. Shipping weight, 4 lbs. CM80 1-5839; 6-5777...Retail \$12.95



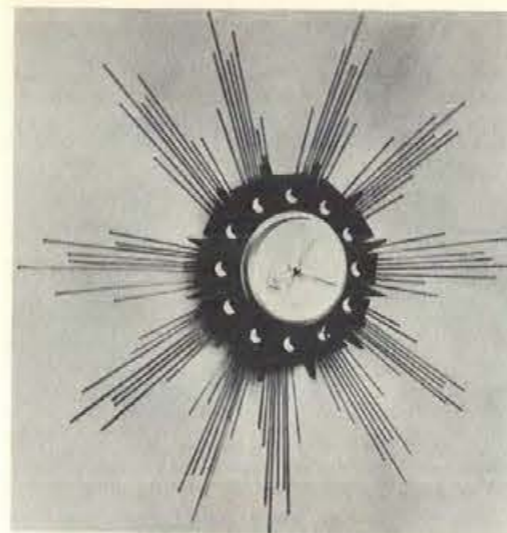
TIMEX DAYTON

Electric clock. Versatile, wood case alarm clock designed for any room in the house. Gold band around case. Buzzer alarm. Available in mahogany, blond or ebony. 4 1/2" square, 1 1/2" deep. Shipping wt., 3 lbs. 81040 5597...Retail \$9.95



TIMEX FAIRMOUNT

Electric clock. Decorate it yourself to fit your mood or your decor. Polished brass case. Rust suede front. Included are three extra suede fronts in black, pink, and white rice, gummed for easy color changes. Radiolite dial. Bell alarm. Height, 4 1/4", width 4 1/4". Shipping weight, 3 lbs. 81035 5897...Retail \$14.95



SESSIONS GEOMETRY

Cordless electric clock. Dramatic sunburst of rods surround cinnamon colored birch wood case; concave white dial, brass hour discs and brass hands. This brilliant and unusual clock equipped with Sessions new cordless clock movement and mercury cell "power pack" to give one year or more of accurate time. No cord, no winding. Overall diameter of 26 inches provides handsome wall decoration. Available also with spun brass dial, white hands. Shipping weight, 12 lbs. JM81 1-53530; 3-53328...Retail \$55.00



SEMCA WALL CLOCK

8-Day, 7-Jewel. Modern charm... amplifying the finest in elegance... for today's decor. Exquisite gill case, novel "Pull-Wind" feature. Raised gill Roman numerals, hour indicators. Distinctive gill hands. Diameter 17 1/2". Dial 8". Shipping weight, 8 lbs. 7884 1-53570; 6-53470...Retail \$59.50



SESSIONS SAVANNAH CLOCK

Electric wall clock. The popular banjo style in a fresh new version. Light mahogany finished wood case is 23" high, 7" wide, 5" metal dial has black numerals. Side rails and pineapple finial in polished brass. Shipping weight, 6 lbs. RM63D 1-51617; 3-51497...Retail \$24.95



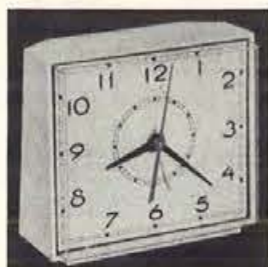
SETH THOMAS BROOKFIELD 8-DAY KEYWOUND

The quaint charm of Early American styling is reflected in this beautiful Colonial banjo clock. Rich brown mahogany case with colorful panels in gold, ivory, tan and brown. Brass sash, scrolls and top ornament. Silver dial, Hour and half-hour strikes. Height 29", width 9 3/4", depth 3 3/4". Shipping weight, 14 lbs. 808 1-54688; 6-54500...Retail \$75.00



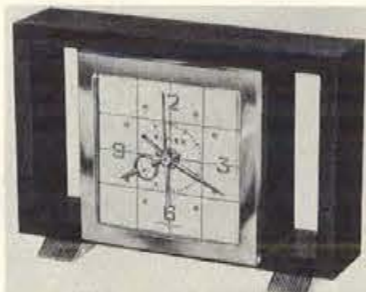
TIMEX DORSET

Electric clock. Truly a luxurious looking bedside companion. Case in gold color only. Grey dial, with gold color hands. Buzzer alarm. Height 3 1/2", width 3 1/2". 81020 5417...Retail \$6.95
Same as above with radiolite dial. 81025 5477...Retail \$7.95



TIMEX WESTWOOD

Electric clock. An alarm clock that is not only attractive in looks, but attractive in price, too. Styrene case. Plain dial. White rice only. Buzzer alarm. Height 3 3/8", width 3 3/8". 81010 5347...Retail \$4.95
Same as above with radiolite dial. 81015 5417...Retail \$5.95



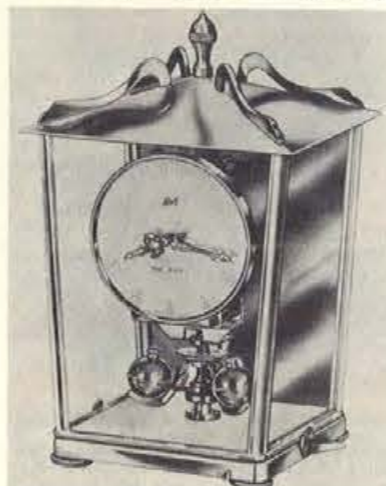
TIMEX DOUGLAS

Electric clock. Beautiful modern design. The jet black wood case and polished brass bezel makes this an ideal clock for desk, table or mantel. Buzzer alarm. Height 4 1/4", 6 3/8" long, 1 1/2" deep. Shipping weight, 3 lbs. 81050 5717...Retail \$11.95



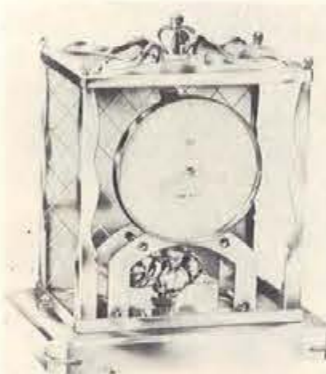
TIMEX DRAKE

Electric clock. The very simplicity of its design makes this occasional clock the perfect accessory for desk, table or mantel. Wood case, polished brass trim. Mahogany or blond finish. Height 5", width 5". Shipping weight, 3 lbs. 83010 5597...Retail \$9.95



SCHATZ LONDON COACH CLOCK

Authentic coach lantern style with improved 400 day movement. This charming clock runs more than one full year on each setting. "Pendulock" locking device. Silently rotating pendulum. Three levelators. Encased in gleaming lacquered brass with crystal-clear removable case. 8 1/4" high, 3 3/4" square at base. One year warranty. Shipping weight, 6 lbs. 9000 52633...Retail \$39.50



SCHATZ ROYAL CLOCK

The elegantly designed leader of the Schatz line. Three year movement (1,000 days). New "Pendulock" locking device. Three levelators. Encased in satin-finish, lacquered brass and crystal-clear case. One year warranty. Shipping weight, 7 lbs. 1040 53300...Retail \$49.50



SESSIONS COPPERSMITH

Electric kitchen clock. Copper-key to kitchen smariness. Burnished solid copper case, tarnish-proof finish. Numerals and hands in bold black set against ivory ring encircling gleaming copper bull's eye. Patented "Cordklamp" neatly conceals access cord. Brass sweep second hand. 7 1/2" diameter overall. Shipping weight, 3 lbs. CK58X 1-5528; 6-5495...Retail \$7.95



TIMEX DEXTER

Electric wall clock. So up-to-the-minute in style and colors, so down-to-earth in price. Styrene case. Large black numerals. Choice of white rice, red or yellow. Diameter 8". 82010 5347...Retail \$4.95



TIMEX CUISINE

Electric wall clock. Its rich metallic appearance and its smooth easy-to-clean surface makes this clock a favorite. Case in chrome. Choice of white, yellow or red dial. Diameter 8". 82020 5417...Retail \$6.95



TIMEX PASADENA

Electric wall clock. This distinctive clock has many unusual features including three dimensional numerals and an automatic reel to shorten or lengthen the cord. Styrene case. Choice of white rice, charcoal, or red. Diameter 8". Shipping weight, 3 lbs. 82030 5537...Retail \$8.95



SETH THOMAS LYNTON 8-DAY KEYWOUND

A handsome tambour clock for narrow mantels, book-cases and cabinets. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals and decorative scroll design appear against a light dial background. Hour and half-hour strike. Height 8 1/4", width 16 3/4", depth 4". Shipping weight, 7 lbs. 1200 1-52484; 6-52385...Retail \$39.75



SEMCA "TOUCH-O-MATIC" CLOCK

Preferred as the ideal desk calendar-clock. By everyone... From the "Top-Brass" — Down the line! An original design of superior workmanship and dependability, in lustrous gilt finish 7-jewels with raised gilt figures and indicators, luminous hands and hour dots. Easy-to-operate manual calendar. Alarm feature for special appointments. Size 4 1/4" x 3 1/2" x 1 3/4". Shipping weight, 4 lbs. 746 1-51620; 6-51560...Retail \$25.95



SETH THOMAS LEGACY 8-DAY KEYWOUND

An Heirloom piece, this dignified period reproduction retains the charm of a famous design created by an 18th century English master. The richly grained mahogany case is accented by the rich mahogany door, sides, top and base. Antique brass dial background has harmonizing center and corner decorations. Silver plated dial ring with Roman numerals etched and filled in black. Black serpentine hands. Quarter-hour Westminster Chime. Height 14 1/2", width 10 1/4", depth 7 1/4". Shipping weight, 17 lbs. 1301 1-57188; 6-56900...Retail \$115.00

If not for resale add 10% to your cost for Federal Tax. See page 1 for price information.

WEST BEND



50 CUP AUTOMATIC COFFEE MAKER
 "Perks" 30, 40 or 50 cups of "home made" style coffee wherever there's an AC outlet. Glass cover knob shows perking action. Plastic base cut out to admit both cup and saucer under no-drip faucet. Glass gauge indicates amount of coffee. Control button lights when coffee is ready to serve. Aluminum. Shipped via Express only.
 3500E 1-52665; Retail \$39.95
 2-52597.....Retail \$39.95



CHROME FLAVO-MATICS
 Fully automatic percolator. A luxury touch of gleaming chrome-plated aluminum. Combination of exclusive and patented features provide correct timing and exact temperature control to extract only the delicate and most flavorful coffee oils. AC. Shipping weight, 4 lbs.
 3260E
 3-51313 6 to 8 Cup Retail \$19.95
 3248E 1-51248;
 3-51218 2 to 5 Cup Retail \$18.50



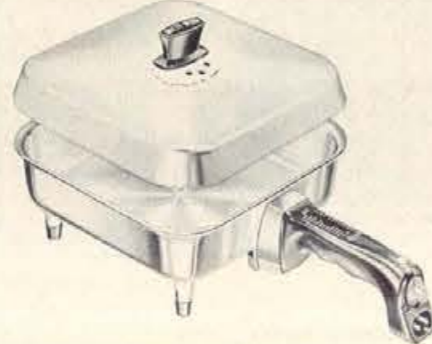
COPPER-COLOR FLAVO-MATIC
 Fully automatic percolator. In authentic, glowing copper-color aluminum. Brews coffee with a flavor unequalled by any other coffee maker, regardless of price. AC. 6 to 8 cup. Shipping weight, 4 lbs.
 3259E 1-51008; Ret. \$14.95



FLAVO-MATICS
 Polished aluminum. Fully automatic percolator. A real "coffee economizer!" Exclusive percolation method requires less ground coffee to make a full-flavored brew. Never a necessity for making more than you want. Combination of exclusive and patented features provide correct timing and exact temperature control to extract only the delicate and most flavorful coffee oils. AC. Shipping weight, 4 lbs.
 3258E 1-5910;
 4-5888 6 to 8 Cup Retail \$13.50
 3245E 1-5806;
 4-5787 2 to 5 Cup Retail \$11.95



PENGUIN HOT AND COLD SERVER
 Ice cubes stay firm 4 to 6 hours. Hot food remains at serving temperature 1 to 2 hours. Chrome-plated steel with stainless steel inset. Walnut color trim. 2 quarts. Shipping weight, 4 lbs.
 5055 1-5530; 4-5517.....Retail \$7.95



AUTOMATIC SKILLET
 Controlled, even heat... automatic, carefree cooking. Set the temperature dial — then relax and enjoy effortless automatic cooking with perfect results, every time. No hot spots — no cold spots. Exclusive vented knob and continuous pouring lip. Gleaming extra-thick aluminum. Immersible up to end of handle for cleaning. AC. With glowing copper-color aluminum cover. Shipping weight, 8 lbs.
 3203E 1-51582; 3-51543.....Retail \$23.45



ELECTRIC BEAN POT SET
 Simmer-cooks baked beans to old-time goodness in an easy modern way. Prepares stews, chili, chowder or keeps foods, such as "hot dogs", warm for serving. Excellent for cooking cereals or dried fruits, too. Separate 95-watt chrome electric base. Bean pot may be immersed for easy cleaning. AC-DC. Stoneware 2 qt. pot and matching 10 oz. servers. Shipping weight, 10 lbs.
 5-111 1-5656; 3-5640.....Retail \$9.95
 Bean Pot only. Shining weight, 7 lbs.
 3292E 1-5523; 3-5510.....Retail \$7.95



STAINLESS STEEL BOWLMASTER SET
 Gleaming stainless steel bowls, a size for every daily need (3 1/2, 1 1/2 and 3/4 quart sizes). End breakage problem. Wide, easy-to-grasp rims. Shipping weight, 4 lbs.
 7-6 1-5464; 3-5452.....Retail \$6.95



TRIG SINGING TEA KETTLE
 Whistles while it works. Provides 2 1/2 quarts of hot water quickly for tea, "instant" or drip coffee. Trigger operates spout cap to fill or pour. Stainless steel with copper bottom. Shipping weight, 3 lbs.
 4522 1/2 1-5330; 4-5322 Retail \$4.95



SERVING OVEN
 Heats rolls and other baked foods on top of the range and serves them "oven-warm" at the table. Copper color cover. Oven-proof (to 350°) plastic handles. Colonial silhouette. Complete with candle warmer assembly. Shipping weight, 4 lbs.
 5347 1-5397; 4-5387.....Retail \$5.95

CUSTOM CRAFTED ELECTRIC HOUSEWARES BY



MODEL 432 STANDARD TWO SPEED



MODEL 403 DELUXE TWO SPEED



MODEL 10 STANDARD SINGLE SPEED

Osterizer

the Original Liquefier-Blender

D.C. or A.C. to 60 cycles, 115 Volts, (also available for 220 Volts), Shipping Weight — 14 lbs.

Discover Time Saving Meal Making Magic

- Turns leftovers into tempting soups and croquettes.
- Refreshes frozen juices — makes healthful vitamin drinks from fresh fruits and vegetables.
- Shreds vegetables for salads — chops onions without tears — grates potatoes for potato pancakes.
- Purees baby food —

- Saves money.
- Makes perfectly emulsified salad dressings.
- Mixes a cake from prepared cake mix in 20 seconds — mixes pancakes — waffles — quick breads.
- Grinds coffee fresh from the bean.



Copper Pink White



Yellow Sky Blue Chrome

- Model 403COP OSTERIZER, Copper Base
 403COP 1-53754; 3-53401.....Retail \$54.95
- Model 403C OSTERIZER, Chrome Base
 403C 1-53367; 3-53046.....Retail \$49.95
- Model 403P OSTERIZER, Pink
 403P 1-53165; 3-52863.....Retail \$46.95
- Model 403BLU OSTERIZER, Blue
 403BLU 1-53165; 3-52863.....Retail \$46.95
- Model 403Y OSTERIZER, Yellow
 403Y 1-53165; 3-52863.....Retail \$46.95

- Model 403W OSTERIZER, White Enamel Base
 403W 1-53030; 3-52741.....Retail \$44.95
- Model 432C OSTERIZER SPECIAL, Chrome
 432C 1-53030; 3-52741.....Retail \$44.95
- Model 432W OSTERIZER SPECIAL, White
 432W 1-52697; 3-52436.....Retail \$39.95
- Model 10C OSTERIZER, Chrome Base
 10C 1-52560; 3-52400.....Retail \$34.95
- Model 10W OSTERIZER, White Enamel Base
 10W 1-52200; 3-52100.....Retail \$29.95

Most Famous of All Blenders because of these Exclusive OSTERIZER Features:



Glass container opens at both ends — easier to empty — clean.



Threaded to fit all standard canning jars.



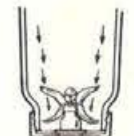
Tapered, easy-to-clean, fully enclosed motor base.



Griptight seat holds container firmly in the base.



Cutting blades can be removed for complete thorough cleaning.



Tapered cutting well permits continuous feeding.

Each OSTERIZER Complete with Cook Book Containing over 225 recipes.

See page 1 for price information.



New Oster-Icer Attachment
FOR THE **Osterizer**

Engineered to crush just enough for a single glass or as much crushed ice as required. Crushes just as fast as ice cubes are fed.

With these Exclusive Features:

- Automatic feed guides cubes into chipping blades.
- Spring pressure feed lever prevents ice cubes or chips from bouncing back out of feed openings.
- Patented dispenser design permits discharging ice into a single glass or container—no catch bag necessary.
- Made of special thermo plastic material prevents freeze-up regardless of number of ice cubes being fed.
- Safe—impossible to touch blades from feeding or discharge opening at any time.

Shipping Weight—4 lbs.

Model 433 OSTER-ICER Attachment for Model 403 OSTERIZER
433 1-51142; 3-51034 Retail \$16.95
Model 434 OSTER-ICER Attachment for Model 10 & 432 OSTERIZERS
434 1-51142; 3-51034 Retail \$16.95



**Fruit and Vegetable
Juicer Attachment**

FOR THE **Osterizer**

Clear, Natural Juices from Fruits and Vegetables.

- Juices extracted by centrifugal force—juice pours out spout—pulp remains in spin basket.
- Exclusive automatic feed and extraction process—needs no pusher. No peeling or coring necessary.
- Cleans easily—sanitary. Acid, stain, and rust proof alloy spin basket. One piece body design eliminates all cracks and crevices—cleans like a china dish. All parts easily removed for washing.
- Salad Maker—slice vegetables for salads and soups, potatoes for scalloping and cottage fries, firm fruit for pies and fillings.
- Shredder—shred coconut, cheese for pizza or au gratin dishes, cabbage and other vegetables.

Model 415 Juicer-Slicer-Shredder for Model 403 OSTERIZER
415 1-52697; 3-52436 Retail \$39.95
Model 414 Juicer-Slicer-Shredder for Model 10 & 432 OSTERIZERS
414 1-52697; 3-52436 Retail \$39.95
Bowl, white refrigerator enamel with unbreakable Melamine cover. Recipe and instruction book. Shipping Weight—8 lbs.



Oster Electric Meat Grinder

Modern Version of the Butcher's Meat Grinder for Home Use

- Speedily and effortlessly chop and grinds hard or soft foods, raw or cooked meats, cheese, fish, vegetables and nuts, even hard almonds.
- Grind meat for juicy hamburgers, turn leftovers into palatable hashes, croquettes, sandwich spreads, vegetables for soups and salads, and fish for appetizer spreads.
- Chops without crushing or bruising foods. High grade, specially heat treated steel cutting discs and knife slice through foods cleanly. Will not string raw meat and squeeze out natural meat juices.
- Easy to clean. All steel parts chrome plated, rust proof. Motor housing finished in baked refrigerator enamel.

D.C. or A.C. to 60 cycles, 115 Volts, U.L.—C.S.A. Listed. Shipping Weight—14 lbs.

Model 505 MEAT GRINDER 505 1-53397; 3-53247 Retail \$49.95

Model 509 Meat Grinder Head for MEAT GRINDER

509 1-5881; 3-5842 Retail \$12.95

LOOK AT THESE ATTACHMENTS!



ICE CRUSHER—Crushes and cracks ice to nine different chip sizes as fast as you can feed it. Change size during operation. Self feeding blades. Stainless steel cover, unit of white refrigerator enamel. Shipping weight—4 lbs.

Model 507 Ice Crusher Head for MEAT GRINDER 507 1-5881; 3-5842 Retail \$12.95



CAN OPENER—Open round cans from small frozen juice size to bulky gallons. Magnetic lid lifter holds lid—no prying or fishing lid from can. Rolls down sharp edges—leaves clean, burrless edge. Shipping weight—2 lbs.

Model 508 Electric Can Opener Attachment for MEAT GRINDER 508 1-5671; 3-5607 Retail \$9.95



SAUSAGE STUFFER—make tender breakfast sausages or juicy succulent larger porkers. Made of one-piece highly polished spun aluminum. Large snout accommodates various casing lengths—no sharp edges to tear or bruise. Shipping weight—3 oz.

Model A19326 Sausage Stuffer Tube A19326 1-5100; 3-5100 Retail \$1.50

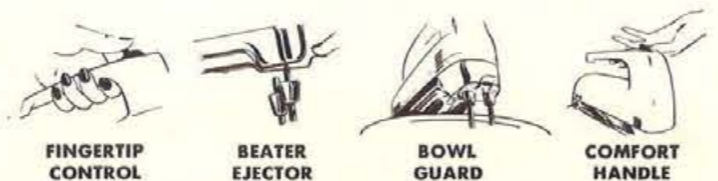




Portable Electric Mixer

- **New Speed Selector** — one hand speed change easily dialed with thumb. Gives constant speed control whether batter is thick or thin. Three speeds specially selected for mixing, whipping, stirring, beating and folding.
- **Automatic Beater Release** — push lever... beaters release automatically, no messy fingers.
- **Bowl Rest and Guard** — cushioned bowl rest frees both hands while adding ingredients. Keeps bowl free of nicks. Three point heel rest for added stability.

70 watts, 115 volts, A.C. Shipping Weight — 4 lbs. 7 oz.
 Model 429CW Chrome-White 429CW 1-51412; 3-51278 .. Retail \$20.95
 Model 429W White 429W 1-51347; 3-51217 .. Retail \$19.95
 Model 429PW Pink-White 429PW 1-51347; 3-51217 .. Retail \$19.95
 Model 429BW Blue-White 429BW 1-51347; 3-51217 .. Retail \$19.95
 Model 429YW Yellow-White 429YW 1-51347; 3-51217 .. Retail \$19.95



Oster Knife and Scissors Sharpeners

The finest made because of these exclusive features:

- **Double Action Sharpening Wheels** — Two overlapping wheels turn up from the edge of the knife blade. "Hollow Grind" both sides at once. Ordinary single wheel sharpeners grind one side at a time — turn down, leave feathered edge which soon dulls.
- **Aluminum Oxide Wheels** — softer... finer... more expensive abrasive hones the knife — no scratching. Coarse abrasives scratch and grind knives.
- **Geared Motor** — Expensive nylon gearing turns sharpening wheels slowly. Knife will not heat up and lose temper. All other sharpeners have direct drive motors.

Both sharpeners come complete with Oster exclusive "Cutlery Care" Book covering selection and care of knives — how to carve — how to sharpen tools and cutlery.



New Deluxe Model 522

New! Deluxe! Model 522 — "the aristocrat" of Knife Sharpeners. New improved mechanism makes this the finest in a precision appliance... luxurious modern styling in rich black and tactfully appointed in gleaming copper. With exclusive Oster double-action feature, aluminum oxide sharpening wheels and geared motor. A gentle slide of the automatic switch cover starts or stops the motor. Firm sharpening from table or counter top... designed to also mount on wall. Built-in cord storage. Special slot for sharpening scissors... no skill required. Sharpen even the most expensive cutlery without scratching, on this, America's finest Knife Sharpener.

Model 522 Deluxe Knife and Scissors Sharpener
 522 1-51347; 3-51217 .. Retail \$19.95

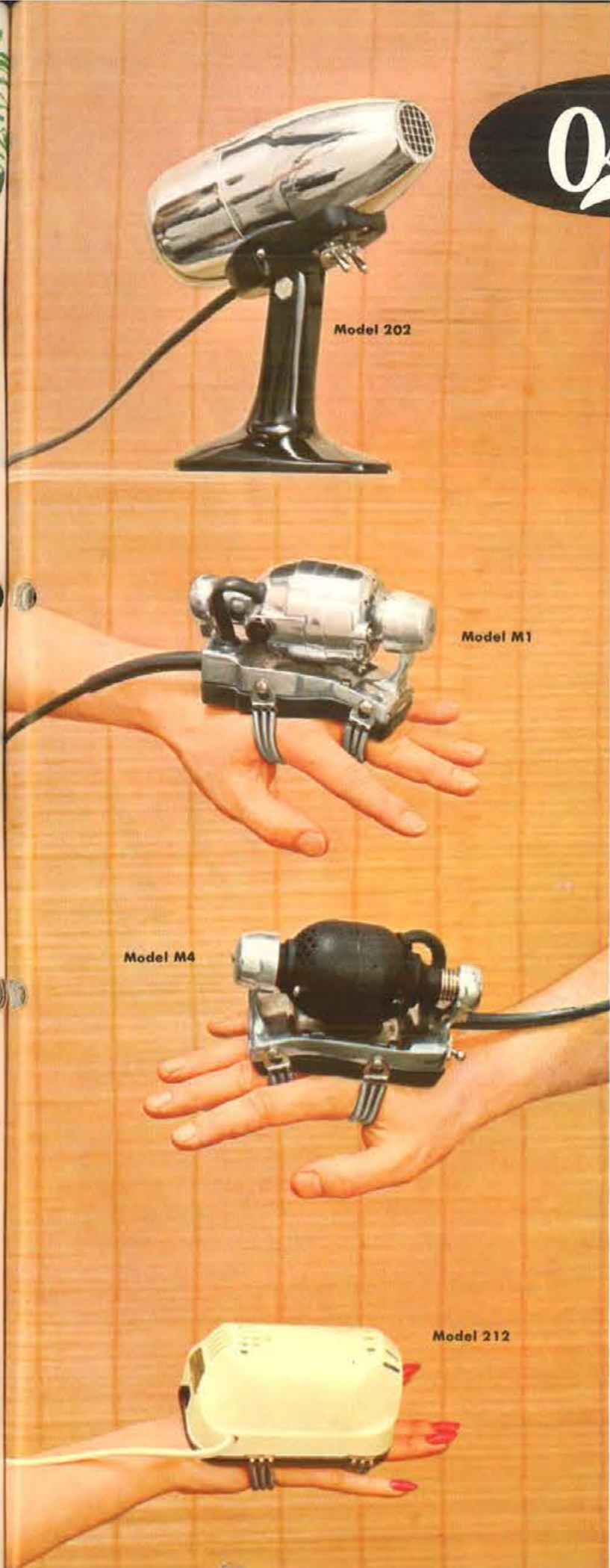
Standard Model 500 — White acetate housing with built-in scissor rest. On-off switch... permanent lubrication.

Model 500S Knife and Scissors Sharpener
 500S 1-51142; 3-51034 .. Retail \$16.95
 Both models A.C. 60 cycles only, 115 volts. Shipping weight 5 1/2 lbs.



Standard Model 500

John Oster MANUFACTURING CO. MILWAUKEE, WISCONSIN



Airjet Electric Hair Dryer

Airjet design gives these exclusive features:

- Instant penetrating forced hot air dries quickly—thoroughly.
- Greater volume of hot or cold air for faster drying of hair, nail polish, lingerie, delicate glassware and many other items.
- Safe, automatic thermostat prevents overheating.
- Long life heating element — lifetime lubrication.

Light in weight, perfect balance, fingertip control, combination stand or handle. Universal motor for lasting, dependable performance.

D.C. or A.C. to 60 cycles, 115 volts, U.L.-C.S.A. listed.
 Shipping weight — 4 lbs.
 Model 202COP Copper 202COP 1-51412; 3-51278 .. Retail \$20.95
 Model 202 Chrome 202 1-51347; 3-51217 .. Retail \$19.95

Oster Massage Instruments

Exclusive patented suspended motor action delivers controlled rotating-patting movements of Swedish Massage... light, soothing, relaxing and deep penetrating, stimulating massage at your fingertips. Not a vibrator but scientifically designed motor instruments. All models complete with illustrated instructions.

Scientific

For heavy duty massage service wherever professional quality and performance are preferred. Universal Motor construction with maximum eccentric stroke... delivers a more vigorous massage action. Durable lightweight polished aluminum housing and base.

D.C. or A.C. to 60 cycles, 115 volts, U.L.-C.S.A. listed.
 Shipping weight — 3 lbs.
 Model M-1 SCIENTIFIC
 M-1 1-53030; 3-52741 .. Retail \$44.95

Stim-U-Lax Junior

Standard home model, less vigorous action, light in weight. Delivers pleasing and effective actions that multiply the benefits of the massage. More soothing—relaxing. Black crackle enamel finish, highly polished aluminum base.

D.C. or A.C. to 60 cycles, 115 volts, U.L.-C.S.A. listed.
 Shipping weight — 3 lbs.
 Model M-4 STIM-U-LAX Junior
 M-4 1-52019; 3-51827 .. Retail \$29.95

Massagett

Small, light in weight, especially designed for women. Provides a restful and soothing massage service that makes it delightful for beauty treatments as well as general massage. Packaged in red simulated alligator leather travel kit.

D.C. or A.C. to 60 cycles, 115 volts, U.L.-C.S.A. listed.
 Shipping weight — 3 lbs.
 Model 212 Massagett 212 1-51347; 3-51217 .. Retail \$19.95
 Model 212P Massagett, Pink 212P 1-51347; 3-51217 .. Retail \$19.95
 Model 212BLU Massagett, Blue 212BLU 1-51347; 3-51217 .. Retail \$19.95

John Oster MANUFACTURING CO. MILWAUKEE, WISCONSIN
 1400B LITHO IN U.S.A.

Raycine

Top Quality Electric Hair Clippers for Home Use with these exclusive features:

- Automatic clipper blade tension — won't pull hair.
- Scientifically heat treated high carbon clipper blades — stay sharp longer.
- Extra powerful UL approved motors with line voltage adjusters.
- Shock proof plastic housings.

All kits complete with simplified step by step illustrated stand up instruction book.

8-Piece Haircutting Kit

Includes Raycine Deluxe ivory colored shock proofed electric clipper and matching cord. Forged steel barber shears, tapered barber comb, "Butch" attachment for quick, good looking, butch haircuts, handy neck apron, special clipper oil and illustrated instruction booklet.

A.C., 60 cycles only, 115 volts, U.L.-C.S.A. listed.
Shipping Weight — 2 lbs. 10 ozs.

Model 125 RAYCINE Deluxe Haircutting Kit
125 1-51142; 3-51034 Retail \$16.95

5-Piece Haircutting Kit

Top quality and performance in a budget priced kit. Set includes Raycine electric clipper, steel barber shears, tapered comb, "Butch" attachment for quick, good looking, butch haircuts, and illustrated instruction booklet.

A.C., 60 cycles only, 115 volts, U.L.-C.S.A. listed.
Shipping Weight — 2 lbs. 3 ozs.

Model 104C RAYCINE Haircutting Set
104C 1-5738; 3-5668 Retail \$10.95

Deluxe 5-Piece Haircutting Kit

Attractively packaged in travel kit of rich-red simulated alligator leather. Includes deluxe professional type clipper, nickel plated barber shears, flexible tapered comb, "Butch" attachment for quick, good looking, butch haircuts, and illustrated instruction booklet.

A.C., 60 cycles only, 115 volts, U.L.-C.S.A. listed.
Shipping Weight — 2 1/2 lbs.

Model 117C RAYCINE Deluxe Haircutting Set
117C 1-51008; 3-5912 Retail \$14.95

Butch Professional Quality Electric Clipper

Powerful super quiet clipper, 35 watt Universal Motor, Precision built, cuts all hair thick or thin, with the same smooth action. Small, lightweight, shock proofed, cool running, with constant blade tension and blade alignment. Built to last.

D.C. or A.C. to 60 cycles, 115 volts, U.L.-C.S.A. listed.
Shipping Weight — 1 3/4 lbs.

Model 65 BUTCH Clipper
65 1-51211; 3-51095 Retail \$17.95



Model 125



Model 104C



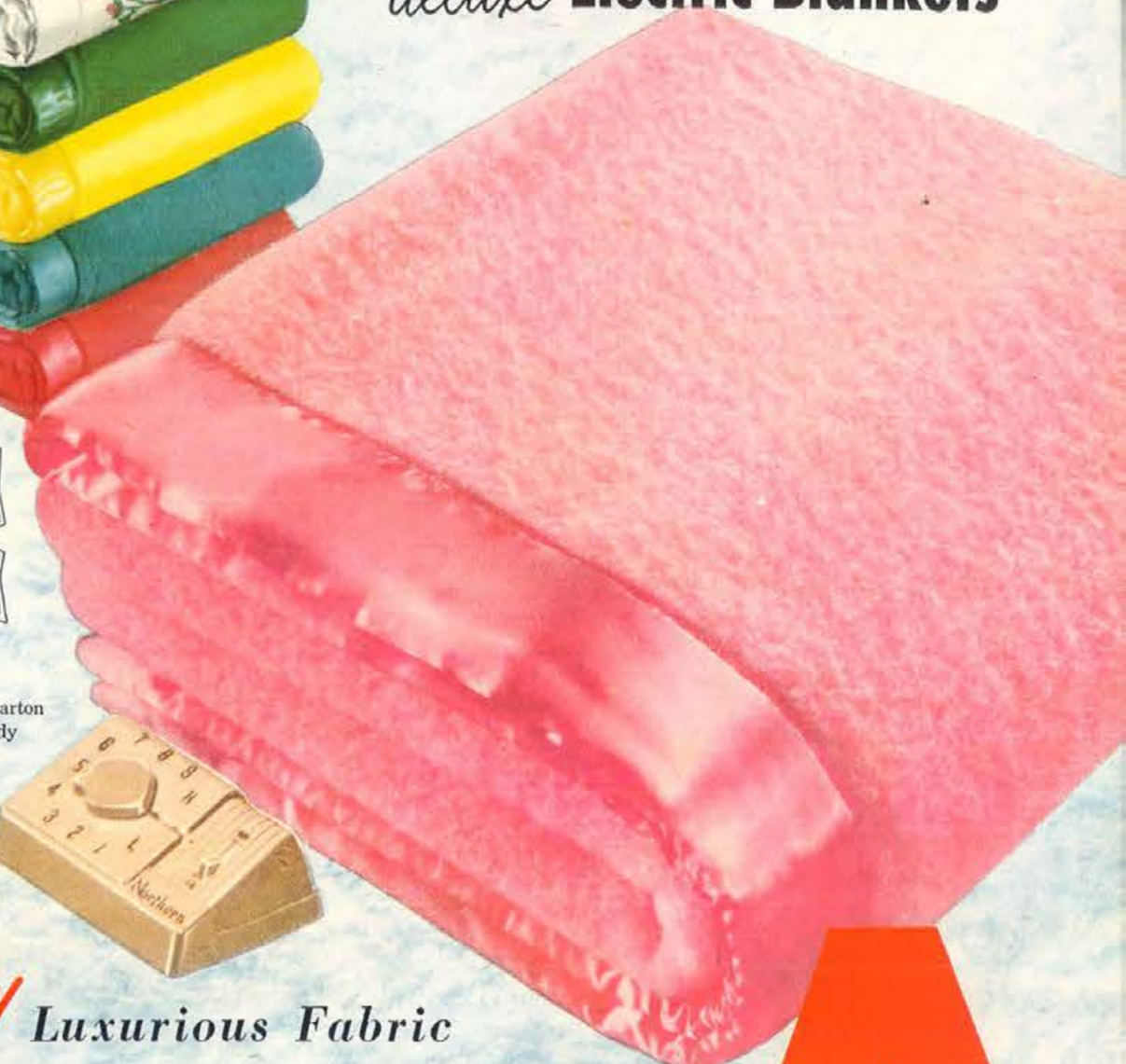
Model 65



Model 117C

NOW with **ACRILAN!** Softer... Richer... Deeper Nap...

Northern deluxe Electric Blankets



Gift Packaged!
Beautiful 3-color gift carton that also serves as handy summer storage box.



NEW Luxurious Fabric

Your dream blanket come true. Made of a rich 25% blend of the modern miracle fibre . . . ACRILAN! Lightweight for restful night-long sleep.

- NYLON bindings last the life of blanket.
- Sparkling bright colors.
- Launderers beautifully . . . resists fading, matting, shrinking and stains.
- Guaranteed for life against moths or mildew.
- Non-allergenic.
- Fully automatic control adjusts to room temperature changes.

TWIN BED—SINGLE CONTROL

Ample 66" x 84" size fits 3/4 bed as well as twin bed. 115V, AC only, 135 watts. Shipping weight, 8 lbs.

989 1-52037; 3-51917
Retail \$29.95

DOUBLE BED—SINGLE CONTROL

Full 72" x 84" size fits double beds perfectly. 115V, AC only, 180 watts. Shipping weight, 9 lbs.

991 1-52307; 3-52167
Retail \$34.95

DOUBLE BED—DUAL CONTROLS

Each sleeper selects own temperature. Full 72" x 84" size. 115V, AC only, 180 watts. Shipping weight, 10 lbs.

992 1-52637; 3-52477
Retail \$39.95

Specify color: Victorian Rose, Sapphire Blue, Willow Green, Flame Red, Sunrise Yellow

Plus a New and Attractive Flowered Print

Double Bed, Single Control

994 1-52571; 3-52415
Retail \$38.95

Double Bed, Dual Controls

995 1-52900; 3-52725
Retail \$43.95

ACRILAN

ACRYLIC FIBER BY CHEMSTRAND

Truly a royal blanket fabric! Unchallenged for soft, rich "feel" . . . feathery lightness . . . exquisite color. For those who enjoy the very finest.



Made by the World's Largest and Oldest Manufacturer of Electric Blankets!
... Well Over 2,500,000 Northern-Built Blankets Now in Use!

America's Outstanding Blanket Buy

Northern FULLY
SPECIAL AUTOMATIC

ELECTRIC BLANKETS

GOOD NEWS! Now Nylon blended blankets at popular prices! Equivalent in materials and electrical equipment to many brands selling at much higher prices. Fully automatic control adjusts blanket warmth to room temperature changes. Rich texture—lovely colors—mothproof—non-allergenic—washable. Resists fading and shrinking. Rayon Satin binding. Gift packaged.

TWIN BED—SINGLE CONTROL—Ample 66" x 84" size fits ¼ bed or twin bed. 115V, AC only, 135 watts. Shipping weight, 6½ lbs. Rose Only

290 1-51620; 3-51555
Retail\$21.95

DOUBLE BED—SINGLE CONTROL—Full 72" x 84" size fits double bed perfectly. 115V, AC only, 180 watts. Shipping weight, 7 lbs. Four Colors

291 1-51695; 3-51620
Retail\$22.95

DOUBLE BED—DUAL CONTROLS—Permit each sleeper to select a different degree of warmth. Full 72" x 84" size. 115V, AC only, 180 watts. Shipping weight, 8 lbs. Four Colors

292 1-52180; 3-52095
Retail\$29.95

SPECIFY COLOR: ROSE, BLUE, GREEN OR FLAME

NOTE: for the ultimate in a truly luxurious electric blanket, see (Northern deluxe) other side.



Guaranteed 2 Years

ADVERTISED IN LIFE



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Northern
FULLY AUTOMATIC ELECTRIC
BED COVERINGS



Guaranteed 2 Years

PORTABLE—FOR HOME OR TRAVEL
Operates exactly like an electric blanket. Made of washable, snow white batiste. Lightweight, easy to carry in smart scotch plaid travel bag. Fully automatic bedside control. Perfect for travel. Popular with college students.

SINGLE CONTROL—For double or single beds. Size 70" x 84"—115V, AC only, 90 watts. Shipping weight, 5 lbs.

DUAL CONTROLS—Permit each sleeper to select a different degree of warmth. Size 70" x 84"—115V, AC only, 90 watts. Shipping weight, 6 lbs.

Northern
AUTOMATIC ELECTRIC
HEATING PADS

The finest selection of quality heating pads in Northern's 45 year history. Enjoy the exact degree of soothing heat you need. Features: Positive Thermostatic Control—No Radio or TV Interference—"Comfort Cushioned" Inner Construction—Full 12" x 15" Size—115 V. AC-DC. Choose the Northern pad to suit your purpose and purse.

DELUXE GIFT, 100% WETPROOF—Three constant heats. Modern push button Nite Lite switch. Quilted Satin cover. Zipper. Guaranteed 5 years. Shipping weight, 2 lbs.

820 5537
Retail\$8.95

DELUXE, 100% WETPROOF—Three constant heats. Braille-type switch. Washable Terry Cloth cover. Zipper. Guaranteed 4 years. Shipping weight, 2 lbs.

818 5477
Retail\$7.95

SUPER DELUXE, 100% WETPROOF—Three constant heats. Push button Nite Lite switch. 3 covers: Broadcloth with ties; Terry Cloth; Quilted Satin. Guaranteed 5 years. Shipping weight, 2 lbs.

821 5597
Retail\$9.95

ECONOMY, GUARANTEED 2 YEARS—Three heating speeds. 4-Position switch. Washable Flannel. Shipping weight, 2 lbs.

814 5357
Retail\$5.95



Guaranteed 5 Years

CASCO THE ONLY IRON WITH THE MIRACLE OF
Controlled Steam!

NOW YOU CAN SELECT THE STEAM YOU NEED!

PENETRATING
Wool or Linen

Steam

Only CASCO delivers deep, penetrating steam—plus the correct heat—for wool suits, slacks, skirts, heavy linen tablecloths, draperies, towels.

MODERATE
Cotton

Steam

Only CASCO supplies moderate steam—plus the correct heat—for cotton shirts, denims, blouses.

GENTLE
Silk or Rayon

Steam

Only CASCO produces mild, gentle steam—plus the correct heat—for rayon, nylon, orlon or silk lingerie and dresses



Guaranteed by Good Housekeeping



Excitingly different! So automatic it thinks for you! That's the CASCO Steam 'n Dry Iron. At the turn of a dial, it automatically selects the correct TYPE of steam—plus the correct degree of heat—for every kind of fabric. That's the miracle of CONTROLLED STEAM and only CASCO's got it! Its light weight and streamlined design make ironing easier. The air-cooled handles come in beautiful decorator colors . . . red, blue-green, yellow, and ebony. Holds more water than any other iron—gives you a full hour or more OF IRONING WITHOUT REFILLING. Changes in a jiffy from steam to dry ironing.

FOUR EXQUISITE DECORATOR COLORS

Red Yellow Blue-Green Ebony



Specify colors when ordering.

N4R	1-51187; 3-51085	Retail \$16.95
N4EB	1-51187; 3-51085	Retail \$16.95
N4GN	1-51187; 3-51085	Retail \$16.95
N4YL	1-51187; 3-51085	Retail \$16.95

Lift-up top fills straight from tap. No funnels required. No special water. Just turn on faucet and fill. CASCO takes even hardest water. It's STAINLESS STEEL!
AC only—1000 watts
Approx. ship. wt. 4½ lbs.
Available in 220 volts

Exclusively
CASCO

New! CASCO PORTABLE ELECTRIC GRIDDLE...KING SIZE CAPACITY



Cooks for 2 to 20, indoors or out. Everyone eats at the same time when you cook with the sensational new CASCO FRY-N-GRILL. Just think: it'll cook a dozen eggs and a pound of bacon at one time! Or, 20 pancakes, 12 grilled cheese sandwiches—even enough steak, franks, or fried chicken for 20 people! The combinations it cooks are countless—the variety and amount of food tremendous!

K1 1-51957; 3-51799 Retail \$27.95



Exclusive, unique Casco Heat Control Plug. So automatic you can't cook "wrong." Maintains constant, just-right heat indefinitely. Illuminated dial—easy to see and set.



Completely, safely immersible! Wash it like an ordinary fry pan. Once you disconnect the cord, the griddle element is unaffected by water.

AC only—1500 watts
Approx. ship. wt. 10 lbs.

Overall length 25½ in.; width 12½ in.; height 4½ in.

50% more cooking surface

SEE PAGE 1 FOR PRICE INFORMATION

REST ASSURED WITH CASCO



NEW
ELECTRIC BLANKETS

NOW WITH
ACRILAN ADDED
PLUS 100% NYLON BINDING

Cozy comfort on even the coldest nights—without heavy blankets weighing you down! That's the modern—yet inexpensive—luxury of sleeping under Casco's new zephyr-light, kitten-soft electric blanket with Acrilan added. No chance of chilling or overheating. Because—once you set CASCO'S EXCLUSIVE HEAT CONTROL SWITCH TO THE WARMTH YOU WANT, IT STAYS THAT WAY... AUTOMATICALLY ADJUSTS THE HEAT TO CHANGING ROOM TEMPERATURES—LIKE MAGIC! As low as \$29.95

Casco Blanket Blended With ACRILAN.
Unequaled quality features:

- Softer deeper nap
- Pre-shrunk
- Washes easily, safely
- Color fast, resist fading

The finest Electric Blanket Fabric. Full Two Year Guarantee.

DUAL HEAT CONTROL AVAILABLE

Separate controls for double bed size, operate independently of each other. Supplies different heats for each side of bed to suit individual needs.

New! Smart!
Starburst Pattern on Fleecy White Background.



New Exquisite Decorator Colors.
Your choice of Bermuda Pink, Caribbean Blue, Tahitian Green, and Exclusive Designer Print. All bound both ends with lovely satiny nylon.

Choice of 2 Sizes
Twin 66" x 84"
Double 72" x 84"

Specify Color When Ordering
AC only. Approx. ship. wt. 9 lbs.

Casco Products Corp., Bridgeport 2, Conn. A2104 6-57 CP Made in U.S.A. Litho in U.S.A.

REGULAR LINE

- B502 1-51977; 3-51917 Twin Bed, Single Control Retail \$29.95
 - B606 1-52307; 3-52237 Dble Bed, Single Control Retail \$34.95
 - B710 1-52637; 3-52557 Dble Bed, Dual Control Retail \$39.95
- Available in (P) Bermuda Pink, (R) Caribbean Blue, (G) Tahitian Green

SEE PAGE 1 FOR PRICE INFORMATION

*Acrylic Fiber by Chemstrand

CASCO WORLD'S LARGEST MANUFACTURER ELECTRIC HEATING PADS

When the occasion calls for soothing, constant heat to relieve body aches and discomforts, you'll be glad you put your confidence in a safe, scientifically perfected Casco automatic electric heating pad. Whichever Casco

you choose, it's the finest of its kind—offers more quality features, conveniences and beauty—at less cost—than any other pad. Casco Pads must be good—they outsell all others!

CASCO SUPER! watertight for use with wet dressings—stunning fabric cover. Removable, washable, pre-shrunk. Exclusive Rose Pattern, and with 3 fixed heats. Matching cord, plug and switch ensemble.

H31 5517 Retail \$7.95

CASCO DELUXE—Exclusive creation. Flannel cover, washable, shrink-proof, 3-fixed heat construction. Color-blended cord, plug and switch. Moisture-resistant, rubberized inner cover.

H24 5452 Retail \$6.95

CASCO BUDGET—A quality budget heating pad unmatched at this low price. Flannel cover is shrink-proof, removable, washable. Rubberized permanent, inside-cover. 3-speed heats with two safety controls on each. Moisture-resistant.

H21 5387 Retail \$5.95

CASCO SUPREME
Flannel fabric cover. Exclusive, pre-shrunk, washable designer fabric. Rust-proof zipper. Rich satin binding. 100% wetproof—safe with wet dressings. 30 heat settings with the exclusive Nite-Lite switch.

H51 5582 Retail \$8.95

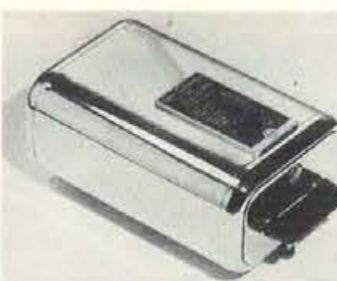
AC-DC
Approx. ship. wt. 2 lbs.



DORMEYER MIX-WELL MIXER

The completely modern mixer with electric grinder and juicer included at no extra cost. Grinder slips right into the built-in power drive—needs no adapter. 10 full-powered speeds; Clik-Mix Arm... automatic beater release. Complete with 2 opal glass bowls, juicer bowl, strainer, juice spout, reamer, 2 chrome nickel beaters, grinder, and pestle. Shipping weight, 20 lbs.

5100 1-52725; 3-52538 Retail \$38.50



KNAPP-MONARCH AUTOMATIC ELECTRIC REDI-BAKER

Bakes biscuits, brown & serve rolls, potatoes, muffins, corn sticks, frozen meat pies, buttered toast and other bake favorites. "Dial-A-Recipe" control for proper baking temperature. Indicator light signals when baker is ready. Preheats four times faster! Keeps food warm for serving and has convenient "off" position. Shipping weight, 8 lbs.

45-500 1-51672; 6-51597 Retail \$24.95



DORMEYER ALL-CHROME SILVER-STAR MIXER

The smart and practical Mixer-Grinder now complete with Slicer-Shredder in gleaming chrome with two stainless steel bowls—large and small. Last a lifetime... won't chip, peel or crack. Lightweight, easy to clean, fully powered. 10 recipe-tested speeds with dial selector. Detachable mixing head. Complete with grinder and pestle, slicer and shredder attachments, 2 stainless steel bowls, 2 nickel chrome beaters and recipe book. Shipped via Express only.

4400 1-54244; 3-53952 Retail \$59.95



KNAPP-MONARCH REDI-POP CORN POPPER

Now, completely automatic. Just plug it in—add corn and oil with the special measuring cup... And Forget It! The corn will pop to full, fluffy kernels. Automatically! The corn will fill the bowl and the automatic control will turn off the current. Complete with measuring cup and cord. Shipping weight, 5 lbs.

12-525 1-5667; 3-5637 Retail \$9.95



DORMEYER MIX-MAID MIXER

Famous Dormeyer quality at a low priced ideal mixer for the budget minded. 9 full-powered speeds plus automatic beater release. Detached for portable use, mixing head stands by itself. Complete with 2 nickel-chrome beaters, 2 opal-glass mixing bowls, recipe book. Shipping wt., 15 lbs.

9700 1-52120; 3-51974 Retail \$29.95



DORMEYER FRI-WELL COOKER - FRYER

Bigger capacity for deep frying, stewing or roasting! Wonderful casserole cooker too! Has automatic thermostat control and cooking-frying guide. Improved heating on sides and bottom. Shipping weight, 10 lbs.

6000 1-52088; 3-51945 Retail \$29.50



DORMEYER COFFEEMAKER

Modern Danish design. All stainless steel, including pump and basket. 4 to 10 cup automatic electric coffeemaker. Makes three different strengths of coffee at one brewing. "Warm & Brew" selector. Shipping weight, 6 lbs.

16 1-52120; 3-51974 Retail \$29.95



NEW UNIVERSAL COFFEEMATE

Now completely redesigned, Coffeemate brings new breathtaking beauty to the table setting. Has flavor-selector, redi-lite, heat sentinel, cold water pump, non-drip spout, new heat guard handle. Solid copper forms the basic shell, heavily chrome plated. 10-cup capacity. Shipping weight, 7 lbs.

4460 52007 Retail \$29.95
Same as above except 8-cup capacity.
4458 51806 Retail \$26.95



NEW CORY CROWN JEWEL AUTOMATIC PERCOLATOR

Completely automatic—just set the Taste-O-Matic flavor selector for strength you prefer. Beautiful with its stainless steel body, and 24 karat gold plated base. Has smart raffia type handle and drip-proof spout. 4.9 cup capacity. Shipping weight, 7 lbs.

DAP 53293 Retail \$50.00



"PARTY-ETTE" BY TRICOLORATOR

New Portable Electric Coffee Urn—20 to 48 cup (2 gallons) capacity. Economy priced! Quality constructed luxury styled in gleaming heavy gauge aluminum. Boils water and brews coffee all-in-one unit. Rotary (boil-serve-off) switch and range heating element. Server can be immersed for easy cleaning. Ideal for clubs, churches, schools, camps, caterers, etc... and in the home for bar, rumpus room or patio entertaining. Shipped via Express only.

SP-2 52896 Retail \$39.95

See page 1 for price information.

MIXMASTER

- NEW - MORE POWERFUL
- NEW - 12 SPEEDS
- NEW - MODERN DESIGN
- EXCLUSIVE BOWL-FIT BEATERS
- AUTOMATIC BEATER EJECTOR



Famous MIX-FINDER DIAL

MIXES - MASHES WHIPS - STIRS BLENDS - JUICES ETC.

12 53274 Retail \$48.50
12W 53072 (without juicer) Retail \$45.50

Shipped via Express only.



CONTROLLED HEAT AUTOMATIC FRYPAN

You simply set the dial for the controlled heat ideal for bacon, eggs, pancakes, etc. and each of these foods will be cooked to delicious perfection every time. Marvelous new water-sealed element lets you immerse the entire pan in water up to the control panel for quick washing. Complete with cover. Shipping weight, 12 lbs.

FP10 S1564 Retail \$23.20
Same as above except large size.
FP11 S1900 Retail \$28.20

Sunbeam APPLIANCES



WAFFLE BAKER AND GRILL

Automatically bakes four good-sized waffles at once on one side or toasted sandwiches, bacon, eggs, pancakes, on other. Has exclusive Sunbeam Radiant control. Shipping weight, 16 lbs.

CG 52360 Retail \$34.95



AUTOMATIC TOASTER

Radiant control toaster. No levers to push — bread lowers itself automatically. When done, toast raises itself silently without popping or banging. Shipping weight, 9 lbs.

T20 S1924 Retail \$28.50



LADY SUNBEAM HAIR DRYER

Lets women solve their hair drying problems the new, easy modern way. It's more comfortable because fan forced air from the heat control unit is scientifically concentrated on the user's hair, ending discomfort of heat on face, neck and shoulders. The user's hands are always free for reading, fixing nails and knitting. Available in pink, turquoise or yellow. Shipping weight, 5 lbs.

HD 51684 Retail \$24.95



AUTOMATIC IRONMASTER

Lightest weight iron of this type, weighing only 2 lbs. for easier handling. Special aluminum alloy sole plate gives a mirror-like surface for the best possible ironing results. Thumb-tip control makes it easy to dial the correct temperature for every fabric. Shipping weight, 4 lbs.

A11 5807 Retail \$11.95



COFFEEMASTER

Fully automatic. Patented vacuum principle agitates coffee and water in brew-top. Uses less coffee; saves time by making full strength coffee, faster. Makes from one to nine 5 oz. cups. Shipping wt., 7 lbs.

C30 52630 Retail \$38.95

AUTOMATIC PERCOLATOR

Has patented thermostatic control and strength control dial with settings - "Milder" - "Stronger", for perfect coffee every time. Sets itself to keep the coffee at the perfect drinking temperature after it's made. Makes 3 to 10 cups. Shipping weight, 6 lbs.

AP10 S2022 Retail \$29.95



See page 1 for price information.



DOMINION

PORTABLE AUTOMATIC ELECTRIC GRIDDLE

Feeds even the biggest family—indoors or out—with its 188 sq. in. of grilling surface. Automatic heat control provides a complete temperature range to 420° . . . prevents food burning, drying out or sticking. Beautiful Silvercraft finish. E-Z Cook Guide on handle. 23½" long, 12" wide, 3¾" high. Shpg. Wt. 10 lbs.

2301 1-51318; 3-51257 Retail \$19.95

ORDER AUTOMATIC CONTROL SEPARATELY



So Easy to Clean — Just detach Automatic Heat Control and entire griddle can be completely immersed in water. Curved corners, deep grease well and easy-pour spout makes cleaning quick and simple.



Dominion Automatic Heat Control. One control fits all appliances shown on this page—makes them fully automatic for perfect cooking results. Signal light tells you when controlled heat temperature is reached. Detachable for washing appliances under water. Shpg. Wt. 1½ lbs.

501 1-5325; 3-5310 Retail \$4.95



Immersible For Easy Cleaning



Just detach Automatic Heat Control and entire Fry-Skillet can be completely immersed.

Completely Immersible DOMINION

ELECTRIC-AUTOMATIC FRY-SKILLET

Cooks family-sized meals without watching or guesswork. Automatic Heat Control provides temperature range to 420°. E-Z Cook Guide on handle. Gleaming "silvercraft" finish. Complete with colorful recipe book. Special finish and controlled heat prevents food sticking.

ORDER AUTOMATIC CONTROL SEPARATELY



Masters A Host Of Cooking Jobs!

- Fries • Stews • Casseroles
- Grills • Braises • Deep Fries
- Chafes • Bakes • Pops Corn

2250 1-5812; 3-5775 Retail \$11.95

11" size (Shpg. Wt. 6¼ lbs.)

2255 1-5997; 3-5951 Retail \$14.95

12" size (Shpg. Wt. 8 lbs.)

2299 1-5206; 3-5197 Retail \$3.00

11" cover (Shpg. Wt. 1 lb.)

2297 1-5262; 3-5250 Retail \$4.00

12" cover (Shpg. Wt. 1¼ lbs.)

See Page 1 for Price Information

NEW! FULLY-AUTOMATIC!

DOMINION

POP-UP TOASTER

Add new glamour to your table, enjoy toast to your taste with this new fully-automatic toaster. New thermostatic control assures perfect results, toasts light, dark, or in-between. When bread is toasted, it pops up and current shuts off automatically. Hinged crumb tray in base for easy cleaning. Handsomely styled in chrome with contrasting stay-cool plastic trim, handles, and feet. AC. Shpg. Wt. 6 lbs.

1135 1-51204; 6-51149 Retail \$17.95



DOMINION IMMERSIBLE FRY-SKILLET COMPLETE WITH COVER

No other appliance does so many cooking jobs so well. It fries, stews, bakes, deep fries, grills, casseroles, braises, chafes—even pops corn! Oven-type thermostat provides positive controlled heat from "simmer" to 420°. E-Z Cook Guide on handle eliminates guesswork. Handsome "silvercraft" styling with cover in polished aluminum. AC. Shpg. Wt. 8½ lbs.

2211 1-51356; 3-51294 11" size Retail \$19.95
 2215 1-51569; 3-51497 12" size Retail \$23.95



Immersible For Easy Cleaning
 Easy to clean as a china plate. Special finish and controlled heat keep foods from sticking.



Fingertip Temperature Control
 Provides positive controlled heat to 420°. Signal light indicates when correct temperature is reached.



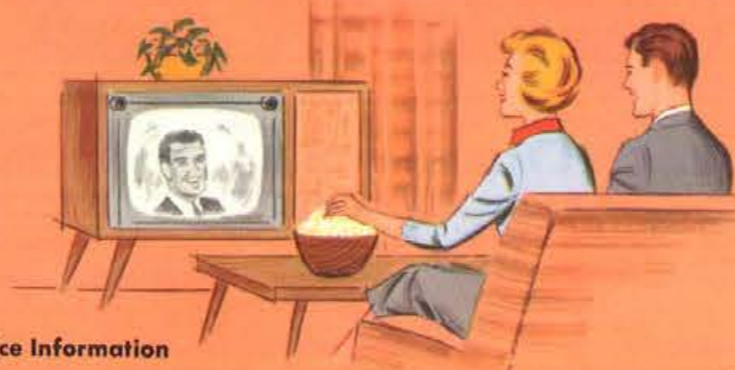
FREE! New full-color recipe book included with every Fry-Skillet.



DOMINION Completely Automatic POPCORN POPPER

New styling, new operation, new convenience mark this ultra-modern popper as the most distinctive and efficient of its kind! Two-and-one-half quart capacity is perfect for family snacks or special parties. No stirring or shaking necessary. Just add cooking oil and popcorn—the popper does the rest. And it shuts off automatically when corn is popped; handy measuring cup included; shows you exactly how much popcorn and oil to use; eliminates guesswork. And you can use this modern popper for heating soups, stews, vegetables—making frostings and candy. Shpg. Wt. 3¼ lbs.

1711 1-5653; 6-5623 AC Fully Automatic Retail \$9.95
 1710 1-5466; 6-5445 AC or DC Non-Automatic \$6.95



See Page 1 for Price Information



FLAVOR REGULATOR assures proper strength.

INDICATOR JEWEL glows when coffee is ready.

CUP MARKINGS inside and out, for accurate measuring.

DOMINION 2 TO 6 CUP AUTOMATIC COFFEE MAKER

Whether you want 2 or 6 cups, you'll get the same delicious flavor every time. Brews either regular or instant coffee. Once coffee is brewed, it will not start percolating again. No-drip, easy clean spout, stay-cool handle, detachable cord. Polished Aluminum. AC. Shpg. Wt. 3½ lbs.

1625 1-5815; 6-5778 Retail \$11.95

See Page 1 for Price Information



DOMINION 4 TO 10 CUP AUTOMATIC COFFEE MAKER

Brews 4 to 10 cups of delicious coffee. And you can make instant coffee in it, too. Once coffee is brewed, it will not start percolating again. Stays hot until you serve it. No-drip spout, stay-cool handle, detachable cord. Styled in chrome. AC. Shpg. Wt. 3¼ lbs.

1604 1-51339; 6-51278 Chrome Retail \$19.95
 1603 1-51121; 6-51070 Polished Aluminum. Retail \$16.95



Easily held in hand, or quickly adjusted on convenient Hand-L-Stand.



SMART! ATTRACTIVE! PRACTICAL!

DOMINION

HAIR DRYER—in beautiful decorator colors
 Handsomely styled in pink, turquoise, or chrome and black. So light in weight, so easy to operate. Delivers hot or cool air. Convenient Hand-L-Stand permits hair dryer to be adjusted to any desired angle. Non-tip base, form-fit handle. Three-way switch for extra convenience. AC. Shpg. Wt. 3 lbs. 2 oz.

- 1803 1-5668; 6-S636 Pink Retail \$9.95
- 1803 1-5668; 6-S636 Turquoise . . . Retail \$9.95
- 1803C 1-5729; 6-S694 Chrome . . . Retail \$10.95



DOMINION

"GRID-O-MATIC" AUTOMATIC TABLE COOKER

Bakes delicious waffles for four on one side of the grid. Reversing the grids converts it into a big grill for toasting sandwiches, frying eggs, grilling chops. One set of Revers-O-Grids does the work of two. Temperature selector, expansion hinges, 164 sq. in. of cooking surface. AC. Shpg. Wt. 13 lbs.

1311 1-S1635; 3-S1560 . . Retail \$24.95



Grids are quickly reversed



Grids are quickly reversed

DOMINION

"GRID-A-BOU"

SANDWICH TOASTER-WAFFLE IRON

It toasts, grills, fries, bakes. One set of Revers-O-Grids does the work of two. Clear-vision heat indicator. Expansion hinges adjust to grill sandwiches of any thickness. Styled in chrome. AC or DC. Shpg. Wt. 9 lbs.

1218 1-51176; 6-51122 Retail \$17.95



Uses Ordinary Tap Water



Wide, Even Steam Distribution



DOMINION AUTOMATIC STEAM AND DRY IRON

Irons with steam using ordinary tap water. Use as a dry iron, too. Weighs only 3 lbs. for effortless ironing. Automatically controlled steam range for all fabrics. Styled in chrome. Scientifically designed steam vents. AC. Shpg. Wt. 3½ lbs.

1070 1-S1087; 6-S1037 Retail \$15.95

See Page 1 for Price Information

WARING

FINEST KITCHEN HELPERS



WARING 2-Speed CHROME BLENDOR

Opens a new world of convenience in food and beverage preparation. In seconds you can perfectly blend drinks, soups, salad dressings, omelets, even main course dishes. Make body building health drinks, pureed foods for baby, special diet foods for the overweight and convalescent. Grind nuts, bread crumbs, aerate fruit juices.

Waring Chrome Blendor (above) is perfect for kitchen, bar or den. Two speeds for extra blending control. 14¾ inches high.

702-CR 1-52960 11 lbs. Ret. \$44.95
3-S2741

White single speed (shown with Ice Jet Attachment)

700-S 1-2565 11 lbs. Retail \$38.95
3-2375

WD & SI 7-1



WARING ICE JET BLENDOR ATTACHMENT

Crushes 4 trays of ice cubes in 90 seconds. Simply place the Ice Jet on your Waring Blendor base, flick switch to "on" or "high," drop in ice, push plunger down, and instantly you have mounds of sparkling crushed ice. Add sparkle to your meals—pick up your parties—make tempting treats for your children with the Waring Ice Jet. Complete with 16 page recipe book and ice storage bag. Fits every Waring Blendor ever made.

BA-1 1-S1102 6 lbs. Retail \$16.95
3-S1017

WARING COFFEE MILL BLENDOR ATTACHMENT

Grinds your coffee when you want it, the way you want it. 16 different grinds. Guarantees the best-tasting coffee by extracting full flavor and aroma fresh from the coffee bean. Try unusual coffee creations like Italian Espresso, Cafe Brulot, Cappuccino, Coffee Tropical. 16 page recipe book tells you how. Complete with 12 ounce measuring cup. Fits every Waring Blendor ever made.

BA-2 1-S1167 5 lbs. Retail \$17.95
3-S1077

WARING MIXOR

The handy Waring Mixor does just about every kitchen mixing job from whipping cream and mashing potatoes to mixing heavy batters. Fully portable and lightweight—only 2¾ pounds. Comfort-angle handle—no wrist fatigue. The most powerful mixer in its class. 115 volts AC-DC. Complete with 24 page recipe book and wall storage bracket.

RM-2 1-51279 4 lbs. Ret. \$18.95
6-51193



Pushbutton beater release "pops" beaters all the way out.

Bowl rest in Mixor base frees both hands for adding ingredients.

Printed in U.S.A.

SEE PAGE 1 FOR PRICE INFORMATION.



SHAVEX *Electric Shaving Needs*

SHAVEX

Closer Shaves in Half the Time

Makes any AC-DC electric shaver run *faster*, shave *cleaner*—for closer shaves in half the time. Shaver motor lasts longer, too . . . cutters stay sharper. SHAVEX converts household AC current into more powerful DC. Just plug SHAVEX into wall outlet, connect your shaver, hear, see, *feel* the difference! UL Approved. 1 year Warranty.

911 1-5517 ¼ lb. Retail \$7.95
6-5477



Kar-Shave—Converts battery current to 110 volts—in car, trailer, boat or plane! Hardly larger than a pack of cigarettes. Draws less current than a tail light. Just plug into cigarette lighter. Specify Model 106 for 6 Volt Systems, Model 112 for 12 Volt Systems.

106 1-5907; 3-5837 2 lbs. Retail \$13.95
112 1-5907; 3-5837 2 lbs. Retail \$13.95

Shaver Cradle—Wall holder for electric shavers. Easily attaches to any wall. Shaver cord winds around reel. Compact. For Schick, Sunbeam, Remington, Norelco, Ronson.

420 1-598 ¼ lb. Retail \$1.50
6-590

Before Shave Powder Stick—An imported product specially compounded to cleanse the beard of its protective coating and give the skin a smooth layer for the shaver to glide on.

208 558 ¼ lb. Retail \$1.00



DURABILT *Folding Irons*



Fully Automatic AC-DC

Perfect for home or travel. Fabric-selector dial for accurate heat control on all types of fabrics. 1¼ pounds, 120 volts, AC-DC 450 watts.

195 1-5590 2¼ lbs. Retail \$8.95
3-5564



Companion

Lowest priced, quality travel iron for good grooming "on the go." Heat indicator for rayon, silk, wool, cotton, linen. 1½ pounds, AC-DC, 375 watts, 115 volts.

402 1-5458 2¼ lbs. Retail \$6.95
3-5438



Continental

A must for the world traveler. Only quality U. S. made, travel iron for foreign travel. Set iron for 115 or 230 volts. Complete with adapter plug. 1½ pounds; AC-DC; 375 watts.

506 1-5853 2¼ lbs. Retail \$12.95
3-5815

Each Durabilt Iron folds to 1½ inches high. Complete with plastic travel bag and 6 ft. cord set. 22 square inch ironing surface. Warranted one full year.

SEE PAGE 1 FOR PRICE INFORMATION.

POLISHES FLOORS

SCRUBS FLOORS

POLISHES CARS

POLISHES FURNITURE

SANDS

DRILLS

RUG CLEANING ATTACHMENT
 Clean and shampoo all your rugs right on the floor with this special exclusive Shetland Rug Cleaning Attachment which adjusts to any pile or thickness of rug. Saves enough IN ONE ROUND OF RUG CLEANING TO PAY THE ENTIRE COST OF THE SHETLAND.

Shetland

ALL-PURPOSE ALL-ELECTRIC
FLOOR POLISHER
AND WITH OPTIONAL ACCESSORIES A
FLOOR SCRUBBER
AND **RUG CLEANER**
AND WORK SAVER FOR THE WHOLE FAMILY

Seven ways to save you and your family hours and hours of hard work! Seven short cuts to gracious living—all in one versatile appliance. The Shetland puts an end to all floor drudgery. It scrubs*, waxes, polishes and buffs all floors—wood, linoleum, rubber, asphalt, cork and vinyl tile, in fact any kind of floor. Gets under low places and scrubs right up to baseboards; cleans and shampoos all types of rugs and carpets.* Then, by detaching the long 36" handle, you have a compact polisher and buffer that will make your furniture look like new. Simonize your car the easy Shetland way; do a quick, clean job of sanding or drilling up to ¼" holes—ALL ELECTRICALLY. No wonder it's called the handiest household appliance ever made—it does so much for everyone.

*Special Scrubbing Brush and Rug Cleaning Attachment available.



In colorful gift Stora-Chest. A wonderful gift for any occasion.

CHECK THESE SHETLAND FEATURES!

110 Volt, AC-DC Motor. Power unit never needs lubrication. Sturdy, Precision-cut Gears, Die Cast Gear Housing, Special bumper for furniture protection. On-off toggle switch, One Year Guarantee.

SHETLAND ALL-PURPOSE POLISHER, complete with Power Unit, 9" Floor Polishing Brush, 36" Detachable handle, Lamb's Wool Bonnet, Drill Chuck, Rubber Disc, 2 pcs, Sandpaper, Stora-Chest.

H-3 1-S1947; 3-S1797 Retail, ea. \$29.95

Ship. wt. 12 lbs.

SHETLAND ALL-PURPOSE POLISHER-RUG CLEANER, same as above but with addition of Rug Cleaning Attachment.

SHETLAND ALL-PURPOSE POLISHER ACCESSORIES & REPLACEMENTS



ELECTROWAX

A NEW type of floor wax which outmodes all others—an exclusive Shetland formula for use with electric polishers. Actually penetrates the pores of the floor to form a bond that resists scuffing. Buffs to a hard, mirror-like finish with maximum slip resistance. Economical to use as one application lasts three times as long as ordinary floor preparations. Best for wood, linoleum, tile, rubber, asphalt, cork, terrazzo, slate or any other kind of floor.



Shetland

TWIN-BRUSH ELECTRIC
**RUG CLEANERS
FLOOR POLISHERS
AND SCRUBBERS**

The Aristocrats of Fine Floor and Rug Conditioners!

Your floors and rugs play such an important part in your home decoration — keep them always bright and colorful. Shetland's easy professional method — the same that is used in big public buildings, hospitals, etc., gives you lustrous, gleaming floors and bright new-looking rugs the tested, work-saving, time-saving, money-saving way. Shetland does it all for you as you guide it gently over your floors and rugs. Actually — **ONE ROUND OF RUG CLEANING IN THE AVERAGE HOME MORE THAN PAYS THE ENTIRE COST OF THE SHETLAND.**

JUST SEE HOW MANY WAYS THE SHETLAND SAVES YOU HOURS OF WORK!



WAXES AND POLISHES ALL TYPES OF FLOORS — Wood, Linoleum, every variety of Tile, Rubber, Asphalt, Vinyl & Cork; Terrazzo, Slate — in fact ANY kind of floor. Twin Brush action forces the wax down into the pores of the floor, building up a deep-down foundation shine that far outlasts so-called "self-polishing" waxes that scuff off quickly. For very best results, use **ELECTROWAX** — made especially for electric floor polishers.

CLEANS & SHAMPOOS all your rugs and carpets. No need to strip your home and pay those exorbitant rug-cleaning bills. Shetland cleans them right on the floor and restores their bright, original colors. Exclusive Rug Cleaning Attachment automatically adjusts to all pile and thicknesses of rugs and carpets.

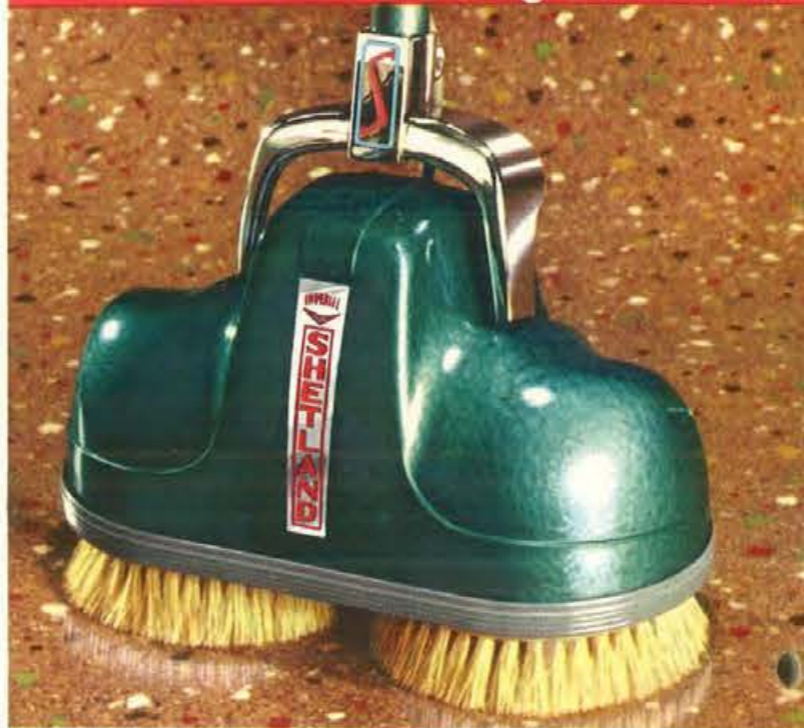


SCRUBS ALL YOUR FLOORS — The swiftly revolving brushes quickly remove all dirt and old discolored wax and bring out hidden floor beauty. Shetland gets right up to baseboards, into corners and under furniture.

STEEL WOOLS — Gets rid of stubborn spots and unsightly stains. Refinishes heavy traffic areas. Can be used for applying wax and for either wet or dry cleaning. The approved maintenance method for all vinyl floors.

POLISHES FURNITURE, COUNTERS, ETC. — Gives a mirror-like, longer lasting, dust resistant finish to furniture surfaces that get the most use. Preserves and beautifies. Makes dusting easier.

**SCRUB, WAX AND POLISH ALL YOUR FLOORS
CLEAN OR SHAMPOO ALL YOUR RUGS** *Professionally*



SHETLAND IMPERIAL POLISHER-SCRUBBER

Finished in beautiful duo-tone turquoise with platinum grey trim. Twin brushes give wide 12" swathe that makes all floor conditioning quicker and easier. Chrome handle yoke has positive lock and handle has specially designed hand fitting comfort grip. 110 Volt, AC-DC Motor.

GUARANTEED 2 YEARS

COMPLETE, with 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Buffers. See available accessories below.

T-62 1-S3897; 3-S3702 Retail, ea. \$64.95

Shipped via Express Only



ELECTROWAX — a special formula, high carnauba content wax, ESPECIALLY DEVELOPED for use with electric polishers. Gives scuff resistant high lustre and longer lasting beauty with maximum slip resistance. You have never seen REAL floor beauty until you have used Electrowax.

POLISHER ACCESSORIES & REPLACEMENTS



POLISHING BRUSHES



SCRUBBING BRUSHES



LAMB'S WOOL BUFFERS



FELT BUFFING PADS



STEEL WOOL PADS



RUG CLEANING ATTACHMENT



SHETLAND SILVER KING CHROME POLISHER-SCRUBBER

"A King for a Queen!" Same as Shetland Imperial (above) except that it is finished in gleaming, polished chrome with contrasting ebony black trim. Without question the world's most beautiful floor appliance. Here's the glamorous answer to every gift occasion because its shining chrome stands out in any array of gifts. Its beauty, plus its work-saving features make it the perfect gift for Mother's Day, Weddings, Showers, Anniversaries or Holidays. It is indeed, the PRESENT with a future. Guaranteed two years.

COMPLETE, with 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Buffers. See accessories.

TC-68 1-S4197; 3-S3847 Retail, ea. \$69.95
Shipped via Express Only



SHETLAND STANDARD POLISHER-SCRUBBER

Twin 6" brushes give wide 12" swathe. No brush changing necessary with this model which has special combination bristle brushes — one set does all the work — Scrubbing, Waxing and Polishing. Rich Dubonnet Finish. 110 Volt, AC-DC Motor. Guaranteed 1 year.

COMPLETE, with 2 Combination Polishing-Waxing-Scrubbing Brushes and 2 Felt Buffing Pads. See accessories.

T-4 1-S3247; 3-S2997 Retail, ea. \$49.95
Shipped via Express Only

STANDARD DELUXE POLISHER-SCRUBBER-RUG CLEANER

Same as above but with 2 Polishing Brushes, 2 Scrubbing Brushes, 2 Lamb's Wool Buffers, 2 Steel Wool Pads, Pint of Electrowax AND Shetland Rug Cleaning Attachment.



BLACK ANGUS KING SIZE BROILER-ROTISSERIE

The Monte Carlo. Durable quality construction. "Magic Touch" push button control concentrated even heat; bigger, more compact; 3-way heat control; automatic timer; pilot light; infra-red rays for delicious smokeless cooking; detachable spit and skewers. Shipped via Express only.

S-7RT S5397 Retail \$89.95

NEW HOOVER CONVERTIBLE VACUUM CLEANER

Its new two-speed motor with "Automatic Shift" makes it literally two cleaners in one. Frisky and free-wheeling, gets the deep-down grit other cleaners miss because "it beats... as it sweeps... as it cleans." Then—just click in the converter and automatically the speed shifts... The big-cleaner motor revs up to give you an extra burst of power for straight-suction cleaning. Vinyl jacket and extra large size throw-away bag. Shipped via Express only.

65 58995 Retail \$109.95

Cleaning tools for above model, including new double stretch hose. 6500 \$1895 Retail \$22.95



NEW LEWYT VACUUM CLEANER

The amazing NEW hi-compression one-horsepower Lewyt vacuum cleaner. All these new features: Direct air flow system — Biggest dirt capacity! — Streamlined big wheel design! — Two-tone color styling. — Full-range suction control! The hi-compression cleaning power is the most revolutionary vacuum cleaner improvement in years. Has exclusive power dial, big easy-rolling wheels, exclusive allergy-proof filter system. No dust bag to empty. Tools always at your fingertips. Shipped via Express only.

97 55450 Retail \$89.95

REGINA SEMI-COMMERCIAL FLOOR MACHINE

Twice as big and twice as powerful... therefore does twice as much work. Perfect for large-floor area cleaning in stores, offices, hospitals, institutions—where cost of large commercial machine isn't justified.

Built-in grip for easy handling. 1/2 H.P. Universal motor, precision-balanced for quiet equalized operation. Two 8-inch counter rotating brushes cover 16" of floor space. Standard equipment: 1 pr. heavy-duty scrubbing brushes; 1 pr. waxing or polishing brushes; 1 pair reversible snap-on felt buffing pads. Shipped via Express only.

A-16 S9068 Retail \$139.50



REGINA POLISHER AND SCRUBBER

For polishing, scrubbing and general maintenance on all kinds of surfaces. Twin-brush construction, effortless to use, versatile, perfectly balanced, modern flow-line design. Standard equipment: 1 pr. combination brushes for waxing and scrubbing; 1 pr. Tam-pico polishing brushes; 1 pr. reversible felt buffing pads. Shpd. Exp. only.

TS 1-S4343; 3-S4020 Retail \$64.50



REGINA ELECTRIKBROOM

The revolutionary new cleaner designed to the housewife's specifications for her daily use! Light in weight, portable as a broom. Concentrated suction plus grooved nozzle design does a quick and thorough cleaning job. New swivel nozzle makes it easy to operate, hangs from any hook by handle ring. Shpg. wt., 10 lbs.

TL 1-S3247; 3-S2997 Retail \$49.95



GENERAL TWIN-BRUSH ELECTRIC FLOOR MACHINE

1/2 Horsepower motor operates an AC-DC current. A complete light-weight, all purpose floor maintenance machine for homes, small establishments, stores or professional offices. All polished aluminum or chrome surface. No plastic to crack. Complete with 2 waxing brushes, 2 polishing brushes and 2 lambswool buffing attachments. Shipped via Express only.

T12 55367 Retail \$81.49



NEWEST MODEL HOOVER CONSTELLATION VACUUM CLEANER

Introducing the brand new Hoover Constellation—the cleaner that still walks on air, still has the only double-stretch hose, the only three-wheel nozzle, the full horsepower Hoover motor. Now has these additional new features: Carries its own tools — rack snaps in place; telescoping wand locks; step-on switch — press of toe turns it on or off. Complete with cleaning tools. Shipped via Express only.

85 56995 Retail \$89.95

HOOVER STEAM AND DRY IRON

Stainless steel sole plate. Won't scratch, won't snag, won't stain. Channeled steam — spread steam evenly and widely. Easy filling — tap water if you wish. Kool-zone handle, safety set dial! Shipping weight, 5 lbs.

O13 1-S1212; 4-S1131 Retail \$17.95



SILEX-HANDYHOT "ESTATE" ELECTRIC LAWN EDGER-TRIMMER

Now, jobs that used to take hours can be done in minutes... safely, easily, and electrically. Edges—The sidewalk guide plate makes it possible to do an edging job that can only be described as manicured! Trimming hard to get at places becomes a SNAP. Does a professional job around fences, trees, flagstone walks, under bushes, etc. Safe —The rotary blade is effectively guarded for maximum safety; a trigger type safety switch shuts off automatically when released. Shipping wt., 10 lbs.

2875 1-S1998; 6-S1872 Retail \$29.95

Heavy duty 100 foot extension cord. Shps. wt., 8 lbs. \$316/2 \$633 Retail \$9.50

See page 1 for price information.



TOASTMASTER POWERMATIC SUPER DELUXE TOASTER

Power action lowers bread, starts it toasting, raises it up — all by itself. Toast control dial selects color of toast preferred. Shipping weight, 8 lbs.

1B16 51924 Retail \$28.50



TOASTMASTER AUTOMATIC TOASTER

Newest and latest model. Toasts any size bread perfectly — light, dark or in-between. Fully automatic. Shipping weight, 6 lbs.

1B24 51326 Retail \$18.95



SILEX HOME AID ICE CREAM FREEZER

Just place it in any refrigerator and plug into an electric wall socket—no ice needed—no salt to mess with. Makes 1½ quarts of ice cream or sherbets. Shipping weight, 5 lbs.

28 51297 Retail \$19.95



SILEX-HANDYFREEZE ICE CREAM FREEZER

Beautiful natural cedar tub trimmed in copper and wrought iron black. Electricity does the work—no tiresome cranking. Mixes while it freezes—assures smooth texture and perfect taste. Recipe booklet includes sherbets and custards. So simple a child can operate it. 4 qt. capacity. Shipping weight, 8 lbs.

2234 1-52170; 6-52009 Retail \$32.95



GENERAL ELECTRIC GRILL AND WAFFLE IRON

Completely automatic, just set the control for the desired cooking temperature. Serves up crisp, golden waffles or—by simply reversing the grids—marvelous grilled sandwiches and delicious pancakes. Shipping weight, 9 lbs.

G42 51537 Retail \$21.95



GENERAL ELECTRIC TOAST-R-OVEN

The Toaster that's an "Oven", too! The "Upstairs" section is a fully automatic, easy-to-use toaster for making regular toast, frozen waffles and the like. A press on a button lowers bread and starts toasting... and G.E.'s extra-high toast lift guards against singed fingers when toasting is done. The "Downstairs" part is a unique "oven"—a handy toasting drawer that lets you make delicious butter toast, conaps, tangy garlic bread... right at the table. Shipping weight, 12 lbs.

T83 52097 Retail \$29.95



SILEX ELEC-TRIVET

Keeps casserole dishes, coffee, etc. at just the right temperature. Ready to serve from the buffet or table. Shipping weight, 3 lbs.

TRV-3 1-5263; 6-5237 Retail \$3.95



INTERMATIC TIME-ALL

Makes almost any appliance fully automatic. It turns appliances or lights on and off, at the exact desired time, and has to be set only once—after that it resets itself every day. It affords protection when you're away. Shipping weight, 3 lbs.

A211 1-5797; 6-5717 Retail \$11.95



FRESH'ND-AIRE PUSH-BUTTON AUTOMATIC HEATER

Fan forced heat either high (1650 watt) or low (1320 watt). New push-button controls plus handy automatic thermostat. Has tip-over safety switch, safety guard, carrying handle. Keep-Kool metal brown and copper tone baked enamel case. UL approved. Shipping weight, 11 lbs.

H-6736 51547 Retail \$24.95



FRESH'ND-AIRE AUTOMATIC HEATER

Electric fan forced heat for over-all warmth. Safe and efficient! Metal case always cool to touch. Safety guards, tip-over safety switch, automatic thermostat with on/off control. Baked enamel finish. Beige and brown color. Shipping weight, 11 lbs.

H-573 51237 Retail \$19.95



PARAGON DE-FROST-IT

Ends hand defrosting. Defrosts refrigerator automatically. Keeps food fresh longer. Cuts down electric bills. Checks refrigerator odors. Prolongs life of refrigerator. Shipping weight, 3 lbs.

DT-21X 5663 Retail \$9.95

See page 1

for price information.



SILEX FLORENTINE ELEC-TRIVET

Now... a sleek new look in food warmers... the first of its kind. Smart, modern design! Black wrought iron finish will not show fingerprints. Bright aluminum heating surface and handles provide a stunning contrast—are oversized to accommodate larger casseroles and meat trays. Keeps foods at just-the-right temperature for hours and hours. Shipping weight, 3 lbs.

ST-1 1-5330; 6-5297 Retail \$4.95

Cummins

PORTABLE MAXAW

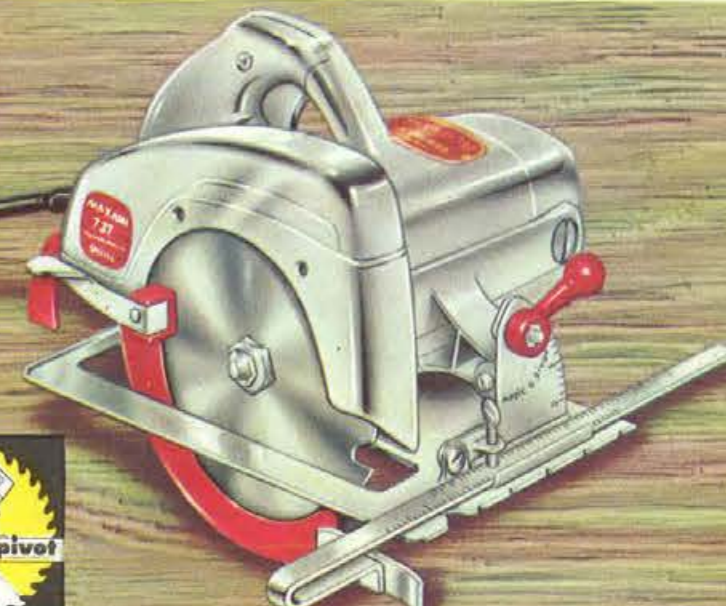
Build A Whole House!
ATTIC TO BASEMENT
GARAGE TO PLAYROOM



MAXAW SPECIAL POWER SAW

The low priced, top quality value in the power saw field. Far lighter, far easier to handle than other saws required to do the same job. Exclusive **magic pivot** allows 1½" depth of cut at 45°—2½" at 90°. Has self-lubricating sintered bronze bearings. No-load speed 5500 R.P.M. 115 volts, D.C. or A.C. to 60 cycles. Beautiful satin finish. Equipment 6½" combination blade, rip fence guide and wrench. Shipping Wt. 13¼ lbs.

717A3330 each 3L3147 (3 or more) ... Retail \$49.95



MAXAW DELUXE POWER SAW

Precision ball bearing and self-lubricating sintered bronze bearing construction combined with king-sized cutting performance at a new, low price. Exclusive **magic pivot** enables MAXAW to make all cuts in 2" dressed lumber at any angle with blade to spare. Cuts 1½" at 45°—2½" at 90°. No-load speed 5500 R.P.M. 115 volts, D.C. or A.C. to 60 cycles. Luxurious mirror and satin finish. Equipment: 6½" combination blade, rip fence guide and wrench. Shipping Wt. 14½ lbs.

737A3997 each 3L3777 (3 or more) ... Retail \$59.95



SAW TABLE for use with CUMMINS MAXAWS

A bench power saw at half the usual cost. Converts MAXAW into a precision tilt arbor table saw in seconds. Saw shoe becomes part of table top—gives full MAXAW cutting capacity. All bevel, depth, miter and ripping adjustments made instantly. Complete with "Cam Lock" rip fence, miter gauge, saw shoe insert for extra-fine cuts, metal shelf, switch and outlet box. Equals cutting capacity of 8" table saw. Table top: 24"x20", legs 34" long. Shipping Wt. 46 lbs.

777A2663 each 3L2517 (3 or more) Retail \$39.95



CARRYING CASE FOR MAXAWS

D21279A667 each 3L630 (3 or more) Retail \$10.00



MAXAW PROFESSIONAL FEATURES FOR EASIER, FASTER, SAFER OPERATION

TRUE COURSE GUIDE keeps blade on line through cut. Keeps cut open to prevent binding.

TELESCOPING SAFETY GUARD with snap-back action, always shields blade. Safety lever adjusts guard.

CLUTCH-LIKE BLADE ACTION eliminates kick-back, prevents blade or motor damage.

FULL SIZE SAW SHOE no wobble, no sway... calibrated, eliminates measuring for short cut-offs.

PEDESTAL BASE MAXAW stands solidly on end when not in use or when changing blades.

INSTANT CALIBRATED BEVEL ADJUSTMENT quickly adjusts from 0° to 45° for accurate angle cuts.

BLADE SIGHTING SLOT you see all cuts at all times —ends straining and "blind" sawing.

MADE BY **John Oster** MANUFACTURING CO.



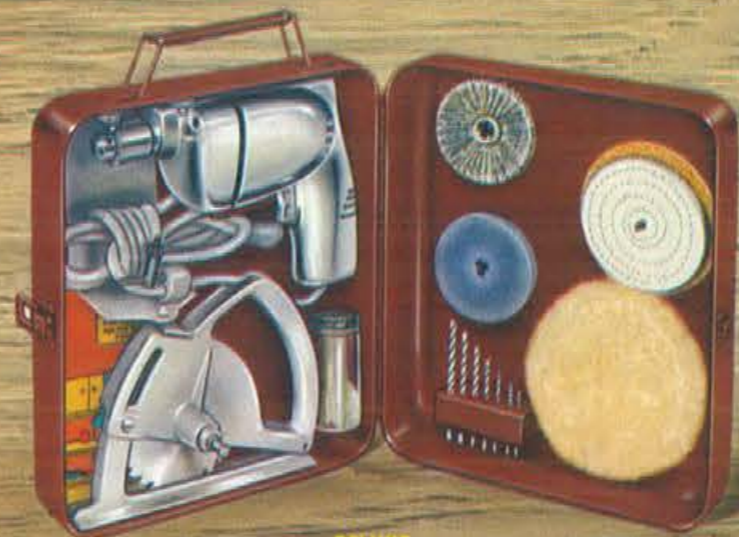
PERM-ALIGN CUSTOM 1/4" DRILL

Preferred by professionals—leads the league in power, performance, stamina. Has ball bearings in the right places—industrial quality double coil construction, 1800 R.P.M. 115 volts, D.C. or A.C. to 60 cycles. Drills 1/4" in metal, 1" in wood . . . tops for polishing, grinding, sanding, cleaning, buffing, sawing. Polished mirror finish. Complete with geared chuck and key. Shipping wt. 5 lbs.

306A2330 each **3L2202** (3 or more)
Retail **\$34.95**



CUSTOM



DELUXE



DELUXE WORKSHOP

A precision-engineered, all-purpose workshop that is sheer joy to use around home or shop. Powered by famous Cummins Deluxe double-coil 1/4" PERM-ALIGN Drill . . . features 4" portable saw attachment that zips thru 1" lumber like butter! All parts and pieces in new "Organizer" case that hangs on wall or can be carried from job to job. Shipping Wt. 10 1/2 lbs.

OVER 35 PIECES! Pistol-grip 1/4" Drill, 1800 R.P.M. 115 volts, D.C. or A.C. to 60 cycles • Geared chuck and key • 4" saw attachment • Chrome alloy steel blade • "Organizer" case • 7 drill bits for wood or metal • 12 sanding discs • Lambs wool bonnet • Rubber backing pad • Grinding wheel • Buffing wheel • Wire wheel brush • Bench stand • 6-piece arbor set.

3052A2663 each **3L2517** (3 or more) Retail **\$39.95**
3051A2330 each **3L2202** (3 or more) Retail **\$34.95**

Cummins



GEARED CHUCK

PERM-ALIGN 1/4" DRILLS



DELUXE



PERM-ALIGN DELUXE 1/4" DRILL

Very similar to Custom Drill above, but has heavy duty, self-lubricating sintered bronze bearings with PERM-ALIGN gearing that can't be knocked out of line. No-load speed 1800 R.P.M. 115 volts, D.C. or A.C. to 60 cycles. 1/4" drilling capacity in metal, 1" in wood. Highly polished finish, complete with geared chuck and key. Shipping Wt. 4 3/4 lbs.

305A1997 each **3L1887** (3 or more) Retail **\$29.95**

PERM-ALIGN STANDARD 1/4" DRILL

Tops the field for popular-priced pistol grip drills. Features PERM-ALIGN gears that can't be knocked out of line—heavy duty, self-lubricating sintered bronze bearings—single coil construction. Drills 1/4" in metal, 1/2" in wood. 1800 R.P.M. 115 volts, A.C. to 60 cycles. Compact design, smooth satin finish. With geared chuck and key. Shipping Wt. 4 1/2 lbs.

304A1663 each **3L1572** (3 or more) Retail **\$24.95**

VERTICAL DRILL PRESS FOR 1/4" DRILLS

Instantly converts any Cummins Pistol-grip 1/4" drill into a precision drill press. Drills to center of 7 1/2" circle, has 3" vertical travel. Maximum distance between chuck and table, 7 1/2". Shipping Wt. 13 lbs.

39A863 each **3L816** (3 or more)
Retail **\$12.95**

SPEED-D-POWER SCREW DRIVER ATTACHMENT

Converts any 1/4" (or larger) drill into a time-saving power screw driver. Drives screws up to 3/16" diameter into all woods. Speeds assembly jobs, cuts repair and building time. Comes with slotted and Phillips screw bits and Allen wrench. Shipping Wt. 1 lb.

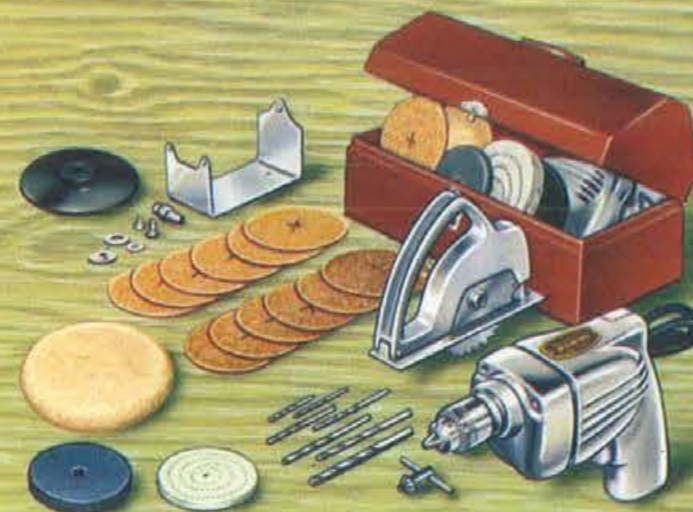
156A330 each **3L312** (3 or more)
Retail **\$4.95**



STANDARD



Cummins PORTABLE ELECTRIC WORKSHOPS WITH GEARED CHUCK DRILLS



STANDARD

STANDARD WORKSHOP

Top power tool value at an economy price. Includes Cummins husky Standard 1/4" PERM-ALIGN Drill and 4" portable saw attachment for effortless power sawing. Loaded with useful accessories to help you buzz thru repair and building projects with speed and ease. Complete in sturdy portable steel chest. Shipping Wt. 9 lbs.

OVER 30 PIECES! Pistol-grip 1/4" Drill, 1800 R.P.M. 115 volts, A.C. to 60 cycles • Geared chuck and key • Hip-roofed metal chest • 7 drill bits for wood or metal • 12 sanding discs • 4" saw attachment • Chrome alloy steel blade • Lambs wool bonnet • Rubber backing pad • Grinding wheel • Buffing wheel • Bench stand • 6-piece arbor set.

3042A2330 each **3L2202** (3 or more) Retail **\$34.95**
3041A1997 each **3L1887** (3 or more) Retail **\$29.95**

CUSTOM WORKSHOP

A superb "professional" workshop that defies comparison at any price. Has special custom accessories: spade bits that drill up to 1" holes—sanding drums that smooth round and cornered surfaces—plus other jumbo accessories that help turn chores into fun. Has Cummins Custom precision mirror finished drill with ball bearings in the right places. Packed in deluxe "Organizer" case—everything in sight—in reach. Shipping Wt. 12 1/4 lbs.

OVER 50 PIECES! Pistol-grip 1/4" Drill, 1800 R.P.M. 115 volts, D.C. or A.C. to 60 cycles • Geared chuck with key • "Organizer" case • 10 drill bits for wood or metal • 3 drill bits for wood • 6-piece spade drill set • 12 sanding discs • 6 sanding drums • Lambs wool bonnet • Rubber backing pad • Grinding wheel • Buffing wheel • Wire wheel brush • Bench stand • 8-piece arbor set.

3062A3330 each **3L3147** (3 or more) Retail **\$49.95**



CUSTOM



AMERICA'S ONLY Cummins Double Action Sander

HEAVY DUTY—BALL BEARING CONSTRUCTION



Now
Get
2 SANDING
ACTIONS
WITH THE TURN
OF A KEY!



Turn the "Key" and change the action! Now, for the first time, you have ONE Sander that has the fast-cutting Orbital motion and the professional Straight-Line motion all in one! The Straight-Line action duplicates the back and forth hand motion used by craftsmen in producing a Super-Fine hand-rubbed effect found only on fine furniture, while the Orbital motion provides a fast and efficient method to produce a Standard Finish. Cummins super-powered motor and timing belt-drive assures constant duty performance for all sanding operations. Three position auxiliary knob for ease of handling . . . allows for flush sanding . . . Self-cleaning action . . . rapid changing of abrasive papers.

SPECIFICATIONS:

Paper size: 3 3/8" x 9" (1/3 of standard 9" x 11" abrasive paper). Overall dimensions: 7 7/8" long x 6 1/4" high x 3 3/8" wide. Speed: 3500 strokes per minute. Motor: Universal, double coil armature, 115 volts, A.C. or D.C. to 60 cycles. Cord: 3 conductor rubber covered with 3 prong plug and adaptor. Switch: Enclosed slide. Frame: Die cast aluminum. Finish: Mirror-Polished. Equipment: Three 3 3/8" x 9" sheets of abrasive paper—coarse, medium, and fine. Directional Key with rubber flex holder. Weight: 5 1/2 lbs.—net—6 1/2 lbs. shipping.

476A3330 each 3L3147 (3 or more)
Retail \$49.95

THE KEY IS THE SECRET!
A CUMMINS EXCLUSIVE. Fast and Positive. Turn key to right for Standard Finish sanding action—turn key to left to change sanding action for Super Fine Finish.

STANDARD FINISH
(Orbital Action.) The ideal sanding action for preliminary and standard sanding.



SUPER FINE FINISH
(Straight-Line Action.) Perfect for no-chip, no-flake "end" sanding and final finishing.



Cummins GEARED CHUCK 1/2" DRILLS

STANDARD
The outstanding value leader in the 1/2" drill field. New streamlined styling, new "two position" removable handle—easily locks in either horizontal or vertical position—or removes to get into tight spots between joists, etc. Drills 1/2" in metal, 1" in wood. Self-lubricating sintered bronze bearings. No-load speed, 550 R.P.M. 115 volts, D.C. or A.C. to 60 cycles. Satin finish. Shipping Wt. 10 1/2 lbs.

333A2663 each 3L2517 (3 or more) Retail \$39.95

REVERSIBLE
Same specifications as above but with reversing switch which provides instant reverse action—eases bit out under its own power—reduces bit breakage. Shipping Wt. 10 3/4 lbs.

336A3497 each Retail \$49.95

VERTICAL DRILL PRESS FOR 1/2" DRILLS
Converts any Cummins 1/2" Drill above into a precision drill press—in seconds. Drills to center of 9" circle with 4" vertical travel. Maximum distance between chuck and table, 9". Shipping Wt. 25 lbs.

331A1997 each 3L1887 Retail \$29.95



MADE BY **John Oster** MANUFACTURING CO.

Hankscraft BABY BOTTLE STERILIZERS



A **AUTOMATIC ELECTRIC 8-BOTTLE STERILIZER AND FORMULA SET**—For regular sterilization or terminal method—bottles, nipples, caps, formula in one easy operation. Just add water and plug in—shuts off automatically. Includes sterilizer (A) plus Formula Set (B), consisting of glass graduate, measuring spoons, funnel, tongs, bottle cleaner, six 8-oz. and two 4-oz. Evenflo bottles with caps, nipples, discs.
200X 1-51064; 6-51005 Shpg. wt. 11 lbs. Retail \$15.95

B **AUTOMATIC BOTTLE STERILIZER** (illustration A)—Sterilizer with bottle rack, nipple tray and cord only.
200 1-5730; 6-5690 Shipping wt. 6 lbs. Retail \$10.95

C **FORMULA SET** as illus.—Sold only with sterilizers A, C and D.

D **STERILIZER AND FORMULA SET**—Non-electric all-aluminum sterilizer designed for regular or terminal method; removable 8-bottle rack. Includes sterilizer as illustrated, plus Formula Set (B) described above.
614X 1-5664; 6-5627 Shipping wt. 8 lbs. Retail \$9.95

E **STERILIZER** (illustration C)—Sterilizer with bottle rack only.
614 1-5330; 6-5312 Shipping wt. 2 lbs. Retail \$4.95

F **BOTTLE STERILIZER AND FORMULA SET**—Automatic, electric unit for regular or terminal method. Sterilizes six bottles and nipples in live steam, the method recommended by doctors. Shuts off automatically. Set includes sterilizer illustrated, plus Formula Set (B) described above.
872DX 1-5930; 6-5879 Shipping wt. 9 lbs. Retail \$13.95

G **AUTOMATIC ELECTRIC STERILIZER** (illustration D)—Sterilizer with nipple jar, bottle tray and cord only.
872D 1-5597; 6-5564 Shipping wt. 4 lbs. Retail \$8.95



Hankscraft BOTTLE WARMERS NITE-LITES

E **BOTTLE WARMER AND VAPORIZER**—Heats bottle to correct temperature; shuts off automatically. Vaporizer fits over warmer, produces steam for cold relief. Pink, blue, or ivory.
1013C 1-5197; 12-5186 Shipping wt. 2 lbs. Retail \$2.95

F **AUTOMOBILE BOTTLE WARMER**—Ideal for "parents on the go"—plugs into car lighter, heats quickly to correct temperature, shuts off when bottle is removed. Specify 6- or 12-volt.
1217A 1-5263; 12-5249 Shipping wt. 3/4 lb. Retail \$3.95

G **DISNEYLAND MUSICAL NITE-LITE**—Lull youngsters to sleep with this make-believe TV set! Soft light shines through colorful Disneyland scene; plays popular nursery tune.
1601 1-5466; 6-5440 Shipping wt. 1 1/2 lbs. Retail \$6.98

H **WALT DISNEY CHARACTER NITE-LITES**—Children will love these authentic Disney favorites. Translucent plastic, glows in the dark. 8" high, on-off switch.
1610 1-5265; 6-5251 Shipping wt. 1 lb. Retail \$3.98 (Mickey Mouse)
1613 1-5265; 6-5251 Shipping wt. 1 lb. Retail \$3.98 (Donald Duck)
1611 1-5265; 6-5251 Shipping wt. 1 lb. Retail \$3.98 (Pluto)



Hankscraft®

automatic electric
VAPORIZERS

- I HANKSCRAFT VAPORIZER**—Fully automatic steam vaporizer delivers a steady flow of healthful steam all night on one filling; shuts off automatically when water is gone. No complicated parts—easy to use, easy to clean. Full Underwriters Laboratories' approval on all Hankscraft vaporizers. 202A 1-5464; 12-5438 Shipping wt. 6 lbs. **Retail \$6.95**
- J HANKSCRAFT VAPORIZER-HUMIDIFIER**—Large-capacity double-duty vaporizer and humidifier—vaporizes 1½ gallons of water and produces a steady flow of healthful steam for constant day or night relief from colds, croup, sinusitis. Sturdy break- and chip-resistant all-plastic construction. Safe, easy to use. Shuts off automatically when water is gone. 206 1-5664; 6-5627 Shipping wt. 4½ lbs. **Retail \$9.95**
- K HANKSCRAFT VAPOR-MASTER**—Brings quick relief from congested lungs and stuffy heads with gentle, safe steam as recommended by doctors. Runs for six (6) hours, then shuts off automatically when water is gone. Also makes ideal room humidifier. Adjusts easily to hard or soft water. Lightweight, all-plastic construction; weighs only 3 pounds. Replaceable electric unit; rubber feet. 1082B 1-5864; 6-5816 Shipping wt. 5½ lbs. **Retail \$12.95**
- L HANKSCRAFT VAPORIZER FLUID**—A new, specially formulated vaporizer fluid that can be added directly to the water. Produces soothing medicated steam for quick effective relief from colds, croup, and sinusitis. Easy to use; safe for infants. Sample vial of fluid is included with each Hankscraft vaporizer. 298 1-5199; 12-5187 Shipping wt. 1 lb. (8-oz. bottle) **Retail \$2.98**



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K



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Hankscraft®

EGG COOKERS
and FEEDING
DISHES

- M DELUXE FOOD WARMER**—Feeding time means "take your time" to wee ones. Just pour hot water into the opening of this 3-compartment feeding dish, and Baby's food stays warm throughout his entire meal. Gaily decorated glazed china with sparkling chrome base and matching cover. 486 1-5464; 6-5438 Shipping wt. 3 lbs. **Retail \$6.95**
- DELUXE FOOD WARMER**—As described above, less cover. 485 1-5330; 6-5312 Shipping wt. 3 lbs. **Retail \$4.95**
- N EGG SERVICE SET**—Cook eggs the modern way. Just pour in a little water and the eggs will cook automatically to the peak of perfection! More delicious and savory than the old-fashioned way. Unit shuts off when water is gone. Set includes electric egg cooker (6-egg capacity), 4 ivory china egg cups, poaching tray with 4 dishes, scrambling pan and chrome serving tray. Scrambling pan also serves as chafing dish. Cannot scorch or burn. A perfect gift! 301 1-51264; 6-51194 Shipping wt. 9 lbs. **Retail \$18.95**
- O EGG COOKER** with poaching tray, scrambling pan and egg rack only. 300 1-5864; 6-5816 Shipping wt. 4 lbs. **Retail \$12.95**



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NATIONALLY
ADVERTISED

Arvin

ALL-TRANSISTOR RADIOS

FITS SNUGLY IN HAND, POCKET OR PURSE • Clips on belt, stands alone • Weighs only a pound • No line cord to bother with, and no "warm-up" period before radio starts to play • Five transistors with high-output capability • Two-piece unbreakable plastic cabinet in turquoise, contrasting grille, gold trim • Pocket clip on back doubles as easel-type stand • Thumb-knob tuning • Automatic volume control • Both AM and Conelrad frequencies • Earphone accessory extra • Size 6½" x 3½" x 1½" Ship. wt. 2 lbs.

Colors: Turquoise, Black

8576 1-53696; 6-53427Retail \$49.95

If not for resale, add 81 cents to your cost for State Tax.

Battery for #9577 or #8576 Transistor P6 577Retail \$1.10



A SMART, TRIM PACKAGE OF SUPERB RADIO PERFORMANCE • Carry it in hand, pocket or purse • Plays anywhere—train, plane or car • Weighs less than a pound • Six high-output transistors for long battery life • Unbreakable plastic cabinet in black, with contrasting grille, gold trim • Handy clip for pocket, belt, or use as a stand • Thumb-knob tuning, slide-rule dial • Automatic volume control • Receives AM and Conelrad • Earphone accessory optional • Size 6½" x 3½" x 1½" • Ship. wt. 2 lbs.

Colors: Black, Pink, White

9577 1-54376; 6-54137Retail \$59.95

If not for resale, add 96 cents to your cost for State Tax.

Earphone Accessory.

577 1-5337; 6-5317Retail \$4.95



NEW DEPARTURE IN RADIO DESIGN • Arvinyl "finish-perfect" vinyl laminate bonded to aluminum for new style, durability and sales appeal • Arvinyl is richly textured, luxurious in appearance and to the touch, but also extremely tough practically scratch-proof • Six transistors plus germanium diode power detector • Printed wiring • 5-inch Alnico speaker • AM and Conelrad frequencies • Automatic volume control • Planetary drive for precision tuning • Size 10¼" x 8¾" x 3¾" • Ship. wt. 4 lbs.

Colors: Off-White, Tan

9574 1-55252; 6-54965Retail \$71.95

If not for resale, add \$1.16 to your cost for State Tax.

Set of Batteries for #9574 Transistor D6 5232Retail \$3.30

Arvin

AM-FM & PORTABLE
RADIOS



PLAYS ON BATTERIES OR EITHER AC OR DC • Four tubes plus selenium rectifier • Handsome leatherette cover in olive green, including matching shoulder strap • Printed wiring • Automatic volume control • Alnico "V" PM speaker • Rod-type Magnetenna for distance reception • Conelrad and AM frequencies • Length 10¾", height 6½", depth 3½" • Ship. wt. 4 lbs.

Colors: Green, Light Tan

8572 1-53062; 6-52895Retail \$41.95

If not for resale, add 67 cents to your cost for State Tax.



TAKE MUSIC, SPORTS, DRAMA WITH YOU • Turquoise arvinyl cover on aluminum case • Four tubes plus selenium rectifier • Alnico speaker • Printed wiring • Rod-type Magnetenna • Automatic volume control • Conelrad dial markings • Length 10¾", height 6½", depth 3½" • Ship. wt. 4 lbs.

Colors: Turquoise, Red

8573 1-52586; 6-52447Retail \$34.95

If not for resale, add 57 cents to your cost for State Tax.

Set of Batteries for #8572 or #8573 Portable.

C5-P60 5358Retail \$5.10



8-TUBE AM & FM • The range of standard AM plus the clear tone of FM in this ultra-powerful 8-tube (including rectifier) transformer type straight AM receiver • Equipped with dial light • Alnico "V" PM speaker • FM 88 to 108 Mc • Two separate antennas • Size 7¼" x 14" x 7" • Ship. wt. 12 lbs. • Colors: Ivory, Willow Green. 780TFM 1-55252 6-54965Retail \$71.95 If not for resale, add \$1.16 to your cost for State Tax

Arvin CLOCK RADIOS

NATIONALLY ADVERTISED

MOST USEFUL INVENTION SINCE ALADDIN'S LAMP
 Panoramic clock face, clearly styled for exceptional ease of reading • Five tubes including rectifier • Printed wiring • Air loop antenna • Five-inch Alnico "V" PM speaker • Slide rule tuning • AC superheterodyne circuit • 1100-watt appliance outlet on back • Slumber switch • Size 12 1/4" long; 6 1/4" high; 5 1/2" deep • Ship. wt. 10 lbs.

Colors: Flame, Ivory

5578 1-53427; 6-53240.....Retail \$46.95

If not for resale, add 75 cents to your cost for State Tax.



ARVIN'S GOT IT . . . FOR STYLE . . . COLOR . . . VALUE

Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 660-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad and AM • Length 12 1/8", height 5 1/2", depth 5 1/2" • Ship. wt. 5 lbs.

Colors: Willow Green, Ivory

5571 1-52336; 6-52216.....Retail \$29.95

If not for resale, add 51 cents to your cost for State Tax.



MAGIC SERVANT, DAY AND NIGHT • Five tubes including rectifier • Printed wiring • Automatic "on-off" and alarm set, 1100-watt appliance outlet, accurate clock timer • Loop antenna • Alnico "V" PM speaker • Conelrad markings • Length 12 1/8", height 5 1/2", depth 5 1/2" • Ship. wt. 5 lbs.

Colors: Charcoal, Flame

5572 1-52808; 6-52660.....Retail \$36.95

If not for resale, add 62 cents to your cost for State Tax.

Arvin TABLE MODEL RADIOS



GOOD LOOKS AND EXCELLENT PERFORMANCE AT LOW COST • Printed wiring AC/DC superhet chassis • Five tubes including rectifier • Alnico "V" PM speaker • Automatic volume control • Air loop antenna • Conelrad dial markings • Size 5 1/2" high; 10" wide; 5 1/2" deep • Ship. wt. 5 lbs.

Color: Black

950T 1-51616; 6-51536.....Retail \$19.95

If not for resale, add 36 cents to your cost for State Tax.



5-TUBE TWO SPEAKER BEAUTY • Distinctive modern design • Full range tone control • Two coordinated panoramic 5-inch Alnico "V" PM speakers • Phonojack • AC/DC superhet circuit • Five tubes including rectifier • Printed wiring • Conelrad dial markings • Automatic volume control • Illuminated mercury-type treble-bass indicator and slide rule tuning dial • Air loop antenna • Size 6 1/8" high; 5" deep; 13 3/8" wide • Ship. wt. 12 lbs.

Colors: Turquoise; Ivory

956T 1-52697; 6-52550.....Retail \$36.95

If not for resale, add 39 cents to your cost for State Tax.



BEST TASTE IN MODERN RADIO DESIGN • Five tubes including rectifier • Printed wiring • Alnico "V" PM speaker • Loop antenna • Conelrad (Civil Defense) frequencies as well as standard AM broadcast band • Length 11 1/8", height 6 3/8", depth 5 1/4" • Ship. wt. 5 lbs.

Colors: Flame, Turquoise

2573 1-52102; 6-51984.....Retail \$26.95

If not for resale, add 46 cents to your cost for State Tax.



V-M "SONGFEST" PORTABLE PHONOGRAPH

Dual needles, new aluminum tone arm, plus rubber turn-table mat. "Neutral" position on 4-speed control lets you protect the fine "big" tone. Tone control, volume control, 4" speaker. Bright and cheery two-tone leatherette covering. Shipping weight, 12 lbs.

215 52437.....Retail \$32.50



V-M 4-SPEED AUTOMATIC PORTABLE PHONOGRAPH

Enjoy "BIG" sound that's radiantly alive. An authentic high-fidelity changer and the wonderfully gentle tri-o-matic spindle carefully pamper your records. Tone control, volume control, 5 1/4" speaker. Reddish-Buff and White finish. Shipped via Express only.

1260 54122.....Retail \$54.95



V-M 4-SPEED AUTOMATIC PORTABLE PHONOGRAPH

A giant in value and the world's smallest, lightest automatic portable. Actually less than one cubic foot in size yet its 4-speed record changer plays everything on records in remarkably fine tone through the 4" x 6" folded-horn speaker in lid, phono turns off after last record plays. Tone control, volume control, tri-o-matic spindle. Shipping weight, 15 lbs.

991 54496.....Retail \$59.95



V-M HIGH FIDELITY AUTOMATIC PORTABLE PHONOGRAPH

Music room elegance functionally wrought in handsome blonde or mahogany. Here's your dream of ear-tingling high fidelity fulfilled. New 6" x 9" speaker with 3" concentric tweeter cone makes tubas resound and violins whisper. Jacks for tuner and external speaker. Volume control, tri-o-matic spindle, 4 speeds, speed selector, 45 spindle. Shipped via Express only.

1290 57496.....Retail \$99.95



V-M HIGH FIDELITY AUTOMATIC PORTABLE PHONOGRAPH

Quality craftsmanship assures you the finest reproduction possible. Modern two-tone gray leatherette case, 500% reserve power capacity of amplifier will drive the largest auxiliary speaker. Tone-o-matic keeps tone brilliant. Full-range 8" woofer and 4" tweeter reproduce your favorite hi-fi records. Sista-Matic, input and output jacks and much, much more. Four speeds. Shipped via Express only.

556 58996.....Retail \$119.95



V-M "FIDELIS" HI-FI AUTOMATIC PHONOGRAPH

Superlative in sound and high-fashion styling. Balanced, room-filling high fidelity to match the acoustics of any size room. New 4-way speaker system, (two 8" speakers each with concentric tweeter cone) reproduces every wonderful note from 40 to 15,000 cps. All this, plus Brilliance, Bass, tone-o-matic, Volume controls and many more top hi-fi features. 4-speed changer. Beautifully finished in modern Blond or Mahogany. Shipped via Express only.

562 511996.....Retail \$159.95

Same as above except in Walnut.

562W 512372.....Retail \$164.95

Same as above except in Ebony.

562E 512747.....Retail \$169.95

Wrought iron legs for No. 562 Phonographs.

7383 5521.....Retail \$6.95

Brass legs for No. 562 Phonographs.

7382 5672.....Retail \$8.95



V-M HIGH FIDELITY AUTOMATIC PORTABLE PHONOGRAPH

Following V-M feature makes this portable the unchallengeable "Standard of the World". Exclusive Acoustic Contour Control gives you room-filling high fidelity that matches the acoustics of any room with perfect dynamic balance. Sensation, indeed, is the sound from the 8" woofer and 5" x 7" speaker with amazing coaxial tweeter cone. Controls are located in the unique chromium-plated handle. Speaker and tuner-stereo jacks with switch. Marbelized gray-blue finish. Volume control, tri-o-matic spindle, 4 speeds, speed selector, 45 spindle. Shipped via Express only.

557 510497.....Retail \$139.95



V-M 4-SPEED AUTOMATIC PORTABLE PHONOGRAPH

A dazzling 4-speed portable. Beautiful styling in Colorado Brown and tan, external speaker jack, Lazy-Lite plus other features. Exclusive V-M high-fidelity changer with Sista-Matic and patented spindle extend the life of your records. Tone control, volume control, 5" x 7" speaker with concentric tweeter cone. Shipped via Express only.

1276 55996.....Retail \$79.95



V-M AUXILIARY SPEAKER

Matches the V-M "Fidelis" models. Two 8" woofers and 3.5" tweeter. 12 1/2" deep, 24" wide, 9 1/4" high. Legs optional.

27A 53996 Retail \$49.95

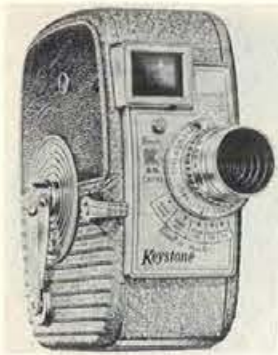


V-M 4-SPEED AUTOMATIC PORTABLE PHONOGRAPH

Full-fidelity portable that brings out every last sound of your favorite records. The big 6" x 9" speaker with 3" concentric tweeter cone has that wonderful BIG sound. Plug in a tuner, external speaker or stereo. Tone control, volume control, tri-o-matic spindle, speed selector, 45 spindle, aluminum tone arm. Shipped via Express only.

1280 57596.....Retail \$94.95

See page 1 for price information.



**KEYSTONE CAPRI
DIAL-O-MATIC**

8mm Movie Camera. Roll loading, one speed, single frame, crank wind, interchangeable D mount lens. With F/1.9 uni-focus lens. Shipping weight, 4 lbs.
K-25D \$4497 Retail \$59.95
Capri with F/2.3 fixed focus lens.
K-25 \$3747 Retail \$49.95



KEYSTONE K-27

8mm Movie Camera. Roll loading, 3-lens turret, with three F/1.9 lenses; normal, telephoto and wide angle. With built-in filters for haze correction and Type A film conversion. One speed, single frame, crank wind. Shipping weight, 4 lbs.
K-27 \$7496 Retail \$99.95



KEYSTONE K-25AX

8mm Movie Camera. Roll loading. With accurate exposure meter coupled to ultra-fast F/1.9 lens. Just sight camera, match two pointers, and shoot for correct exposure. One speed, single frame, crank wind, interchangeable D mount lens. Shipping weight, 4 lbs.
K-25AX \$6747 Retail \$89.95



KEYSTONE K-42

8mm Movie Camera. Magazine load. Single frame, 4 motor speeds, Zoom type viewfinder. Exposure meter shown is optional at extra cost (illustrated below). With F/1.9 fixed focus lens. Shipping weight, 4 lbs.
K-42 \$7832 Retail \$109.50



WOLLENSAK C-73

8mm Movie Camera. Roll load. 3 lens turret equipped with F/1.8 normal telephoto and wide angle lenses. 5 motor speeds, dial setting, crank wind. Shipping weight, 5 lbs.
C-73 \$11960 Retail \$149.50



**EASTMAN BROWNIE
TURRET**

8mm Movie Camera. Roll load, F/1.9 fixed focus standard lens with wide angle and 2 1/2 power telephoto lens in revolving turret. Shipping weight, 5 lbs.
84 \$6650 Retail \$84.75



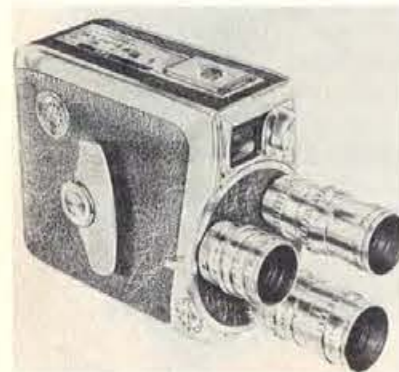
EASTMAN BROWNIE

8mm Movie Camera. Roll load, F/1.9 fixed focus lens. Simple load & operation. Light weight aluminum body. Shipping wt., 4 lbs.
46 \$3975 Retail \$49.75
With F/2.7 fixed focus lens.
45 \$2396 Retail \$29.95



BELL & HOWELL No. 172A

8mm Movie Camera. Magazine load, twin lens turret. With F/1.9 focusing mount Comat lens. Shipping weight, 4 lbs.
172A \$15996 Retail \$199.95



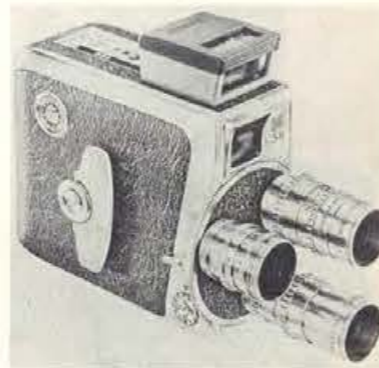
KEYSTONE K-48A TURRET

8mm Movie Camera. Magazine load. Single frame, 4 motor speeds, Zoom type viewfinder. 3-lens turret, with three F/1.9 lenses; normal lens with focusing mount, fixed focus telephoto and wide angle lenses. Shipping weight, 5 lbs.
K-48A \$13995 Retail \$189.50
With F/1.9 focusing lens only.
K-48 \$10463 Retail \$139.50



KEYSTONE 15-PIECE MOVIE OUTFIT

K-25D F/1.9 Camera
528 Leather Carrying Case
K-75 Projector
4-Lite Bar and Metal Case
Four 375 watt bulbs
Radiant 30x40 Screen
Movie Title Set
One roll Movie Film (Kodachrome)
Conversion Filter
Movie Scene Record Book
Walt Disney Film
Shipped via Express only.
100 \$13950 Retail \$191.40



KEYSTONE K-38XA

8mm Movie Camera. Roll loading. With General Electric exposure meter. Single frame, 4 motor speeds, Zoom type viewfinder. Equipped with F/2.3 fixed focus lens, F/2.5 chrome telephoto and wide angle set. Shipping weight, 4 lbs.
K-38XA \$11695 Retail \$159.50



REVERE "C-50"

8mm Movie Camera. Roll load. Single frame, click-stop exposure setting, automatic footage meter, continuous run, extra long running motor. Built in viewfinder. With 12.7mm F/2.8 fixed focus lens. Shipping weight, 4 lbs.
C-50 \$3712 Retail \$49.50



REVERE "C-105" TURRET

16mm Movie Camera. Roll load, 100 foot capacity. Most advanced of the new cameras, 28 foot run per winding. Self-threading, 5 speeds, single frame exposure, 2 cable release sockets. New turret design enables use of long telephoto and wide angle lenses without interference. Uses standard C mount lens. Shipping weight, 8 lbs. With F/1.9 standard focusing mount lens only.
C-105 \$16750 Retail \$224.50



REVERE "C-80"

8mm Movie Camera. Roll loading. Single frame, 5 motor speeds, 11 foot run, dial footage indicator. Interchangeable D mount lens. With F/2.5 fixed focus lens. Shipping weight, 5 lbs.
C-80 \$7312 Retail \$97.50



REVERE "C-89" TURRET

8mm Movie Camera. Roll loading. Single frame, 5 motor speeds, 11-foot run, dial footage indicator. Zoom type viewfinder. Accepts all standard D mount accessory lenses. With F/1.9 focusing mount lens only. Shipping weight, 5 lbs.
C-89 \$11062 Retail \$147.50



KEYSTONE K-33

8mm Movie Camera. Roll loading. Single frame, 4 motor speeds, Zoom type viewfinder. Exposure meter shown is optional at extra cost (illustrated below). With F/1.9 focusing mount lens. Shipping weight, 4 lbs.
K-33 \$7837 Retail \$104.50
Same as above with F/2.3 fixed focus lens.
K-33A \$6372 Retail \$84.95



KEYSTONE CAMERA CASES

Beautiful top grain grey leather to match cameras.
A. #631 Case for K-25 Retail \$7.95
B. #528 Case for K-28 & K-27 Retail \$8.95
C. #633 Case for K-33 & K-42 Retail \$9.95
D. #548 Case for K-56, K-38 & K-48 Retail \$12.95



KEYSTONE K-56

16mm Movie Camera. Magazine load. Twin lens turret model. Single frame, 4 motor speeds, Zoom type viewfinder plus direct view focusing viewfinder. Equipped with F/1.9 focusing lens only. Shipping weight, 6 lbs.
K-56 \$14213 Retail \$189.50
Elgeet 3" F/1.9 focusing mount telephoto for above.
101 \$4759 Retail \$63.45

KEYSTONE KX-10 EXPOSURE METER

Direct reading eliminates complicated figuring for movie cameras. Just read and set, double scale (ASA 10-ASA 16) for color film.
KX-10 \$1095 Retail \$15.00



REVERE TAPE RECORDER

Patented "Balanced-Tone". High fidelity. Dual-speed model. A glorious-toned recorder housed in a durable fiber glass case of contemporary design. Perforated for 360 degree sound distribution. With two acoustically matched extended excursion speakers. Records up to three hours with new long-play tape. Simplified controls; two-level recording indicator; complete with microphone, radio attachment cord, 2 reels (one with tape) and case. Shipped via Express only.
T-1100 \$12712 Retail \$169.50



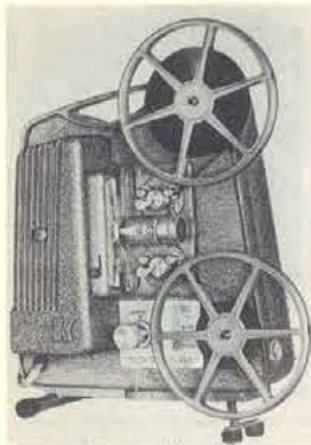
WOLLENSAK "1500" TAPE RECORDER

Hi-fidelity dual-speed tape recorder. Lightweight, compact, all metal case measuring only 6 1/2" x 10 1/4" x 11 3/4" and weighing only 18 lbs. Accepts 7" reel, tape speeds of 3.75 and 7.5 i.p.s. Exclusive high speed rewind . . . two-level recording indicator and index counter. Complete with microphone, one roll of tape and take-up reel. Shipped via Express only.
102 \$14975 Retail \$189.50



VM MODEL 711 TAPE RECORDER

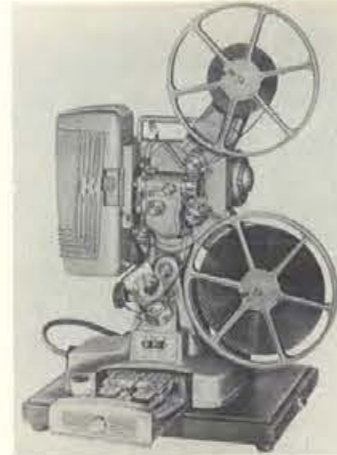
Binaural sound. Electronic keyboard operation. Two speeds 3 3/4 and 7 1/2 ips. Radio and phono input. 40 to 15,000 cps. Motor automatically turns off when tape reaches end. Complete with microphone, 5 inch sample Binaural tape, and take-up reel. Smart two-tone gray luggage type case. Shipped via Express only.
711 \$15746 Retail \$209.95



KEYSTONE K-75M PROJECTOR
8mm Silent, 500 watt, 300 foot reel capacity, F/1.6 "Magnascope" wide angle lens. Self contained in all cast aluminum case. With 300 foot reel. Lifetime warranty. Shipping weight, 17 lbs.
K-75M \$5621 Retail \$74.95



KEYSTONE ONE-HUNDRED MAGNASCOPE PROJECTOR
8mm Silent. Latest model Keystone 8mm projector. 500 watt, 400 foot reel capacity. Single dial control, stills, reverse, forward and automatic rewind. Self contained in aluminum case. With "Magnascope" wide angle lens. Gives 70% larger image size. Shpg. wt. 15 lbs.
K-100M \$7496 Retail \$99.95



KEYSTONE K-109D PROJECTOR
8mm Silent. 750 watt, 400 foot reel capacity. With built-in splicer and viewer. Projects forward, reverse and still pictures. "Magnascope" wide angle lens gives 70% larger image size. With case. Shipped via Express only.
K-109D \$12712 Retail \$169.50



BELL & HOWELL MONTEREY 253AR PROJECTOR
8mm Silent Projector. Reel arms, 400 foot film capacity. Swing-Out lens mount for easy threading. Permanently lubricated. Self contained in aluminum case. Reverse projection and clutch operation for still pictures. With F/1.6 lens. Shipping weight, 17 lbs.
253AR \$6950 Retail \$99.50



REVERE "777" PROJECTOR
8mm Silent. Latest design in line projection equipment. Self contained in light weight case. 750 watt, 400 foot film capacity. Stills, forward and reverse projection with rapid rewind. Rheostat speed control. No belts to change. New wide screen 3/4" F/1.6 lens. With 2 extra reels. Shipped via Express only.
P-777 \$9562 Retail \$127.50

REVERE 555 PROJECTOR
35mm Slide Projector. Semi-automatic operation. Wollensak 5" F/3.5 lens. 500 watt. Efficient blower cooling system. Compact, self-contained linen covered case. Complete with 7 Revere magazine trays. Shipping weight, 15 lbs.
555 \$6712 Retail \$89.50
Same as above except 300 watt.
553 \$5962 Retail \$79.50



BALOMATIC 500 PROJECTOR
35mm Slide Projector. Fully automatic, time cycle control from 4 to 60 seconds. Also finger-tip control and remote control cord optional. Special feature: Slides always in focus, no constant re-focusing. Illuminated control panel. 500 watt lamp, 5" F/3.5 lens. Slide tray holds 40 slides. Shipped via Express only.
765 \$11960 Retail \$149.50



ARGUS AUTOMATIC 300 WATT PROJECTOR
35mm. Latest model, single unit projector and case, with powerful cooling fan. Airquiet changer with one magazine included. Shipping weight, 17 lbs.
744A \$4995 Retail \$62.50
Same as above except 500 watt.
745 \$5950 Retail \$79.50



REVERE "888D" PROJECTOR
35mm Slide. The revolutionary new fully automatic projector with pre-conditioning chamber to prevent slide "popping". With 2 sets of condensers for 35mm and bantam slides and the new SUPER SLIDES. Set switch and show 36 slides as slow or as fast as desired without a touch. 500 watt, F/3.5 lens, automatic fade in and out, light brilliance control. Slot for 3-D slides. Built-in oainter. Self cased. With 7 magazines. Shipped via Express only.
888D \$11962 Retail \$159.50



ANSO DUALET PROJECTOR
New projector for 2 1/4" square, 828, 127 "Super" and 35mm slides. 300 watt horizontal lamp, silent blower motor, slide storage chamber, wind-up cord storage compartment, metal construction. Easy to carry and store. Shipping weight, 13 lbs.
JN234 \$3196 Retail \$39.95



HEADLINER 303 PROJECTOR
35mm Slide Projector. 300 watt, with 4 inch F/3.5 coated lens. Blower cooled, with selection semimatic changer. Mounted in scuff-resistant case, with space for extra trays. Shipping weight, 16 lbs.
303 \$3996 Retail \$49.95



REVERE "16" SOUND PROJECTOR
16mm Sound Projector. Combines professional performance, light weight, easy operation, lowest cost. AC-DC current, 750 watt lamp, 2" F/1.6 lens, microphone and phonograph plug-in. 1600 foot capacity. With case. Shipped via Express only.
SP-16 \$24375 Retail \$325.00



KALIMAR A-1 EXPOSURE METER
Still and movie scales plus new Compur light value system. ASA film speeds from 6 to 800. Direct reading for ASA 50 film at 1/50th sec. and ASA 100 film at 1/100th sec. Measures reflected or incident light. Complete with chain and case.
A-1 \$675 Retail \$8.95



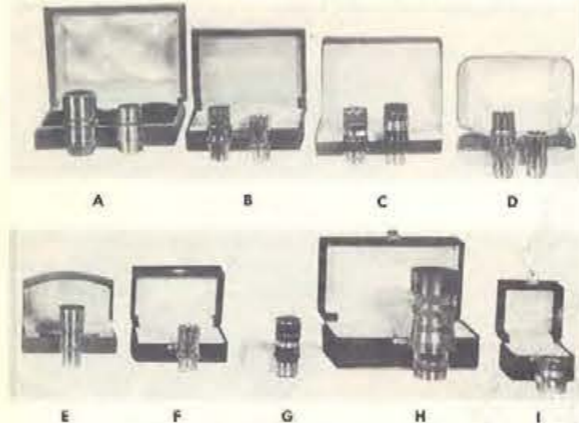
WESTON MASTER III EXPOSURE METER
New "ruggedize" meter. With ASA film scale. New Polaroid camera exposure scale, new LVS shutter scale. Complete with smart leather carrying case.
697 \$2438 Retail \$32.50



GENERAL ELECTRIC EXPOSURE METER PR-2
The latest "Meter with a Memory". Simple push button operation. Reads directly for Polaroid, movie, LVS and standard shutter cameras. Up to ASA 12,000 ratings. With leather case.
PR-2 \$2587 Retail \$34.50



GOSSEN DUAL SIXON EXPOSURE METER
ASA ratings, one hand operation. Incident and reflected light. Extremely sensitive. With chrome chain.
691 \$1046 Retail \$13.95
GOSSEN SIXTI—Give your camera the luxury of a built-in exposure meter. The Sixti slips right on accessory clip of most cameras. With leather case.
692 \$1871 Retail \$24.95
GOSSEN SIXTOMAT X3—The complete exposure meter . . . reflected and incident light . . . measures color balance. With coated lens window. Has new compur synchro light value scale. With gold plated chain.
690 \$2246 Retail \$29.95



MOVIE LENSES FOR 8mm & 16mm CAMERAS
A. 1 1/2" F/1.4 Wide Angle & Telephoto Lens Set. 111 \$8450 Retail \$125.00
B. F/2.5 Chrome Wide Angle & Telephoto Lens Set. 112 \$3372 Retail \$44.95
C. F/1.9 Wide Angle & Telephoto Lens Set. 113 \$3975 Retail \$59.50
D. F/1.9 F.M. Telephoto & F/1.4 Wide Angle FF Deluxe Chrome Set. 114 \$5495 Retail \$74.95
E. 1 1/2" F/1.9 F.M. Chrome Telephoto Lens. 115 \$2750 Retail \$39.95
F. F/2.5 F.F. Wide Angle Chrome Lens. 116 \$1997 Retail \$29.95
G. F/1.9 Wide Angle F.F. 117 \$2195 Retail \$32.50
H. F/1.9 F.M. 16mm Chrome Telephoto Lens. 118 \$3995 Retail \$59.95
I. F/1.9 F. M. 16mm Wide Angle Lens. 119 \$3995 Retail \$59.95



DELUXE 4-LITE BAR
With anodized metal case. Folding bar with double switch to burn 2 or 4 lamps. Space for extra film. Shipping weight, 9 lbs.
675 \$971 Retail \$14.95
Same as above, except 2-lite bar. Shipping weight, 6 lbs.
672 \$585 Retail \$7.98
375 Watt flood lamps for lite bars.
375 \$112 Retail \$1.50

RADIANT SCREENS

QB		
30x40	S1085	Retail \$14.95
40x40	S1225	Retail \$16.95
37x50	S1430	Retail \$19.75
50x50	S1470	Retail \$22.50

KC — Imperial Champion "Uniglow"

30x40	S1995	Retail \$26.95
40x40	S2172	Retail \$28.95
37x50	S2495	Retail \$33.95
50x50	S2750	Retail \$36.95

Imperial Colormaster

30x40	S2621	Retail \$34.95
40x40	S2771	Retail \$36.95
37x50	S3146	Retail \$41.95
50x50	S3446	Retail \$45.95

Custom Chrome Colormaster

40x40	S3521	Retail \$46.95
50x50	S4196	Retail \$55.95

Shipped via Express only.

RECORDING TAPE

HIFI-6	S144	Retail \$1.80
HIFI-12	S224	Retail \$2.80
HIFI-9 Long Play	S192	Retail \$2.40
HIFI-18 Long Play	S362	Retail \$4.40



MAGIC PLASTIC TITLER SET
With 410 letters and characters in 3 colors and 5 interchangeable color backgrounds. "Stick like magic". No pins, no glue.
101 \$476 Retail \$5.95
Some as above except 170 letters.
102 \$219 Retail \$2.95



MANSFIELD MOVIE EDITOR
New, compact editor with 2 1/4" x 3 1/4" viewplate. Deluxe splicer, 400 ft. rewinds. Shipping weight, 9 lbs.
103 \$2997 Retail \$39.95
Not illustrated:

KALART EV-8 COMBINATION SPLICER-EDITOR
400' reel capacity, built in focusing. Precision rotating prism, for sharp, steady picture, enlarged 12 times on brilliant hooded screen. Single hand operation.
EV-8 \$3196 Retail \$39.95



MOVIE FILM REEL AND CAN SETS

200'	8mm	S56	Retail 75c
300'	8mm	S67	Retail 90c
400'	8mm	S82	Retail \$1.10
400'	16mm	S82	Retail \$1.10

See page 1 for price information.

See page 1 for price information.



POLAROID LAND CAMERA KIT—MODEL 150

Finished pictures in one minute. Styled in dark gray and chrome. Has coupled range finder and automatically aimed viewfinder. Takes 8 3 1/4" x 4 1/4" pictures on each roll. Built-in flash system for regular bulbs or electronic. Kit contains camera, flash unit, 12 GE flash bulbs, 2 rolls of Type 42 film, bounce flash bracket, Polaroid book, and foam rubber attache compartment case. Shipping weight, 14 lbs.

150K S11995.....Retail \$155.19



POLAROID LAND CAMERA—MODEL 80A (THE HIGHLANDER)

Finished pictures in one minute. Styled in handsome gray and chrome. Pocket-size Land camera. Takes 8 2 1/4" x 3 1/2" pictures on each roll of film. Built-in flash synchronization for regular flash lamps. Shipping weight, 5 lbs.

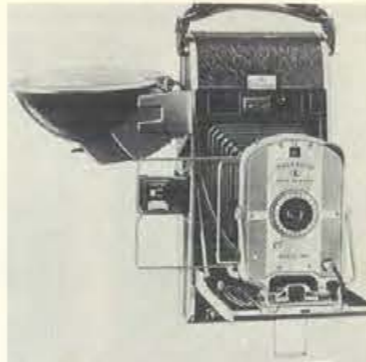
80A S5820.....Retail \$72.75

Exposure Meter for Model 80A.

620 S1356.....Retail \$16.95

Flash Attachment for Model 80A.

281 S1036.....Retail \$12.95



POLAROID LAND CAMERA—MODEL 95B (THE SPEEDLINER)

Finished pictures in one minute. Brown vinyl covering. The improved version of the original Polaroid Land Camera. Takes 8 3 1/4" x 4 1/4" pictures on each roll of film. Built-in flash synchronization for regular flash lamps or electronic flash. Magnificent results in action shots, panoramic views, or portraits. Shipping weight, 7 lbs.

95B S7560.....Retail \$94.50

Exposure Meter for Model 95B.

620 S1356.....Retail \$16.95

Flash Attachment for Model 95B.

202 S1075.....Retail \$13.95

Not illustrated.

POLAROID LAND CAMERA—MODEL 110A (THE PATHFINDER)

Professional type. F/4.7 lens. LV shutter fully synchronized, 1 sec. to 1/300th sec. and. Coupled range finder. Picture size 3 1/4" x 4 1/4". Shipping weight, 8 lbs.

110A S13560.....Retail \$169.50



ARGUS C-3 CAMERA KIT

Complete with camera (35mm film size), F/3.5 lens, coupled range finder, flash gun, and Eveready carrying case. Accessory shoe on top of camera. Shipping weight, 6 lbs.

C-3 S5250.....Retail \$69.50

100mm telephoto lens, F/4.5, for C-3.

620 S3960.....Retail \$49.50

35mm wide angle lens, F/4.5, with combination viewfinder, for C-3.

621 S3960.....Retail \$49.50

Leather case for lenses.

305 S396.....Retail \$4.95



ARGUS C-20 CAMERA KIT

35mm, F/3.5 Cintar lens, 1/25th to 1/200th sec. shutter speeds. Color-matic aperture settings. Coupled range finder. No double exposures. Complete with camera, flash unit, color slide viewer, 1 roll of color film, 6 flash bulbs and batteries. Shipping weight, 6 lbs.

C-20 S4650.....Retail \$59.95

Not illustrated:

ARGUS C-4 CAMERA KIT

C-4 S7462.....Retail \$99.50



ARGUS C-44 CAMERA KIT

35mm, F/2.8 lens, 1/10 to 1/300th sec. shutter speed. M-X sync, coupled range finder. Built-in ring for series V filters. No double exposures. Complete with case and flash. Shipping weight, 6 lbs.

C-44 9360.....Retail \$117.00

C-44 telephoto lens, F/4.5.

622 S4760.....Retail \$59.50

C-44 wide angle lens, F/4.5.

623 S3960.....Retail \$49.50

C-44 variable power viewfinder.

652 S1160.....Retail \$14.50

L-44 exposure meter and case.

L-44 S1395.....Retail \$17.50



POLAROID LAND CAMERA PRESENTATION SET—MODEL 80A

Contains Polaroid 80A camera, flash attachment, bounce bracket, one roll Type 32 film, and 25 Post-cards. Shipping weight, 9 lbs.

80A-P S6980.....Retail \$87.25



ANSO COLOR CLIPPER KIT

All metal body, eye level finder, takes 12 exposures on 120 film. Built in flash, double exposure prevention, adjustable focusing. Settings on F/11. Doublet lens for color and black and white film. Kit contains: camera, flash attachment, 5 flash bulbs, 1 roll color film, 1 roll black and white film, Universal viewer, and handsome tapered travel case. Shipping weight, 6 lbs.

JN233 S1975.....Retail \$25.95



ARGUS SUPER 75 KIT

Twin lens reflex style camera, 12 exposures, 620 film. Instantaneous shutter with double exposure preventative. Focusing mount F/8 coated lens. Complete with camera, case flash, batteries, color film and bulbs. Shipping weight, 5 lbs.

314 S2556.....Retail \$31.95

ARGUS 75 PORTRAIT KIT

Same as above with Doublet lens and close-up portrait lens attachment.

306 S1880.....Retail \$23.50



KODAK STEREO CAMERA

Budget-priced stereo camera for 3-D color slides. Fast color-corrected F/3.5 matched lenses. Built-in distance selector and exposure calculator. Easy-to-use optical finder; built-in spirit level. Kodak synchronized Flash 200 Dual Shutter. Shipping weight, 4 lbs.

300 S7160.....Retail \$89.50

Not illustrated:

KODASLIDE STEREO VIEWER I

Battery-operated (two size "D"). Has focus and interocular adjustments.

301 S1095.....Retail \$13.75



MINOX III CAMERA

Most fabulous ultra miniature camera in the world. Enlargement to 8" x 10" or larger. 50 exposures per roll. Shutter speeds to 1/1000th second, two built-in filters, focusing 6 inches to infinity, built-in flash attachment. With leather case and chain.

6010 S11160.....Retail \$139.50

Minox exposure meter with leather case and chain.

6110 S2236.....Retail \$27.95

Tripod with Case.

307 S1560.....Retail \$19.50

B.C. Flash with batteries.

306 S2552.....Retail \$31.90



KODAK RETINA IIIC CAMERA

35mm, F/2. Schneider Xenon lens, flash compur shutter speeds 1 sec. through 1/500th sec. No double exposures, single action rapid lever wind, interchangeable front lens components. Cross coupled exposure dial, built-in photo electric exposure meter. All metal construction, no leather bellows. The finest of all Kodaks. Shipping weight, 3 lbs.

IIIC S13995.....Retail \$175.00

Leather carrying case for above.

308 S1080.....Retail \$13.50



BROWNIE HAWKEYE KIT

Roll film size 620, 12 exposures, heavy plastic case, fixed focus lens, waist level viewfinder. Complete with flash holder, 2 batteries, 8 flash bulbs, 2 rolls of film and instruction booklet. Shipping weight, 5 lbs.

177L S1198.....Retail \$15.25



DUAFLEX IV CAMERA KIT

With Kodak lens. Handsome new brown covering. Includes Ektalite flash gun, 8 flash bulbs, 2 rolls of 620 film, 2 batteries, flash safety cover. In handy carrying box with handle. Shipping weight, 5 lbs.

127A S1995.....Retail \$25.25

Same as above except with Kodak lens.

202 S3099.....Retail \$38.75



KODAK STARFLASH CAMERA KIT

Eye level view camera with flash built on. Takes 12 exposures on roll of film. Lens setting for color and black and white. Double exposure prevention. Complete with 2 rolls 127 film, 4 flash lamps and batteries. Shipping weight, 3 lbs.

24L S860.....Retail \$10.75



YASHICA LM CAMERA

Takes 12 2 1/4" x 3 1/4" pictures on standard 120 film. Has semi-automatic film wind. Matching 80mm F/3.5 Yashikor taking and viewing lenses. M-X synchronized shutter with built in self timer. Shutter speeds from 1 second to 1/300th second, plus a built-in photo-electric exposure meter. Complete with Eveready leather case. Shipping weight, 6 lbs.

187 S5452.....Retail \$69.95



YASHICAMAT CAMERA

Takes 12 2 1/4" x 3 1/4" pictures on standard 120 film. Has crank-operated film transport and coupled shutter wind. Film is automatically transported with just a half turn of operating crank. No double exposures. Copal shutter with speeds from 1 second to 1/500th second. M-X sync plus self-timer. Taking lens is 75mm F/3.5 Luxmar 4 element, viewing lens is matched F/3.2. Complete with Eveready carrying case. Shipping weight, 6 lbs.

149 S6750.....Retail \$85.50



NEW ROLLEIFLEX CAMERA MODEL 2.8E

With F/2.8 80mm five element, Zeiss Planar lens. Automatic counter and shutter cocking mechanism. LVS shutter, 1 sec. to 1/500th sec. M-X synchronization. Built in exposure meter for reflected and incident light. Complete with leather eveready case.

302 S27450.....Retail \$349.50



REGULA CAMERA

35mm, F/1.9 45mm lens. Prontor SVS (Light Value) with shutter speeds from 1 sec. to 1/300th sec. Built in self-timer. M-X synchronization. Coupled rangefinder. No double exposures.

303 S9450.....Retail \$119.50

Same as above except with interchangeable F/1.9 lens.

304 S11960.....Retail \$149.50

See page 1 for price information.

See page 1 for price information.



**DAVIDSON
"CONQUEST"
TRIPOD**

Spiral lift elevator center post. Nylon guides. Lifetime warranty. Swing tilt head with bronze bushings. One hand operation. 28 inches closed, 72 inches extended. Ship. wgt., 5 lbs.
D20 S1612
Retail \$21.50
Elevator Tripod
559 S1495
Retail \$19.95



**HOLLYWOOD "AUTOMAT"
SPLICER**

Combination 8mm and 16mm. Heavy duty baked enamel body. Stainless steel blades. Permanently attached scraper. Shipping weight, 3 lbs.
826 S596 Retail \$7.95
Mansfield Splicer
826A S695 Retail \$9.75



ARGUS PRE VIEWER

Double element lens for wide magnificent picture. Can be viewed by 2 persons simultaneously. Uses size C flashlight batteries, fingertip pressure on slide turns on light.
666 S596 Retail \$7.95



ALPLEX FLASH GUN

BC type. Uses 22½ volt standard battery. Folding stainless steel reflector. No "hot spots". Built-in test lamp with standard PC and ASA cord. Fits all cameras with shoe bracket. Complete with leather case and battery.
467A S712 Retail \$10.95



AIREQUIPT MAGAZINE

For 2"x2" slides to fit projectors manufactured by Argus, A/O, Ampra, Galde, Kodak, SVE, Viewlex. Holds 36 slides.
401 S169 Retail \$2.25



**BAJA
MAGAZINE
SLIDE FILE CASE**

Holds 30 Airequipt or TDC magazines. Double compartment. Bottom compartment may be carried separately. Shipping weight, 7 lbs.
AE-303 S746 Retail \$9.95
Model RV-15 for Revere slide magazines. Holds 15 magazines. Shipping weight, 6 lbs.
RV-15 S859 Retail \$11.45



HAMLIN ATTACHE CASE

Fits any camera. Interior of case is completely lined with POLYURETHANE — the miracle foam which cushions camera against all shock and damage. Moveable veneer dividers which can be adjusted in order to accommodate a wide variety of cameras. Size 11¼" x 17¼" x 4½". Shipping weight, 5 lbs.
402 S1475 Retail \$21.50



MOVIE CAMERA CASE

Suntan leather with shoulder strap for roll or magazine type cameras with compartment for extra film.
999 S595 Retail \$9.95



KENT B-20 GADGET BAG

Heavy top grain genuine pigskin. Corduroy lined with 2 large separate outside pockets and 2 filter pockets in lid. Adjustable carrying strap, tripod straps. Natural leather finish. Dimensions: 11¼" x 4¼" x 9". Shipping weight, 3 lbs.
B-20 S995 Retail \$14.95

VISIT OUR SHOWROOMS AND SEE OUR COMPLETE SELECTION OF PHOTOGRAPHIC EQUIPMENT INCLUDING FILM, BULBS AND OTHER ACCESSORIES NOT LISTED.



**KASSEL 7 x 35 GERMAN
BINOCULAR**

Coated lens, light weight with leather shoulder strap case. 7.1°, 375 feet at 1,000 yards. 17½ oz.
#4022 S4995 Retail \$69.95



**JASON 50 x 50 TRIPOD MOUNTED
TELESCOPE**

A superb blend of pin-point accuracy and adjustment with a tremendous field of vision. Excellent for astronomical uses. Length 22" expanded.
304 S2217 Retail \$33.50

**JASON 25 x 30 TRIPOD MOUNTED
TELESCOPE**

Similar to above. Small enough for pocket carrying. Length, 14" extended.
302 S895 Retail \$13.95



MICROSCOPE OUTFIT

Consists of 3-turret microscope with 100-200-300X magnification and dissecting kit containing: 1 pair surgical type scissors, 1 spatula, 1 tweezers, 1 long handle dissecting needle, 1 magnifier, 1 scalpel, drawer with 6 slides specimens.
6011 S695 Retail \$9.95

JASON BINOCULARS

7 x 50 IF
#211 S2195 Retail \$36.50
10x50 IF Hunter Glass
#132 S3090 Retail \$51.50
12x50 Mariner.
#144 S3270 Retail \$54.50



**JASON 7 x 35 EXTRA-WIDE
ANGLE BINOCULAR**

Field of view 531 feet at 1,000 yards. Center focus. Finest coated, fully achromatic lenses. Height 4". Includes leather case.
#138 S3570 Retail \$59.50



JASON 7 x 18 BINOCULAR

Tiny in size, mighty in power. A true prismatic achromatic binocular. Coated lenses, individual focus. Case included.
#119 S1660 Retail \$27.50

All eyes are on **SWIFT Vega BINOCULARS**



766 HOLIDAY MARK II

7x, 35 C.F. Magnificent extra wide field of view in new lightweight all-purpose model. Fine Barium-crown prisms that increase light efficiency at night 40%. 5 lens Erfle-type ocular system. Weathersealed. Rubycoted air-to-glass surfaces. R.L.E.* 55, — F.O.V.** 578 ft. at 1000 yds. Top grain cowhide case. Wt. 30.5 ozs. Case, 18.3 ozs.
766 S7500 Retail \$125.00



**802 NEPTUNE
MARK II**

7x, 35 C.F. A brilliant glass for action closeups in your leisure hours. Barium-crown prisms give a R.L.E.* of 55, — F.O.V.** 395 ft. at 1000 yds. Top grain cowhide case. Superb lightweight magnesium frame. Wt. 16 ozs. Case 16.5 ozs.
802 S5100 Retail \$85.00



748 TRITON

7x, 35 C.F. Give the view its due with this binocular — favorite of sportsmen and birding enthusiasts. Wide field of view, R.L.E.* 37.5, — F.O.V.** 367 ft. at 1000 yds. Velvet-lined leather case. Wt. 21.8 ozs. Case 13.4 ozs.
748 S2490 Retail \$41.50



750 OCEANIC

6x, 30 C.F. For effortless viewing. Lightweight alloy body, R.L.E.* 37.5, — F.O.V.** 393 ft. at 1000 yds. Preferred by yachting and sports fans the world over. Wt. 19.3 ozs. Case 10.4 ozs.
750 S1950 Retail \$32.50



801 SARATOGA

8x, 40 C.F. Look far and wide and enjoy every minute at the races with this fine binocular. Four lens ocular system gives extra wide field of view, brilliant definition. R.L.E.* 37.5, — F.O.V.** 367 ft. at 1000 yds. Leather case. Wt. 24.4 ozs. Case 14.5 ozs.
801 S2970 Retail \$49.50

788 NIGHTHAWK

7x, 50 C.F. You see it ALL with this far-reaching binocular — so coveted for marine use. R.L.E.* 76.5, — F.O.V.** 376 ft. at 1000 yds. Velvet-lined leather case. Wt. 36.2 ozs. Case 15.7 ozs.
788 S2790 Retail \$46.50

**HERE'S WHY SO MANY
PEOPLE PREFER SWIFT**

- Only center of pot optical glass used for lenses and prisms
- Internally "Rubycoted" optics
- All-weather "Tempac" lubrication for smooth operation
- Thoroughgoing "THREE-WAY" inspection of every binocular
- Lifetime service guarantee

NATIONALLY ADVERTISED

*Relative Light Efficiency — **Field of View
All binoculars are luxuriously gift boxed.

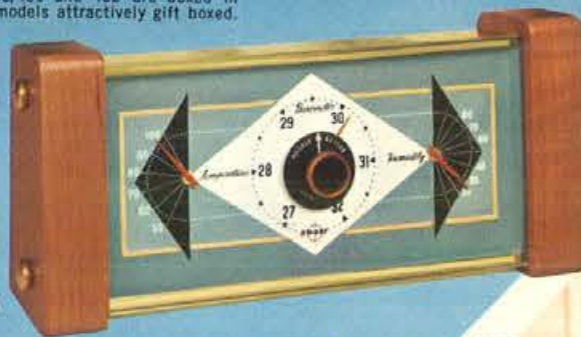
SEE PAGE 1 FOR PRICE INFORMATION

*If not for resale, add 10% to your cost on these numbers only for Federal Exrize Tax. See page 1 for price information.

All wall pendulum models no.'s 435, 456 and 432 are boxed in individual mailing cartons — other models attractively gift boxed.

SWIFT

434 MONTEREY. Dynamic in its good taste and simplicity. Compensated barometer, thermometer, hygrometer, thermometer, hygrometer. Case of polished cartridge brass and hand-rubbed cherry in fruitwood finish. Dial in soft green background. 10 1/8" x 4 1/2" x 2 3/8". Ship. Wt. 2 lbs. 434 1-S1000; 3-S900 Retail \$15.00



NOTE: Barometers guaranteed to operate at altitudes up to 3500 ft. Special movements available for altitudes from 3,500—7,000 ft. at no extra charge.



457 TRIOMETER. So much to offer in design and purpose. Port wheel combines thermometer and hygrometer; starboard stars a compensated barometer. Gleaming, polished brass case. 5 1/4" high x 8 1/2" long. Etched dials. Gift boxed. Ship. Wt. 31 ozs. 457 1-S1100; 3-S990 Retail \$16.50

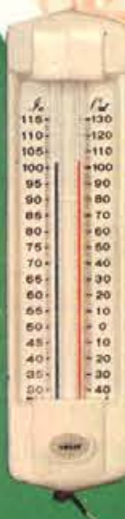
497 WEATHERMAN. Forecasts weather with unerring accuracy. Fine precision compensated movement. Brilliant case of polished brass. 5 1/4" high [7" including hanging ring]. 4" dial. Gift boxed. Ship. Wt. 15 ozs. 497 1-S667; 3-S600 Retail \$10.00



superbly crafted
WEATHER INSTRUMENTS...
gifts of constant fascination

432 LANSLOWNE. To be treasured in the home forever. This superb 21" wall combination has handsomely lithographed dials, compensated barometer, tube thermometer and mechanical hygrometer. Hand-rubbed Honduras Mahogany (432M) or honey-tone Salem Colonial (432C) Gift boxed. Ship. Wt. 2 lbs. 432M 1-S1667; 3-S1500 Retail \$25.00 432C 1-S1667; 3-S1500 Retail \$25.00

455 INDOOR-OUTDOOR THERMOMETER. Perfected after years of research, this remarkable instrument registers indoor and outdoor temperatures simultaneously. Indoor tube is filled with blue fluid, outdoor with red. Grey (455 G) or ivory (455 I) polystyrene case. 8 3/4" x 2 3/8" x 7/8". Gift boxed. Ship. Wt. 7 ozs. 455 1-S333; 3-S300 Retail \$5.00

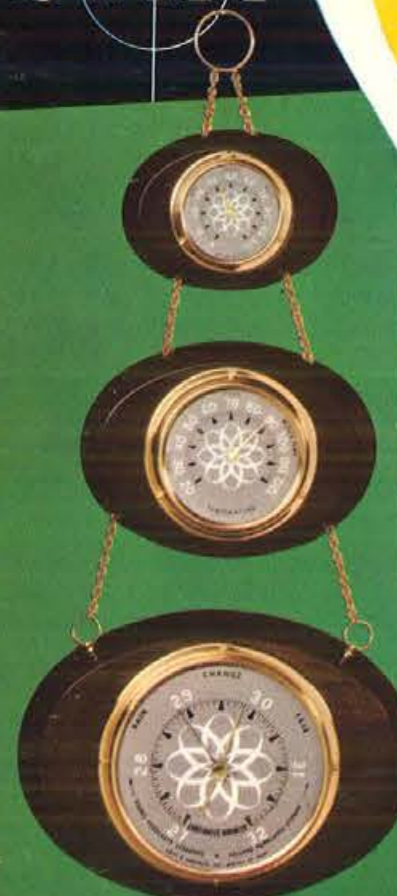


435 MERRYWEATHER. Rich three-piece wall combination — the happy result of putting many good things together. Brass chain hangers link curved mahogany ovals that encase compensated barometer, thermometer and hygrometer. 19" high x 8" at base. Matching grey, black and white dials. Ship. Wt. 3 lbs. 435 1-S1330; 3-S1187 Retail \$19.95

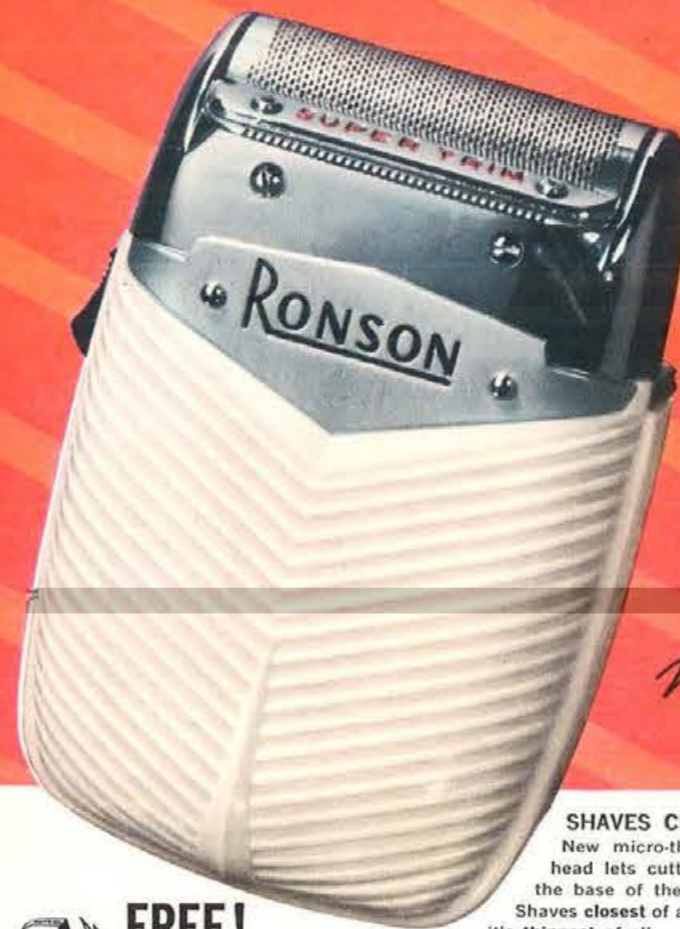
456 SUSSEX. Wonder-working instrument of great character and charm. 32" wall combination with precision barometer, 3" hygrometer and tube thermometer. Gold and black design on silverized dials, brass rosette. Hand-rubbed Honduras Mahogany (456 M) or honey-tone Salem Colonial (456 C). Compensated English barometer movement. Ship. Wt. 5 1/2 lbs. 456M 1-S3300; 3-S2970 Retail \$49.50 456C 1-S3300; 3-S2970 Retail \$49.50

NATIONALLY ADVERTISED

SWIFT



SEE PAGE 1 FOR PRICE INFORMATION



RONSON®

"66"

with **SUPER TRIM**

new closeness...new smoothness
...for the perfect shave!

SHAVES CLOSEST!
New micro-thin shaver head lets cutters get to the base of the whiskers. Shaves closest of all because it's thinnest of all.

TRIMS NEATEST! New precision "Super Trim" is a second set of cutters that does every trimming job neatly, accurately. Squares up sideburns, cuts long neck hairs, shaves mustaches!

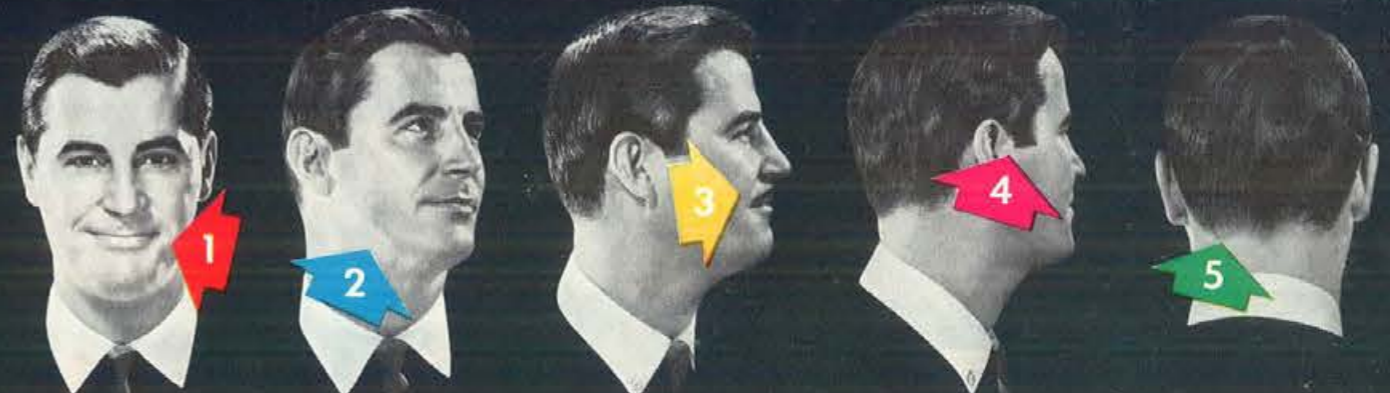
CLEANS ITSELF! Just a flick of the switch and the Ronson "66" cleans itself... instantly, automatically!

FREE!
RONSON WINDLITE
World's Greatest Windproof Lighter
\$4.50 retail value
A practical gift, sure to please, packaged with every Ronson "66."

(Offer expires Dec. 31, 1957)



only **RONSON '66'** with Super Trim gives... **THE FIVE-WAY SHAVE!**



from face...to "collar zone"...to mustache...to sideburns...to neck hairs!

Handsome, practical, indestructible case. **\$28.50**
RETAIL
84201 S1710

Also available in genuine leather zippered carrying case. **\$29.50**
RETAIL
84202 S1770



The **RONSON '66'** is a **MAN'S** Shaver
—for shavers of every age!

See page 1 for price information

Lady

RONSON

ELECTRIC SHAVER



ONLY

Blush Pink



Attractively gift-packaged. Has smart, practical storage drawer for accessories.

RONSON

... maker of the world's greatest lighters and electric shavers

... for legs ... for underarms

new, luxurious way to feminine good grooming.

Fine jewelry styling ... superior performance

... at a popular price.

Cat. No.	Each	Color	Retail
84301	S897	Blush Pink	\$14.95
84302	S897	Desert Yellow	\$14.95
84303	S897	Turquoise	\$14.95
84304	S897	Blue Heaven	\$14.95

For added feminine appeal, each Lady Ronson is adorned with a stunning rhinestone.



Desert Yellow



Turquoise



Blue Heaven

This side for sleek, close, super-smooth leg shaves!



This side for clean, gentle underarm shaves!

Lady **RONSON** HAS ALL THESE OUTSTANDING FEATURES:

- Super-smooth shaves for legs; gentle yet close shaves for underarms!
- Quietest ladies' shaver (it barely purrs) — and there's no annoying vibration!
- Perfectly safe! No nicks! No scrapes! No burns!
- Trims wider area per stroke — for quicker shaves!
- No overheating! Cool and comfortable to handle!
- Most beautiful ladies' shaver ever! Incredibly elegant!
- Lubricated for life! — no messy oiling!
- Convenient finger-grip design!
- Trims nape-of-neck hairs neatly, accurately!
- Fully guaranteed by Ronson!

Retail prices of Ronson Shavers, Parts and Accessories are subject to Fair Trade Laws of all states in which such legislation is in force and are subject to change without notice.

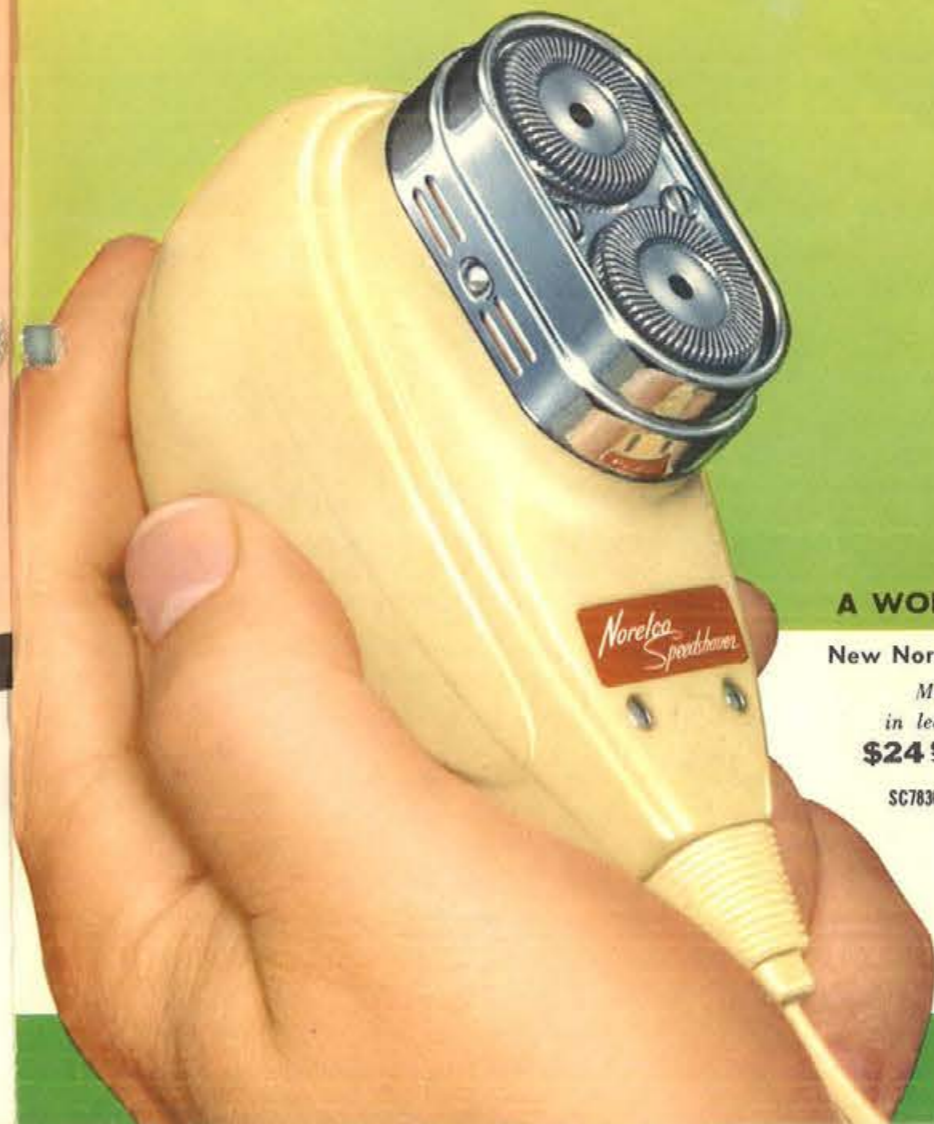
RONSON SHAVER PARTS AND ACCESSORIES

RONSON "66" SHAVER PARTS & ACCESSORIES			"LADY RONSON" SHAVER PARTS		
Cat. No.	Description	Retail Price Each	Cat. No.	Description	Retail Price Each
85201	Shaver Cord	\$1.00			
85202	Head Plate (only)	1.25			
85203	Inner Cutter	2.00			
85205	Head Unit (complete with Super Trim)	6.00	85302	Head Frame	\$.75

NEW! **FASTER!**

Norelco[®]
Speedshaver

Latest improvement in electric shaving! Now 25% faster for closer, cooler, more comfortable shaves. This world-famous rotary blade electric shaver strokes away whiskers with the smooth continuous action of a barber's razor. No pinch, no pull, no burn, no vibration, no break-in period. Fits the hand. Permanently lubricated with quiet brush motor and self-sharpening blades. Known as PhiliShave in Canada and throughout the free world, Norelco is the world's largest selling electric shaver.



A WONDERFUL GIFT!

New Norelco Speedshaver
Model SC 7830
in leather travel case
\$24.95 AC/DC Retail
SC7830-1-S1622; 6-S1497
Retail \$24.95



THREE MORE TIMELY GIFT SUGGESTIONS!

NEW feminine grooming aid

Norelco Debutante

Single rotary head, with new Speed-shaver motor, clean-shaves underarms and legs comfortably, safely without soap and water mess. Fits rounded contours of underarms and legs. Doesn't dig in, nick, scrape or irritate delicate skin. Leaves skin baby-smooth, fuzz-free. Easy to clean, too. In Aqua with matching cord, two-tone case.



Model SC 7780

\$17.50 Retail
AC/DC

SC7780-1-S1138; 6-S1050
Retail \$17.50

NEW Norelco Sportsman Battery Electric Shaver

The only electric shaver that shaves anywhere—anytime, when house current is not available. Operates on flashlight batteries, plugs into car cigarette lighter with 6 to 12 volt battery. Gives the same smooth Rotary Blade shaves as the NORELCO Speedshaver. An always welcome gift. In maroon, with battery holder, mirror, adaptor plug, weatherproof travel case.

Model SC 7777

\$24.95 Retail
(Less batteries)

SC7777-1-S1622; 6-S1497
Retail \$24.95



NEW Lady Norelco Electric Razor

Sister grooming aid to the NORELCO DEBUTANTE

The de-luxe twin head rotary grooming aid with the new Speedshaver motor. Stop using messy wet preparations and dangerous blades that cut, nick or scrape. Shaves underarms and legs without skin irritation. No sharp corners to dig in. Engineered for a lifetime of trouble-free service. Nassau pink, matching cord, luxurious Paris-styled travel case.

Model SC 7784

\$24.95 Retail
AC/DC

SC7784-1-S1622; 6-S1497
Retail \$24.95



11-18



UL Form 557-1
Printed in U.S.A.

ELECTRIC SHAVERS



NEW REMINGTON PRINCESS ELECTRIC SHAVER

Shaves razor close without razor scrape. Specially designed for women, the exclusive built-out Guard Comb protects tender skin from irritation and cuts. No need to switch the shaver from one side to another for underarms and legs, as you must with one-way shavers. Same head shaves underarms and legs perfectly. In a lovely jewel box case. Available in Princess Pink, Sea Spray Blue, or Moon-glow Yellow.

207 1-S1167; 3-S1085 Retail \$17.50



NEW LADY SCHICK SOPHISTICATED SHAVER

Here's dramatic black for high-fashion emphasis, contrasted with smart bands of blue and gold. Startlingly effective—modern—Sophisticated! Every Lady Schick has the exclusive "Gentle-Action" head with two sides. One side for satin-smooth leg shaving; the other for underarms. For underarms, where skin is tender, Lady Schick shaves close but so gently a deodorant can be used immediately. The stunning new "Hot Box" carrying case is both glamorous and functional.

16 1-S1167; 6-S1085 Retail \$17.50



NEW LADY SUNBEAM SHAVEMASTER

With exclusive Micro-Twin head and "compact" shape, Lady Sunbeam gives you these new features: Precision Micro-Twin Head—Quieter, Smoother Performance—Glamorous Design. Luxurious "French Door" case has smart, harmonizing panels and gold finished locks. Compact and convenient for traveling, beautiful on the dressing table. Choice of 6 lovely colors: Emerald Green, Petal Pink, Imperial Yellow, Riviera Blue, Ermine White or Velvet Black.

LS3 51197 Retail \$17.95



REMINGTON ROLLECTRIC SHAVER

The revolutionary new shaver with Miracle "Roller Combs" for more COMFORT, CLOSENESS, SPEED! It floats on four rollers of polished chrome. It's all comfort, no matter how hard you press. There's new speed and power in the Rollectric contour head. Six diamond honed cutters riding on new silent pressure springs perform over 24,000,000 cutting strokes per minute, driven by the most powerful 110-volt AC-DC rotary motor of any shaver made. The Rollectric is the "closest thing to one stroke shaving." Easier to hold, brilliantly styled, comes in a strikingly handsome gift case of tawny suede. Shipping weight, 3 lbs.

657 1-S2100; 3-S1953 Retail \$31.50



NEW REMINGTON AUTO-HOME SHAVER WITH ROLLECTRIC FEATURES

The new Remington AUTO-HOME shaver has the exclusive Rollectric features—the new Roller Comb shaving action that outmodes all other methods! Twice as useful as any other shaver made... and only Remington has it! Equally efficient on either car battery or standard 110-volt current AC or DC. Close, fast, comfortable shaves are as near as your cigarette lighter. Complete with Auto-Lighter adaptor, cord and fitted travel case. Shipping weight, 3 lbs.

657-12-110 1-S2234; 3-S2077 Retail \$33.50



LADY SCHICK FORGET-ME-NOT SHAVER

Forget-Me-Not blue flowers encased in translucent lucite. Gentle-action shaving head. One side for underarms, the other for legs. Gentle and safe—no nicks or cuts. Dainty palm size—easy grip. Lightweight—only 5 ounces. Stands alone—smart and decorative.

15 1-S1101; 6-S1023 Retail \$16.50



LADY SCHICK SHAVER

The most beautiful—most perfectly engineered woman's electric shaver ever created. One side for underarms—other side for legs. Dainty palm size! Smartly designed case! Available in Rose Quartz or Aquamarine.

10 1-S997; 6-S927...Retail \$14.95



NEW SCHICK VARSITY SHAVER

The first and only electric shaver specially engineered for young men! Big Whiskaway Shaving head—shaves mixed beards—light and heavy combined—close and fast without irritation right from the start. It's gentle on sensitive skin. Has these New Features: Snap-on beard catcher whiskit—Handsome styling—Big, rugged, modern design—Stand-up design—Plaid carrying pouch with waterproof lining. Shipping weight, 3 lbs.

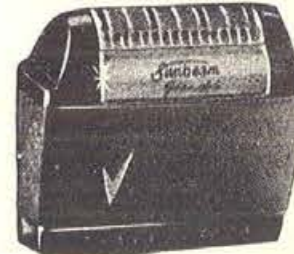
21 1-S1167; 6-S1085Retail \$17.50



ALL-NEW SCHICK POWERSHAVE SHAVER

For a new kind of shave, deep down where your beard begins! New—Full-contact head, twice as big, shaves you faster! New—Super-power rotary motor twice as powerful as ever before! Powershaver is packed with extra plus features: New flip-open whiskits for easiest cleaning—new easy-action start-stop switch—new custom-styling—new modern design. Choice of four colors: Glacier White, Desert Tan, Forest Green or Royal Black. In deluxe travel case. Shipping weight, 3 lbs.

77 1-S1998; 6-S1857 Retail \$29.95



NEW SUNBEAM BLADE-ELECTRIC SHAVEMASTER

The sensational Blade-Electric gives these big advantages—the close clean shaves of soap and blade, AND the speed, comfort and convenience of Electric Shaving. Sunbeam's Blade-Electric is a double edge, hollow ground shaving blade that moves back and forth at lightning fast speed. Has a super fast, powerful 16-bar armature type REAL motor. In smart practical zipper case. Shipping weight, 3 lbs.

GZ 51930 Retail \$28.95

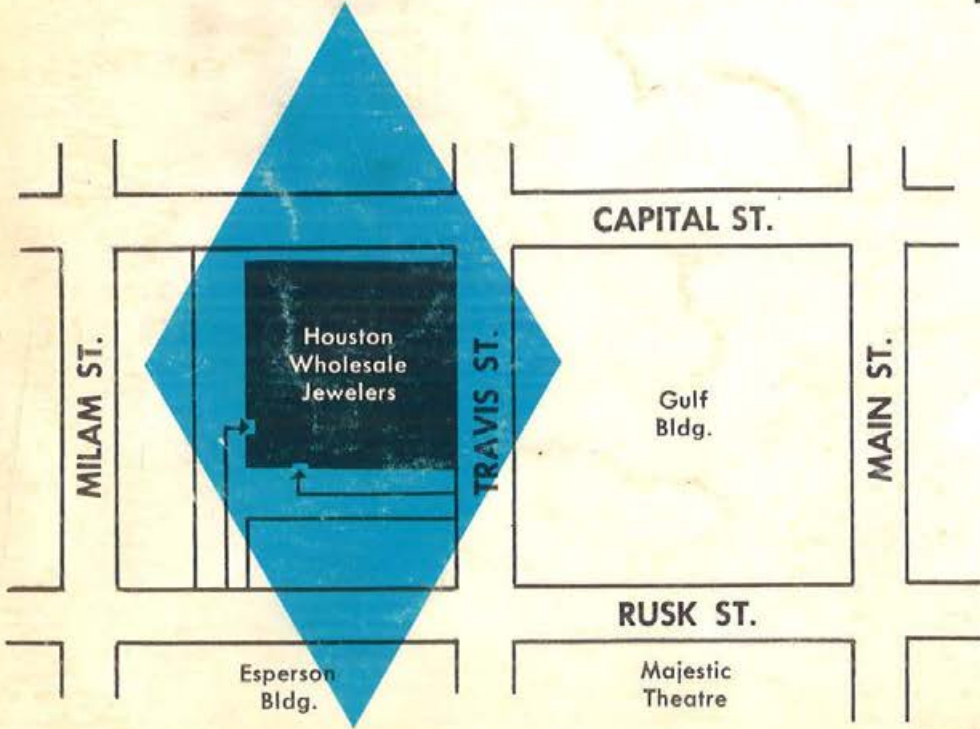
See page 1 for price information.



**ENTRANCE IN LOBBY OF
HOUSTON CLUB BUILDING**

**HOUSTON
wholesale
jewelers**

1958 CATALOG



**Visit Our
Spacious
Showrooms**

TRAVIS AND RUSK STREETS
Two Convenient Lobby Entrances