

Electrical Radio

Confidential—For Dealers Only

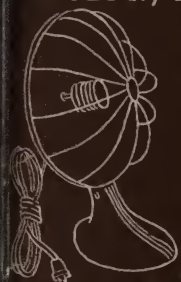
SEPT., 1940

No. 276

Catalog

Hundreds of

**NEW FALL
PROFIT
MAKERS**



HARRISON WHOLESALE CO.

PEORIA STREET at WASHINGTON BLVD.

CHICAGO, ILL.

We pay the FREIGHT

On All Orders for \$50.00 or Over to Anywhere in the U. S.

Regardless of where it goes, if you send us an order for \$50.00 or over, we will pay the freight charges. And that goes for practically everything, with the exception of merchandise listed on the pages mentioned below. Do you realize what this means to you? Approximately an additional saving of 5% and that means an extra 5% profit. In making up your \$50.00 order, you need not confine it to merchandise from the Electrical-Radio catalog. You can also include merchandise from our Automotive catalog, and combine these to make up your \$50.00 order.

ON ORDERS FOR \$30.00 OR OVER, WE PAY HALF THE FREIGHT

If your order only amounts to \$30.00 or over, we will pay half the freight charges. Here, too, no shipping point, regardless of distance, is exempt.

Merchandise listed on pages 27, 46-55, 77 and 78 are not included in our freight prepaid offer.

Order Book



This new Want Order Book has been specially designed for the convenience of our dealers in sending in their orders. Each one contains 12 self-mailing order blanks, the same as the one which accompanies this catalog. No addressing—no envelope required. Your remittance is just as safe as in a regular envelope.

CARBON COPY for CHECKING PURPOSES

There is a yellow second sheet for each order and a sheet of carbon paper, so that you can have for your records, a carbon copy of each order. On the reverse side of the second sheet there is a form which enables you to mark down the items you will require on your next order, at the time you think of them. This book can be hung up on the wall or placed in some place where it will always be handy. Order your copy today! Specify No. OB-935.

Our Guarantee Protects You!

Before we accept an item for listing in our catalog, we first make sure that it is everything claimed for it, and will render long, satisfactory service. That is why we can afford to make such liberal guarantees and back them up 100%. If you or your customer are not satisfied, we will adjust the transaction to your complete satisfaction, or refund your money. You are the sole judge.

We Meet All Competition

Our tremendous buying power commands the lowest prices possible. Naturally, our prices are as low or lower than those of our competitors. However, if any other catalog you receive quotes lower prices than our catalog for the same merchandise, simply send us your order and we will fill it at the competitor's prices.

Free ADVERTISING AND DISPLAY SERVICE



As distributors for many nationally advertised lines we are in a position to furnish you with many attractive advertising and display helps which will serve to identify you as a dealer of merchandise with a nation-wide quality. Colorful window displays, counter cards, banners and circulars that permit you to display your merchandise to best advantage—also giving your place a smart, business-like appearance that is attractive and inviting. They are yours for the asking.

Our Liberal Adjustment Policy

In your dealings with us, we make every effort to see that your orders go forward promptly and satisfactorily. However, in handling the orders of over sixty thousand active dealers throughout the country, an occasional slip-up is inevitable. In these cases, our Adjustment Department certainly makes matters right in a hurry.

There have been many instances where we have gone beyond the limitations set by our unusually liberal guarantees to satisfy the customer. But it has been worth while. It has earned for us, a reputation for dependability plus the lasting good will of those we serve.

We SELL to Dealers only!

Our business is a strictly wholesale one, done only with dealers who resell at a profit the merchandise they buy from us or use it as equipment in their business. We welcome the "little fellow" as well as the big operator—our prices are the same to both. Many of our large dealers of today started small, and we justly feel that our low prices and excellent service were instrumental in their growth.

Keep These Wholesale Prices Confidential

It is for your protection as well as your fellow dealers that we ask you to keep these wholesale prices confidential. Also, when this catalog is superseded by a later one, either destroy it or file it away somewhere. Do not let it get into the hands of someone who is not entitled to buy from us. It hurts us and eventually hurts you.

2% DISCOUNT

You are entitled to a 2% discount on all items, whether cash or C.O.D. In most cases, this discount is shown deducted. If not, however, be sure to take this off. And you can save further by sending cash with order, thereby eliminating C.O.D. charges, although we will ship C.O.D. if desired.

It's Smarter to Buy for cash

Many of our dealers are highly rated, yet prefer to buy for cash because they realize that in buying for cash they are buying for less. That's simple reasoning. Because in selling for cash we eliminate the expense of a costly credit and collection department—a saving which we pass on to our dealers.

Cash With Order or C. O. D.

You can include your remittance with your order or let it come C. O. D.—whichever you prefer. Of course, when you send cash with order, you save C. O. D. charges. The self-mailing order blank included with this catalog is perfectly safe for carrying currency although money order or check is preferred. Also, be sure to allow sufficient to cover transportation costs. If there is any balance left over we will credit you with it.

If you would like to examine your merchandise before paying for it, specify shipment via C. O. D. Railway Express.

Beats Everything
for Value

LADY DOVER SPEED MIX



Convenient plastic motor control at rear of housing has 10 individual motor speeds, clearly calibrated for easy selection.



Juice extractor attaches directly thru plastic handle. Included at no extra cost with Lady Dover Speed-Mix.

10 INDIVIDUAL MOTOR SPEEDS

In the new Lady Dover Speed-Mix, we bring you the ultimate in food mixer value. Features of design and construction generally found in only the highest priced mixers, are incorporated in this sensational new mixer. Not only will it appeal to the housewife from the standpoint of convenience and utility, but from the beauty angle as well. In its glistening whiteness and smart, streamlined styling, it is bound to be acclaimed by housewives everywhere. Particularly, in view of its outstanding economy.

Ten Full Power Speeds— Giving a complete choice of motor speeds for every beating, mixing, or whipping duty from a light fluffy meringue to a thick heavy cake batter.— the Speed-Mix does it all with uniform thoroughness. Classic motor control in back of motor housing for easy speed selection.

Convenient Juicer Attachment— In a few seconds, the Speed-Mix can easily be converted for use as a juice extractor. Simply insert the juicer attachment directly through plastic handle, and it is ready for use. It does a quick and thorough job of extracting juice from oranges, lemons, grapefruit, etc.

Portable Motor Housing— Where there is a special mixing job to be done at the sink or at the stove, it is not necessary to take the entire unit. The motor housing can be detached for portable mixing wherever it is required. Also has a convenient tilt-back feature.

Powerful, heavy duty motor— Powered by Knapp-Monarch built heavy duty universal motor, the Speed-Mix can be depended upon to deliver years of smooth, trouble free performance. Operates on A.C. or D.C.

Two ovenproof mixing bowls— One large and one small, for every mixing and beating requirement. Revolving platform assures reaching every part of mixture. Large plastic handle shaped to the hand for firm, comfortable grip. Two, heavy duty, removable beaters. Complete with long flexible rubber U.L. labeled. Listed by Underwriters' Laboratories. 115 Volts, A.C. or D.C. Shipping Wt. 17 1/2 lbs.

No. 3658. List \$22.95. Dir's., ea. \$12.20.
Lots of 6, ea. \$11.50.
Less 2%, net.....

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Lady Dover Mixers Can Be
Assorted to Take Quantity Prices

America's Lowest
Priced **COMPLETE**
Food Mixer...

The Lady Dover

There are still millions of housewives who do not own food mixers because they cannot afford the high prices asked for quality mixers. That's the immense market awaiting the Lady Dover—the smart looking, quality built complete mixer now being offered at a price which represents a saving of at least one-third.

- Complete with Juicer Attachment
- Heavy Duty Three Speed Motor
- Beats—Mixes—Whips—Juices
- Double Chromium Plated Beaters
- Detachable Housing for Portable Use

The Lady Dover will prove an indispensable labor saver in the kitchen as it makes quick efficient work of any beating, mixing or whipping task. Has a powerful sturdy motor with convenient adjustment in rear for selection of 3 different speeds. Two strong chromium plated beaters easily removed for cleaning. Motor tilts back to lift beaters clear of bowl and slips easily from supporting arm for portable use of stove or sink. Cool bakelite handle with comfortable grip.

ATTRACTIVE STREAMLINED STYLING

Styled in the sleek streamlined design which appeals to the modern housewife. Housing and base made entirely of die cast material and finished in white kitchen enamel. Bowl plate revolves for greater efficiency in mixing. Complete with two mixing bowls and juicer attachment. Juicer easily attached by removing nameplate from handle and inserting juicer support. Reamer and aluminum spout easily attached. Heavy duty Underwriters' labeled cord. Listed as standard by Underwriters' Laboratories. 115 volts, AC or DC. Ship. wt., 15 1/2 lbs.



No. 3657. List \$14.95. Dir's., ea. \$8.50. Lots of 6, ea. \$8.15, less 2%, net..

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Juicer easily attached by simply removing nameplate from handle and inserting juicer support in its place.



K-M Power Mix

KNAPP-MONARCH

Get on the K-M. Bandwagon

The Food Mixer that
Has Everything!

10 SEPARATE MOTOR SPEEDS

BUILT-IN POWER UNIT

Housewives are acclaiming the "Power Mix" as one of the smartest-looking and the most easy to use food mixers yet designed. An outstanding feature on this new model is the built-in power unit—troublesome attaching is eliminated and the mixer is constantly ready for use with heavy duty attachments. No extra power unit to buy. Heavy duty motor has ten distinct speeds with full power on each speed.

Makes The Hardest Mixing, Slicing,
Grating Or Juicing Task Seem Easy

The twin beaters in line give complete mixing action and the dual bowl position permits use of either the small or large bowl. The turn-table will revolve in either position for thorough blending. Motor tilts and can be easily removed for mixing at the stove. Finished in gleaming white enamel. Complete with juicer attachment and two oven-proof mixing bowls—three quart size and one quart size—in matching white glazed finish. Operates on 110-115 Volts; AC-DC. Shipping Wt. 23 lbs.

No. 3600. List \$24.95. Dlr's., ea. \$16.22. Lots of 3, ea. \$14.97.
Less 2%, net..... **14.67**



- Complete with Juicer Attachment
- Two Oven-Proof Mixing Bowls
- Portable Motor Easily Removed From Base
- Turn-Table Revolves in Either Position for Thorough Blending

Here's a convenience feature which housewives are sure to appreciate. The power unit is built right into the housing. Thus the handy mixer accessories, such as the meat grinder illustrated above, can be quickly attached for instant use.

Free Advertising Service

To enable the dealer to tie-in with their national advertising program, K-M has prepared an outstanding display service. A large retail catalog is also available. Be sure to request these sales helps.

HANDY ACCESSORIES FOR POWER-MIX



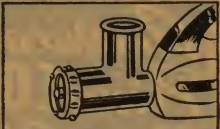
Vegetable Slicer and Grater

No. 3602. List \$3.00. Dlr's., ea. \$1.95. Lots of 3, ea. \$1.80.
Less 2%, net.... **1.76**



Pea Sheller and Bean Slicer

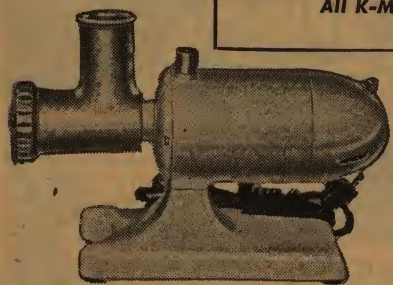
No. 3601. List \$2.25. Dlr's., ea. \$1.46. Lots of 3, ea. \$1.35.
Less 2%, net.... **1.32**



Meat Grinder

No. 3603. List \$3.00. Dlr's., ea. \$1.95. Lots of 3, ea. \$1.80.
Less 2%, net.... **1.76**

**All K-M Appliances Can Be Assorted To
Take Quantity Prices**



K-M Labor Saver

Grinds Meats, Crackers—Chops, Shreds, Etc.

Heavy Duty Powerful Motor

This K-M power unit will do many tiresome kitchen tasks in half the time. Its heavy duty, extra-powerful motor is built to handle any job of chopping, grinding or slicing. Convenient On and Off toggle switch at rear of motor. The power unit comes complete with the meat grinder. The unit is finished in heavy white baked enamel. Long, heavy, flexible cord. Operates on 115 volts. AC or DC. Shipping wt. 13 lbs. Extra attachments listed below adds to the utility and the convenience of the Labor Saver.

No. 3604. List \$16.95. Dlr's., ea. \$11.02.
3 lots, ea. \$10.07. Less 2%, net..... **9.87**

Extra Attachments for Use with Above

No. 3602. Vegetable Grater. List \$3.00. Dlr's., ea. \$1.95. 3 lots, ea. \$1.80. Less 2%, net..... **1.76**

No. 3606. Orange Juicer. List \$2.50. Dlr's., ea. \$1.63. 6 lots, ea. \$1.50. Less 2%, net..... **1.47**

K-M Whipper

Ideal For Whipping Eggs, Sauces, Drinks, etc.

This popular time and labor saver has a high powered motor with built-in On and Off switch for convenient control. Use as portable whipper in any pan or bowl. Suitable for whipping eggs, cream, sauces, dressings, drinks, etc. Motor encased in white enamel with red knobbed handle for easy carrying. Complete with white glass graduated measuring bowl. Operates on 115 volts, 50 watts, 60 cycles. AC only. Shipping wt. 4 lbs.

No. 3607. List \$2.95. Dlr's., ea. \$1.92.
3 lots, ea. \$1.77. Less 2%, net..... **1.73**



Appliances it's going places



K-M Tel-A-Matic Toaster

- Fully Automatic
- Control Handle Opens and Closes Doors

The gracefully rounded design on this sparkling toaster makes it especially attractive. Entirely automatic. One setting of indicator for desired shade; dark to light. No preheating. Switch automatically shuts off when toast is finished. Convenient plastic handle at side of toaster controls both doors. By turning the handle in the direction of the door to be opened, each door may be opened individually without disturbing the other side. Lowering the doors turns the toast. Highly polished chrome finish. Mica element wound with genuine Nichrome wire. Complete with detachable Underwriters' Lab. cord set. 400 Watts; 115 Volts; AC only. Ship. Wt. 3½ lbs.

No. 3619. List \$5.95. Dir's., ea. \$3.87. Lots of 6, ea. \$3.57. Less 2%, net. **\$3.50**

K-M Non-Automatic Toaster

- Control Handle Automatically Opens and Closes Doors
- Lowering Doors Turns Toast

The design of this model is the same as the Tel-A-Matic illustrated above, except without the automatic feature. Mica element, Nichrome wound. Finished in highly polished chrome. The new handle arrangement is an outstanding feature. A single control handle operates the opening and closing of both doors. By turning the handle in the direction of the door to be opened, each door may be opened individually without disturbing the other side. A matching handle is mounted on other side of toaster. 400 Watts, 115 Volts, AC-DC. Ship. wt. 2¾ lbs.

No. 3620. List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.37. Less 2%, net. **\$2.32**

K-M Biscuit Baker

- Bakes Piping Hot Biscuits at the Table
- Also Bakes Potatoes, Frankfurters, Etc.

A new electrical servant by K-M that will delight all who enjoy the delicious treat of hot biscuits with their meals. No necessity now to heat up the oven when biscuits can be made conveniently, quickly

and easily right at the table. Bakes 8 large size biscuits or 12 1½-inch biscuits in 6 to 8 minutes. Convenient heat indicator on the oven door acts as guide to baking temperature. Biscuit tray removable. Beautifully finished in chrome with maple wood handles. Many other uses will be found for this appliance such as baking potatoes, warming rolls, freshening up potato chips, and baking muffins and corn bread. Complete with biscuit cutter and spatula. Underwriters' Laboratories labeled cord set. 115 volts, AC or DC. 400 watts. Wt. 7 lbs.

No. 3618. List \$10.95. Dir's., ea. \$7.12. Lots of 6, ea. \$6.58. Less 2%, net. **\$6.45**

K-M Automatic POP-UP Toaster



Toast Pops Up When Done — Makes Melba Toast

For eye-catching beauty and mechanical perfection, there is nothing on the market that can "top" this model. Fully automatic. Indicator can be set for light or dark toast. When bread rack control is pressed to bottom of toaster, the current is automatically turned on. When two slices are toasted both sides the same desired shade, the automatic control cuts the current silently and accurately and at the same time the bread rack is released and the toast rises to the top automatically. Also equipped with a releasing button if one desires to remove bread before toast is finished. Mica element wound with Nichrome. Chrome finish. Plastic handles. 900 Watts. 110-120 Volts. AC only. Ship. wt. 5½ lbs.

No. 3617. List \$12.95. Dir's., ea. \$8.42. Lots of 3, ea. \$7.77. Less 2%, net. **\$7.61**

K-M Automatic Toaster

- Automatic Switch Control Turns Current Off When Toast is Done
- 2-Slice Turnover Type

This new automatic Toaster makes perfect toast every time. Has easily adjusted indicator for making toast any shade. When desired shade is reached an automatic control shuts off the current. Super chromium finish. Solid walnut handles. Toast turned by lowering doors. Permanently attached U. L. cord. 400 watts, 115 volts, AC. Mica element Nichrome wound.

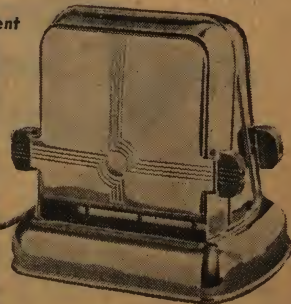
No. 3621. List \$4.95. Dir's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net. **\$2.91**

K-M Special Toaster

- Brilliant Chrome Finish
- Efficient Nichrome Element

A popular-priced toaster of modern streamlined design. In construction and performance, it is similar to No. 3721, but without automatic control. Efficient, quick heating and even toasting. Toasts 2 slices at once. Lowering doors turns toast. Polished chrome finish and solid walnut handles. Mica element wound with genuine nichrome wire. Complete with cord. Listed as standard by Underwriters' Laboratories. 400 watts, 115 volts, AC-DC.

No. 3622. List \$2.95. Dir's., ea. \$1.92. Lots of 6, ea. \$1.77. Less 2%, net. **\$1.73**



K-M 4 in 1 Waffle Iron



- Bakes Four Waffles At One Time
- Completely Automatic
- Equipped with Signal Light Baking Control

Bakes four waffles at one time, and to the shade desired—a feature that will be acclaimed by housewives everywhere! Completely automatic, a signal light tells you when to add batter, and when waffle is done. Dual hinge makes it impossible to open more than one grid on one side at a time. Single automatic mechanism on each side controls the baking of both upper and lower grids. Signal light on each top acts as a baking guide for both grids. Chrome finish and genuine walnut handles. 6" aluminum grids. Nichrome heating element. 100 Watts; 110-120 Volts; AC only. Ship. Wt. 8 3/4 lbs. No. 3608. List \$14.95. Dir's., ea. \$9.72. Lots of 6, ea., \$8.97. Less 2%, net..... **\$8.79**

K-M Tel-E-Matic Twins

Signal Light Baking Control

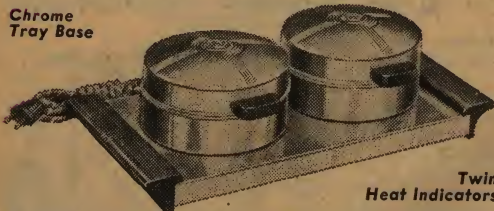


Fully Automatic

Not only two waffles at once but one baked dark and one light is possible with the newest of waffle irons. Each waffle iron has a Tel-E-Matic regulator which can be adjusted to desired baking shade. Light on top of grids flashes red while waffles are baking and flicks off when baked to selected shade, signifying current has been cut off. Bakes popular plate size waffles, 6-inch greaseless cast aluminum grids. Expansion hinges permit proper rising. Chrome finished. Genuine walnut handles. Nichrome heating element. Complete with cord. 600 watts, 115 volts, AC only. No. 3609. List \$9.95. Dir's., ea. \$6.47. Lots of 6, ea. \$5.97. Less 2%, net..... **\$5.85**

K-M Modernistic Twins

Chrome Tray Base



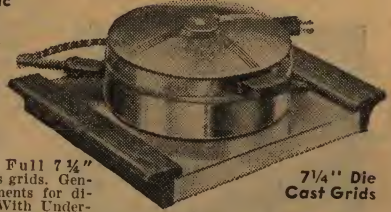
Twin Heat Indicators

No waiting around for that second waffle with this new K-M Twin. Delicious, golden brown waffles are served up two at a time. Distinctively modern design and finished entirely in chromium with natural walnut handles. Large chrome tray base. The two elements are wound with Nichrome resistance wire. TWIN HEAT INDICATORS tell when grids are ready for batter. 6-IN. DIE CAST aluminum grids. Flexible expansion hinge allows for proper rising while baking. 115 volts, AC or DC. 600 watts. No. 3610. List \$7.95. Dir's., ea. \$5.17. Lots of 6, ea. \$4.77. Less 2%, net..... **\$4.67**

KNAPP-MONARCH Quality

K-M Automatic Waffle Iron

• Fully Automatic Automatic regulator can be set for any baking shade—light or dark as desired. Signal light at top indicates when grids are ready for batter. Current automatically cuts off and light goes out when waffles are done. Full 7 1/4" aluminum greaseless grids. Genuine Nichrome elements for direct even heating. With Underwriters' Laboratories labeled cord. 115 volts, AC only. 600 watts. No. 3614. List \$8.95. Dir's., ea. \$5.82. 6 lots, ea. \$5.37. Less 2%, net..... **\$5.26**



7 1/4" Die Cast Grids

Same as above only without automatic regulator and automatic cut off feature. No. 3615. List \$5.95. Dir's., ea. \$3.87. 6 lots, ea. \$3.57. Less 2%, net..... **\$3.50**

K-M Speedy Waffle Iron

With Heat Indicator

Quick, even baking on this model produces golden brown waffles everytime. Efficient Nichrome element. Expansion hinge permits proper rising. 7" cast aluminum greaseless waffle grids. Convenient heat indicator in top tells when to add batter. Large cool genuine walnut handles. Non-scratch plastic feet. Finished in chromium. Complete with Underwriters' Lab. cord. 500 Watts; 115 Volts; AC, DC. Ship. Wt. 5 1/2 lbs. No. 3616. List \$4.95. Dir's., ea. \$3.22. Lots of 3, ea. \$2.97. Less 2%, net..... **\$2.91**



K-M Sandwich Toaster

Genuine Nichrome element supplies quick evenly distributed heat.

Large cool walnut handles. Expansion hinges permit toasting of any size sandwiches. Non-scratch cool plastic feet. Gleaming Chrome Finish. Complete with Underwriters' Lab. cord. 600 Watts; 115 Volts; AC, DC. Ship. Wt. 6 1/2 lbs. No. 3613. List \$5.95. Dir's., ea. \$3.87. Lots of 6, ea. \$3.57. Less 2%, net..... **\$3.50**



Toasts—Grills—Fries

K-M Sandwich Toaster and Waffle Iron

- Toasts, Fries and Grills
- With Heat Indicator



A triple service appliance. Use as a sandwich toaster with the attachable sandwich grids. Opens flat to use as a grill. Sandwich toasting plates easily removed and aluminum greaseless grids attached to bake waffles. Nichrome element. Heat indicator. Adjustable hinge for any size sandwich. Convenient drip cup. Highly polished chrome finish with matching tray. Walnut handles on tray and toaster. U.L. labeled cord. 115 volts, AC or DC. 650 watts. Wt. 8 1/2 lbs. No. 3611. List \$8.95. Dir's., ea. \$5.82. 6 lots, ea. \$5.37. Less 2%, net..... **\$5.26**

SAME AS ABOVE WITHOUT WAFFLE GRIDS No. 3612. List \$6.95. Dir's., ea. \$4.52. 3 lots, ea. \$4.17. Less 2%, net..... **\$4.09**

APPLIANCES



K-M Automatic
STEAM KING

K-M Tel-A-Matic Iron



- 1000 Watts
- Weight 4½ lbs.
- Heat Control Dial
- Permanently Attached Cord

Supreme styling and the finest of materials make the Tel-A-Matic the outstanding iron of the year. Moulded plastic handle, chrome supporting bars and plastic temperature control. Control dial accurately regulates heat—just turn to fabric to be ironed. Dur-a-Life embedded element.

10,000 cycle Underwriters' Lab. permanently attached 7 ft. cord. Chrome plated. 1000 Watts; 110-120 Volts; AC only. Wt. 4½ lbs.
No. 3632. List \$8.95. Dir's., ea. \$5.82.
Lots of 6, ea. \$5.37. Less 2%, net. **\$5.26**



- Two Irons in One—Steam or Dry Iron
- Fabric Dial Control
- Fully Automatic

One of the finest Steam Electric Irons ever developed. Completely automatic, it has a heat selection control for any type of fabric. Can be used as a steam iron or as an ordinary iron and performs an amazing ironing job as either. Made almost entirely of cast aluminum. Element is separated entirely from water chamber. Heat selector dial is located in rear of iron and marked as to various types of fabrics. Wt. 6 lbs. Has safety valve. Complete with funnel and instructions. 750 Watts; 110-120 Volts, AC only.
No. 3631. List \$12.95. Dir's., ea. \$8.42.
Lots of 6, ea. \$7.77. Less 2%, net. **\$7.61**



K-M Automatic Iron



- 700 Watts—Wt. 4½ lbs.
- Cush-N-Grip Handle
- Embedded Element

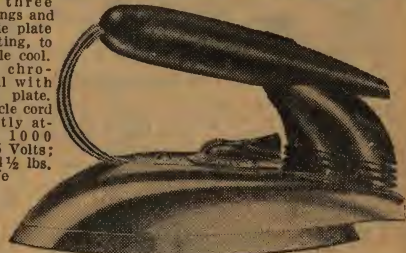
Distinctive design and dependable mechanical operation gives this iron immediate sales appeal. Fabric marked dial assures proper ironing temperature. Dial has Off position. Cush-N-Grip handle and large chrome finished sole plate. Dur-A-Life patented embedded element. Cord with rubber grip plug. Wt. 4½ lbs. 110 volts AC.

No. 3634. List \$4.95. Dir's., ea. \$3.22.
Lots of 6, ea. \$2.97. Less 2%, net. **\$2.91**

K-M DeLuxe Automatic

- Fabric Control Dial
- 1000 Watts—Wt. 4½ lbs.
- Permanently Attached Cord

Here's an automatic streamlined iron at an unheard of low price. Plastic control is fabric marked and has convenient Off position. Embedded elements. Brown handles supported at front by three blade springs and triple baffle plate rear mounting, to keep handle cool. One-piece chromium shell with large sole plate. 10,000 cycle cord permanently attached. 1000 Watts; 115 Volts; AC only. 4½ lbs. Dur-A-Life embedded element.



No. 3633. List \$6.95. Dir's., ea. \$4.52.
Lots of 6, ea. \$4.17. Less 2%, net. **\$4.09**

K-M Indicator Iron



- Heat Indicator For Proper Ironing of Fabrics
- 600 Watts—Wt. 4½ lbs.

Heat indicator shows when iron is the correct temperature for each material. Large smooth ironing surface with beveled edge for easier ironing. Embedded element. Patented Cush-N-Grip handle balanced for comfort. Chrome plated one-piece shell mounted on large surfaced sole plate. Underwriters' Lab. cord. 600 Watts, 115 Volts, AC-DC.

No. 3636. List \$3.95. Dir's., ea. \$2.57.
Lots of 6, ea. \$2.37. Less 2%, net. **\$2.32**

K-M DeLuxe Travel Iron

- Heat Indicator
- Weight 2¼ lbs.

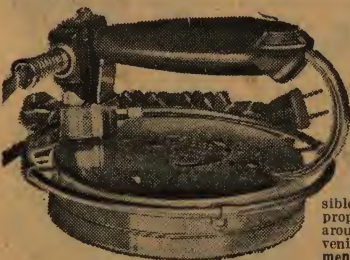
The new streamlined Iron can do the work of any ordinary iron. Built with a large size sole plate. Embedded element. Visible heat indicator for guide to ironing temperatures. Finished in chromium. The attractive plastic handle folds down for compact packing into brown suede fabric case. Complete with Underwriter's Lab. cord. The patented finger-tip latch construction makes folding and raising iron handle easy. 400 Watts; 110-120 Volts, AC, DC. Wt. 2¼ lbs.

No. 3637. List \$4.95. Dir's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net



\$2.91

K-M Flat Work Iron



- Ideal for Flat Work
- Heat Indicator and Switch Cord Set
- 660 Watts
- Weight 4½ lbs.

Can be used on general ironing, but is ideal for ironing all flat work. Spring action lessens fatigue. Heat indicator in combination with switch cord set makes possible temperature control for proper ironing of any fabric. All around safety guard forms convenient easy rest position. Element coils embedded. Complete with cord set. 115 volts, AC-DC, 660 watts. Wt. 3½ lbs.

No. 3635. List \$5.95. Dir's., ea. \$3.87.
Lots of 6, ea. \$3.57. Less 2%, net. **\$3.50**

K-M Liquidizer



Reduces Fruits and Vegetables to a Liquid

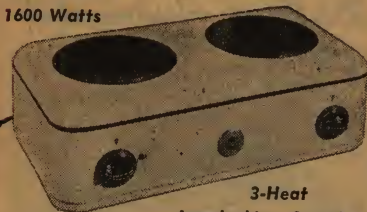
Almost any kind of fruit or vegetable can be reduced by the K-M Liquidizer to a tasty, easily digested liquid, losing no vitamin content in the process. With a little experimentation many delicious new recipes will be found that can be quickly prepared.

High speed (15,000 R.P.M.) motor is built for lasting efficiency and service. Fine steel cutting blades shaped for rapid action are permanently mounted in glass. Hexagon shaped glass with inner fins add to speed and efficiency of liquidizing. Heavy base with rubber feet finished in white kitchen enamel. 3-way switch — High, Low and Off. Heavy-duty cord set. 115 volts, AC or DC. Wt. 9½ lbs.

No. 3623. List \$14.95, Dlr's., ea. \$9.72.
3 lots, ea. \$8.97, less 2%, net..... **\$8.79**

K-M Twin Grill Stoves

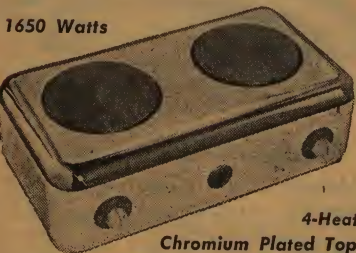
Porcelain Top
1600 Watts



3-Heat
Interlocking Switches

medium at the same time or on a combination of medium and low. Gleaming white porcelain top, body finished in white enamel. Attached cord. Size 18½x9½x5½". 1650 Watts. 110-120 Volts AC. Wt. 16 lbs. No. 3627. List \$12.95. Dlr's., ea. \$8.42.
Lots of 6, ea. \$7.77. Less 2%, net..... **\$7.61**

1650 Watts



4-Heat
Chromium Plated Top

9½"x5½". 1650 Watts; 110-120 Volts. Wt. 15 lbs. AC-DC. No. 3528. List \$10.95. Dlr's., ea. \$7.12.
Lots of 6, ea. \$6.58. Less 2%, net..... **\$6.45**

STANDARD MODEL

This double electric grill is built with the same type of construction used in large electric ranges. Two Dur-A-Life range units heat quickly and efficiently. 2 rotary snap switches control heat. Low, medium, and high on left burner; high heat on right burner. Chromium plated top; white enameled body. Attached cord. Size 18½x

SPECIAL MODEL

Has two 6" Dur-A-Life range element with embedded heating core. Each element operates independently. Single heat on right burner and low, medium, or high on left burner. Top finished in chromium

body in baked white enamel. Attached cord. Size 16½x8½x5½". Wattage from 330 to 1650. 110-120 Volts; AC-DC. Wt. 13½ lbs. No. 3629. List \$7.95. Dlr's., ea. \$5.17.
Lots of 6, ea. \$4.77. Less 2%, net..... **\$4.17**

KNAPP-MONARCH Quality

K-M Tel-A-Matic Corn Popper

Pops and Completely Butters Corn
No Shaking — No Stirring — No Agitating

The K-M corn popper is entirely unique in design, action and results. Operates automatically, requiring no shaking, stirring or agitating. Made of highly polished heavy aluminum. Clear glass top to see the corn pop. Special measuring cup for corn and oil assures perfect popping. Cool, non-scratching base. Underwriters' labeled cord. 450 watts. Includes Special Measuring Cup and Sample Can of Mazola. 115 volts AC-DC. No. 3624. List \$4.95. Dlr's., ea. \$3.22. Lots of 3, ea. \$2.97, less 2%, net



\$2.91

K-M APPLIANCES CAN BE ASSORTED TO TAKE QUANTITY PRICES

K-M Deluxe Twin Grill Stove



Porcelain Finished Cover—Range Type Elements
4-Heat—Interlocking Switches

This deluxe portable stove reaches a new degree of perfection in electric range construction. Dur-A-Life cast embedded elements mounted in commercial adapter rings. Range type interlocking switches control the heats—low, medium, high. Supplies 1200 watts on either grill, or 1600 watts in combination. Full porcelain finished top and element cover—a new feature for portable stoves. When cover is opened, it protects kitchen wall against stains from splashes or cooking vapors. Finished in white porcelain enamel with black plastic handle—Size, 21½x11½x6½". 1600 Watts; 115 Volts; AC. Wt. 20 lbs.

No. 3625. List \$19.50. Dlr's., ea. \$12.68. Lots of 3, ea. \$11.70. Less 2%, net..... **\$11.47**
No. 3626. Same as Above, Only Without Cover. List. \$17.95. Dlr's., ea. \$11.67. Lots of 3, ea. \$10.77. Less 2%, net..... **\$10.55**

K-M Single Grill Stove

3-Heat Control

A handy portable stove finished in chrome and kitchen white, 6" embedded Dur-A-Life range-type element. 3-heat switch control, low, medium or high. Attached cord. Size, 8½x8½x5½". 990, 660 and 330 Watts. 110-120 Volts, AC-DC. Wt. 3 lbs.

No. 3630. List \$4.95. Dlr's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net..... **\$2.91**



Appliances



K-M Leader Heating Pad

Soft Woolen Cover
3-Heat Switch

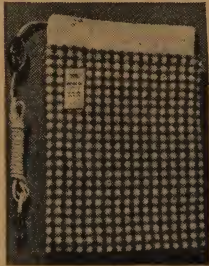
An outstanding value for a nationally known, quality heating pad. Soft, comfortable woolen outer cover encases the safe, dependable, multi-thermostat construction heating element. Three heats—high, medium and low. Listed by Underwriters' Lab. 60 Watts, 110-120 Volts, AC-DC. Size 12x15".



No. 3638. List \$2.00. Dir's., ea. \$1.30. Lots of 6, ea. \$1.20. Less 2%, net. **\$1.18**

K-M Wetproof Heating Pad

Removable Plaid Cover
With Snap Fasteners



This K-M Pad has its heating element fully encased in a rubberized covering giving element moistureproof protection. Full 12x15 inches in size with element covering maximum area. Automatically controlled by two quick acting thermostats. Controlled by 3-heat switch attached to long, flexible U.L. labeled cord. Removable outer cover of soft durable material with convenient snap fasteners. 110-120 volt, AC or DC.

No. 3639. List \$2.95. Dir's., ea. \$1.92. 6 lots, ea. \$1.77. Less 2%, net. **\$1.73**

K-M Chenille Heating Pad

Removable Washable
Covering With Zipper

Soothing, penetrating heat automatically controlled by two quick acting thermostats. Element covering maximum heating area is enclosed in rubberized, moisture-proof bag. Three distinct heats—low, medium, high—controlled by switch. Lovely soft padded washable chenille covering with zipper fastener. 110-120 volt, AC or DC. Ship. wt. 4 1/2 lbs.



No. 3640. List \$3.95. Dir's., ea. \$2.57. 6 lots, ea. \$2.37. Less 2%, net. **\$2.32**

K-M Vaporizer

Adjustable Directional Spout



A vaporizer with a safety thermostat feature. If vaporizer boils dry, the temperature-limiting thermostat will prevent overheating. Large capacity accommodates 3 pints of water, giving over 3 hours of vaporizing action. A separate cup for the medication adds to cleanliness and effectiveness. Adjustable directional spout. Non-rusting polished aluminum throughout with cool plastic handles for easy handling. 350 Watts; 110-120 Volts; AC only.

No. 3646. List \$4.95. Dir's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net. **\$2.91**

K-M DeLuxe Twin Speed Vibrator

- Complete With 4 Applicators
- Two-Speed Switch

This modern two-speed vibrator with its heavy duty, high-speed vibrator is designed for a multitude of uses. Complete with four interchangeable attachments—soft sponge rubber, hard ivory plastic ball, soft rubber vacuum cup, and rubber finger applicator. Genuine walnut handle. Chrome and brown finish. Low operation cost. Two-speed switch. 110 volt, AC.



No. 3645. List \$8.95. Dir's., ea. \$2.57. 8 lots, ea. \$2.37. Less 2%, net. **\$2.32**

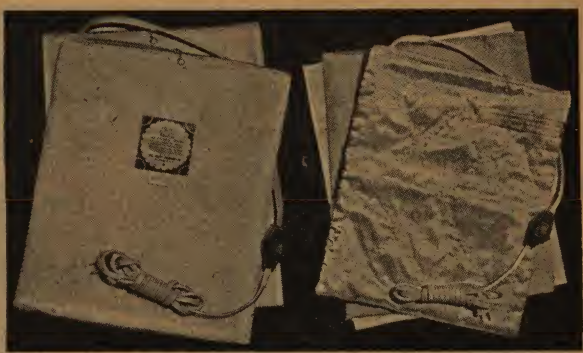
K-M DeLuxe Hair Dryer

Blows Hot or Cold

A hair dryer for home use with professional efficiency. Blows Hot or Cold breeze as desired. Nichrome element heats quickly for efficient service. Lifts from base for use for a portable hair dryer. Tilts to desired angle by screw adjustment. Motor driven blower with very convenient switch for Hot, Cold or "Off" on motor housing. Finished in chrome and brown with walnut handle shaped for comfortable grip. Underwriters Laboratories labeled cord. 115 volts, 60 cycle, AC. 275 watts. Ship. wt. 6 lbs.



No. 3644. List \$6.95. Dir's., ea. \$4.52. 3 lots, ea. \$4.17. Less 2%, net. **\$4.09**



K-M DeLuxe Fireproof Heating Pads

- 4 Thermostats—Positive Selective Heat Control
- Patented Fireproof Asbestos Covered Element
- Rubber Moisture-proof Bag for Wet Applications

With Woolen Cover

Here's an outstanding value in a Deluxe heating pad! Employs a patented fireproof element, lock-stitched into place in muslin bag. 4 thermostats give positive heat control. 3 heat switch attached to long service cord. 80% wool, removable outer cover with zipper, available in pastel colors. Listed by Underwriters' Laboratories. Rubberized bag for wet applications. 110-120 volts, AC or DC.

No. 3642. List \$5.95. Dir's., ea. \$3.87. 6 lots, ea. **\$3.50**
\$3.57. Less 2%, net

With Satin Cover

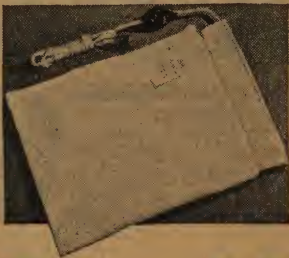
Asbestos covered element lock-stitched in place fully covered by asbestos woven envelope. This in turn, is covered by muslin bag. Selective 3-heat switch on long service cord. Pastel quilted satin cover with zipper fastener. 4 thermostats for accurate heat selection. Complete with linen bag for regular use and rubberized bag for wet applications. 110-120 v., AC or DC.

No. 3643. List \$7.95. Dir's., ea. \$5.17. 6 lots, ea. \$4.77. Less 2%, net. **\$4.67**

K-M Fireproof Heating Pad

- 3 Selective Heats
- Asbestos Covered Element
- Rubber Moisture-proof Bag

This new heating pad with a Fireproof Asbestos lining sets a new standard of safety. Asbestos covered element is lockstitched into place in an envelope of fireproof asbestos cloth. Completely encased in a rubberized cover for protection when using wet applications. Removable outer soft wool tan cover has a slide fastener. Three selective heats controlled by two double thermostats. Listed by Underwriters' Laboratories. 60 Watts, 110-120 Volts. AC-DC.



No. 3641. List \$4.95. Dir's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net. **\$2.91**

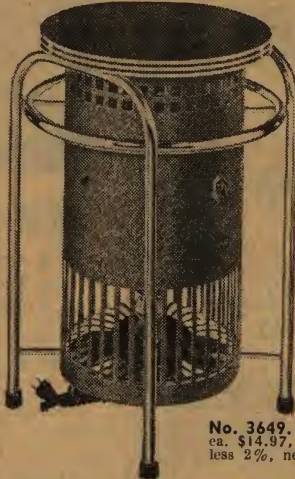
K-M Circul-Air HEATER

KNAPP-MONARCH Appliances Styled and Priced to Appeal



K-M Circulating Heater and Fan

Throws Hot or Cold Air —
Can Also Be Used as
Cocktail Table

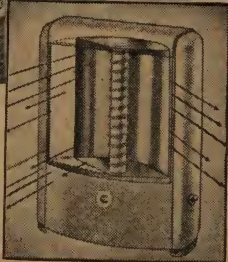


A newly developed hot and cold air circulator distinctly styled and constructed for maximum heating and cooling efficiency. A 10" fan at top of air chamber, 20" high by 11" in diam., drives air down past a 1000 watt Nichrome element to a specially constructed deflector from which the air is distributed throughout room on the principle of a hot air register. A simple turn of switch shuts off heating element converting the unit into a circulating fan. Pilot light flashes red while heater is on. 3-position switch—Hot Air, Cool Air and "Off." Has the ultra-smart appearance of a modern occasional table, while 14" ebony plastic top actually permits its use as a cocktail table. Sides of air chamber finished in brown wrinkle enamel. Chromium finished legs. 24" high overall. Wt. 23 lbs. 1350 watts. 115 volts, AC.

No. 3649. List \$24.95, Dir's., \$16.22. 6 lots, ea. \$14.97, less 2%, net..... **\$14.67**

1350
Watts

With Rotating Reflector
Specially designed for auxiliary use in that "hard-to-heat" room. Revolving reflector focuses heat to all parts of room. A fan located in base of heater draws cool air into the heater and circulates warm air. On and Off switch controls silent operating motor. If direct heat is desired, switch will stop rotation. Porcelain post wound with Nichrome wire. Finished in brown frost-proof enamel. 1350 Watts. 110-120 Volts AC. Wt. 14 lbs.
No. 3647. List. \$12.95, Dir's., ea. \$8.42. Lots of 3, ea. \$7.77, less 2%, net..... **\$7.61**



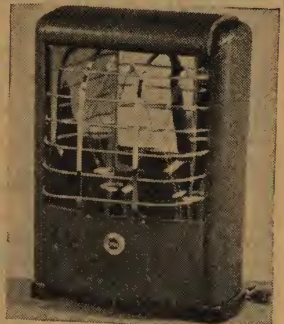
Directed Heat

Heat waves are distributed throughout the room by a combination of fan circulated air and the specially designed parabolic reflector that rotates over a wide arc of 35 degrees.

K-M Box Heater

1320 Watts

An ideal room heater. Combines both heating by reflection and heating by circulation. No moving parts to get out of order. Quick instant heat. Air flows in through the bottom and is circulated out through the front grill. Made of heavy pressed steel with genuine Nichrome element. Chromium plated reflector constructed for maximum reflection. Finished in brown wrinkle enamel. Sizes 21-5/16 x 9-3/16 x 5 1/4". Approved cord. 1320 watts. 115 volts, AC or DC. Wt. 13 lbs.
No. 3648. List \$5.95. Dir's., ea. \$3.87. 6 lots, ea. \$3.57, less 2%, net..... **\$3.50**



K-M Infra-Red Lamps

FLOOR MODEL

- Adjustable Arm
- Switch in Base

The ultimate in Infra-Red Ray treatment can now be achieved by the use of this new K-M health lamp. Mounted on an attractive 4 1/2 foot stand. Long, flexible neck gives an opportunity for treatment of any parts of the body. Convenient on-and-off switch in base. Built of finest material with highly polished aluminum bowl and Nichrome element. Heavy wired guard for extra protection. Chrome and frosted brown finish harmonizes with any surrounding. Underwriters' Labeled cord. 115 volts, AC or DC. 300 watts. Ship. wt. 17 lbs.

No. 3652. List \$7.95. Dir's., ea. \$5.17. 3 lots, ea. \$4.77, less 2%, net..... **\$4.67**



TABLE MODEL

Treatments with this lamp have been recommended for both general and local conditions. This table model is ideal for home treatments. Polished aluminum bowl and highest quality element. Convenient On and Off switch in base. Adjustable to any position. Brown frosted enamel finish. 115 volts, AC or DC. 300 watts. Nichrome infra-red element.

No. 3653. List \$3.95. Dir's., ea. \$2.57. 6 lots, ea. \$2.37, less 2%, net..... **\$2.32**



DeLuxe Bowl Heater

15" Reflector — 1000 Watts
With Reflex Element

A reflector type heater scientifically designed for maximum heat radiation. 15-inch high polished chrome bowl with patented reflex element giving maximum efficiency at minimum current. Heavy chrome wire guard. Chrome plated tubular base which tilts to any angle. 115 volt AC or DC. 1000 watts.

No. 3651. List \$5.95. Dir's., ea. \$3.87. 6 lots, ea. \$3.57, less 2%, net..... **\$3.50**

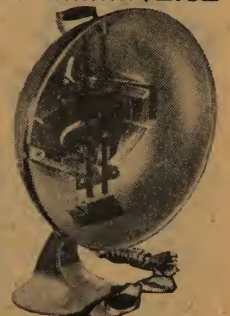
11" Reflector — 660 Watts

Same as above only with 11" reflector. 660 WATTS.
No. 3650. List \$3.95. Dir's., ea. \$2.57. 6 lots, ea. \$2.37, less 2%, net..... **\$2.32**

Kwikway Carbon Arc Sun Lamp

Radiates Ultra Violet Rays

An efficient four-carbon lamp with new safety features. Automatic turn-off for 4 minute operation. 13-in. bowl with highly polished reflector for maximum efficiency. Units completely covered with safety screen. Double carbon construction. Non-tip base. Finished in brown frosted enamel. Complete with 3 carbons and goggles. 115 volts, AC or DC.
No. 3654. List \$6.95. Dir's., ea. \$4.30. Lots of 6, ea. \$4.00, less 2%, net..... **\$3.92**
No. 3655. Set of 10 extra carbons. List \$1.25. Dir's., ea. 92c. less 2%, net..... **90c**
No. 3656. Set of 10 Super Tan Eveready carbons. List \$1.75. Dir's., ea. \$1.17, less 2%, net..... **\$1.15**



**KWIKWAY
AUTOMATIC
4½ LB. IRON**

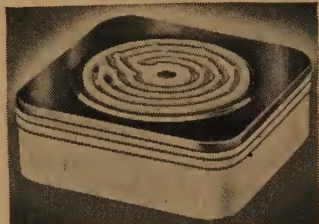


A Leader Value!

750 Watts—Chrome Finish

Any desired heat is accurately obtained by simply setting the convenient heat regulator. Large ironing surface. Patented embedded element assures uniform heat. Comfortable hand shaped handle. Smart streamline design. Highly polished chrome finish. Listed by Underwriters' Laboratories. 115 Volts, A.C. Less cord. Standard terminals.

No. 3680. List \$3.50. Dir's., ea. \$2.10. 6 Lots, ea. \$1.95. 12 Lots, ea. \$1.85.
Less* 2%, net **\$1.81**



**KWIKWAY ELECTRIC
STOVE**

Chrome Finished Top—660 Watts

A small, though well constructed single burner electric stove with chrome plated top and white enamel body. 6-in. open type porcelain element. Fully ventilated bottom. Long flexible attached cord. 115 Volts, A.C. or D.C. 660 Watts. Size 8½" x 8½" x 3½". Wt. 3½ lbs.

No. 3684. List \$1.75. Dir's., ea. 95c. 6 Lots, ea. 90c. 12 Lots, ea. 85c. Less 2%, net **83c**



**4½ Lbs.
850 Watts**

An attractive new Lady Dover automatic iron which offers the housewife a new high standard of automatic ironing efficiency at minimum cost. Dial control is accurately marked for all fabrics and has "off" position. Dependable micromatic thermostat. Beautiful streamline design and gleaming chrome plated finish gives this model unusual eye appeal. One-piece shell and heel rest. Full beveled sole plate. 10,000 Cycle, heavy duty cord, permanently attached. Embedded element. 850 Watts, 115 Volts, A.C. only. Wt. 4½ lbs.

No. 3677. List \$8.95. Dir's., ea. \$3.60. 6 Lots, ea. \$3.40. Less 2%, net **\$3.53**

KWIKWAY APPLIANCES
REG. U.S. PAT. OFF.

KWIKWAY TRAVELER

Wt. 2¼ lbs.—Handle Folds Flat

The ideal iron for traveling. The handle folds flat and fits into handsome traveling case. Takes very little space in luggage. Full size sole plate with embedded nichrome element. Gleaming chrome finish. Complete with cord set. 115 Volts, A.C. or D.C. 400 Watts. Wt. 2¼ lbs.

No. 3681. List \$2.95. Dir's., ea. \$1.65. 6 Lots, ea. \$1.55. 12 Lots, ea. \$1.50. Less 2%, net **\$1.47**

3681



**KWIKWAY 3½-LB.
IRON**

Priced for leader value! Patented embedded element, giving quick, even heat over entire sole plate surface. Super-brite polished chrome finish one-piece shell. Wooden handle. Less cord set. Has standard terminals. 660 Watts. 115 Volts, A.C.-D.C. Wt. 3½ lbs.

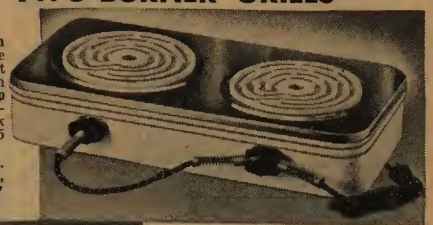
No. 3679. List \$1.50. Dir's., ea. 91c. 6 Lots, ea. 88c. 12 Lots, ea. 80c. Less 2%, net **.78c**

KWIKWAY TWO-BURNER GRILLS

Standard Model

Double grill with two 6-in. open type porcelain elements. Exclusive double attachment plug arrangement permits operation of one or both burners at one time. Chromium top and white enamel base. Fully ventilated bottom plate. Size 16½" x 8½" x 3". Wt. 6½ lbs. 1320 Watts. 115 Volts, A.C. or D.C.

No. 3682. List \$3.50. Dir's., ea. \$1.90. 6 Lots, ea. \$1.80. 12 Lots, ea. \$1.70. Less 2%, net **\$1.67**



**DeLuxe Model
1650 Watts—4-Heats**

Fully streamlined double grill with two 6-in quick heating porcelain elements. Left grill controlled by three heat switch for low, medium and high. On and Off switch controls right grill. Fully ventilated bottom plate. Chrome plated top with white enamel body. Polished metal top covers. With cord set. 115 Volts, A.C. or D.C. Size, 16½" x 8½" x 3½". Wt. 10 lbs.

No. 3683. List \$5.95. Dir's., ea. \$3.45. 6 Lots, ea. \$3.25. 12 Lots, \$3.00. Less 2%, net **\$2.94**

**Lady Dover AUTOMATIC
IRON**

The Doverite. AUTOMATIC

- New Micromatic Heat Control
- High Speed Embedded Element
- "Comfit" Handle
- 700 Watts
- Wt. 4 Lbs.
- Dial Has Off Position



The superb quality and ironing efficiency of the Doverite Automatic is well-known among thousands of housewives who have paid the regular price of \$6.95 for them.

The new micromatic heat control provides the most accurate automatic control of temperature ever developed. Air cooled control lever is of Bakelite. "Off" position with lever. Comfit handle, shaped to the hand eliminates burned fingers. High speed embedded elements ingrooved in ironing surface.

One-piece streamlined shell and heel rest. Rounded cover plate under rear of shell prevents drag or catching clothes. Heavily chrome plated. Easy tilt rest and button bevel. Complete with heavy duty 6 ft. cord set. 700 Watts. 4 lbs. 110-120 Volts, A.C.

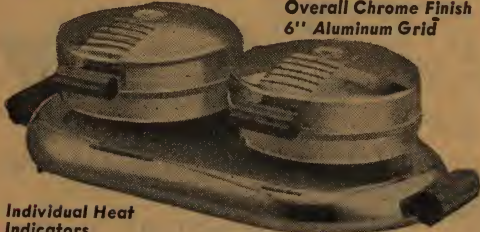
No. 3678. List \$4.95. Dir's., ea. \$2.75. 6 Lots, ea. \$2.60. 12 Lots, ea. \$2.40. Less 2%, net **\$2.35**



ELECTRICAL APPLIANCES

KWIKWAY TWIN WAFFLE IRON

Overall Chrome Finish
6" Aluminum Grid

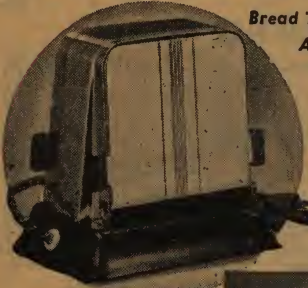


Individual Heat Indicators

Beautifully styled and resplendent in its all chrome finish, this low priced twin waffle iron will prove itself a real winner. Heat indicator at top of each grid tells when iron is ready for batter. Full size cast aluminum greaseless grids bake two waffles at once. Genuine Nichrome elements give quick oven heat. Flexible expansion hinges. Complete with cord set. Listed by Underwriters' Laboratories. 115 Volts, AC or DC, 600 Watts. Wt. 10 lbs.
No. 3659. List \$6.45. Dir's., ea. \$4.00.
3 Lots, ea. \$3.85. 6 Lots, ea. \$3.65, less 2%, net. **\$3.58**

KWIKWAY 2-SLICE TOASTER

Bread Turns When Doors
Are Lowered



Toasts two slices at once and reverses toast by lowering doors. Highly chrome plated doors with black enamel base. Cool handles. Scratch-proof feet. Complete with cord set. Listed by Underwriters' Laboratories. 115 Volts, AC or DC. 500 Watts. Wt. 2 1/2 lbs.
No. 3666. List \$1.50. Dir's., ea. 95c. 6 Lots, ea. 88c. 12 Lots, ea. 81c, less 2%, net. **79c**

KWIKWAY AUTOMATIC TOASTER

Eight positions for any shade of toast desired. When toast is done, current automatically goes off. Toasts two slices at once. Toast is turned by lowering doors. Chrome finish with walnut handles. Complete with cord set. 500 Watts. 115 Volts, AC. Wt. 3 lbs.
No. 3663. List \$4.95. Dir's., ea. \$2.50. 3 Lots, ea. \$2.35. 6 Lots, ea. \$2.25, less 2%, net. **\$2.20**



All Kwikway Appliances Can Be Assorted To Take Quantity Prices

KWIKWAY CORN POPPER

Makes Fluffy Delicious Popcorn In A Hurry



A large 3/4 gallon capacity electric corn popper. Aluminum finished body with orange enamel top. Legs and handles finished in glossy blue enamel. Cool wooden handle with agitator knob on top. Sturdy, flexible agitator turns freely and easily. Heating plate shaped to prevent scorching. Listed by Underwriters' Laboratories. Less cord set. Has standard terminals. 115 Volts, AC or DC. 450 Watts. Wt. 2 1/2 lbs.
No. 3665. List \$1.50. Dir's., ea. 84c. 3 Lots, ea. 79c. 12 Lots, ea. 74c, less 2%, net. **73c**

KWIKWAY AUTOMATIC WAFFLE IRON

Signal Light Tells When To Bake, And When Waffle Is Done

7 1/4" Aluminum Grid

Makes delicious waffles automatically. Dial on side can be set for shade of waffle desired. Indicator light on top grids. 7 1/4" cast aluminum grid with drip ring. Flexible expansion hinge. Genuine Nichrome elements. Cool wooden handles. Gleaming chrome plate finish. Complete with cord set. 115 Volts, AC only. 600 Watts. Wt. 6 1/2 lbs.
No. 3660. List \$6.95. Dir's., ea. \$4.25. 3 Lots, ea. \$4.00. 6 Lots, ea. \$3.75, less 2%, net. **\$3.67**



KWIKWAY ELECTRIC WAFFLE IRON

Heat Indicator In Top

Heat indicator tells when to add batter. 7 1/4" cast aluminum greaseless grids. Genuine Nichrome element Expansion hinge. 115 Volts, AC or DC. 600 Watts. Wt. 5 1/2 lbs. Less cord set. Standard terminals.

No. 3662. List \$3.95. Dir's., ea. \$2.50. 6 Lots, ea. \$2.35. 12 Lots, ea. \$2.25, less 2%, net. **\$2.20**



KWIKWAY SANDWICH TOASTER



Toasts or Grills

You will find a heavy demand for this low priced sandwich toaster and grill. Has special expanding hinge which enables toasting of three decker sandwiches, Grills bacon, eggs, etc. Drip cup catches excess grease. Nichrome elements give quick, even heat. Highly polished top with black enamel tray. 115 Volts, AC or DC. Less cord set. 600 Watts. Wt. 3 1/2 lbs.
No. 3664. List \$1.50. Dir's., ea. 89c. 6 Lots, ea. 84c. 12 Lots, ea. 78c, less 2%, net. **76c**

KWIKWAY DELUXE SANDWICH TOASTER

An outstanding value in an all chrome sandwich toaster which TOASTS OR GRILLS with absolute dependability. Adjustable hinge for toasting of any size sandwich. Opened flat, it may be used as a grill. Drip cup. Cool, walnut handles. 115 Volts, AC or DC. 600 Watts. Less cord set. Standard terminals. Wt. 4 lbs.
No. 3664. List \$2.95. Dir's., ea. \$1.85. 3 Lots, ea. \$1.70. 6 Lots, ea. \$1.60, less 2%, net. **\$1.57**



FEATURE **KWIKWAY** FOR VOLUME SALES



KWIKWAY ELECTRIC HAIR DRYERS



Blows Hot or Cold Air

DeLuxe Model
Has three way switch for "hot", "cold", or "off". Finished in highly polished Chrome. Comfortable handle. Wire mesh safety guard at end of blower. Long flexible cord with rubber grip plug. Listed by Underwriters' Laboratories. 115 Volts, AC only. 330 Watts.
No. 3669. List \$5.95. Dir's., ea. \$3.50. 6 Lots, ea. \$3.25. 12 Lots, ea. \$3.00, less 2%, net. **\$2.94**

Standard Model

Dries hair quickly and thoroughly. Wire mesh safety guard. Comfortable handle. Finished in ivory enamel. Long flexible cord. Blows hot air only. 115 Volts, AC only. 330 Watts.

No. 3670. List \$2.50. Dir's., ea. \$1.60. 6 Lots, ea. \$1.50. 12 Lots, ea. \$1.40, less 2%, net. **\$1.37**



KWIKWAY WHIPPER

For Whipping Eggs, Cream, Sauces, Drinks, Etc.

A low-priced, handy appliance which enjoys year-round popularity. Has high powered induction motor. Fits on graduated glass mixing bowl. Easy grip handle. Removable beater. All rubber cord. 115 Volts, AC only.

No. 3668. List \$1.50. Dir's., ea. 96c. 6 Lots, ea. 89c. 12 Lots, ea. 81c, less 2%, net. **79c**



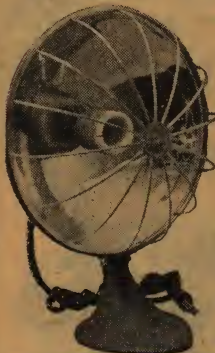
DeLuxe Model On and Off Switch

High powered motor beautifully designed, streamlined housing which fits over graduated glass mixing bowl. On and off switch built into housing. Removable beaters. Long flexible cord. 115 Volts, AC.
No. 3667. List \$2.50. Dir's., ea. \$1.60. 6 Lots, ea. \$1.50. 12 Lots, ea. \$1.40, less 2%, net. **\$1.37**



KWIKWAY 10-IN. HEATER

- 600 Watts
- Polished Chrome Reflector



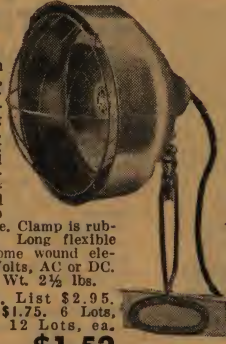
No. 3674. List \$1.75. Dir's., ea. 96c. 6 Lots, ea. 89c. 12 Lots, ea. 81c, less 2%, net. **79c**

KWIKWAY INFRA RED RAY LAMP

Rubber Covered Clamp

Clamps on table, chair, or most anywhere, providing soothing, penetrating Infra Red Rays. Aluminum reflector bowl adjusts to desired angle. Clamp is rubber covered. Long flexible cord. Nichrome wound element. 120 Volts, AC or DC. 200 Watts. Wt. 2 1/2 lbs.

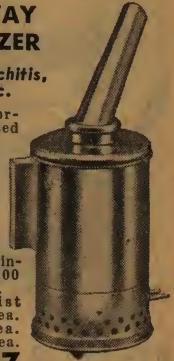
No. 3676. List \$2.95. Dir's., ea. \$1.75. 6 Lots, ea. \$1.65. 12 Lots, ea. \$1.55, less 2%, net. **\$1.52**



KWIKWAY VAPORIZER

For Colds, Bronchitis, Asthma, Etc.

A convenient vaporizer for medicated vapor treatments. Made of non-rusting aluminum. Patented container for saturated cotton at top of vaporizer. Cool wooden handle. Less cord set. Standard terminals. 115 Volts. 300 Watts. AC or DC.
No. 3675. List \$2.25. Dir's., ea. \$1.45. 6 Lots, ea. \$1.35. 12 Lots, ea. \$1.30, less 2%, net. **\$1.27**



KWIKWAY HAND MODEL VIBRATOR

Complete With 3 Applicators

Ideal for all types of massage-facial, scalp or muscle toning. Comes complete with three applicators. Contained in hand-sized plastic case for comfortable, easy grip. Long flexible cord. 115 Volts, AC only. 15 Watts.

No. 3671. List \$2.50. Dir's., ea. \$1.60. 6 Lots, ea. \$1.50. 12 Lots, ea. \$1.40, less 2%, net. **\$1.37**



KWIKWAY HEATING PAD

- 3-Heats Fully Encased In Rubberized Covering
- Two Double Thermostats

3-speed switch on cord for low, medium, high heats. Automatic thermostatic heat control. Heating element covers maximum inside surface. Fully encased in rubberized covering for moisture proof protection. Snap fasteners on cover for easy removal. Long flexible cord. 115 Volts. 60 Watts. AC or DC.

No. 3672. List \$2.95. Dir's., ea. \$1.65. 6 Lots, ea. \$1.55. 12 Lots, ea. \$1.45, less 2%, net. **\$1.42**



Snap Fasteners on Cover



KWIKWAY CORN POPPER

Makes Fluffy Pop Corn

A large capacity corn popper with chrome plated body and white enamel top and legs with red trim. Sturdy agitator at side turns freely and easily. Heating plate shaped to prevent scorching. Specially designed feet also serve as handles. 3/2 gallon capacity. Less cord set. Standard terminals. 115 Volts. AC or DC. 450 Watts.
No. 3673. List \$2.25. Dir's., ea. \$1.30. 6 Lots, ea. \$1.20. 12 Lots, ea. \$1.15, less 2%, net. **\$1.13**

The STEEM-ELECTRIC "Pacemaker"



In
Lots of 3

431
Net

RIDES ON
A CUSHION
OF STEAM

For the first time—a new, genuine STEEM-

ELECTRIC iron that lists for only \$6.95! This sensationally low price was made possible by the hundreds of thousands sold annually. And now every housewife will be a prospect for the "Pace-Maker," because it costs no more than an ordinary iron.

Cannot burn or scorch materials. No sprinkling necessary. Hammered aluminum shell with heatproof bakelite handle. Detachable heel rest. Safety valve prevents burning out. Chrome plated sole plate, 6 ft. approved cord, 600 watts, 110 volts A.C.-D.C. Wt. 4 3/4 lbs.

No. 4039. List \$6.95. Dir's., ea. \$4.65. Lots of 3, ea. \$4.40, less 2%, net

431

and now...the **AUTOMATIC** Steam **ELECTRIC** Iron

The famous Steem Electric Iron—the new ironing sensation which has been acclaimed by housewives everywhere—is now being offered in a fully automatic model thus adding to its utility and ironing efficiency. In addition, the new automatic model offers other features which greatly increase the appeal of this iron to the housewife. Judging by the popularity of the previous model, it is safe to predict that the new automatic model will smash all existing iron sales records.

IRONS—STEAMS —PRESSES

Makes quick, thorough work of any ironing job. Eliminates sprinkling. Irons the thickest fabrics without danger of burning or scorching. Renews nap of velvet by steaming. Presses suits without cloth. Automatically controlled thermostat eliminates possibility of overheating. Can also be used as a straight electric iron. Heatproof plastic handle and filler cap. Streamlined handle with built in thumb rest. New safety release valve. Hammered finish, non-corrosive aluminum shell. Chrome plated gray iron sole plate, will not dent or scratch. New design heel rest. Complete with approved cord and plug, funnel and full directions.



- Automatic "On and Off" Heat Control—Cannot Overheat
- No Sprinkling Necessary
- Cannot Burn or Scorch
- New Streamlined Design
- Approved by Underwriters Laboratories

No. 4038. List \$9.95. Dir's., ea. \$6.50. Lots of 3, ea. \$6.00, less 2%, net

588



STEAM-O-MATIC Selectrol Fully Automatic STEAM ELECTRIC IRON

- Heat Controlled by Accurate Thermostat
- 2 Irons in One—Steam or Dry Iron
- Fabric Selector for Different Materials
- 1000 Watts, 115 Volts, A.C. Only

An all-purpose, fully automatic steam-electric iron that's really two irons in one. Has all the advantages of a steam-electric iron and if desired can be operated as a dry iron. Fully automatic—just set dial for any fabric, and super-accurate thermostat will control temperature. When used as a steam iron will not burn or scorch. Eliminates sprinkling. Fabrics will never burn or stick. Ideal for ironing linens as well as synthetic fabrics. Aluminum sole plate with heel stand. Completely sealed nichrome element. Weight only 4 1/2 lbs. 1000 watts, 115 volts, A.C. only. 6 ft. approved cord attached.

No. 4037. List \$12.95. Dir's., ea. \$8.42. Lots of 3, ea. \$7.77, less 2%, net

7.61

"American Beauty" Electric Irons

FULLY AUTOMATIC Adjustable to Any Heat— Chromium Plated—1000 Watts

American Beauty irons are recognized among housewives everywhere, as the finest to be had in ironing equipment. More and more of these irons are being sold every day, in preference to lower priced irons, proving their popularity is increasing.



With Permanently Attached Cord
Thermostatic switch with on and off switch position. Permanently attached cord. Large beveled edge base. Twin-separate safety type 10,000 cycle cord. Heel rest. Cord support. 1000 Watts, 110 volts A.C.

No. 4316. Wt., 5 1/2 lbs. } List \$8.95. Dir's., ea. \$6.25. Lots of 6, ea. \$6.02, less 2%, net

With Detachable Cord Set
Automatic heat control switch regulates any desired temperature. Large sole-plate with beveled edges. Twin-separate safety cord, 10,000 cycles. Chrome finished. Separate stand. 1000 watts. 110 volt, A.C.

No. 4319. Wt., 5 1/2 lbs. } List \$8.95. Dir's., ea. \$6.25. Lots of 6, ea. \$6.02, less 2%, net

PROCTOR "Never-Lift" Automatic Iron

Automatically Lifts Itself on Its Own Stand

A gentle pressure on button-release and iron raises on its own stand. Pressure on heel of handle clicks stand back into place. Fabric dial assures safe ironing for all types of material. In addition, 3-speed selector adjusts temperatures to suit needs of a fast, medium or slow ironer. Air cooled bakelite handle with thumb rest. Built-in "off" switch and permanently attached 10,000 cycle 8 ft. cord. Beveled edge. Wt. 4 3/4 lbs. A.C. 110-120 volts, 1,000 Watts.

- 3-Speed Selector
- 3-Year Guarantee
- 10,000 Cycle Cord
- Fabric Selector
- 1000 Watts



No. 4329. List \$12.50. Dir's., ea. \$8.13. Lots of 6, ea. \$7.50, less 2%, net

7.35

The Aristocrat of All Mixers

Gilbert KITCHEN KIT

THE ONLY FOOD MIXER with a
BUILT-IN POWER UNIT

- Built-In Power Unit Always Ready for Use
- 16-Speed Finger-Tip Control
- Lightweight Plastic Case—Easy to Lift
- Multi-Duty Operation—Can Perform Several Operations at Once
- Centrifugal Strainer for Extracting Juices
- Portable—Motor Easily Removed from Base

The Aristocrat of all Food Mixers! And the only food mixer on the market that was designed with the thought that "housewives are the users of food mixers and not mechanics." The Super Power Unit eliminates adding or assembly of extra gears—it's built in the case, ready for use with all heavy duty attachments. The case is made of lightweight plastic material which means farewell to arm strain. A 16-speed finger-tip control is located right under the thumb and any speed can be selected while holding mixer in hand. And the "Bayonet" locking provides the simplest of all methods for quick and secure connections. Complete with 2 white opaque mixing bowls, beaters and fruit extractor.

Performs as Many as Three Operations at Once

The built-in super power unit permits as much as three operations at the same time, thereby saving much time and labor. The kitchen kit and all its attachments are designed for quick and thorough cleaning. Air cooled Gilbert motor develops approximately 1/10 H.P. Operates on 110 volts, A.C.-D.C. 60 cycles or less. The Centrifugal Strainer (available with Models 25A and 25B) strains fruit juice as it extracts and prevents seeds, or pulp from entering liquid.

MODEL 25

Grey lightweight plastic case, white enameled base, beaters, two white opaque glass mixing bowls, fruit-juice extractor and recipe book.

No. 4342. List \$23.75. Dir's., ea. \$15.84. Lots of 3, ea. \$15.05, less 2%, net. **1475**



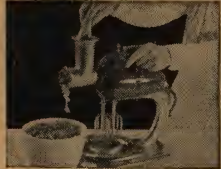
DE LUXE MODEL 25B. Lightweight plastic case in maroon finish. Chrome base. Complete with beaters, two white opaque glass mixing bowls, fruit juice extractor with centrifugal strainer and recipe book.

No. 4346. List \$29.95. Dir's., ea. \$19.95. Lots of 3, ea. \$18.95, less 2%, net. **1857**

ATTACHMENTS FOR GILBERT MIXERS

No. 4347. Food Chopper. List \$3.50. Dir's., ea. 2.34
No. 4348. Flour Sifter and Dripper. List \$2.25. Dir's., ea. 1.50
No. 4349. Can Opener. List \$2.95. Dir's., ea. 2.00
No. 4350. Knife Sharpener. List 75c. Dir's., ea. 50
No. 4351. Grater-Slicer-Shredder. List 4.50. Dir's., ea. 3.00

No. 4352. Ice Crusher. List \$3.50. Dir's., ea. 2.34
No. 4359. Pea Sheller—Bean Slicer. List \$2.95. Dir's., ea. 2.00
No. 4360. Centrifugal Juice Extractor. List \$2.00. Dir's., ea. 1.50
No. 4358. Beverage Mixer. List \$3.00. Dir's., ea. 34



Food Chopper



Grater—Slicer—Shredder

PROCTOR AUTOMATIC TOASTERS

2-SLICE AUTOMATIC

- Bell Rings When Toast Is Done
- Feather Touch Control Pops-Up Toast

This new automatic toaster is outstanding in the appliance field both in design and low price. Makes delicious dry Melba toast as well as the popular soft toast. There are 8 different degrees of light, medium and dark toast available. Dependable thermostat is controlled by a little adjustable knob. When toast is done it remains in toaster



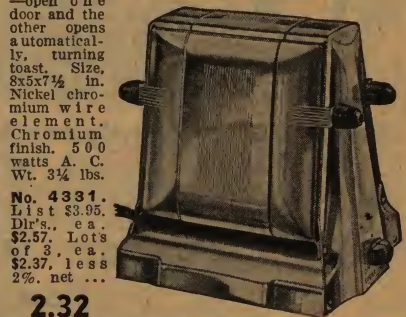
keeping warm until served. When the feather touch button is tripped, the toast rises silently and the current is shut off. An added convenience is the signal bell. When toast is finished, light or dark according to dial setting, the bell chimes, signaling that the bread is toasted and ready to be taken out. Finished in gleaming chrome. Wt. 6½ lbs. Size 10x6½x7½ in. 1100 watts 110-120 volts.

No. 4330. List \$9.95. Dir's., ea. \$6.47. Lots of 3, ea. \$5.97, less 2%, net. **5.85**

2-SLICE SEMI-AUTOMATIC

- Toast Automatically Turns When Doors Are Opened
- Bell Rings When Toast Is Done

A semi-automatic toaster at the price a non-automatic generally sells for. Toasts 2 slices on one side at a time. No need to watch—no chance of burned toast—signal bell chimes when toast is done. Switch on dial turns off current without disconnecting toaster. Doors operate together



No. 4331. List \$3.95. Dir's., ea. \$2.57. Lots of 3, ea. \$2.37, less 2%, net ... **2.32**

Send for our Special FLUORESCENT LIGHTING Catalog

In order to make it easier for our dealers to "cash in" on Fluorescent Lighting, we have prepared a catalog which includes retail literature on our complete line of Fluorescent Lamps and Fixtures. You can sell fixtures directly from this catalog, since retail prices only are shown. Write for your free copy today.

BERSTED Eskimo WHIZ-MIX

An Amazingly New and Different Mixer
Whips, Chops, Liquidizes



Not only does the Whiz-Mix perform the countless mixing chores done by ordinary mixers such as mixing cake batters, chopping meats, etc., but also liquidizes fruits and vegetables converting them into smooth liquids that flow like water. With the Whiz-Mix, mothers can prepare their own strained vegetables for infants. Powerful, high speed motor drives whirling blades at a speed of 12,000 r.p.m. Chrome-plated base of pressed steel. Heavy glass mixing bowl with chrome-plated cover. 2-speed switch. With cord and plug and recipe book. 12" high. Ship wt. 25 lbs. 115 Volts. AC or DC. No. 4326. List \$18.60. Dir's., ea. \$8.30. Lots of 3, ea. \$8.15, less 2%..... **7.99**



Mixes drinks faster and tastier

Brings a new thrill to cooking

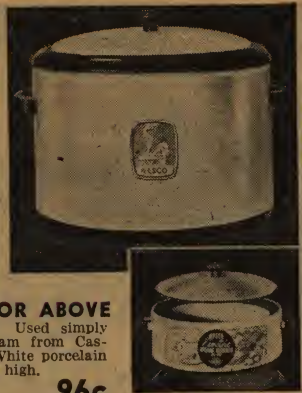
NESCO CASSEROLE

Two-Heat Control

Perfect for preparing any Casserole dish. Has 2 1/2 qt. capacity. Removable porcelain enameled cooking well. White enamel finish with black trim. Modern plastic handles. White porcelain enameled cover. High-low heat controlled with Underwriters' approved cord set. Thick, efficient glass-wool insulation, does not deteriorate. High grade resistance wire heating element embedded and cemented between asbestos sheets. Width 11" Height 8 1/2". 130-425 watts AC-DC 110-120 volts. No. 4020. List \$6.95. Dir's., ea. \$4.52, less 2%, net..... **4.43**

NESCO STEAM COOKER FOR ABOVE

Doubles the utility of the Casserole. Used simply by placing on top of Casserole. Steam from Casserole cooks food. 1 1/2 qt. capacity. White porcelain enamel finish. 10 1/4" diameter, 3 1/4" high. No. 4021. List \$1.50. Dir's., ea. 98c, less 2%, net..... **96c**



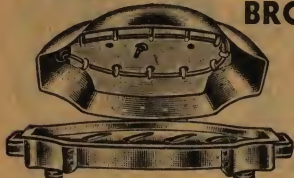
NAXON DELUXE BROILER-SERVER

• Broils, Toasts, Boils and Fries
• Can Also Be Used As 2-Heat Stove



A deluxe broiler-server that prepares tempting dishes quickly and easily. White porcelain enamel tray in base of broiler. 1000 watts and 400 watts provide both high and low heat. Removable upper dome which houses element can be reversed for use as a hotplate. Finished in chromium. Bakelite handle and feet. Complete with broiling rack, porcelain tray and two-heat reversible plug and cord set. 110 volts A.C.-D.C. 1000 watts. No. 4300. List \$7.95. Dir's., ea. \$5.17. Lots of 3, ea. \$4.77, less 2%, net..... **4.67**

RIVAL OVERHEAD ELECTRIC BROIL-O-MAT



Specially designed convex reflector top contains broiling element, and is automatically adjustable in height for every broiling requirement. Broils chops, steaks, fish, etc., right at the serving platter 9 1/2 x 13 1/2 in. Walnut handles. Rubber feet. 1000 Watt, 115 Volt AC-DC. No. 4420. List \$6.95. Dir's., ea. \$4.62. 3 lots, ea. \$4.27, less 2%, net..... **4.18**

NAXON BEANERY

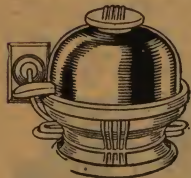
Stews Puddings, Beans, Soup, by Slow Baking Process

An electric Crock for preparing delicious meals by the Slow-Baked process—universally recognized as the best method to bring out full rich flavor of foods. Economical to use, meal for entire family can be prepared for only a few cents. Thick wall spun glass insulation holds heat. Finished in baked white enamel with black trim. Cool ball feet. Complete with cord and plug. AC-DC. No. 4301. 1 1/2 qt. capacity. Height 7", dia. 7 1/2". List \$1.98. Dir's., ea. \$1.19. No. 4302. 3 1/2 qt. capacity. Height 9 1/2", dia. 9". List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. **2.37**



HANKSCRAFT ELECTRICAL APPLIANCES

DeLuxe Automatic Egg Cooker

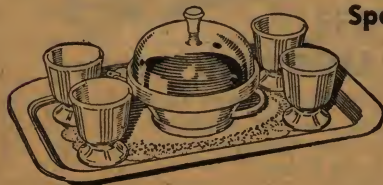


A new model egg cooker that will win instant approval. Cooks 4 eggs to the desired degree, then shuts off the current automatically. A few teaspoons of water poured into cooker closes the circuit and turns to steam almost instantly. When all water turns to steam, current shuts off. Finished in ivory and copper. Complete with boiling tray and ivory porcelain poaching dish. 110 volt AC-DC. No. 4485. List \$3.95. Dir's., ea. \$2.57. Lots of 4, ea. \$2.49, less 2%, net..... **2.44**

DeLuxe 7-Piece Egg Cooker Set

Hankscraft newest combination egg service set includes egg cooker with ivory base and copper dome, four ivory egg cups and gleaming copper tray. Also included is an ivory porcelain poaching dish. The graceful matching design of cooker, cups, and poaching dish is very effective. 110 volt AC-DC. No. 4495. List \$6.95. Dir's., per set \$4.52. Lots of 4 sets, ea. \$4.38, less 2%, net..... **4.29**

No. 4495. List \$6.95. Dir's., per set \$4.52. Lots of 4 sets, ea. \$4.38, less 2%, net..... **4.29**



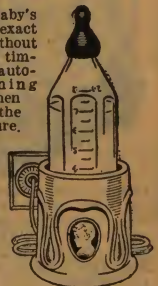
Special 6-Piece Egg Cooker Set

Here's a complete egg cooker set attractively designed and rich-looking, yet it is priced unusually low. Includes an automatic egg cooker finished in ivory and chrome, 4 ivory egg cups and serving tray. Boils, poaches, or scrambles eggs. Current shuts off automatically, when eggs are done. Complete with cord and plug, 110 volt AC-DC. No. 4483. List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.49, less 2%, net..... **2.44**

No. 4483. List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.49, less 2%, net..... **2.44**

DeLuxe Bottle Warmer

Heats the baby's milk to the exact temperature without any watching or timing. Operates automatically, turning current off when milk reaches the proper temperature. Pink or blue. No. 4487. Specify color. List \$2.95. Dir's., ea. \$1.92. Lots of 4, ea. \$1.82, less 2%, net..... **1.82**



Bottle Warmer Set

Consists of the bottle warmer listed above, with porringer and vaporizer attachments. The porringer heats baby's solid foods. Vaporizer is used with the bottle warmer in curing colds. Pink or blue. Specify color. No. 4488. List \$3.95. Dir's., ea. \$2.57. Lots of 4, ea. \$2.49, less 2%, net..... **2.44**

EVERHOT

Electric ROASTERS

DE LUXE MODEL

- New Turn-a-Knob Cover Lifter
- Extra Large Capacity—20 qts. (22 lb. Turkey)
- Automatic Temperature Control—150 to 550°
- Adjustable Air-Conditioning Vent in Cover
- New "Chef & Turkey" Signal Light
- Hi-reflector Hinged Cover
- Steam Ventilator With 6-Point Adjustment
- 5-Piece Utensil Set and Elevating Bake Rack

The new Everhot De Luxe Roaster makes food preparation a genuine pleasure. Features a newly designed hi-reflector hinged cover which can be raised by the simple twist of a dial. Automatic control selects and maintains any temperature desired from 150 to 550°. "Chef and Turkey" Signal Light shows when current is on. Steam ventilator in center of cover with 6 points of adjustment for adequate browning control. Includes a 5-piece vitreous porcelain enameled utensil set with elevating bake rack which lifts and lowers all pans at once. Handsomely designed in modern manner. Finished in white baked enamel with black trim. Bakelite body handles. Dimensions 21" wide, 15½" high, 12½" deep. 115 volts AC only. 1320 Watts. Ship. Wt. 42 lbs. Approved by Underwriters' Laboratories.

De Luxe Roaster Only

No. 4555. List \$24.95. Complete with 5-piece white porcelain Utensil Set. Dir's., ea. **15⁹⁰**
\$16.22, less 2%, net.....

De Luxe Roaster Cabinet Only

Smartly styled to harmonize with all Everhot Oblong Roasters, 1938-40 models. White porcelain. Dimensions, 28¾" high, 18¾" wide, 13¾" deep. Has convenient shelf and provision on inside of door for storing of broiler-griddle attachment. Ship. Wt. 27 lbs. **4.43**

No. 4557. List \$6.95. Dir's., ea. \$4.52, less 2%, net

Standard Model

- 18-Qt. Capacity
- Fully Automatic
- Jewel Signal Light

In construction and electrical efficiency, this model is essentially the same as the De Luxe Model differing only in having a slightly smaller capacity, and in the cover design. 18-qt. capacity—will take up to a 20 lb. turkey. Completely automatic with temperature range from 150 to 550°. Jewelled signal light. Hi-reflector lift-off cover with adjustable steam vent. Cool Bakelite body handles. Includes a 5-piece porcelain enameled Utensil Set and adjustable bake rack. Finished in white enamel, black trim. Size 21x15½x12½ in. 115 Volts AC. 1320 Watts.

Standard Roaster with 5-Piece Utensil Set

No. 4558. List \$19.95. Dir's., ea. **12²⁵**
\$12.50, less 2%, net.....

Cabinet Only

No. 4557. As described above. List \$6.95. Dir's., ea. \$4.52, less 2%, net..... **4.43**



DeLuxe Model with Cabinet



Everhot Deluxe BROILER-GRIDDLE

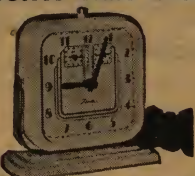
For All Models



The Broiler—Broils meat, vegetables, fruits. Detachable. Removable reflector with cool handle reflects heat downward. Drip pan cools grease. The Griddle—Used with broiler attachment. Provides a fast frying method. The reflector used in broiling, reverses and fits under griddle for frying.

No. 4560. List \$4.95. Dir's., per set \$3.22, less 2%, net **3.16**

Electric Time Clock



Turns electric current on and off, automatically (or off only), at any time desired within a 15 minute to 2½ hr. period. Makes roasters and other electric appliances fully automatic. Simple and practical to use. Operates with any appliance that uses voltage up to 1650 watts. No. 4564. List \$5.95. Dir's., ea. \$3.57, less 2%, net..... **3.50**

BROILS



FRIES

EVERHOT TABLE GRILL

- Broils, Fries, and Toasts
- Hinged Element with Lifting Handle
- Two Heats, High and Low
- Heavy Removable Aluminum Griddle
- Removable Porcelain Enameled Broiler Pan

A modern table appliance that meets every cooking need—broils, fries, stews or toasts. Hinged element with bakelite lifting handle at end. Two heats, high and low obtained by plugging into different terminals. Heavy stamped removable aluminum griddle with surplus-grease collector. Slides into grooves on top of element. Dark blue removable porcelain enameled broiler pan, 3" deep with two position rack. Removable heater cord. Quickly and easily changed for the different cooking operations. Dimensions: 16½" long, 12½" deep, 5½" high. Ship. wt. 11 lbs. Wattage: high 1500, low 750. 115 volts A.C. only.

No. 4569. List \$9.95. Dir's., ea. \$6.47, less 2%, net..... **6.34**

NESCO Electric

De Luxe Models—With Built-in Time Clock

With the new Automatic roasters, Nesco widens her margin of leadership in the electric roaster field. The automatic time clock—built right into the body of the roaster—makes it the last word in automatic control. Now, even the newlywed can prepare whole meals with all the natural goodness of the food she is preparing, kept intact. In its smart, new design and gleaming white finish, the Nesco Automatic sets a new standard of roaster beauty.

20 QT. DELUXE MODELS

- Built-in Time Clock
- Double Insulated Cover
- 5-Piece Utensil Set
- Cover Raising Control
- Glass Wool Insulation
- Thermostatic Heat Control
- Bake and Lift Rack
- Removable Cooking Well
- Jewel Signal Light
- Adjustable Browning Vent

By means of the built-in time clock, the housewife can set in advance the time at which she wishes the current to go on and the exact number of minutes it is to stay on. Double shell insulated cover, automatically raised and lowered by cover raising control. Has a full 20 quart capacity. Adjustable browning vent. Thick, efficient glass wool insulation. Simple, positive thermostatic control calibrated from 150° to 500°. Jeweled signal light shows when current is on. "Off" position in dial. Heating element of highest grade nickel chrome. Complete with adjustable bake and lift rack, heavy tin plated cookie sheet, removable porcelain enameled cooking well, and 5-piece porcelain enameled utensil set. Approved cord set and illustrated recipe book. Finished in white baked enamel with black and chrome trim. Black plastic handles. Black plastic control knob. Operates on 110-120 volts A. C. only. 1320 watts. Size, 23 3/4" long, 13" wide, 13" high. Ship. wt. 4 1/2 lbs.

- No. 4000. 20 Qt. De Luxe Roaster complete with 5-piece utensil set. List \$34.95. Dir's., ea. \$22.72, less 2%, net. **22.27**
- No. 4002. 20 Qt. De Luxe Roaster complete with cabinet and 5-piece utensil set (as illustrated). List \$42.45. Dir's., ea. \$27.59, less 2%, net. **27.04**
- DELUXE CABINET ONLY.** Finished in white baked enamel with black trim. Chromium plated door handle. Hinged door front. 2 storage shelves. Rubber casters. 29" x 21 1/2" x 14 1/2". Ship. wt., 32 lbs. No. 4001. List \$7.50. Dir's., ea. \$4.88, less 2%, net. **4.78**

18 QT. MASTER MODELS

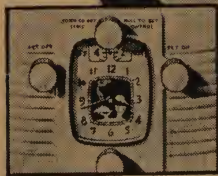
Same as 20 qt. models, only with single shell stainless steel cover and without chromium plated trim. Size, 21 1/2" x 13 1/2" x 13 1/2". Ship. wt. 3 3/4 lbs.

- No. 4003. Master Roaster complete with 5-piece utensil set. List \$29.95. Dir's., ea. \$19.47, less 2%, net. **19.08**
- No. 4005. 18 Qt. Master Model complete with cabinet and 5-piece utensil set. List \$36.90. Dir's., ea. \$23.99, less 2%, net. **23.51**
- MASTER CABINET ONLY**—Similar to No. 4101 deluxe cabinet as described above, only designed for use with Master model. No. 4004. List \$6.95. Dir's., ea. \$4.52, less 2%, net. **4.43**



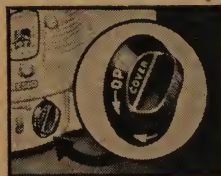
↑
4002

→
4003



NEW BUILT-IN TIME CLOCK

Turns roaster on and off at any pre-determined time and cooks the food the exact number of minutes required. Accurate, reliable, and easy to operate.



COVER RAISING CONTROL

A large dial controls lifting action. Raises and lowers cover by simple twist of dial. Eliminates danger of burning hands when lifting cover.

5-PIECE UTENSIL SET INCLUDED

A 5-piece porcelain enameled utensil set is now included as standard equipment with every Nesco roaster. Consists of an open roasting pan and two vegetable pans complete with covers.



BROILER-GRIDDLE

For use with all Nesco 18 and 20 Qt. roasters. 1300 watts. No. 4008. List \$5.95. Dir's., \$3.87, less 2%, net. **3.79**

16 Qt. Rectangular Model

5-Piece Cooking Set ● Bake Rack and Cooky Sheet ● Adjustable Thermostat ● Signal Light

A 16 qt. rectangular roaster designed for average family use. Includes a 5-piece black porcelain enameled cooking set, a 2-piece bake rack, and cooky sheet. Polished aluminum cover. Glass wool insulation. Adjustable thermostat with signal light control and "off" position, graduated from 150° to 500°. White enamel finish with chromium trim. Black plastic handles. Dimensions: 21 3/4" long, 14 1/2" wide, 13" high. 1320 watts, A.C. only. 110-120 volts. Wt., 36 lbs. Approved cord set.



CABINET FOR ABOVE

All metal construction, electrically welded. 2 storage shelves. Finished in white with black trim. Height, 28"; width, 18 3/4"; depth, 13 3/4". Wt., 13 lbs.



- No. 4007. 16 Qt. Roaster Only. List \$19.95. Dir's., ea. \$12.97, less 2%, net. **12.71**
- Complete with Cabinet**
- No. 4009. List \$25.90. Dir's., ea. \$16.85, less 2%, net. **16.50**
- Cabinet Only**
- No. 4008. List \$5.95. Dir's., ea. \$3.87, less 2%, net. **3.79**

ROASTERS



Regular De Luxe Models

Fully as beautiful, fully as efficient as the Automatic Roasters listed on the opposite page—but without the built-in time clock feature—these models will undoubtedly enjoy tremendous popularity among economy minded housewives. Incorporates all the other outstanding Nesco features and constructional qualities which have made the name of Nesco a by word in the electrical appliance field.

- Insulated Double Shell Cover
- Dial Cover Raising Control
- Efficient Glass Wool Insulation
- Positive Thermostatic Control
- Removable Cooking Well
- Bake and Lifting Rack
- Jeweled Signal Light
- 5 Piece Utensil Set

20 QT. DE LUXE MODELS

Full 20 quart capacity—this Nesco model will handle even the mammoth sized Thanksgiving turkey. Any temperature desired—from 150° to 500° can be selected with the accurate thermostatic control. Jeweled signal light flashes when current is on. Double shell insulated cover with adjustable browning vent. Cover can be raised and lowered by means of simple dial on front of roaster. Efficient glass wool insulation. Nickel chrome heating element. Finished in white baked enamel with black and chrome trim. Cover—chromium plated exterior and stainless steel interior. Cool, black plastic handles. Black plastic control knob. Complete with 4-position bake and lift rack, tin plated cookie sheet, removable cooking well, 5 piece porcelain enamel utensil set, Underwriters' approved cord set and 24-page recipe book. Size, 23 $\frac{3}{4}$ " long, 16 $\frac{1}{2}$ " wide, 13" high. Ship. wt. 40 lbs. 110-120 volts A. C. only. 1320 Watts.

- No. 4011. 20 Qt. Roaster, complete with 5-piece utensil set. List \$29.95. Dir's., ea. \$19.47, less 2%, net **19.08**
- No. 4013. 20 Qt. Roaster, complete with cabinet and 5-piece utensil set (as illustrated). List \$37.45. Dir's., ea. \$24.34, less 2%, net **23.85**

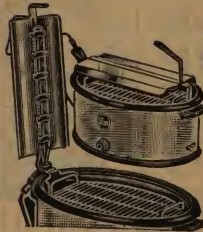
DeLuxe Cabinet Only. Has hinged door front and two storage shelves. White baked enamel finish with black trim. Chromium plated door handle. Rubber casters. Size 29"x21 $\frac{1}{4}$ "x14 $\frac{1}{4}$ ". No. 4012. List \$7.50. Dir's., ea. \$4.88, less 2%, net **4.78**

18 QT. MASTER MODELS

Same as above, with single shell and stainless steel cover and without chrome plated trim. Size, 21 $\frac{1}{2}$ " long, 15 $\frac{1}{2}$ " wide, 13 $\frac{1}{2}$ " deep. Ship. Wt., 34 $\frac{3}{4}$ lbs.

- No. 4014. 18 Qt. Roaster complete with 5-piece utensil set. List \$24.95. Dir's., ea. \$16.22, less 2%, net **15.90**
- No. 4016. 18 Qt. Roaster, complete with Cabinet and 5-piece utensil set. List \$31.90. Dir's., ea. \$20.74, less 2%, net **20.33**

Master Cabinet Only. Similar to No. 4012 cabinet only designed for use with Master Model Roasters. No. 4015. List \$6.95. Dir's., ea. \$4.52, less 2%, net **4.43**



DE LUXE 12 QT. OVAL MODEL

The Nesco DeLuxe Oval 12 quart Roastmaster features a double shell insulated heat-proof cover which is removable or which can be held in upright position by means of a hinged bracket. Adjustable browning vent in cover gives complete browning control. Glass wool insulation throughout. Thermostatic control switch permits selection of any heat from 150° to 500° and also has "off" position. Signal light glows when current is on. Equipped with 4 position bake rack and cooky sheet. Finished in ivory baked enamel with black plastic handles and feet. Cover is polished chrome on outside, stainless steel on inside. Size, 20 $\frac{3}{4}$ " long, 14" wide, 12" high. Complete with approved cord, 110-120 volts A.C. 1320 watts. Ship. wt., 34 lbs.

- No. 4017. Complete with 5-piece utensil set. List \$19.95. Dir's., ea. \$12.97, less 2%, net **12.71**

BROILER ATTACHMENT

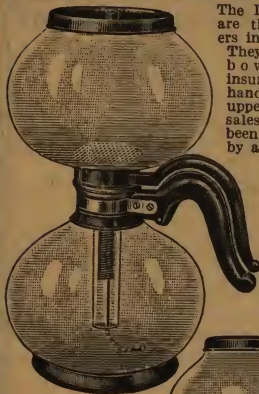
Broils quickly and deliciously. Operates at low temperature, giving even distribution of radiant heat. Easily attached to both oval models. Reflector is removable. Cool lifting handle. 1500 watts. A.C.-D.C. Ship. wt., 3 $\frac{1}{2}$ lbs. To be used with standard cord set. No. 4019. List \$3.50. Dir's., ea. \$2.28, less 2%, net **2.23**

STANDARD 9-QT. OVAL ROASTER

Full 9 quart capacity—takes 12 lb. fowl. Highly polished aluminum alloy cover. Complete with bake rack, 5 piece black porcelain enameled cooking set, Underwriters' approved cord set and 24-page recipe book. Glass wool insulation. Adjustable thermostat with signal light control, graduated from 150° to 525°. Baked enamel finish available in ivory with black trim, and black steel handles. 1000 watts. A.C. only. 110-120 volts. Size, 20 $\frac{1}{4}$ "x14 $\frac{1}{2}$ "x11 $\frac{1}{2}$ " in. No. 4018. Complete with 5-piece utensil set. List \$17.95 Dir's., ea. \$11.67, less 2%, net **11.44**

SILEX "DELRAY" MODELS

The Delray Models are the fastest sellers in the Sillex line. They all have upper bowl handles which insure easier, safer handling of the hot upper bowl. And the sales possibilities have been further increased by a new low price.



Gas Model

GAS MODELS

For use on gas or any open flame stove. Genuine Pyrex heat resisting bowls. Complete with black bakelite cover and table pad. Upper bowl handle makes it easy to remove or seat upper bowl; also prevents bowl from rolling.

ELECTRIC MODELS

Same as above only with chrome finished electric stove and approved cord switch. 550 watts, 110 volts.



Electric Model

GAS MODELS

No.	Cap.	Trim	List	Dir's.	6 Lots ea.	12 Lots ea.
4478	4 Cup	Black	2.75	1.83	1.79	1.65
4474	8 Cup	Black	2.95	1.97	1.92	1.77
4476	10 Cup	Black	3.45	2.30	2.24	2.07
4477	10 Cup	Red	3.75	2.50	2.44	2.25

ELECTRIC MODELS

No.	Cap.	Trim	List	Dir's.	6 Lots ea.	12 Lots ea.
4454	8 Cup	Black	4.95	3.30	3.22	2.97
4455	8 Cup	Red	5.25	3.50	3.42	3.15
4456	10 Cup	Black	5.45	3.63	3.54	3.27

DELRAY Fully Automatic MODEL

8 Cup Capacity

The first completely automatic glass coffee maker! With the new automatic model all you do is plug in the cord, flip on the switch in top cover, set anyheat control at one of the low heat graduations. When the water rises to upper bowl, electricity is turned off automatically. When brewed coffee returns to lower bowl, Anyheat Control takes over automatically and keeps coffee at desired temperature. Genuine Pyrex bowls. Finished in chromium with black trim. 550 watts, 115 volts.

No. 4484. List \$8.95. Dir's. ea. \$5.97. Lots of 6, ea. \$5.82. Lots of 12, ea. \$5.37, less 2%, net.....

5.26

Genuine SILEX COFFEE MAKERS

ANYHEET CONTROL

With the Anyheet Control coffee can be kept at any heat. A turn of the dial regulates temperature of coffee desired. In all models from \$5.95 list and up.

UPPER BOWL HANDLE

An outstanding selling feature—the Upper Bowl Handle makes it easy to seat and remove the upper bowl, and also prevents it from rolling.

SELF TIMING STOVE

When current is turned off, stove cools very quickly allowing brew to return to lower bowl without removing glass from stove.

LIDO Clear Model

With Anyheet Control—12 Cup Capacity
A large capacity Sillex model, ideal for large families and where considerable entertaining is done. Chrome plated stove. Upper bowl handle makes lifting and seating of upper bowl easy. Anyheet control keeps coffee at any heat at a turn of the dial. 12 cup. Complete with cord set. 550 watts. 115 volts.

With Electric Stove

No. 4459. List \$8.95. Dir's., ea. \$4.63. Lots of 6, ea. \$4.52. Lots of 12, ea. \$4.17, less 2%, net.....

4.09

Without Electric Stove

No. 4460. List \$3.95. Dir's. ea. \$2.63. Lots of 6, ea. \$2.57. Lots of 12, ea. \$2.37, less 2%, net.....

2.32



LIDO Decorated Models WITH ANYHEET CONTROL

The Royal member of the Sillex line. The Lido Decorated model makes a splendid addition to any table service. Upper bowl handle gives greater ease in seating and removing upper bowl. Anyheet control cord set regulates temperature of coffee. Decorative shell stove, cover and handles beautifully finished in chrome. Genuine Pyrex bowls. 550 watts. 115 volts.

No. 4461. 8 Cup Capacity. No. 4462. 12 Cup Capacity. List \$9.95. Dir's., ea. \$6.64. Lots of 6, ea. \$6.47. Lots of 12, ea. \$5.97, less 2%, net.....

5.85

SARATOGA Wide Neck Model Anyheet Control—Dixplex Measuring Cup—Chrome Decorations

The Saratoga model is a new wide neck coffee maker designed for easy cleaning. Removable lower bowl decoration prevents heat strain that causes breakage. Equipped with Anyheet thermostatic temperature control and "Self-Timing" stove. Genuine Pyrex glass bowls. Also complete with Dixplex measuring cup and snap-in detachable de-canter cover. Handle, dixplex and stove base cover of black or Ivory Moldex. Chrome covers for upper or lower bowls. 8 cup capacity. 550 watts. 115 volts.

No. 4433. Black and Chrome. List \$5.95. Dir's., ea. \$3.97. Lots of 6, ea. \$3.87. Lots of 12, ea. \$3.57, less 2%, net.....

3.50

No. 4434. Ivory and Chrome. List \$6.45. Dir's., ea. \$4.30. Lots of 6, ea. \$4.19. Lots of 12, ea. \$3.87, less 2%, net.....

3.79



CATALINA MODELS

With Anyheet Control—Chrome Plated Decorations—Dixplex Measuring Cup

The electric Catalina model at the new low figure of \$6.95 list will prove very popular with your customers. Complete with Anyheet Thermostatic temperature control and "self-timing" stove. Also includes Dixplex measuring cup and snap-in detachable de-canter cover that permits easier pouring without lifting cover. Genuine Pyrex bowls. Handle, stove base and Dixplex in ivory or black Moldex. Covers, lower bowl decorations and stove of bright chrome. 550 watts. 115 volts. 8 Cup Capacity.

No. 4431. Black and Chrome. No. 4432. Ivory and Chrome. List \$6.95. Dir's., ea. \$4.64. Lots of 6, ea. \$4.52. Lots of 12, ea. \$4.17, less 2%, net.....

4.09



SILEX Parts and Accessories

With millions of Silnex Coffee Makers now in use, the market for replacement parts has become a large factor in Silnex profits for dealers. Be sure to cash in on this ever growing demand for genuine Silnex parts.

UPPER BOWL REPLACEMENTS

No.	Capacity	List	Dir's.	6 lots	12 lots
4465	8-Cup	1.50	1.00	.98	.90
4447	10-Cup	1.75	1.17	1.14	1.05
4467	12-Cup	2.35	1.57	1.53	1.41

LOWER BOWL REPLACEMENTS

No.	Cap.	List	Dir's.	6 lots	12 lots
4466	8-Cup	1.25	.83	.81	.75
4448	10-Cup	1.50	1.00	.98	.90
4468	12-Cup	2.15	1.43	1.40	1.29

NEW PLASTIC UPPER BOWL Eliminates Breakage Nuisance

A new Silnex upper bowl replacement, made of a special formula brown plastic material that is practically unbreakable. It is as clean as glass, and will not in any way affect the taste and flavor of the coffee. Made in two styles—one to fit all 8 cup small neck lower bowls—the other to fit the new and popular wide mouth lower bowls.

No. 4505. For small neck models.
No. 4512. For wide mouth models.
List 95c. Dir's., ea. 63c. Lots of 6, ea. 56c.
62c. Lots of 12, ea. 57c, less 2%, net.....

SPRING DRAIN AND PORCELAIN FILTER

For all 8, 10, and 12 cup coffee makers. Specify size desired when ordering.

No. 4449. List 40c. Dir's., ea. 27c. Lots of 6, ea. 24c.
26c. Lots of 12, ea.

UPPER BOWL HANDLE

Simplifies removing upper bowl and also prevents it from rolling.
No. 4469. List 50c. Dir's., 35c. 6, ea. 32 $\frac{1}{2}$ c. 12, ea. 30c, less 2%, net.....

No. 4469

UPPER BOWL HOLDER

Solves the problem of where to put the upper bowl after coffee is brewed. Easy to clean.
No. 4472. List 95c. Dir's., ea. 63c. Lots of 6, ea. 62c. Lots of 12, ea. 57c, less 2%, net.....

No. 4472

STRAINER CLOTHS

Stringless cloth strainers for all Silnex models.

No. 4470. Box of 12. List 25c. Dir's., ea. 17c. Lots of 6, ea. 16c. 15 $\frac{1}{2}$ c.
Lots of 12, ea. 15c. 15c.
No. 4471. Box of 25. List 50c. Dir's., ea. 35c. Lots of 6, ea. 31 $\frac{1}{2}$ c. 30c.
Lots of 12, ea.

ANYHEAT CONTROL CORD SET

Keeps coffee at any heat. A turn of the dial regulates the temperature of the coffee desired. With 6 ft. approved cord.

No. 4473. List \$1.50. Dir's., ea. \$1.00. Lots of 6, ea. 98c. Lots of 12, ea. 90c, less 2%, net.....

CAFEX HIGH SPEED FILTER ROD

A new type filter rod for all glass coffee makers which combines the advantages of the ordinary filter rod with cloth filtration. Finished in glassy baked porcelain enamel. Perforated for speed. Absolutely unbreakable and kink-proof. Comes complete with 10 cloths.

No. 4464. List 50c. Dir's., ea. 35c. Lots of 6, ea. 32 $\frac{1}{2}$ c. Lots of 12, ea.

CAFEX NO CLOTH FILTER

Won't Fall Out—Won't Break Bowl

Designed to fill the much needed demand for a clothless filter that really works. Bowl can be inverted without dislodging coffee grounds. Made of rugged Moldex which is practically unbreakable. Will not affect the flavor of coffee nor give a metallic taste. Fast filtration. Fits most glass coffee makers from 2 to 12 cup sizes.
No. 4439. List 38c. Dir's., ea. 26c. Lots of 6, ea. 25 $\frac{1}{4}$ c. Lots of 12, ea.

FOR A LIMITED TIME! SILEX "Bride Special"

Complete
with Coffee
Dispenser



Sensational Deal to Boost Your Silnex Sales

The Bride's special is one of the most outstanding deals Silnex ever offered. Includes an 8 cup coffee maker, a jam tray and a coffee dispenser for home use. Genuine glass Pyrex bowls. Moldex tray, and trimming finished in black. Convenient coffee dispenser has a shiny black Moldex base with red can, gold and black lettering. Electric model operates on 115 volts, 550 watts. With "self-timing" stove and cord set.

COFFEE DISPENSER

An accurate coffee dispenser that prevents spilling coffee and assures accurate measurements at all times. Seal-fit top keeps coffee fresh.

8-CUP GAS MODEL

No. 4440. Regular List \$4.90. Dir's., \$2.57. Lots of 6, ea. \$2.37, less 2%, net.....

8-CUP ELECTRIC MODEL

No. 4441. Regular list \$6.90. Dir's., ea. \$3.95. Lots of 6, ea. \$3.67, less 2%, net.....

SILEX "BRETON" Wide Neck Models

A new wide necked model that promises to be very popular. Easy to clean. Handle, Dipper measuring cup and removable lower bowl decoration in black or ivory Moldex. Chrome upper and lower bowl covers on ivory models, black Moldex on black models. Snap-in detachable decanter cover. Genuine Pyrex bowls. 8 CUP CAPACITY.

No. 4435. Black. List \$2.05. Dir's., \$1.97. 6 lots, ea. \$1.92. 12 lots, ea. \$1.77, less 2%, net.....

No. 4436. Ivory. List \$3.45. Dir's., \$2.30. 6 lots ea. \$2.24. 12 lots, ea. \$2.07, less 2%, net.....

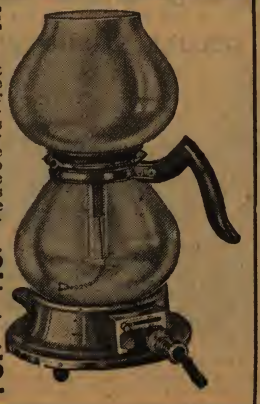
No. 4437. Black. List \$4.95. Dir's., ea. \$3.30. Lots of 6, ea. \$3.22. Lots of 12, ea. \$2.97, less 2%, net.....

No. 4438. Ivory. List \$5.45. Dir's., ea. \$3.63. Lots of 6, ea. \$3.54. Lots of 12, ea. \$3.27, less 2%, net.....

CAFEX COFFEE MAKERS

You will find a ready market for this streamlined coffee maker as a result of its superior coffee making features and attractively low price. Features the new type wide neck, lower bowl for easy cleaning. Made of Pyrex glass. Full 8-cup capacity. Two-heat electric stove—550 watts and 90 watts—in gleaming chromium. Coffee brown molded handle. Complete with cord set.
No. 4502. List \$3.95. Dir's., ea. \$2.64. Lots of 6, ea. \$2.57. 12 lots, ea. \$2.37, less 2%, net.....

No. 4501. List \$1.95. Dir's., ea. \$1.30. 6 lots, ea. \$1.27. 12 lots, ea. \$1.17, less 2%, net.....



JUICE-O-MAT STREAMLINED FRUIT JUICE EXTRACTOR

Streamlined Design—Chromium Finished—
Lasting Construction—Removes All the
Juice Without Seeds or Pulp



Here's a juice extractor with so much eye appeal and utility value that only a demonstration is necessary to close the sale. Positive unflinching action in extracting the last drop of juice from oranges, lemons, etc.—without seeds, pulp or oil from rind. Easy to operate. Non-corrosive and rust-proof finish. Provided with rubber feet. Less glass.

No. 4409. Ivory & Chrome.
No. 4410. Red & Chrome.
No. 4411. Black & Chrome.
No. 4414. Green & Chrome.
No. 4426. Blue & Chrome.
List \$2.98. Dir's., ea. \$1.97.
Lots of 6, ea. \$1.92. 12 lots
of 12, ea. \$1.77. net..... **1.73**
less 2%.

SNOW WHITE MODEL
No. 4412. All White Finish.
List \$2.98. Dir's., ea. \$1.97.
Lots of 6, ea. \$1.92. 12 lots,
ea. \$1.77. net..... **1.73**
less 2%.

ICE-O-MAT ICE CRUSHER

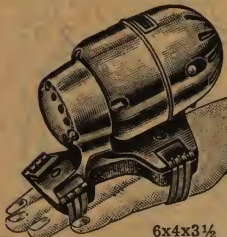
The most attractive ice crusher yet made! Crushes ice, fine or coarse. Talon double blades, individually ground, made of stainless steel. Metal fingers to guide the ice. Handles all shapes of ice cubes or lump ice. Extruded brass shaft, double bearings for easy operation. Jerk and skid proof. Height, 9½ in. Non-tippable base. Top, hopper and handle chromium plated. Base in red, black or ivory.

No. 4427. Ivory and Chrome List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.37. 12 lots, ea. \$2.32. net..... **2.32**
No. 4428. Red and Chrome 2%
No. 4429. Black and Chrome net.....



GILBERT VITALATOR JR.

An efficient vibratory massage machine that imparts effective Swedish massage strokes through fingers. Combines mechanical vibration with all the benefit of finger manipulation. Invaluable for general body massage, reducing treatments, etc. Motor encased in blue enameled finish. 110-120 volts. AC-DC. Complete with cord set. Size,



6x4x3¾ in.
No. 4415. List \$8.50. Dir's., ea. \$5.67. Lots of 3, ea. \$5.39, less 2%, net..... **5.28**

DELUXE EMPIRE ELECTRIC PRESSER

Presses pants, coat sleeves, ties, handkerchiefs, etc. in a few minutes. No wet cloth necessary. Will not overheat and will not cause a shine. Bakelite handle can be turned back and can be used as an iron for pressing blouses, scarfs, etc.



Especially handy when traveling. Weighs only 10 oz. 6 ft. Underwriters' approved cord. Operates on AC or DC current. Packed in an attractive gift box with instructions for use.
No. 4481. List \$2.00. Dir's., ea. \$1.40. Lots of 6, ea. \$1.35, less 2%, net ... **1.32**

STANDARD MODEL. Similar to above, only adjustable handle and packaged in plain carton. No. 4480. List \$1.00. Dir's., ea. 65c, less 2%, net.... **64c**

A Page of OUTSTANDING APPLIANCE Values

SUPER STAR AUTO- MATIC 2-SLICE POP-UP TOASTER

This smartly styled toaster is fully automatic—toast pops up when done and current shuts off. Toasts two slices on both sides at same time. Adjustable control knob permits various shades. Richly chromium plated with walnut base and trimmings. Nichrome heating unit wound on India mica for fast heating. Uses 625 watts—saves current. Size overall, 7½" high, 6" wide, 10½" deep. Approved cord.

Wt., 5¼ lbs. A.C.—D.C. 110-120 volts.

No. 4363. List \$9.95. Dir's., ea. \$6.47. Lots of 3, ea. \$5.97, less 2%, net.....



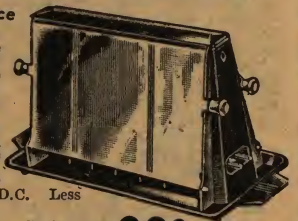
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NELSON 4-SLICE TOASTER

Toasts 4 Slices at Once

A 4-slice bread toaster made to sell at a price that spells "profits" for the dealer. When the doors are lowered, bread automatically turns over. Nichrome heating units wound on Mica. Base, top and sides in black baked enamel. Doors chromium plated. Length, 13¾" wide 6", height 7", 110 volts, 600 watts. A.C.—D.C. Less cord set.

No. 4361. List \$1.95. Dir's., ea. \$1.00. Lots of 6, ea. 95c. Lots of 12, ea. 90c, less 2%, net..... **88c**
No. 981. Cord set for above, Dir's., ea. 11c. Lots of 25, ea. **10c**



Standard Aluminum Percolator

An electric percolator at a price slightly above an ordinary "coffee pot." Has a covered heat element, full size enameled handle, and heat proof feet. Made of polished aluminum, attractively ornamented. Furnished complete with inset and spreader plate, comfort grip enameled handle. Scratch-proof feet. Less cord. Fully guaranteed.

No. 4376. 5-Cup. List \$1.95. Dir's., ea. \$1.15. Lots of 6, ea. \$1.08, less 2%, net..... **\$1.06**
No. 4377. 7-Cup. List \$2.25. Dir's., ea. \$1.30. Lots of 6, ea. \$1.20, less 2%, net..... **1.18**
No. 4378. 9-Cup. List \$2.50. Dir's., ea. \$1.40. Lots of 6, ea. \$1.30, less 2%, net..... **1.27**



Our Guarantee Protects You!

Before we accept an item for listing in our catalog, we first make sure that it is everything claimed for it, and will render long, satisfactory service. That is why we can afford to make such liberal guarantees and back them up 100%. If you or your customer are not satisfied, we will adjust the transaction to your complete satisfaction, or refund your money. You are the sole judge.

DETECTO Scales

**A YEAR 'ROUND
PROFIT MAKER**

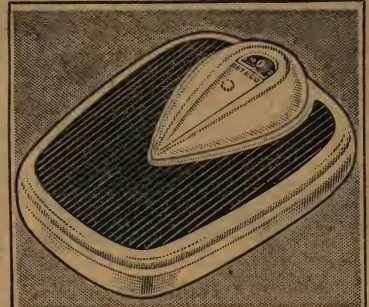


DETECTO ACE

- Popular rotary-dial design
- Extra large platform
- New quick stopping dial
- Fully enclosed mechanism
- Weighs up to 300 lbs.

Attractively designed with a modern touch that will blend beautifully with modern bathrooms. Available in attractive finishes. Registers with utmost accuracy up to 300 lbs. Here is unquestionably the greatest opportunity offered the dealer to really sell scales in volume. Overall dimensions: 12 $\frac{1}{2}$ " long, 9 $\frac{1}{4}$ " wide, and 8 $\frac{1}{2}$ " high. Height of platform, 2 $\frac{1}{2}$ ". Weight, 12 lbs.

No. 3935. Green List \$3.95. Dir's...
No. 3936. Ivory ea. \$2.55. Lots of
No. 3937. White 3, ea. \$2.40, less
No. 3938. Black 2%, net **2³⁵**



New DETECTO Moderne

- Washable Ribbed Mat
- Easy-To-Read Rotary Dial
- Weighs Up To 250 Lbs.
- Fully Enclosed Construction

A new ultra-modern scale created by Detecto and priced low for volume sales. Weighs every pound to 250 pounds. Easy-to-read Rotary Dial. Overall platform with ribbed, washable mat. Fully enclosed bottom shields mechanism from dust and shower spray. Finished in baked-on enamel. Width 10 $\frac{3}{4}$ ". Length 14". Height of platform 2 $\frac{1}{2}$ ". Height overall 4". Ship. wt., 10 $\frac{1}{2}$ lbs.

No. 3922. White.
No. 3923. Ivory.
No. 3924. Green.
List \$4.50. Dir's, ea. \$2.90.
Lots of 3, ea. \$2.70, less
2%, net **2⁶⁵**



DETECTO DE LUXE

Built by the outstanding manufacturer of bathroom scales, the new Detecto DeLuxe affords the utmost in beauty, efficient quality and utility. Guaranteed unconditionally to give accurate scale readings for five years. A rotating dial gives unusually clear readings. Unique "foot form" platform permits maximum foot room. Beautifully finished in baked-on enamel. Dimensions, 10" wide, 13 $\frac{1}{4}$ " long, 5 $\frac{3}{4}$ " high. Platform height, 3". Weight, 18 lbs. Made of cast iron.

No. 3930. Green
No. 3931. Orchid
No. 3932. White
No. 3933. Ivory
No. 3934. Blue
No. 3929. Black
List. \$5.95. Dir's, ea.,
\$4.20. Lots of 3, ea.,
\$4.00, less 2%, net **3⁹²**

Capacity
300 Lbs.

Free Metal Display Stand
with Every Order for 3
Scales

All Scales Carry a 5-Year
Guarantee

Scales Can Be Assorted
to Take Quantity Prices

Free Reducing Course
Furnished with All Models
(except Moderne)

Introducing a New DETECTO Scale Sensation! The LITE-WEIGH

- Illuminated Rotary Dial
- Extra Large Platform
- New Round Streamlined Design
- Five-Year Guarantee
- Fully Enclosed Bottom
- Capacity 250 Lbs.

Detecto's newest contribution to the home scale field. A real gem of design and accuracy. Features a new easy-to-read dial which lights up as soon as pressure is placed on platform. Perfectly round in design with dial housing in flowing streamlines. Fully enclosed bottom prevents mechanical injury from dust and shower spray. Guaranteed for five years for unflinching accuracy. Diameter, 12 $\frac{1}{2}$ ". Platform height, 3". Ship. wt., 12 lbs. Complete with Mazda bulb and Eveready battery.

No. 4450. Green List \$6.95. Dir's.
No. 4451. Ivory ea. \$4.50. Lots
No. 4452. White of 3, ea. \$4.25,
No. 4453. Black less 2%, net... **4¹⁶**



DETECTO BEAM TYPE BABY SCALE

Weights Every
1/2-oz. Up to
35 Lbs.



No Springs
No Loose
Weights

Built with all the unerring accuracy demanded by doctors of a baby scale.

No springs—no loose weights—its precision is permanently built in. Appropriately designed and finished for nursery. Tray is designed to hold baby without any discomfort. With tray removed, this scale becomes an accurate household scale. Size of scale, 12"x10 $\frac{1}{4}$ "x2 $\frac{1}{2}$ ". Tray size, 18"x12". Ship. wt. 13 lbs. White enamel finish.

No. 4493. List \$5.95. Dir's., ea. \$3.50. Lots of 3, ea. \$3.20, less 2%, net **3¹⁴**

BATHROOM HAMPER

Dupont Pyralin Top

An attractive hamper made of high quality fibre, closely woven to give it added strength. Dupont Pyralin top with chromium trimmed handles. Sturdily constructed, and just the right height to sit on. Has a full lift hinge top. Size, 19" wide, 10 $\frac{1}{2}$ " deep and 21" high. Available in two finishes—blue or white. Specify finish desired.

No. 4297. List \$4.00. Dir's., ea. \$2.40. Lots of 3, ea. \$2.25, less 2%, net **2²⁰**

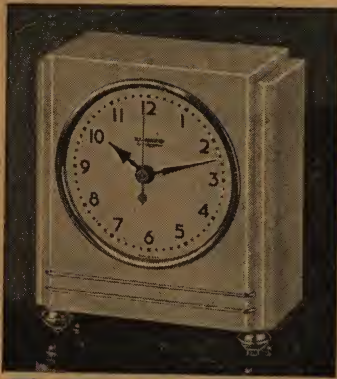


HAMMOND Electric Clocks

Hammond Electric Clocks need no introduction to the trade or the public. Since the inception of electrically operated clocks the name of Hammond has been synonymous with smooth, unerring timekeeping efficiency. We take pride in being able to offer this line to our dealers. For, in doing so, we feel that we are placing at their disposal, another and important source for year 'round profits.

Two-Clocks-In-One!

Many of the Hammond clocks listed here—that is all with the exception of the kitchen and mantel models—have a unique alarm feature at no extra cost. Even the models which would not ordinarily be selected for alarm clocks, incorporate this feature. This is bound to prove an important factor in the sale of Hammond clocks, because of the additional utility it offers.



The MODERN FIREFLY With Illuminated Dial

Molded plastic case has 3 inch translucent dial illuminated by a tiny bulb in a reflector behind the dial. Soft glow tells time in dark with no glare. Dependable slow speed synchronous movement. With Alarm feature. 5 1/4 in. high, 4 1/4 in. wide, 2 3/8 in. deep.

No. 3973. Ivory with gold trim	List \$4.95. Dir's., ea. \$2.97, less 2%,
No. 3974. Black with chrome trim	net .. 2.91



The EDMONT

An easel type rectangular model in distinctive modern design. Bright chrome finish. Dial, 4 in. high by 4 1/2 in. wide, satin finish silver plated. Black numerals and hands. Dependable slow speed synchronous movement. With Alarm feature. Overall size, 4 1/2 in. high, 5 1/4 in. wide.

No. 3976. List \$3.95. Dir's., ea. \$2.37, less 2%, net	2.32
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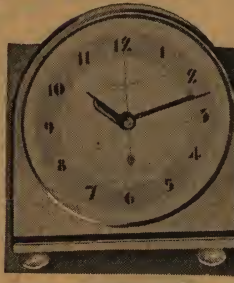
The Hammond alarm feature is unique in itself—there is no unsightly fourth hand to mar the beauty of the dial. The alarm setting knob is a miniature dial with the hour numerals clearly marked. This is located in the rear of the case.



The COURTIER

A smartly styled easel type clock of fine Butt walnut base with contrastingly light wood inlay. 3 1/2 in. dial, white silver plated with brushed silver plated ring carrying black numerals. Dependable slow speed synchronous movement. With Alarm feature. 5 1/2 in. high, 4 1/2 in. wide. No. 3979. List \$4.95. Dir's., ea. \$2.97, less 2%, net

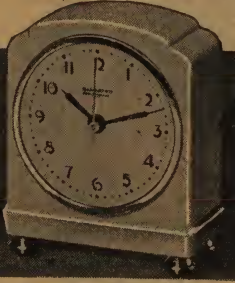
2.91



The GRENADIER

Sparkling chrome plated easel type case with black stripe across face. Chrome plated feet 4 1/4 in. dial, silver plated two-tone satin finish. Black numerals and hands. Dependable slow speed synchronous movement. With Alarm feature. 5 1/2 in. high, 4 3/8 in. wide. No. 3977. List \$3.95. Dir's., ea. \$2.37, less 2%, net

2.32



The CATHAY

A petite alarm model in ivory molded plastic case. 3 1/2 in. metal dial with black numerals and hands on ivory background. Bezel and feet bright gold finish. Dependable slow speed synchronous movement. 4 1/2 in. high, 3 in. high, 1 1/2 in. deep. No. 3975. List \$3.25. Dir's., ea. \$1.95, less 2%, net

1.91



The REGENT

Exclusively modern in an easel type case of genuine white onyx. 4 1/2 in. handspun gold plated dial with white hour markings. Gold plated hands and revolving second disc. Dependable slow speed synchronous movement. With Alarm feature. 5 1/2 in. square. No. 3984. List \$9.75. Dir's., ea. \$5.85, less 2%, net

5.73

Clocks for the KITCHEN



The PARKWAY

An inexpensive model, in round metal case. Choice of three finishes. 4 1/2 in. metal dial with black numerals and hands on white background. Chrome plated bezel. Dependable slow speed synchronous movement. 6 1/2 in. diam. No. 3960. List \$3.00. Dir's., ea. \$1.80, less 2%, net

1.76



The STEWARDESS

A handsome kitchen model, beautifully designed in the modern manner. Hangs on wall or stands on its own base. Metal case in choice of four finishes. Chrome plated fluted side band and bezel. Dial 5 1/4 in. by 4 1/2 in. Black numerals on white background. 5 1/4 in. high, 6 3/4 in. wide. No. 3968. Ivory Dir's., ea. \$2.70, less 2%, net

2.65



The PICARDY

Attractively designed metal case in choice of 4 different enamel finishes and all chrome. Wide chrome bezel. 4 1/2 in. dial with black numerals on white background. Dependable slow speed synchronous movement. 5 1/2 in. square. No. 3963. Ivory Dir's., ea. \$2.10, less 2%, net

2.03

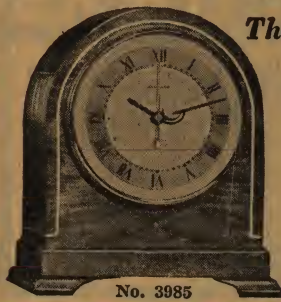


The HAMPTON

An exceptionally popular wall model which can be used in small offices as well as in the kitchen. Fluted base in bright chrome finish. 6 1/2 in. metal dial with black numerals and hands on clear white background. Has a special fourth hand—the Minute Meter—useful for many timing purposes. Dependable slow speed synchronous movement. Overall diameter 7 1/2 in. 2 1/2 in. deep. No. 3972. List \$4.95. Dir's., ea. \$2.97, less 2%, net

2.91

HAMMOND Electric Clocks



The CHANCELLOR

Dignified modernism is the design theme of this handsome mantel clock. Rich walnut case, faced with center match stump wainut. Light strip inlays on face and sides. 5 in. silver plated dial, with two-tone satin finish. Black numerals and hands. Dependable slow speed synchronous movement. Can be used on bookcase or radio as well as mantel. Size, 8 1/2 in. high, 7 1/2 in. wide, 3 1/2 in. deep. No. 3985. List \$9.95. Dir's., ea. \$5.97, less 2%, net.... **5.85**

No. 3985

The TRIPOLI With Automatic Calendar

An ingenious combination of clock and calendar. Selected striped mahogany veneer case with fine burl finished face. Light stripings, 3 1/2" dial, silverplated satin in two tone effect. Black numerals and hands. Automatically records day and date. Dependable slow speed synchronous movement. With Alarm feature. 5 1/4" x 6 1/2" x 3 1/4".

No. 3980. List \$9.95. Dir's., ea. \$5.94, less 2%, net ... **5.85**



No. 3980

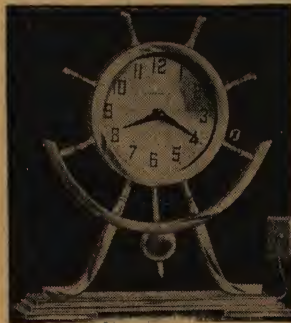
HOWARD Marine Electric Clock

with SWINGING PENDULUM

All Chrome Finish

An unusually attractive electric clock designed in true marine tradition. The case is a replica of a ship's wheel with steering post. Swinging pendulum gives additional appeal. 4 in. silvered dial. Precision built electric movement guaranteed for one year. Height 9 1/2 in. Base 8 1/2 x 2 1/4 in. Wt. 4 lbs. Entirely chromeplated.

No. 3959. List \$5.50. Dir's., ea. \$3.00, less 2%, net **2.94**



ELECTRIC CLOCKSHIP

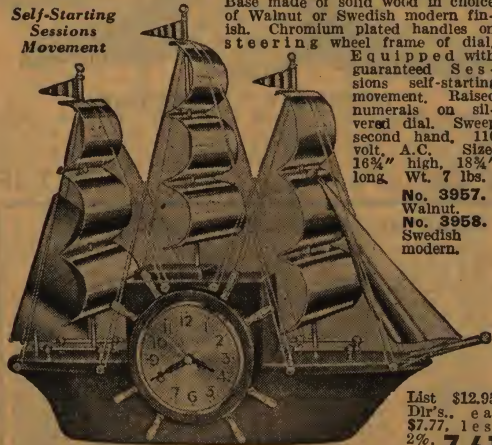
Clipper type ship design with sails and mast of gleaming chromium. Halyards and guy wires of glistening metal cables.

Self-Starting Sessions Movement

Base made of solid wood in choice of Walnut or Swedish modern finish. Chromium plated handles on steering wheel frame of dial.

Equipped with guaranteed Sessions self-starting movement. Raised numerals on silvered dial. Sweep second hand, 110 volt. A.C. Size, 16 1/2" high, 18 1/2" long. Wt. 7 lbs.

No. 3957. Walnut. No. 3958. Swedish modern.

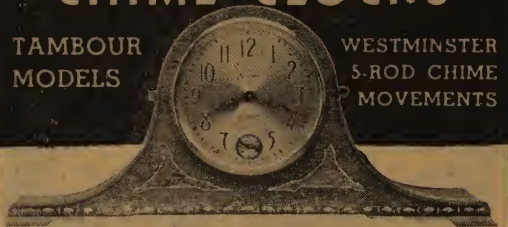


List \$12.95. Dir's., ea. \$7.77, less 2%, net. **7.61**

SESSIONS ELECTRIC CHIME CLOCKS

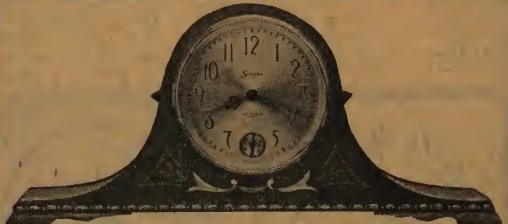
TAMBOUR MODELS

WESTMINSTER 5-ROD CHIME MOVEMENTS



The CHESTERTON

A handsome mantel model with genuine walnut case with overlays. Equipped with 5 rod manual starting electric Westminster Chime movement, chiming each quarter hour. 6 in. metal dial with raised numerals. 21 in. long, 9 1/2 in. high. No. 3986. List \$26.00. Dir's., ea. \$13.60, less 2%, net..... **13.33**



The MARLBOROUGH

Beautifully ornamented genuine walnut case with marquetry inlays. Equipped with five rod manual starting electric Westminster Chime movement, chiming each quarter hour. 6 in. metal dial with raised numerals. 21 in. long, 9 1/2 in. high. No. 3987. List \$27.75. Dir's., ea. \$17.01, less 2%, net..... **16.67**



The 20th CENTURY

A distinctively styled tambour model by Sessions. Walnut veneered case, is gorgeously grained and has a unique louvre design. 6 in. metal dial with raised numerals. Self-starting electric 5 rod Westminster chime movement, chiming each quarter hour. 16 1/2 in. high, 9 1/2 in. wide. No. 3989. List \$33.50. Dir's., ea. \$20.41, less 2%, net..... **20.00**



The CORONADA

A simple, yet modernly designed tambour model, equipped with self-starting electric 5 rod Westminster Chime movement, chiming each quarter hour. Richly grained walnut veneered case with marquetry inlay. 6 in. dial with raised numerals. 16 1/2 in. long, 9 1/2 in. wide. No. 3988. List \$29.00. Dir's., ea. \$17.68, less 2%, net..... **17.33**

INGRAHAM *Electric* CLOCKS



No. 4056



No. 4057



No. 4052

For a combination of beauty in design, split-second, time keeping accuracy and true economy, the Ingraham line of electric clocks is without an equal. The models on this page have been selected with a view towards meeting every demand in electric clocks you might possibly encounter. Clocks operate on 110 volt AC 60 cycle.

MODEL SSD2 STRIKE CHIME

A decorative chime clock made of walnut with solid molded walnut wings on each end and ebonized feet. Radio type grille backed with felt to emit the tone of the chime. Gold plated sash and silver plated dial. Strikes on the hour and half hour. Height 6½ in., width 8 in. Self-starting synchronous motor.

No. 4056. List \$8.95. Dir's., ea. \$5.44, less 2%, net. **5.33**

MODEL SA5 ALARM

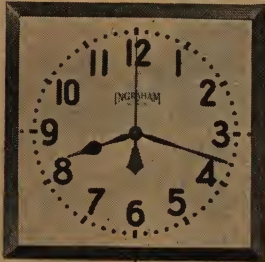
Selected oriental walnut case highlighted with three gold plated brass strips. Front edges of the side panels and feet are finished in black. The case is finished in hand rubbed lacquer. 4 in. square dial in silver with gilt lining. Alarm button on back. Intermittent chime alarm will awaken sleeper without shock. Self starting motor.

No. 4057. List \$6.50. Dir's., ea. \$4.01, less 2%, net. **3.93**

MODEL SSD8 STRIKE CLOCK

Made of selected figured walnut with supporting ebonized base, and rose colored inlaid stripes flanking top border, this efficient time keeper will make a decorative addition to any room. Modernly styled louvers emit the tone on the hour and half hour. A carefully mitered solid walnut bezel encases the silver-plated etched dial. Self starting motor.

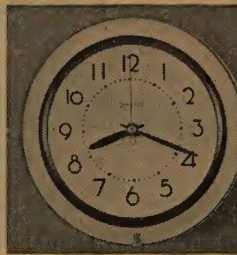
No. 4052. List \$8.50. Dir's., ea. \$5.10, less 2%, net. **5.00**



OFFICE CLOCK MODEL SH164

A modern self-starting electric hanging clock designed especially for offices. 14" square case with walnut finished wood sash. Electric clock motor is completely sealed in oil to provide long life and quiet operation. Time is set from the front. Convex glass and sweep second hand. Self starting motor.

No. 4050. List \$6.00. Dir's., ea. \$3.60, less 2%, net. **3.53**



KITCHEN CLOCKS MODEL SK16

A new, thin model designed to harmonize with modern kitchen interiors. Self starting motor is completely sealed in oil bath. 7 in. case and 5 in. embossed dial sweep second hand. Self starting synchronous motor.

No. 4041. White and black.
No. 4042. White and red.
No. 4043. White and green.
List \$2.95. Dir's., ea. \$1.70, less 2%, net. **1.67**



8-DAY WINDUP

This new thin style kitchen clock is smartly designed, and will keep accurate time. 7 in. case, and 5 in. embossed dial. Key wind, 8 day movement.

No. 4044. White and black.
No. 4045. White and red.
No. 4046. White and green.
List \$2.50. Dir's., ea. \$1.56, less 2%, net. **1.53**



OFFICE CLOCK

Newly designed office clock with a twelve-sided walnut case and metal back. Clear readable dial with large spade hands. Sweep second hand in red. Hand set at bottom of case. Convex glass crystal, 12 in. dial, 13½ in. diameter. Self-starting synchronous motor.

No. 4053. List \$8.95. Dir's., ea. \$5.44, less 2%, net. **5.33**



MODEL ST320

Designed for use on small mantels or bookcases. Made of the finest figured walnut with inlaid burl walnut on each side and front. Hand rubbed finish. Silver plated dial and gold plated sash. Length 19 in. Height 5½ in. Self-starting synchronous motor.

No. 4054. List \$8.95. Dir's., ea. \$5.24, less 2%, net. **5.14**

TAMBOUR MODELS



MODEL SST 7 STRIKE CHIME

A distinguished-looking mantel clock with a selected walnut veneer case. Burl walnut front. Feet, rails and wings made of solid walnut. Beautiful silver-plated dial, and newly designed hands. Clock strikes mellow tone on the hour and half hour. Self starting motor.

No. 4051. List \$12.50. Dir's., ea. \$7.50, less 2%, net. **7.35**



MODEL SST6 ROD STRIKE CHIME

A streamlined Tambour chime clock with a walnut case. Inlaid panel of burl walnut. Finished in hand rubbed lacquer. Strikes the hours and half hours. Length 20 in. Height 5½ in. Gold-plated oval sash with oval etched silver plated dial. Self-starting synchronous motor.

No. 4055. List \$13.50. Dir's., ea. \$8.16, less 2%, net. **8.00**

8-DAY WINDUP ALARM

A newly designed alarm clock with radium luminous dial and hands. The curves of case and base are graceful and in complete harmony. Convex dial permits reading at any angle. Fitted with a large mellow toned bell and stem shut off. 8-day sturdy clock movement silent in operation. Height 6½ in.

No. 4047. Nickel finish.
No. 4048. Ivory finish.
No. 4049. Black finish.
List \$3.25. Dir's., ea. \$1.97, less 2%, net. **1.93**



SILEX Catalina 8 Cup Coffee Service

Genuine Pyrex Bowls

An exquisitely beautiful coffee service, built around the famous Silex Catalina Coffee Maker. Makes a beautiful and useful gift item. The famous Silex coffee brewing principle plus the Anyheet Control cord set assures better tasting coffee. Also retains coffee at drinking temperature indefinitely.



Anyheet Control

The tray, sugar and creamer are beautifully designed and finished in silvery satin chrome to match metal trimming on coffee maker. 8 cup capacity.

No. 4482. List \$13.95. Dir's., ea. \$9.30. Lots of 3, ea. \$9.17. Lots of 6, ea. \$8.37, less 2%, net **8.20**

"COFFEE MAID"

With Removable Pyrex Insert

Despite its remarkably low price, this coffee service is exceptionally rich looking. Features a new type of percolator with a removable Pyrex heat-proof glass insert. Outer jacket is made of solid brass, heavily chromium plated. Capacity 6 cups. Complete with cord set.



Pyrex Service Set

Complete with cut glass sugar and creamer and beautifully etched tray, 17"x12 1/2".

No. 4332. List \$12.00. Dir's., ea. \$9.00. Lots of 3, ea. \$8.40, less 2%, net... **8.23**

SPECIAL SILEX 8-CUP Electric COFFEE MAKER

A 4.95 REGULAR VALUE TO RETAIL FOR 3.95



An exceptional good purchase on this model permits us to offer this regular 4.95 Silex to retail for only 3.95. Genuine Silex bowls made of heat-resisting glass. 8-cup capacity. Molded cover, handle and base. Chromium plated electric stove and approved cord set. Operates on 110 volts, 550 watts. Will operate either with electric stove or over open flame. It will pay for you to stock a few of these models, since this offer is for a limited time only.

No. 4479. List \$3.95. Dir's., ea. \$2.64. Lots of 6, ea. \$2.57. Lots of 12, ea. \$2.37, less 2%, net **2.32**

FREE SALES HELPS

We have available, Displays, Circulars and Sales Helps on nationally known products. Be sure to include your request for these helps the next time you order.

DOLLY MADISON ELECTRIC ICE CREAM FREEZER

Smooth, velvety ice cream can easily be made with this efficient electric freezer. The nuisance of turning the crank and mussy packing is entirely eliminated. Cast main frame cadmium finished to resist rust. Patented handle and lock combined in easily adjusted mechanism, with wing nut for tightening. Round tub made of northern pine. Leakproof cream can made of prime charcoal tinplate. Finished in cream and green. Induction type motor operates on 105-115 volt, 50-60 cycles A.C. Complete with 6 1/2 ft. rubber cord.

No. 4298. Capacity 2 qt. Wt. 15 lbs. List \$9.95. Dir's., ea. \$6.64, less 2%, net **6.51**

No. 4299. Capacity 4 qt. Wt. 21 lbs. List \$13.95. Dir's., ea. \$9.30, less 2%, net..... **9.11**



7-CUP ELECTRIC PERCOLATOR SET

A 7-cup electric percolator set made of vitrified china in handsome fluted design, decorated with colored floral design. Percolator has concealed electric pump type heating element. Sugar and Creamer to match. With cord set.

No. 4274. List \$6.50. Dir's., ea. \$4.10. Lots of 3, ea. \$3.78, less 2%, net. **3.70**



Made of Highest Quality Vitrified China

MODERN 10-CUP URN SET

A beautifully designed urn set, that has the smart appearance and deluxe quality of considerably higher priced sets. 10 cup urn, equipped with new immersion type heating element. White Catalina handles and fittings. Sugar and creamer to match. 17"x11 1/2" tray. Finished in gleaming chrome plate. Complete with approved cord set. 550 Watts. 110 volts, AC-DC.

No. 4354. List \$11.95. Dir's., ea. \$7.85. Lots of 3, ea. \$7.35, less 2% net **7.35**



Farberware 8 Cup "Coffee ROBOT" Set

Perfectly Brewed-Coffee Automatically!

No Watching—No Guessing

The most amazing contribution ever made to the field of coffee making. The Robot makes uniformly delicious coffee every time—no watching, no guess work. Everything is automatic—it stirs itself, and turns off by itself. In addition, the coffee is automatically controlled to keep at drinking temperature for hours. Employs the famous drip principle of coffee making. No need to remove glass bowl to serve—just turn spigot. Made of solid brass, heavily chromium plated. Heat resisting glass bowl. Walnut handles and feet. 8 cup capacity. Complete with gracefully designed sugar, creamer and 18 1/2 x13 1/2" tray to match. Height 16 1/2". 550 Watts, AC-DC.

No. 4355. Complete Set. List \$21.00. Dir's., ea. \$13.25. Lots of 3, ea. \$12.35, less 2%, net **12.10**

No. 4356. 8 cup coffee robot only. List \$15.95. Dir's., ea. \$8.95. Lots of 3, ea. \$8.35, less 2%, net **8.18**



The New HOOVER "Norca" VACUUM CLEANER

WITH A FULL MEASURE OF THE FAMOUS HOOVER QUALITY!

Here's great news in vacuum cleaners—a brand new cleaner made and guaranteed by the Hoover Company to sell for only \$39.75—just think what this will do to the competitive cleaner field. And this machine is made of the same quality products and by the same skilled workmen who make the most expensive Hoover models. Undoubtedly, the new Norca model will help dealers reach a new peak in vacuum cleaner sales.

- Entirely Brand New — Not Rebuilt
- Built-in Light — Locates Dirt in Dark Places
- Lightweight — Weighs Only 15½ Pounds
- Positive Agitation, Beating, Sweeping Brush
- Visible Rug Adjustment Indicator
- Powerful, Ball Bearing Motor

Motor driven brush roll with positive agitation, beats as it sweeps and cleans. Built-in light locates dirt in dark places. Nozzle-height adjustment for thick or thin rugs. Easy-to-empty dustproof bag. High speed, ball bearing motor. Satin finished aluminum alloy housing. Bakelite wheels. Motor hood finished in blue wrinkle enamel. Wt. 15½ lbs. Foot operated handle control with three positions. 25 ft. approved rubber cord. 110-120 volts, AC-DC.

No. 3829. Model 1. List \$39.75. Dir's., ea. **29⁹⁶**
\$30.57, less 2%, net.....

Attachments For Above Listed on Page 40



Genuine HOOVER "Specials" VACUUM CLEANERS

Built and Guaranteed by HOOVER

Although these cleaners are previous models reconstructed at the Hoover factory, they cannot be distinguished from brand new, either as to appearance or performance. Thoroughly reconstructed with new bags, new belts, and new ball bearing brush assemblies. In fact, new parts have been installed throughout wherever needed, giving these cleaners the same mechanical perfection as brand new ones.

ONE YEAR GUARANTEE—
The Same As On New Cleaners

MODEL 425 Ball Bearing Motor

One of the finest Hoover models ever made, entirely reconditioned by Hoover master craftsmen. Powerful, ball bearing motor incorporates the famous "Positive

Agitation" feature for maximum cleaning efficiency. Chromium plated motor housing. Black dustproof switch in black cord.

30⁶²



bag with orange lettering. Fibre wheels. Enameled handle. Complete with 25 ft. 110-120 volts, AC-DC. Originally retailed for \$89.50.

No. 3826. Dir's., ea. \$31.25, less 2%, net.....

HOOVER MODEL 541

Has a motor-driven revolving brush for thorough efficient sweeping. Positive agitator beats rugs, to loosen dirt, as it sweeps and cleans. Black enameled handle. Body highly polished with motor housing in green enamel to match bag. Thoroughly reconstructed with new bag, new belt and new ball bearing brush assembly. Adjustment device provides the proper setting for low, medium, and high-piled rugs. Operates on 120 volts AC-DC. This model originally retailed for \$67.50.

No. 3831. Dir's., ea. \$20.35, less 2%, net..... **19⁹⁴**



HOOVER "Norca" DUSTETTE

Light-weight, with powerful high speed motor driving a 5-blade aluminum alloy disc-fan, this convenient hand cleaner makes a quick thorough job of cleaning upholstery, drapes, etc. Smartly designed and attractive in appearance, with satin finished aluminum alloy nozzle, blue wrinkle enamel motor shell and blue fabric bag. Smooth black bakelite handle with built-in recessed switch. Equipped with 18 ft. rubber covered cord and cord protector spring. 110-120 Volt, AC-DC.

No. 3825. List \$19.50. Model 123 Dustette. Dir's., ea. \$14.50. less 2%, net..... **14²¹**

7-PIECE ATTACHMENT SETS



For HOOVER "Special" and "Norca" MODELS

Seven-piece set of dusting tools and the famous Hoover Mothimizer is included in this convenient set. The dusting set consists of: one 3-ft. hose; a 27-in. steel extension tube; a 2-piece all purpose brush; a blower attachment and converter plate. The famous Hoover Mothimizer and a booklet on moth control is also included.

No. 3836. Attachments for Models 541, 543 and 700.... List \$8.95 Dir's. ea. \$5.97
No. 3837. Attachments for Model 425..... less 2%
No. 3838. Attachments for "Norca" Model..... net..... **5⁸⁵**

SWEEPER-VAC Vacuum Cleaners

The Low Priced Line with Loads of Housewife Appeal



Here's a line with which you can build up a real vacuum cleaner business in your community. Although attractively priced to sell in volume, SWEEPER-VAC Vacuum Cleaners are built to high precision standards and can be depended upon to deliver many years of efficient carpet sweeping service.

VIBRO De Luxe

- Powerful Two Speed Motor
- Exclusive Twin Vibro Brush
- Spread Top Dust-Proof Bag
- Built-in Light in Base

Only after you have compared this model, feature for feature, with other vacuum cleaners, will you get a true idea of the rare value it offers. Has a powerful 2-speed motor—low for ordinary work, high for heavy duty work. Two colored bag features the spread top with dust-proof sealed flap. Light in base illuminates dark corners. 375 watt motor and 8-blade fan provides ample suction. Toe control handle adjustment—no stooping or bending. Twin Vibro motor driven brush, 14" nozzle, finished in chrome. 2-speed switch in handle. Bumper guard protects furniture. Nap adjuster for all types of rugs. 22 ft. rubber cord with unbreakable plug. Operates on 110 volt AC-DC.

No. 4088. List \$44.95. Dir.'s., ea. \$20.35. Lots of 3, ea. \$19.75. Lots of 6, ea. \$18.60. less 2%. net **18²³**

GOLD BOND

- Mercury Switch for Self Starting
- Adjustable to Any Nap Thickness
- Powerful 2-Speed Motor
- Built-in Vac-Light
- Twin Vibro Brush
- Spread-Top Dust Bag

In the Gold Bond Model, you have vacuum cleaner perfection at its peak. Everything that could possibly contribute to its efficiency has gone into its construction. Powerful, 2-speed motor—one for ordinary work the other for heavy duty; motor driven twin Vibro brush; toe controlled handle adjustment; spread top bag with dust seal flap; just to mention a few. In addition, this model enjoys a nap adjuster for all rug thicknesses, built-in vac light and two colored bag. Powerful, 8 blade fan creates maximum suction. 14", all chrome nozzle with rubber bumper. Double truck Fibro wheels. Complete with 22 ft. approved rubber cord and unbreakable plug. Operates on 110 volt AC-DC.

No. 4086. List \$49.95. Dir.'s., ea. \$22.10. Lots of 3, ea. \$21.30. Lots of 6, ea. \$20.25. less 2%. net **19⁸⁴**

1. Model 230 Vacuum Cleaner
2. Model 47 Hand Vacuum Cleaner
3. 2-Piece De-Mothing Outfit

Undoubtedly one of the most sensational vacuum cleaner deals ever offered! For very little more than the ordinary vacuum cleaner only, you can offer a complete outfit consisting of a powerful motor driven vacuum cleaner for rug and carpet cleaning service; a suction type hand vacuum cleaner for cleaning upholstery, drapes, etc.; and an attachment set for de-mothing, spraying and blowing. The vacuum cleaner features the semi self-cleaning motor driven brush, powerful 375 watt motor and all-chromium handle which can be locked in any position. Has a highly polished base and smart, dark blue bag. Nap adjuster for any rug thickness. Both vacuum cleaners operate on 110 volt, AC-DC.

The hand vacuum cleaner has a powerful suction type motor, polished head and large bag. The attachment set consists of a blower and sprayer which are easily attached to the hand-vac instead of bag.

No. 4091. Special Sweeper-Vac Deal. List \$45.45. Dir.'s. price \$24.40. Lots of 3 deals, ea. \$23.60. Lots of 6 deals, ea. \$22.90, less 2%, net **22⁴⁴**

MODEL 230 VACUUM CLEANER ONLY
No. 4090. List \$29.95. Dir.'s., ea. \$17.25. 3 lots, ea. \$16.50. 6 lots, ea. \$15.50, less 2%, net. **15.19**

MODEL 47 HANDETTA ONLY
No. 4089. List \$13.50. Dir.'s., ea. \$7.20. 3 lots, ea. \$6.85. 6 lots, ea. \$6.45, less 2%, net.... **6.32**

De Luxe Motor Driven Hand Vac



Something new in a hand-vac! Equipped with a motor driven brush for extra cleaning efficiency. Makes quick thorough work of cleaning drapes, upholstery, clothing, etc. Will even remove such stubborn particles as animal hair and lint. 4 1/2" nozzle has patented hinge opening for easy access to belt and brush. Hinged shoe also serves to hold fabric flat while cleaning. Has a 2-tone bellows type bag with zipper opening. Brush is flanged metal for easy cleaning and bristles have been hand-wired in place. Brush rotates on rubber-mounted bearings. Rubber bumper. Bright red catalin handle. Finger-tip switch. Weighs only 4 1/2 lbs. complete with 18 ft. rubber covered cord. Operates on 110 volt, AC-DC.

No. 4087. List \$17.50. Dir.'s., ea. \$10.45. Lots of 3, ea. \$10.15. Lots of 6, ea. \$9.70, less 2%, net..... **9⁵¹**

Rebuilt VACUUM CLEANERS

NATIONALLY KNOWN BRANDS

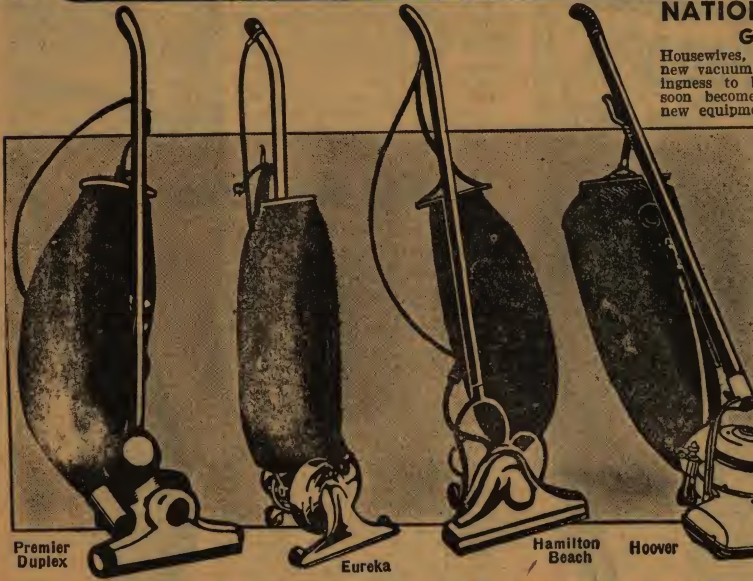
Guaranteed One Year!

Housewives, who could ill afford the purchase of new vacuum cleaners, have shown a surprising willingness to buy these rebuilt cleaners, which they soon become convinced, are every bit as good as new equipment.

New 100% Efficiency

All vacuum cleaners listed here are nationally known brands—brands which every housewife will immediately recognize as quality carpet cleaning equipment. They have been completely torn down and rebuilt by expert vacuum cleaner craftsmen. All parts which receive wear in operation—such as bearings, springs, brush, belt, screws and bolts—have been replaced. Bags have been replaced with new dust proof bags and rubber furniture guards have been placed on all models. New approved rubber cord and plug.

Rebuilt ELECTROLUX With 6-Piece Attachment Set



Premier Duplex

Eureka

Hamilton Beach

Hoover

No. 3810. Hoover Model 105. Retailer for \$63.50. Dir's., ea. \$13.25, less 2%, net..... **\$12.98**

No. 3811. Hoover Model 541. Retailer for \$67.50. Dir's., ea. \$15.75, less 2%, net..... **\$15.43**

No. 3812. Hoover Model 700. Retailer for \$79.50. Dir's., ea. \$25.10, less 2%, net..... **\$24.61**

No. 3813. Premier Duplex, Ball Bearing Model 53. Retailer for \$69.50. Dir's., ea. \$12.00, less 2%, net..... **\$11.76**

No. 3814. Hamilton Beach, Ball Bearing Model. Retailer for \$39.50. Dir's., ea. \$12.00, less 2%, net..... **\$11.76**

No. 3815. Eureka Model 9. Retailer for \$49.50. Dir's., ea. \$9.30, less 2%, net..... **\$9.11**

No. 3816. Eureka Model 11. Retailer for \$56.50. Dir's., ea. \$11.10, less 2%, net..... **\$10.88**

No. 3817. Airway Model E, with black bracket. Retailer for \$88.00. Dir's., ea. \$7.95, less 2%, net.... **\$7.79**

No. 3818. Airway Model F, with aluminum bracket. Retailer for \$79.50. Dir's., ea. \$10.00, less 2%, net.... **\$9.80**

No. 3819. Airway DeLux Model, with green handle. Retailer for \$89.50. Dir's., ea. \$11.50, less 2%, net..... **\$11.27**



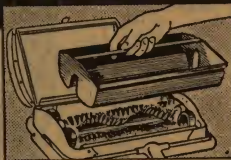
Electrolux

No. 3821. Model 12. With 250 watt motor. Retailer for \$79.50. Dir's. \$31.75, less 2% **31.11**

No. 3809. Model 12A. With 350 watt motor. Retailer for \$79.50. Dir's. \$34.75, less 2% **34.05**

O-PAN-TOP Carpet Sweeper

The Most Practical Sweeper Ever Built!



Removable Dust Pan



Removable Brush

A new revelation in hand operated carpet sweepers! Not only does it do a more thorough cleaning job, but does it easier and quicker. The top snaps open for easy access to removable dust pan and brush. Smart and streamlined in appearance with wheels concealed by fenders. Requires minimum storage space. Has a wide, all-around bumper to prevent marring of furniture. Beautifully finished in silver with chrome trim.

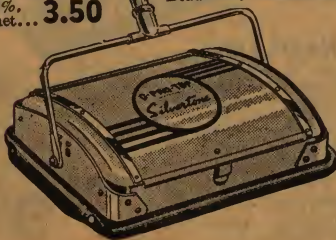
Self Adjusting Removable Brush. Of finest quality long-wearing bristles. Automatically adjusts itself to thickness of all rugs. Can be removed instantly for cleaning.

Removable Dust Pan. Lifts out for removal of dirt without the necessity of dragging entire sweeper along.

Patented Removable Comb. Cleans the brush as the sweeper operates, thus prolonging its life. Also removable for cleaning.

Quiet—Easy Rolling. Positive friction drive cushion tread rubber wheels and oilless bearings assure smooth action. So constructed as to permit getting under low furniture.

No. 3830. List \$5.95. Dir's., ea. \$3.57, less 2%, net... **3.50**



GILBERT Electric Hand Vacuum Cleaner

For thorough cleaning of auto upholstery, draperies, stair carpets, clothing, and dozens of other things that large Vacuum Cleaners cannot get at. Light enough to use in one hand, it sucks dirt, dust and lint out of the hard-to-get-at places. Equipped with powerful air cooled guaranteed Gilbert motor. Operates on 110-120 volts, A.C. or D.C., 60 cycles or less. Black Vacuum bag with motor in chrome and nozzle in aluminum finish. Suction nozzle equipped with rubber bumper to prevent marring of furniture. 6 1/4" nozzle. Size 6 1/4" x 7" x 13 1/4".

No. 3454. List \$7.95. Dir's., ea. \$5.30. Lots of 6, ea. \$5.03, less 2%, net..... **4.93**

NAXON "Lifetime"

3-SHEET PORTABLE WASHER

There are so many features of construction and design built into the "Lifetime Portable," that it is acclaimed by authorities as one of the best washers ever made. Washes everything from delicate lace curtains and silks to blankets and sheets. Full 9½ gallon tub thoroughly washes three full sheets, 3 lbs. of blankets or any other equivalent of 3 lbs. of dry clothes. One-piece steel construction. Heat insulated, double wall keeps water hot. Four-coat white porcelain enameled chip-proof tub. Gravity drain hose. Precision motor with lifetime bearings. Simple mechanism, only three moving parts. Complete with cover. Can easily be stored under sink.

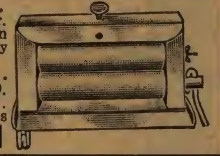
- Full 9½ Gallon Tub
- Heat Insulated — Keeps Water Hot Throughout Longest Wash
- One-Piece Steel Construction
- Lifetime Power Plant
- Improved Four-Vane Agitator
- Gravity Drain Hose Permits Easy and Spill-Proof Draining
- Fully Endorsed by More Than 200 Lighting Companies, Underwriters' Lab., Etc.



Compactly Designed
Has full size washer usefulness, yet compact enough to tuck away in any odd corner. The improved 4-vane aluminum agitator with roomier and scientifically streamlined tub creates thorough circulation and better wash action. Rollaway shock proof casters. Finished in white baked-on chip proof enamel with black trim. Height 26", 13" diameter. Ship. Wt., 41 lbs. 7 ft. cord set, 110 volts A.C. 60 cycles. No. 4405. List \$24.95. Dir's., ea. \$16.25, less 2%, net **15.92**

NAXON Swivel Wringer For All Naxon Washers

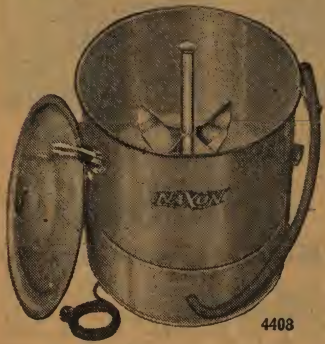
Easily attached without tools Two-way drain board. ADJUSTABLE pressure screw. Rubber rollers, 1½" diameter. Finished in baked on ivory enamel. No. 4419. List \$5.50. Dir's., ea. \$3.58, less 2%, net .. **3.51**



NAXON DE LUXE PORTABLE WASHER DELUXE MODEL

- Full 8 Gal. Capacity
- Four-Coat Porcelain Tub
- Drain Hose and Cover
- No Belts or Pulleys
- 4-Vane Aluminum Agitator

The Naxon makes quick and thorough work of the small household's everyday wash. Just the thing for baby's clothes, undergarments, shirts, socks, etc. Capacity equivalent to 2 large sheets, 10 diapers or 2 lbs. of dry clothes. Can be easily stored under sink or in closet. Built for many years of faithful service. Induction type motor, equipped with oversize lifetime bearings. Fully gear driven mechanism with only 3 moving parts. Aluminum agitator, 4-coat porcelain enamel tub. Sturdy legs equipped with crossbar supports and easy rolling casters. Guaranteed 1 year against defects in materials and workmanship. 7-ft. rubber cord. Operates on 110 volt A.C., 50-60 cycles. Overall height, 27", diameter 15½". Ship. wt., 35 lbs. No. 4407. List \$22.50. Dir's., ea. \$14.63, less 2%, net **14.34**

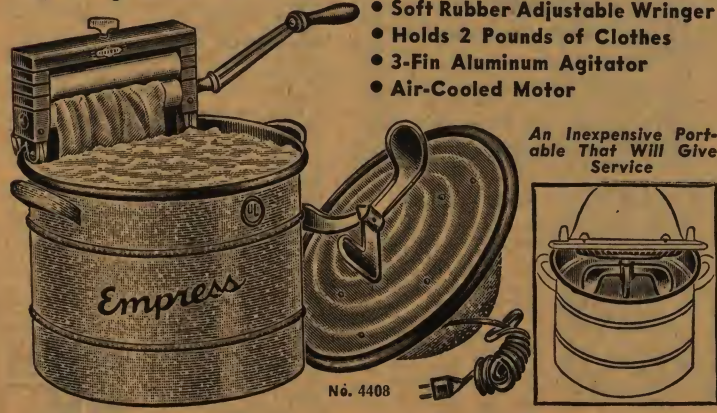


DELUXE MODEL — LESS LEGS
Same as above less legs. Overall height, 20"; diameter, 15½". Ship. wt., 31 lbs. No. 4408. List \$19.95. Dir's., ea. \$13.00, less 2%, net **12.74**

Empress JUNIOR ELECTRIC WASHERS

- Soft Rubber Adjustable Wringer
- Holds 2 Pounds of Clothes
- 3-Fin Aluminum Agitator
- Air-Cooled Motor

The Empress combination portable washer and wringer is ideal for light duty laundry. Washes everything from baby's clothes and flimsy lingerie to towels, sheets, etc. Holds two pounds of dry clothes, equivalent to two large sheets, seven shirts or ten to twelve diapers. Only 16" high by 16" in diameter. Can easily be stored in closet. Green enameled porcelain tub and cover. Three-fin aluminum agitator. Light weight wringer with adjustable pressure screw provides for materials of different thicknesses. Soft cushioned rolls. Roller shafts require no oiling. Wringer is finished in speckled ivory with aluminum trim. Air-cooled motor permanently lubricated. Rubber cord set, 110-125 volts A.C. only. Wt. 31 lbs. No. 4406. List \$17.45. Dir's., ea. \$12.25. Lots of 3, ea. \$11.75, less 2%, net **11.51**



EMPRESS JR. WASHER, WITHOUT WRINGER
No. 4404. List \$12.95. Ship. wt., 23 lbs. Dir's., ea. \$8.75. Lots of 3, ea. \$8.24, less 2%, net **8.08**

America's Finest ... EMPRESS WASHERS



Priced Amazingly Low... Yet Durably Constructed throughout!

EMPRESS

Model 20..6 Sheet Capacity

Although priced for leader value, the new Model 20 incorporates all the fine construction and quality features which characterize the entire Empress line. Beautifully designed and finished in gleaming white enamel.

Lovell Safety Wringer—Trigger safety release on top of wringer frame. Pressure selector screw. Manually operated drain director. Pressed steel frame—cadmium plated and rust proof. White enamel finish. Lovell rubber balloon rolls.

Long Life Transmission—All gears operating in constant oil bath. Needs no attention for five years. Outside clutch.

Cast Aluminum No-Tangle Agitator—4 vane agitator—high vanes. Gives maximum water action. 1/2 turn and return of agitator. 60 times a minute.

6 Sheet Capacity Tub—13" deep x 22" diameter. Bullet rim, anti-splash design. Gleaming white porcelain on Armcro Iron. Tub is cushioned in rubber ring, and tub lid is rimmed with rubber.

1/4 H.P. Westinghouse Motor—Oilless—direct connected with worm drive shaft by means of flexible coupling. Motor thoroughly insulated from frame by fiber spacers and fiber sleeves on bolts. 110 Volt, A.C., 60 cycle. 8 ft. all-rubber cord and plug.

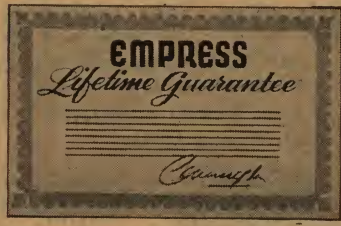
Heavy Steel Chassis—Legs and base electrically welded one unit. Legs cross braced for extra strength. Easy rolling casters. Ship, wt., 150 lbs.

No. 3862. List \$49.95. Dir's., ea. \$31.15. Lots of 3, ea. \$29.50, less 2% net

28⁹¹

Long Life Transmission

Silent and smooth because all parts are sealed in oil. Every bearing is spiral grooved for a positive pumping of oil. Ball bearing thrust on worm shaft. Over-size pins and shafts, and precision cut gears, insure long care free operation.



Lifetime Guarantee

1. On every Empress Washer, we will guarantee to replace the transmission unit at any time during the life of the machine for \$7.50 F.O.B. factory.
2. We guarantee to completely rebuild the washer—replace worn out parts, refinish practically as good as new, at any time within ten years, at a cost not to exceed \$25.00, F.O.B. factory.
3. We guarantee to replace any and all parts defective in either material or workmanship, without charge, for a period of one year from date of purchase.

Full Performance and Durability For Less Money!

EMPRESS

Model 40..7 Sheet Capacity

Pay what you will for a washer, you cannot obtain better every day washing efficiency and durability than in the Empress Model 40. Compare the Model 40, feature for feature, with any other washer in this price range, and its outstanding value is readily apparent.

Lovell Safety Wringer—Convenient safety release bar at top of wringer. Pressure selector screw and pressure indicator. Reset lever on side. 2 in. Lovell rubber balloon rolls. Automatic drain director. Aluminum finish.

Sealed-in-Oil Transmission—Assures smooth, silent performance for the life of washer. Fewer moving parts result in lower current consumption. Outside clutch.

4 Vane No-Tangle Agitator—Special "Multi-Flow" design increases water action and at the same time, prevents tangling of clothes. 60 agitator strokes a minute—full 1/2 turn and return.

7 Sheet Capacity Tub—13 1/2" deep x 22" diameter. Bullet rim, anti-splash design. Lustrous white porcelain on Armcro Iron. Tub cushioned in rubber ring. Faucet drain. Rubber rimmed lid.

1/4 H.P. Westinghouse Motor—Requires no oiling. Operates on 110 Volt, 60 cycle AC. 8 ft. all-rubber cord.

One Piece Chassis Construction—The heavy sheet steel chassis and pressed steel legs electrically welded into one single unit. Large easy rolling casters. Ship, wt., 165 lbs.

No. 3863. List \$59.95. Dir's., ea. \$39.50. Lots of 3, ea. \$37.70, less 2% net

36⁹⁵



No Finer Washer Performance
At Any Price!

EMPRESS

Model 70....8 Sheet Capacity

Superbly engineered and constructed throughout, with de luxe features galore, this aristocrat of washers offers the utmost in laundering efficiency. Its unique water agitation plus extra large capacity makes quick, thorough work of large family washes. Smartly streamlined and beautifully finished in glistening white porcelain, the Model 70 is indeed a joy to behold.

Deluxe Lovell Safety Wringer—Beautifully streamlined. Feather touch safety release bar reaches across entire length of wringer opening on both sides of wringer. Pressure selector permits selection of proper pressure for cottons, linens, and woolsens. Reset lever on side. Automatic drain director. Large Deluxe Lovell balloon rolls. Satin aluminum finish.

Long Life Transmission—Sealed in oil. Needs no lubrication for 5 years. Oversize polished drill rod pins for greater bearing surface. Precision cut iron and steel gears. New finger-tip clutch control.

New Bakelite Agitator—Exceptionally light and strong. Glassy smooth to minimize wear on clothes. Garments slip away without rubbing or pulling. 4 blades, no tangle design. 60 full $\frac{1}{2}$ strokes a minute.

Bullet Rim Tub—Anti-splash design. Gleaming white porcelain inside and out—over Armco Iron. Large size tub 14" x 22". Cushioned in rubber ring. Faucet drain. Rust-proof lid with rubber rim practically seals the heat in tub.

1/4 H.P. Westinghouse Motor—Mounted in rubber in specially designed hanger. Vibrationless and silent. Permanently lubricated. Operates on 110 Volt, 60 cycle AC.

Heavy Sheet Steel Chassis—Electrically welded into one solid unit. Massive legs welded to chassis. Large, easy rolling casters. Polished chrome strips on legs add to the beauty of this model.

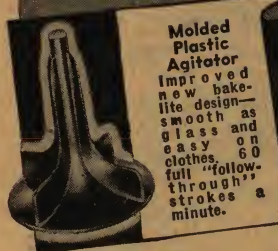
No. 3864. Ship. wt., 189 lbs. List \$79.95. Dlr's. ea. \$45.30. Lots of 3, ea. \$42.00, less 2% net ...

41¹⁶

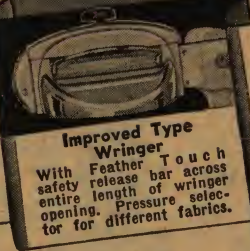


GASOLINE MODELS

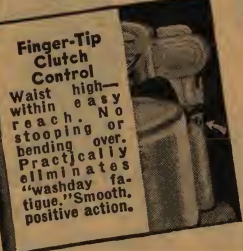
Any Empress Washer can be furnished with a 4 cycle 1/2 H.P. Briggs and Stratton gasoline motor for \$20.00 additional. This is a new improved type of engine which runs considerably quieter. Starts by pressing foot lever.



Molded Plastic Agitator—Improved new bakelite design—smooth as glass and easy on clothes. 60 full "follow-through" strokes a minute.



Improved Type Wringer—With Feather Touch safety release bar across entire length of wringer opening. Pressure selector for different fabrics.



Finger-Tip Clutch Control—Waist high—within easy reach. No stooping or bending over. Practically eliminates "washday fatigue." Smooth, positive action.

EMPRESS

De Luxe Cabinet Ironer

This beautiful cabinet ironer is the last word in ironing efficiency and ease of operation. A child can sit down and iron simpler pieces—really the bulk of the ironing—the first time she tries it.

Cabinet and Table—Cabinet tips back on balanced hinges. A pull-up shelf on the side provides a place for finished work. Finished in lustrous white baked enamel. Floor space required 16 1/2" x 36 1/2". Height from floor to top of cabinet 34 3/4". Large, easy rolling casters, with locking devices on 2 casters.

Ironer Roll—6" diameter, 26" long. Has double open end feature. No sag construction. Free rolling.

Shoe—No exposed edges. Chromium plated steel—rust proof. Full floating movement assures uniform contact with roll. Ruffler plate over end of shoe for ironing of ruffles and fancy frills. Guaranteed heating element, 1200 watts.

Dual Controls—Knee control or finger tip control operate the roll and apply the shoe pressure of 145 pounds. A "press" button stops the roll when it is desired to press without the roll moving. Emergency pressure release lever is located in back of shoe.

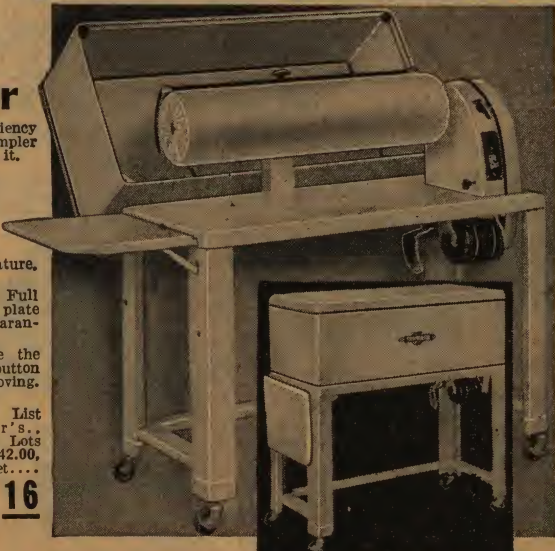
Mechanism—Full enclosed in cast iron head, and sealed in oil. All working parts are hardened steel. Positive quick action clutch—non-sticking, and trouble free. No oiling required.

G.E. Rubber Mounted Motor—Equipped with 8 ft. all rubber and plug. Operates on 110 volt, 60 cycle, AC.

Fully Guaranteed—Every Empress Ironer is guaranteed one year against defective material or workmanship. Ship, wt., 160 lbs.

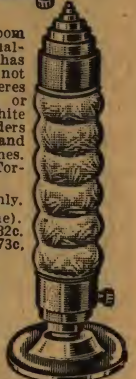
No. 3865. List \$69.95. Dlr's... ea. \$45.30. Lots of 3, ea. \$42.00, less 2% net....

41¹⁶



Low Priced SPECIALTY LAMPS That Sell

MODERN BEDROOM SET



A smartly styled bedroom ensemble, that is unusually popular. Bed lamp has rubber clamps — will not mar or scratch. Torchiers can be used on vanity or as occasional lamps. White frosted glass cylinders with chrome caps and bases. Turn-knob switches. Bed lamp 12" long. Torchiers, 11" high.

No. 4590. Bed Lamp Only.

No. 4570. Torchere (One).

List \$1.50. Dir's., 82c.

6, ea. 77c. 12, ea. 73c.

less 2%, net

72c

No. 4598. Complete 3 Piece Ensemble.

List \$4.50. Dir's.,

\$2.35. 6 sets, ea.

\$2.20, less 2%, net

2.16

SCHRADER NOVELTY LAMPS

THE BEACON

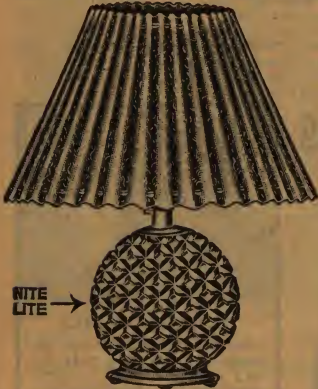
A lifelike Beacon mounted on blue wave-effect enameled base. Chrome plated sail boat. Complete with bulb and turn-knob switch. 9" high. No. 4567. List \$1.50. Dir's., ea. 90c. 6, ea. 85c. 12, ea. 80c. less 2%, net..... **78c**

COLONIAL OIL LAMP

A unique novelty lamp with shade and base of hammered copper. Glass chimney, 12" high. Turn-knob switch. No. 4565. List \$1.50. Dir's., ea. 90c. 6, ea. 85c. 12, ea. 80c. less 2%, net..... **78c**

EL MEXICANO

Tambourine base replica in red. Cactus tree stem finished in green. Shade in ivory color. 13" high. No. 4603. List \$1.50. Dir's., ea. 90c. Lots of 6, ea. 85c. Lots of 12, ea. 80c. less 2% .. **78c**



CRYSTAL BEDROOM SET



A perfect reproduction of expensive hand cut crystal. Sparkles beautifully when illuminated. Chrome plated ends with switch on side. Bed lamp is 10" long. Rubber covered brackets. Torchier height 9", base 4".

No. 4631. Bed Lamp Only.

No. 4627. One Torchier.

List \$1.50. Dir's., ea.

85c. Lots of 6, ea. 79c.

Lots of 12, ea. 73c.

less 2%, net

71c

No. 4628. Complete 3-piece set. List \$4.50.

Dir's., ea. \$2.35.

Lots of 6, ea. \$2.20,

less 2%, net

2.16

TWIN-GLOW LAMP

With 3-Way Lighting

A unique table lamp featuring 3-way lighting. Top or base can be illuminated individually or together. 12" dia. shade of Glasstex. Complete with nite-lamp installed in diamond shaped glass base. Height 15 in. Base dia. 6 in. In crystal or rose colors. Specify color desired. No. 4619. List \$1.95. Dir's., ea. \$1.20. Lots of 3, ea. \$1.12. Lots of 6, ea. \$1.07. less 2%, net..... **1.05**

FLORAL TABLE LAMP

An unusually decorative and colorful table lamp. Clear crystal vase fitted to base. Within vase is a group of delicate artificial flowers arranged around center column of lamp to give appearance of natural bouquet. Metal base finished in antique gold. Hand made silk shade, rayon lined, 14" diam. Height 19". No. 4630. List \$5.95. Dir's., ea. \$3.15. Lots of 6, ea. \$2.95, less 2%, net..... **2.89**

BULBS FOR ABOVE BEDROOM SETS

No. 1133. 25 watt bulb for above lamps. List 25c. Dir's., ea. **18c**

The Famous SPOTRAY BED LAMPS

DELUXE MODEL

Designed to allow reading in bed without disturbing the other occupant. Lens focuses a strong, glareless light on book, with the rest of the room in darkness.

Clamps on the back of any bed. Fully adjustable. Handy switch. Felt-lined clamp will not mar or scratch. Takes 25 to 40 watt bulb.

No. 4616. Bronze.

No. 4617. Ivory.

List \$2.95. Dir's.,

ea. \$1.92. Lots of 6,

ea. \$1.77, less 2%, net..... **1.73**



4622

5-PIECE BOUDOIR SET



Torchiers have chrome plated column encased with glass tubing. Height 18". 4" crystal base. Slender tubular type shade with pleated effect and ruche trim. Bed lamp 9" overall extends 3/4" from bed.

No. 4629. Consists of 2 bases, 2 shades and 1 bed lamp. List

\$3.25. Dir's., ea. \$4.10.

Lots of 3, ea. \$3.75,

less 2%, net

3.67

SPECIAL MODEL

Specially priced to meet chain store competition! Clamps on back of any bed. Available in two finishes. No. 4622. Bronze finish. No. 4623. Ivory finish. List \$1.25. Dir's., ea. 82c. Lots of 6, ea. 76c. Lots of 12, ea. 70c, less 2%, net..... **69c**

*Fast Selling
Inexpensive*

UTILITY LAMPS

**FLEXIBLE
DESK LAMP**

HACO FLEXIBLE DESK LAMP



A practical reading lamp made with a large flexible arm for convenient adjusting. 6½ in. shade. Wired complete. Has key socket and 6 ft. cord set.

No. 4675. Bronze.
No. 4676. Green.

List \$1.75. Dir's., ea. 80c.
Lots of 6, ea. 75c. Lots of
12, ea. 69c, less 2%, net
No. 4677. Chrome Plated Model.
Dir's., ea. \$1.45. Lots of 6,
ea. \$1.35, less 2%, net.....

68^c

1.32

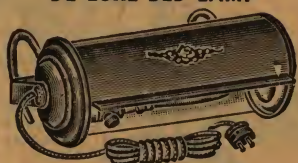
JUNIOR DESK LAMP

Provides a white, glareless light ideal for reading and writing. Designed so that light rays fully cover entire desk. Swivel top permits shade to be tilted to any angle. Switch at side. Hgt. overall, 14". Diam. of shade, 10".
No. 4663. Bronze
No. 4664. Ivory.
Dir's., ea. 95c. Lots of 6, ea. 87c. Lots of 12, ea. 83c.
less 2%, net.....



81^c

DE LUXE BED LAMP



FREE
Counter Display Merchandiser with Order for 6 or More

A handy bed lamp which can be adjusted to any desired angle by adjusting guard in rear. Rubber guards in clamps to avoid scratching bed. Pull chain socket. Wired complete with 8½-ft. cord and plug cap. Attractive floral decoration.

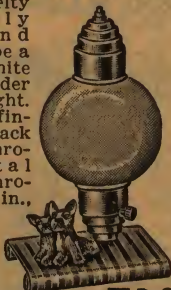
No. 4694. Rose
No. 4695. Green
No. 4696. Bronze
No. 4697. Walnut
No. 4698. Orchid
No. 4699. Ivory

List, \$1.50. Dir's., ea.,
75c. Lots of 6,
ea. 70c. Lots
of 12, ea. 67c,
less 2%, net

65^c

TWIN SCOTTY LAMP

This type of novelty lamp is quickly "catching on" and will undoubtedly be a big seller. Satin white glass ball cylinder sheds diffused light. Twin scotties are finished in dull black and mounted on chromium base. Metal cups are also chromium. Height 9 in., base 5x5 in. Complete with cord and plug.
No. 4596. List \$1.50. Dir's., ea. 87c. Lots of 6, ea. 83c. Lots of 12, ea. 77c, less 2%, net.....



75^c

THE TUDOR NIGHT LAMP

A distinctively designed night lamp with a controllable switch which permits the light to be graduated from a soft dim glow to any brightness desired. Polished copper shade and base. Ideal for nursery, bedroom, sickroom, etc. Complete with cord and bulb.



No. 4600. List \$1.75. Dir's., ea. \$1.25. Lots of 6, ea. \$1.10, less 2% net.....

1.08

TEXTOLITE BED LAMP



Has an 8" shade of Textolite, a durable, translucent plastic material. Extends 4¼" from bed. Equipped with pull chain socket. Rubber covered brackets, permitting lamp to be quickly installed on any bed, and cannot mar or scratch. Adjustable bracket. Complete with cord and plug.

No. 4682. Ivory
4683. Green
4684. Blue
4685. Walnut

List, \$1.50. Dir's., ea.,
90c. Lots of 6,
ea. 84c. Lots
of 12, ea. 80c,
less 2%, net

78^c

SEWING MACHINE LAMPS



Clamps on the bar of any machine. All Nickel Plated. Parts touching machine are covered with rubber to avoid scratching. Candelabra socket and bulb.
No. 4678. List \$1.50. Dir's., ea. 75c. 6, ea. 70c. 12, ea. 67c, less 2%, net.....

Similar to above but of more deluxe construction and with key socket switch.
No. 4674. List \$2.25. Dir's., ea. \$1.00. Lots of 3, ea. 90c, less 2%, net.....

65^c

88^c

PIANO LAMP



Throws beam directly on music. Attached by means of felt lined clamp, adjustable to any angle. Finished in statuary bronze, 8-ft. silk cord.
No. 4662. List \$1.75. Dir's., ea. 97c. 6 lots, ea. 91c. 12 lots, ea. 86c, less 2%, net.....

84^c



An attractive all-metal desk lamp with flexible arm. Modern designed shade has a polished streamlining ornament and ball-swivel joint for maximum shade adjustment. Base has space for clips and pencils. Finished in bronze enamel. Turn knob switch. Height, 15 in. Shade 8½ in. wide, 3 in. deep.
No. 4589. List \$2.20. Dir's., ea. \$1.50.

Lots of 6, ea. \$1.35, less 2%, net.....

1.32

PIN-UP LAMP WITH INDIRECT LIGHTING

Easily attached to wall and hung like a picture by means of a special pin. 6" diffusing bowl throws indirect light. Made of sturdy cast white metal with concealed wiring. Push button switch. Finished in antique ivory.



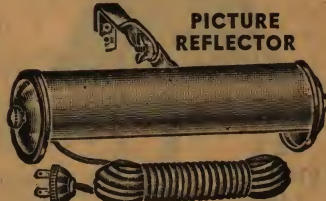
Takes 100-watt bulb. 6 x 10 in. ivory parchment shade.

No. 4632. List \$2.95. Dir's., ea. \$1.60. Lots of 6, ea. \$1.50. Lots of 12, ea. \$1.40, less 2%, net.....

1.37



PICTURE REFLECTOR



Provides artistic illumination of pictures. Finished in Dull Gold. Extends 6". Has wing-nut swivel for complete adjustment to any angle. Width 8¼". Diameter of tube 2¼". Takes 25 watt bulb.

No. 4592. Dir's., ea. 75c. Lots of 6, ea. 70c. Lots of 12, ea. 67c, less 2%, net.....

65^c

RANGE LAMP

Fills a long felt want for a good concentrated light above the range. Easily attached without drilling any holes or any parts to remove. Adaptable to most types of stoves or ranges. Finished in bright Chromium, can be adjusted to any angle. Felt-padded clamp will not mar finish. Push-thru switch and 8-ft. cord. Height, 14".
No. 4686. List \$4.95. Dir's., ea. \$2.45. Lots of 6, ea. \$2.25. Lots of 12, ea. \$2.10, less 2%, net.....

2.06

I.E.S. Approved END TABLE LAMPS



The WEDGEWOOD

Something different in a Neo-Classic design table lamp. Richly colored in Wedgewood blue on glistening white ceramic. Equipped with Holophane reflector, 15" diameter shade of stretched embossed woven fabric with Angel Skin lining. Blue and white trimming, 19" high.

No. 4700. List \$10.40. Dir's., ea. \$3.20. Lots of 3, ea. \$4.85, less 2%, net. **4⁷⁵**



Holophane Reflector



THE REGAL

No. 4702. Silver-Gold.
No. 4703. Ivory-Gold.
No. 4704. Bronze-Gold.

List \$15.20. Dir's., ea. \$7.60. Lots of 3, ea. \$7.10, less 2%, net ...

6⁹⁶

This lamp has a graceful, sweeping character that will be admired by those who appreciate regal quality. 16 1/2" diameter shade to match, made of finest satin, silk lined and trimmed, 23" high. Equipped with Holophane reflector.



The BLONDWOOD

Combines smart Swedish styling with exceptional light producing qualities. Equipped with Holophane Reflector, 13" diameter shade of basket weave fabric on heavy gauge parchment with brass metal band top and bottom, 19" high. Finished in blondwood.

No. 4701. List \$11.60. Dir's., ea. \$5.80. Lots of 3, ea. \$5.40, less 2%, net. **5²⁹**



CHINA TABLE LAMP

Rich in decorative design, this table lamp will add to the appearance of any home. Made of genuine China—not pottery. 15" diameter eggshell shade is made of Rayon over transparent parchment. Hand decorated with 22K Gold. 6 ft. approved cord. Tilt top shade permits tilting for reading, 22" high.

No. 4626. List \$5.95. Dir's., ea. \$2.95. Lots of 3, ea. \$2.75, less 2%, net. **2⁶⁹**



I.E.S. STUDENT LAMP

3-In. Opal Reflector

Built to I. E. S. specifications and equipped with 8 in. opal glass reflector. Attractively styled in the modern manner. Heavy gauge parchment shade with neat design. The base is of formed metal fitted over a cast weight. Felt bottom prevents scratching. Shade diameter, 19". Height, 28".
No. 4562. Antique ivory. \$3.95. Dir's., ea. \$2.65. Lots of 6, ea. \$2.40, less 2%, net. **2³⁵**



OFFICE DESK LAMP

Here's an outstanding value in a desk lamp. Ideal for office or study. Reduces glare and shadow—makes reading a pleasure. Takes a 100-watt bulb. Richly finished in English lacquer. Bronze with neat gold trim, 9-ft. cord, Ship. wt., 9 lbs. Full 14 1/2" high, Shade 11" diameter.

No. 4781. List \$3.50. Dir's., ea. \$1.75. Lots of 6, ea. \$1.50, less 2%, net. **1⁴⁷**



EXECUTIVE DESK LAMP

With Holophane Prismatic Reflector

One of the most efficient desk lamps ever devised. Equipped with a Holophane reflector, scientifically designed to produce a glareless, far-reaching soft light necessary for eye comfort. Tastefully designed and finished in plated French bronze. All metal construction. On and off switch in base. Height overall, 17 1/2". Shade diam., 14".

No. 4791. List \$8.95. Dir's., ea. \$5.40. 3, ea. \$5.00, less 2%, net. **4⁹⁰**

HOLLYWOOD Illuminated Make-Up and SHAVING MIRROR



Designed to serve both men and women—as a shaving mirror for men and a make-up mirror for women—the Hollywood Illuminated Mirror is on its way towards new sales records. Special outlet on base to which the electric shaver may be plugged. Magnifying mirror permits closeup of face. Hand rubbed walnut base and two drawers for holding electric shaving kit, cosmetics, etc. Height, 10". Base, 13x7". With cord set.

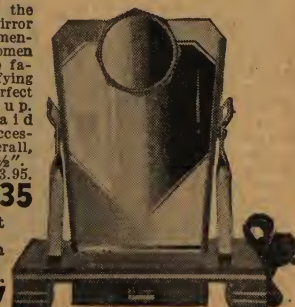
No. 4693. List \$7.50. Dealer's, ea. \$4.50, less 2%, net. **4⁴¹**

HOLLYWOOD MAKE-UP MIRROR

With Utility Drawer

A vast improvement on the Hollywood Make-Up Mirror which has achieved tremendous popularity with women everywhere. Features the famous adjustable magnifying mirror which permits perfect application of make-up. Equipped with an inlaid solid walnut base and accessory drawer. Height overall, 11". Width at base, 8 1/2".

No. 4692. List \$3.95. Dir's., ea. \$2.40, less 2%, net. **2³⁵**
Same as above, without utility drawer. No. 4585. Green Finish. No. 4586. Ivory Finish. List \$2.50. Dir's., ea. \$1.50, less 2%, net. **1⁴⁷**

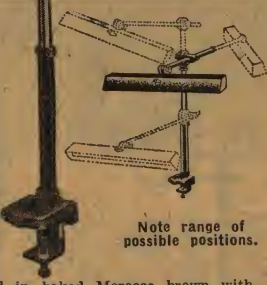


FLUORESCENT LAMPS



FLUORESCENT ADJUSTABLE BENCH LAMP

An all-purpose fluorescent lamp—quickly installed on table, desk, bench, walls, ceiling, etc. Sharp, glaring reflections are entirely eliminated. Shade, upright arm, and supporting arm, are fully adjustable and can be moved to any position. Shade is 18" long. Upright arm adjustable from 14" to 26". Horizontal arm adjustable up to 18". Approved type reactor built into shade. Enamelled reflector. Finished in baked Morocco brown with cadmium plated trim. On-off toggle switch. 9' approved cord. Takes a T-8 18" 15-watt Fluorescent bulb. 110 volts.



Note range of possible positions.

- No. 4793. Flush Mounting with flange. For A.C. Current.
 - No. 4794. Flush Mounting with flange. For D.C. Current.
 - No. 4795. Clamp-on Mounting. For A.C. Current.
 - No. 4796. Clamp-on Mounting. For D.C. Current.
- List \$8.95. Dir's., ea. \$5.82. Lots of 3, ea. \$5.37, less 2%, net..... **5.26**

"HIGH EFFICIENCY" FLUORESCENT DESK LAMP



A startling new development in fluorescent desk lighting! By means of a Parabolic shade and an Alzak reflector, light is thrown more evenly and over a wider area on desk surface. There is no concentration of light right under the lamp. Inside the shade, directly behind the bulb there is a non-tarnishing Alzak reflector which picks up the otherwise lost or absorbed light and reflects it forward on the desk area. Inside of shade is finished in a white pigment which breaks up high reflections and directs only a smooth, soft light, entirely free from glare. Lamp stands 15½ in. high. Metal shade is 18 in. long, and base is 11 in. long and 6¼ in. wide. Felt padding on the base. Conveniently located push switch. Finished in rich-looking lacquered bronze with gold finished trimming. Uses a T-8 15 watt bulb. 8 ft. cord.

- No. 4799. A. C. Current
 - No. 4800. D. C. Current
- List \$9.95. Dir's., ea. \$6.47. Lots of 3, ea. \$5.97, less 2%, net..... **5.85**

G. E. FLUORESCENT BULBS

TYPE T-8 15 WATTS

Fits Fluorescent lamps listed on this page. Choice of Daylight or White.

- No. 1100. White. Dir's., ea. 95c.
- No. 1104. Daylight. Lots of 6, ea..... **81c**

SWING ARM DESK LAMP



Handy office lamp. Can easily be attached to any desk or table. Has a clamp-on mounting. Throws a soft, indirect, glareless light. Height 19"—shade diameter 13". Swinging arm extends 15". Uses a 100 watt bulb. Finish, bronze plated. 8 ft. cord set.

- No. 4782. List \$10.70. Dir's., ea. \$5.75. Lots of 3, ea. \$4.75, less 2%, net..... **4.65**

Special Fluorescent Desk Lamp



This beautifully styled fluorescent desk lamp brings to you the very latest illumination at an unbelievably low price. Shade is 14½" high. The metal shade is 18" long. Built-in approved thermal auxiliary. Polished reflector. Conveniently located push switch. Durable finished in lacquered English Bronze. Complete with approved cord set. Ship. wt., 9¼ lbs. Takes a T-8, 15

watt Fluorescent bulb. 110 volts.

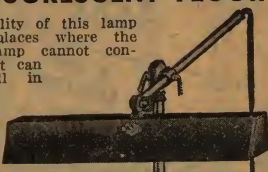
- No. 4789. For A.C. current.
- No. 4790. For D.C. current.

List \$10.35. Dir's., ea. \$5.17. Lots of 3, ea. \$4.75, less 2%, net.....

4.65

DAYLIGHT FLUORESCENT FLOOR LAMP

The complete adjustability of this lamp permits its use in places where the familiar desk type lamp cannot conveniently be placed. It can be used equally well in factory, office or home. Stands 63" high when fully extended. Adjustable from 43" to 63". Shade extends to 12". Two swivels provide all-angle adjustment. On and off toggle switch. 8 ft. approved cord set. Weighted base prevents tipping. Morocco brown finish with extension rods of satin chromium finish. Ship. wt., 22 lbs. Takes a T-8 15 watt bulb. 110 volts.



Note range of possible positions

- No. 4797. For A.C. current.
 - No. 4798. For D.C. current.
- List \$12.95. Dir's., ea. \$8.42. Lots of 3, ea. \$7.71, less 2%, net..... **7.61**

SWINGING ARM FLUORESCENT DESK LAMP



Fluorescent lighting incorporated in this swinging arm desk lamp will be welcomed by architects, draftsmen, stenographers, etc. Gives the closest approach to real daylight ever achieved. Easily clamped to any desk or table. Arm and shade are fully adjustable. Height overall 17½". Swinging arm extends to 15". 18" metal shade. Bronze plated finish. Auxiliary reactor concealed in shade. Ship. wt. 0 lbs. Takes T-8 15 watt Fluorescent bulb. 110 volts, 8 ft. cord set.

- No. 4787 for A.C. current.
 - No. 4788 for D.C. current.
- List \$16.25. Dir's., ea. \$8.13. Lots of 3, ea. \$7.50, less 2%, net..... **7.35**

POLAROID DESK LAMP

The Polaroid Desk Lamp is a modern new instrument for bringing "a new kind of seeing" to every one who works at a desk. Under Polaroid light, there is no shiny film of reflected glare on the page you are reading. Printing, typing and pencil writing stand out sharp, velvety black. Fatigue and eye-strain is reduced because eyes no longer have to pierce a film of shine or glare on page. Bakelite shade and base. Die-cast, satin chrome plated column. Finished in black and chrome. Alzak aluminum reflector. 12½" high, 11½" wide, 10" deep. Push switch. 8 ft. cord. Takes 100 watt lamp.



- No. 4792. List \$9.75. Dir's., ea. \$6.50. Lots of 3, ea. \$5.85, less 2%, net..... **5.73**

I. E. S. Approved Bridge Lamps

These beautifully styled bridge lamps not only contribute greatly to the decorative beauty of the home, but provide an abundance of eye-saving illumination in accordance with the I.E.S. principle. Soft, glareless indirect light is given off by the 8" opal reflectors, while sufficient direct light filters through the semi-translucent reflector for reading, sewing, etc. Equipped with medium base sockets for standard 100-watt bulb.



An exceptionally low priced lamp, beautifully styled for widespread consumer appeal. Will harmonize perfectly with all types of interiors. Durably constructed base, 12" antique parchment shade neatly decorated with harmonizing design. 58" high.
No. 4870. Bronze plated.
No. 4871. Antique Ivory.
 List \$10.70. Dir's., ea. \$5.53. Lots of 3, ea. \$4.75, less 2%, net..... **\$4.65**



8" OPAL REFLECTORS

Throws a beam of light up to the ceiling where it is then deflected downwards in the form of indirect light. Finished on all bridge lamps.



A well balanced bridge lamp which will blend handsomely with most any surroundings. Its smooth flowing design is accentuated by the built-up base effect. 1 1/4" finely reeded shafting. 12" shade is of pleated silk and neatly trimmed. 58" high.
No. 4841. Ivory and Gold with Cream Shade.
No. 4842. Bronze Plated With Tan Shade.
 List \$12.50. Dir's., ea. \$6.25. Lots of 3, ea. \$5.55, less 2%, net..... **\$5.44**

Gracefully designed in true colonial tradition, this beautifully tailored lamp is sure to be admired everywhere. 1 1/4" perfectly round, unadorned shaft. 12" stretched shantung shade with silk lining and tastefully trimmed. 58" high.
No. 4843. Butler Silver with Natural Color Shade.
No. 4844. Bronze Plated with Tan Shade.
 List \$17.70. Dir's., ea. \$8.85. Lots of 3, ea. \$7.85. Less 2%, net..... **\$7.69**

A smartly tailored bridge lamp brilliantly designed and executed. Has a 5" onyx insert mounted in base. 1 1/4" close reeded tubing. 12" pure silk, pleated shade elegantly trimmed in Grecian manner. 58" high.
No. 4845. Ivory and Gold with Eggshell Shade.
No. 4846. Silver and Gold with Champagne Shade.
 List \$19.00. Dir's., ea. \$9.50. Lots of 3, ea. \$8.40. Less 2%, net... **\$8.23**

I. E. S. Extendo BRIDGE LAMPS

Extends 12" From Base

Extendo bridge lamps are recommended for living room, library, den, cardroom, etc. The light can be directed wherever it is wanted, by simply moving the easy action double swing arm.

Send For Lamp Catalog
 All lamps are shown in beautiful, natural colors. Retail prices only are listed, enabling you to sell I.E.S. lamps directly from this catalog.



8" Opal Reflectors
 I. E. S. Approved
 16" Diam. Shades

An inexpensive, yet beautifully wrought bridge lamp that is sure to prove tremendously popular. Sturdily constructed base beautifully ornamented. Double swing action arm gives complete adjustability of light. 16" shade of decorative antique parchment. Matches lamp finish.
No. 4874. Bronze Plated.
No. 4875. Antique Ivory.
 List \$15.50. Dir's., ea. \$7.75. Lots of 3, ea. \$6.85.
 Less 2%, net..... **\$6.71**

An exceptionally handsome lamp with the unique Extendo feature for greater flexibility in light distribution. 1 1/4" reeded shaft. Pleated silk shade with hand fashioned trim. 58" high. Shade diameter, 16".
No. 4847. Ivory and Gold with Eggshell Shade.
No. 4848. Bronze Plated with Tan Shade.
 List \$20.20. Dir's., ea. \$10.10. Lots of 3, ea. \$8.95. Less 2%, net..... **\$8.77**



The dignified simplicity of this Extendo model is certain to appeal to discriminating home owners. Has a spun metal base of 1 1/2" polished round tubing. 16" rich satin shade, neatly trimmed. 58" high.
No. 4849. Colonial Bronze with Tan Shade.
No. 4850. Butler Silver with Champagne Shade.
 List \$21.30. Dir's., ea. \$10.65. Lots of 3, ea. \$9.50. Less 2%, net..... **\$9.31**

An exquisitely fashioned Extendo model, richly embellished with onyx insert mounted in urn-shaped engraved casting. 1 1/4" fine reeded shafting. 16" pure silk pleated, two tone shade, beautifully trimmed (matches lamp finish). 58" high.
No. 4851. Bronze Plated with Tan Shade.
No. 4852. Silver and Gold with Champagne Shade.
 List \$22.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00. Less 2%, net..... **\$9.80**

I. E. S. 6 Way Floor Lamps

Fashioned to meet today's trend in decorative styling, these 6-Way lamps are sure to find ready acceptance everywhere. Each lamp has six distinctly separate units of lighting, 3 direct and 3 indirect, for greater illuminating efficiency. Takes mogul base 100-200-300 watt lamp.



A beautifully balanced I. E. S. lamp featuring 6-Way lighting. 1 1/2" finely reeded shafting, 19" pleated silk shade, neatly trimmed. 63" high.

No. 4801. Ivory and Gold with Cream Shade.

No. 4802. Bronze Plated with Tan Shade.

List \$12.90. Dir's., ea. \$6.45. Lots of 3, ea. \$5.75.

Less 2%, net. **\$5.63**

The utmost in illuminating efficiency and decorative beauty! The rich ornamentation of the base gives this lamp real character and distinction. 1 1/2" tube shafting. 19" pure silk pleated shade, ribbon trimmed. 6-way lighting. 63" high.

No. 4803. Ivory and Gold with Eggshell Shade.

No. 4804. Bronze Plated with Gold Shade.

List \$14.20. Dir's., ea. \$7.10. 3 Lots, ea. \$6.25.

Less 2%, net. **\$6.12**

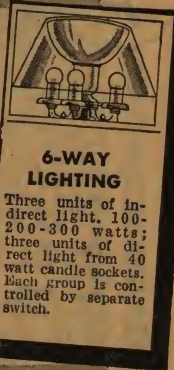
A handsome I. E. S. floor lamp featuring 6-Way lighting. A beautifully figured cast column of 1 1/2" fine reeded shafting. Richly grained. Onyx insert in base. 19" pleated silk shade, tastefully trimmed. 63" high.

No. 4805. Ivory and Gold with Cream-Shadow.

No. 4806. Bronze Plated with Champagne Shade.

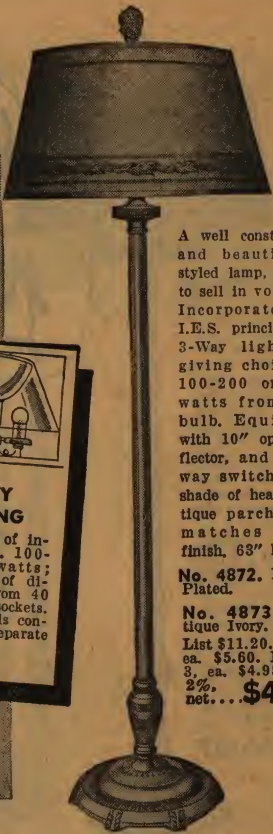
List \$15.30. Dir's., ea. \$7.65. 3 Lots, ea. \$6.80.

Less 2%, net. **\$6.66**



6-WAY LIGHTING

Three units of indirect light, 100-200-300 watts; three units of direct light from 40 watt candle sockets. Each group is controlled by separate switch.



A well constructed and beautifully styled lamp, priced to sell in volume. Incorporates the I. E. S. principle of 3-Way lighting, giving choice of 100-200 or 300 watts from one bulb. Equipped with 10" opal reflector, and three way switch. 19" shade of heavy antique parchment, matches lamp finish. 63" high.

No. 4872. Bronze Plated.

No. 4873. Antique Ivory. List \$11.20. Dir's., ea. \$5.60. Lots of 3, ea. \$4.95. Less 2%, net. **\$4.85**

100-200-300 WATT BULBS
For all mogul base floor lamps. Guaranteed 1000 hours.
No. 1138. Dir's., ea. 42c. Lots of 6, ea. **39c**

I. E. S. Torchier MODELS

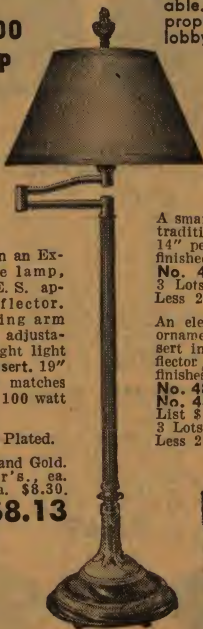
These exclusive Torchier models reflect the very latest trend in lamp styling. Each model is equipped with mogul socket and three circuit switch for use with a 100-200-300 watt bulb. Not one, but three distinct intensities of indirect light are available. You will find these lamps appropriate for the home, office, lobbies, foyers, etc.

I. E. S. EXTENDO BRIDGE LAMP

Equipped With Night Light Feature
•
5 in. Onyx Insert

An unusual value in an Extendo type bridge lamp, equipped with I. E. S. approved 3" opal reflector. Double action swing arm permits complete adjustability of light. Night light in base. 5" onyx insert. 19" pleated silk shade matches lamp finish. Takes 100 watt lamp. 58" high.

No. 4876. Bronze Plated.
No. 4877. Ivory and Gold. List \$18.80. Dir's., ea. \$9.40. 3 Lots, ea. \$8.30. Less 2%, net. **\$8.13**

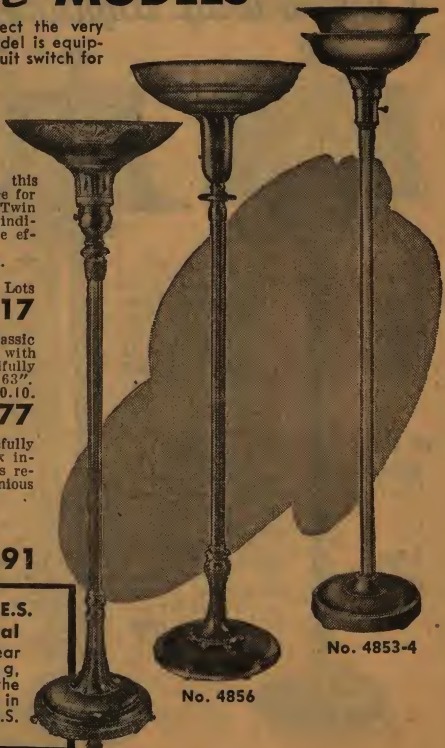


Styled in the modern manner, this Torchier will find ready acceptance for offices and modern interiors. Twin louvre reflector provides adequate indirect light, plus unusual decorative effect. Height 63".
No. 4853. Satin Chrome Finish.
No. 4854. Bronze Plated. List \$14.20. Dir's., ea. \$7.10. Lots of 3, ea. \$6.30. Less 2%, net. **\$6.17**

A smartly styled lamp in the finest Neo-Classic tradition. Excellently made throughout, with 14" pearl opalescent glass reflector. Beautifully finished in plated bronze. Overall height, 63".
No. 4856. List \$20.20. Dir's., ea. \$10.10. 3 Lots, ea. \$8.95. Less 2%, net. **\$8.77**

An elegantly styled Torchier model, tastefully ornamented and high-lighted with 3" onyx insert in base. 18" decorated embossed glass reflector available in choice of two harmonious finishes. Height overall, 63".
No. 4857. Silver and Gold.
No. 4858. Roman Gold Plated. List \$27.30. Dir's., ea. \$13.65. 3 Lots, ea. \$12.15. Less 2%, net. **\$11.91**

Look for This I. E. S. Tag of Approval
All I. E. S. lamps bear this approval tag, which signifies that the lamp has been made in accordance with I. E. S. specifications.



No. 4853-4

No. 4856

No. 4857-8

I. E. S. "Better Light"

In accordance with the I.E.S. principle of illumination, these lamps provide the ultimate in soft, glareless illumination. Each model is individually styled by one of America's foremost lamp designers to meet the discriminating requirements of America's homemakers. Takes 100-200-300 watt lamp.

6-way Lighting

A distinctive and individual design, rich in decorative beauty, and featuring 6-way lighting. Shaft fluted column with beautifully ornamented base. 19" hand tailored pleated silk shade, beautifully trimmed. 63" high.

No. 4807. Ivory and Gold with Eggshell shade.
No. 4808. Bronze Plated with Beige shade.
 List, \$14.60. Dir's. ea., \$7.30. 3 Lots, ea. \$6.60. Less 2% net. **\$6.47**

Smooth flowing lines in a refreshingly new treatment makes this model an outstanding one. 1 1/2" round reeded shafting with graceful base detail. 6-way lighting. 19" pure silk pleated shade trimmed with satin and boucle. 63" high.

No. 4811. Silver and Gold with Champagne shade.
No. 4812. Bronze Plated with Tan Shade. List \$17.70. Dir's. ea. \$8.85. 3 Lots, ea. \$7.85. Less 2%, net. **\$7.69**

An unusually handsome floor lamp, excellently constructed with 1 1/2" finely reeded tubing with artistically designed base. 6-way lighting. 19" pleated silk shade with two-tone trim. 63" high.

No. 4809. Ivory and Gold with Eggshell Shade.
No. 4810. Bronze plated with Beige Shade. List \$17.70. Dir's. ea. \$8.85. 3 Lots, ea. \$7.85. Less 2%, net. **\$7.69**

Dignified simplicity is the theme of this handsome model which simply radiates quality and good taste. Designed in true Colonial style with round unadorned shaft. 6-way lighting. 19" Stretched shantung shade with silk lining. 63" high.

No. 4817. Colonial Bronze with light tan shade.
No. 4818. Butler Silver with natural shade. List \$20.00. Dir's. ea. \$10.00. 3 Lots, ea. \$8.95. Less 2%, net. **\$8.77**

100-200-300 Watts of Indirect Lighting

3-40 Watt Candle Sockets

I.E.S. Approved

I. E. S. 6 Way Lighting FLOOR LAMPS

All I.E.S. Lamps Can Be Assorted To Take Quantity Prices



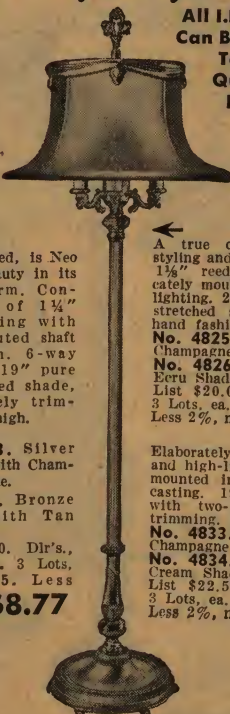
10" Opal Reflectors

19" Diam. Shades

6-Way Lighting

Here, indeed, is Neo Classic beauty in its finest form. Constructed of 1 1/2" round tubing with tapered fluted shaft at bottom. 6-way lighting. 19" pure silk pleated shade, distinctively trimmed. 63" high.

No. 4823. Silver and Gold with Champagne Shade.
No. 4824. Bronze Plated with Tan Shade. List \$20.00. Dir's. ea. \$10.00. 3 Lots, ea. \$8.95. Less 2%, net. **\$8.77**



A true combination of elegant styling and superior craftsmanship. 1 1/2" reeded shafting with delicately moulded base detail. 6-way lighting. 20" bell shaped shade of stretched satin with piping and hand fashioned trim. 63" high.

No. 4825. Silver and Gold with Champagne Shade.
No. 4826. Ivory and Gold with Ebru Shade. List \$20.00. Dir's. ea. \$10.00. 3 Lots, ea. \$8.95. Less 2%, net. **\$8.77**

Elaborately executed throughout and high-lighted with onyx insert mounted in urn shaped engraved casting. 19" pleated silk shade with two-toned hand fashioned trimming. 63" high.
No. 4833. Silver and Gold with Champagne Shade.
No. 4834. Ivory and Gold with Cream Shade. List \$22.50. Dir's. ea. \$11.25. 3 Lots, ea. \$10.00. Less 2%, net. **\$9.80**



7-Way Lighting

Gracefully designed, in the currently popular Regency period. 1 1/2" heavy gauge tubing with graceful cast spindles at top and bottom. High-lighted by 5 1/2" onyx insert. Night-light gives a soft glow. 19" shade of closely pleated silk with criss-cross design trim. 63" high.

No. 4813. Ivory and Gold with Eggshell shade.
No. 4814. Bronze Plated with Champagne Shade. List \$17.75. Dir's. ea. \$8.85. 3 Lots, ea. \$7.85. Less 2%, net. **\$7.69**

Night Light In Base

"Better Sight"

LAMPS 7-WAY LIGHTING

Takes
100-200-300
Watt Lamp

In addition to the 3 units of indirect light from reflector, and 3 units of direct light from candle sockets, all lamps on this page have a 7 watt Mazda bulb in the base operated by a foot-controlled push switch. When illuminated, a soft glow filters thru the onyx insert, making an ideal night-light.

Night
Light in
Base



Night Light
In Base

10" Opal
Reflectors

Onyx
Trimmed

Possessed of a rich, distinctive beauty and unequalled illuminating utility this handsome 7-way floor lamp is sure to meet with the approval of the particular buyer. Two onyx decks separated by urn-shaped ornament, 19" shade of hand fashioned pleated silk, matches lamp finish. 63" high.

No. 4815. Ivory and Gold.
No. 4816. Bronze Plated.
List \$20.00. Dir's, ea. \$10.00. 3 Lots ea. \$8.95. Less 2%, net... **\$8.77**

A beautifully proportioned ensemble with unusually attractive base design. 5" onyx insert in base. 7-way lighting. 18" pure silk closely pleated shade with distinctive drap trim top and bottom. 63" high.

No. 4827. Bronze Plated with Tan Shade.
No. 4828. Ivory and Gold with Eggshell Shade. List \$20.30. Dir's, ea. \$10.15. 3 Lots ea. \$9.10. Less 2%, net..... **\$8.92**

An exceptionally rich looking 7-way I.E.S. floor lamp. Octagonal shaped base highlighted by 9" onyx insert. 19" stretched satin shade with silk lining, with delicately bowed trimming. 63" high.
No. 4829. Bronze Plated with Tan Shade.
No. 4830. Ivory & Gold with Cream Shade.
List, \$20.30. Dir's, ea. \$10.15. 3 Lots, ea. \$9.10. Less 2%, net... **\$8.92**

An unusual value in a 7-way lamp beautifully designed for maximum appeal. 5" onyx insert in base. 7-way lighting with night-light in base. 19" hand tailored pleated silk shade, matches lamp finish. 63" high.

No. 4878. Bronze Plated
No. 4879. Ivory and Gold
List \$16.30. Dir's, ea. \$8.15
3 Lots, ea. \$7.10
Less 2%, net **\$6.96**



7-Way
Lighting

Onyx
Trimmed

19" Diam.
Shades

← Truly, a work of art! Elegantly ornamented base with onyx insert. 19" pleated pure silk shade, distinctively trimmed. 7-way lighting. Night-light in base. 63" high.
No. 4835. Bronze Plated with Tan Shade.
No. 4836. Ivory and Gold with Champagne Shade.
List \$23.70. Dir's, ea. \$11.85. 3 Lots, ea., \$10.55. Less 2%, net..... **\$10.34**

Richly wrought base with → grained onyx insert. 19" pleated silk shade with hand draped trim. 63" high, night-light in base.
No. 4837. Silver and Gold with Champagne Shade.
No. 4838. Roman Gold Plated with Gold Shade.
List \$29.70. Dir's., \$14.85. 3 Lots, \$13.20. Less 2%, net... **\$12.94**



SEND FOR 1941 LAMP CATALOG
Sell I.E.S. lamps directly from this beautiful colored catalog. No samples — no stock to buy. Lamps are illustrated in their gorgeous, natural colors and retail prices only are shown. Send for your copy TODAY!

← Luxuriously rich in decorative beauty, this 7-way lamp with its onyx encrusted base will appeal instantly. 19" pleated silk shade with wide applique band. Night-light in base. 63" high.
No. 4839. Ivory & Gold with Cream Shade.
No. 4840. Silver & Gold with Champagne Shade.
List \$29.70. Dir's., \$14.85. 3 Lots \$13.20. Less 2%, net... **\$12.94**

Of rare charm and dignity → is this handsome 7-way model. Onyx encrusted base has night-light feature. 19" pleated silk shade with drape satin trim. 63" high.
No. 4831. Bronze Plated with Tan Shade.
No. 4832. Ivory and Gold, Eggshell Shade.
List \$21.30. Dir's. \$10.65. 3 Lots, \$9.50. Less 2%, net... **\$9.31**

100-200-300 Watts
of Indirect
Lighting

3—40 Watt
Candle
Sockets

Night
Light
In Base



A New Idea in DRY SHAVING

KNAPP *Angle* Natural SHAVER

Gives Close Quick Shaves Right from the Start

It remained for Knapp engineers to work out an electric shaver that completely solved all the problems of dry shaving. From the very first day, the Knapp Natural Angle Shaver, will give barber-smooth shaves no matter how tough the beard. A "2 in 1" shearing head, makes it instantly adaptable to any type beard, either fine or coarse. With the natural shaving angle feature, the user automatically holds the Shaver in correct position for proper shaving. Sleek, streamlined molded housing with knurled side grips to hold shaver firmly in hand. Powerful triple pole motor (not vibrator type) delivers 6500 revolutions per minute—more than adequate for a speedy close shave.

Cash in on National Advertising

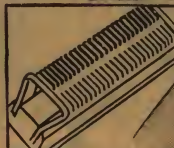
With such national magazines as Saturday Evening Post, Colliers, Esquire and Life, bringing the message of Knapp superiority to over 40,000,000 readers, you cannot afford to neglect this opportunity for quick profits. Do the wise thing—order a couple of samples today and cash in on the widespread demand now being created. Also, write for information on how to obtain the Knapp "Natural Angle" Shaving Demonstrator.

STANDARD MODEL

In black plastic with heavily chrome plated head. Comes in a dark grey rigid bakelite covered metal case, lined with luxurious velveteen and specially designed to protect shearing instrument against rough usage and dropping.

6 ft. rubber covered cord held in separate compartment by chromium plated ring clips.
No. 8276. List \$10.00.
 Dir's., ea. \$6.50.
 Lots of 6, ea. \$6.00, less 2%, net..... **5⁸⁸**

Two-in-One Shearing Head, One Fine, One Coarse.



Operates on 115 volts AC or DC

KNAPP DELUXE TRAVEL KIT

Without a doubt the last word in smart masculine travelling equipment. Zipper case, designed and built by Mark Cross, makers of the world's finest leather goods. Imported English pigskin, saddle-stitched throughout. In addition to the Knapp DeLux Model Shaver in ivory and gold, this kit contains an English military hair brush, clothes brush, comb, nail file, nail clipper, slipper spoon and chromium plated white enamel lined metal containers for tooth brush, tooth paste, soap and other toilet articles. The shaver itself is contained in its own pigskin saddle-stitched case for use by itself if desired. With cord and plug to match.

No. 8278. List \$45.00. Dir's., ea. \$29.25. Lots of 6, \$27.00, less 2%, net.....



26⁴⁶



Standard Model

DELUXE MODEL

24 Karat Gold Plated Head

An ultra smart shaving kit, combining masculine eye appeal with superb shaving qualities. Ivory plastic housing with 24-karat gold plated head contained in a genuine English pigskin case fashioned by the famous Mark Cross. Specially constructed to protect shearing head. Streamlined rubber plug with rubber-covered tinsel cord, held securely in case by means of pigskin cord strap. An unbreakable magnifying mirror is contained in lid of case, instantly ready to hang up.

No. 8277. List \$15.00. Dir's., ea. \$9.75. Lots of 6, ea. \$9.00, less 2%, net..... **8⁸²**



DeLux Model

The Razor with the Lifetime Blade



DELUXE MODEL

Same as above with telescopic handle and extra blade. Comes in handsome outer case.

No. 8272. List \$15.00. Dir's., ea. \$10.00, less 2%, net..... **9.80**

ROLLS RAZOR

Undoubtedly the finest razor ever produced. Combines the smooth, close-cutting of the straight razor with the safe, uniformity of the Safety Razor. Blade is tooled from the finest Sheffield steel, hollow ground, and will give a life time of perfect shaves. Comes in case which has an automatic stropper under one cover and a honing stone under the other. A few strokes back and forth automatically stropps or hones the blade at the scientifically correct angle and pressure. Razor is nickel-plated.

No. 8271. List \$10.00. Dir's., ea. \$6.66, less 2%, net..... **6⁵³**

EXTRA BLADES

No. 8273. List \$2.50. Dir's., ea. \$1.67, less 2%, net..... **1.64**

EXTRA HONING STONE

No. 8274. List \$1.50. Dir's., ea. \$1.00, less 2%, net..... **98c**

CLIPET HAIR CLIPPER



A magnetic type hair clipper that actually cuts and handles like a professional tool. Clipet offers a quick and safer way of removing superfluous hair. Cuts almost as close as shaving with absolutely no skin irritation. Foolproof motor—has no brushes, gears or bearings. Offers real value and sales appeal because it serves every member of the family. 110 Volt, A.C. 60 cycle. 7 ft. cord.

No. 8269. List \$7.95. Dir's., ea. \$5.30, less 2%, net..... **5¹⁹**

Gillette KUMPAKT Dry Shaver

A Brand New Shaver Ideally Priced for Gift Buyers—Proved Features That Make It One of the Most Improved Dry Shavers on the Market



- Feather Light—Weights Only 6 Oz.
- Actually Vest Pocket Size
- New Double Action Head
- Will Not Irritate Skin

Here is a real opportunity for you to cash in on Electric Shaver profits—with the new Gillette Kumpakt. This convenient little shaver is so outstanding in design, in shaving efficiency, in value, as to make it a preferred choice with electric shaver prospects. Actually, vest pocket size—being only 4 in. long and weighing but 6 oz.—it is the last word in convenience.

Powerful, Full-Page Advertisements Will Spread the News to Your Customers!

Smashing full-page advertisements in leading national magazines Saturday Evening Post, Collier's, Life and Esquire—with a combined circulation of nearly 9,000,000 will flash the news of the new Gillette Kumpakt to your customers. Be sure to have these fine precision shavers in stock and on display and watch them sell.



Gives a Smoother, Faster Shave

The New Gillette "Kumpakt" features a new double action head which feeds whiskers to the cutter at 4 separate points. This not only results in a speedier shave, but also in a smoother one, as even the short hairs that lie flat against the skin are sheared off close. Furthermore, the smooth rounded formation of the teeth protects the skin against irritation. Cutting head is especially insulated to protect against possible electric shock. Powerful motor starts automatically. No oiling required. 110-120 volts, AC only.

No. 8298. List \$10.00. Dir's., ea. \$6.50. Lots of 3, ea. \$6.25. Lots of 6, ea. \$6.00, less 2%, net.....

5⁸⁸

Gillette DELUXE DRY SHAVER

You'd naturally expect an electric razor made by Gillette to be the very finest that technical skill and 38 years of shaving experience could produce. And the new Gillette DeLuxe Dry Shaver is! It's "got everything" . . . a host of exclusive features and refinements that enables this shaver to deliver 100% satisfactory performance on all types of beards.

- Exclusive, double-action cutting head—4-way beard pick-up.
- Goose-neck construction. Enables user to shave with arm in natural position.
- Striking modern design. Fits the hand comfortably.
- A precision instrument—sturdily built to the close limits of a fine watch.
- High-speed motor, 110 volt AC-DC.
- Perfect protection for shaver is provided by handsome, durable metal traveling case.
- Built-in, non-breakable mirror swings into position for easy shaving under all conditions.
- Removable cradle is convenient wall hanger for shaver and shaver cord when not in use.

No. 8297. List \$15.00. Dir's., ea. \$9.75. Lots of 3, ea. \$9.38. Lots of 6, ea. \$9.00, less 2%, net.....

8⁸²



A Fine Precision Instrument Worthy of the Greatest Name in Shaving.

WILLIAMS ROTO-SHAVER

The 4-Blade Shaver

- Shaves as Close as Finest Blade Razor
- Will Not Irritate Skin
- Does Not Spray Whisker Dust

The new Roto shaver shaves as closely and smoothly as any straight razor—right from the very first day. Operates on an entirely new principle; four rotary razor-sharp blades produce approximately 15,000,000 cutting actions a minute. Shaves off whiskers closely and cleanly. Does not spray whisker dust. All cut bristles are held inside special patented head. Will run indefinitely without attention. Needs no oiling.

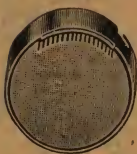
TWO HEADS FURNISHED

The Roto shaver is really two shavers in one. The head with the fine screen is for regular shaving. The other is a "Clipper" head for the ladies; perfect for removing superfluous hair from the legs, arms and underarms. Both heads are instantly interchangeable and come with protective covers. Complete with cord and plug and genuine leather case. 110 volts A.C.-D.C.

No. 8267. Gunmetal finish.

No. 8268. Maroon finish.

List \$13.75. Dir's., ea. \$8.25, less 2%, net.....



"Clipper" Head

Packard LECTRO-SHAVER

The Lektro-Shaver is the only electric shaver with the patented smooth round cutting edge and the 4-motion cutter. Shaves all types of beards smoothly, quickly and perfectly. Housed in streamlined plastic case, designed to fit snugly in hand. 110 volt, A.C.-D.C. Complete with cord set in leatherette case.

No. 8261. List \$7.50. Dir's., ea. \$5.00. Lots of 6, ea. \$4.50, less 2%, net.

4⁴¹



FREE SALES HELPS

Attractive circulars, newspaper mats, window and counter displays—everything that tells your customers you are a Packard dealer—all these are absolutely FREE!

Distinctive SERVING ACCESSORIES



THE SPARKLET SYPHON

More beautiful than ever and gaining in consumer acceptance daily, the new Sparklet Siphon is definitely on its way toward a new high in popularity. And what makes it more desirable, is the surprisingly low price at which this full size, streamlined siphon is offered. Features an attractive one-piece all plastic head and convenient snap dust-cap. Makes sparkling fizzing carbonated water out of ordinary water. Brushed chrome finish. Full quart capacity. Complete with 3 bulbs and recipe book. Choice of two models—brushed chrome with red striping, and brushed chrome with black striping.

- No. 8262. Finished in Chrome with Red Trim.
 No. 8263. Finished in Chrome with Black Trim.
 List \$5.00. Dir's., ea. \$3.33,
 less 2%, net..... **3.26**

EXTRA SPARKLET BULBS

- No. 8251. Box of 10. List 75c. Dir's.,
 ea. 50c, less 2%, net..... **49c**
 No. 8250. Box of 25. List \$1.75.
 Dir's., ea. \$1.17, less 2%, net..... **1.15**

All-Metal SODA KING Makes Charged Water in a Jiffy!

The new all metal SODA KING operates in a new, revolutionary way which permits the making of sparkling carbonated water that's ready to drink or for use as a mixer as soon as it is made. Can also be used to make many delicious carbonated beverages. No force required to screw siphon head on or off. Made entirely of metal. 3" opening permits putting in ice cubes. Smart streamlined design. Bottle portion finished in chromium. Head in choice of black, red, ivory, or blue enamel. Complete with 3 charger bulbs.

- No. 8289. Black and Chrome. List \$6.00.
 Dir's., ea. \$4.20. Lots of 3, ea. \$4.00,
 less 2%, net **3.92**
 No. 8290. Red and Chrome.
 No. 8291. Blue and Chrome.
 No. 8294. Ivory and Chrome.

EXTRA SODA KING BULBS

- No. 8292. Box of 6. List 45c.
 Dir's., ea. 30c, less 2%, net..... **29c**
 No. 8293. Box of 10. List 75c.
 Dir's., ea. 50c, less 2%, net..... **49c**



AVON COCKTAIL SHAKER SET

Designed in the modern manner of today and beautifully finished in non-tarnishable chromium. Shaker is 12½ in. high and has a sanitary patented non-leakable top and black catalin handle. 2-quart capacity. Tray is 18½ by 12" with hand grip to facilitate serving. 8-piece set. Complete with 6 chromium plated stemmed goblets.

- No. 8210. List \$10.50. Dir's.,
 ea. \$5.50. Lots of 3,
 ea. \$4.90, less 2%, net... **4.80**



MODERNE COCKTAIL SET

Truly an object of glorious, glimmering beauty—one that will definitely contribute a touch of brilliance to even the most elegantly appointed room. 6 handsome crystal cocktail glasses with blue bases are delicately designed. Two quart capacity cocktail shaker in handsome modern style. Chromium plated inside and out over a copper base. Chromium plated tray—9¾" wide by 16" long. Handles on cocktail shaker and tray of choicest grained walnut.

- No. 8211. List \$11.75. Dir's.,
 ea. \$5.85. Lots of 3,
 ea. \$5.20, less 2%, net. **5.10**

COCKTAIL SHAKER ONLY

- No. 8212. List \$5.50. Dir's.,
 ea. \$2.75. Lots of 3,
 ea. \$2.50, less 2%, net. **2.45**



THERMOS Vacuum Bottle



With 3
 Atherlite
 Cups

The genuine thermos bottle—that famous container which keeps liquids hot or cold for hours. Includes three Atherlite cups. These cups are never too hot or too cold to drink from. The bottle is attractively finished in a beautiful blue enamel. Polished aluminum shoulder. Fully Guaranteed. Contents, one quart.

- No. 8684. Quart Size. List \$2.29. Dir's., ea. \$1.49, less 2%, net **1.46**



2-Bottle TANTALUS SET

Sparkling chrome and glistening crystal makes this bottle set especially attractive. Bottles are of polished crystal with ground glass stoppers. Glistening chromium tray and frame. Lock and key is an added attraction. Bottles are of one qt. capacity. Overall size, 11x4¼x9 in.
 No. 8225. List \$9.75. Dir's., ea. \$5.85. Lots of 3, ea. \$5.20, less 2%, net..... **5.13**

CHROMIUM PLATED ICE BOWL

Outer bowl is chromium plated and lined with an inner bowl of glass. Air space between, prevents sweating on outside of bowl. Complete with chromium plated ice tongs. Height overall, 8¾". Diameter of bowl, 6½".

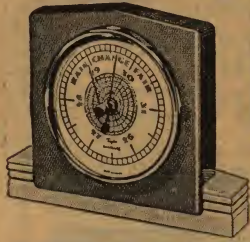
- No. 4593. List \$1.00. Dir's., ea. 65c. Lots of 6, ea. 62c. Lots of 12, ea. 57c, less 2%, net **56c**



TAYLOR Weather Instruments

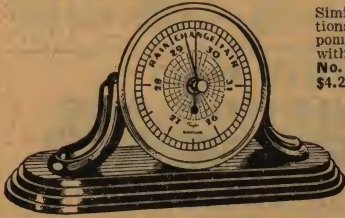
American Made—Nationally Advertised

Taylor precision instruments are by far the most advanced and popular in the field. They are the only nationally advertised weather instruments and receive a vast amount of publicity in leading magazines and newspapers. American made under rigid specifications and yet, they are priced to meet competition of inferior makes. Besides accuracy, much effort has been put into the decorative design of each model to give it distinction and up-to-the-minute smartness.



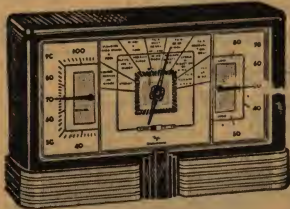
FLEETWOOD BAROGUIDE

Accurately forecasts the weather changes. Rich blue plastic case with white contrasting base measures 5x4x1". Fitted with 2 3/4" movement. Silver and bronze finished dial. Chrome bezel. For use in altitudes from sea level to 3500 feet. Unbreakable crystal.
No. 7291. List \$5.00. Dir's., ea. \$3.00, less 2%, net **2.94**



KENMORE BAROGUIDE

An impressive weather instrument in die-cast stand with bronze finish. Accurately shows barometric changes. Automatic altitude adjustment for any height up to 3500 ft. Overall size 6 1/2 x 3 1/2". 2 3/4" silver dial with bronzed center in cloisonne effect.
No. 7292. List \$6.00. Dir's., ea. \$3.60, less 2%, net **3.53**



FAIRMONT COMBINATION STORMOGUIDE

A beautifully designed precision instrument that interprets barometric pressure in exact weather terms and also indicates temperature and humidity. Housed in rectangular black bakelite case with chromium red decorations. Size 7 3/4" wide by 5" high. Two tone silver dial with black figures and weather information. Automatic signaling device tells when pressure is rising or falling.
No. 7296. List \$15.00. Dir's., ea. \$9.00, less 2%, net **8.82**

JEWELLED POCKET COMPASSES

LEEDAWL COMPASS
Molded black 2" diameter lightweight case. Aluminum dial. Needle rotates on jeweled bearing.
No. 7293. List \$1.00. Dir's., ea. 60c, less 2%, net **59c**



FLODIAL COMPASS
Similar to above but in blue molded case. Dial is fastened to needle and rotates with it, so all directions are shown as soon as dial settles to North.
No. 7295. List \$1.25. Dir's., ea. 75c, less 2%, net **73c**



7294

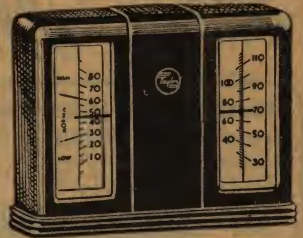
VOYAGER BAROGUIDE

Similar to above only without weather interpretations on dial. Frame is solid walnut with brass pommels. Overall size 6 3/4" x 2 1/4" silver metal dial with bronze center in cloisonne effect.
No. 7293. List \$7.00. Dir's., ea. \$4.20, less 2%, net **4.12**



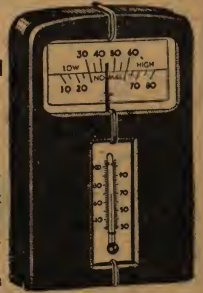
WARWICK STORMOGUIDE

The simplified dial makes it easy to read barometric pressure in exact weather terms. Mahogany finish wood case 7 1/2" wide x 5" high. Brass bezel and grained dial with black indicating hand and weather instructions. Automatic signal device tells when pressure is falling or rising.
No. 7295. List \$10.00. Dir's., ea. \$6.00, less 2%, net **5.88**



BELMONT HUMIDIGUIDE

A smartly styled instrument that indicates both temperature and humidity. Mounted in standing type gun metal lacquered case measuring 5 3/4" x 4 1/4". Two-tone dial with black figures and graduations with red pointer.
No. 7290. List \$3.50. Dir's., ea. \$2.10, less 2%, net **2.06**

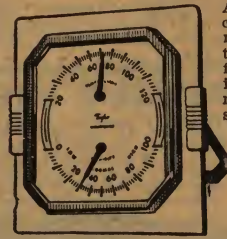


7289

HAMPTON HUMIDIGUIDE

A direct reading hygrometer of modern design in a molded case, 3 3/4" x 5 3/4" x 1 1/2". Ivory dial with black humidity figures. Red pointer. Permalloy thermometer shows room temperature.
No. 7289. List \$3.50. Dir's., ea. \$2.10, less 2%, net **2.06**

ASHTON HUMIDIGUIDE



7288

Attractively priced, combination humidity guide and thermometer. Satin finished dial is inset in ivory molded case. 3 3/4" square with polished brass frame.

No. 7288. List \$1.00. Dir's., ea. 60c, less 2%, net **59c**

FISHERMAN'S BAROMETER

Shows when fish bite best. Operates on proven principle that atmospheric pressure effects feeding habits and activities of fish. Green molded case, 3 3/4" in diameter, with chromium bezel around dial; unbreakable crystal. Green snap-cover case.
No. 7297. List \$5.00. Dir's., ea. \$3.00, less 2%, net **2.94**

ROAST MEAT THERMOMETER

Eliminates all guesswork when preparing roasts. Indicates whether meat is rare, medium or well done. Glass tube is filled with black liquid and fitted to ivory vitreous enameled scale with proper points indicated for various roasts. Complete with skewer.
No. 7285. List \$1.50. Dir's., ea. 90c, less 2%, net **88c**

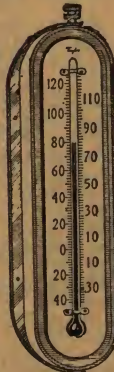


WINDOW THERMOMETERS

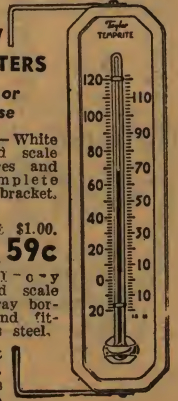
For Indoor or Outdoor Use

Standard Model—White vitreous enameled scale with black figures and graduations. Complete with mounting bracket. Size 8 1/2 x 2".
No. 7283. List \$1.00. Dir's., ea. 60c, less 2%, net **59c**

Deluxe Model—Ivory vitreous enameled scale 10" long with gray border. Bracket and fittings of stainless steel.
No. 7284. List \$2.00. Dealer's, each \$1.20, less 2%, net ... **1.18**



7284



7283

HIGHLY EFFICIENT

Wires and Cables

ABSOLUTE SAFETY

APPROVED BY ALL UNDERWRITERS

New Flame Retarding Solid Single Braid Code RUBBER COVERED WIRE

A flame retarding and moisture-proof wire with a new type of smooth finish which prevents flame. Fishes very easily and quickly.



No.	Black	White	Red	Size	100 ft.	500 ft. lots, per 100 ft.	1000 ft. Per M ft.
71	Black	White	Red	14	\$0.69	.53	\$5.15
72	Black	White	Red	12			
162	Black	White	Red	10			
					Less 2%		
73	Black	White	Red	12	.92	.73	7.00
74	Black	White	Red	12	Less 2%		
75	Black	White	Red	10	1.35	1.08	10.30
76	Black	White	Red	10			
163	Black	White	Red	10			
					Less 2%		
77	Black	White	Red	8	2.15	1.78	16.90
78	Black	White	Red	8			
164	Black	White	Red	8			
					Less 2%		

No. 14 R. C. Wire

Per M \$5.15 less 2%

5.05 Net

Assortment of 2500. ft. in coil lots on all sizes of 12, 10, 8, 6, and 4 take 2500 foot price. All 500 ft. coils take 1000 ft. price.

DOUBLE BRAID STRANDED RUBBER COVERED SAFECOTE WIRE



No.	Black	White	Red	Size	Per 100 ft.	500 ft. Coils per 100 ft.
79	Black	White	Red	8	\$ 2.36	\$ 2.22
80	Black	White	Red	6	3.00	2.83
81	Black	White	Red	4	3.97	3.74
82	Black	White	Red	2	6.34	5.77
83	Black	White	Red	1	9.09	8.20
84	Black	White	Red	0	10.89	9.83
85	Black	White	Red	00	13.14	11.85
86	Black	White	Red	000	15.62	14.13
87	Black	White	Red	0000	18.54	16.76

TRIPLE BRAID WEATHER PROOF WIRE



This is, without a doubt, the best grade weather-proof wire. Does not crack or peel.

Full Coils (about 1000 ft.) take 100 lb. Price

No.	Size	Description	Per 100 Ft.	500 Ft. Per C Ft.
88	14	Single Solid	\$2.43	\$2.19
89	14	Duplex Solid	3.85	3.48
91	12	Duplex Solid	5.93	5.37
93	10	Duplex Solid	7.05	6.37
94	8	Duplex Solid	9.81	8.86

Reels are charged at cost. They can be returned prepaid for full credit.

No.	Size	Per 1000 Ft.	Per Lb.	50 lb. Lots Per lb.	150 lb. Lots Per 100 lbs.
100	4	164 lbs.	23c	22c	\$20.30
99	6	112 lbs.	24c	22c	20.60
98	8	75 lbs.	25c	22c	21.40
97	10	55 lbs.	26c	24c	22.70
96	12	35 lbs.	29c	27c	25.60
95	14	25 lbs.	30c	28c	27.80

NON-METALLIC SHEATH CABLE

Without Ground Wire—Underwriters' Approval

Saves time, labor and money. So flexible that it takes right-angle bends without cracking and has ample strength to resist the roughest handling. The conductors (genuine Safecote) have a protecting sheath of strong, tough, fibrous material. Another super-insulating sheath is applied and reinforcing filler cords are placed against conductors. Complete cable is impregnated with a special fire- and moisture-resisting compound for ease in fishing and handling cable.



No.	Size	Per 100 Ft.	Coll 100 Ft.	1000 Ft. Per 100 Ft.	5M Ft. Per 100 Ft.
105	14/2	\$0.03	250	\$2.02	\$1.95
106	14/3	.06	200	3.94	3.88
107	12/2	.05	200	3.37	3.28
103	12/3	.08	200	5.84	5.33
109	10/2	.06	200	5.26	4.42
104	10/3	.09	200	7.00	6.40
108	8/3	.14	125	11.40	10.40
134	6/3	.20	125	16.48	15.11

No. 105 14-2

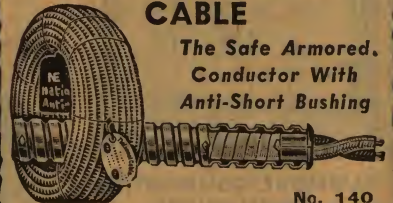
5000 ft. lots per 100 ft.

\$1.91 Less 2%

1.87 Net

A.B.C. Flexible Armored CABLE

The Safe Armored. Conductor With Anti-Short Bushing



A new, more flexible armored cable with the anti-short bushing fool-proof against grounds and shorts.

Conductor protected by the new No. 14, two-wire, heavy Kraft armored between steel. Saves time in stripping, attaching to conductor, and in not having any cotton braid to cut. Has a much stronger grip and less chance of breakage. Fifty bushings supplied free of charge with every 250 ft. coil. Fully approved by Underwriters.

No. 140 In 250 ft. coils, per 100 ft.

\$2.35, less 2%

2.30 Net

No.	Size	Per Ft.	Coll 100 Ft.	1000 Ft. Per 100 Ft.
140	14/2	(See Below)	250	\$2.35
141	14/3	\$0.03 1/2	250	3.38
142	12/2	.03 1/2	250	3.35
143	12/3	.05 1/2	250	4.48
144	10/2	.06 1/2	250	5.85
150	10/3	.08 1/2	250	7.39
151	8/3	.12 1/2	150	10.95
159	6/3	.18	100	15.50

14/2 Cable in Small Coils

No. 140. Per 25-ft. coil, 70c. Per 50-ft. coil, \$1.35. 100-ft. coil, \$2.60, less 2%, net.....

2.55

National BLUE STREAK Flextube Loom

Non-Metallic Conduit

Here is the nationally known loom, which makes the job at hand easier and assures a more perfect and stronger body. Has the new sleek finish. Interior is tightly woven. Extremely flexible, strong and durable. Will absolutely not kink or break and will stand up under the roughest treatment. All sizes of Blue Streak are oversize. The new finish is made of a special compound that prevents the loom from sticking and keeps it from becoming brittle in cold weather. Has the full approval of the Underwriters Laboratories.



No.	Size	Coll Ft.	Per Ft.	Per 100 Ft.	Per 500 Ft.	Less 2%
120	7/32"	250	\$0.01 1/2	\$3.00	\$10.50	\$10.29
121	1/4"	250	.02 1/2	4.72	17.00	16.66

**2 CONDUCTOR No. 18
TWISTED COTTON COVERED
LAMP CORD**

1/32 HEAVY INSULATION



Tightly woven non-fading soft cotton twisted cord with live rubber insulation on flexible wire. A popular year round item that you can afford to stock big at these prices.

Fully Approved

No. 40. Green and yellow } Per ft. 250 ft. **\$9.40**
No. 55. Black .. } \$0.01¼ \$2.47 Less 2%, or

1/32 HEAVY INSULATION

9²¹/_{Net}

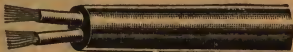
**Rubber Covered Twin Conductor
LAMP CORD**



A new type of rubber covered twin conductor lamp cord. No. 18 parallel conductors are individually rubber covered and joined by a special process which makes it easy to separate with fingers. Excellent for wiring lamps, clocks, radio, etc. Comes in four standard finishes: brown, maroon, green and ivory. Specify finish desired.

No. 44. Per ft., 1¼c. Per 250-ft. coil, \$2.25. **8³⁸**
Per 1,000 ft., \$8.55, less 2%, net.

**Betterbilt Hard SERVICE CORD
Rubber Covered**



**WATERPROOF
AND
OIL PROOF**

Betterbilt Hard Service Cord has a heavy thick rubber covering, protecting the two conductors. The ideal cord for small motors, vacuum cleaners, and other small appliances.

No. 128. Heavy. Per ft., 2c. Per 100 ft., \$1.50. Per coil of 250 ft., \$3.35. Per 1000 ft., \$11.70, less 2%, net.

No. 129. Extra heavy. Per ft., 2¼c. Per 100 ft., \$2.00. Per coil of 250 ft., \$4.50. Per 1000 ft., \$17.00, less 2%, net.

11⁴⁷/_{16⁶⁶}

3-CONDUCTOR KITCHEN CORD



An approved 3-conductor cord, durably constructed with asbestos covering. For wiring combination kitchen switch and receptacle outlets. Outer covering of high grade rayon silk. Comes in white only.

No. 43. Per ft., 3c. Per 100 ft., \$2.75. Per 250 ft. spool **5⁶³**

TWISTED PAIR TELEPHONE WIRE



Our No.	Wire No.	Per 100 ft.	Per 250 ft. Coil	Per 1000 ft.
62	19	Inside, dry braid	\$1.30	\$3.40
63	19	Outside, saturated braid	1.20	3.60
54	18	Outside, saturated braid	1.72	4.00



**SINGLE
CONDUCTOR
FIXTURE CORD**

This Fixture Cord bears the Underwriter's label and comes on spools of 1000 ft. We carry a complete stock.

Light 1-64 Insulation New Code

Less 2%

No.	Color	Cover	Per 100 ft.	55c.
57	Tan	Cotton	500 ft.	\$2.25.
58	Brown	Cotton	Per 1000 feet,	
59	White	Cotton	4.20

4¹²/_{NET}

SILK COVERED CORD



**Parallel Cord With
Inner Braid**

The parallel cords have an inner braid of cotton covering the insulation. The artificial silk used is of the best quality and wears better than real silk. We can supply brown, maroon, green and old brass. Specify color.

No. Per ft. 250 ft. 1000 ft.

51. Parallel Heavy Ins. 1/32 \$0.01½ \$2.50 **\$9.50**

52. Parallel Light Ins. 1/64 .01¼ 2.38 **9.00**

18 1/64 PARALLEL SILK LAMP CORD

This quality lamp cord has two conductors of No. 18 gauge wire with 1/64" covering of rubber. Overall covering of silk. Comes less underbraid. For wiring small novelty lamps, etc. Choice of two finishes: maroon and brown.

No. 45. Per 100 ft., \$1.00. Per 250 ft. coil, \$2.12. **7.40**
Per 1000 ft.

20 1/64 PARALLEL SILK LAMP CORD

Same as above, with lighter gauge conductors.
No. 46. Per 100 ft., 90c. Per 250 ft. coil, \$1.83 **6.85**
Per 1000 ft.

REINFORCED CORD



Used indoors for portable machines such as vacuum cleaners, sewing machines, etc. Insulated with belt of seamless rubber and covered with cotton braid No. 18.

No. 42. 18-2 Cond. PS Reinforced Light. Per ft., 1¼c. Per coil of 250 ft., \$3.38. Per 1000 ft., \$12.80, less 2% **12⁵⁴**

No. 41. 18-2 Cond. P Reinforced Heavy. Per ft., 2¼c. Per coil of 250 ft., \$4.85. Per 1000 ft., \$18.60, less 2% **18²³**

Approved HEATER CORD



Made with high grade flexible, easy stripping conductors, covered with the finest long-fibre asbestos. Covered overall with rayon braid.

No. 48. No. 18 Black and Gold cotton covering. 10,000 cycle. Per ft., 2¼c. Per 250 ft., \$4.60. Per M ft. **16.95**
\$17.30, less 2%, net.

No. 49. No. 18 Black and Grey cotton covering. 3000 cycle. Per ft., 1¼c. Per 250 ft., \$3.45. Per M ft. **12.74**
\$13.00, less 2%, net.

BREWERY CORD



A flexible twisted cord, weather proofed with special insulating compound. Ideal for damp places.

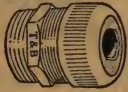
Our No.	Wire No.	Per ft.	Per 250 ft. coil	Per 1000 ft.
65	18	1½c	\$2.98	\$11.30
66	16	2c	4.20	15.75

Armored Service Entrance Cable



A 3-conductor flat cable for use in entrance work. Has two insulated conductors with cotton braid, running parallel. Paper wrapping cushions base neutral wire. Wrapped overall, with hot dipped galvanized flat steel tape and two cable tapes with a heavy cotton weatherproof braid.

No.	Insulated	Bare Neutral	Coil	Per Ft.	Per Coil	Per 1000 Ft.
60	2—No. 8	1—No. 8	250 ft.	.12	25.45	96.03
61	2—No. 6	1—No. 8	200 ft.	.14	24.44	115.43
67	2—No. 6	1—No. 6	150 ft.	.15	19.05	121.25
68	2—No. 4	1—No. 4	150 ft.	.17	24.30	150.45



WATERTIGHT Service Cable Connector

For use with outside meter box. Rubber bushing grips cable when cap is screwed down. Type OBN or AEIC oval. Fits in K.O.

No. 135.	For 2 No. 8—1 No. 8	Dir's., each	23c.
No. 136.	For 2 No. 6—1 No. 8, 2 No. 6—1 No. 6	Lots of	18c
No. 149.	For 2 No. 4—1 No. 4	10, ea.	18c

Entrance Caps for Service Cables

These caps are specially designed for service cables. 2-hole mounting bracket with moulded face. Extra long sleeve overlamps cable, making a watertight connection. Made of malleable iron. Cadmium plated.



No. 137.	For 2 No. 8—1 No. 8; 2 No. 6—1 No. 6; 2 No. 4—1 No. 4	Dir's., ea.	29c.
		Lots of 25, ea.	27c

Cable Strap for Service Cable

One hole cable made of malleable iron, cadmium plated. It requires a strap every four feet.



No. 139.	Each, 3c.	1.84
	\$1.88, less 2%, net	

Ground Wire Fitting

A sturdy, solderless ground fitting with twin screw clamps. Will take No. 8, No. 6 or No. 4 bare wire.

No. 199.	Dir's., ea.	20c.
	Lots of 10, ea.	18c

Universal Non-Watertite Oval Entrance Cable Connector

Fits all No. 8—3, No. 6—3, and No. 4—3 entrance service cable.



8.65

No. 122. Dir's., ea. 10c. Lots of 100, ea.

Bare Armored Ground Wire



Quality made bare armored ground wire with single solid tinned copper wire.

No.	Size	Per ft.	Per 250 ft. coil	Per 1000 ft.
196	8-1	.05	8.68	32.49
197	6-1	.05½	11.20	42.08
198	4-1	.07¾	16.40	61.56

PORCELAIN

Screw Bracket



Neatly designed brown glazed heavy 3" porcelain insulator with a fast working double threaded 2" wood screw.

No. 324. Dir's., Each **15c**

50 Lots **14c**

Per 100 **\$13.50**

Less 2%, net **13.23**

PORCELAIN NAIL KNOBS

GLAZED

Fully complies with the new code specifications. Made of strong, tough porcelain.

No. 101. Per 100, \$1.18.
500 lots, per 100, \$1.12.
Bbl. lots, **10.00**
per 1000

UNGLAZED

No. 102. Per 100, \$1.10.
500 lots, per 100, \$1.05.
Bbl. lots, per 1000, **9.31**
\$9.50, less 2%, net...



HANGER and SET-UP BOXES OLD WORK HANGER



Made of heavy gauge steel with easy-screw ¾" stud. Ideal when installing boxes in old work. A very small hole needed to install this hanger.

No. 317. Dir's., ea., 8½c. Per 100, \$7.25, less 2%, net..... **7.10**

STRAIGHT BOX HANGER

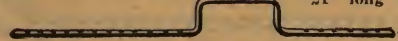


A real time saver when installing ceiling fixtures on new work. 18 inches long with ¾" fixture stud.

No. 318. Dir's., ea., 8c. Per 100, \$6.85, less 2%, net..... **6.71**

UNIVERSAL BOX CLEATS

21" long



This hanger is used for side wall and ceiling outlets for new work. By nailing across the front of the studding, an absolute flush position for the box is always obtained.

No. 216. Ea., 5¼c. Per 100, \$4.90, less 2%, net **4.80**

Combination Loom and BX Set-Up Box

Complete With Hanger



Box, 3½x1½ in. deep with ears and ¾" fixture stud. Four loom K.O. in sides and bottom. Has clamps and can be used for BX or loom. Bar hanger 18 in. long and box can be adjusted to any position.

No. 316. Ea., 20c. 25 lots..... **17½c**

Without Hanger

No. 214. Ea., 13½c. Lots of 25, ea., 13c. 50 lots, per C, \$11.35, less 2%, net..... **11.12**



House Brackets

Has galvanized pressed steel backs and riveted pressed steel U straps. Porcelain insulators.



No. 374.	2-Way	Each	25 lots	100 lots
		43c	41c	39.00
No. 399.	3-Way	60c	55c	55.00

SCREW HOUSE BRACKET



This one-point bracket has a 2" No. 20 screw securely fastened to base, preventing turning or pulling out.

No. 325. Each 20c. 50 lots, each **17½c**

TOGGLE BOLT HANGER

Can be used in any kind of hollow material. Steel bolt with hinged flange. Available in types A or B. If not specified A will be shipped.

No. 326. 3x3" Dir's., ea. 4½c. Per 100, **3.30**
No. 328. 3x4" Dir's., ea. 4½c. Per 100, **3.30**



Expansion Screw Bolt



No.	Size	Ea.	Lots 50
321	1½x20	.04½	1.62
322	¾x16	.07¾	2.70
323	10x24	.03	1.12

Used for attaching box hangers or pipe straps to concrete, steel or brick.

THIN WALL CONDUIT



This new electrical thin wall conduit is thoroughly inspected and listed by the Underwriters Laboratories. Made of the new metallic tubing. Hot galvanized inside and out. Sure protection against fumes, acid and other destructive elements. Light in weight, yet strong and durable. Easy to handle and handy to work with.

No.	Size	Per 100 Ft.	No.	Size	Per 100 Ft.
110	1/2"	3.56	112	1"	7.00
111	3/4"	4.90	113	1 1/4"	9.70

FITTINGS FOR THIN WALL CONDUIT



No. 114 No. 124 No. 118

THREADLESS WATER TITE COUPLINGS

Made of steel, cadmium finished, with spring-tite grip.

No.	Size	Ea.	10 lots Per 100	No.	Size	Ea.	10 lots Per 100
114	1/2"	6 1/2c	6.11	116	1"	13 1/2c	12.22
115	3/4"	8c	8.29	117	1 1/4"	38c	31.72

THREADLESS WATER TITE CONNECTORS

No.	Size	Ea.	10 lots Per 100	No.	Size	Ea.	10 lots Per 100
124	1/2"	6 1/2c	5.24	126	1"	15c	12.22
125	3/4"	8 1/2c	7.23	127	1 1/4"	38 1/2c	31.72

H. B. BENDERS

Makes perfect bends easily, without kinking. For thin wall conduit only.

No.	Size	Ea.	10 lots Ea.
118	1/2"	2.07	1.88
119	3/4"	3.09	2.81

E. M. T. ADAPTERS

Adapts any threaded conduit fitting for use with Thin Wall Conduit.

No.	Size	Each	50 lots, ea.	Per 100
174	1/2"	4 1/2c	3 3/4c	3.44
175	3/4"	6 1/2c	5 1/4c	5.19
176	1"	10 1/2c	9 1/2c	8.55
177	1 1/4"	19c	17 1/2c	16.00



Greenfield Metallic Flexible Conduit

No.	Size	Coil	Per ft.	Coil lots, per 100 ft.
156	1/2"	100	6 1/2c	4.31
157	3/4"	50	8c	5.48
158	1"	50	17 1/2c	11.59

GREENFIELD CONNECTORS



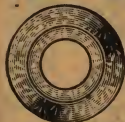
No.	Size	Each	20 lots, each	Per 100
165	1/2"	6c	5 1/4c	\$5.45
166	3/4"	9c	8c	7.85
167	1"	15c	13c	12.75

90° 3/8 BX ANGLE CONNECTOR



No. 245. Dlr's., ea. 7 1/2c. Lots of 10, ea. 7c. Per 100..... **6.75**

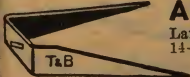
KNOCKOUT REDUCING WASHERS



Fits box knockout hole. Has stamped flange made of galvanized steel.

No.	Size	Ea.	Per 100
480	1 to 1 1/2	3 1/4c	.50
481	1 to 1 1/4	1 3/4c	.88
482	1 to 1 1/4	1 3/4c	.88
483	1 1/4 to 1 1/2	1 3/4c	1.25

ARMORED CABLE STAPLES



Large staples 1 1/2" long and 3/4" wide, fitting 14-2 to 10-2 BX and 14-2 to 12-2 Durax.

No.	Per 100.....	Per 1000....
No. 347	20c	1.50

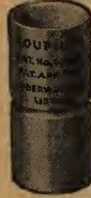
BRIEGEL TOOLS AND FITTINGS

For Thin Wall Conduit

A new, simple and economical means of installing thin wall conduit. The simple operation consists of telescoping tubing into coupling or connector and putting four indentations in it with Tube Indenter and the joint is complete. No pliers or wrenches required. Indenter tool makes two indentations at a time. Approved by Underwriters' Laboratories.

B-M CONNECTORS

No.	Size	Dlr's., ea.	Lots of 10, ea.	Per 100
334	1/2"	\$0.04 1/4	\$0.04	\$3.50
335	3/4"	.08	.07	6.40
336	1"	.13 1/2	.12 1/2	11.14



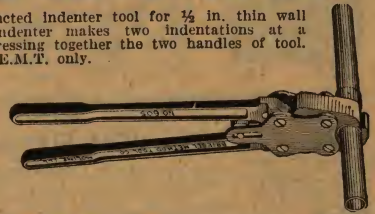
B-M COUPLINGS

No.	Size	Dlr's., ea.	Lots of 10, ea.	Per 100
337	1/2"	\$0.04 1/2	\$0.04	\$3.83
338	3/4"	.06	.05 1/2	5.09
339	1"	.10	.09	8.20

B-M THIN WALL INDENTER TOOL

A sturdily constructed indenter tool for 1/2 in. thin wall conduit. Tube indenter makes two indentations at a time by simply pressing together the two handles of tool. Has jaws for 1/2" E.M.T. only.

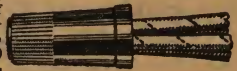
No. 340.
Dlr's., ea.
\$1.33, less
2%, net



1.30

MARR BAKELITE CONNECTOR

This new type connector is made of bakelite. Will take 4 strands of No. 14 wire. Makes a clean connection as no tape, solder or paste is necessary.



No. 242. Each 4 1/2c. 100 lots

3.75

TAKAL CONNECTOR

A universal connector takes all sizes of A-B-C BX from 14/2 to 6/1, also Durax from 14/2 to 10/2 and Greenfield, also rubber covered cords. Opens from 9/10 to 7/16. Galvanized finish. A real labor and time saver.



No. 640. Each, 2 1/4c. Per 100, \$2.25. Per 1000, \$20.70, less 2%, net.....

20.29

A-B-C B. X. CONNECTOR

A small clamp grips the BX. Fits new style A-B-C BX or composition cable. Screw cannot be removed.

No. 244. Each, 4c. Per 100, \$3.20. Per 1000, \$25.00, less 2%, net

24.50



NOTCHED LOCKNUT CONNECTORS

For Armored Cable

For No. 14 and 12 BX 2 or 3 wire. Heavily galvanized with the new notched locknuts. Fits new style A-B-C BX or composition cable.

No. 333. Straight set Screw. Each, 2 1/2c. Per 100, \$1.95. Per 1000, \$17.50, less 2%, net

No. 240. Straight Squeeze type. Ea. 2 1/4c. Per 100 \$2.25. Per 1000, \$20.50, less 2%, net

15.41

20.09

DUPLEX CONNECTORS

For two cables, allowing installation in one K. O. box. Set screw type.

No. 241. Ea. 6c. Lots of 20, ea. 5 1/2c. Per 100 \$5.25, less 2%, net.

5.14



RIGID IRON CONDUIT

Bears the Underwriters' Approved Label



Nationally Known Brands—All Approved by Underwriters—Carried in Stock

BLACK			GALVANIZED		
No.	Size	Per 100 ft.	No.	Size	Per 100 ft.
130	3/8"	4.82	630	3/8"	5.53
131	1/2"	6.21	631	1/2"	7.30
132	3/4"	8.92	632	1"	10.10
133	1 1/4"	12.12	633	1 1/4"	13.87



CONDUIT ELBOWS

BLACK			GALVANIZED		
No.	Size	Dir's. ea.	No.	Size	Dir's. ea.
145	3/8"	.12	617	3/8"	.13 1/2
146	1/2"	.15 1/2	618	3/4"	.18
147	1"	.23	619	1"	.27
148	1 1/4"	.32 1/2	620	1 1/4"	.37 1/2



CONDUIT COUPLINGS

BLACK			GALVANIZED		
No.	Size	Dir's. ea.	No.	Size	Dir's. ea.
152	3/8"	.05	654	3/8"	.05 1/2
153	3/4"	.07 1/4	655	3/4"	.08
154	1"	.09 1/2	656	1"	.10 1/2
155	1 1/4"	.13 1/2	657	1 1/4"	.15



3/8-INCH FIXTURE STUD

Precision tooled throughout. Clean cut threads. Packed 100 to the carton.

No. 243. Each, 2 1/2c.
Per 100, \$2.15,
less 2%, net. **211**

ONE HOLE MALLEABLE STRAP

FOR HEAVY GAUGE RIGID IRON CONDUIT

No.	Size	Dir's. ea.	Per 100
292	3/8"	.01 1/2	1.40
293	3/4"	.02 1/2	1.85
294	1"	.03	2.35
295	1 1/4"	.05	3.96



FOR THIN WALL CONDUIT

No.	Size	Dir's. ea.	Per 100
296	3/8"	.02	1.21
297	3/4"	.03	1.41
298	1"	.03 3/4	1.85
299	1 1/4"	.06	3.86

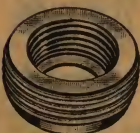


BONDRITE BUSHING

Designed to replace the ordinary bushing. Made of malleable steel with copper lug and brass screw which provides a perfect, positive ground.

No.	Size	Ea.	10 lots
300	3/8"	.08 1/2	.68
301	3/4"	.10	.82
302	1"	.16 1/2	1.32
303	1 1/4"	.18 1/2	1.50

HEAVY GAUGE CONDUIT REDUCER



Made of malleable steel, cadmium plated. Threaded outside for connecting conduit in fitting of larger sizes. Also bushed and threaded inside.

No.	Size	Dir's. ea.	Lots of 10, ea.
304	3/4" to 1/2"	.08	.07
305	1" to 1 1/2"	.10	.09
306	1" to 3/4"	.10	.09



FISH WIRE

A necessity on conduit jobs for pulling wire. Made of flat steel tape 1/8" wide in coils of 100 ft. only.

No. 207. Per 100 ft. coil **115**

LOCK NUTS and BUSHINGS



Galvanized with clean, deeply cut threads. Well made for fast work.



LOCK NUTS				BUSHINGS			
No.	Size	Per 100	Price	No.	Size	Per 100	Price
No. 231.	1/2"	Less than 100	41c	No. 225.	1/2"	Less than 100	62c
231	3/8"	.52	.41	225	3/8"	.76	.62
232	3/4"	.72	.58	226	3/4"	1.23	.94
233	1"	1.37	1.00	227	1"	2.64	1.95
234	1 1/4"	2.27	1.65	228	1 1/4"	4.45	3.25

Haco Galvanized Pipe Straps

No.	Size	Wt. per C	No.	Size	Wt. per C
248	3/8"	2 1/2 lbs.	251	1"	6 lbs.
249	1/2"	3 lbs.	237	1 1/4"	7 1/2 lbs.
250	3/4"	5 lbs.			

Price, Per Pound.. **09c** In 5 lb. cartons. Per lb. **08c**

CONDUIT BENDING TOOL

Speeds up your work and makes perfect bends. Uses short piece 1" pipe for handle.

No. 270. 1/2" Pipe... **155** | No. 271. 3/4" Pipe... **198**



T & B GROUND CLAMP

Takes conduit from 1/2" to 1". Water pipe from 1/2" to 5". Will not corrode. Finished in everlasting galvanized finish. Approved by N.B.U.

No. 287. Dir's., ea. 35c. Lots of 10, ea. **32c**



NEW CODE GROUND CLAMP

Heavy Copper, Fully Approved

No.	Size	Each	Per 100
246	3/8" to 1"	.4c	3.35
247	3/4" to 2"	.6c	4.85



ADJUSTABLE SOLDERLESS GROUND FITTING

This ground fitting is adjustable to take from 1/2" to 1" pipe. Made of malleable iron, cadmium plated. Ground wire is securely held in place by heavy screw and washer. Clamps on easily and quickly. N. E. C. approved.

No. 286. Each, 37c. Lots of 10, ea. **31c**



APPLETON VISE

GRIP GROUND CLAMP

1-8-in. copper strip makes assembly easy when ground is not easily accessible. Complete with vise—grip clamp.

No. 309. Dir's., ea. 38c. Lots of 10, ea. **33c**



JOSLYN GROUND ROD

Copper Steel Core

Ground rods are protected against corrosion by covering of copper welded to steel core. Has great rigidity against bending. Complete with safety set screws. 5 wrenches included with box of 100 clamps. Square head set screws will be supplied if desired.

No.	Diam.	Length	Dir's. ea.	Lots of 10, ea.	Lots of 100, ea.
1452	5/8"	8 ft.	1.80	1.60	1.36
1453	3/4"	10 ft.	2.20	1.85	1.69
1454	3/4"	6 ft.	.82	.72	.69
1455	3/4"	8 ft.	1.20	1.10	.90



No.	Size	Dir's. ea.	Lots of 10, ea.	Lots of 100, ea.
1456	5/8"	.23	.19	.15
1457	3/2"	.19	.16	.18

RED DEVIL FISH WIRE PULLER

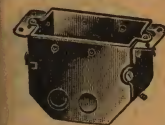
Just the thing for pulling wires through conduit. Easy to operate by means of patented lever grip.

No. 307. List 75c. Dir's., ea. 50c, less 2%, net **49c**



Outlet Boxes, Covers, Loom, Conduit and BX Boxes

High Grade LOOM BOX



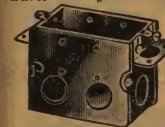
Gangs up without the use of spacers. It is of standard dimensions and both sides can be removed, making for speed in working. Reversible and adjustable ears held in place by two set screws. Heavy gauge, 50 to a Std. Pkg. Approved by Underwriters.

No. 320. Without Clamps. Dir's., ea. \$14c. In 50 lots, per 100, \$7.44, less 2%, net **729**

No. 330. With Loom Clamps. Dir's., ea. \$84c. 50 lots, per 100, \$7.86, less 2%, net **770**

CONDUIT BOX

Square ends and 1/2" knockouts. To be used with rigid iron conduit. Adjustable ears. Removable sides for ganging.

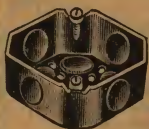


No. 312. 2 1/2 in. deep. Ea., \$34c. 50 lots, per 100, \$7.86, less 2%, net **770**

No. 313. 2" shallow box. Ea., \$34c. 50 lots, per 100, \$7.44, less 2%, net **729**

OUTLET BOXES

1 1/2" Deep



Heavy gauge boxes with clean 1/2" knockouts. Standard specifications. Black enamel finish. Approved by Underwriters.

No. 172. 3 1/4". Each, 5c. Std. Pkg. of 100, \$4.67, less 2%, net **458**

No. 170. 4 in. Each, 7 1/2c. Std. Pkg. of 100, \$6.80, less 2%, net **666**

EXTENSION RINGS with 1/2" K.O.

No. 171. 3 1/4". } Dir's., ea. 13 1/2c
No. 178. 4". }

SQUARE OUTLET BOX



1 1/2 inch. deep, 1/2 inch knockouts. Made

of heavy gauge steel machined with K.O. easily priable. Standard Black finish. 50 to a Std. Pkg.

No. 200. Black. Ea., 9c. Lots of 100, \$8.07, less 2%, net **791**

4" Extension Ring—1/2" K.O.
No. 205. Dir's., ea. 13c. Per 100, \$11.05, less 2%, net **10.83**

HANDY BOX

Black enameled finish. 4 in. long, 2 1/2" wide, 1 1/2" deep. One

K.O. on each end and the bottom.
No. 255. 4" long, 2 1/2" wide, 1 1/4" deep. Ea., 9c. Lots of 10, ea. \$12c. 50 lots, per C, \$8.10, less 2%, net **794**

Covers for handy boxes are listed below unlets on the opposite page.



BX SWITCH BOX

Has clamp to hold BX with 12 K.O., takes 14, 12 or 10 BX, also #8 and #6 Greenfield. Has 12 K.O. and also approved for BX loom and Romex. 50 to a Std. Pkg.



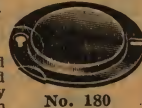
No. 342. 2 1/2 in. Each, 9 1/2c. 50 lots, per 100, \$8.76, less 2%, net **858**

No. 343. 2 in. Each, 9 1/4c. 50 lots, per 100, \$8.50, less 2%, net **833**

ROUND BOX COVERS



A sturdily constructed box cover. Standard specifications. Made by a nationally known manufacturer.



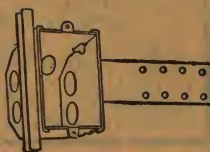
No.	Description	Each	Std. Pkg. of 100
193	Flat Blank	\$0.02 1/4	\$2.13
195	Flat 1/2 in. K. O.	.03	2.55
181	Raised Blank	.03	2.55
183	Raised Bushed	.02 3/4	2.55
185	Flat Spider	.03 3/4	3.10
187	Raised for Sign Receptacle	.03	2.55

4-Inch Diameter

No.	Description	Each	Std. Pkg. of 100
192	Flat Blank	\$0.03	\$2.76
194	Flat 1/2 in. K. O.	.03 3/4	3.10
180	Raised Blank	.03 3/4	3.10
182	Raised Bushed	.03 3/4	3.40
184	Flat Spider	.04	3.40
186	Raised for Sign Receptacle	.03 3/4	3.40
173	Plaster Rings less ears	.04	3.40

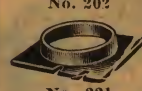
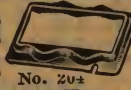
LOOM and CONDUIT BOX

A quick mounting switch box with an extension bracket that is easily nailed to the upright. The ends of the lathes fit into the lath holder. Has K. O. for loom and conduit.

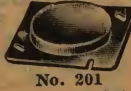


No.	Description	Each	50 lots, per C
208	Loom as illustrated	\$0.12	\$11.05
209	With Loom Clamps	.12 1/2	11.48
274	BX with Clamps	.14	13.00
210	For Conduit	.12 3/4	11.70

4-In. SQUARE BOX COVERS



Covers are of heavy gauge metal. Standard in size and specifications.



No.	Type	Each	Std. Pkg. of 100
201	Blank Cover	\$0.05	\$4.16
202	Bushed Cover	.07 3/4	6.60
221	Plaster Ring Cover	.06 1/2	5.50
203	Single Switch Cover. Fits regular push or toggle switch	.06 1/2	5.55
204	Two Gang Switch Cover. For 2 standard push or toggle switches	.08 3/4	7.25
206	Raised Cover, 1/2" K. O.	.06 3/4	5.55

LOOM and ARMORED CABLE BOX



3 1/4" box, 3/4" deep, has 3/8" studs and 2 clamps that take 4 BX or 4 Loom leads. Galvanized finish.

No. 179. Each, 10 1/2c. Std. Pkg. of 100, \$8.02, less 2%, net **874**

4" CONDUIT CEILING BOXES

1 1/2" deep, 1/2" K.O. Black enamel finish.

No. 168. With ears. Dir's., ea. **4.95**
5 1/2c. Per 100 \$5.05, less 2%, net

No. 169. Without ears. Dir's., ea. 5c. Per 100, \$4.30, less 2%, net **4.21**



Galvanized finish on all boxes and covers can be had for 5% additional.

APPLETON UNILETS

Discounts Applying on Unilets & Unilet Covers
 Orders up to \$15.00 list value.....12%
 Orders from \$15.00 to \$50.00 list value.....15%
 Orders over \$50.00 list value.....23%

Plus An Additional Cash Discount
 of 5% on All Orders



TYPE "A"

No.	Size	Std. Pkg.	List, each
2000	1/2 in.	100	\$0.23
2001	3/4 in.	50	.28
2002	1 in.	20	.40
2003	1 1/4 in.	20	.80



TYPE "LB"

No.	Size	Std. Pkg.	List, each
2036	1/2 in.	100	\$0.32
2037	3/4 in.	50	.36
2038	1 in.	20	.52
2039	1 1/4 in.	20	1.05
2040	1 1/2 in.	10	1.40
2041	2 in.	5	2.40



TYPE "E"

No.	Size	Std. Pkg.	List, each
2018	1/2 in.	100	\$0.23
2019	3/4 in.	50	.28
2020	1 in.	20	.40
2021	1 1/4 in.	20	.80



TYPE "B"

No.	Size	Std. Pkg.	List, each
2006	1/2 in.	100	\$0.23
2007	3/4 in.	50	.28
2008	1 in.	20	.40
2009	1 1/4 in.	20	.80

TYPE "LL"



No.	Size	Std. Pkg.	List, each
2024L	1/2 in.	100	\$0.32
2025L	3/4 in.	50	.36
2026L	1 in.	20	.52

Type "FSC"



2048	1/2 in.	25	\$0.60
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TYPE "C"



No.	Size	Std. Pkg.	List, each
2012	1/2 in.	100	\$0.32
2013	3/4 in.	50	.36
2014	1 in.	20	.52
2015	1 1/4 in.	20	1.05
2016	1 1/2 in.	10	1.40
2017	2 in.	5	2.40

TYPE "LR"



No.	Size	Std. Pkg.	List, each
2030R	1/2 in.	100	\$0.32
2031R	3/4 in.	50	.36
2032R	1 in.	20	.52
2033R	1 1/4 in.	20	1.05

UNILET RECEPTACLE



With Shade Holder Groove
 2058 1/2 in. 100 \$0.30

PORCELAIN and Steel BLANK COVERS FOR UNILETS

For UNILETS
 2, 3, 4 and 5 Hole
 Covers in stock.

Size	Std. Pkg.	Porcelain	Blank
1/2 in.	200	\$0.10	\$0.06
3/4 in.	100	.15	.08
1 in.	50	.25	.17
1 1/4 in.	20	.36	.24
2 in.	5	.60	.42

COVERS For HANDY BOXES



No.	Description	Dir's., ea.
256	Tongle Switch Plate.....	3 1/4
257	Push Switch Plate.....	
258	Single Recept. Plate.....	
259	Duplex Receptacle.....	
261	Blank Cover.....	

LAUNDRY BOXES with DUPLEX RECEPTACLES

A steel sectional gang laundry box with hinged cover, and padlock attachment to prevent theft of current. With bakelite duplex receptacle.
 No. 217. Dir's., ea. 49c. Lots of 3, 46c, less 2%, net..... **45c**



T. & B. UTILITY OUTLETS



A convenience outlet for baseboards, plaster walls, etc. Consists of box body, cable connector, outlet and flush plate. Does away with long leads and taped joints.
 No. 272. List \$1.00. Each, 49c. Lots of 10, ea..... **45c**

ENTRANCE FITTINGS

TYPE "FB"

For vertical pipe. Three hole covers.

No.	Size	Std. Pkg.	Ea.	Lots of 10 Ea.
280	1/2-in.	50	19c	17c
281	3/4-in.	50	24c	22c
282	1-in.	25	31c	29c
283	1 1/4-in.	10	46c	42c
284	1 1/2-in.	5	71c	63c



TYPE FB

TYPE A

For motor installation or meter work. Takes 1/2" pipe with 3 hole cover. Made of malleable iron.
 No. 218. Dir's., ea. 7 1/2c. Lots of 10, ea., 7c.
 Per 100 **6.15**



TYPE A

TYPE Y

Used for inside, outside, or any right angle bend. Tight fitted cap permits straight pull of wire.

No.	Size	Std. Pkg.	Each of 10	Lots of 50
222	1/2"	50	\$0.27	22c
223	3/4"	50	.34	26c
224	1"	25	.57	44c
220	1 1/4"	10	1.10	86c



TYPE Y

All Fittings Can Be Assorted to Take Quantity Prices

Malleable Entrance Ells

Made of malleable iron, cadmium plated, and well assembled throughout. Easily installed. Has large space for fishing wire through openings. Permits conduit to run close to wall.



No.	Size	Each	5 lots, ea.
275	1/2"	24c	22c
276	3/4"	26c	24c
277	1"	34c	32c
278	1 1/4"	60c	58c

PLUG FUSED CUTOUTS

Smooth glazed porcelain blocks with heavy copper fittings. Made to standard specifications.



No. 352



No. 354



No. 355

No.	Description	Each 10 lots, ea.	\$0.15
352.	Double Pole, Main line.....	\$0.18	\$0.15
354.	Double Pole, Single branch... .	.18	.16
355.	Double Pole, Double branch.. .	.34	.28

DEAD FRONT CUTOUTS

These cutouts are required by the Underwriters in many cities. Glazed porcelain with brass shell sockets. Has name plate holders for indicating name or number on each circuit.



No.	Description	Dir's.	10, ea.
356.	2 pole main branch.....	35c	32c
357.	2 pole double branch.....	64c	60c
358.	3 to 2 wire double branch.. .	70c	65c

LATROBE WATERTIGHT BOX Non-Adjustable

Does away with small screws and receptacle strap. Facilitates assembly. Wires attach on receptacle and then fasten on cover plate. Cuts down on installation time. Absolutely safe. Diam. of cover, 3 1/2 in.
 No. 288. Each \$1.80, less 2%, net..... **1.76**



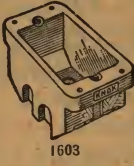
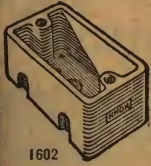
ARROW OUTLETS



Round galvanized box with clamps for box cable. Diam. of box body 1 1/2", plate 2 1/2". Overall length 2 3/4".

No.	Description	Dir's., ea.	55% c.
2254.	Straight connector, Lots of 10, ea. 49c.	42c	ea.
2255.	Angle connector, Lots of 50, ea.		

ALL-PORCELAIN Boxes, Covers and Receptacles



Outlet and Switch Box for Switch and Receptacles

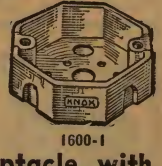
No. 1603. Tapped Screw set for 6/32 screw. Size $4\frac{1}{2} \times 2\frac{3}{8} \times 1\frac{1}{8}$ in. Dir's., ea. 15c. Lots of 10, ea. 14c. Per 100, \$12.85, less 2%, net..... **12.59**

Switch and Receptacle Box

No. 1602. Tapped Screw set for No. 6-3/32 screws. Size $4\frac{1}{2} \times 2\frac{3}{8} \times 2\frac{3}{8}$ in. Dir's., ea. 15c. Lots of 10, ea. 14c. Per 100, \$12.85, less 2%, net.... **12.59**

A Low-Priced Line, Ideal for R.E.A. Wiring

The all-porcelain boxes, covers and receptacles listed on this page are especially desirable for R.E.A. projects because of the simplicity in installing and low price. They are made for non-metallic sheathed cable or for rubber covered system wiring. All-porcelain construction eliminates use of grounds, corroding and shorts. No special wiring required. Made to conform to standard specifications. Requires no connectors or clamps, for grounding. Porcelain is of the unglazed type.

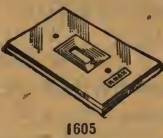


Keyless Receptacle with Shade Groove

No. 1604. Fits all oblong boxes. Glazed porcelain. Dir's., ea. 17c. Lots of 10, ea. 16c. Per 100, \$14.95, less 2%, net..... **14.65**

Octagon Outlet Boxes

Has 6 K. O. Tapped Screw set for No. 8/32 screws. Depth $1\frac{1}{8}$ in. Height $1\frac{3}{8}$ in.
No. 1600. $3\frac{1}{4}$ in. Dir's., ea. 13c. Lots of 10, ea. 12c. Per 100, \$11.50, less 2%, net..... **11.27**
No. 1601. 4 in. Dir's., ea. 19c. Lots of 10, ea. 18c. Per 100, \$17.00, less 2%, net..... **16.66**



Glazed Porcelain Covers for All Porcelain Switches and Handy Boxes

No. 1605. Toggle Switch Cover. Dir's., ea. 8c. Lots of 10, ea. 7c. Per 100, \$6.75, less 2%, net..... **6.61**
No. 1606. Blank Switch Cover. Dir's., ea. 7c. Lots of 10, ea. 6c. Per 100, \$5.75, less 2%, net..... **5.63**
No. 1607. Drop Cord Cover with $\frac{3}{8}$ " hole for switch box. Dir's., ea. 10, ea. 7c. Per 100, \$6.75, less 2%, net..... **6.61**
No. 1616. Duplex Receptacle and cover. Dir's., ea. 16c. Lots of 10, ea. 15c. Per 100, \$14.10, less 2%, net.... **13.82**
Porcelain Duplex Receptacles and Covers for Outlet Boxes
No. 1614. $3\frac{1}{4}$ in. Dir's., ea. 16c. Lots of 10, ea. 15c. Per 100, \$14.10, less 2% net..... **13.82**
No. 1615. 4 in. Dir's., ea. 21c. Lots of 10, ea. 20c. Per 100, \$18.85, less 2%, net..... **18.47**

Glazed Porcelain Covers for Outlet Boxes

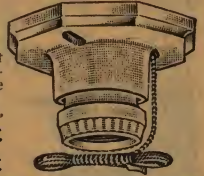
No. 1608. $3\frac{1}{4}$ in. Blank Outlet Box Cover. Dir's., ea. 7c. Lots of 10, ea. 6c. Per 100, \$5.75, less 2%, net.... **5.63**
No. 1609. 4 in. Blank Outlet Box Cover. Dir's., ea. 10c. Lots of 10, ea. 9c. Per 100, \$8.75, less 2%, net.... **8.57**
No. 1610. $3\frac{1}{4}$ in. Surface Switch cover. Dir's., ea. 8c. Lots of 10, ea. 7c. Per 100, \$6.75, less 2%, net.... **6.61**
No. 1611. 4 in. Surface Switch Cover. Dir's., ea. 11c. Lots of 10, ea. 10c. Per 100, \$9.75, less 2%, net.... **9.55**
No. 1612. $3\frac{1}{4}$ in. Pendant Bushed Cover. Dir's., ea. 8c. Lots of 10, ea. 7 $\frac{1}{2}$ c. Per 100, \$6.80, less 2%, net.... **6.66**
No. 1613. 4 in. Pendant Bushed Cover. Dir's., ea. 11c. Lots of 10, ea. 10 $\frac{1}{2}$ c. Per 100, \$9.95, less 2%, net.... **9.75**

Porcelain Pull Chain Receptacle

A handy pull receptacle with a convenience outlet. Just the thing for use in the garage, cellar, workshop, in fact it proves itself useful wherever an extra outlet is needed. Complete with pull chain, insulator and cord.
No. 5038. $3\frac{1}{4}$ in. Dir's., ea. 24c. **20c**
Lots of 10, ea. 22c. Lots of 50, ea. **20c**
No. 5039. 4 in. Dir's., ea. 32c. **26c**
Lots of 10, ea. 29c. Lots of 50 ea. **26c**

Porcelain Pull Chain Ceiling Receptacle

All porcelain. Fits $3\frac{1}{4}$ " and 4" outlet box with shade holder groove. For pantries, halls, basements, etc. Complete with chain and 6-ft. cord.
No. 725. $3\frac{1}{4}$ -in. Ea., 13 $\frac{1}{2}$ c. 10 lots, each, 12 $\frac{1}{2}$ c. **11 $\frac{1}{2}$ c**
50 lots, each..... **11 $\frac{1}{2}$ c**
No. 728. 4-in. Ea., 20c. 10 lots, ea. 18 $\frac{1}{2}$ c. 50 lots, ea. **18c**



P & S SURFEX A Simpler and Safer Method for Surface Wiring

- Simpler, Safer—Easier to Install
- No Boxes, Connectors, Soldering or Taping
- Made of Porcelain—Underwriters Approved
- Takes Armored or Non-Metallic Sheathed Cable

Any wiring job is made more simple, more safe and more dependable when Surfex devices are used. Boxes, connectors, soldering or taping is entirely eliminated. The units are made of porcelain and all the essential parts including box, cable clamps, grounding plate, and solderless terminals are built complete into each device. They install as a single unit and as all connections are made direct to the base of the device, cable loops are not required. Surfex is very desirable for farm wiring, basements, private garages and all surface wiring. Either armored or non-metallic, sheathed cable may be used with Surfex devices. Approved by Underwriter's Laboratories.



No.	Type	Dir's., ea.	Lots of 10, ea.	Lots of 20, ea.
1618	Rosette	.41	.36	.31
1619	Junction box	.37 $\frac{1}{2}$.33	.28 $\frac{1}{2}$
1620	Duplex receptacle	.41	.36	.31
1621	S. P. feed thru switch	.45	.39 $\frac{1}{2}$.34
1622	3-way feed-thru switch	.49	.43	.37
1623	Pull chain receptacle	.49	.43	.37
1624	Keyless receptacle	.41	.36	.31
1625	Deadend switch	.32 $\frac{1}{2}$.28 $\frac{1}{2}$.24 $\frac{1}{2}$

WADSWORTH - Safety, Entrance

MAIN ENTRANCE SWITCHES



Specially built for small motor jobs and service entrance. Cabinet size: 6" long, 5 1/2" wide and 3 3/4" deep. Self-aligning jaws, assuring perfect contact.

80^c
And Up

No. N25

Our No.	Mfg. No.	Poles	Fuses	Std. Pkgs.	Each	\$25.00 Net Ea.
2122	N30	2	1 Pl.-SN	5	.88	.80
2222	N33	2	2 Pl.	5	.94	.85
2123	N25	3	2 Pl.-SN	5	1.10	1.00
2223	N29	2	2 N.E.C.	5	1.21	1.10

Nos. N30, N33—125 Volt. N25, N29—125-250 Volt.

INDUSTRIAL OR MAIN ENTRANCE TYPES



No. 8763

Quick Break Single Throw

N. E. C. Bottom Fused

Has self-aligning blades to assure positive electrical connection increasing rupturing capacity.

Solid Neutral—125-250 and 230 Volts

No.	Cat. No.	Amps.	Pol.	Fus.	Std. Pkg.	Each	\$50.00 Net Ea.
2105	N23	30	3	2	10	1.87	1.70
2107	8762N	60	3	2	4	3.41	3.10
2108	8712N	100	3	2	2	8.53	7.75

Fused Neutral—2 Pol. 250 V., 3 Pol. 230

No.	Cat. No.	Amps.	Pol.	Fus.	Std. Pkg.	Each	\$50.00 Net Ea.
2106	8733	30	3	3	10	2.26	2.05
2110	8762	60	3	2	4	3.41	3.10
2111	8763	60	3	3	4	4.35	3.95
2112	8712	100	3	2	2	8.25	7.50
2113	8713	100	3	3	2	9.03	8.25

MOTOR STARTING SWITCHES



No. 3033

250 Volts . N.E.C. Fused

Our No.	Mfg. No.	Max. H. P.	Pol.	Std. Pkg.	Each	\$50.00 Net Ea.
2116	3032	5	2	5	4.95	4.50
2117	3033	7 1/2	3	5	5.78	5.25

WEATHERPROOF OUTDOOR SAFETY OR SERVICE SWITCHES



No. 025.

Built of rust-resisting galvanized steel for use outdoors on cottages, farms, signboards, parking lots, etc. Eliminates the need of building wood box to protect the switch.

No. 2182

\$2.25

Net

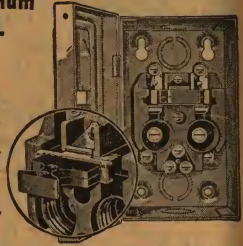
30 Amp., 125, 125-250, 230 Volt, A.C.

Our No.	Mfg. No.	Poles	Blades and Fuses	Neutral	Each	\$25.00 Net Each
2182	030	2	1 Plug	Solid	2.48	2.25
2183	033	2	2 Plug	None	2.64	2.40
2184	025	3	2 Plug	Solid	2.81	2.55
2185	029	2	2 NEC	None	2.75	2.50
2186	08733	3	3 NEC	None	4.95	4.50

Can also be furnished in 60 and 100 amps.

NEW ENCLOSED SWITCHES

Front Operated, Aluminum Finish with PUSH-PULL Feature



Double Break—30 Amp., 125, 125-250 Volts. Large contacts which eliminates burn-outs. Ply-Plastic handle. Ample wiring space. For oil burners, hot water heaters, signs, refrigerators, electric pumps, motors, etc. Size 6 1/2" long, 4" wide, 2 1/2" deep.

Our No.	Mfg. No.	H.P.	Pol.	Fus.	Each	\$50.00 Net Ea.
2215	530	2	2SN	1 Pl.	.88	.80
2216	533	5-250V.	2	2 Pl.	.94	.85
2217	525	3SN	2 Pl.	1.10	1.00
2218	529	3	2	2 NEC	1.21	1.10

With Approved Bakelite Dead Front

2219	530C	2	2SN	1 Pl.	1.32	1.20
2220	533C	5-250V.	2	2 Pl.	1.38	1.25
2221	525C	3SN	2 Pl.	1.54	1.40

Main Entrance Switch or Meter Fitting

With Branch Circuits, 30 Amp. 125, 125-250 Volt. Solid Neutral. Circuit Fuses accessible through auxiliary door. Furnished with Knockout top end which is used when meter is installed outside of building or ahead of switch. Can furnish with shutter trim in top to fit meter if specified. Standard Package, 10.



No. 275D

Our No.	Mfg. No.	Poles	Main Fuses	No. of Circuits	Each	\$50.00 Net Ea.
2118	275D	2	1	2	3.03	2.75
2119	276D	3	2	2	3.58	3.25

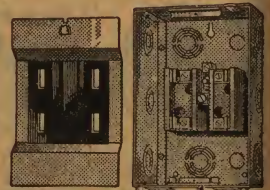
DOOR OPERATED SAFETY SWITCHES

60-100 Amps.

With or Without Range and Lighting Circuits

Dead Front

Construction



No. 3863

METER-FUSE-SWITCH SEQUENCE

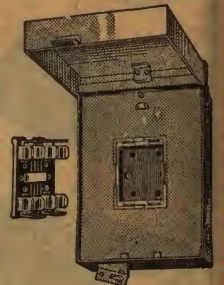
Our No.	Mfg. No.	Amp.	Poles	N.E.C. Fuses	Each	\$25.00 Net Ea.
2213	3863	60	3SN	2	3.41	3.10
2214	3813	100	3SN	2	8.80	8.00

Weatherproof Safety Service Switches

For outdoor dead front type, specify size of hub for conduit or cable. 60 amps. 125-250-230 volts, A.C.

No. 2189, Mfg. No. 060MOB. 3 Poles. 2 Blades and Fuses. Solid neutral. 1" hub. 3" nipple. Dir's., ea. \$3.74. Orders of \$25.00 net, **3.40** ea.

No. 2190, Mfg. No. 060MOB. 3 Poles. 2 Blades and Fuses. Solid neutral. 1 1/4" hub and 3" nipple. Dir's., ea. \$3.74. Orders of \$25.00 net, ea. **3.40**



No. 060MOB.

Write for Complete Wadsworth Catalog

and Range Switches - WADSWORTH

SERVICE ENTRANCE EQUIPMENT



Door-Operated Safety Switches
30 AMP. PLUG FUSES
Dead Front Construction
(Meter-Switch-Fuse Séquence)

Required by Inspectors and Public Utilities in various cities and in some states, such as Wisconsin, by state codes for new sequence wiring where meter is installed outside of building or ahead of switch. "S" type have circuits located in top, saving material and labor, eliminating goose neck bends or costly fittings and makes a far neater job. Standard Package, 10.

No. 3833B4S

2 Pole, 125 Volts, A.C. 3 Pole 125-250 Volts A.C. Switch is operated by Main Door. Opening this door places switch in "Off" position and fuses are dead. Main fuses accessible only when main door is open. Closing door places switch in "On" position. (Positively no danger in making main fuse renewals.)

SWITCHES WITHOUT BRANCH CIRCUITS

Our No.	Mfg. No.	Pol.	Main Fus.	Neutral	Each	\$25.00 Net Ea.
2132	3831J	2	1	Solid	2.48	2.25
2133	3832J	2	2	None	3.03	2.75
2134	3833J	3	2	Solid	3.03	2.75

WITH TWO BRANCH CIRCUITS—PLUG FUSING

2135	3831B2J	2	1	Solid	3.03	2.75
2136	3831B2SJ					
2137	3833B2J	3	2	Solid	3.58	3.25
2138	3833B2SJ					

WITH FOUR BRANCH CIRCUITS—PLUG FUSING

2139	3831B4J	2	1	Solid	3.85	3.50
2140	3831B4SJ					
2141	3833B4J	3	2	Solid	4.40	4.00
2142	3833B4SJ					



No. 60M4

Complete block can be furnished

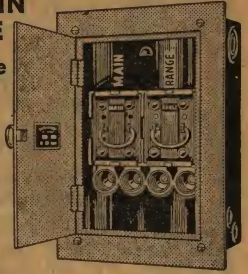
Dead Front Removed in 30 amperes. (except 12 circuit).



Used where meter is installed outside of building or ahead of switch. Takes the place of switch and circuit cabinet. Small cabinet, plenty of wire space and has plenty of knockouts. Equipped with solderless lugs. Surface type finished in baked black enamel. Trim on flush type finished in Aluminum. Contains provisions for 2-60 ampere cartridge fuses. Circuit fuses listed below.

COMBINATION MAIN SWITCHES & RANGE

With New Type Renu-Fuse Pull Cover



No. 60MR4
 Dead Front Removed

Sturdy and compact in construction, with interior made entirely of bakelite. Cabinet allows for plenty of wiring space, making it unnecessary to remove block when pulling in wires. New bakelite pull covers easily removed for fuse renewal, inspection, or for placing circuits in "off" position. Contacts between jaws of bakelite base and blades on Pull Cover, are made on outside of fuse well, thus keeping fuse within normal temperature and preventing burned hands when disconnecting circuits. Equipped with solderless lugs for line, range, water heater circuits, and large washer-head screws for lighting circuits—all in easy reach for wiring. Door can be reversed so that cabinet can be mounted with circuits in top or bottom by removing only one screw in each hinge and attaching door to other side of cabinet. Bakelite block in cabinet does not have to be removed, therefore, knockouts as arranged will always be in same convenient location. Classified by N.E.C. as an externally operated switch and fuse for Service Equipment. Cabinet and dead front in durable baked black enamel. Trim on flush type finished in aluminum. All Flush types furnished with bar hangers. 60 ampere, 3 pole, Solid Neutral, 125-250 volts A.C. Dead front construction.

FUSED MAINS—SURFACE MOUNTING TYPES

Contains 2-60 amp. main fuses; 2-60 amp. range fuses.

Our No.	Mfg. No.	Range Circuits	Light Circuits	Each	\$25.00 Net Each
2149	60MR	1	2	5.50	5.00
2150	*60MR2	1	2	5.25	4.75
2151	*60MR4	1	4	4.70	4.28
2152	60MR6	1	6	7.98	7.25
2153	60MR8	1	8	10.45	9.50

FLUSH TYPE—SAME AS ABOVE

2154	60MRF	1	2	6.33	5.75
2155	*60MR2F	1	2	5.78	5.25
2156	*60MR4F	1	4	5.25	4.78
2157	60MR6F	1	6	9.93	7.25
2158	60MR8F	1	8	11.55	10.50

*These numbers have hot water taps.

SERVICE ENTRANCE EQUIPMENT

Our No.	Mfg. No.	Plug Fuses	Each	\$25.00 Net Ea.
2163	60M0	..	3.41	3.10
2164	60M2	2	4.51	4.10
2165	60M4	4	4.68	4.25
2166	60M6	6	7.04	6.40
2167	60M8	8	9.63	8.75
2168	60M12	12	14.30	13.00

FLUSH MOUNTING TYPES

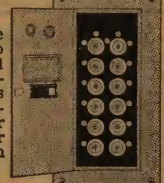
2169	60M0F	..	3.96	3.60
2170	60M2F	2	5.06	4.60
2171	60M4F	4	5.23	4.75
2172	60M6F	6	7.04	6.40
2173	60M8F	8	10.18	9.25
2174	60M12F	12	14.85	13.50

WADSWORTH Circuit Cabinets and Panel Boards

All fuse blocks for the circuit cabinets and panel boards are made of genuine bakelite. Dead front is separate from trim, hence, there is never any need to remove circuit assembly (due to variation in plaster thickness of walls) and block up in the back of it in order to bring it forward to meet trim. Six circuit types and up are mounted on metal bridge containing slotted screw holes so that entire assembly, dead front, and cover can be easily removed, simplifying wiring when roughing in cabinet and prevent having interior and other parts stolen before ready to trim job. 14 circuit types and above have door equipped with spring lock and two keys. Others have spring latch. All Flush Types have trim finished in aluminum.



Type 12BN



No. 12FN

Flush and Surface Mounting Types

FLUSH TYPES			FLUSH TYPE CABINET SIZES			SURFACE TYPES			No. of Circuits	Mains	Std. Pkg.	Each
Our No.	Mfr's. No.	Width	Height	Depth	Our No.	Mfr's. No.						
2191	2FB	6 5/8"	4 1/2"	2 7/8"	2202	2B	2	30 Amps.	10	1.10		
2192	4FB	6 5/8"	6 1/2"	2 7/8"	2203	4B	4	30 Amps.	10	1.45		
2193	6CF	7 3/4"	10 3/8"	2 1/8"	2204	6CS	6	50 Amps.	5	2.42		
2194	8FN	7 3/4"	12 1/8"	3 3/8"	2205	8BN	8	50 Amps.	1	3.65		
2195	10FN	7 3/4"	15 1/8"	3 3/8"	2206	10BN	10	60 Amps.	1	5.35		
2196	12FN	7 3/4"	15 1/8"	3 3/8"	2207	12BN	12	60 Amps.	1	7.27		

Porcelain SIGN RECEPTACLES



Shallow 2-piece standard sign receptacle of good quality porcelain. Ideal for signs or ceiling holders.

No. 602. Ea. 6c. Lots of 10, ea. 5½c. 100 lots, \$4.90, less 2%... **4.81**

2 PIECE SIGN RECEPTACLES

With 6" Leads

No. 603. Each 5½c. Lots of 10, ea. 5c. Lots of 100, \$4.75, less 2%, net **4.65**

Arrow Porcelain Ring Sign Receptacles

Shallow type with screw terminals. 660 watts. Keyless.

No. 2314. Dir.'s., ea. 7¼c. Lots of 25, ea. 6½c. Per 100, \$5.50, less 2%, net **5.39**

Porcelain Pull Chain Sign Receptacle



Two piece sign receptacle with 4½ in. of nickel chain and 6 ft. of cord.

No. 612. Ea. 11¼c. Lots of 10, 10¼c. Lots of 100, \$9.15, less 2% **8.97** Net

No. 635. Same as above except with 6-in. leads. Dir.'s., ea., 13c. Lots of 10, ea., 12½c. Per 100, **12.00**

Arrow Pull Chain Sign Receptacles

1½ in. body with pull chain. Arrow mechanism, with 4-in. chain and 6 ft. of linen cord. Nickel finish.

No. 2287. Dir.'s., ea. 16¼c. Lots of 10, 14½c. Lots of 100, \$12.40, less 2%, net **12.15**

Porcelain 3-Piece Sign Receptacle



Shallow type with concealed terminals.

No. 611. Each 7½c. Lots of 10, 6¼c. Lots of 100, \$6.00, less 2%, net **5.88**

Arrow 3-Piece Porcelain Ring Sign Receptacle

With Covered Terminals

No. 2322. Dir.'s., ea. 12¼c. Lots of 10, ea. 10¼c. Per 100, \$9.30, less 2%, net **9.11**

2-Piece Porcelain Receptacle

With Concealed Terminals



No. 529. Each 10c. Lots of 10, 8½c. Lots of 100, \$7.50, less 2%, net **7.35**

Arrow 2-Piece Porcelain Receptacles

With Concealed Terminals

No. 2323. Dir.'s., ea. 12¼c. Lots of 10, ea. 10¼c. Per 100, \$9.30, less 2%, net **9.11**

2 PIECE, SNAP CAP PORCELAIN ROSETTE



A fine, sturdy, easily wired 2-piece snap cap concealed porcelain rosette made of quality porcelain.

No. 515. Each 8½c. Lots of 10, 8c. Lots of 100, \$7.80, less 2%, net **7.64**

Arrow Porcelain Fuseless Rosettes

No. 2313. Dir.'s., ea. 13c. Lots of 10, ea. 11½c. Per 100, \$9.92, less 2%, net **9.72**

Combination 1-Piece Rosette



For open or concealed wiring.

No. 518. Each 7c. Lots of 10, 6c. Lots of 100, \$5.40, less 2%, net **5.29**

Arrow 1-Piece Fuseless Rosette

No. 2319. Dir.'s., ea. 10¼c. Lots of 10, ea. 9¼c. Per 100, \$8.06, less 2%, net **7.90**

Arrow Weatherproof Sockets

With Shade Holder Groove



No. 2324. Composition. Dir.'s., ea. 12c. Lots of 10, ea. 14c. Per 100, \$12.09, less 2%, net **11.85**

No. 2325. Bakelite. Dir.'s., ea. 12c. Lots of 10, ea. 10½c. Per 100, \$8.90, less 2%, net **8.81**

Porcelain Cleat Receptacles

A strong heavily glazed porcelain receptacle for open wiring. 2 screw holes for mounting.



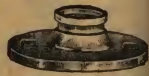
No. 600. Each 5½c. Lots of 10, 5c. Lots of 100, \$4.50, less 2%, net **4.41**

Arrow Surface Cleat Receptacles

No. 2315. Porcelain (Dir.'s., ea. 7¼c. Lots of 10, ea. 6½c. Per 100, \$5.58, less 2%, net **5.47**

Porcelain Outlet Box Receptacle

Has open terminals flush back with shade holder groove. Sturdily assembled and very easily mounted.



No. 775. 3¼". Ea. 10¼c. Lots of 10, ea. 9½c. Per 100, \$8.40, less 2%, net **8.23**

No. 776. 4". Ea. 13¼c. Lots of 10, ea. 12½c. Per 100, \$10.75, less 2%, net **10.53**

Arrow 1-Piece Porcelain Outlet Box Receptacle

Keyless, with Shade Holder Groove

No. 2317. 3¼". Ea. 15¼c. Lots of 10, ea. 13½c. Per 100, \$11.76, less 2%, net **11.54**

No. 2318. 4". Ea. 19¼c. Lots of 10, ea. 17¼c. Per 100, \$14.88, less 2%, net **14.58**

Receptacle Cover Sockets

Outlet box cover and receptacle with shade holder groove.



With 6 Inch Leads

No.	Size	Each	10 Lots	100 Lots
189.	3-in.	11c	10c	9.00
188.	4-in.	12c	11c	9.75

Arrow Outlet Box Receptacles

With Galvanized Metal Covers and 6" Leads

No. 2320. 3¼-in. 15c Ea. 10 lots, ea. 13c. Per 100, \$11.16, less 2%, net **11.16**

No. 2321. 4-in. 15½c Ea. 10 lots, ea. 13¼c. Per 100, \$11.78, less 2%, net **11.78**

Arrow Pin Type Weatherproof Sockets

High Grade Brown Bakelite

No. 2326. Medium base. Dir.'s., ea. 16¼c. Lots of 10, ea. 14¼c. Per 100, \$12.40, less 2%, net **12.15**

No. 2327. Intermediate base. Dir.'s., ea. 8¼c. Lots of 10, ea. 7¼c. Per 100, \$6.20, less 2%, net **6.08**



Vapor Proof Receptacles



Complete Vapor-proof receptacles for use in mines, damp places or power plants. 25-40-60-watt lamp, ready for installation.

No.	Each
523. Porcelain Pigtail pend. type.....	.95
524. With ½" Top for conduit.....	1.13
525. For 3" Outlet Box.....	1.20
526. For 4" Outlet Box.....	1.27
527. Wire Guards for above.....	.53

ALL RUBBER

PIGTAIL SOCKET

For all around outdoor use. Weather-proof, shock proof and for rough usage.



No. 546. Each, 7¼c. Lots of 25, 7c. Per 100, \$6.50, less 2%, net **6.37**

Porcelain Battery Switch

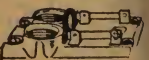


Well made porcelain base battery switches with copper backs, composition handle, accessible binding posts, for use on low voltages, such as radio A and B batteries, bell circuits, etc.

No.	Type	Each	10 Lots
926.	Single Pole, Single Throw.....	7¼c	6¾c
927.	Single Pole, Double Throw.....	10c	9c
928.	Double Pole, Single Throw.....	16¾c	14¾c
929.	Double Pole, Double Throw.....	18¼c	17c

PLUG FUSED ENTRANCE SWITCH

A rugged, sturdy switch on a light-weight but strong glazed porcelain block. Made with reversible blades for top or bottom fusing. 30 ampere, 2 pole.



No. 345
2-Pole Each. **34c** Lots of 10 **32c** Lots of 50, **30c** each

LUMILINE SOCKET



Specially designed for the new Lumiline lamps. The Lumiline contact cap snaps into the base. Overall height 1 1/4 in., width 1 3/8 in. Complete with 2 screws for fastening socket. 660 watts. 250 volts.

No.	Color	Dir's., ea.	10, ea.	50, ea.	Lots of 50, ea.
537	Black	.12	.10 1/2	.09 1/2	
538	White	.14 1/2	.13	.11 1/2	

PORCELAIN 3-WAY KEY SOCKET WITH 1/4" TAP

Turn Knob Switch for 2-Filament Lamps

For the new semi-indirect floor lamps. Permits 3 stages of light: 100, 200 and 300 watt illumination. 1500 watts. 250 volts. Tapped 1/4".

No. 539. Dir's., ea. 28c. Lots of 10, ea. **27c**

2-Circuit FIXTURE SWITCH

Rotary canopy type with 3 nine inch leads. 3 amps. 125 volts. 1 amp. 250 volts. 3/8" shank. Used with the above socket.

No. 540. Dir's., ea. **10 1/2c**
12c. Lots of 10, ea.



Mogul Base Keyless Sockets

Has 3/8 in. cap; all porcelain body. For all mogul base nitrogen lamps.

No. 610. Each, 21c. **19c**
10 lots

Edison Base Keyless Socket

All porcelain body. 1/2 in. cap. Takes all Edison base lamps.

No. 608. Dir's., ea. 11 1/4c. Lots of 10, ea. 10 3/4c. Per 100. **9.00**



UTILITY BAKELITE CANOPY SWITCH

This small compact rotary canopy switch made of genuine bakelite. Has short chain and cord. Will fit in all ceiling fixtures and all shallow canopy units. Has 3/4" nipple. 3 amps. 125 volts. Height 3/4". Length overall 1 1/2".

No. 536. Dir's., ea. 14 1/2c. Lots of 10, ea. 13 1/2c. Per 100 \$12.50, less 2%, net. **12.25**



RUBBER SOCKET BUSHINGS

Our bushings have clean threads.

No.	Thread	Per C	Per M
No. 544.	1/8-inch thread...	40c	\$3.50
No. 545.	3/8-inch thread...	55c	6.00



ARROW BAKELITE CANOPY PULL SWITCH

With Chain Link

A well constructed angle pull switch with short chain and 6-ft. cord, 6 amps. 125 volts.

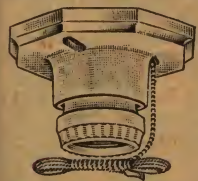
No. 2328. Dir's., ea. 57 1/4c. Lots of 10, ea., 50 1/4c. Per 100, \$43.40, less 2%, net. **42.53**



Porcelain PULL CHAIN CEILING RECEPTACLE

All porcelain. Fits 3 1/4" and 4" outlet box with shade holder groove. For pantries, halls, basements, etc. Complete with chain and 6-ft. cord.

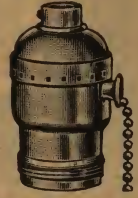
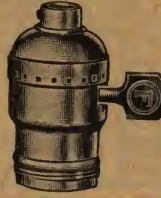
No. 725. 3 1/4-in. Ea., 13 1/2c. 10 lots, each, 12 1/2c. 50 lots, each, **11 1/2c**



No. 728. 4-in. Ea., 21c. 10 lots ea. **18c**
19c. 50 lots, ea.

BRASS SHELL SOCKETS

Special features connected with the Patented Locking Attachment permit the socket body to be fastened to the cap in any position desired. All wiremen know the advantages of quick wiring possibilities with sockets of this type. The shells are threaded, making it possible to use a any standard make of shade holder. The binding screws are upset, so they cannot fall out. All of our sockets, Key, Keyless, Pull Chain, are the products of quality construction, designed to stand the tests of time and hard service.



KEY SOCKET

No.	Each	25 Lots	Per 100	Less 2%
594.	1/2-in. Cap	} 9c	8 1/2c	\$8.00
597.	Pendant...			

PULL SOCKET

596.	1/2-in. Cap	} 11c	10 1/2c	10.00
599.	Pendant...			

KEYLESS SOCKET

595.	1/2-in. Cap	} 8 1/2c	8c	\$7.15
598.	Pendant...			

BAKELITE SOCKETS

These sockets have the same precise mechanism as the above sockets although contained in a thin, light, durable bakelite shell with 1/4 inch cap, which can be used for pendant. Cap screws on body. They are very trim in appearance and have excellent lasting qualities. Equipped with Uno thread.



No.	Each	25 Lots	Per 100	Less 2%
No. 520.	1/2-in. Cap.	} 14 1/2c	13 1/2c	\$12.00
KEYLESS SOCKET				
No. 521.	1/2-in. Cap.	} 15 1/2c	14 1/2c	13.20
KEY SOCKET				
No. 522.	1/2-in. Cap.	} 18 1/2c	17 1/2c	15.60
PULL SOCKET				

2 1/4 IN. BRASS WALL SOCKETS

Bayonet Lock Brass shell wall sockets with 2 1/4-in. porcelain base.

No. 541.	Key Socket,	10 lots,	Per
Ea. 21c		ea.	100
			19c
			16.50



All Porcelain Pendant Cap Socket

These porcelain sockets are exceptionally easy to wire. Complete with pendant cap.

No.	Each	Per 100	10 Lots
713.	Key	18c	16c
714.	Pull Chain	21c	19c
			14.00
			13.75

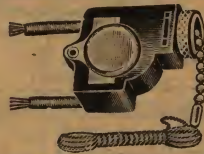


McGILL No. 21 PULL CHAIN CANOPY SWITCH

With Adjustable Stem

A real value in a McGill switch. Constructed of quality materials found only in much higher priced switches. One piece stem and nut. Easy to install. 3 amps. 125 volts.

No. 808. List 40c. Dir's., ea. 23c. Lots of 10, ea. **21c**



NEW IMPROVED MODEL 41 LEVOLIER FIXTURE SWITCH

Fits in canopy of fixture. Also fits 1/2-in. knockdown in junction box. Fully approved.

No. 809. Dir's., ea. 50c. 10 lots, ea. 45c, less 2%, net. **44c**



SWITCH and RECEPTACLE PLATES

TOGGLE SWITCH PLATES

A superior plate made of .040 gauge in the everlasting non-tarnishing brushed brass finish. These toggle plates will fit the toggle switches we stock. Assorted lots take quantity prices.

No.	Gang	Each	100 Gangs
451.	1	.03	\$2.25
452.	2	.06	4.50
453.	3	.12	9.00
454.	4	.20	18.00

No. 451
100-Gang.
\$2.25,
less 2%
2 20
Net

For Push Button Switches

This is a consistently rapid moving item, and at these prices is a bargain that can't be passed up.

No. 461. 1-Gang, B.B. Finish.	2 20
Ea. 3c. Per 100, \$2.25, less 2%..	Net
No. 462. 2-Gang, B.B. Finish.	4 41
Ea. 6c. Per 100, \$4.50, less 2%..	Net
No. 463. 3-Gang, B.B. Finish.	8 82
Ea. 12c. Per 100, \$9.00, less 2%	Net

Mirror Switch Plates



Gleaming mirror plates with polished bevels and openings. Doubly silvered. Precision machined. Attractively packaged. Complete with fittings.

No.	Description	Ea.	Lots of 10, Ea.
2308	1 Gang Push Switch.	.19	.17
2309	1 Gang Toggle Switch	.19	.17
2310	2 Gang Toggle Switch	.38	.34
2311	Single Receptacle	.19	.17
2312	Duplex Receptacle	.19	.17

Betterbilt Special Combination! DUPLIX RECEPTACLE and PLATES TO MATCH



An unusual value in a bakelite duplex receptacle and plate to match. Receptacle well-made and electrically correct. Comes in brown and ivory.

No. 588. Brown, Dir's., ea. 10¢.	Lots of 25, ea. 9¢.	Per 100, \$9.10, less 2%, net	8.82
No. 589. Ivory, Dir's., ea. 17¢.	Lots of 25, ea. 15¢.	Per 100, \$13.50, less 2%, net	13.23

BRASS RECEPTACLE PLATES

A fast selling receptacle plate made clear and uniform throughout. Brushed brass finish. Available for single or duplex receptacles. Priced exceptionally low. One Gang.

No. 475. Single Receptacle Plate.	2 20
No. 485. Duplex Receptacle Plate.	Net
Dir's., ea. 3c. Per 100,	\$2.25, less 2%, net....

SOLID BRASS .040 PLATES

BAKELITE PLATES



Bakelite plates are beautiful in design and finish; will beautify the modern home. Made of brown phenolic compound. Polished satin ribbed finish with polished bevel edges. Screws to match. Assorted plates take quantity prices.

No.	Description	Ea.	10 lots, Ea.	Per 100
506.	S. G. Toggle Switch.	4 1/2c	4c	\$3.40
507.	2 G. Toggle Switch.	9c	8c	6.80
512.	3 G. Toggle Switch.	13 1/2c	12c	10.20
508.	Single Receptacle	4 1/2c	4c	3.40
509.	Duplex Receptacle	4 1/2c	4c	3.40

No. 506
S. G. Toggle Switch Plate
Dir's. price, per 100, \$3.40, less 2%, net
3 33

Underwriters Approved
Made of .040 gauge solid brass finished in brushed brass.

No.	Plate for	Ea.	10 lots, ea.
490.	1-Gang Toggle Switch	7c	6c
491.	2-Gang Toggle Switch	13c	12c
492.	3-Gang Toggle Switch	20c	18c
494.	Duplex Receptacle	7c	6c
495.	1-Gang Push Switch	7c	6c
496.	2-Gang Push Switch	13c	12c
497.	Combination 1-Gang Toggle Switch and Duplex Receptacle	20c	18c

IVORY BAKELITE PLATES

Attractively embossed ivory bakelite plates with a beautiful finish that does not cake or chip. Beveled edges. Complete with screws to match.

No.	Plate for	Ea.	10 lots, Ea.	Per 100
565.	S.G. Toggle	.08	.07 1/2	6.25
566.	2-Gang Toggle	.17	.15	14.40
567.	3-Gang Toggle	.26	.23	18.75
568.	Single Receptacle	.08	.07 1/2	6.25
569.	Dup. Receptacle	.08	.07 1/2	6.25



Ea. 17c. Lots of 10, ea. 15c. Per 100, 14.40

COMBINATION PLATES

No. 572. Toggle and No Door Receptacle	Per 100, .0834	7.44
573. Toggle and Duplex Receptacle	Per 100, .0834	7.44

ARROTEX BAKELITE PLATES



The new rich, satin finish is moulded into the surface of Arrotex plates. The plates will not spot, tarnish or warp. Polished beveled edges. Mahogany finish. Attractively embossed. Screws to match included with all plates.



No.	Plate for	Each	10 Lots	Per 100
2268.	S.G. Toggle Switch	.05	.04 1/4	3.72
2269.	2-G. Toggle Switch	.09 3/4	.08 3/4	7.44
2270.	3-G. Toggle Switch	.14 3/4	.13	11.16
2271.	4-G. Toggle Switch	.19 3/4	.17 1/4	14.88
2272.	Single Receptacle, Nodoor	.05	.04 1/4	3.72
2273.	Duplex Receptacle	.05	.04 1/4	3.72
2274.	S.G. Blank	.05	.04 1/4	3.72

COMBINATION PLATES

2275.	Toggle & Nodoor Receptacle	.09 3/4	.08 3/4	7.44
2276.	Toggle & Duplex Receptacle	.09 3/4	.08 3/4	7.44
2277.	Extra Screws	.01 1/2	.01	.93

COMBINATION PLATES

Made of quality bakelite with an ivory color moulded throughout the plate. Will not chip, tarnish, or wear off. Screws to match included.

No.	Plate for	Ea.	10 lots, ea.	Per 100
2300.	S.G. Toggle	.09	.07 3/4	6.82
2301.	2-G. Toggle	.18	.16	13.64
2302.	3-G. Toggle	.27	.23 3/4	20.48
2303.	Duplex Receptacle	.09	.07 3/4	6.82
2304.	Single Receptacle	.09	.07 3/4	6.82

COMBINATION PLATES

No.	Plate for	Ea.	10 lots, ea.	Per 100
2305.	2-G. Toggle & Dup. Rec.	.18	.16	13.64
2306.	2-G. Single Rec. and Duplex Rec.	.18	.16	13.64
2307.	3-G. 2-toggle switch and Duplex Rec.	.37	.32 1/2	27.90

CHROMIUM PLATED SWITCH PLATES



These chrome plated switch plates are now in great demand. Highly polished triple chrome finish. .040 gauge.

No.	Plate for	Ea.	10 lots, Ea.
574.	S.G. Toggle	.10	.09
576.	2-G. Toggle	.20	.18
577.	3-G. Toggle	.30	.27
578.	Duplex Receptacle	.10	.09
580.	S.G. Push Switch	.10	.09
581.	2-G. Push Switch	.20	.18

COMBINATION PLATES

No. 582. S.G. Toggle and Duplex Rec.	Ea. .20	10 lots, ea. .18
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High Grade RECEPTACLES and SWITCHES

Genuine Bakelite Grip-Tite Duplex Receptacle

10 Amp. 250 Volt—15 Amp. 115 Volt

Has a T slot and a plano wire spring mechanism. Will hold terminal positive at all times against prong on plug. Two screw terminals on each side. Underwriters' approved.

No. 535. Dir's., each 10 3/4c. 10 lots, ea. 10c. Per 100, \$9.50, less 2%, net. **93¢**

Standard FLUSH BAKELITE RECEPTACLES

10 Amp. 250 Volt—15 Amp. 115 Volt



No. 510. Single Brown Bakelite Receptacle. Ea. 5 1/2c. Lots of 10, ea. 4 3/4c. 100 lots, \$4.00, less 2%, net **39¢**

No. 511. Duplex Brown Bakelite Receptacle. Ea. 6 1/2c. 10 lots, ea. 6c. 100 lots, \$5.30, less 2%, net, **5.19**

Ivory Duplex Receptacle

No. 514. Ea. 8 1/2c. 10 lots, ea. 8c. 100 lots, \$7.60, less 2%, net, **7.45**

Arrow Bakelite Duplex Receptacles and Covers

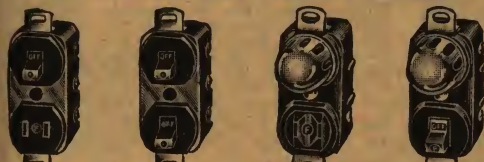
For All Types of Installations

Receptacles have parallel slots. 15 amp. 125 volt—10 amp. 250 volt. Available for 3 1/4 in. and 4 in. boxes.



No.	Box Size	Dir's., ea.	10 lots, ea.	Per 100
516	3 1/4"	.23	.20 1/4	17.38
517	4"	.27	.23 3/4	20.46

CIRCLE F BAKELITE DUPLEX SWITCHES and RECEPTACLES



No. 530. Single Pole Switch and Receptacle. Each, 25c. 10 lots, ea., 23c. 50 lots, ea. **22c**

No. 531. Two Single Pole Switches. Each, 32c. 10 lots, ea., 27c. 50 lots, ea. **25 1/2c**

No. 532. Pilot Light with G.E. bulb and Receptacle. Ea. 46c. 10 lots, ea. 43c. 50 lots, ea. **40c**

No. 533. Pilot Light with G.E. bulb and Switch. Ea. 47c. 10 lots, ea. 44c. 50 lots, ea. **41c**

BAKELITE HANDLE TOGGLE SWITCH

Made of finest porcelain with an everlasting bronze mechanism. Has a quick make an break contact that will not arc. Easy to mount and approved by the board of underwriters.



No.	Each	Lots of 10, ea.	Per 100	Less 2%
395. Single Pole	9c	8c	\$6.85	\$6.71
396. 3-Way	14c	13c	11.40	11.17

BAKELITE COVER TOGGLE SWITCH

The practical new switch has a heavy quick break action. Small and compact in design. Meets with the unanimous approval of electricians and contractors. Single pole, 5-amp., 125 volts.



No. 445. Each, 10c. Lots of 10, 9c. Per 100, \$9.50, less 2% net **8 3/3¢**

No. 444. 3-Way. Ea. 22c. Lots of 10, ea. 19c. Per 100, **\$16.25**

Standard Radio Outlet

Approved by Underwriters



Gives a aerial, ground and power outlets for radio set.

No. 2 3 4 4. Each, 38c. Lots of 10, each **35c**

ARROW BAKELITE SWITCHES WITH BAKELITE COVERS

Switches are completely enclosed with insulated base fastened to bakelite cover. 10 amp. 125 volt—5 amp. 250 volt. Available for 3 1/4" and 4" boxes.

No.	Box Size	Type	Dir's., ea.	10 lots, ea.	Per 100
500	3 1/4"	S.P.	.33 1/2	.29 1/2	25.42
501	3 1/4"	3-Way	.39	.34 1/2	29.76
502	4"	S.P.	.35	.31	26.66
503	4"	3-Way	.41	.36	31.00



Standard Surface Toggle Switch

A popular toggle switch with indicator on handle; quick breach action. Small in size, easy to install.

Single pole, 6 amp., 125 volt. No. 446. Ea., 11c. Lots of 10 10c. Per 100, \$9.00, less 2%, net, **8 1/2¢**



No. 447. 3-Way. Ea. 22c. Lots of 10, ea. 19c. Per 100 \$16.50

Standard Approved FLUSH SWITCHES

The Switches are absolutely guaranteed. Well made and sturdy. Excellent construction and strong springs make these switches a product of high quality. Absolutely guaranteed. 10 amp. PUSH SWITCH

No.	Each	10 lots, each	Per 100
431. Single-Pole	11c	10c	\$ 9.80
432. Three-Way	18c	17c	16.50

TOGGLE SWITCH

No.	Each	10 lots, each	Per 100
393. Single-Pole	6 1/2c	6c	\$5.85
394. Three-Way	14c	13 1/4c	11.40



NATIONAL SNAP SWITCHES

Mechanically and electrically perfect. Sturdy construction of ratchet and dog, bronze contacts and driving springs assure long life. 5-amp. Approved.

No.	Each	10 lots, ea.	Per 100
440. S. P., Non-Indicating	.19 1/2	.18 3/4	18.20
441. S. P., Indicating	.22	.21	19.80
442. 3-Way, Non-Indicating	.36	.34	33.60



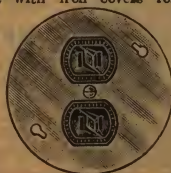
BAKELITE BOX RECEPTACLE

The box receptacles are ideal for use in exposed work. They are thoroughly assembled, and come complete with iron covers for mounting directly to outlet boxes.

No. 547. Single Receptacle, 3 in. Cover. Each 8 1/2c. 10 lots, each 7 1/2c. Per 100, \$7.15, less 2%, net, **7.01**

No. 548. Duplex Receptacle 3 1/4 in. Cover. Each 9 1/2c. 10 lots, each 9c. Per 100, \$8.50, less 2%, net, **8.33**

No. 549. Duplex Receptacle, 4 in. Cover. Each 10 1/2c. 10 lots, each 10c. Per 100, \$8.70, less 2%, net, **8.53**



Surface Box Cover With Switch

Single pole switch has an excellent mechanism and small compact bakelite hand. Black enameled box cover.

No. 438. With 3 1/4" Box Cover. Each 16c. Lots of 10, ea. 15c. Per 100 **13.20**

No. 439. With 4" Box Cover. Each 19c. Lots of 10, ea. 16 1/2c. Per 100 **14.40**





Arrow Push Button and TOGGLE SWITCHES

The mechanism is exceptionally compact and sturdy—all metal parts are made of extra heavy gauge stock. Both push and toggle switches are provided with extra long, non-removable binding screws. Shallow type. 10 Amp.



No. 2286. Push Button Switches		10 Lots		No. 2289.	
No.	Each	Each	100 Lots	No.	Each
2286. Single Pole	\$0.33½	\$0.29½	\$25.42	2289. 3-Way	.47
2288. Three-way	.48¾	.42¾	36.89	2291. 4-Way	2.44

Toggle Switches		10 Lots		No. 2289.	
No.	Each	Each	100 Lots	No.	Each
2289. S. P.	.28¾	.25	21.70	2290. 3-Way	.47
2290. 3-Way	.47	.41½	35.65	2291. 4-Way	2.44
2291. 4-Way	2.44	1.84		



Arrow "400" Line Low Priced TOGGLE SWITCH

No.	Each	10	Per 100
2292. Single pole	\$.031¼	\$0.09	\$7.75
2293. 3-way	.15½	.13¾	11.78

Arrow Ivorylite Toggle Switches		10		Per 100	
No.	Each	Each	100 Lots	No.	Each
2333. Single pole	.11	.09¾	8.37	2334. 3-way	.16½
2334. 3-way	.16½	.14½	12.40		

ARROW SURFACE SWITCHES



The positive start, quick make-and-break mechanism, insures freedom from the sticking or "burning" of contact springs. 5 amp.



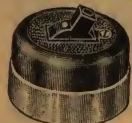
No. 3563 Snap Switches		10 Lots		No. 3547	
No.	Each	Each	Per 100	No.	Each
2294. S. P. Non-Indicating	\$0.10¼	\$0.09	\$7.75	2295. S. P. Indicating	.37
2295. S. P. Indicating	.37	.32½	27.90	2296. 3-Way Snap Switch	.59½
2296. 3-Way Snap Switch	.59½	.52	44.95		

Arrow Pony Type Surface Switch

With Indicating Handle

Cover clips are held in place by spring clips. "On and off" is marked on handle. With slotted base. 5-amp., 125-volt.

No. 2283. Each 31½c. Lots of 10, 27¾c. Per 100, 23.87, less 2%, net. **23 39**



Arrow Bakelite Cover Type Single Pole TOGGLE SWITCH

Made of same high grade materials as used in much higher priced switches. 10 amp.

No. 2284. Each 13c. 10 lots, each 11¼c. Lots of 50, \$9.92, less 2%, net. **9.72**
 No. 2285. 3-way Switch. Ea. 18¼c. 10 lots, ea. 16¼c. Lots of 50, \$14.14, less 2%, net. **13.76**

Arrow Tumbler Switches

With Outlet Box Covers

No.	Ea.	10 lots	Per 100
2278 S.P. with ¾ cover	.19¼	.17	14.57
2280 3W with ¾ cover	.31	.27¼	23.66
2281 S.P. with 4 cover	.21	.18¼	15.81
2282 3W with 4 cover	.32¾	.28¾	24.80



ARROW BAKELITE DUPLEX RECEPTACLE AND PLATE

Recessed screws, bevelled edge. two-tone brown finish.

No.	Ea.	10 Lots	100 Lots
2297. Brown	.19½	.17¼	.15
2299. Ivory	.24½	.21½	.18½

NEW ARROW PERFORATED CAP BRASS SHELL SOCKETS



Made the same as the regular standard fluted catch sockets, except perforation exposed. Sold only complete with caps. Can be assorted to take quantity price. Finish in Brush Brass.



No.	Ea.	25 Lots	Per 100	Less 2%
2262. ½-in. Key....	\$0.11¾	\$0.10½	\$ 8.99	8.81
2263. Pend. Key....				
2264. ½-in. Keyless	.10¼	.09	7.75	7.59
2265. Pend. Keyless				
2266. ½-in. Pull....	.14¾	.13	11.16	10.94
2267. Pend. Pull....				

ARROW FLUTED Interchangeable Socket CATCH BODIES Complete With Cap



These sockets are interchangeable with fluted bases and others. Can be made up in various combinations, such as wall sockets, pantry sockets, etc. Assortments of 100 take quantity price.



No.	Each	25 Lots	100 Lots	Less 2%
2256. ½" Key Socket	21c	18¼c	15.81	15.49
2259. Pendant Key Socket	18c	15¾c	13.64	13.37
2257. ½" Keyless Socket	25¼c	22¼c	19.53	19.14
2260. Pendant Keyless Socket				
2268. ½" Pull Socket				
2261. Pendant Pull Socket				

ARROW FLUTED CATCH BASES



Will fit any fluted catch body as described above. 10 Lots Each

No.	Each	20 ½c	27c	76 ¼c	31 ¾c
2250. 2¼-in. Base	24c	20 ½c	27c	76 ¼c	31 ¾c
2251. Cleat Base	30¼c				
2252. 3¼-in. Base	87c				
2253. Angle Base	31¾c				

Arrow Quality Bakelite FLUSH RECEPTACLES

E-Z Screw Binding Post 1912G

The new Arrow Brown bakelite receptacles are sturdily made with heavy bronze contact. T slot will take all types of 2-piece plugs. Has plaster ears. Do not confuse these receptacles with the cheaper priced composition receptacles now on the market.

No. 2340. Single T Slot.	Each, 20c.	10 lots, each, 17½c.	100 lots, \$15.19, less 2%, net	14.88
No. 2341. Duplex T Slot.	Each, 26¼c.	10 lots, each, 23c.	100 lots, \$19.84, less 2%, net	19.44



Arrow "400" Line

BAKELITE RECEPTACLES

15 Amp. 125 Volt—10. Amp. 250 Volt
 These heavy duty receptacles are durably made of bakelite with bronze contacts. Will take standard two-piece plug.

No.	Ea.	10	Per 100
2342. Single receptacle	7c	6c	5.27
2343. Duplex receptacle	8¼c	7¼c	6.51

Arrow Ivorylite Receptacles		10		Per 100	
No.	Ea.	Each	100 Lots	No.	Each
2331. Single receptacle	11c	9¾c	8.37	2332. Duplex receptacle	12c
2332. Duplex receptacle	12c	10½c	8.99		



ARROW Time Saver Line

This line of electrical devices greatly adds to the ease and speed of wiring, and also brings new beauty to installations. And because it is so condensed and versatile, there is considerable economy involved, both in the investment and the labor.

The switches, receptacles and warning lights are all assembled in compact bakelite bases; all fit standard switch boxes. Switches are designed specifically for modern Type "C" lamp loads. Mechanisms are fully enclosed and sealed, dust-proof in the small Bakelite bases.



No. 2359



No. 2361



No. 2362



No. 2363



No. 2364



No. 2370



No. 2371



No. 2373



No. 2374



No. 2376



No. 2375

SINGLE SWITCHES
 No. 2359. Single Pole. Each, 28³/₄c.
 Lots of 10, ea. 25¹/₄c. **21.70**
 Per 100
 No. 2360. Three Way. Each, 47c.
 Lots of 10, ea. 41¹/₄c. **35¹/₂c**
 Per 50, ea.

2 and 3 LEVER SWITCHES
 No. 2361. Two-Single Pole. Each, 57¹/₄c.
 Lots of 2, ea. 50¹/₄c. **43¹/₄c**
 Lots of 10, ea.
 No. 2362. Three-Single Pole. Each, 86c.
 Lots of 2, ea. 75¹/₄c. **65c**
 Lots of 10, ea.

SWITCHES and RECEPTACLES
 No. 2363. Single pole switch and receptacle. Each 40c. Lots of 2, ea. 35¹/₄c.
 Lots of 10, ea. **30¹/₄c**
 No. 2364. Two-Single Pole switches and receptacle. Each 68³/₄c. Lots of 2, ea. 60¹/₄c.
 Lots of 10, ea. **52c**

SWITCHES and PILOT LIGHTS
 No. 2365. Pilot Light and Single pole switch. Ea., \$1.07. Lots of 2, ea. 94c.
 Lots of 10, ea. **81c**
 No. 2366. Pilot light and 2-single switches. Each, \$1.36. Lots of 2, ea. \$1.19.
 Lots of 10, each **1.02¹/₂**

Pilot Lights and Receptacles
 No. 2370. Pilot Light and Receptacle. Ea., 98c. Lots of 2, ea. 86c. **74c**
 Lots of 10, ea.
 No. 2371. Pilot Light, Single Pole switch and receptacle. Each, \$1.26¹/₂.
 Lots of 2, each, \$1.11¹/₄. **95³/₄c**
 Lots of 10, each.

2 OUTLET RECEPTACLE
 No. 2372. Ea., 20¹/₄c. Lots of 2, ea. 18c. Lots of 10, ea. **15¹/₂c**

3 Outlet Receptacle and Plate
 No. 2373. Ea., 37c. Lots of 2, ea. 32¹/₄c. Lots of 10, ea. **28c**

PULL HANDLE CAP
 No. 2374. Ea. 6¹/₄c. Lots of 10, ea. 5¹/₄c. Per 100. **4.65**

BAKELITE PLATES
 No. 2375. One gang, two openings. Each, 13¹/₄c. Lots of 10, ea. **9.92**
 11¹/₄c. Lots of 100, each.
 No. 2376. One gang, three openings. Each 13¹/₄c. Lots of 10, ea. **9.92**
 11¹/₄c. Per 100.
 No. 2377. Two gang, four openings. Each, 26¹/₄c. Lots of 10, ea. **19³/₄c**
 23c. Lots of 30, ea.
 No. 2378. Two gang, six openings. Each, 37c. Lots of 10, ea. **28c**
 32¹/₄c. Lots of 30, ea.

We can supply any of the above items in Ivory Finish at 10% additional cost.

ARROW Range Outlets

Designed for straight in wiring and is equipped with solderless connections. Wires enter from the bottom or back through ³/₄" and 1" knockout. A cable clamp is built in, interchangeable for bottom or back wiring. 50 amp., 3 wire, 250 volts.
 No. 2379. Each \$1.58¹/₄. Lots of 2, ea. \$1.39. Lots of 10, ea. **1.19¹/₂**

No. 2380. Ground strap for above when metallic cable is used. Each 35¹/₄c. Lots of 2, ea., 31c. **26¹/₂c**



35¹/₄c. Lots of 10, ea.



ARROW Duplex Surface Convenience Outlet

A high grade and well constructed Duplex Surface Convenience Outlet of two-piece Bakelite. Electrically correct, and priced to meet competition.

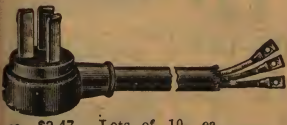
No. 2369. Bakelite. Each 17³/₄c. **13¹/₄c**
 Lots of 10, ea. 15¹/₄c. Lots of 50, ea.
 No. 2356. Ivory. Ea. 29¹/₄c. **22¹/₄c**
 Lots of 10, ea. 26c. Lots of 50, ea.



ARROW All-Rubber Cord Set for Electric Range

Cord set has 38 in. of 2 No. 6 wire and 1 No. 8 wire. 3 wire plug, 3 lugs. Simply pulling plug makes range portable.

No. 2358. Dir's., ea. \$2.73. Lots of 2, **2.22**



ea. \$2.47. Lots of 10, ea.

ARROW Rotary Canopy Switches

With solid handle. 3 Amp. 125 volt.

No. Stem } Each 8³/₄c.
 2353. ³/₈" } Lots of 25,
 2354. ¹/₂" } ea. 7¹/₄c.
 2355. ⁵/₈" } Per 100 ...

6-51



ARROW Bakelite Range Cap

Ideal for flush or surface receptacles. 90 degree cap with solderless contacts. Equipped with ground strap and built-in cable clamp.

No. 2357. Dir's., each \$1.87. Lots of 2, each, \$1.64. Lots of 10, each **1.41**



ARROW Bakelite Canopy Pull Switches

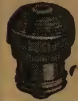
A handy Bakelite Canopy Pull Switch which has a multitude of uses. Current carrying parts are enclosed in a bakelite compartment, separated and insulated from all other metal-parts. 3 amp., 125 volt. Comes with short chain and 4 ft. cord.

No. 2352. Each 18³/₄c. Lots of 10, ea. 16¹/₄c. Lots of 100, \$14.26, less 2% **13.98**



STANDARD BAKELITE 2-PIECE SEPARABLE PLUGS AND CAPS

Two-Piece Attachment Plug



This plug is one of the most rugged two-piece separable attachment plugs on the market. The parts are fastened by rivets deeply moulded in the composition. Bronze contact springs firmly grip the prongs.

No. 550. Each, 3 $\frac{3}{4}$ c. Carton of 25, each, 3 $\frac{3}{4}$ c. Per 100, \$2.88, less 2%, net..... **2⁸²**

Standard Bakelite Attachment Cap

Fits All Standard Receptacles



No.	Each	Per 100	Per M.	Less 2%	Net
551.	1 $\frac{1}{2}$ c	\$1.25	\$10.75		10⁵³

BAKELITE ATTACHMENT PLUG BASE



Made of black bakelite with grooved slots. Brass screw shell and permanent contacts.

No. 564. Dlr's., ea. 2 $\frac{1}{4}$ c. Lots of 25, ea. 2c. Per 100, \$1.75, less 2%, net..... **1⁷¹**

ARROW GENUINE BAKELITE ATTACHMENT PLUGS



Bakelite, two-piece standard attachment plug, with heavy riveted prongs.

No. 2298. Each, 7c. Lots of 50, ea. 6c. 500 lots, per 100, \$5.27, less 2%, net..... **5¹⁶**

Arrow Pendant Switch Current Tap



A composition switch with a double T slot current tap giving an independent outlet on a 3-wire cord. A handy device.

No. 2351. Each 54c. Lots of 20, ea. 47 $\frac{1}{2}$ c. 50 lots, each 41c, less 2%, net..... **40^c**

Standard Cord Connectors



A heavy duty connector made of a black composition. Sturdily constructed. Easy to wire. Comes complete with standard attachment cap.

No. 584. Each, 12c. 10 lots, ea., 10c. Per 100, \$9.00, less 2%, net **8⁸²**

STANDARD Approved Kitchen Tap and Switch



This switch is fitted with a toggle and pin type outlets for appliances. Black Bakelite. Thoroughly constructed and guaranteed to perform flawlessly. Approved by Underwriters. Will last a lifetime.

No. 731. Kitchen Tap. Ea., 25c. Lots of 10, each..... **20^c**

BAKELITE HANDLECAP



A quality genuine Bakelite Handlecap that is gradually replacing the regular caps. Well made, of super-quality brown Bakelite, neat and attractive.

No. 552. Ea., 2 $\frac{1}{4}$ c. In lots of 25, ea., 2c. In lots of 100, per C, \$1.75, less 2%, net... **1⁷¹**

All Rubber Handle Cap



Made of pure, live rubber, with concealed terminals. Will withstand hard usage. Has a thousand uses. Packed 10 to an attractive display carton.

No. 553. Each, 4c. Lots of 25, each, 3c. Per 100, \$2.75, less 2%, net..... **2⁶⁹**

Bakelite 2-Way Plug

This popular "V" shaped plug cluster is a beauty. Of genuine bakelite in mottled tones. Substantially constructed and practical. Low in price. 10 to the display carton. List, 25c.

No.	Each	Per 100	Per M.	Less 2%
555	25, ea.	100		2%
8c_{EA.} 7c 6.50 6³⁷				



Bakelite 3-Way Cube Tap

Pin type permits 3 outlets from baseboard receptacle. Very sturdy and compact. Electrically precise. Mottled bakelite. 25 to the carton. List, 15c.

No. 556 **4¹/₂ EA.**
Lots of 10, ea., 4c. Lots of 100, \$3.70, less 2%, net.. **3⁶³**



BAKELITE TRI-TAP

An attractive table or wall tap containing 3 outlets. Takes 3 flat caps or 2 standard round caps. Fasten to wall by a single screw. Steel plate provides sturdy backing.

No. 1005. Brown. Dlr's., ea. 8c. Lots of 10, ea..... **7c**
No. 1008. Ivory. Dlr's., ea. 11c. Lots of 10, ea..... **10c**



BAKELITE TWO-WAY TAP

Same as above only takes 2 standard caps.

No. 1007. Brown. Dlr's., ea. 7c. Lots of 10, ea..... **6c**
No. 1008. Ivory. Dlr's., ea. 10c. Lots of 10, ea..... **9c**

Bakelite 3-Way Socket With Pull Chain

Pull chain controls the light. Two pin-type outlets provided with continuous current. Edison screw shell for socket. Threaded for shade holder. Here is an electrical necessity that will build sales. 10 on an attractive display board. List, 75c.

No. 558. Each, 16c. Lots of 10, ea. 14 $\frac{1}{2}$ c. Lots of 100, each **13^c**



BAKELITE TRIPLE SOCKET

Mottled in three colors. Note the low price of this Quality Bakelite Socket. Made for Edison Base. Side Outlets. Pin type.

No. 559. Each, 8c. Lots of 10, ea., 7c. Per 100, \$6.50, less 2%, net **6³⁷**



Bakelite Feed Thru Toggle Switch

This new feed thru switch made of genuine brown bakelite. Approved by the Underwriters. Will be a ready seller. "On and off" engraved on switch.

No. 554. Each, 13c. 10 lots **11^c**



BAKELITE SERVICE TAP

For wall and baseboard taps. Ideal and convenient for extending outlets. Easily mounted anywhere. One or more can be tapped off same cord. Binding screws furnished.

No. 575. Bakelite, ea., 6c. Lots of 10, each **5¹/₂**



CANOPY SWITCH

A new style square canopy switch—extra shallow. Has bakelite handle.

No. 870. Bakelite Handle Switch. Ea., 8c. Lots of 10, ea. 7c. Lots of 25, ea..... **6^c**



ARROW BAKELITE CUBE TAP



A 3-way cube tap made from quality bakelite. Has brass prongs with 3 convenience outlets. Will fit any standard flush receptacle. Equipped with patented finding grooves.

No. 2337. Dlr's., ea. 6¼c.
Lots of 25, ea. 5¼c. Per 100, \$4.71, less 2%, net..... **4.62**

ARROW CURRENT TAP

A 3-way bakelite socket with a thread for a shade holder. Especially recommended where one light and two outlets are desired. Permanent bronze contacts.

No. 2338. Dlr's., ea. 9c. Lots of 25, ea. 8c. Per 100, \$6.82, less 2%, net..... **6.68**



ARROW 2-WAY SOCKET



All bakelite 2-way socket. Small in size. Has two Edison base screw sockets with patented bronze contacts. Sturdy construction insures long life.

No. 2335. Dlr's., ea. 8¼c.
Lots of 25, ea. 7¼c. Per 100, \$6.51, less 2%, net..... **6.38**

ARROW PENDANT OR FEED-THRU SWITCH

Black bakelite with rocker arm mechanism. Has bakelite button to close one end for use as pendant switch.

No. 2339. Dlr's., ea. 31¼c.
Lots of 25, ea., 27¼c. Per 50, \$23.87, less 2%, net..... **23.39**



New Spring Prong Plugs & Caps



A revolutionary new line of plugs and caps, which is such a vast improvement over conventional types, as to assure instant sales success. Spring Prong blades will make satisfactory contact and will not drop out of receptacle. They will last twice as long as ordinary plugs. Fully approved by Underwriters.

No. 560. Brown bakelite cap. Dlr's., ea., 3c. Lots of 25, each 2¼c. Per 100 **\$2.10**

No. 561. Brown bakelite cube tap. Dlr's., ea. 6¼c. Lots of 25, ea. 5¼c. Per 100 **\$4.95**

No. 562. Brown bakelite handle cap. Dlr's., ea. 4c. Lots of 25, ea. 3¼c. Per 100 **\$2.75**

No. 563. Rubber handle cap. Dlr's., ea. 4¾c. Lots of 25, each, 4¼c. Per 100 **\$3.75**



No. 561



No. 562

Arrow Bakelite Cord Cube Tap

An ideal tap for cord extensions and extra outlets. Has 3 outlets. All bakelite with patented finding grooves.

No. 2336. Dlr's., ea. 6c. Lots of 25, ea. 5¼c. Per 100, \$4.65, less 2%, net..... **4.56**



BAKELITE 3-Way Extension Tap

A small, neat 3-way bakelite extension tap. 6-ft. approved brown rubber cord and bakelite handle cap. One screw mounting.

No. 1010. Dlr's., ea., 23c. Lots of 10, ea. **21c**



ELECTRICAL APPLIANCE ELEMENTS

STANDARD IRON ELEMENT



For repairing most makes of irons. Guaranteed for one year. 110 volts. 575 watts.

No. 1430. Each **19c**
Lots of 10, **17c**

No. 1431. Each, 48c. Lots of 10 **45c**

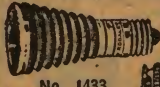
FITSALL COPPER CLAD IRON ELEMENT



Fits over 90% of all 5 and 6 lb. irons made. Element of finest mica with a high grade resistance wire. This element is encased in a copper sheet to prevent it from breaking.

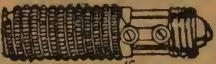
No. 1427. List, 75c. Each, 24c. Lots of 6, each..... **22c**

Nichrome Heater Elements

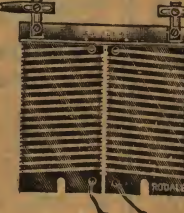


Genuine nichrome wire heater elements. Edison base. 110 volts, 600 watts.

No. 1433. Cone Shaped. Each, 18c
20c. Lots of 10, each..... **33c**



No. 1439. 1000 watt cone standard base heater element. Each, 35c. Lots of 10, ea. **33c**



TOASTER ELEMENT

Designed to fit 90% of the toasters on the market. The adjustment feature allows the element to be placed in many positions, thus being adaptable to most makes of toasters.

No. 1432. Ea. 45c. Lots of 10, each..... **40c**

CURLING IRON ELEMENT



Heater wire is wound on asbestos cord making a flexible element adaptable to most curling irons. 18 watt, 19¼ inches overall.

No. 1435. Ea. 11c. Lots of 10, ea..... **9c**

NICHROME REPAIR WIRE



Contains 12 feet of coiled No. 22 Nichrome Wire; 50 feet of Nichrome Flat Ribbon and 100 feet of ordinary Nichrome Wire in three sections on one spool, thus containing every type of wire necessary for repairing all kinds of electrical appliances.

No. 1438. Each, \$1.75. Lots of 5..... **1.70**

Coiled Nichrome Wire on Spool
Spool contains 10 ft. of coiled Nichrome wire, No. 22 gauge.

No. 1434. Each, 80c. Lots of 5 **75c**

Coiled Nichrome Replacement Element

A coiled replacement element made of nichel chrome wire 660 watts. Comes one on a card in two sizes. Requires no cutting. 110 Volts.

No. 1436. 5/32 Diam. for Toasters and Heaters. Ea., 7c. Lots of 6, each..... **6½c**

No. 1437. 7/32 Diam. for Hotplates and Stoves. Ea., 10c. Lots of 6, each..... **9c**



**A Year-Round LEADER VALUE!
MICA FUSE PLUGS**



A quality fuse plug with clear mica windows. Shows clearly when fuse link is blown. Finest porcelain bodies with brass shells. Put up in boxes of 50. Also 5 to a carton.

No.	Amp.	Dir's., ea.	2c.	Per 100,
890	10			\$1.70.
891	15			Lots of 500, per 100,
892	20			\$1.60. Lots of
893	25			1000, per 100
894	30			\$1.55, less 2%,
				net

1⁵²

Clear Mica Window Assorted Amperages Take Quantity Price



CLEARSITE PLUG FUSES

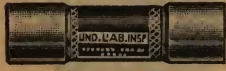
Never fail to indicate. Overload shows gap at operating side, short circuit blackens window. CLEARSITE Window is small in area and strongly held by metal eyelet. Body made of heat-resisting molded insulation.

No. 1440	10 Amp.	} Each	Per 100,	2⁹⁴
No. 1441	15 Amp.			
No. 1442	20 Amp.			
No. 1443	25 Amp.			
No. 1444	30 Amp.			

3 1/2^c Less 2% or

Assorted Amperages Take Quantity Price

CARTRIDGE FUSES—N. E. C. Standard



Every fuse in our stock is tested and is Underwriters approved standard. Our remarkably low price is the result of quantity buying. The quality is there and our guarantee is back of every fuse.

Ferrule Ends		Knifeblade Ends	
No.	Amp.	No.	Amp.
810.	10 Amp.	815.	35 Amp.
811.	15 Amp.	816.	40 Amp.
812.	20 Amp.	817.	45 Amp.
813.	25 Amp.	818.	50 Amp.
814.	30 Amp.	819.	55 Amp.
		820.	60 Amp.
		821.	65 Amp.
		822.	70 Amp.
		823.	75 Amp.
		824.	80 Amp.
		825.	90 Amp.
		826.	100 Amp.
		827.	110 Amp.
		828.	125 Amp.
		829.	150 Amp.
		830.	175 Amp.
		831.	200 Amp.

Each 4c. Lots of 10, each, 3 1/2c. Lots of 100, ea.

Each 8c. Lots of 10, each, 7c. Lots of 100, ea.

Each 37c. Lots of 10, each, 33c. Lots of 50, ea.

Each 75c. Lots of 5, each, 70c. Lots of 30, ea.

3^c **6 1/2^c** **30^c** **65^c**

100 Lots Can Be Assorted.

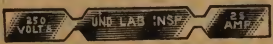
N.E.C. Standard Renewable CARTRIDGE FUSES



A simple cartridge fuse easily and quickly refilled. Approved by Underwriters. Will interchange with Buss and Economy fuses. No tools required.

No.	Specify Amperage	Each	Per 100
840.	10 to 30 Amp.	10 Lots. \$0.20	10 Lots \$0.18
841.	40 to 60 Amp.	10 Lots. .40	10 Lots .36
842.	70 to 100 Amp.	5 Lots. .80	5 Lots .81
843.	150 and 200 Amp.	Each... 2.00	5 Lots 1.80

N.E.C. Standard Renewable Refills



These links fit all standard Licensed Renewable Fuses. The famous drop out link eliminates arcing and gives quick positive protection.

No.	Specify Amperage	Each	Per 100
835.	10 to 30 Amperes	\$.01	\$0.90
836.	40 to 60 Amperes	.02	1.80
837.	70 to 100 Amperes	.04 1/2	.04
838.	150 and 200 Amperes	.10	25 ea. .09

EAGLE DETECT-O-LITE



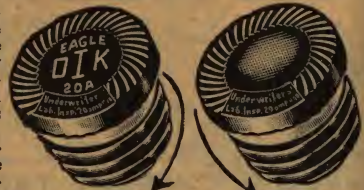
Circuit Trouble Locator

Locates burnt-out fuses instantly, electric light and motor troubles, faults in circuits, in electric irons, vacuum cleaners, washing machines and other household electrical appliances; in automobile spark plugs, electric radio sets, etc. A tiny lamp in the top of Detect-O-Lite detects trouble. Is as neat as a fountain pen, is attractively finished in bakelite and is so substantial that it will last a lifetime.

No. 833.	List \$1.50.	Dir's., ea.	\$1.00, less 2%, net	98^c
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O. K. PLUG FUSES

Indicates positively when fuse is blown. Made with the new whirlwind ferrule, constructed to expel gases caused by blow, but will not allow any flame to escape. Underwriters' Approved.

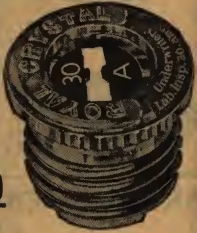


GOOD IT SAYS "O.K." BAD D.K. VANISHES

No.	Amperes	Color	Dir's., ea.	Per 100, net...
1400	10	Violet	\$2.55,
1401	15	Blue	less 2%, net...
1402	20	Red	3^c
1403	25	Brown	2.50
1404	30	Green	

ROYAL CRYSTAL FUSE PLUG

Here is a brand new type of plug which tells at a glance when fuse is blown. The Tell-tale disk causes the fuse link to stand out like a sore thumb. Further facilitates fuse changes, by showing each amperage in a different color. Absolutely shock-proof, and fully approved by underwriters.



No.	Amperes	Color	Ea.	Per 100.
1406	10	Yellow	3 1/2c	2⁸⁹
1407	15	Green	Per 100.	
1408	20	Orange	\$2.95, less	
1409	25	Blue	2%, net	
1411	30	Red	2%, net	

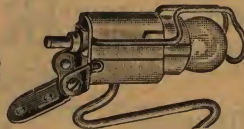


ELECTRIC SIGN FLASHER

NO WIRING—It flashes at regular intervals and can be adjusted to change periods. Just the thing for window signs, store fronts, illuminated figures, lettered globes, etc. Approved by National Board of Underwriters. 100-125 volt. Display card holding 10 furnished on request.

No.	Each	Lots of 10
913.	25 to 100 watts... 10c	9c

ARROW Inside Light and Door Switch for Refrigerators



Fits all makes of refrigerators. Supplied with 4 1/2 ft. wire complete. Metal parts are polished nickel. Lamps are not included. Switch operation is automatic: "On" when door is opened, "Off" when door is closed. Takes 15 watt standard lamp.

Lots of 2, ea.	\$1.16.
Lots of 10, ea.	\$1.00, less 2%, net..... 98c

ARROW Mohican Clock Hanger Outlets



A double service device providing mechanical support for the clock and electrical connection. Receptacle is recessed so the plug cap goes flush with the plate. (With plate, two wires.) This allows the clock to hang flat over the outlet, entirely covering it, with all wiring concealed. Will fit standard box.

No. 2368.	Each 57 1/4c.	Lots of 2, ea. 50 1/4c.	Lots of 10, each	43 1/4^c
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ARROW Weatherproof Switch



A weatherproof switch especially constructed for installations exposed to weather. Complete with brass cadmium finished plate and rubber mat, 10 amps. 125 volts.

No. 2329.	Single pole.	Dir's., ea.	\$1.42 1/2.
Lots of 2, ea.	\$1.25 1/4.		
Lots of 10, ea.			1.07 3/4
No. 2330.	3-way.	Dir's., ea.	\$1.61.
Lots of 2, ea.	\$1.41 1/2.		
Lots of 10, ea.			1.21 3/4

NEW SIGNAL SINGLE COIL BELLS AND BUZZERS



Here is a low priced bell and buzzer made of the finest materials. Has a single coil, with bronze contacts and nickel gong, finished in gray enamel. Will work off of battery or transformer.

No.	Each	Lots of 10, Ea.
935	Buzzer ...18c	\$0.17
936	Bell19c	.18



SIGNAL IRON BOX BELLS

SIGNAL Bells have double coil magnets, silver coin contacts and gray enameled cover. Bronze spring and nickel-ened gong. Will work off of transformer or battery. Do not confuse these bells with the lower priced single coil bells.

No.	Dir's., ea.	Lots of 10, ea.
931	Buzzer23c	\$0.21
932	2½ Bells24c	.22
933	3 Bells34c	.32
934	4 Bells48c	.44

SIGNAL COMBINATION ONE-PIECE BELL AND BUZZER

Made in one piece construction of heavy gauge metal. Heavy coil bell and buzzer. Can be used on battery or transformer. Finished in gray enamel.

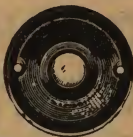


No. 919. Each, 49c. Lots of 10, each... **45c**

Bakelite Push Buttons



Made of genuine bakelite design to improve the looks of the home. Well constructed. Will not warp or corrode from the weather. Metal parts insulated against shorts. Made to take 14 R.C. wire.



No. 938. Round, 1½" diam....	Each 8c.	7c
No. 939. Octagon, 1½"x1½"....	10 lots, each.....	

PEARL PUSH BUTTON

A ½-in. base pearl center push button. Clean binding posts. Nickel trim. No. 1181. Dir's., ea. 11c. Lots of 10, ea.....



9c

DOOR BURGLAR ALARM



Standard type burglar alarm, available in two models.

No. 1180. For ringing when door is opened..... Dir's., ea. 15c. Lots of 10, ea. **14 1/2c**
 No. 1182. For ringing when door is shut.....

PROTECTOR "O" LAMP GUARD

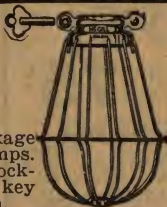
An open bottom guard which permits easy removal of lamp, yet at the same time affording full protection against breakage. Takes up to 60 watt A lamps.



No. Socket Lamp 965 W.P. 60W
 966 Brass 60W
 Each 18c. Per doz. \$1.98, less 2% net..

1 94

LOXON LAMP GUARD



Prevents breakage and stolen lamps. Can only be unlocked with key. 1 key with each dozen.

No. Socket Lamp	Each	Dozen
960 Brass 60W	20c	2.20
962 W. P. 60W	30c	2.40
961 Brass 100W		40c
963 W. P. 100W		
964 Extra Key5c	

"GRIPON" GUARD

Same as famous "Loxon" only fastens on with regular screws.

No. Socket Lamp 902 Brass 60W
 903 W. P. 60W



Each **18c**
 Dozen **1 98**

JEFFERSON TRANSFORMERS



Wizard
 10 Lots
40c
 Each



"Tri-Volt"



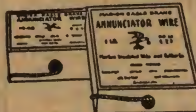
Nucode

The high efficiency of Jefferson Transformers insures economical operation. Comply with Underwriters Lab. Spec. by being equipped with flexible sec. leads instead of binding posts. Excellent for signal work and door openers. 100-120 Volts, A. C. Capacity 25 watts.

		Each 10 Lots
No. 760. Wizard, 10 volts.....	.46	.40
No. 762. Tri-Volt, 6-12-18 volts.....	.76	.67
No. 766. Nucode, 10 volts.....	.63	.57

The Nucode transformer will take 3 or 4 in. octagon boxes, also 4 in. square. Has K.O. for drop cord use.

HIGH GRADE BELL WIRE



Has a double wrapping of cotton wound in opposite direction on solid No. 18 wire. Comes in assorted colors that do not fade.

No. 947. ½ lb., Single. Per pkg... **15c** | No. 948. 1 lb., Single. Per pkg... **28c**

HACO INSULATED STAPLES

An improved, sharply pointed insulated staple that nails easily without bending. Quality staples at low prices.



No.	Grade	Size	Per 100	Per 1000
949	1	½	9c	80c
950	3	¾		

NITE-GUIDE—The All Purpose Light

A convenient and economical night light equipped with an adjustable metal shade for controlling intensity of light. Plugs into any standard outlet, where it can remain permanently as it has a turn knob switch for turning light on and off. Made of beautifully mottled bakelite. Comes complete with 5 watt bulb. 3½ in. high. Packed 10 to a display carton.

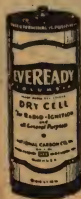


No. 901. List, 50c. Each, **15c**
 17c. Lots of 10, each.....

EVEREADY No. 16 DRY CELL

For Door Bells and Radios

A well made, fully guaranteed battery that will give real service and satisfaction. Manufactured according to a formula, which assures longevity. Thoroughly tested before leaving factory. List 30c.



No. 9623. Each 21c. Case of 12, each **19c**

KESTER NATIONALLY ADVERTISED SOLDER

Kester solder is the accepted standard of quality solder among garagemen and service men, everywhere. They are entirely self-fluxing, requiring only heat in application. Economical—easy to use. Takes less time and makes a neater soldering job.



ACID CORE SOLDER

No.	Wt. of Spool	Per Lb.
1031	1 lb.	\$0.62
1032	5 lbs.	.58
1033	20 lbs.	.55

ROSIN CORE SOLDER

No.	Wt. of Spool	Per Lb.
1044	1 lb.	\$0.62
1045	5 lbs.	.58
1046	20 lbs.	.55

PASTE CORE SOLDER

No.	Wt. of Spool	Per Lb.
1035	1 lb.	\$0.62
1036	5 lbs.	.58

KESTER Aluminum Solder

The tremendous increase in the use of aluminum for everyday uses has created a demand for a solder that could successfully be applied to aluminum. Kester now answer that demand with a self fluxing, easy to use solder, that is specially compounded to solder aluminum. Comes in 2 oz. cans.

No. 1039. List, 25c. Dir's. price, ea. 18c. Display carton of 10, each



16c

Betterbilt ACID-CORE SOLDER



A quality, low priced self fluxing solder made of the finest virgin metal and thoroughly tested in the laboratories of one of the largest manufacturers of solder in the world. Acid-core flows freely and makes this solder exceptionally easy to use.

Selected pure lead and tin has been properly mixed to give a soldering compound, unexcelled in quick flowing and adhesive qualities.

The amazingly low price at which this quality solder is being offered, is the result of an extremely fortunate purchase.

No. 1040. 1 lb. spool. Each, 42c. **39c**
In lots of 10 spools, per lb.....

No. 1041. 5 lb. spool. Per lb., 40c. In lots of 10 spools, **37c**
per lb.

HANDY TOOL BOX

A durably constructed tool chest with the strength and serviceability of a Gibraltar. Made of sheet steel and equipped with two bolt catches and lock with two keys. Can be used for tools of most any trade. Size, 14x6x6½ inches.



No. 915. **75c**
Each, 81c.
Lots of 6..

LARGE SIZE

The tool box described above is available in a larger size, 19"x6½"x8".

No. 916. Each, \$1.10.
Lots of 6, ea., **98c**
\$1.00, less 2%, net.

LIFT-OUT TRAY TOOL CHEST

A heavy gauge steel tool box with lift-out tray. Tray has heavy carrying bar and a compartment for socket wrenches.

Round leather handle. Nickered sturdy hasp lock, bolts and corner irons. Brown crystalline finish. 18½"x7¼"x9 in.



No. 918. List \$5.00.
Dir's., ea. **260**
\$2.65, less
2%, net

DUTCH BRAND TAPE

FRICITION TAPE — Easy to handle and economical to use. Will not fray or ravel. Has strong adhesive properties. Stands up to 2200 volts.



RUBBER TAPE — Made with new live rubber insuring long life. Possesses extra tensile strength. Resists extra high voltage. Fuses perfectly.

FRICITION TAPE

No.	8 oz.	Per Pkg.	Per Lb.	9 Lbs.	30 Lbs.	54 Lbs.
13065	.20	.41	.40	.38	.36	.36
13064	.40	.11	.42	.41	.39	.37
13063	2 oz.	.06	.45	.44	.42	.40
13062	1 oz.	.03	.48	.47	.45	.43

RUBBER TAPE

No.	8 oz.	Per Pkg.	Per Lb.	9 Lbs.	30 Lbs.	54 Lbs.
13002	.21	.41	.40	.38	.36	.36
13003	4 oz.	.11	.42	.41	.39	.37

Tape can be assorted to take advantage of quantity price.

All Rubber 20 Ft. Garage Trouble Set

With Unbreakable Cord



This heavy duty extension cord and light will give long and reliable service. Made of all rubber, handle plug and cord. You can hammer or run over the cord or plug and it will not break. Has 20-ft. all rubber cord and non-breakable

guard with reflector. A real item for the garage or home. List, \$1.75.

No. 925. Each 75c. Lots of 6, each 65c, less 2%, net. **64c**

No. 924. Same as above with turn knob or push-thru switch. List, \$2.50. Each, 75c. Lots of 6, each, 70c, less 2%, net. **69c**

ALL RUBBER 25 FT. GARAGE TROUBLE SET

With Push-Thru Switch

No. 923. List \$2.75. Dealer's price, each 85c. Lots of 6, each 80c, less 2%, net. **78c**

6-VOLT BATTERY TROUBLE SET

20-Ft. Rubber Cord
Complete with
6-Volt Bulb



An excellently constructed garage trouble lamp that operates from a 6-volt storage battery. Has a heavy rubber cord and rubber handle. Heavy gauge steel guard.

No. 922. List, \$2.00. Dir's., ea., \$1.00. Lots of 6, ea., 95c, less 2%, net. **93c**

KINGSTON FRICTION TAPE

A high grade tape. Does not fray or ravel. Very adhesive. Furnished in 1, 2, 4 and 8 oz. rolls wrapped in cellophane.

No. 10903.	8 oz.	roll, 13c.	Per lb....	24c
No. 10902.	4 oz.	roll, 7c.	Per lb....	25c
No. 10901.	2 oz.	roll, 4c.	Per lb....	26c
No. 10900.	1 oz.	roll, 2c.	Per lb....	27c



METAL PORCH BRACKET



A decorative cast metal porch bracket finished black enamel. Diameter of back plate 4 1/4 in. Extension 7 1/4 in. Fitter 3 1/4 in. Sturdily constructed to give lasting service. Wired complete, ready to hang.

No. 5319. List \$2.10. Dir's., ea. \$1.05, less 2%, net **1.03**

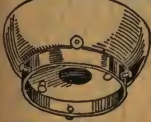
CAST IRON BRACKET



An inexpensive and durable cast iron bracket, constructed to give the utmost in electrical satisfaction. Has a dead black finish. Ideal for outdoor use. Wall plate is 9 in. by 4 1/2 in. Has a 3/4 in. fitter.

Threaded for 3/8-in. socket. No. 1385. Each 68c. Lots of 10, each..... **65c**

KITCHEN HOLDER



A streamlined design kitchen holder available in two finishes. Diameter of canopy 6 1/4 in. 4 in. fitters. No. 5262. Chrome. List 96c.

Dir's., ea. 48c, less 2%, net..... **47c**
No. 5263. White Enamel. List 63c. Dir's., ea. 32c, less 2%, net..... **31c**

CEILING COVER



A 5 1/2-inch diameter drop cord canopy with bushed eyelets. Less straps. Finished in Brown-tone.

No. 5297. List, 18c. Dir's., each **9c**

FAST SELLING Fixture Accessories

IRON CEILING COLLAR



Made of heavy gauge cast iron and finished in black for outdoor use. Diameter

of collar, 3 1/4 in. No. 1273. List, 25c. Dir's., ea. 13c. Lots of 10, ea..... **12c**

DROP CORD CANOPY



Has flat edge for screwing to ceiling. 4 1/2 in. diameter x 3 in. deep. No. 1240. B. B. finish. 1/2 nipple. Dir's., ea. 13c. Lots of 10, ea..... **12c**
No. 1242. B. B. Blank. Dir's., ea., 12c. Lots of 10, ea..... **11c**
No. 1244. Brownstone 1/2 nipple. Dir's., ea., 13c. Lots of 10, ea..... **12c**

3 1/4 IRON RING FOR SIGN RECEPTACLE



An ornamental porch ring, substantially assembled of cast iron. Has holder for sign

receptacle. No. 1283. Each, 22c. Lots of 10, each..... **20c**

HACO FIXTURE CHAIN



Haco chain is made from the best quality materials. Will last a lifetime. Standard size link 2 in. 100 Yd. Lots

No.	Finish	Per Yd.	Per Yd.
1315.	Brush Brass	3c	.08 1/2
1316.	Brownstone	14c	.12
1317.	Bronze	12c	.11

FITS-ALL BALL LAMP HUSKS



Threaded to fit all Uno sockets. Changes any drop fixture to ball lamp type.

No. 1285. Brush Brass. No. 1287. French Gray. No. 1288. Brownstone. Dir's., ea., 6c. Per 100, \$5.50, less 2%, net..... **5.39**

UNO SHADE

HOLDERS

Fits all sockets threaded for UNO holders. B. B. only. 2 1/4 in.

No. 1275. Each 4c. Lots of 25, each, 33 1/4c. Per 100, \$3.40, less 2%, net..... **3.33**



ACME SHADE

HOLDERS

Standard low priced shade holders. Brushed brass finish.

No.	Size	Each	Doz.
1276.	2 1/4" Regular	5 1/2c	.60
1277.	3 1/4" Regular	9c	.88
1278.	2 1/4" Weatherproof	7 1/2c	.80
1279.	3 1/4" Weatherproof	10 1/2c	1.15



LENK AUTOMATIC BLOW TORCHES

MODEL 24

Screw top for easier loading; cap to prevent evaporation; copper heat conductor. Made of heavy gauge brass, nickel plated. 5 1/2 x 2 1/2 x 1 in.

No. 979. List \$1.00. Dir's., ea. 60c. Lots of 10, ea..... **55c**



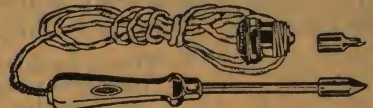
UTICA PLIERS SIDE CUTTING PLIERS



A skillfully tempered plier forged from alloy steel. Ideal

for electric construction work. No. 952. 6". List, \$1.25. Dir's., ea., 94c, less 2%, net..... **92c**
No. 953. 8". List, \$1.50. Dir's., ea., \$1.12, less 2%, net..... **1.10**

Betterbilt Soldering Irons



Constructed of the finest steel made. Copper plated, furnished with two tips. Guaranteed for one year. Nichrome element. Black wooden handle, durably constructed. Rubber plug cap, 5-foot cord. 110 volt A.C. or D.C. 60 watts. No. 1683. List \$1.75. Each, 60c. Lots of 6, 55c, less 2%, net..... **54c**

HI-HEAT BLOW TORCH



Flame control and shut-off valve. No evaporation of fuel. Non-clogging burner. Self cleaning orifice. Heavy seamless brass tank. 7 1/2" x 3".

No. 958. For alcohol use. List \$2.25. Dir's., ea. \$1.35, less 2%, net **1.32**

No. 959. For gasoline use. List \$2.00. Dir's., ea. \$1.20, less 2%, net..... **1.18**

DUTCH BRAND SOLDERING PASTE



A non-acid paste that won't corrode. Good for delicate soldering. Fast acting and clean.

No. 956. 2-oz. Per can, 12c. In lots of 10 cans, per can..... **11c**

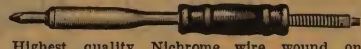
Pocket ABC Cable Cutter

For cutting bx or bxl. No. 12 and 14, 2-3 wire conductor. Drop forged from alloy steel. Backs of blades rounded. Jaws cut clean.

No. 954. 7". List, \$2.30. Dir's., each, \$1.72, less 2%, net..... **1.69**



DRAKE HEAVY DUTY Approved Soldering Iron



Highest quality Nichrome wire wound on amber mica. Nickel plated. 6 ft. heater cord. rubber plug. 115 volts. A.C.-D.C. With soldering stand. No. 1685. 80 watts. 3/8" tip. Length 12 1/2 in. Wgt. 1 1/2 lbs. List \$3.15. Dir's., ea. \$1.70, less 2%, net..... **1.67**
No. 1686. 100 watts. 3/8" tip. Length, 13 in. Wgt. 1 1/2 lbs. List \$3.75. Dir's., ea. \$2.20, less 2%, net..... **2.16**

EVEREADY 2-CELL FOCUSING SPOTLIGHT



Attractively designed focusing type spotlight. Has solid copper fittings, highly polished and lacquered. Tube decorated with durable lithographed finish. Candlelight feature. Lamp shock absorber. Copper lock switch. Uses 2 Eveready No. 950 batteries. Two counter displays with lots of 6. Size, 6 3/4"x1 1/2". No. 17763. Eveready No. 9251. List 59c (less batteries). Dir's., ea. **41c**

BABY FOCUSING TYPE



Extremely powerful for its size, having a range of 250 ft. Size 5 1/2"x3 1/4".

Brass tube with copper fittings, 1 3/4". Uses 2 No. 935 Eveready cells. No. 17761. Eveready No. 9231. List 49c ea., less batteries. Dir's., ea. 35c. In lots of 6, mounted on attractive counter display, each...

32 1/2c



EVEREADY Low Priced FLASHLIGHTS

Equipped with Ring Hanger—Furnished with Eveready Mazda Bulbs—Uses No. 950 Cells

No. 14003. Eveready No. 9250. 2-Cell Non-Focusing. Size 6 3/4"x1 1/2". Bullseye lens (without batteries). List 49c. Dir's., ea. 34c. Lots of 6, ea. **32 1/2c**

No. 14004. Eveready No. 9251. 2-Cell Focusing Spotlight. Effective range 350 ft. Size, 6 1/4"x1 1/2". Candle-light feature (without batteries). List, 69c. Dir's., ea. 41c. Lots of 6, ea. **39 1/2c**

No. 14005. Eveready No. 9351. 3-Cell Focusing Spotlight. Effective range 450 ft. Size 9"x1 1/2". Candlelight feature. Bulb shock absorber (without batteries). List 89c. Dir's., ea. 61c. Lots of 3, ea. **59c**

No. 14006. Eveready No. 352. 3-Cell Focusing Searchlight. Effective range 700 ft. Size 9 1/2"x1 1/2". Candlelight feature. Bulb Shock Absorber (without batteries). List \$1.19. Dir's., ea. 81c. Lots of 3, ea. **79c**

No. 14007. Eveready No. 552. 5-Cell Focusing Searchlight. Effective range 2100 ft. Size, 14"x1 1/4". Candlelight feature. Bulb Shock Absorber (without batteries). List \$1.48. Dir's., ea. \$1.01. Lots of 3, ea. **99c**



EVEREADY PEN LIGHT

Finished in Chromium and beautifully striped with standard Eveready reading. The light is turned on by sliding the clip in the direction of the lamp. The circuit is automatically opened when the light is clipped to the pocket with this clip in the "on" position. Size, 5"x3/8". Uses 2-No. 915 Eveready Cells. No. 14013. Eveready No. 210. List, less batteries, 49c. Dir's., ea. **33c**



When ordered in lots of 8, an attractive Counter Display Merchandise is furnished.



AUTOMOBILE FLASHLIGHT AND HOLDER COMBINATION

The flashlight is a two cell focusing spotlight type with a range of 350 ft. Finished in black with chromium plated switch. High grade spring steel holder, black japanned. Small hard wood rollers protect the flashlight against scratching and make it rattleproof. Holder clamps on steering post. Uses No. 950 Regular Cells. No. 14012. Eveready No. 62. List \$1.05, less batteries. Dir's., ea. 68c, less 2% net. **67c**

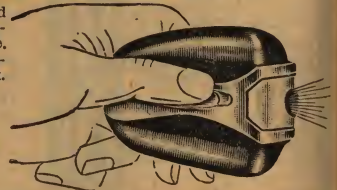
Counter Display Card with 8 combinations.



EVEREADY POCKET SPOTLIGHT

Powerful spotlight beam from lens and lamp and diffused light from translucent lens. Fits vest pocket or purse. Special switch prevents accidental contacts. 2" wide, 2 1/4" long and 1 1/8" thick. Uses 2 No. 915 cells.

No. 14019. (Less batteries.) List 69c. Dir's., ea. 47c. Lots of 6 (3 sold and 3 black in display package), ea. **45c**



EVEREADY Flashlight Batteries

NOTE THESE OUTSTANDING FEATURES:

Metal Seal Top. Protects against leakage, bulging and breakage. They're Dated. You know they're fresh. Rugged Zinc Can. Uniform in thickness. Projecting Tip. Insures positive contact. Special Jacket. Prevents short circuits. Patented Star Washer. Centers active materials, insuring longer life. Special Patented Mix. The result of over 40 years of battery making experience.

No. 14014. Eveready No. 950. Regular. **61c**

No. 14015. Eveready No. 935. Baby. List, 10c. Dir's., ea. **62c**

No. 14017. Eveready No. 915. Pen Light Cell. List 5c. Dir's., ea. **3 1/4c**

Regular Cells, when ordered in lots of 48, are furnished in an attractive Merchandise Display Carton.



Eveready No. 65 Display Package

With 6 Focusing Spotlights and 48 Batteries

Your Cost Per Single Flashlight Less Cells **21c**

Contains 6 No. 2651 Eveready flashlights and 48 No. 950 batteries. Two attractive flashlight displays and battery counter display are included with assortment. Focusing spotlight flashlights have solid brass fittings and candlelight feature.

No. 17765. List \$6.64. Dir's., **4.38**

EVEREADY Lens Display Assortment

Complete display assortment contains 36 lenses—30 flashlight and 6 searchlight lenses. The two sizes of lenses in this display will take care of about 90% of the demand for replacement lenses.

No. 17785. Eveready Lens Assortment No. 102. Dir's., **1.37**



Appliance Cords and Plugs

ALL-RUBBER Appliance Cord Sets



With Toggle Switch and Easy Pull Plug

Has a bakelite easy pull handle with "on and off" switch plug, 6 ft. of No. 18 cord. Rubber handle cap.
No. 971. Dir's., ea. 27c. Lots of 10, ea. 25c. Lots of 50, ea. **24c**

Without Toggle Switch

Same as above except has standard plug and without toggle switch.
No. 970. Dir's., ea. 20c. Lots of 10, ea. 18c. Lots of 50, ea. **17c**

Specially Priced! APPLIANCE CORD SETS



No. 974

Has a 5 1/2 ft. silk nichrome asbestos. Genuine bakelite cap and bakelite heater plug. Absolutely the lowest priced cord set on the market.

No. 981. Each 9 1/2c
10c. 10 lots, ea. **9 1/2c**

WITH TOGGLE SWITCH

Similar to the above with "on and off" toggle switch.

No. 974. Each 18c. Lots of 10, ea. 16c. Lots of 25, ea. **15c**

No. 981

In 50 lots

9c
ea.

General Electric Cord Set with Hinged Plug



10,000 cycle cord. Metal covered hinged appliance plug, has spring to protect cord.

No. 4232. (H. P. No. 18CD127.)
List, \$1.00.

Dealer's price, each, 65c, less 2%, net **64c** | Lots of 6, ea., 60c, less 2%, net. **59c**

10,000 CYCLE HEATER APPROVED CORD SET

3000 Cycle Approved Silk Appliance Cord Set

With Rubber Handle Cap



No. 983

This high grade 6-ft. No. 18 cord set has a 3000 cycle fully approved black silk cord with a white tracer running through. Genuine indestructible rubber handle cap. Bakelite heater plug.

No. 984. Each 17c. Lots of 10, each 15c. Lots of 50, each. **14c**

WITH SWITCH-IN-PLUG

Same as above with "on and off" Toggle Switch Plug.
No. 983. Each 24c. Lots of 10, each 22c. Lots of 50, each. **21c**

BAKELITE APPLIANCE PLUGS



No. 973

Constructed for long service. Made to fit all standard appliances. Genuine bakelite. Finished in brown.

No. 972. Dir's., ea. 4 1/2c. Lots of 10, ea. 4c. Per 100, \$3.50, less 2%, net **343**

WITH TOGGLE SWITCH
Same as above with "on and off" switch plug.

No. 973. Dir's., ea. 9c. Lots of 10, ea. 8 1/2c. **8c**



No. 972

SNAP-ON SPRING CLIPS



- Eliminates Annoyance and Danger of Loose Electric Plugs
- No Skill or Tools Required
- Slips Over Each Prong on Electric Plug

Snap-On Spring Clips forever ends the annoyance and danger of loose electric plugs. Spring clip slips over prongs of any electric plug—insuring a tight contact connection when inserted in any socket. Eliminates light flickering, poor radio reception, etc., due to loose plugs. Slips over each prong in a jiffy. No skill or tools required.

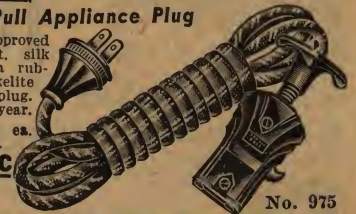
Made of high-grade phosphorus, non-corroding spring bronze. Packed in display demonstrator which contains two bakelite caps and single receptacle with plate, plus 40 packages of clips. Each package has 4 clips which retails for 10c per package.

No. 1446. Box of 40 packages and demonstrator. List \$4.00. Dir's., \$2.40, less 2%, net. **235**

With Easy Pull Appliance Plug

A 10,000 cycle approved cord set with 7 ft. silk heater cord. Has a rubber easy pull heater plug. Guaranteed for one year.

No. 976. Dir's., ea. 23c. Lots of 10, ea. 21c. Lots of 50, ea. **20c**



No. 975

WITH "ON AND OFF" SWITCH

Same as above with "on and off" switch plug.

No. 975. Dir's., ea. 30c. Lots of 10, ea. 28c. Lots of 50, ea. **26c**

EXTENSION CORD SETS

These cord sets are in popular demand and should be carried in stock by every dealer. With standard push-thru socket. Bakelite attachment cap.

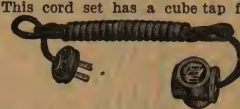


With 18/32" Green and Yellow Approved Cord

No.	Length	Ea.	10 Lots, Each
1019	10 ft.	24c	22c
1020	15 ft.	28c	26c
1021	20 ft.	34c	32c

WITH 3-WAY TAP AND SILK CORD

This cord set has a cube tap from which three appliances can be operated. Has silk approved parallel cord.



No.	Lgt.	Dir's., each	of 10, ea.
1025	9 ft.	18c	16c
1026	12 ft.	21c	19c
1027	15 ft.	24c	22c

ALL RUBBER EXTENSION CORD SET

With 3-Way Outlet

All rubber No. 18 cord with easy pull rubber handle cap and 3-way outlet extension plug.



Dir's., Lots of each 10, ea.

No. 1015	6 ft.	16c	14c
1017	9 ft.	18c	16c
1018	12 ft.	21c	19c

BAKELITE NON-SKID QUARTAP

A four way bakelite outlet with 6 ft. of cord moulded in one. Used on the table for appliances, or on the floor for express outlets.

No. 795. Each 26c. Lots of 6, ea. **24c**



RITTENHOUSE ELECTRIC DOOR CHIMES

PRESIDENT

For smooth, graceful styling and clear tone quality, this model is unsurpassed. Beautiful molded plastic in a choice of pastel shades. Furnished complete with transformer. Available in single and double purpose. Double purpose model is used to produce two different signals for front and rear doors. Size, 4x3 1/2 in.

ONE DOOR SIGNAL

No. 3854. Ivory and Brass.

No. 3855. Walnut and Brass. List \$6.95, Dir's., ea. \$4.52, 5, **4.09**
ea. \$4.17, less 2%

No. 3872. Chrome. List \$8.95, Dir's., ea. \$5.37, less 2% **5.26**

TWO DOOR SIGNAL

No. 3856. Ivory and Brass. List \$7.95, Dir's., \$5.17, 5, ea. \$4.77, less 2% **4.67**

No. 3873. Chrome. List \$9.95, Dir's., ea. \$5.97, less 2% **5.85**

VOGUE

Vogue is definitely modern in character—yet not extreme. The housing is made of a beautiful new plastic material just recently developed. The three decorative vanes on the housing are of metal finished to match the tubes. Long, heavy walled chime tubes are used as well as the new hum eliminator. Furnished complete with transformer insuring full sound volume. Two door type, produces two different signals for front and rear doors. Size, 49x 8 in.

No. 3896. Ivory and Brass. List \$15.00, Dir's., ea. \$9.00, less 2%, net **8.82**

SENTINEL

Especially designed to occupy small wall space. (Size 14x6"). Though compact in design, it has rich, deep, musical tones. Finished in Ivory. Two door type, two different signals for front and rear doors. Complete with transformer.

No. 3874. Ivory and Brass. List \$5.50, Dir's., ea. \$3.58, Lots of 5, ea. **3.27**
\$3.30, less 2%, net.....

MODEL 101

Although this model is priced very low, it has style rarely found in chimes selling at twice the price. Sounds a beautiful, clear bell-like tone. Finished in Ivory Enamel with gold finish sound bar. Operates on any good door bell transformer or on battery. Size, 5 1/4 x 3 in.

No. 3860. List \$1.00, Dir's., ea. 65c. Lots of 10, ea. **59c**
60c, less 2%, net.....

MODEL 102

Sounds two separate distinct tones. Finished in ivory and gold. Operates on doorbell transformer or batteries. Size, 8x4 in.

No. 3859. List \$1.95, Dir's., ea. \$1.27, Lots of 5, ea. \$1.17, less 2%, net..... **1.15**

TWINTONE

Produces two separate distinct notes in musical, clear tones. Designed specially for good bell transformer or on batteries. Size, 8x4 in. Double purpose type sounds two separate notes for front or rear doors. No. 3891. One Door Signal. List \$2.95, Dir's., ea. \$1.92, Lots of 5, **1.73**
ea. \$1.77, less 2%, net.....

No. 3858. Ivory and Gold. Two Doors Signal. List \$3.95, Dir's., ea. \$2.57, Lots of 5, ea. \$2.37, less 2%, net..... **2.32**

Special CHIMES TRANSFORMER

Designed for operation of electric door chimes, large bell relays, etc. Approved by Underwriters' Lab. 10 watts, 115 volts. Sec. 16 volts, 60 cycle. No. 3798. For wall mounting. List \$1.00, Dir's., ea. 65c, Lots of 5, ea. 60c, less 2%, net..... **59c**

No. 3799. For mounting on 3" or 4" outlet box. List \$1.30, Dir's., ea. 85c, Lots of 5, ea. 78c, less 2%, net..... **76c**

CLEARTONE CHIMES SMARTLY DESIGNED MODELS AT NEW LOW PRICES

PRINCESS

Two-Tube Chimes

Although priced with the lowest, there has been no sacrificing of design or tonal beauty in this model. Two-tube chime sounds two rich, pleasing chime notes. In addition to the two-note signal for the front entrance a single-note signal is also available for the rear or side door. The new Cleartone mechanism entirely eliminates all adjustments. It is no longer necessary to even adjust the position of the tubes, or to make any adjustment to obtain the single-note rear door signal. Greatly simplified installation and nothing to get out of order. Operates on regular door bell transformer or a battery. Attractively finished in ivory and brass or bronze and brass. Chime tubes are brushed brass. Size 4 1/4" long by 7 1/4" wide. No. 3794. Ivory and Brass.

No. 3795. Bronze and Brass. List \$4.95, Dir's., ea. \$3.22, Lots of 5, ea. \$2.97, less 2%, net **2.91**

REGENT

Three-Tube Chimes

The simplicity of style in the Regent chime, makes it suitable for installation in any type of interior. This model is identical with the Princess model, except that it has an additional third tube which adds considerably to its appearance. This tube is silent and serves a decorative purpose only. Chimes sound two rich notes. In addition to two-note signal for front entrance, a single-note signal is also available for rear or side door. Cleartone mechanism entirely eliminates all adjustments. Simplified installation, nothing to get out of order. Operates on regular door bell transformer or on batteries. Available in ivory and brass finish or bronze and brass. Size 4 1/4" long by 7 1/4" wide.

No. 3796. Ivory and Brass. List \$5.95, Dir's., ea. \$3.87, Lots of 5, ea. \$3.57, less 2%, net **3.50**



CAVALIER

2 Door Type

Sounds deep, pleasing tones. Designed specially for kitchen interiors. A two-note signal is sounded for front entrance and a single-note signal is available for rear or side door. Operates on either door bell transformer or a battery. Size 10 1/4" long by 7 1/4" wide.

No. 3802. White and Chrome. List \$3.95, Dir's., ea. \$2.57, Lots of 5, ea. \$2.37, less 2%, net..... **2.32**

Challenger

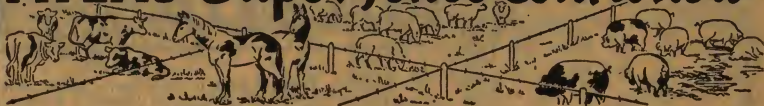
2 Door Type

This enclosed bar type chime is designed for use as maids' calls, office calls, and signals, etc. Frequently used for door bells in small homes and apartments, but for general door call service, the louder tubular models are recommended. Has a signal note for front and for rear side door. Operates on regular door bell transformer or battery. Size 7 3/4" wide by 4" high.

No. 3800. Ivory with Gold. List \$3.95, Dir's., ea. \$2.57, Lots of 5, ea. \$2.37, less 2%, net..... **2.32**

No. 3801. White with Chrome. List \$2.95, Dir's., ea. \$1.92, Lots of 5, ea. \$1.77, less 2%, net..... **1.73**

ATLAS Super Fence Controllers



Farmers have been quick to realize the tremendous advantages offered by electric fence controllers in providing adequate fencing facilities for live stock. Cuts down cost of fencing by as much as 50%, as a single strand of wire will do the work ordinarily required by four or five strands. Absolutely safe — cannot possibly injure live stock.

- Cannot Possibly Injure Livestock
- Weatherproof—Approved For Indoor or Outdoor Use
- Specially Built Safety Transformer
- Shielded Against Radio Interference
- Will Operate Up to 30 Miles of Fence



Approved in All States Having Electric Fence Laws

110 Volt Electronic Model With Automatic Signal Light— No Moving Parts

From the standpoint of convenience and economy, this is one of the finest, most efficient fence controllers ever designed, operating directly from 110 volt A.C. current. Safety type transformer, 150,000 ohm resistance and tubes absolutely prevents current from high line reaching fence in event of failure of any other parts.

Cannot possibly cause injury to live stock or humans. Does not operate until animal touches fence, thus only a very small amount of current is consumed. Built-in signal light automatically shows if circuit becomes grounded. No moving parts. Current is controlled by 2 high resistance element tubes. Built-in lightning arrester. Weatherproof and dust-proof die-cast container. Approved for indoor or outdoor installation. Metal parts rustproof, 6 ft. heavy duty approved cord and plug and instructions.

No. 852. List \$21.00. Dir's., ea. **12.35**
\$12.60, less 2%, net.....

MASTER 6 VOLT MODEL With New Automatic Signal Light

A thoroughly dependable and sturdily constructed fence controller which will meet every requirement for efficient, economical live stock control. New high-low current control provides more power. Effective in all types of weather. Signal light with bayonet base, indicates at all times that controller and base are operating properly. Oil-sealed ball bearings. Non-radio and telephone interference. Durable cabinet is both dustproof and weatherproof. Approved for outside and inside installation. Self contained with built-in battery compartment. Built-in lightning arrester.

No. 851. List \$15.50. Dir's., ea. **9.11**
\$9.30, less 2%, net.....



STANDARD 6 VOLT MODEL

An inexpensive, simply constructed 6 volt model built to give many years of continuous service at low cost operation. Oil-sealed ball bearings require no attention and will last a lifetime. Breaker points made of highest fine cross grained tungsten. Parts plated to prevent rust and corrosion in all weather conditions. Non-radio or telephone interference. Crackle enamel finished cabinet. Cabinet is positively dust-proof and weather-proof. Built-in lightning arrester. Approved for outside and inside installation and built to meet all state regulations. Complete with instructions.

No. 850. List \$9.95. Dir's., ea. **6.50**
\$6.63, less 2%, net.....



Gate Hook and Spring
Wooden handle avoids
"shocks."
No. 855.
Dir's., ea. **15c**



KWIK KLIP CLIPS
For attaching wire to line insulators.
No. 856. Dir's., per 100,
27c. Lots of 10 pkgs., ea.... **24c**



ELECTRIC FENCE

Electric Fence Sign
For electric fence identification
required by law in
some states.
No. 857. Dir's., ea. **5c**
6c. 12 lots, ea.....

Eveready 6 Volt Hot Shot Battery For Electric Controllers

No. 927. Eveready No. 614. List
\$2.25. Dir's., ea. \$1.71. Lots of 4, ea. **1.55**

LINE POST INSULATORS

For use on steel or wood posts.
Complete with leather nail head.
No. 853. Dir's., ea. 1½c. Per 100,
96c. Per 1000, \$9.90.
less 2%, net..... **8.72**



Corner Insulators

Attached by running wire through
hole and tying around post.
No. 854. Dir's., ea. 2½c.
Per 100, \$2.00, less 2%, net **1.96**



TORK Electric Time Switches

For Turning Anything Electrical On and Off Daily.
Will Operate Window Lights, Signs, Oil Burners,
Filters, Poultry Lighting, Ventilating Fans, Etc.

A self-starting synchronous motor driven electric time switch that is 100% dependable and accurate. Has an easy to read, 24 hour dial with quick-setting spring operating arm and 60-second indicator. Substantially constructed throughout with corrosion resisting parts. Pure silver contacts on beryllium copper blades gives switch quick make and break action. Contained in heavy gauge metal case which can be padlocked. Handy front terminals. Complete with installation instructions and wiring diagram.

Model 3191-P For Poultry Houses

No. 911. This poultry house switch has a single pole, two circuit switch. One circuit has an 800 watt dim light, the other a 2000 watt bright light. For both morning and evening lighting as desired. 115 volt, AC, 60 cycles. List \$18.50. Dir's., ea. **12.69**
\$12.95, less 2%, net.....

Model 3191-91

No. 912. 2-circuit model. 20 amps. per pole. One pole for each circuit. Ideal for operating apartment house hall lights. List \$22.50. Dir's., ea. **15.43**
\$15.75, less 2%, net



Model 191

No. 904. Single-pole—15 ampere.
For general use. Available for one
or two "On" and "Off" operations
daily. 115 volts, 16 cycles only. List
\$12.00. Dir's., ea. \$8.40. **8.23**
less 2%, net.....

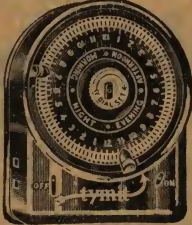
Model 962

No. 910. Double pole—20 amps. per
pole. Same as 904 with greater electrical
capacity. 115 or 210 volts. 50
or 60 cycles. List \$14.00. Dir's.,
ea. \$9.80. **9.60**
less 2%, net.....

Tymits Automatic Controls

Synchronous Motor Driven—24 Hour Dial
110 Volt A.C.,—60 Cycle

A synchronous motor driven time switch with 24 hour dial for turning "On" and "Off" electrical appliances at any time desired. Plug-in type for table or wall operation. Beautiful bakelite case. Chrome trimmed, 5" high, 4" wide, 2 ½" deep. 110 volt, 60 cycle A.C.



MODEL 6—660 watts, single pole. For radio, refrigerator defrosting, fans, small heaters, etc. 7 ft. cord and plug. "On" and "Off" once daily. No. 906. List \$9.75. Dir's., ea. **6.69**
\$6.83, less 2%, net.....

MODEL 9—1320 watts, single pole, heavy duty model. Similar to above, for operation of larger appliances, such as electric cookers, roasters, heaters, etc. No. 908. List \$10.85. Dir's., ea. **7.45**
\$7.60, less 2%, net.....



MAZDA GE LAMPS

MAZDA, through years of consistently heavy national advertising, has made its name a by-word throughout the country. Mention electric bulbs and the average individual immediately thinks of Mazda. Tie up with this nation-wide popularity by identifying yourself as a Mazda dealer. Ask us for the eye-catching dealer helps Mazda has prepared for you. It's yours for the asking. FREE.

All General Service Types From 15 to 60 Watts

12c

In Std. Pkg. Lots

28 TO 32 VOLT — INSIDE FROSTED

No.	Watts	Bulb	Std. Pkg.	Each	\$4.25 Net Orders, ea.	Std. Pkg. Each
1056.	15	A17	120	20c	17c	16c
1057.	25	A19	120	20c	17c	16c
1058.	50	A21	120	20c	17c	16c
1059.	100	A23	120	33c	28c	26c

GENERAL SERVICE—INSIDE FROSTED 1000 Hour—120 Volts—Medium Base

No.	Watt	Bulb	Std. Pkg.	Each	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1050.	15	A17	120	14c	12c	11¼c
1051.	25	A19	120	14c	12c	11¼c
1052.	40	A19	120	13c	11c	10½c
1053.	50	A19	120	13c	11c	10½c
1054.	60	A19	120	13c	11c	10½c
1061.	75	A21	120	15c	12¾c	12c
1055.	100	A23	120	15c	12¾c	12c
1067.	150	A25	60	20c	17c	16c
1062.	200	PS30	24	27c	23c	21½c
1063.	300	PS35	24	70c	59¼c	56c

New Type P35 Lamp—Inside Frosted 750-HOUR

No.	Watts	Base	Std. Pkg.	Each	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1089.	300	Med.	24	50c	42¼c	40c

5-14 SIGN LAMPS

Designed primarily for use in electrical signs. Also makes an ideal night light and for all decorative purposes. Medium base. 120 volts.

No.	Watts	Color	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1077	10	Red	120	18c	15¼c
1078	10	Blue	120	18c	15¼c
1079	10	Green	120	18c	15¼c



CLEARTYPE "C" BULBS—120 VOLTS

For flood lighting and special applications. To be used in adequately shielded reflector for diffusing equipment.

No.	Watt	Bulb	Base	Std. Pkg.	Each	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1068	150	A25	Med.	24	0.20	0.17	0.16
1069	200	PS30	Med.	24	.27	.23	.21½
1070	300	PS35	Mog.	24	.65	.55¼	.52
1071	500	PS40	Mog.	12	1.10	.93¼	.88
1072	750	PS52	Mog.	6	3.25	2.76	2.60
1073	1000	PS52	Mog.	6	3.50	2.97½	2.80



TYPE "C" DAYLIGHT LAMPS

These lamps have a bluish tint glass which produces a true white light, closely approaching natural daylight. Ideal for window display illumination. Inside frosted. Medium base. 120 volts.



No.	Watts	Bulb	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1080.	60	A19	120	25c	21¼c
1081.	100	A23	120	25c	21¼c
1082.	150	A25	60	45c	38¼c

MILL TYPE FOR INDUSTRIAL USE

This lamp is recommended for use in factories or large industrial plants, where a lamp is subjected to long hard usage and vibration. It is clear and has a medium base. 120 volts.

No.	Watts	Bulb	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1060	50	P19 Clear	120	20c	17c

Designed to withstand long hard usage where lamps are subjected to shocks and bumps.

No.	Watts	Bulb	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1076	50	Frosted	120	25c	21¼c



SPECIALTY LAMPS

Comes in two styles—the modernistic flame shape and the Gothic type. Watts 25, volt 120. Med. base. No. 1074. Modern Flame, Rose. Each, 50c. Package of 24, each..... **40c** No. 1075. Gothic, Ivory. Each 50c. Package of 24, each..... **40c**



DECORATIVE FLAME TYPE LAMPS

Decorative MAZDA Lamps furnished in either Flame Tint or Frosted. 120 volts.

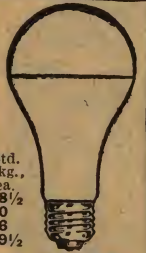
No.	Watt	Bulb	Base	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1096.	15	F10	Cand.	60	20c	17c
1097.	25	F15	Med.	120	15c	12¾c
1098.	15	F10	Cand.	60	20c	17c
1099.	25	F15	Med.	120	15c	12¾c



SILVER BOWL LAMPS for Indirect Lighting

Recommended for commercial use where a large quantity of indirect lighting is required. Inside frosted with silver bowls reflect soft, diffused light. Equipped with a medium sized base, 120 volts. Can be used only with base down.

No.	Watts	Bulbs	Std. Pkg.	Each	\$4.25 net orders, ea.	Std. Pkg. ea.
1090	60	A21	120	.23	.19½	.18
1093	100	A23	120	.25	.21¼	.20
1094	150	A25	60	.45	.38¼	.36
1095	200	PS30	24	.62	.53	.49½



Mogul Base 3-LIGHT LAMPS

3 Wattages in One Lamp

Three wattages in one lamp for three distinct levels of light. A 1000 hour lamp. Inside frosted. 120 volt. Looks like an ordinary lamp and requires only a change of socket and switch. Mogul base.

No. 1084.	50, 100 and 150 watts.	60 to Std. Pkg. Dir's., ea. 45c.	\$4.25 net orders, ea. 38¼c.	Std. Pkg., ea. 36c
No. 1083.	100, 200 and 300 watts.	24 to Std. Pkg. Dir's., ea. 60c.	\$4.25 net orders, ea. 51c.	Std. Pkg., ea. 48c



NEW "D" TYPE LAMPS

A new inside frosted G.E. lamp with medium base. 60 to standard package. 120 volts.

No.	Watts	Bulb	Std. Pkg.	Ea. 10c.
1048.	15	A15	60	\$4.25 Net
1113.	25	A19	60	Orders, ea. 8¼c.
1049.	60	A19	60	Std. Pkg. ea.
AMBER-ORANGE				
1047.	30	G19	60	8c



**GUARANTEED
1000
HOURS**

Quality LAMPS

A Year-Round Seller!

With this line of incandescent lamps you can be sure of a steady, year-round source of profit. While startlingly low in price, the superior quality of this line makes for repeat business. Guaranteed for 1000 burning hours, and constructed according to specifications of the U. S. Bureau of Standards.

TYPE "A" Inside Frosted Lamps

All type A bulbs are for 110-125 volt current and have medium bases.

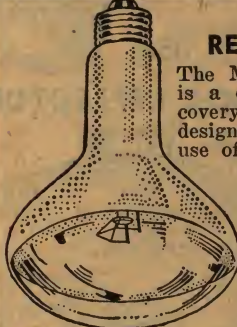
No.	Watts	Type	Std. Pkg.	List	Each	Lots of 12, ea.
1120	15	A-17	120	.13	.09½	.09
1121	25	A-19	120			
1122	40	A-19	120			
1123	50	A-21	120			
1124	60	A-21	120			
1130	75	A-21	120	.15	.11	.10½
1125	100	A-23	120	.15	.11	.10½
1150	150	A-25	60	.20	.15	.14
1151	200	A-30	24	.50	.33	.21
1166	300	A-35	24	.70	.38	.34

TYPE "A" LAMPS
 15 WATT
 25 WATT
 40 WATT
 50 WATT
 60 WATT

9c
 Ea. In 12 Lots



MUSHROOM REFLECTOR LAMPS



The Mushroom Reflector lamp is a comparatively recent discovery in Electric Lighting. So designed that it eliminates the use of reflectors and shades to achieve good lighting effects. This is accomplished through the upper half being frosted, while the lower part is clear. All lamps listed below have medium bases and operate on 110-125 volts.

No.	Watts	Type	Std. Pkg.	List	Each	Lots of 12, ea.
1152	50	M-27	60	.60	.29	.26
1153	75	M-30	60	.70	.35	.32
1154	100	M-32	60	.80	.38	.35
1155	150	M-35	32	1.10	.42	.39
1156	200	M-37	24	1.45	.53	.48

32-VOLT FARM LIGHTING LAMPS

The tremendous number of 32-volt farm lighting plants makes a great market for these lamps. The wattages listed below are the fastest selling numbers in the line. All have medium base, and operate on 28-32 volts.

No.	Watts	Type	Std. Pkg.	List	Each	Lots of 12, ea.
1126	15	A-17	120	.20	.12	.11
1127	25	A-19	120	.20	.12	.11
1128	50	A-21	120	.20	.12	.11
1129	100	A-23	60	.33	.20	.18

6-VOLT HOUSE BULBS

Don't overlook the market for bulbs in areas that derive their power from 6-volt storage batteries. Have standard Edison base sockets.

1131.	15	2.5 amps.	List 25c.
1132.	25	4.2 amps.	Dir's., ea. 17½c. Lots of 12, ea.
1134.	50	8.4 amps.	

16^{3c}/₄



3-LIGHT LAMPS

3 Wattages in One Lamp

A new type of bulb, designed for use with indirect floor lamps. Has 3 distinct wattages. Economical and efficient.



No.	Watts	Base	Dir's., ea.
1135	40-60-100	Med.	32c.
1136	50-100-150	Med.	42c.
1137	50-100-150	Mogul	42c.
1138	100-200-300	Mogul	42c.

CLEAR MILL TYPE LAMPS



The ideal lamp for rough service. Equipped with medium base and operates on 110-125 volts. Come 120 to the standard package.

No. 1157. 25 Watt. Type P19.
 No. 1158. 50 Watt. Type P19.
 List, 20c. Dir's. price, ea., 12c.
 Lots of 12, ea. **11c**

ROUGH SERVICE LAMPS

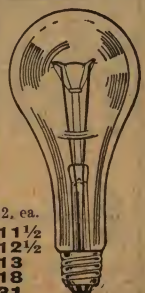
A rough service lamp with a heavy duty filament designed to withstand hard jars and shocks. Edison base.

No. 1140. 50 Watt. Type A19. List 30c. Dir's., ea. 18c. Lots of 12, ea. **17c**

TYPE "C" CLEAR LAMPS

The popular Type "C" lamps have a wide range of uses in stores, garages, shops, etc., and also for heavy duty use about the home. They are filled with nitrogen gas and produce an intense penetrating beam of light. Operates on 110-125 volts.

No.	Watts	Type	Base	Std. Pkg.	List	Ea.	12, ea.
1176	75	A-21	Med.	120	.20	.12½	.11½
1177	100	A-23	Med.	120	.20	.12¾	.12½
1178	150	A-25	Med.	60	.20	.14	.13
1179	200	PS-30	Med.	24	.30	.21	.18
1175	300	PS-35	Mog.	24	.50	.34	.31



GENERAL ELECTRIC MAZDA SPOT AND FLOOD LAMPS



Spotlight
These new lighting units provide a fraction of cost formerly required. Ideal for window displays, counter displays or "stage lighting." Holders are shown on right.

Floodlight
spot and flood lighting at only a reflecting unit and bulb are in one unit. Reflecting unit and bulb are in one unit. Ideal for window displays, counter displays or "stage lighting." Holders are shown on right. Lamps fit standard sockets.

R-40 FLOODLIGHT
No. 1065. For indoor lighting. 150 watts. Dir's., 95c. \$4.25 orders, ea. 81c.
Std. pkg. of 12, ea. **76c**

PAR-38 SPOT LIGHT
No. 1086. Indoor or outdoor use. 150 watts. Dir's., \$1.40. \$4.25 orders, ea. \$1.19.
Std. pkg. of 12, ea. **1.12**

R-40 SPOT LIGHT
No. 1064. For outdoor lighting. 150 watts. Dir's., ea. 95c. \$4.25 orders, 81c.
Std. pkg. of 12, ea. **76c**

PAR-38 FLOODLIGHT
No. 1085. Indoor or outdoor use. 150 watts. Dir's., \$1.40. \$4.25 orders, ea. \$1.19.
Std. pkg. of 12, ea. **1.12**



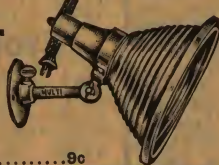
GARAGE UTILITY LIGHT

A handy roll-around utility light, invaluable for garages, service stations, display rooms, etc. Easily moved to any place where good light is needed. Adjustable lamp holder and bracket mounted on steel base with detachable ball-bearing swivel casters. Slot provided in base to hang on wall. Wire guard protects lamp. Water-tight and oil-tight construction. 20 ft. approved cord set. Height only 13". Diameter at base 10". Takes a par-38 spot or flood light. (Less bulb.)
No. 1221. List \$3.75. Dir's., ea. \$2.44.
Lots of 3, ea. \$2.25,
less 2%, net. **2.20**

BETTERBILT FLOODLIGHT

Will not tarnish. Socket is mounted on outside of reflector, keeping it cool. 5 ft. cord set. Complete with shutter and color screens. 200 watt capacity.

No. 771. List \$7.50.
Dir's., \$1.95. Lots of 6, ea. **1.70**
No. 772. Screens in assorted colors. Dir's. **9c**



UTILITY LIGHTS FOR YARDS, GARAGES, ETC.



VIRDEN GARAGE LIGHT

A serviceable garage light, weatherproof and rustproof. Cast iron with black enamel finish. 10" reflector, backplate 5 1/4"; extension 18". Wired

complete, ready to hang.
No. 5753. List \$4.50. Dir's., ea. \$2.25, less 2%, net. **2.20**

WEATHERPROOF YARD LIGHT

Equipped with a junction box for pole or wall mounting. Outlets threaded for 1/2" conduit or connector. Removable plate on side of box permits ready access to make splice at junction, and eliminates necessity of troublesome wiring thru pipe and reflector. Holds 2 1/2" shade reflector. Overall length 21". Porcelain enameled reflector.

No. 1250. 12" reflector - takes 100 watt lamp. Dir's., ea. \$1.72. Lots of 6, ea. **1.59**

No. 1251. 14" reflector - takes 150 watt lamp. Dir's., ea. \$1.85. Lots of 6, ea. **1.71**

OUTDOOR UTILITY LIGHT

An outdoor bracket fixture with 10" flat cone shade. 18" galvanized heavy steel pipe gooseneck. 4-inch cast iron flange. Glazed porcelain socket. Wire complete.

No. 1211. Dir's., ea. \$1.25. Lots of 10, ea. \$1.15, less 2%, net. **1.13**



SPOT and FLOODLIGHT HOLDERS

An ideal, adjustable bracket for all outdoor applications. Only one adjustment is necessary to direct light up, down or sideways. Durable and weather-proof construction throughout. Base will serve as outlet box cover or can be mounted on post, ceiling or wall. Porcelain socket and approved rubber cord set. Cadmium plated. Takes Par-38 or R-40 lamps.
No. 1195. (Holder only.)
List \$1.50. Dir's., ea. 87c, less 2%, net. **85c**

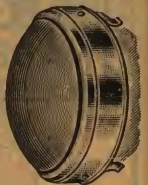
This bracket is recommended for all types of indoor display spot lighting. Can be set on floor, table or shelf, or mounted on the wall in a jiffy. Heavy metal 6 1/4 in. diameter base, cannot tip. Swivel for adjusting light. Push switch socket and 6 ft. approved rubber cord set. Cadmium plated finish. Takes Par-38 or R-40 lamp.

No. 1199. (Holder only.)
List \$1.35. Dir's., ea. 78c, less 2%, net. **76c**

COLOR KITS FOR ABOVE

No. 1196. For R-40 lamps. Indoor use only. Consists of holder and a green, blue, amber and red lens.
No. 1197. For Par-38 lamps. Indoor use only. Consists of holder and a green, blue, amber and red lens.

List \$1.50. Dir's., ea. 87c, less 2%, net. **85c**



OUTLET BOX REFLECTOR

Reflector with porcelain socket and 6" leads mounts direct onto a 3 1/4" or 4" outlet box. Baked synthetic enamel, green outside and white inside.



No.	Watt Cap.	Ref. Diam.	Type	Dir's. ea.	Lots of 6, ea.
1212	60	10"	Keyless	.36	.32
1247	60	10"	Pull chain	.49	.46
1248	100	12"	Keyless	.43	.41
1249	100	12"	Pull chain	.57	.54

PARKING AND GAS STATION POST LIGHT

Consists of a dome type porcelain enameled reflector supported above a socket housing. Cadmium plated. Mounts on top of 2" standard pipe. Ideal for use where overhead supports or high mounting is inconvenient. Eliminates glare. Construction permits removal or loosening of reflector. Protected from weather. Gives uniform distribution of light in all directions at equal distances from foot of post.



No.	Watt Cap.	Ref. Diam.	List	Dir's. ea.	Less 2%, net
1213	200	18"	11.00	6.60	6.47
1214	300-500	20"	11.50	6.90	6.76
1215	750-1000	24"	15.00	9.00	8.82

QUALITY LIGHTING EQUIPMENT

ORDERS FOR 50 ASSORTED REFLECTORS TAKE QUANTITY PRICES



REFLECTORS with N NECK FOR SHADE HOLDERS

These reflectors are of Porcelain enamelled steel, finished green outside and white inside. Furnished with Type N neck for attachment to std. 2 1/4 inch holders.

No.	Lamp Watts	Size	Std. Pkg.	Each	10 Lots, Each
995	50-100	12"	10	\$0.69	\$6.65
996	150	14"	10	.80	.76
997	200	16"	10	.96	.89
STANDARD DOME					
ANGLE					
998	60-100	8"	10	.76	.72
999	150-200	10 1/2"	10	.87	.83



SHALLOW BOWL REFLECTOR

With Heel to Fit Standard Shade Holders

A high grade reflector. Porcelain enamelled steel finished green outside, white inside.

No.	Lamp Watts	Reflec. Diam.	Holder Diam.	Each	10 Lots, Each
985	25-60	10"	2 1/4"	\$0.34	\$3.32
986	75	12"	2 1/4"	.42	.40
987	100-150	14"	2 1/4"	.55	.50
988	200	16"	2 1/4"	.69	.65



DOME REFLECTOR

With 1/2-In. Threaded Socket

Lights both horizontal and vertical surfaces. 17 1/2 degree angle of cut-off shields the eyes from direct glare. Finished in green enamel on outside and white porcelain on inside. Weatherproof.

No.	Lamp Watts	Size	Std. Pkg.	Each	10 Lots, Each
989	60-100	12"	10	\$1.22	\$1.15
990	150	14"	10	1.30	1.22
991	200	16"	10	1.53	1.44

WEATHERPROOF OUTDOOR REFLECTOR

Wired Complete

With 1/2" Flange, 30" Gooseneck, Edison Socket

A popular type of reflector for use in garage, driveway, etc.

No.	Lamp Watts	Size	Each	10 Lots, Each
1141	75	12"	\$1.60	\$1.53
1142	100-150	14"	1.68	1.57
1143	200	16"	1.91	1.79

We can also supply the parts separately.

No.	Part	Each	10 Lots
No. 1004.	30" Gooseneck Arm only....	\$0.35	\$3.33
No. 1009.	Galvanized 1/2" Flange.....	.15	.13

FLAT CONE REFLECTOR

A high grade porcelain enamelled reflector suitable for general outdoor purposes.

No.	Fitter	Diam.	Each	10 Lots	50 Lots
1170	2 1/4"	10"	\$0.60	\$0.57	\$0.54
1171	2 1/4"	12"	.77	.73	.69
1172	3 1/4"	18"	1.52	1.44	1.34



Weatherproof Shallow Bowl

With Keyless Porcelain Socket

A good general outdoor reflector, for the lighting of large yards or areas.



No.	Lamp Watts	Size	Std. Pkg.	Each	10 Lots, Each
1001	75	12"	10	\$1.22	\$1.15
1002	100-150	14"	10	1.30	1.22
1003	200	16"	10	1.53	1.44

ARROW WEATHERPROOF SOCKETS

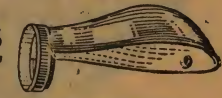
With the New Die-Cast Zinc-Base Hood



This new type weatherproof socket resists corrosion in all weather. Finished in aluminum. Easy to install. Has 1/2" thread cap.

No.	Description	Dir's.	Lots Per	
1188	Straight Cap With 2 1/4" Shade Holder Hood	.57 1/2	.50 1/2	.43 1/2
1190	Straight Cap Without Shade Holder	.46	.40 1/4	.34 1/2
1189	90° Angle Cap. With 2 1/4" Shade Holder	.65 1/2	.57 1/2	.49 1/2

TIN SHADES With 2 1/4" Fitter



No.	Size	Each	12 Lots
No. 1012.	10-in. diam.	18c	17c
No. 1016.	12 in.	18c	18c



I.E.S. REFLECTOR UNITS

Converts Ordinary Lamps Into I.E.S. Lamps

Any ordinary floor or table lamp may be converted into a modern I.E.S. indirect lamp, by merely unscrewing the old fixture and replacing it with one of these I.E.S. units. Holder and cast arms finished in English Bronze. Complete with 12 ft. rubber cord. Brass coupling for 1/4" tread.

10" Unit with 3-Candle Sockets
3-lire mogul socket and switch for 100-200-300 watt lamp. Height, 14 1/4".
No. 1222. List \$6.00. Dir's., ea. \$2.75. Lots of 4, ea. \$2.50, 2.45 less 2%, net.

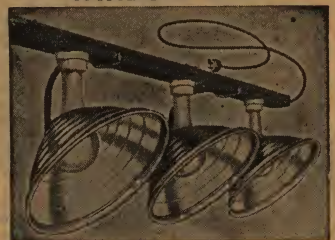
10" I.E.S. Unit Only
Same as above less side lights.
No. 1223. List \$4.80. Dir's., ea. \$1.65. Lots of 4, ea. \$1.60, 1.57 less 2%, net.

8" I.E.S. Unit
For use with 100 or 150 watt lamps.
No. 1224. List \$3.30. Dir's., ea. \$1.15. Lots of 4, ea. \$1.10, 1.08 less 2%, net.



No.	Size	Dir's.	50 Lots
No. 1225.	10 in. 2 3/4" fitter.	List \$1.80. Dir's., ea. 60c.	54c
No. 1226.	8 in. 2 1/4" fitter.	List \$1.10. Dir's., ea. 45c.	39c

Adjustable 3-Light WINDOW UNIT



A complete portable window lighting unit. Equipped with three highly polished, breakable automatic-focusing reflectors. Adjustable for all types of show windows. Universal mounting brackets, 6 ft. cord, and plug. Mounts from ceiling or transom bar. Includes one holder and set of four color screens. 36" overall. Manogany finish. Takes bulbs from 60 to 150 watts.
No. 1200. List \$3.00. Dir's., ea. \$5.20. Lots of 2, ea. \$4.80, less 2% net.

470



WILSON Quality FLOODLIGHTS

ALZAK ALUMINUM Outdoor Floodlight

With Adjustable Beam Control
For Athletic Fields and Other Large Outdoor Areas



Reflector is heavy gauge solid aluminum with patented Alzak finish, fully weatherproof and with unusually high reflecting efficiency. Will never dull or tarnish. Easily cleaned with soap and water. Adjustable beam control permits varying beam from narrow, long-distance type to wide distribution

for large, close-in areas. Galvanized cast mounting brackets permit wide vertical and horizontal adjustment. Uses 750, 1000 or 1500 watt lamps. Usual mounting height 30' to 70'. Diameter 18", height 20".

No. 1216. Pole Mounting Type. List \$17.00.
No. 1217. Cross-Arm Mounting Type. Dir's., ea. \$10.20.
Less 2%, net. **10⁰⁰**

300-500 Watt Deluxe Outdoor Floodlight

Weatherproofed Against Leakage and Rust



A quality unit with the large compound reflecting surface that reduces the amount of spilled light and makes the use of control louvers unnecessary. A powerful efficient floodlight projector with pyrex lens permits mounting in any position even under the most extreme weather conditions. Opens instantly without tools. Wilson non-removing lens design permits quick relamping, from the back. Guaranteed waterproof. All brass hand wrench locking nuts. Takes 300 to 500 watt lamps. 17" high, 6" deep, 12" wide. **GUARANTEED**

against leakage and rust.
No. 1209. List \$16.25. Dir's., ea. \$9.75, **9⁵⁵**
less 2%, net.

150-250 Watt Weatherproof FLOODLIGHT



Patented non-removing lens design eliminates breakage. 100% adjustable in all directions. New construction permits reflector to be opened instantly for relamping. High efficiency obtained through non-ventilating, dirt-proof design, permanent aluminum oxide reflector and increased reflecting areas. Patented no-neck contour. Cast base for pipe or flat surface mounting. Complete, wired with portable cord and plug, and cast fitting for permanent Greenfield connection. Height 14", diameter 10", depth 7". Outside finished in mahogany; inside polished. Takes G 30 250-watt floodlighting lamp.

No. 1207. List \$7.95. Dir's., ea. \$4.78, less 2%, net. **4⁶⁸**

250 WATT G-E MAZDA LAMP FOR ABOVE

No. 1066. G30, Dir's., ea. \$1.75. In swd. pkg. lot of 24, each. **92c**

100 Watt Adjustable Outdoor Floodlight

Adjustable Runner Mounting Bracket Permits Adjustment in Any Direction



Equipped with new adjustable runner mounting bracket of patented design which permits adjustment in any direction. 8 1/2" aluminum oxide reflector. Lens is removed to relamp. Unusual efficiency because the reflecting surface is continuous around the back. Wired with waterproof cord and plug. Outside finish in mahogany; inside polished. Ideal for driveways, roadside stands, etc. Takes 100 watt lamp. Can be mounted in either vertical or horizontal position.

No. 1206. List \$4.80. **2⁸²**

Dealer's, each \$2.88, less 2%, net.

250 WATT W.P. FLOODLIGHT

Same as above in construction except takes G30, 250 watt lamp. Also has weatherproof lens.

No. 1210. List \$5.25. Dir's., ea. \$3.15, less 2%, net. **3.09**

COMBINATION Spot and Floodlight

For Indoor Use



A high grade, all-purpose unit at a very low price. Makes either a spotlight or a floodlight according to size of lamp used. With 150-watt lamp it gives a brilliant center-beam spot. With 200-watt lamp it throws a uniform flood of light over large area. Also takes 300-watt medium base lamp for still greater coverage. Made of solid, non-tarnishing aluminum alloy, highly polished reflecting surface. Universal adjustment. Suitable for portable use or mounts on any surface. Wired complete with cord and plug. Height 11"; diameter 10 1/2". Includes color holders and four color screens.

No. 1208. List \$3.15. Dir's., ea. \$2.05. Lots of 5, ea. \$1.80. Less 2%, net. **1⁷⁶**

HIGH Efficiency SMALL FLOODLIGHT

Gives Effective Lighting with Small Wattage Lamps



Recommended for all types of floodlighting where a small, compact, highly efficient unit is required. Solid alloy aluminum reflector with polished reflecting surface gives bright concentrated light. Universal base for portable use or mounting on any surface. Exclusive Wilson runner-mounting bracket. All parts cadmium plated. Complete with rubber cord and plug. For 60-watt lamps. Available for indoor or outdoor lighting.

No. 1218. Weatherproof Outdoor Type with glass lens. List \$2.25. Dir's., ea. \$1.33, less 2%, net. **1³²**

No. 1219. Indoor Type with Color Holder and 4 colors. List \$2.20. Dir's., ea. \$1.32, less 2%, net. **1²⁹**

DAYTON Water Systems

310 Gallons Per Hour With Automatic Capacity Control and Pressure Switch With 17-Gal. Tank

Ever since 1908, when Dayton built the first successful resident water system, the Dayton line has been regarded as the foremost in the water supply equipment field. The models listed on this page incorporate improvements in design that make them the last word in convenient and trouble-free water service. Dayton Pumps are cleverly designed to make all working parts easily accessible. The oiling system is positive and automatic, guaranteeing long life and freedom from wear.

47⁷⁷
NET



No. 1558

SPECIFICATIONS

1/4 H.P. Heavy Duty Motor. New condenser type and inbuilt resettable thermal cut-out overload protection. 110 volt A.C., 60 cycle; single phase.

Automatic Air Volume Control with Pressure Gauge included as standard equipment on all models.

Automatic Pressure Switch—25 to 45 lbs.

All Working Parts Easily Accessible. Valve springs and valve seats easily replaced by merely removing a few bolts. Complete piston unit may be disassembled quickly without any special tools.

Positive and Automatic Lubricating System. All moving parts are automatically lubricated, assuring long life and freedom from wear.

Openings—Suction 1"; Pump discharge 3/4"; Tank discharge 3/4" on Model 31-G; 1 1/4" on larger models.

Sturdy Pressed Steel V-Type Pulley with non-slip belt and belt tightener adjustment.

Hardened and Ground Drop-Forged Crankshaft with long wear adjustable connecting rod. **Easy to Pack Stuffing Box.** Gland may be sufficiently tightened with fingers. No wrench necessary.

Finish—Pump, Blue Morocco enamel; motor and pressure switch; black enamel; tank: galvanized.



No. 1557

The Water Systems listed are of the shallow well or suction type for use where suction lift does not exceed 22 ft. Will pump from well, spring, stream or cistern. We can also furnish you with Dayton water softeners and water systems for large type shallow wells or deep wells. Prices and specifications will be sent upon request.

Our No.	Model	Tank Size	Floor Space			Ship. Wgt.	List	Dir's., ea.	Less 2%
			W.	D.	H.				
1557	N31-G	17 Gal.	32"	15"	32"	145 lbs.	\$65.00	\$48.75	\$47.77
1558	N311-G	42 Gal.	21"	32"	52"	200 lbs.	73.50	55.13	54.03
1559	N312-G	80 Gal.	21"	36"	64"	280 lbs.	85.75	64.31	63.02
1560	N313-G	120 Gal.	24"	40"	64"	330 lbs.	92.75	69.56	68.17

DAYTON Electric Cellar Drainers

Automatically Starts and Stops

A never-failing pump that automatically starts and stops itself. Forces out all basement seepage water as fast as it runs in. Since it operates only when water runs in, cost of operation is extremely low. Working parts are completely enclosed. Equipped with inbuilt switch. Sealed ball bearings and oilless bearings. Rustproof construction throughout. Installation is simple and inexpensive.



No. 1561

No. 1562

MODEL 4435. With 1/4 H.P., 110 volt A.C., 60 cycle, single phase motor. Discharge capacity per hour: 2500 gals. at 5 ft.; 2000 gals. at 10 ft.; 1500 gals. at 15 ft. Pipe connection, 1 1/4". Max. sump depth, 2 ft. less sump cover. Overall height, 29". Ship. wt., 85 lbs. **No. 1561.** List \$37.00. **29.04** Dir's., ea. \$29.63, less 2%, net

MODEL 4465. With sump cover. 1/4 H.P., 110 volt A.C., 60 cycle repulsion-induction motor. Discharge capacity, per hour: 2500 gals. at 5 ft.; 2000 gals. at 10 ft.; 1500 gals. at 15 ft. Pipe connection, 1 1/4". Max. sump depth, 2". Overall height, 36 1/4". Ship. wt., 115 lbs. **No. 1562.** List \$41.00. **30.13** Dir's., ea. \$30.75, less 2%, net

MODEL 4485. With 1/4 H.P., 110 volt A.C., 60 cycle, single phase motor. Discharge capacity per hour: 2500 gals. at 5 ft.; 2000 gals. at 10 ft.; 1500 gals. at 15 ft. Pipe connections, 1 1/4". Overall height, 48". Max. sump depth, 3" less sump cover. Ship. wt. 90 lbs. **No. 1563.** List \$39.50. Dir's., \$29.63, less 2%, net **29.04**

DAYTON CUB DE LUXE



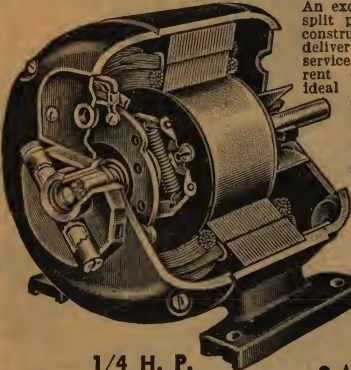
With 1-Gal. Tank

Particularly adapted for use in smaller homes, cottages, filling stations, etc. Maximum pumping capacity, 310 G.P.H. Automatically starts pumping when faucet is opened and continues to pump until faucet is closed. Delivers full stream of water under strong pressure. Unit is the same as used in above systems, and can use any size storage tank. Overall size, 21" wide, 11" deep, 18" high. Ship. wt., 115 lbs. 1/4 H.P. single phase, 110 volt A.C. motor.

No. 1556. List \$54.00. Dir's., ea. **39.69** \$40.50, less 2%, net

ELECTRIC MOTORS and MOTOR

Heavy Duty Split Phase Motors



An exceptionally low priced split phase motor, durably constructed throughout to deliver long, trouble-free service with minimum current consumption. The ideal type of motor for operating washing machines, small shop equipment and as a general utility motor about the home or shop.

Check These Features

- Sturdy cast iron frame—Splash Proof design.
- Oil wells packed with pure wool yarn—filters as it oils.
- Oversize bronze bearings.
- Air cooled design prevents overheating.
- Good for 500,000 starts and stops.
- Will take up to 250% overload capacity.
- Indestructible rotor—easily reversible.
- Operates on 110 volt, 60 cycle, A.C.—1725 R.P.M.
- 1/2 inch machine steel shaft.

Motors can be assorted to take quantity prices.

1/4 H. P.

No. 1501. Specifications: 3/8" from base to center of shaft; 2 1/2 x 5 1/2" between bolt holes. Wgt., 28 lbs. Dir's., ea., \$6.00. Lots of 3, ea., \$5.75. Lots of 12, ea., \$5.40, less 2%, net

5.29

1/3 H. P.

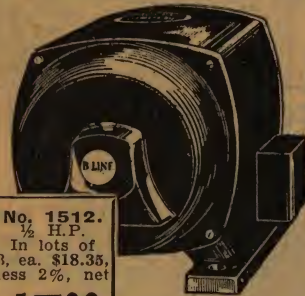
No. 1502. Specifications: 3/8" from base to center of shaft; 2 1/4 x 5 1/4" between bolt holes; wgt. 33 lbs. Dir's., ea., \$7.25. Lots of 3, ea., \$7.00. Lots of 12, ea., \$6.65, less 2%, net.....

6.52

B-Line 1/4 H.P. Rubber Mounted Split Phase Motor 3 1/2" from base to center of shaft. Bolt centers, 3x5". Junction box: 1/2" K.O., with outlets and leads. Can be mounted on any angle. 110 volt, 60 cycle A.C., 1725 R.P.M. Weight, 30 lbs. No. 1503. Dir's., ea., \$7.25. Lots of 3, ea., \$6.95, less 2%, net

6.81

B-Line Extra Torque Motors



No. 1512. 1/2 H.P. In lots of 3, ea. \$18.35, less 2%, net

17.98

REPULSION-INDUCTION TYPE

Designed by the foremost motor engineers, these motors answer every need for economical and efficient motor power. Fully guaranteed for one year against all mechanical defects. B-Line motors have a 200% overload starting torque. They are cool running, reaching a maximum temperature of 40 degrees centigrade. Oversize bronze bearings. Wool packed lubrication. Double cotton wound armature. Machined steel shafts. Steel frames finished in black enamel.

ings. Wool packed lubrication. Double cotton wound armature. Machined steel shafts. Steel frames finished in black enamel.

SINGLE PHASE—60 CYCLE—110-220 VOLT—1725 R.P.M.

No.	H.P.	Shaft Diam.	Base to Btw. Bolt Holes center of shaft to shaft	Parallel R. Angle	Wt.	Ea.	Lots of 3, ea.
1510	2 1/4	1 1/2"	3 1/4"	4 3/4"	29	9.95	9.50
1511	3	1 3/4"	3 1/4"	4 3/4"	33	14.75	13.80
1512	1/2	3/8"	4"	5 1/4"	62	20.10	19.35
1513	3/4	3/8"	4"	5 1/4"	64	24.10	22.60
1514	1	3/8"	5"	6 1/2"	84	28.60	26.80
*Squirrel Cage—3-Ph., 60 Cy., 220-440 V., 1800 R.P.M.							
Heavy Duty, Long Hour, Air Cooled, Starterless Type							
1515	1/4	1/2"	3 1/4"	4 3/4"	33	13.55	13.05
1516	3/8	3/8"	3 1/4"	4 3/4"	36	15.25	14.70
1517	1/2	3/8"	4"	5 1/4"	62	18.65	17.95
1518	3/4	3/8"	4"	5 1/4"	64	21.20	20.40
1519	1	1"	5"	6 1/2"	84	25.40	24.50
1520	1 1/2	1"	5 1/2"	6 3/4"	9	160.30	28.95
1521	3	1"	5 1/2"	7 1/2"	9	171.34.75	33.45
1522	3	1"	5 1/2"	7 1/2"	9	232.39.80	38.35
1523	5	1"	6 1/4"	8 1/2"	10	250.48.25	46.55

*5 H.P. motor has ball bearings. We can supply B-Line motors up to 10 H.P.—3 Phase. We also can supply sliding rails for all of the above motors. Specify if desired on your orders. Rail prices, from 1/2 to 1 H.P., \$0.85; from 1 1/2 to 5 H.P., \$3.20 per pair.

B-Line Ball Bearing Heavy Duty GRINDER

3450 R.P.M. Fully Enclosed

These heavy duty grinders afford greater protection, as they are fully enclosed in a heavy gauged steel housing. Ball bearing motor fully guaranteed, assures continuous smooth service. Comes complete with tool rest, base, on and off switch, 2—6" grinding wheels, one fine and one coarse; and 10 foot rubber cord and plug. Convenient carrying handle provides for easy portability. Finished in black enamel.



- Rubber mounting prevents motor from creeping.
- Air cooled, 40° centigrade maximum temperature.
- Adjustable tool rest.

No. 1504. 1/2 H.P., 110 volt, 60 cycle. With 6"x3 1/2" wheels. Wgt., 53 lbs. Dir's., ea., \$14.80. Lots of 3, ea., \$14.25, less 2%, net

13.96

No. 1505. 3/4 H.P., 110 volt, 60 cycle. With 6"x3 1/2" wheels. Wgt., 57 lbs. Dir's., ea., \$18.75. Lots of 3, ea., \$18.10, less 2%, net

17.74

B-Line Heavy Duty 1/2 H.P. Ball Bearing Grinder

Where constant heavy duty grinding service is required, this Deluxe B-Line grinder gives 100% satisfaction. Equipped with condenser type, dust-proof motor, dynamically balanced for noiseless performance. Extra large base equipped with "on and off" switch. Two, 7"x3 1/4" thick grinding wheels are furnished, one fine and one coarse. New DeLuxe ball bearings assure long, trouble-free service. Motor is air-cooled, so that temperature never exceeds 40° centigrade. Motor and grinding wheels fully enclosed in steel housing, equipped with adjustable tool rests. Furnished complete with 10 ft. rubber cord and plug. Finished in cracked black enamel. Weight, 80 pounds. Operates on 110 volt, 60 cycle current. Guaranteed for one year.

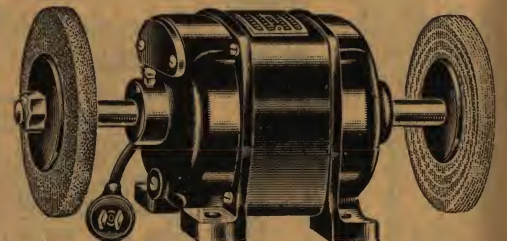


With Condenser Type Motor 3450 R.P.M.

No. 1506. 1/2 H.P. Dir's., ea. \$28.95. Lots of 3, ea. \$28.00, less 2%, net.....

27.44

1/4 and 1/3 H.P. DeLuxe Buffer and Grinder



An ideal motor for the home, workshop or small factory user. Extra long shaft extension permits inside grinding. Totally enclosed motor with dust tight oilers and bronze bearings. Complete with 6" grinding and 6" buffing wheels and 10 ft. cord and rubber plug. Sturdy design and baked finish. 1725 R.P.M. 110 Volts, 60 Cycle, A.C. Wgt. 35 lbs.

1/4 H.P.

No. 1507. Dir's., ea., \$8.15. Lots of 3, ea., \$7.65, less 2%, net

7.50

1/3 H.P.

No. 1508. Dir's., ea., \$9.50. Lots of 3, ea., \$8.90, less 2%, net

8.72

ACCESSORIES

G.M.C. POLISHING HEAD OUTFIT

A handy motor accessory which has a multitude of uses around the work-shop, home, garage or even small factory. Finished in baked red enamel. Has high grade, three-jaw drill shaft, 1/2-in. capacity. Pulley grooved for two speeds.

Complete outfit consists of:

- 4 in. circular saw.
- 4 in. by 1/2 in. grinding wheel.
- 4 in. by 1/2 in. wire scratch wheel.
- 3 in. by 1/4 in. buffing wheel.
- Polishing stand.
- Complete set of drills.

No. 1531. List, \$8.00. Special offer of Stand and Accessories, complete, \$2.45. Lots of 3, ea., \$2.25, less 2%, net.....

No. 1532. Polishing stand with chuck. Ea., 85c. Lots of 6, ea., 80c, less 2%, net.....

G.M.C. UTILITY SET

This complete outfit transforms any small motor into a small machine shop. Has a 1/2" shaft with 3/8" chuck, 4" saw, 4" buffing wheel, 4" grinder, and 4" wire brush. Will fit any 1/2" shaft motor.

No. 1530. Each, \$1.65. Lots of 3, each, \$1.55, less 2%, net.....

ALL-PURPOSE Motor Attachment

Converts the motor into a miniature machine shop. Has combination for flat or grooved pulley, a drill, chuck, and grinding wheel.

No. 1524. Shaft 1/2". With 3/4" chuck..... Each 49c
 No. 1525. Shaft 3/4". With 1/2" chuck..... Each 71c

Right Hand Chucks Only

No.	Capacity	Shaft	Thread	Each	10 lots, each
1526.	1/2"	3/4"	24	24c	20c
1527.	3/4"	1"	24	52c	48c

Attachment Only (without chuck)

No. 1528. Fits 3/4" shaft. Right hand thread. Each, 36c. Lots of 10, each.....29c
 No. 1529. Fits 1" shaft. Right hand thread. Each, 36c. Lots of 10, each.....29c

DIE-CAST PULLEYS

For Round Belts	No.	Out. diam.	Pitch diam.	Bore	Ea.	Lots of 25, ea.
	1533	1 1/2"	1 1/4"	3/8"	12c	10c
	1534	1 3/4"	1 1/2"	3/8"		
	1535	2"	1 3/4"	3/8"	14c	12c
	1536	2 1/4"	2"	3/8"		
	1537	2 1/2"	2 1/4"	3/8"	17c	15c
	1538	2 3/4"	2 1/2"	3/8"		
	1539	3"	2 3/4"	3/8"	21c	19c
	1540	3 1/4"	3"	3/8"		
	1541	3 1/2"	3 1/4"	3/8"	29c	26c
	1542	4"	3 1/2"	3/8"		
	1543	4 1/4"	4"	3/8"		
	1544	4 1/2"	4 1/4"	3/8"		

FLEXIBLE SHAFTS

These shafts have a vulcanized rubber covering which gives them longer durability and greater flexibility. Inner core 3/8" of hardened steel drive wire. Case hardened handpiece and couplings. 4 sets of ball bearings, 12 to the set, 3/4" in diameter provide for smooth transmission of motive power. Interior of shafts packed with grease. Complete with handpiece and arbor for buffing, grinding or wire wheels. Fits any 3/4" motor shaft.

No. 1549. For 1/4 H.P. 5 ft. shaft. Dir's., ea. \$5.75
 No. 1547. For 1/2 H.P. 6 ft. shaft. Dir's., ea. \$7.10
 No. 1546. For use on 1/2 H.P. 6 ft. shaft. Dir's., ea. \$17.50, less 2%, net.....

Betterbilt ELECTRIC DRILLS

SENIOR MODEL—5/8 IN. CHUCK

With Jacobs Key Chuck

This drill is made for us by one of the largest manufacturers of electric drills who markets this same drill under a well known name to sell for \$80.00. It is a precision built tool throughout that will stand continuous hard service.

FEATURES

- Oversize perfectly balanced 110 volt AC-DC motor.
 - Cast aluminum motor housing.
 - Hardened nickel chrome steel gears.
 - Ball thrust bearing.
 - Combination D-Handle and breast plate for heavy duty work.
 - Removable side handles for continuous work.
 - Foot-proof switch in side handle.
 - 500 R.P.M.
 - Delivers 1/3 H.P. at drilling speed.
- Comes complete with 8 ft. of rubber cord and unbreakable plug. Gear housing finished in black enamel. Overall length, 16". Weight, 14 lbs. Guaranteed for one year.

No. 1552. List \$80.00. Dir's. ea., \$35.50, less 2%, net.....



JUNIOR MODEL—3/8 IN. CHUCK

One of the finest low priced drills ever offered! A 3/8" hardened steel keyless chuck drill with practically all the desirable features which go to make up a quality drill.

FEATURES

- Powerful 110 volt AC-DC Motor.
 - Aluminum motor housing.
 - Three-jaw keyless chuck.
 - Large easy grip handle and chromium plated breast plate.
 - Hard ground steel gears.
 - Ball thrust bearing.
 - Load speed, 800 R.P.M.
 - Foot-proof switch in handle.
- Complete with 8 ft. of rubber cord and unbreakable plug. Gear housing black enameled. Wt. 7 lbs.

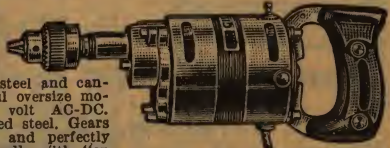
No. 1551. List, \$30.00. Dir's., ea., \$17.35, less 2%, net.....



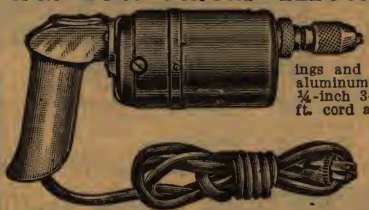
SPECIAL MODEL—1/4 IN. CHUCK

A low priced electric drill that has been engineered for quick, efficient performance on practically all drill requirements. Guaranteed to cut through steel and cannot be stalled. Powerful oversize motor operates on 110 volt AC-DC. Motor housing of pressed steel. Gears are of hardened steel and perfectly balanced. Sure-grip handle with "on and off" trigger switch. Comes complete with steel chuck and 6 ft. of cord and plug. Load speed 1250 R.P.M. Wt. 5 1/2 lbs.

No. 1550. List \$21.50. Dir's., ea. \$10.75, less 2%, net.....



K-M LOW PRICED ELECTRIC HAND DRILL



Powered by high speed motor, geared down for real driving power. Steel shaft rotates on phosphor bronze thrust bearings and has felt retainer. Easy grip aluminum handle. Knurled collar. Has 3/4-inch 3-jaw chuck. Complete with 8-ft. cord and "on and off" switch. 115 volt AC-DC, 75 watts, 1350 R.P.M.

No. 1553. Wt., 4 lbs. List \$10.50. Dir's., ea. \$8.25. Lots of 3, ea. \$5.95, less 2%, net.....

ELECTRIC DRILL ATTACHMENT

Converts 1/4-in. Drill to 1/2-in.

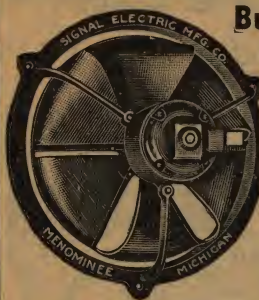
G.M.C. Drill Attachment makes it possible for a 1/4" capacity Electric Drill to bore up to 1/2" hole. Reduces R.P.M. ratio five to one giving it the correct speed and power for 1/2" chuck on attachment. The pinion gear is hardened steel and the internal gears are steel and bronze meshing with each other.

No. 1548. List, \$7.50. Dir's., ea. \$4.50, less 2%, net.....



SIGNAL VENTILATING Fans

Bucket Blade Exhaust Fans



Recommended for commercial kitchens, laundries, bakeries, garages and similar installations where the displacement of a large volume of air is required. Single phase—shaded pole motor built into fully enclosed housing. Leaded bronze bearings with wool packing and large oil reservoirs. Motor is securely mounted to frame with three bolts which can easily be removed for installation. Equipped with thrust type ball-bearings and will operate in either a horizontal or vertical position, fan end of motor up or down. Equipped with reversible conduit box. Frame is cast reinforced iron. Finished in black enamel. Non-radio interfering, 110 volts A. C. only—60 cycles, Dir's. Less 2%

No.	Size	CFM	RPM	Wt.	List ea.	net
1787	12 In.	825	1100	25	24.00	15.60
1788	16 In.	1400	1150	36	36.00	23.40
1789	18 In.	2300	1100	40	48.00	31.20

FLAT BLADE VENT FANS

Recommended for air renewal in offices, small stores, washrooms, kitchens, etc. Mounting ring and integral motor supports are reinforced cast iron. Fan assemblies have six blades pitched for maximum air delivery. Motor totally enclosed in cast iron housing.

No.	Size	CFM	RPM	Lbs.	List	Dir's.	2%
1774	10"	600	1475	12	16.50	10.73	10.52
1775	12"	725	1000	21	20.25	13.16	12.90
1776	16"	1200	1000	32	22.25	14.46	13.87



3-Speed Switches

For Above Exhaust Fans

Surface type mounting, 3-speed control. Runs fan 1000 R.P.M. on high, 900 medium, and 750 low.

No. 1790. 12 In.	List \$5.00, Dir's. ea.
No. 1791. 16 In.	\$3.25, less
No. 1792. 18 In.	2%, net

Signal AUTOMATIC SHUTTERS

Designed for use with bucket blade and flat blade exhaust fans. Provides protection on the outside to the opening when fan is not in operation. Vanes are made of high-grade aluminum fastened to vertical tie-rod and mounted in cast frame. Vanes operate in union, opening automatically when fan is started and closing when fan is stopped. Shutters cannot be opened from the outside by wind.

No.	Size	Dimensions	List ea.	Dir's.	Less 2%
1777	10 In.	12 3/4 x 10 3/4 x 3 3/4 In.	5.50	3.58	3.51
1778	12 In.	14 1/2 x 13 x 7 In.	6.25	4.06	3.98
1779	16 In.	18 3/4 x 16 3/4 x 7 In.	8.25	5.36	5.26
1780	18 In.	20 3/4 x 19 x 7 1/2 In.	9.50	6.16	6.06
1781	24 In.	27 3/4 x 25 3/4 x 7 3/4 In.	13.50	8.78	8.60

Automatic Wall Box Kitchen Vent Fans

Fully automatic kitchen ventilators of the built-in type for permanent installation. Telescopic in design and adjustable to wall thicknesses from 7 to 13 in. No wood, metal frame or screws in plaster or brick are necessary. Can be quickly installed in new or old homes. 10" quiet type fan, 110-120 AC, 60 cycle.

Standard Model

Opening the door starts motor and rush of air opens shutters. 500 C.F.M. Wt. 26 lbs. Inside frame drawn steel; outside, cast iron.

No. 1783. List \$21.50, Dir's., \$13.98, less 2%, net **13.70**

Deluxe Model

When door is opened, motor starts and shutters open automatically. 600 C.F.M. Wt. 28 lbs. Inside and outside frame cast aluminum.

No. 1717. List \$32.00, Dir's., \$20.80, less 2%, net... **20.38**

Window Ventilator

Fits any window from 24 to 37 in. in width. Large oil reservoirs. Motor is held rigid by strong supports. Protective wire guard between motor and fan. 10 in. blades. Steel frame with weatherproof shutters are opened and closed from inside by latch and cord. A pull on the other end of cord controls one-speed switch. Finished in grey. 600 C.F.M. 1475 R.P.M. 110-120 AC, 60 cycles. Ship. wt. 19 1/2 lbs.

No. 1785. List \$18.50, Dir's., ea. \$12.02, less 2%, net..... **11.78**

SIGNAL CHALLENGER VENTILATING FANS

- Totally Enclosed Motor
- Self Lubricating Bearings
- Chrome Plated Blades
- Quiet Operation



A new idea of values is established in the Challenger vent fan. Features of construction usually found only in higher priced brackets, are included in these models. Totally enclosed motor with self-lubricating bearings and large oil reservoir. Chrome plated fan blades. Heavy gauge square sheet steel frame with four holes for easy mounting. Rigidly secured motor. Adjustable conduit box. Black wrinkle finish. Easily adaptable for installation in walls, windows and transoms. 110 volt AC only, 60 cycles.

No.	Size	c.f.m.	r.p.m.	Wt.	List ea.	Dir's.
1796	10"	650	1400	6 lbs.	\$9.80	\$6.37
1797	12"	900	1400	10 1/2 lbs.	12.50	8.13
1798	16"	1400	1400	19 1/2 lbs.	16.50	10.73

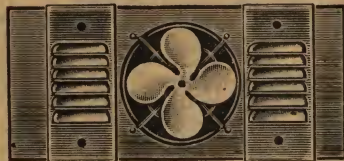
DELCO WINDOW VENTILATOR



A quiet and efficient ventilating fan. Extra large motor. Specially designed wide angle blades will not warp or rust. Extra large bronze bushings provided with external oil holes. Complete with cord and plug. Panel finished in gray, motor and blades in durable black lacquer. Adjustable from 25 to 36 in. Panel height 11 1/2 in. 110-volt, 50-60 cycles. High speed 1500 R.P.M. Air delivery 570 cu. ft. per min. Ship. Wt. 13 lbs.

No. 1784. List \$8.95, Dir's., ea. **5.85**
\$5.97, less 2%, net.....

DOMINION De Luxe WINDOW VENTILATORS

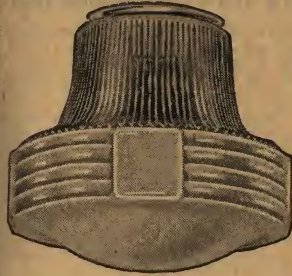


An inexpensive window ventilator, yet constructed to give long, satisfactory service. Fits standard size window 24" to 32" wide. Induction-type motor, non-radio interfering. Self aligning. Rain louvers can be closed when necessary to protect fan from weather elements. Easily opened and closed from side, making it unnecessary to remove fan from window. Rich pearl gray enamel finish. Switch is conveniently arranged in 10' cord that is equipped with attachment cap. 110-120 volts, 60 cycle AC only.

8 IN. FAN		10 IN. FAN	
No. 1715.	390 cu. ft. per min. air displacement. List \$5.95, Dir's. ea. \$3.82, Lots of 3, ea. \$3.57, less 2%, net.....	No. 1716.	500 cu. ft. per min. air displacement. List \$7.95, Dir's. ea. \$5.17, Lots of 3, ea. \$4.72, less 2%, net.....
	3.50		4.67

2% Cash Discount
On All Merchandise

Decorative GLASSWARE



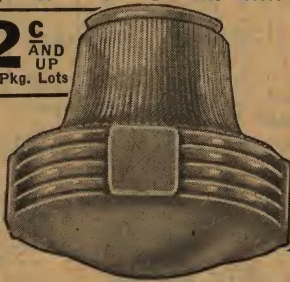
Zephyr Opal Glass

Commercial Glass Units

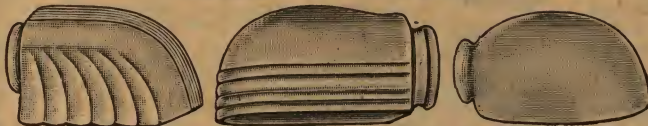
A smart looking commercial glass unit priced low for volume selling. Made of pure white glass and designed along modern lines. It will indeed contribute greatly to the appearance and illuminating efficiency of any store.

No.	Depth	Diam.	Fitter	Std. Pkg.	Each	Std. Pkg.
1946.	6 1/4"	6 3/4"	4"	12	\$0.36	\$0.32
1947.	8"	8 1/2"	4"	12	.45	.40
1948.	10 1/4"	12"	6"	4	1.10	1.05
1949.	11 1/4"	14"	6"	2	1.44	1.32
1967.	12 3/4"	16"	6"	1	1.76

32^C
AND UP
In Std. Pkg. Lots



WHITE HALF SHADES



An attractively designed half shade made of white opal glass that has definitely won its spurs as a profitable item. Will match most of the modern brackets on the market at present. 6 1/2" long, 2 1/4" fitter. No. 1951. Dir's., each 33c. In Std. Pkg. lots of 24, each

30^C

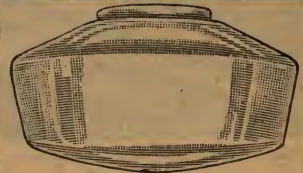
Designed in keeping with the modern trend towards streamlined effect. 6 1/2" long, with 2 1/4" fitter. Will fit practically all types of brackets. No. 1950. Dir's., each, 33c. In Std. Pkg. lots of 24, ea.

30^C

A conventional and very popular type of half shade which has innumerable uses about the home, particularly in the bathroom. Made of white enamelled glass. 6 1/2" long by 3" deep. 2 1/4" fitter. No. 1931. List, 50c. Dir's., ea., 25c. In carton lots of 24, per doz., \$2.75, less 2% net

269

Betterbilt Snow-White GLASS UNITS



A universally popular unit, priced so low, as to make it wise for you to put a quantity of all sizes in stock.

Made of snow-white glass; without equal as a diffusing medium for modern high candlepower lamps.

No.	Size	Std. Pkg.	Each	Std. Pkg.	Each
1934.	4x 8 in.	12	\$0.30	\$0.28	
1937.	4x 9 in.	12	.35	.32	
1938.	4x10 in.	12	.60	.55	
1939.	6x12 in.	4	.96	.90	
1940.	6x14 in.	2	1.20	1.10	
1941.	6x16 in.	2	1.75	1.65	



CRITERION LOUVRE LIGHT CONVERTOR

Converts old, inefficient lighting equipment into modern, semi-indirect fixtures without any installation cost. Old glass lifts off and Criterion replaces it, changing it into attractive lighting unit. Metal reflector finished in satin aluminum throws indirect light. Enamelled glass with crystal louvre bottom sheds direct light. 17" spread. No. 5867. 4" Fitter. 150 Watt capacity. Standard socket. List \$3.75. Dir's., ea. \$1.88, less 2%, net. **1.84** No. 5868. 6" Fitter. 200-300 watt capacity. Standard socket. List \$4.50. Dir's., ea. \$2.25, less 2%, net. **2.20**

BLOWN REFLECTORS

2 1/4-in. fitters. No. 1935. Flat type, 75 watts. Size, 8x3 3/4 in. Std. pkg. 24. Ea., 40c. Std. pkg. lots, each

35^C



No. 1936. Flat type, 100 watts. Size, 9 1/2 x 4 1/2 in. Std. pkg. 25. Ea., 54c. Std. pkg. lots, each

45^C

BELL SHADES

White glass shades for kitchen, bedroom or bathroom; 2 1/4-in. holder. No. 1930. 7-in. Ea., 32c. Carton of 36, ea.

28^C

No. 1932. 6-in. Ea. 27c. Carton of 24, ea.

24^C



Marine Porch Balls

An attractive piece of glassware designed in the popular Marine effect. Panels have that hammered Swedish iron effect. Finished in smooth satin finish. Overall diameter, 6". Diameter of fitter, 3 1/2".



No. 1952. List, 57c. Dir's., ea., 29c. Lots of 6, ea.

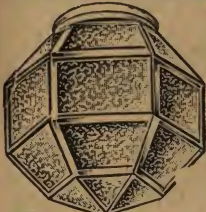
27^C

With Black Line

Same as above with baked-on black enamelled line separating panels. No. 1953. List 96c. Dir's., ea. 48c. Lots of 6, ea.

43^C

CRACKLED OCTAGON BALL



A popular number for use on porches and halls and general indoor or outdoor use. Outside finished in crackled effect. Amber finish. Overall diameter, 6". Fitter, 3 1/2".

No. 1959. List 50c. Dir's., ea. 26c. Lots of 24, ea.

24^C

CRYSTAL PORCH BALL



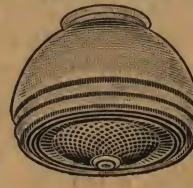
Here is a piece of glassware that has proven an unusually popular seller. Rough outside and satin finish inside. Overall diameter, 6". Fitter, 2 1/4".

No. 1958. List 45c. Dir's., ea. 25c. Lots of 24, ea.

23^C

1-Piece Crystal Bottom Unit

Attractively designed glassware with crystal bottom which permits full intensity of lamp to pass through without glare. 8 1/2" diameter. Fitter, 4". Capacity, 150 watts.



No. 1954. Dir's., ea. 67c. Lots of 12, ea. 60c, less 2%, net

59^C



Fluorescent Mazda Lamps

The Lamp Which Has Revolutionized Lighting

In the short time since its introduction, this amazing new type of lamp has created a tremendous stir in the field of lighting. This is greatly due to the unlimited possibilities for unique effects and the superior lighting advantages which these lamps offer.

C. E. Fluorescent Mazda lamps are tubular in shape, and come in varying lengths and diameters. They give off a soft, glareless glow when lit which not only provides adequate illumination, but is also easy on the eyes. They have no filament, the light being produced through the agency of invisible radiation acting on fluorescent powders with which the inside of bulb is coated.

Designed for use with small auxiliary on any standard voltage circuit. Light output per watt is considerably greater than that of ordinary incandescent lamps, yet only half the heat is radiated. Has a rated life of 2,000 hours in ordinary lighting service. Light output is well maintained throughout life of lamp.

Fluorescent lamps are also available in blue, pink, green, gold and red at slightly higher cost. (Write for prices.) As a result of this wide color assortment, the possibilities for application are tremendous. Theatres, stores, hotels, shops, display rooms, etc., are among the many outlets for this new type of lamp.

No.	Type	Color	Watts	Lgth.	Diam.	Std. Pkg.	Ea.	4.25 net orders, ea.	Std. Pkg., ea.
1100	T8	White	15	18"	1"	24	.95	.81	.76
1104	T8	Daylight	15	18"	1"				
1102	T12	White	20	24"	1½"				
1106	T12	Daylight	20	24"	1½"	24	1.25	1.06	1.00
1103	T8	White	30	36"	1"				
1107	T8	Daylight	30	36"	1"				
1108	T12	Daylight	40	48"	1½"	24	1.90	1.62	1.52
1109	T12	White	40	48"	1½"				

Arrow FLUORESCENT LAMP STARTER SWITCH AND CONDENSER



These easily replaceable starter switches are for use with the auxiliaries listed on right. The starter unit contains switch and condenser and fits into combination starter socket and lamp holder. (Listed below).

665
Dir's., ea. No. 665. 15 or 20 watts.
No. 666. 30 or 40 watts.
Lots of 50, ea. **31c**



FLUORESCENT AUXILIARIES

All Fluorescent lamps require an auxiliary (lamp ballast) in order to prevent the lamp from being instantly burned out. Below are listed the most popular auxiliaries which meet practically all requirements.



These units are for use with the starter switch listed on left.

Arrow COMBINATION STARTER



SOCKET AND LAMP HOLDER

Combination surface or flush mounting bakelite socket for starter switch and lamp holder. Fits all lamp sizes. 250 volts.

No. 667. Dir's., ea. 29½c. Lots of 10, ea. 26c. Per 100, \$22.32, less 2% **21.87**

STANDARD FLUORESCENT SOCKET

Standard bakelite socket takes all sizes of Fluorescent lamps for flush or surface mounting. 660 watts, 250 volts.

No. 668. Dir's., ea. 16½c. Lots of 10, ea. 14½c. Per 100, \$12.40, less 2% **12.15**

No.	Age	Voltage	Dimensions	List	Dir's., ea.	Lots of 10, ea.
659	15	110-125	1½x1½x4¼"	.65	.57	.42
660	20	110-125	1½x1½x4¼"	.65	.57	.42
661	30	110-125	1½x1½x10½"	2.25	1.97	1.46
662	30	220-250	1½x1½x8"	1.25	1.09	.81
663	40	110-125	1½x1½x10½"	2.50	2.19	1.63
664	40	220-250	1½x1½x8"	1.50	1.31	.98

2-Lite Fluorescent KITCHEN UNIT

Quickly Attached to Any 4" or 6" Holder

An attractive Fluorescent kitchen fixture, which can quickly and easily be installed in place of the old fixture by simply attaching to the holder already in place. Simply remove glass shade and bulb, plug in the Fluorescent unit in socket, and tighten the fitter screws. Will flood the kitchen with cool, efficient daylight of high intensity. Uses 2 T-12 twenty watt fluorescent lamps. Equipped with the newest type Underwriters' Approved ballasts. Smartly designed and finished in white enamel with glistening chromium trim. Complete with fittings for standard 4" and 6" holders. 110-120 volts A.C. Ship. Wt., 11 lbs.

No. 5204. List \$9.95. Dir's., ea. \$5.97, less 2%, net. **5.85**

Send for Retail Circulars On Fluorescent Lighting

Sell this new and revolutionary type of lighting from literature which clearly shows and explains its advantages. Sent free upon request.



2-Lite Fluorescent Daylight Industrial Unit

Just Plug in and Hang Up!

A newly designed convertor type Fluorescent fixture, which makes an ideal installation for every type of industrial plant. Provides adequate, high intensity daylight where it is most needed. Greatly improves seeing conditions and eliminates eye strain.

Easily installed, simply by hanging two chains and plugging into regular light socket. Has a special type of bracket which permits various angle adjustments by changing the hooks from one slot to another. Incorporates Underwriters' Approved "Tulamp" high power factor ballast. Takes 2 T12 48 in. 40 watt bulbs. 60" long, 1½" wide.

Durably constructed of heavy gauge steel throughout. The reflector is finished in fired porcelain white enamel on inside and blue-black baked enamel on outside. Has high reflecting quality. Cartridge type lamp starters located in lamp sockets and easily removed. Comes complete with a pair of 8 ft. hanging chains and a 6 ft. heavy rubber cord and plug. Also has "knockouts" for wiring with conduit or BX cable wherever necessary.

No. 5202. For 110 volts, 60 cycles, A.C. } List \$19.95, Dir's., ea. \$11.97, less 2% **11.73**
No. 5203. For 220 volts, 60 cycles, A.C. } 2%



Fluor-O-Master FLUORESCENT ADAPTER FIXTURES

Modern Fluorescent Lighting Fixtures Without Installation Cost

With the new Fluor-O-Master Fluorescent adapters, you can banish those old fashioned incandescent ceiling fixtures and replace them with modern Fluorescent lighting. A **nd** most important of all—without installation cost of any kind. Just take the old glass globe or shade out of the fitter holder and replace it with complete streamlined units by simply screwing plug into socket.



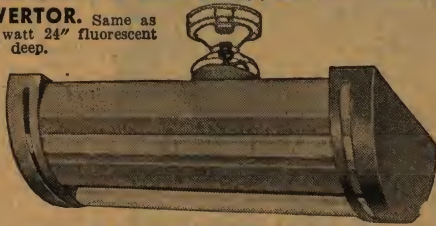
No. 5970

4-LIGHT HANGING CONVERTOR. Instantly installed modern fluorescent lighting is made possible with this attractive convertor unit. Fits any 6" fitter holder. Body and reflecting surface finished in white baked porcelain enamel. Crown finished in baked satin aluminum. No wiring required. Merely plug into socket. 26" long, 10" wide, 6" deep. 12" cord and plug. 110 volts, 60 cycles A.C. Takes 4 T-12 twenty watt 24" fluorescent bulbs.

No. 5970. List \$17.95 (less bulbs). Dir's., ea. \$10.77, less 2%, net..... **10.55**

6-LIGHT HANGER CONVERTOR. Same as above only takes 6 T-12 twenty watt 24" fluorescent bulbs. 26" long, 13 1/4" wide, 6" deep.

No. 5971. List \$24.95 (less bulbs), Dir's., ea. **14.67**
\$14.97, less 2%, net.



2-LIGHT CONVERTOR FOR 4" FITTER

For Bathrooms, Kitchens, Bedrooms, Etc.

Modern, shadowless Fluorescent lighting with no installation cost! Merely plug into socket and transform any old style unit into a sparkling Fluorescent fixture. Made to fit any 4" kitchen, bathroom or bedroom fitter. 26" long, 10" wide, 6" deep. 12" cord and plug. Takes two T-12 fifteen watt 18" fluorescent bulbs. 110 volts, 60 cycles A.C. Finished in white baked porcelain, crown in satin silver aluminum.

No. 5972. List \$8.95 (less bulbs). Dir's., ea. \$5.37, less 2%, net..... **5.26**

4- AND 6-LIGHT COMMERCIAL LIGHT CONVERTORS

A gleaming polished chrome Fluorescent light unit that is as easy to install as a fixture globe. Merely remove old unit and plug cord into socket. This amazing new fitter adapter looks exactly like a complete permanent fixture. Fits any 6" fitter. 36" overall. Diameter 12". Finished in highly polished chrome plate. 110 volts A.C. only, 60 cycle.

No. 5973. Takes four T-12 twenty watt 24" fluorescent bulbs. List \$24.95 (less bulbs). Dir's., ea. \$14.97, less 2%, net..... **14.67**

No. 5974. Takes six T-12 twenty watt 24" fluorescent bulbs. List \$32.95 (less bulbs). Dir's., ea. \$19.77, less 2%, net..... **19.37**

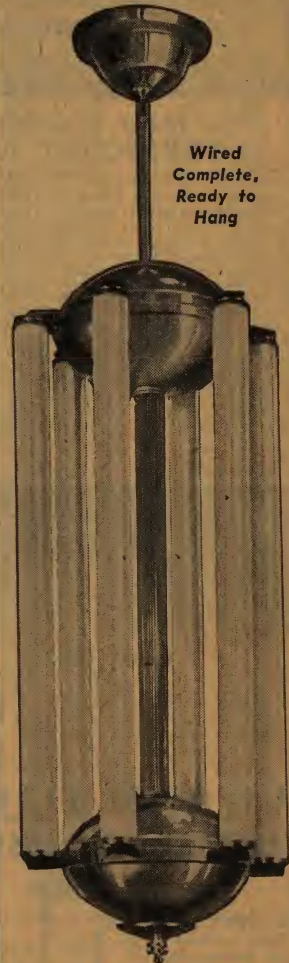
FLUORESCENT PIN-UP BRACKET



A handy decorative bracket which can be pinned on any wall, either horizontally or vertically. Merely plug cord into socket to convert old style unit into a modern sparkling fluorescent fixture. Ideal for bathroom, kitchen, pantry, bedroom, etc. Can be used as a bathroom bracket for mounting on top of mirror or alongside of mirror. Finished in chrome. On and off switch. Takes a T-8 fifteen watt bulb. 110 volts A.C. 60 cycle.

No. 5968. List \$5.95 (less bulb). Dir's., ea. \$3.57, less 2%, net..... **3.50**

6-LIGHT Fluorescent HANGING FIXTURE



Wired Complete, Ready to Hang

The smart, gleaming lines of this lighting unit enriches the usually plain-looking Fluorescent bulbs into brilliant columns of beauty. Takes 6 T-12 twenty watt 24" fluorescent bulbs. Chrome plated finish. Length overall 40", width 12". Wt. 18 lbs. An ideal light for lobbies, stores, public buildings, restaurants, etc. Wired complete, ready to hang. 110 volts A.C., 60 cycles.

No. 5969. 6 Light. List \$36.50 (less bulbs), Dir's., ea. \$21.90, less 2%, net..... **21.46**

No. 5975. 4 Light. Takes 4 T-12 20 watt bulbs. List \$27.50 (Less bulbs). Dir's., ea. \$16.50, less 2%, net..... **16.17**

All fixtures on this page come wired complete with starter auxiliaries and sockets ready to hang (less bulbs).

Ask For Free Literature Covering Fluorescent Fixtures. Retail Prices Only Are Shown.

FLUORESCENT LIGHTING FIXTURES

All Fixtures Are Wired Complete with Auxiliaries, Sockets and Starter Switches



The New FLUOR-O-LITE FLUORESCENT ADAPTER

- Converts Old Fixture Into New Fluorescent Unit
- Screws Into Any Standard Light Socket
- Eliminates Costly Rewiring and Installation Costs

Fluorescent lighting at an unbelievably low cost is available now with the use of this remarkable Fluorescent adapter. Merely screw Fluorescent unit into any light socket like you would an ordinary bulb and you immediately have cool, Fluorescent daylight. Just the thing for factories, offices, etc. Swivel socket permits finger-tip control. And as for price, your customers need not hesitate to install Fluorescent lighting when they can purchase a unit for A. C. current for only \$4.70 list. Finished in baked brown enamel. 110-125 volt A.C. only, 60 cycles. (Furnished less bulb.)

No. 5178. Takes 1 T-8 15 watt Fluorescent bulb. 18" long, 4 3/4" wide. List \$4.70. Dir's., ea. \$2.82, less 2%, net **2.76**

No. 5201. Takes 2 T-8 15 watt bulbs. 18" long, 4 3/4" wide. List \$7.70. Dir's., ea. \$4.62, less 2%, net **4.53**

No. 5179. Takes 1 T-12 20 watt Fluorescent bulb. 24" long, 5 1/4" wide. List \$6.95. Dir's., ea. \$4.17, less 2%, net **4.09**



2 LIGHT ALL PURPOSE INDUSTRIAL UNIT

A complete Fluorescent unit, ready to hang without any costly installation. Simply hang chain on hook and plug in cord in standard socket. Complete with pair of 8 ft. chains and 6 ft. cord and plug. Finished in brown with aluminized reflector. Quality construction throughout. Heat treated aluminum finish reflector provides even light distribution. Takes 2 T-12 20 watt Fluorescent lamps. (Furnished less bulbs.) Size, 24x7 1/4 x 4 in. 110-125 volt A.C. only. 60 cycle. **No. 5180.** List \$8.80. Dir's., ea. \$5.28, less 2%, net **5.17**



2 LIGHT UNITS

Takes 2 T-12 40 watt Fluorescent bulbs. **No. 5184.*** Surface Mounting. For 220 volts. List \$22.95. Dir's., ea. \$13.77, less 2%, net **13.49**

No. 5185.* Surface Mounting. For 110 volts. List \$19.95. Dir's., ea. \$11.97, less 2%, net **11.73**

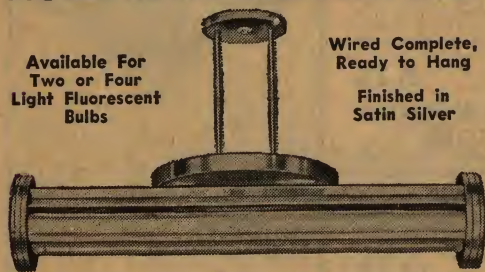
4 LIGHT UNITS

Takes 4 T-12 20-watt Fluorescent bulbs. **No. 5182.*** Surface Mounting. List \$19.95. Dir's., ea. \$11.97, less 2%, net **11.73**

COMMERCIAL FLUORESCENT FIXTURES

These Fluorescent units are recommended where a greater quantity of light is required. Completely wired, ready to hang. Simply hang chain on hook, and plug in cord. Complete with 8 ft. chains and 8 ft. improved cord and plug. Has 3/4" knock out in center so that fixture may be installed in conduit if necessary. Individual switch control. 48" long, 9" wide, 6" deep. Takes T-12 20 watt Fluorescent bulbs. 110-125 volts, 60 cycles, A. C. only. (Furnished less bulbs.) *Recessed lamp mountings concentrate light over a definite area. Surface lamp mountings distribute light over a wider area.

WILSON FLUORESCENT LIGHTING MODERNE FLUORESCENT UNIT



Available For Two or Four Light Fluorescent Bulbs

Wired Complete, Ready to Hang

Finished in Satin Silver

This distinctive lighting fixture was specially designed to harmonize with the long and tubular shaped Fluorescent bulbs. Double stem hanger and trimming is flawlessly finished in non-tarnishing brushed silver satin. These units are supplied wired complete with auxiliaries, ready to attach directly to outlet box. Fixture suspends 30 in. from ceiling. Available in two or four lights (see illustration). Takes No. T-12 20 watt Fluorescent bulbs. Operates on 110-125 volts A. C. only, 60 cycles. (Furnished less bulbs.)

No. 5188. Takes 2 20-watt bulbs. List \$14.20. Dir's., ea. \$8.52, less 2%, net **8.35**

No. 5189. Takes 4 20-watt bulbs. List \$25.90. Dir's., ea. \$15.54, less 2%, net **15.23**

For Flush Mounting

Same as above only mounts flush against ceiling.

No. 5190. Takes 2 20-watt bulbs. List \$11.10. Dir's., ea. \$6.66, less 2%, net **6.53**

No. 5191. Takes 4 20-watt bulbs. List \$22.30. Dir's., ea. \$13.38, less 2%, net **13.11**



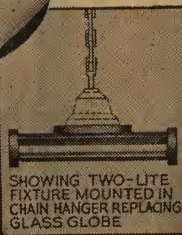
FOUR LITE



TWO LITE

FLUORESCENT LIGHT CONVERTER

Eliminates Expensive Installation Costs



SHOWING TWO-LITE FIXTURE MOUNTED IN CHAIN HANGER REPLACING GLASS GLOBE

Attaches Easily To Any 4 In. or 6 In. Holder

With this revolutionary light converter, inefficient lighting units can be easily replaced with Fluorescent lighting. Old glass globe from 4" or a 6" holder slips off and new Fluorescent unit is easily attached. Eliminates expensive wiring and makes it possible for the dealer to sell these units with very little effort. Finished in silver satin. Completely wired ready to hang. 110-125 volts A. C. only, 60 cycle. Takes No. T-12 20 watt Fluorescent bulbs. (Furnished less bulb.) Complete with cord and plug to fit standard socket.

No. 5186. Takes 2 20-watt Bulbs. List \$10.70. Dir's., ea. \$6.12, less 2%, net **6.29**

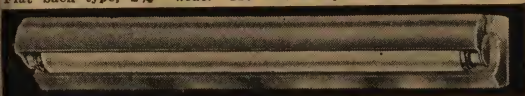
No. 5137. Takes 4 20-watt Bulbs. List \$21.90. Dir's., ea. \$13.14, less 2%, net **12.88**



PROGRESS Fluorescent WALL BRACKETS

All Brackets Are Finished in Chromium

A modern, up-to-the-minute line of Fluorescent wall brackets, wired complete with auxiliaries, ready to install. Does a splendid job of illumination and at the same time adding a brilliant decorative effect. Made of 20 gauge brass and finished in chromium. Ideal for use in homes or in stores, hotels, etc. On and off switch. Flat back type, 2 3/4" wide. 110 volt 60 cycles A.C. Less bulbs.



STANDARD TYPE WITH ADJUSTABLE REFLECTOR

No. 5172. Takes a T-8 lamp 18" size. Overall length 19"x2 3/4" wide. List \$7.80. Dlr's., ea. \$4.68.

Less 2%, net..... **4.59**

No. 5173. Takes a T-12 lamp 24" size, over alling 25"x2 3/4" wide. List \$8.80. Dlr's., ea. \$5.28.

Less 2%, net..... **5.17**

STANDARD BRACKET

No. 5164. Takes a T-8 18" lamp. Overall length 19". List \$6.10. Dlr's., ea. **3.59**

Less 2%, net.....

No. 5165. Takes a T-12 24" lamp. Overall length 25". List \$6.80. Dlr's., ea. **4.00**

Less 2%, net.....

Same as Above, Only with

Outlets

No. 5166. Takes a T-8 18" lamp. List \$6.40. Dlr's., ea. \$3.84.

Less 2%, net..... **3.76**

No. 5167. Takes a T-12 24" lamp. List \$7.10. Dlr's., ea. \$4.26.

Less 2%, net..... **4.17**

MODERN BRACKET

For T12 Lamp

No. 5168. Takes a T-12 lamp 24" size. Overall length 19". List \$8.20. Dlr's., ea. **4.82**

Less 2%, net.....

No. 5169. Takes a T-12 lamp 24" size. Overall length 25". List \$9.00. Dlr's., ea. **5.29**

Less 2%, net.....



5164-7



5168-71



Fluorescent lighting incorporated in this decorative unit, is the smartest thing in illumination today. Finished in eggshell, ivory and chrome. Reflectors finished in polished chrome. Wired complete, ready to hang, 110 volt A.C. 60 cycle. Less bulbs.

FLUORESCENT 2-LIGHT DROP FIXTURE

No. 5174. Takes 2 T-8 lamp 18" size. 30" overall. 18 3/4" long x 3 1/2" deep x 5 1/2" high. List \$17.30. Dlr's., ea. \$10.17

Less 2%, net.....

No. 5175. Takes 2 T-12 lamp 24" size. 30" overall. 24 3/4" long x 3 1/2" deep x 5 1/2" high. List \$18.90. Dlr's., ea. \$11.34.

Less 2%, net..... **11.11**

FLUORESCENT 3-LIGHT DROP FIXTURE

No. 5176. Takes 3 T-18 lamp 18" size. 36" overall. 18 3/4" length x 10 3/4" deep x 5 1/2" high. List \$22.60. Dlr's., ea. **13.29**

Less 2%, net.....

No. 5177. Takes 3 T-12 lamp 24" size. 36" overall. 24 3/4" long x 10 3/4" deep x 5 1/2" high. List \$23.60. Dlr's., ea. \$13.96.

Less 2%, net..... **13.68**

LUMILINE BRACKETS



5853



5849



5857

These popular fixtures by Progress, although priced exceedingly low, are strictly quality products in every detail. They are made of solid 22 gauge brass throughout, heavily chromium plated. They are unsurpassed for decorative lighting in homes as well as commercial establishments. All units are 3 3/4 in. wide. Wired complete with on and off switch in bottom. Furnished less bulbs.

FLAT TYPE

No.	Length	Lamp Size	Type	Dlr's., ea.	4, ea.	Less 2%
5849	13 1/4 in.	12 in.	With outlet	1.20	1.10	1.08
5850	13 1/4 in.	12 in.	Less outlet	.96	.90	.88
5851	19 1/2 in.	18 in.	With outlet	1.50	1.45	1.42
5852	19 1/2 in.	18 in.	Less outlet	1.35	1.30	1.27

CONCAVE TYPE

5853	13 in.	12 in.	With outlet	1.35	1.25	1.22
5854	13 in.	12 in.	Less outlet	1.15	1.06	1.04
5855	19 in.	18 in.	With outlet	1.70	1.50	1.47
5856	19 in.	18 in.	Less outlet	1.55	1.40	1.37

FLAT TYPE WITH ADJUSTABLE REFLECTOR

5857	13 1/4 in.	12 in.	With outlet	1.85	1.75	1.71
5858	13 1/4 in.	12 in.	Less outlet	1.65	1.55	1.52
5859	19 1/2 in.	18 in.	With outlet	2.45	2.25	2.20
5848	19 1/2 in.	18 in.	Less outlet	2.30	2.20	2.16

VIRDEN LUMILINE BRACKETS



5406

Ideal for bathroom, hallway, etc. Uses Lumiline Tubular Lamps. Wired with sockets and canopy switches. Less bulbs.

STANDARD BRACKET

No. 5405. For 12" Lamp. Backplate 13 3/4"x2 1/2". Less outlet. List \$2.40. Dlr's., ea. \$1.20.

less 2%, net..... **1.18**

No. 5406. For 12" Lamp. Backplate 13 3/4"x2 1/2". With outlet. List \$2.70. Dlr's., ea. \$1.35.

less 2%, net..... **1.32**

No. 5407. For 18" Lamp. Backplate 19"x2 1/2". Less outlet. List \$3.75. Dlr's., ea. \$1.85.

less 2%, net..... **1.84**

No. 5408. For 18" Lamp. Backplate 19"x2 1/2". With outlet. List \$4.05. Dlr's., ea. \$2.03.

less 2%, net..... **1.99**

MODERN BRACKET

No. 5941. For 12" Lamp. Backplate 15x2 1/2". Less outlet. List \$3.60. Dlr's., ea. \$1.80.

less 2%, net..... **1.76**

No. 5942. For 12" Lamp. Backplate 15 x 2 1/2". With outlet. List \$3.90. Dlr's., ea. \$1.95.

less 2%, net..... **1.91**



5491

G. E. Mazda Lumiline Lamps for Above 115-120 Volts—White Finish

No.	Length	Watts	Pkg.	Std. Ea.	4.25 net Orders, ea.	Std. Pkg. ea.
1173	12"	40	24	.75	.63%	.60
1174	18"	60	24	.85	.72%	.68

Smart KITCHEN FIXTURES and HOLDERS

Betterbilt KITCHEN UNITS

Wired Complete With Straps and Screws

With 4x9 White Glass

You cannot go wrong in stocking up on these popular units at this low price. Consists of a white enameled holder completely wired, and a 4x9 inch white glass.

- No. 5000. Keyless. Dir's., ea. 58c. Lots of 12, ea. 55c, less 2%, net **54c**
- No. 5001. With porcelain pull socket and 6-ft. cord. Dir's., ea. 60c, less 2%, net **59c**
- No. 5002. With approved switch, current tap, 42" cord. Dir's., ea., 98c. Lots of 12, ea. 92c, less 2% net **90c**

CHROME KITCHEN UNIT

- No. 5003. Same as above, with chrome keyless holder. Dir's., ea., 83c. Lots of 12, ea., 75c, less 2%, net **73c**



Moderne CRYSTAL BOTTOM Kitchen Units

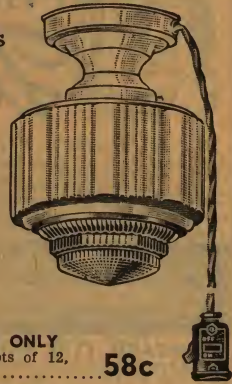
Wired Complete

This crystal bottom kitchen unit introduces new beauty and illuminating efficiency to the kitchen. Has 4" white enameled pendant holder, wired complete, with strap and screws. Unit is 9" in diam. with 4" fitter and 6" crystal bottom.

- No. 5019. Keyless. Dir's., ea. 85c. Lots of 12, ea. 80c, less 2%, net **78c**
- No. 5020. With pull chain socket and 6-ft. cord. Dir's., ea., 85c, less 2%, net **83c**
- No. 5021. With kitchen switch and tap. Dir's., ea., \$1.35. Lots of 12, ea., \$1.25, less 2%, net **1.22**

4"x9" GLASS UNIT ONLY

- No. 5022. Dir's., ea., 65c. Lots of 12, ea., 60c, less 2%, net **58c**



Adapt-A-Lite GLASS Utility UNITS

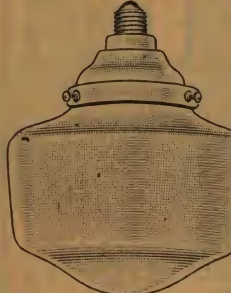
An inexpensive device that screws into a standard Edison base socket to hold a glass unit. Ideal for kitchens, bathrooms or halls with old wiring. Adapter finished in white enamel. Complete with 9-in. snow white glass unit and socket adapter with 4-in. fitter.

- No. 502a. List \$1.60. Dir's., ea. 80c. Lots of 8 ea. 74c, less 2%, net **73c**

ADAPTER ONLY

4-in. white enamel holder and Edison base adapter.

- No. 5024. Dir's., ea., 45c. Lots of 10, ea., 43c, less 2%, net **42c**

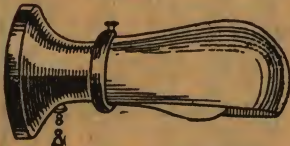


Bathroom Bracket

Wired With Pull Socket and Shade

The ideal bathroom bracket. Has strap and screws ready to install. Can be used with different shade for ceiling light. Top, 4 1/2" diam.

- No. 5025. White enamel finish. Dir's., ea., 55c. Lots of 10, ea. **50c**
- No. 5026. Chrome finish. Dir's., ea., 72c. Lots of 10, ea. **65c**



4-Inch KITCHEN HOLDER

Wired Complete With Straps and Screws

These holders are made of heavy metal, 6 in. across the top and 5 in. high. Has eyelet for pull-chain and K.O. for Leveller Switch. Takes 2-piece sign receptacle. Complete with strap and screws.

- No. 5004. White enamel holder and pull chain socket only. Dir's., ea., 29c. Lots of 12, ea. **27c**

- No. 5223. White enamel holder; cord and kitchen tap only. Dir's., ea., 71c. Lots of 12, ea. **65c**

BARE HOLDERS ONLY

- No. 5220. White Enamel. Dir's., ea., 18c. Lots of 10, ea. **17c**
- No. 5221. Statuary Bronze. Dir's., ea., 24c. Lots of 10, ea. **22c**
- No. 5222. Chrome. Dir's., ea., 39c. Lots of 10, ea. **37c**

Porcelain Kitchen Holder

An all-white vitreous porcelain holder in attractive modern design. Complete with straps and screws. Backplate 5" wide, 4" fitter.

- No. 5016. 4-in. Porcelain holder, wired, keyless. Dir's., ea., 42c. Lots of 12, ea. **40c**
- No. 5017. Porcelain holder, wired complete with 42-in. cord and convenience outlet, less glass. Dir's., ea., 87c. Lots of 12, ea. **80c**
- No. 5018. 4-in. Porcelain holder, wired pull chain. Dir's., ea., 50c. Lots of 12, ea. **47c**



Lumalite CRYSTAL TOP Kitchen UNIT

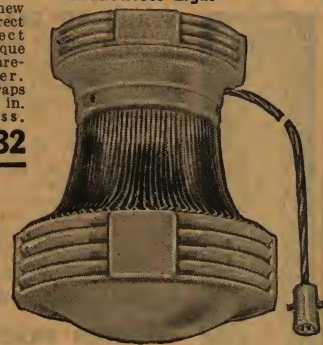
Shadowless Light

Light rays reflected from crystal top of this new unit gives perfect indirect shadowless light. Direct light from white opaque bottom is soft and glareless. Porcelain holder. Wired complete with straps and screws. Size, 4x9 in.

- No. 5009. Keyless. List \$2.00. Dir's., ea., \$1.45. Lots of 6, ea., \$1.35, less 2%, net **1.32**

- No. 5010. With cord convenience outlet and switch. List \$3.60. Dir's., ea., \$1.80. Lots of 12, ea. \$1.60, less 2%, net **1.57**

- No. 5011. Lumalite Glass only. List \$1.50. Dir's., ea., 75c. Lots of 12, ea., 68c, less 2%, net **67c**



Empress Crystal Bottom Kitchen Units

Wired Complete With Porcelain Holder

This attractive crystal bottom kitchen unit combines beauty, lighting efficiency and economy. Size, 9"x14"x1 1/2" deep.

- No. 5012. Keyless. Dir's., ea., \$1.10. Lots of 12, ea. \$1.00, less 2%, net **98c**

- No. 5013. Pull chain with 42" cord. Dir's., ea., \$1.15. Lots of 12, ea. \$1.10, less 2%, net **1.08**

- No. 5014. With convenient outlet and switch. Dir's., ea. \$1.50. Lots of 12, ea. \$1.40, less 2%, net **1.37**

- No. 5015. Dir's., ea., 75c. Lots of 12, ea., 68c, less 2%, net **67c**

GLASS ONLY

- No. 5015. Dir's., ea., 75c. Lots of 12, ea., 68c, less 2%, net **67c**

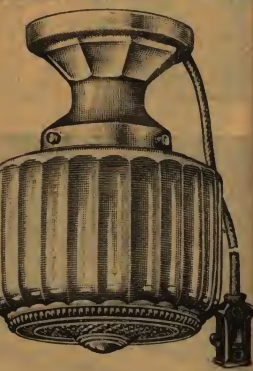
Opal KITCHEN UNIT

An attractive combination of smart design and excellent illuminating efficiency. Takes up to a 100 watt lamp. White opal glass with hemball bottom. Size, 3 1/2" diam. with 4" fitter. Porcelain holder is wired complete with straps and screws. Pull chain socket.

- No. 5027. List, \$2.10. Dir's., ea., \$1.05. Lots of 12, ea. 93c, less 2%, net **91c**

GLASS ONLY

- No. 5028. List, 90c. Dir's., ea., 45c. Lots of 12, ea., 40c, less 2%, net **39c**



2-LITE OVAL FIXTURE



A real buy! A 2-lite oval fixture attractively designed. Wired complete.

No. 5042. Keyless. Dir.'s. ea., .45. **40c**
Lots of 6 ea., 41c, less 2%, net.....

With PULL SWITCH

Here is value unsurpassed in the form of a 2-lite ceiling fixture. Comes in attractive design, beautifully finished in Ivory polychrome. Size 12" by 6". Wired complete.

No. 5043. Dir.'s. ea., 70c. Lot of **64c**
6 ea., 65c, less 2%, net.....

Virden 2-LITE CEILING FIXTURE



An excellently constructed ceiling fixture, ideal for the bedroom, beautifully finished in Ivory polychrome. Equipped with porcelain ball lamp adapters. Wired complete ready to install. Size 6x12 in.

No. 5325. Dir.'s. ea. 52c. Lots of 12, **47c** ea.

Wired With Pull Switch

No. 5326. Same as above with pull chain switch. **74c**
Dir.'s. ea. 80c. Lots of 12, ea.

Arrow PORCELAIN BEAM LIGHT



An attractively designed porcelain beam light. Excellent for installation in bathrooms, closets, halls, pantries, kitchens, etc. Diameter of canopy is 5 inches. Complete with pull switch and 4 ft. cord.

No. 5035. Keyless. Dir.'s. ea. 57 1/2c. Lots of 2, ea. 50 1/2c. 10 lots, **42 1/2c**
ea. 43 1/2c, less 2%, net.....

No. 5036. With pull chain. Dir.'s. ea. 65 1/2c. 2 lots, ea. 57 1/2c. **48 1/2c**
10 lots, ea. 49 1/2c, less 2%, net

Virden BEAM LIGHT



A 4 1/2 in. Beam light with fancy ball lamp adapter. Wired complete, with strap and screws ready to install.

Keyless **With Pull Chain**
No. 5068. Ivory **No. 5070.** Ivory
Polychrome. Polychrome.

No. 5069. Brown- **No. 5071.** Brown-
tone. Dir.'s. ea. 24c. tone. Dir.'s. ea. 36c.
Lots of 10, **22c** Lots of 10, **33c**
ea.

Virden DECORATIVE BEAM LIGHTS



Wired complete with strap and screws. Two finishes to choose from. Diam. 6 1/4 in.

Keyless **With Pull Chain**
No. 5064. Ivory **No. 5066.** Ivory
Pastella. Pastella.

No. 5065. Brown- **No. 5067.** Brown-
tone. Dir.'s. ea. 32c. tone. Dir.'s. ea. 42c.
Lots of 12, **31c** Lots of 12, **40c**
ea.

Porcelain PULL RECEPTACLE

A handy pull receptacle with a convenience outlet. Just the thing for use in the garage, cellar, workshop, in fact it proves itself useful wherever an extra outlet is needed. Complete with pull chain, insulator and cord.

No. 5038. 3 1/4 in. Dir.'s. ea. 24c. Lots of 10, ea. 22c. **20c**

No. 5039. 4 in. Dir.'s. ea. 32c. Lots of 10, ea. 29c. **26c**



Chain Pendants

For Bedroom, Pantry & Hall

These chain pendants are made of the finest quality fixture parts, wired complete ready to hang. Available in popular finishes. Comes in 38 inch lengths with either key socket and 5 in. x 4 3/4 in. glass shade or with fancy ball lamp adapter.

With Ball Lamp Adapter

No. 5046. Brown tone Finish. Dir.'s., ea. 70c.

Lots of 10, ea. **65c**

No. 5047. Ivory Finish. Dir.'s., ea. 75c. Lots of **70c**
10, ea.

With 2 1/4 x 7 In. Crystalline Shade

No. 5048. Brown tone Finish. Dir.'s., ea. 85c. **76c**

Lots of 10, ea.

No. 5049. Ivory Finish. Dir.'s., ea. 90c. **84c**
Lots of 10, ea.

Hanger, Less Glassware, with Key Socket

No. 5060. Brown tone Finish. Dir.'s., ea. 62c. **56c**

Lots of 10, ea.

No. 5061. Ivory Finish. Dir.'s., ea. 68c. **63c**
Lots of 10, ea.

Add .04 Extra for Pull Chain Socket.



Wired Complete

Arrow PORCELAIN BEAM RECEPTACLE



Here's an outstanding value in an Arrow porcelain pull receptacle. Excellently constructed. Has a 2 1/4 inch shade holder. Comes equipped with insulated pull chain, and socket.

No. 5037. Dir.'s., ea. 73 1/2c. Lots of **54 1/2c**
2, ea. 65c. 10 lots, ea. 55 1/2c, less 2%, net

Arrow PORCELAIN BOX RECEPTACLE

These Receptacles can be used in bathroom, hallway, basements or pantries. Has shade holder groove. Complete with metal chain and 4 ft. of cord. Can be used for wall mounting.

No. 5040. 3 1/4". Dir.'s., ea. 19 1/2c. Lots of 10 **14 3/4c**
ea. 17 1/2c. Lots of 50, ea. 15c, less 2%, net

No. 5041. 4". Dir.'s., ea. 23c. Lots of 10, **20 3/4c**
ea. 24 1/2c. Lots of 50, ea. 21 1/2c, less 2%, net



Arrow PORCELAIN PULL CHAIN RECEPTACLE—With Outlet



Ideal for hall, basement, pantry, etc. Equipped with pull chain and 3 ft. of cord and grooved side outlet. Receptacle is 15 Amp. 125 volt type. Standard Base.

No. 2350. 3 3/4" size. Dir.'s. ea. 28 1/2c. Lots of **21 1/2c**
10, ea. 25c. Lots of 50, ea. 22c, less 2%, net

No. 2349. 4" size. Dir.'s., ea. 37 1/2c. Lots of **27 1/2c**
10, ea. 33c. Lots of 50, ea. 28 1/2c, less 2%, net

P. & S. ALABAX PORCELAIN BRACKETS

With GLASS SHADE

An attractive Alabax bathroom bracket designed in the modern manner. Gleaming white finish easy to keep clean. Comes wired complete with white glass shade. Pull chain switch. Size 4 1/2 x 5 1/2 inches.

No. 5031. Without Outlet. Dir.'s., **1.25**
ea. \$1.28, less 2%, net.....

No. 5032. With Outlet. Dir.'s. ea. \$1.43, **1.40**
less 2%, net.....

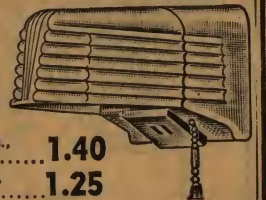
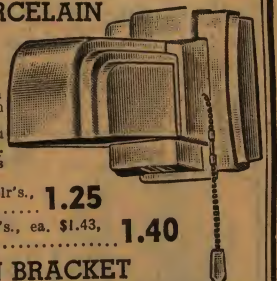
P. & S. PORCELAIN BRACKET

With GLASS SHADE

A streamlined design all white porcelain bracket that will never tarnish nor require refinishing. Easy to clean. White opal 60 watt capacity glass shade. Complete with swivel strap, ready to hang. Pull chain socket.

No. 5874. With outlet. Dir.'s., **1.40**
\$1.43, less 2%, net.....

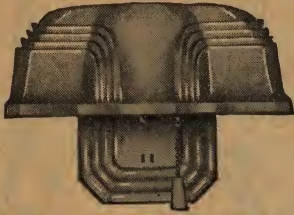
No. 5875. Less outlet. Dir.'s., **1.25**
\$1.28, less 2%, net.....



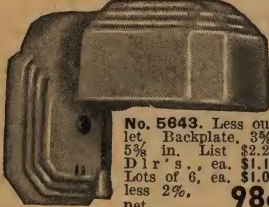
Porcelier VITRIFIED CHINA FIXTURES

OCTERN SERIES

The Octern Series has been designed with an accent on simple modernism in gleaming white vitreous porcelain. COMPLETE WITH SHADES and wired with pull chains. Wired complete.



No. 5645. Less outlet. Backplate $3\frac{1}{2} \times 5\frac{1}{4}$ in. List \$3.20. Dir's., ea., \$1.60. Lots of 6, ea., \$1.45, less 2%, net..... **1.42**
 No. 5646. With outlet. Backplate $3\frac{1}{2} \times 5\frac{1}{4}$ in. List \$3.40. Dir's., ea., \$1.70. Lots of 6, ea., \$1.60, less 2%, net..... **1.57**



No. 5643. Less outlet. Backplate, $3\frac{1}{2} \times 5\frac{1}{4}$ in. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

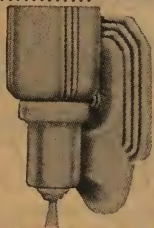
No. 5644. With outlet. Backplate, $3\frac{1}{2} \times 5\frac{1}{4}$ in. List \$2.50. Dir's., ea., \$1.25. Lots of 6, ea., \$1.15, less 2%, net..... **1.13**



Backplate, 5 in.

No. 5649. Keyless. List, \$1.05. Dir's., ea., 50c. Lots of 6, ea., 45c, less 2%, net... **44c**

No. 5650. With Pull Chain. List \$1.20. Dir's., ea., 60c. Lots of 6, ea., 54c, less 2%, net..... **53c**



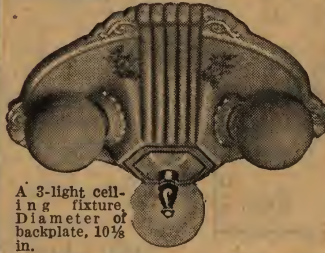
Backplate, $3\frac{1}{2} \times 6\frac{3}{4}$ "

No. 5647. Less outlet. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

No. 5648. With outlet. List \$2.50. Dir's., ea., \$1.25. Lots of 6, ea., \$1.15, less 2%, net..... **1.13**

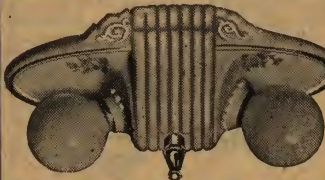
ORRINGTON SERIES

The Orrington Series will lend smartness and dignity to interiors. Made from gleaming vitrified china. Finished in ivory with gold trim and colored floral decorations. Wired complete.



A 3-light ceiling fixture. Diameter of backplate, 10 $\frac{1}{2}$ in.

No. 5651. Keyless. List \$2.90. Dir's., ea., \$1.45. Lots of 6, ea., \$1.35, less 2%, net..... **1.32**
 No. 5652. With Pull Chain. List \$3.20. Dir's., ea., \$1.60. Lots of 6, ea., \$1.45, less 2%, net..... **1.42**



A 2-light ceiling fixture. Backplate, 6x 10 $\frac{1}{2}$ in.

No. 5654. Keyless. List, \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**
 No. 5655. With Pull Chain. List, \$2.20. Dir's., ea., \$1.30. Lots of 6, ea., \$1.20, less 2%, net..... **1.18**



A keyless beamlight. Diameter of backplate, 6 $\frac{1}{2}$ in.

No. 5653. List, \$1.70. Dir's., ea., 85c. Lots of 6, ea., 80c, less 2%, net..... **78c**



Bracket with pull chain and outlet. Backplate, 6 $\frac{1}{2}$ in.

No. 5656. List, \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

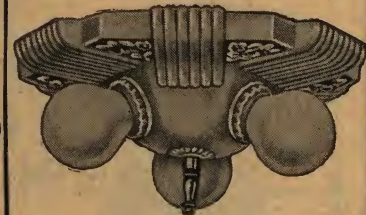
AURORA SERIES

A modern series of gleaming porcelain units artistically designed with underglazed floral decorations. Finished in ivory. Wired complete ready to hang.



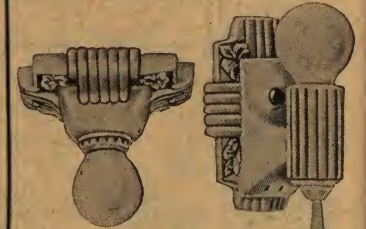
2-light ceiling unit. Backplate $5\frac{1}{2} \times 10\frac{1}{2}$ in. No. 5112. Keyless. List \$1.85. Dir's., ea., 93c. Lots of 6, ea., 87c, less 2%, net..... **85c**

No. 5113. Pull chain. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**



A 3-light ceiling unit with a $9\frac{1}{2} \times 9\frac{1}{2}$ in. backplate.

No. 5110. Keyless. List \$2.60. Dir's., ea., \$1.30. Lots of 6, ea., \$1.26, less 2%, net..... **1.18**
 No. 5111. Pull chain. List \$2.90. Dir's., ea., \$1.45. Lots of 6, ea., \$1.35, less 2%, net..... **1.32**



Beam light with $5\frac{1}{2}$ in. x $5\frac{1}{2}$ in. backplate.

No. 5114. List \$1.50. Dir's., ea., 75c. Lots of 6, ea., 70c, less 2%, net..... **69c**



A 1-light bracket with outlet, $3\frac{3}{4} \times 5\frac{1}{2}$ in. backplate.

No. 5115. List \$1.85. Dir's., ea., 93c. Lots of 6, ea., 87c, less 2%, net... **85c**

The Season's Most Outstanding Fixture Value!

PORCELAIN BRACKET



This Porcelain Bracket is a typical example of the many bargains we have to offer. We have not cheapened the quality to give you this extremely low price, but due to our volume sales we are able to offer you this extreme full measure of value. This is a beautifully designed vitrified porcelain bracket. It is fully approved by the Underwriters. Easily mounted. Fits flush switch boxes or flush mounted. Comes with pull switch and with or without outlet. Wired complete, ready to install. Size $7\frac{1}{2}$ in. x $3\frac{1}{2}$ in. White finish.

No. 5659. Without outlet. Dir's., ea., 65c. Lots of 12, ea., 60c, less 2%, net..... **59c**
 No. 5660. With outlet. Dir's., ea., 75c. Lots of 12, ea., 70c, less 2%, net..... **69c**

MODERN PORCELAIN PULL CHAIN BATHROOM BRACKET



New Porcelain Pull Chain Bathroom Bracket. An attractive bathroom bracket made of finest white vitrified porcelain. Easy to keep clean. Comes with glass shade. Wired complete. Backplate, 6 in. high, $4\frac{1}{2}$ " wide.

No. 5657. Without outlet. Dir's., ea., \$1.10. Lots of 12, \$1.00, less 2%, net..... **98c**
 No. 5658. With outlet. Dir's., ea., \$1.15. Lots of 12, \$1.10, less 2%, net... **1.08**

PORCELAIN UNITS for Bathroom, Kitchen, Etc.

The Porcelier Line

THESE sparkling snow-white porcelain units are especially designed for decorative lighting in kitchens or bathrooms. Easy to keep clean. They are all wired complete with pull chain socket, ready to hang. Finished in plain white.

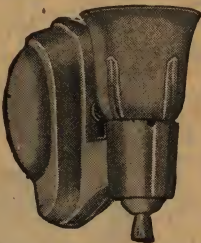


These modernly - styled brackets are designed to give ideal lighting in bathroom or kitchen.

Made of vitreous white porcelain. Complete with matching half-shade. Backplate 4½x5 in. Wired with pull chain.

No. 5120. Less outlet. List \$2.20. Dir's., ea. \$1.10. Lots of 6, ea. 96c, less 2%, net..... **94c**

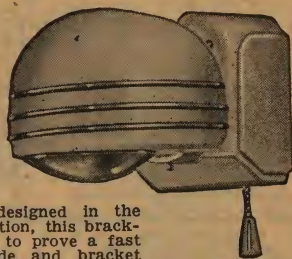
No. 5121. With outlet. List \$2.50. Dir's., ea. \$1.25. Lots of 6, ea. \$1.10, less 2%, net..... **1.08**



This neat appearing bracket is designed to harmonize with practically any interior. Since it is made of porcelain, it will never tarnish and is easy to keep clean. Complete with opal upright shade, which sheds soft, glareless light. They can be had with or without a convenience outlet. Backplate 4½x5½ in.

No. 5124. Less outlet. List \$2.20. Dir's., ea. \$1.10. Lots of 6, ea. 96c, less 2%, net..... **94c**

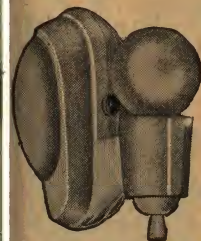
No. 5125. With outlet. List \$2.50. Dir's., ea. \$1.25. Lots of 6, ea. \$1.10, less 2%, net..... **1.08**



Beautifully designed in the modern tradition, this bracket is certain to prove a fast seller. Shade and bracket cleverly constructed, gives the appearance that it's made out of one molded piece. Wired with pull chain. Crystal bulls-eye and crystal lamp shade. 3¼" fitter.

No. 5118. Less outlet. List \$2.80. Dir's., ea. \$1.42. Lots of 6, ea. \$1.30, less 2%, net..... **1.27**

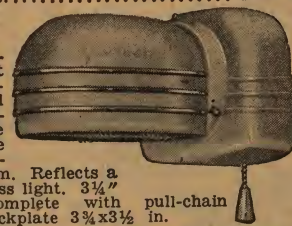
No. 5119. With outlet. List \$3.20. Dir's., ea. \$1.60. Lots of 6, ea. \$1.40, less 2%, net..... **1.37**



Here's a distinctive looking upright type bracket of sparkling white porcelain. Matches unit shown above. Easy to keep clean. Available with or without a convenience outlet. Backplate 4½x5½ in.

No. 5122. Less outlet. List \$1.20. Dir's., ea. 61c. Lots of 6, ea. 57c, less 2%, net..... **56c**

No. 5123. With outlet. List \$1.50. Dir's., ea. 74c. Lots of 6, ea. 69c, less 2%, net..... **68c**



This bathroom bracket has a totally enclosed crystal heringbone half-shade with a prismatic bottom. Reflects a soft, glareless light. 3¼" fitter. Complete with pull-chain switch. Backplate 3"x3½ in.

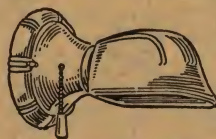
No. 5116. Less outlet. List \$2.70. Dir's., ea. \$1.35. Lots of 6, ea. \$1.20, less 2%, net..... **1.18**

No. 5117. With outlet. List \$3.00. Dir's., ea. \$1.50. Lots of 6, ea. \$1.33, less 2%, net..... **1.30**



A vapor-proof unit excellent for bathroom or shower. Diameter of canopy, 4¾". White porcelain with glass unit. Wired keyless. 60 watt capacity.

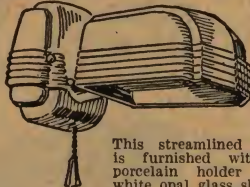
No. 5369. List \$3.00. Dir's., ea. \$1.50, less 2%, net .. **1.47**



This bracket is designed to direct light where needed. Porcelain screwless holder with white opal shade. Diameter of backplate 5". Finished in plain white. Pull chain switch. Available with or without outlet.

No. 5366. Less outlet. List \$2.40. Dir's., ea. \$1.20, less 2%, net..... **1.18**

No. 5365. With outlet. List \$2.70. Dir's., ea. \$1.35, less 2%, net..... **1.32**



This streamlined unit is furnished with a porcelain holder and white opal glass shade. Diameter backplate 5 in. Finished in plain white. Wired with pull chain.

No. 5531. Less outlet. List \$2.40. Dir's., ea. \$1.20, less 2%, net..... **1.18**

No. 5532. With outlet. List \$2.70. Dir's., ea. \$1.35, less 2%, net..... **1.32**



Here's a porcelain beam-light that can serve as a decorative utility light. Also recommended for bathroom or kitchen installation. Diameter of canopy, 5½ in. Wired with keyless receptacle. Finished in plain white.

No. 5550. List \$1.05. Dir's., ea. 53c, less 2%, net..... **52c**



Porcelain candle type upright bracket wired with pull switch. Dimensions 4¾x7 in. Extension 3¾ in. Available with or without outlet.

No. 5264. Less outlet. List \$1.35. Dir's., ea. 67c, less 2%, net..... **66c**

No. 5265. With outlet. List \$1.65. Dir's., ea. 83c, less 2%, net..... **81c**



Streamlined, cup-like porcelain bracket with white opal glass shade. Backplate 4x7 in. extension. Wired with pull chain. Finish: plain white.

No. 5533. Less outlet. List \$2.40. Dir's., ea. \$1.20, less 2%, net..... **1.18**

No. 5534. With outlet. List \$2.70. Dir's., ea. \$1.35, less 2%, net..... **1.32**



This porcelain bracket is designed along modern, simple lines. Wired with pull chain. Backplate 4 x 7 in. Extension 3¾ in. Finish: plain white.

No. 5548. Less outlet. List \$1.50. Dir's., ea. 75c, less 2%, net..... **73c**

No. 5549. With outlet. List \$1.80. Dir's., ea. 90c, less 2%, net..... **88c**



A porcelain kitchen holder, wired with a keyless receptacle, 4" holder with eyelet. Diameter canopy 5½ in. Finished in plain white. Wired complete, ready to install.

No. 5551. List \$1.05. Dir's., ea. 53c, less 2%, net..... **52c**

Lightolier LIGHTING FIXTURES



For KITCHEN and BATHROOM

In these new Lightoliers, designed especially for use in kitchen and bathroom, every innovation in lighting technique has been incorporated. Not only will these lighting units give the utmost in efficient illumination, but will also add charm and interest to interiors.

Close-to-the-ceiling, yet gives splendid illumination. White diffusing glass with hairline stripes. Takes two 60 watt bulbs. Width 8 7/8 in. Length 4 3/8 in. Chromium holder.



No. 5713

No. 5713. List \$7.35. Dlr's., ea. \$3.68. **3.61** less 2%, net.....

Modern in looks and efficiency. White diffusing glass hairlined. (One Light.) Furnishes excellent illumination without glare. Takes up to a 150-watt bulb. Width 6 in. Length 9 in. Chromium holder.

No. 5712. List \$5.85. Dlr's., ea. **2.87** ea. \$2.93, less 2%, net.....



A sparkling unit finished in chromium. Sheds mellow, glareless light. White glass. Equipped with pull chain socket. Crystal knob on chain. Width, 8 1/2 in. Length, 4 3/4 in. Extension 7 1/8 in. Takes 60 watt bulb. Available with or without a convenience outlet.

No. 5722. Without Outlet. List \$4.35. Dlr's., ea. **2.14** ea. \$2.18, less 2%, net.....
No. 5723. With Outlet. List \$4.95. Dlr's., ea. **2.43** \$2.48, less 2%, net.....

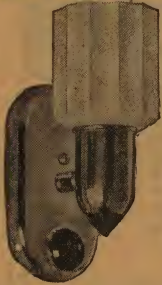


No. 5712

40 watt bulb. Attractively designed chromium holder. Wired complete ready to hang. No. 5714. List \$4.05. Dlr's., ea. **1.99** ea. \$2.03, less 2%, net...



No. 5714



Modernly styled in gleaming chromium. White diffusing glass with hairline stripes adds to smartness. Equipped with on and off turn switch. Width 3 3/8 in. Length 8 3/4 in. Takes a 60 watt bulb. Available with or without a convenience outlet.

No. 5718. With Outlet. List \$5.25. Dlr's., ea. \$2.63, less 2%, net..... **2.58**
No. 5719. Without Outlet. List \$4.65. Dlr's., ea. \$2.33, less 2%, net..... **2.28**



This smartly designed bathroom unit is entirely enclosed in white glass with decorative line stripe. Scientifically constructed prismatic section gives maximum light with minimum glare. Width, 4 1/2 in. Extension 8 1/4 in. Finished in chromium. Pull chain switch.

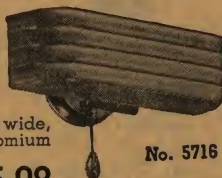
No. 5717. List \$4.65. Dlr's., ea. **2.28** \$2.33, less 2%, net.....



Entirely enclosed in white glass with decorative line stripes. Prismatic section of glass produces maximum light. Convenience outlet for electric razors and other appliances. Takes a 60 watt bulb. Width 3 3/8 in. Length 6 1/4 in. Extension 3 1/4 in. Chromium finish. Equipped with pull chain switch.

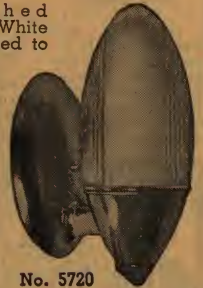
No. 5715. List \$5.55. Dlr's., ea. **2.72** \$2.78, less 2%, net.....

A perfectly designed lighting accessory for over-the-mirror. Prismatic lens at bottom assures good light without glare. White glass with hairlined stripes. Takes two 60 watt bulbs. 1 1/2 in. wide, 4 1/2 in. long, 4 7/8 in. extension. Chromium finish. Pull chain switch. No. 5716. List \$10.35. Dlr's., ea. **5.08** \$5.18, less 2%, net.....



No. 5716

Cleverly designed to shed light at any angle. White glass globe can be turned to direct more light through prismatic lens. 3 3/8 in. wide, 8 1/4 in. long, 5 in. extension. On and off switch. Chromium finish. Takes 60 watt bulb. No. 5720. List \$5.85. Dlr's., ea. \$2.93, less 2%, net... **2.87**



No. 5720



A sparkling bathroom bracket that gives ample illumination at either side of the mirror. White glass with hairline stripes adds to smartness. Takes a 60 watt bulb. 4 in. wide, 7 1/4 in. long. Equipped with on and off switch. Finished in chromium.

No. 5721. List \$4.05. Dlr's., ea. **1.99** ea. \$2.03, less 2%, net.....

All Units Are
Wired Complete.
Ready to Hang

Send for Free
Fixture Catalog

Sell Lighting Fixtures direct from this catalog—no stock or investment is necessary and retail prices only are shown.



Modern in appearance and perfect in lighting efficiency. White diffusing glass assures good light without glare. Finished in sparkling chromium. Hairline stripe design adds to smartness. Takes a 40 watt bulb. Wired complete, ready to hang. Width, 5 in. Length, 6 1/8 in. No. 5724. List \$3.75. Dlr's., ea. \$1.88, less 2%, net..... **1.84**

Virden

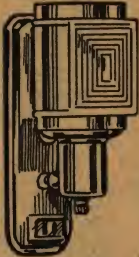
LIGHTING FIXTURES

CHROME PLATED UTILITY UNITS



A gleaming bathroom bracket finished in Chromium. Backplate $2\frac{1}{2} \times 3$ ". Wired with turn switch.
No. 5352. Less Outlet. List \$2.70. Dir's., \$1.35, less 2%, net..... **1.32**
No. 5353. With Outlet. List \$3.00. Dir's., \$1.50, less 2%, net..... **1.47**

5353



5351



This unit has chromium holder with white shade. 75 watt capacity. Wired with pull chain socket.
No. 5284. Less Outlet. List \$2.55. Dir's., ea. \$1.28, less 2%, net..... **1.25**

No. 5815. With Outlet. List \$2.85. Dir's., ea. \$1.43, less 2%, net..... **1.40**



Chromium holder with white glass and crystal louvred bottom. Glass $6\frac{1}{4}$ " in diameter. 60 watt capacity.
No. 5590. With White Band. List \$2.25. Dir's., \$1.13, less 2%, net.... **1.11**
No. 5591. With Red Band. List \$2.55. Dir's., \$1.28, less 2%, net.... **1.25**



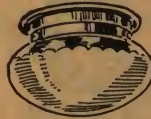
5356

Designed with a 6 in. opal glass cylinder. Backplate $2\frac{1}{2} \times 3$ ". Wired with turn switch. Finished in chromium.
No. 5356. List \$3.90. Dir's., \$1.95, less 2%, net..... **1.91**

A neat, decorative unit finished in chromium. Complete with glass shade. Backplate $2\frac{1}{2} \times 8$ ". Wired with turn switch.
No. 5354. Less Outlet. List \$3.60. Dir's., \$1.80, less 2%, net..... **1.76**
No. 5355. With Outlet. List \$3.90. Dir's., \$1.95, less 2%, net..... **1.91**



5355



A one light fixture with opal glass. Spread $7\frac{1}{2}$ ". Depth 5". 60 watt capacity. Finished in chromium.
No. 5385. List \$2.85. Dir's., ea. \$1.43, less 2%, net..... **1.40**



This kitchen or bathroom unit is cleverly designed with a prismatic glass bottom. Has chromium holder and white glassware with crystal lines. Wired with pull chain.
No. 5594. Less Outlet. List \$2.55. Dir's., ea. \$1.28, less 2%, net.... **1.25**
No. 5595. With Outlet. List \$2.85. Dir's., ea. \$1.43, less 2%, net.... **1.40**



The prismatic glass bottom on this unit adds to its smart appearance. Glassware is white with crystal lines. Chromium plated holder. Wired with pull chain. Available with or without convenience outlet.
No. 5596. Less outlet. List \$2.25. Dir's., ea. \$1.13, less 2%, net..... **1.11**
No. 5597. With outlet. List \$2.55. Dir's., ea. \$1.28, less 2%, net..... **1.23**



White Opal glass crystal with louvred bottom. Chromium holder. $3\frac{1}{4}$ " fitter.
No. 5588. Plain White. List \$2.55. Dir's., ea. \$1.28, less 2%, net.... **1.25**
No. 5589. With Red Band. List \$2.85. Dir's., \$1.43, less 2%, net.... **1.40**



An attractive bathroom bracket with white glassware and crystal prismatic window. Chromium holder. Wired with pull chain.
No. 5593. List \$2.55. Dir's., \$1.28, less 2%, net..... **1.25**



Chromium holder with white opal ribbed glass. 60 watt capacity. Diameter of glass $8\frac{1}{2}$ in. 150 watt capacity.
No. 5592. List \$1.80. Dir's., ea. 90c, less 2%, net..... **88c**



This smartly designed utility unit is finished in chromium and has a 12" opal glass cylinder. Will accommodate a 40 or 60 watt tubular lamp. Backplate $2\frac{1}{2} \times 15$ in. Extension 3 in. Wired with turn switch. Available with or without convenience outlet.
No. 5358. Less outlet. List \$5.40. Dir's., \$2.70, less 2%, net.... **2.65**

No. 5359. With outlet. List \$5.70. Dir's., \$2.85, less 2%, net.... **2.79**



A modernly designed beamite that will serve any number of lighting uses. Chromium finish. Diameter of canopy 5". Wired keyless.
No. 5357. List \$1.56. Dir's., ea. 78c, less 2%, net.... **76c**



White glass with crystal lines and bottom louvres make this unit outstanding in design. Spread 6". Depth $5\frac{1}{2}$ ". Chromium holder. One light fixture.
No. 5943. List \$3.15. Dir's., ea. \$1.58, less 2%, net.... **1.55**



This decorative fixture has a chromium holder with white glass and black crystal lines. 60 watt capacity. Spread $4\frac{1}{2}$ ". Depth 5". Ideal for kitchen or bathroom.
No. 5598. List \$1.80. Dir's., ea. 90c, less 2%, net..... **88c**

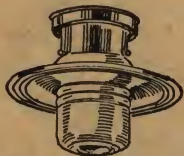


White enameled holder with white shade. 60 watt capacity. Wired with pull chain socket.
No. 5283. Less outlet. List \$1.71. Dir's., ea. 85c, less 2%, net..... **83c**
No. 5814. With outlet. List \$2.01. Dir's., ea. \$1.00, less 2%, net..... **98c**

Be Sure to Write for a Free Copy of Our Fixture Catalog. Retail Prices Only Are Shown.

Virden LIGHTING FIXTURES

GENERAL UTILITY UNITS FOR BEDROOM, KITCHEN, BATHROOM



Glass and metal are combined in this unit to give it an ultramodern effect. Chromium holder with white glass and crystal lines. Etched crystal glass cage. Ideal for bedroom or kitchen.

- No. 5758. 60 watt capacity. List \$3.45. Dir's., ea. \$1.73, less 2%, net..... **1.70**
- No. 5759. 100 watt capacity. List \$3.90. Dir's., ea. \$1.95, less 2%, net..... **1.91**



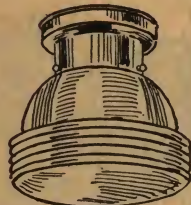
Designed for kitchen or bathroom. Chromium holder. White glass with crystal louvered bottom. 3 1/2" glass spread. 150 watt capacity.

- No. 5445. With white band. List \$2.85. Dir's., ea. \$1.42, less 2%, net..... **1.40**
- No. 5446. With red band. List \$3.50. Dir's., ea. \$1.58, less 2%, net..... **1.53**



Smartly designed in the modern manner with a chromium holder and white glass with crystal line. Bottom

- louveres add to distinction. No. 5428. 8" spread. 5 1/4" depth. 2 lights. List \$1.50. Dir's., ea. \$2.25, less 2%, net..... **2.20**
- No. 5429. 10" spread. 5 1/4" depth. 3 lights. List \$6.15. Dir's., ea. \$3.08, less 2%, net..... **3.02**



A smartly designed utility unit with opal ribbed glass and chromium holder. Diameter of glass 8 1/2". 150 watt capacity. Ideal for bedroom or kitchen.

- No. 5447. List \$2.16. Dir's., ea. \$1.08, less 2%, net..... **1.06**



Fastens onto light bulb and converts clear lamp fixtures into shaded, semi-indirect lights. Diameter 5 1/2". Ivory glass with crystal headlights. Complete with lamp clip.

- No. 5444. List 81c. Dir's., ea. 40c, less 2%, net..... **39c**



An interesting utility unit with chromium ceiling plate and white glassware with crystal lines. Ideal for use in kitchen, bedroom or bathroom. Two-light fixture. Spread, 9".

- No. 5760. 80-watt capacity. List \$4.20. Dir's., ea. \$2.10, less 2%, net..... **2.06**
- No. 5761. 120 watt capacity. List \$5.85. Dir's., ea. \$2.93, less 2%, net..... **2.87**



A one light fixture with crystal etched glass. 60 watt capacity. Spread 7 1/2". Depth 5". Finished in Colonial brass.

- No. 5552. Crystal etched glass. List \$3.50. Dir's., ea. **1.58**
- No. 5553. Ivory glass. List \$2.85. Dir's., ea. **1.43**



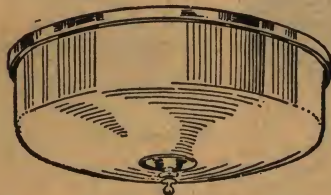
A handy utility unit with chromium holder and opal glassware. 6" diameter. Depth 5". 60 watt capacity.

- No. 5422. List \$2.70. Dir's., ea. \$1.35, less 2%, net ... **1.30**



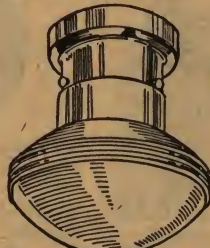
An indirect ceiling light finished in ivory. Spread 7 1/4 in. 75 watt capacity. Ivory finish.

- No. 5514. List 96c. Dir's., ea. 48c, less 2%, net..... **47c**



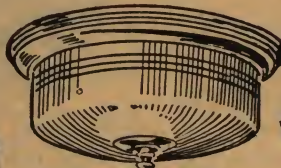
This unit makes a most attractive ceiling unit and can be used most anywhere throughout the home. Ceiling ring is chromium plated. Equipped with sockets to take 40 watt lamps in each. Opal glass produces soft, glareless light.

- | No. | Diam. | Depth | Lights | Dir's. ea. |
|------|-------|--------|--------|------------|
| 5424 | 9" | 4 1/2" | 2 | \$3.30 |
| 5427 | 11" | 5 3/4" | 2 | \$5.10 |
| 5425 | 13" | 4 7/8" | 3 | \$6.90 |
| 5426 | 15" | 5 1/4" | 3 | \$8.70 |



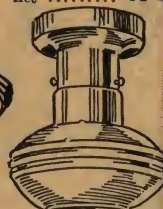
This unit for bathroom or kitchen has a plain white opal glass with white enamel holder. Glass 8 1/2 in. 150 watt capacity.

- No. 5275. List \$1.68. Dir's., ea. 84c, less 2%, net..... **82c**



This attractive and efficient unit will make any bedroom look more beautiful. Ivory iridescent glass with gold stripe. Ivory and gold fixture. Spread 12". Depth 5 1/4". 2 lights. 150 watt cap.

- No. 5453. List \$7.80. Dir's., ea. \$3.90, less 2%, net... **3.82**



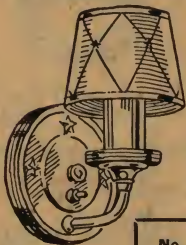
An attractively priced fixture with white enamel holder on open bottom opal glass. Glass diameter 6 1/2". 100 watt capacity. For kitchen or bathroom.

- No. 5285. List \$1.56. Dir's., ea. 78c, less 2%, net ... **76c**

COMBINATION BEDROOM FIXTURES

EMPIRE SERIES

The trend in modern, decorative bedroom lighting is to have matching wall brackets in combination with the ceiling unit. This beautiful combination, with the sleek, trim lines of the Empire period, will certainly help boost fixture sales. Finished in ivory and gold. Brackets, wired with switch.



Complete with Shade



COLONIAL BRASS FINISH

- | No. | Diam. | Capacity | List | Dir's. |
|------|-------|-----------|--------|--------|
| 5527 | 9" | 80 Watts | \$3.90 | \$1.95 |
| 5528 | 11" | 150 Watts | 5.40 | 2.70 |

MEDALLION BRONZE FINISH

- | No. | Diam. | Capacity | List | Dir's. |
|------|-------|-----------|------|--------|
| 5964 | 9" | 80 Watts | 3.90 | 1.95 |
| 5965 | 11" | 150 Watts | 5.40 | 2.70 |

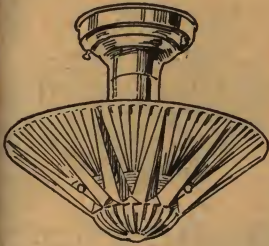
No.	Description	Size	List	Dir's. ea.	Less 2%, net
5484	5-Lite Ceiling	14 in.	5.85	2.93	2.87
5481	3-Lite Ceiling	10 in.	3.45	1.73	1.70
5478	1-Lite Ceiling	6 1/2 in.	1.65	.83	.81
5475	1-Lite Bracket	4 1/2 in.	2.55	1.28	1.25
*5476	1-Lite Bracket	4 1/2 in.	2.55	1.28	1.25

*Finished in Pewter and Gold.

Virden LIGHTING FIXTURES

FOR BEDROOM, BATHROOM, KITCHEN and BREAKFAST NOOK

All Units Wired Complete, Ready to Hang



These semi-indirect bedroom units are designed in a variety of colors in delicate pastel tones to match in perfect harmony with the decorative schemes of homes. Ivory holder. 10" glass spread. 100 watt capacity.

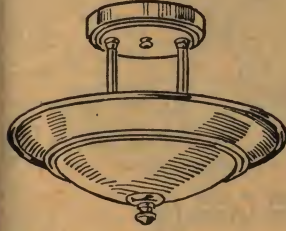
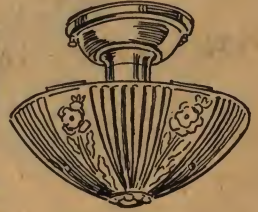
- No. 5599. Ivory Tint Glass
- No. 5600. Green Tint Glass
- No. 5601. Red Tint Glass
- No. 5602. Honey Tint Glass

List \$2.10. Dir's., ea. \$1.03
\$1.05, less 2%, net...

This decorative unit throws soft, restful light into the furthest corners of the room. Available in several appealing colors. Ivory holder. 10" glass spread in Gothic design. 100 watt capacity.

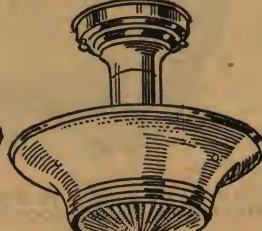
- No. 5606. Green Tint Glass
- No. 5607. Peach Tint Glass
- No. 5608. Blue Tint Glass
- No. 5609. Mellow Tint Glass
- No. 5610. Brown Tint Glass

List \$2.70. Dir's., ea. \$1.32
\$1.35, less 2%, net...



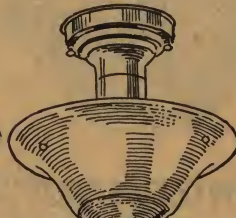
A semi-indirect lighting unit that will add charm to any bedroom. 2 lights finished in ivory and gold with ivory glass bottom dish. 100-watt capacity. Spread 12".

No. 5757. List \$5.85.
Dir's., ea. \$2.93,
less 2%, net... **2.87**



Designed to light bedrooms both decoratively and efficiently. Ivory reflector with mellow toned glass bottom, reflected light free from glare. 100-watt capacity. Spread 10".

No. 5756. List \$2.25. Dir's., ea. \$1.13, less 2%, net... **1.11**



Combines both direct and indirect lighting. Ivory holder with ivorytone glass and white center. 75-watt capacity. Spread, 9 1/2".

No. 5820. List \$2.40.
Dir's., ea. \$1.20,
less 2%, net... **1.18**



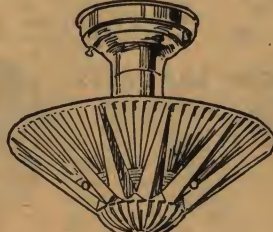
Fulfills the call for modern semi-indirect lighting for bedrooms. Ivory holder with crystal etched glass. 100 watt capacity. Spread 10 1/2".

No. 5819. List \$2.55. Dir's., ea. \$1.28, less 2%, net... **1.25**



This indirect ceiling unit will add beauty to any bedroom. Throws soft, restful light into the furthest corners of the room. Spread, 12 in. 150-watt capacity. Finished in Ivory and Gold.

No. 5516. List \$3.00. Dir's., ea. \$1.50, less 2%, net... **1.47**



Sparkling, crystal glass with chromium holder makes this unit outstanding. Throws semi-indirect light. 10" spread. 100 watt capacity.

No. 5636. List \$2.40.
Dir's., ea. \$1.20,
less 2%, net... **1.18**



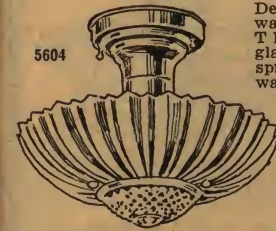
Chromium plated holder. Semi-indirect ivory glass with crystal flutes. Spread 10 1/2". 75 watt capacity.

No. 5387. List \$5.10.
Dir's., ea. \$2.55,
less 2%, net... **2.50**



Glareless, total indirect light is produced by this smart lighting unit. 12" metal reflector spread. 150 watt capacity. Finished in ivory and gold.

No. 5605. List \$4.50.
Dir's., ea. \$2.25, less 2%, net... **2.20**



Delicately designed glass-ware with crystal bottom. Throws semi-indirect, glareless light. 10" glass spread. Ivory holder. 100 watt capacity.

No. 5604. Blue tint
No. 5603. Ivory tint
List \$2.85. Dir's., ea. \$1.43, less 2%, net... **1.40**



A semi-indirect unit with crystal etched glass. Ideal for bedroom installation. Ivory holder. Spread 7 1/4". 60 watt capacity. This unit will harmonize with practically any decorative scheme.

No. 5818. List \$1.80. Dir's., ea. 90c, less 2%, net... **88c**



An inexpensive yet attractively designed semi-indirect fixture, ideal for the bedroom. Has an ivory holder and crystal etched glass. Spread, 9 1/2 in. 75-watt capacity.

No. 5370. List \$2.55. Dir's., ea. \$1.28, less 2%, net... **1.25**



A semi-indirect unit that will light the room attractively and efficiently. Ivory holder and gold glass with peach center. Spread, 10 1/2 in. 75-watt capacity.

No. 5386. List \$3.75. Dir's., ea. \$1.88, less 2%, net... **1.84**

A distinctive looking utility lighting fixture with a 12 1/2" ivory tint glass spread. 150 watt capacity. Depth overall 11 1/2". Finished in ivory and gold.

No. 5823. List \$5.40.
Dir's., ea. \$2.70,
less 2%, net... **2.65**



BEDROOM FIXTURES



A modern, all glass, semi-indirect lighting unit. 12" overall, 11" glass shade. Lamp capacity 100 watts. Wired complete. Ivory 4 1/4" holder.
No. 5138. Satin frost glass
 No. 5139. Honey glass
No. 5140. Crystal glass
 List \$1.95, Dir's., ea. 98c. Lots of 3, ea. 88c, less 2%, net **86c**

A metal and glass semi-indirect lighting fixture. 12" overall. Diameter of metal shade 10". 5" diameter crystal satin louvre glass in bottom. Wired complete. 4 1/4" holder.
No. 5135. Ivory glass
No. 5136. Green glass
No. 5137. Rose glass
 List \$1.95, Dir's., ea. 98c. Lots of 3, ea. 88c, less 2%, net..... **86c**



A completely new and novel unit. Canopy and husk of unbreakable plastic. Harmonizes in color with the attractive 11" General Electric Textolite bowl. Throws soft mellow light. 150 watt capacity. Overall 15". Easy to keep clean.
No. 5133. Antique Ivory.
No. 5134. White
 List \$3.00, Dir's., ea. \$1.50. Lots of 3, ea. \$1.35, less 2%, net..... **1.32**

A beautiful crystal bedroom fixture of unusual design. Top of bowl is scalloped and bottom has heavy beveled plate glass mirror and finial. Chrome plated holder. 6 carved sparkling prisms. Bowl 11" diameter, 4" deep.
No. 5141. Rose colored glass
No. 5142. Crystal colored glass.
 List \$3.75, Dir's., ea. \$1.88. Lots of 3, ea. \$1.69, less 2%, net..... **1.66**

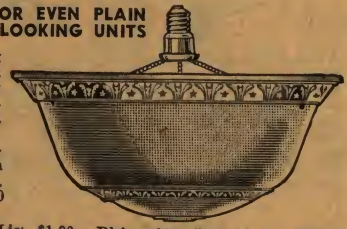


LIGHT MODERNIZERS CONVERTS OLD FIXTURES OR EVEN PLAIN LIGHTS INTO MODERN, SMART LOOKING UNITS

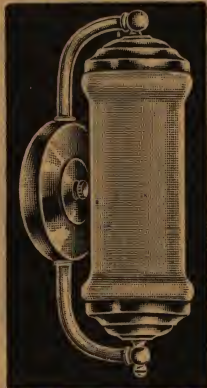


An attractive commercial unit adapter that screws into any standard light socket and transforms inefficient units into beautiful, semi-indirect lighting fixtures. 12" metal shade. Silver bowl lamp recommended. Length 7".
No. 5147. Antique Ivory
No. 5148. White
 List \$1.80, Dir's., 79c
 90c. 3, ea. 81c, less 2%
 150 Watt G. E. Silver Bowl Lamp for Above
No. 1094. Dir's., ea.....55c

An attractive looking light adapter that screws into any standard socket, converting it into a new, modern fixture. Made of G.E. Textolite plastic which gives off a soft light, 11" diameter. 150 watt capacity.
No. 5145. Ivory (List \$1.90, Dir's., 98c. Lots of 3, 86c)
No. 5146. White (ea. 88c, less 2%, net..... **86c**)



CHROME BATHROOM BRACKETS



A smart chromium bathroom bracket that can be used on side of mirror or over mirror. Special construction permits easy re-lamping and the use of a 40 watt lamp for maximum illumination. On a sliding switch. Height overall, 11". Extension 5". Wired complete.
No. 5154. List \$3.75, Dir's., ea. \$1.88, Lots of 3, ea. \$1.69, less 2%, net **1.66**



An unusual value in chrome plated bracket with a glass shade. Glassware takes a No. T10 25 or 40 watt bulb. Turn knob switch. Wired complete. Length of bracket 9". Extension 3". Back plate 4" in diameter.
No. 5150. List \$1.95, Dir's., ea. 98c. Lots of 3 each 88c, less 2%, net **86c**

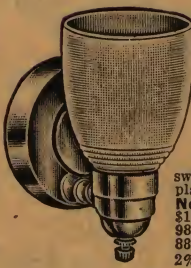


BEAM LIGHT

Made of hobnail glass, 4" in diameter. Wired complete. Chrome Holder.
No. 5149. List 90c. Dir's., ea. 45c. Lots of 3, ea. 40c, less 2%, net 41c



All metal parts on this sparkling unit are chrome plated. Open top opal shade will take up to 60 watt lamp. Length 5". Extension 5". Back plate 3 1/2" wide. Wired complete.
No. 5153. With Outlet. List \$2.55, Dir's., ea. \$1.28, Lots of 3, ea. \$1.15, less 2%, net **1.13**
No. 5152. Less Outlet. List \$2.25, Dir's., ea. \$1.13, Lots of 3, ea. \$1.02, less 2%, net **1.00**



A smartly designed bathroom bracket that will harmonize with any interior. Length 5". Extension 3". Backplate 4". 3" opal shade, 60 watt capacity. Wired complete with switch. Chrome plated.
No. 5151. List \$1.95, Dir's., ea. 98c. Lots of 3, ea. 88c, less 2%, net **86c**

PORCELIER BEDROOM UNIT



An attractive unit specially low priced. Holders trimmed in pastel underglaze decoration. Throws semi-indirect light. Overall 9 1/2". Bowl, 10 1/4". Ivory holder 5 1/2".
No. 5158. Crystal
No. 5159. Honey
No. 5160. Ivory
No. 5161. Ivory
 List \$2.25, Dir's., ea. \$1.13, Lots of 3, ea. \$1.02, less 2%, net **1.00**
 Same as Above, Only With Pull Chain.
No. 5155. Crystal
No. 5156. Honey
No. 5157. Ivory
 List \$2.55, Dir's., ea. \$1.28, Lots of 3, ea. **1.15**

Virden

LIGHTING FIXTURES

The MEREDITH Series

THESE beautiful pieces, while Colonial in the nature of their design are truly as modern as tomorrow in their high degree of lighting quality. The diffusing glass bowls are in ivory with crystal highlighted relief. Finished in ivory and brass with crystal. The 5-Lite unit has a center switch that controls 2, 3 or 5 lites. Wired complete, ready to hang.



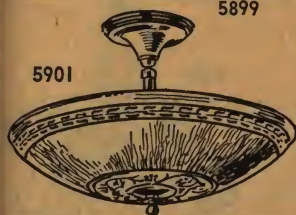
NO.	DESCRIPTION	Watt Capacity	OVERALL SIZE	LIST	DLR'S., EACH	LESS 2% NET
*5899	5 lite drop.....	300	16x36 in.	\$16.95	\$8.48	\$8.31
5900	2 lite drop.....	120	12x36 in.	10.05	5.03	4.95
5901	5 lite semi ceiling..	300	13 1/2 x 16 in.	13.95	6.98	6.84
5902	2 lite semi ceiling..	120	12 x 13 1/2 in.	7.95	3.98	3.90
5903	5 lite ceiling.....	300	5x16 in.	14.85	7.43	7.28
5904	2 lite ceiling.....	120	5x12 in.	8.85	4.43	4.34
†5905	1 lite.....	60	8 1/2 x 11 1/2 in.	4.80	2.40	2.35

*Center Switch Controls 2, 3 or 5 lites. †On and off switch.

The Diffusing Glass Bowls Are in Ivory with Crystal

Wired Complete, Ready to Hang

Semi-Indirect Lighting



5903-4
Brackets Wired with On and Off Switch



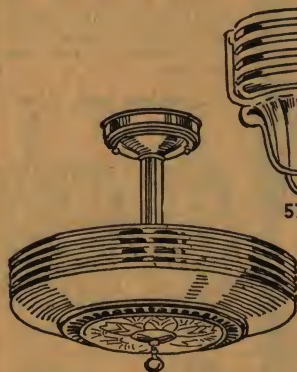
5902

The CARLETON Series

THESE beautiful units, of modern design, produce the highly desirable effect of indirect lighting, combined with a softly diffusing direct light through the decorative glass bottom. A crystal finial ornament adds an attractive finishing touch to the design. Finished in ivory and gold with bottom glass plate ivory with gold cluster border. Wired complete, ready to hang.



5800

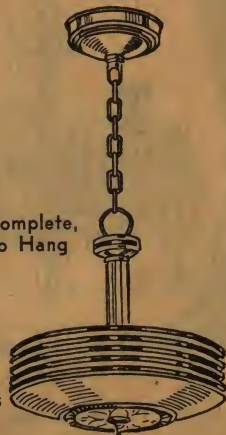


5802



5798

Wired Complete, Ready to Hang



5799

Ivory and Gold Glass Bottom

NO.	DESCRIPTION	WATT CAPACITY	OVERALL SIZE	LIST	DLR'S., EACH	LESS 2% NET
†5800	2-Lite Drop	300	16x36 in.	\$14.85	\$7.43	\$7.38
*5799	2-Lite Drop	200	12x36 in.	10.50	5.25	5.14
5802	2-Lite Ceiling	200	16x13 1/2 in.	12.90	6.45	6.32
5801	2-Lite Ceiling	200	13 1/2 x 12 in.	8.70	4.35	4.26
*5798	1-Lite Bracket	60	7x7 1/2 in.	4.50	2.25	2.20

*On and off switch. †Center switch controls 1 or 2 Lites.

Virden

LIGHTING FIXTURES

The BREWSTER Series

THESE lovely Period Designs will impart the finishing touch of delicate charm and graceful beauty to the Colonial surroundings in which they are installed. Made from Solid Brass and ornamented with selected Crystals. Finished in Colonial Brass with crystals.

No.	Description	Watt Capacity	Overall Size	List	Dir's. ea.	Less 2% net
5920	5 Lite Drop.....	300	18x36 in.	17.85	8.93	8.75
5921	3 Lite Drop.....	180	14x36 in.	12.90	6.45	6.32
5922	3 Lite Ceiling.....	180	14x15 in.	12.50	6.30	6.19
*5923	2 Lite Bracket..	120	4x8 1/2 in.	6.60	3.30	3.23
*5924	1 Lite Bracket..	60	4 1/2 x 8 1/2 in.	4.50	2.25	2.20
5925	1 Lite Ceiling..	60	6x12 in.	5.70	2.85	2.79
5545	1 Lite Lantern..	100	7x14 in.	8.85	4.43	4.34
†5927	1 Lite Hall.....	100	12x36 in.	8.85	4.43	4.34
†5928	1 Lite Hall.....	200	17x36 in.	11.55	5.78	5.66
5929	Beam Lite	60	3x7 1/2 in.	1.95	.98	.96

*On and off switch. †Complete with ivory glass globes.



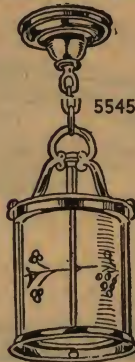
5920

Wired Complete,
Ready to Hang

Complete with
Crystal Shades



5923



5545

Finish: Colonial Brass
with Crystal



5925



5927



5510

Finished in Forged Iron and Old Brass

All 3 and 5 Light Hanging Fixtures are
36" in Length

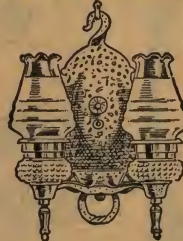
The NEW HARWICH Series

HERE is indeed an ingenious blend of the quaint, hand-wrought beauty of the days when the country was young, and the sparkling illuminating efficiency of today. The body has an amazingly natural hand forged appearance, while the hob-nail glass oil fonts and frosted crystal wind shades complete an ensemble of rare beauty. Wired complete, ready to hang.

Complete with Glass Shades



5506



5507



5511



5508

No.	Description	Overall Size	List	Dir's. ea.	Less 2% net
5510	5 Light Candle.....	19x36 in.	\$18.90	\$9.45	\$9.26
5509	3 Light Candle.....	17x36 in.	12.90	6.45	6.32
5508	1 Light Hall.....	8 1/2 x 36 in.	5.40	2.70	2.65
5511	1 Lite Hall.....	8 1/2 x 14 in.	5.25	2.63	2.58
5512	BeamLite	7 3/4 in.	1.50	.75	.73
5506	1 Light Bracket.....	12 1/2 x 5 1/4 in.	4.20	2.10	2.06
5507	2 Light Bracket.....	12 1/2 x 5 1/2 in.	6.60	3.30	3.23

LIGHTING FIXTURES

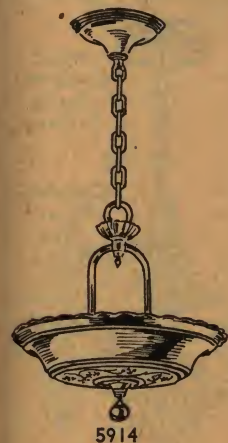
Wirden

The RANDOLPH Series

THESE stunning fixtures combine the accepted charm of Colonial design with the latest prescribed standards of semi-indirect lighting for the home of today. The glass bottom plates for throwing semi-indirect light are in ivory with crystal high-lighted relief.

No.	Description	Finish	Watt Cap.	Overall Size	List	Dir's.
*5912	2 Lite Drop.....	Bronze-Crystal	300	16x36 in.	\$16.80	\$8.48
*5913	2 Lite Drop.....	Ivory-Crystal	300	16x36 in.	16.80	8.48
5914	2 Lite Drop.....	Bronze-Crystal	120	12x36 in.	9.90	4.95
5915	2 Lite Drop.....	Ivory-Crystal	120	12x36 in.	9.90	4.95
5916	2 Lite Ceiling.....	Bronze-Crystal	300	16x3 1/2 in.	13.80	6.90
5917	2 Lite Ceiling.....	Ivory-Crystal	300	16x13 1/2 in.	13.80	6.90
5918	2 Lite Ceiling.....	Bronze-Crystal	120	12x13 in.	7.80	3.90
5919	2 Lite Ceiling.....	Ivory-Crystal	120	12x13 1/2 in.	7.80	3.90

*1 turn knob switch controls 2, 3 or 5 lites.



5914

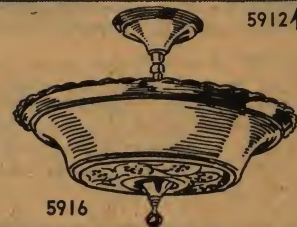
Available in Ivory and Brass with Crystal or Weathered Bronze with Crystal

Combines Colonial Design with Modern Lighting

Wired Complete, Ready to Hang



5918



5916



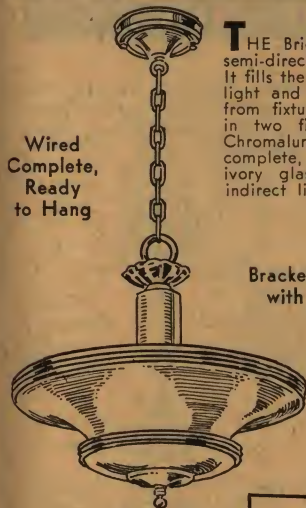
5912 ↑

The BRIGHTON Series

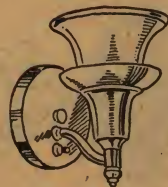
THE Brighton Series symbolizes indirect and semi-direct light that is so restful to the eyes. It fills the room with a pleasant inviting mellow light and is more economical than poor light from fixtures that are out of date. Available in two finishes, Ivory-Gold with Crystal, or Chromalum with Crystal. Fixtures are wired complete, ready to hang. Nos. 5906-7 have ivory glass bottoms that reflect soft, semi-indirect light.

Wired Complete, Ready to Hang

Brackets Wired with Switch



5908



5911



5906 →

Available in Ivory and Gold or Chromalum Finish

No.	Description	Finish	Watt Cap.	Size	List	Dir's., ea.	Less 2%
*5906	1 Lite Drop.....	Ivory & Gold	200	15x36 in.	\$6.90	\$3.45	\$3.38
*5907	1 Lite Drop.....	Chromalum	200	16x36 in.	6.90	3.45	3.38
5908	1 Lite Drop.....	Ivory & Gold	200	16x36 in.	6.60	3.30	3.23
5909	1 Lite Drop.....	Chromalum	200	16x36 in.	6.60	3.30	3.23
†5910	1 Lite Bracket.....	Ivory-Gold	60	4x6 3/4 in.	3.90	1.95	1.91
†5911	1 Lite Bracket.....	Chromalum	60	4 1/2 x 6 3/4 in.	3.90	1.95	1.91

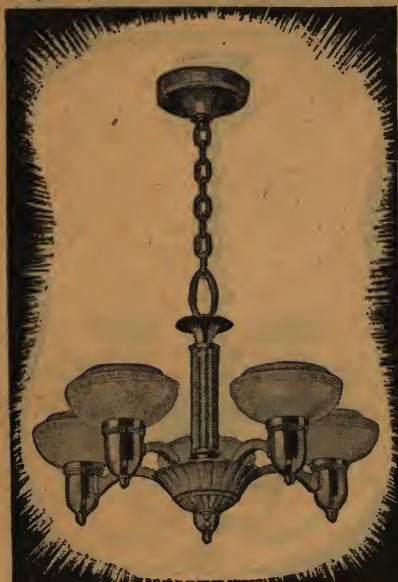
*Has glass bottom which sheds semi-indirect light. †On and off switch.

WRITE FOR FREE COPY OF FIXTURE CATALOG

Virden

LIGHTING FIXTURES

The GLENDALE Series



5793

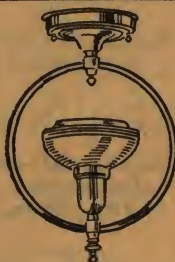
NO.	DESCRIPTION	FINISH	OVERALL SIZE	LIST	DLR'S., EACH	LESS 2% NET
†5793	5-Lite Drop	Ivory—Gold	19x36 in.	\$10.95	\$5.48	\$5.37
†5794	5-Lite Drop	Bronze—Chrome	19x36 in.	10.95	5.48	5.37
*5791	3-Lite Drop	Ivory—Gold	17x36 in.	8.40	4.20	4.12
*5792	3-Lite Drop	Bronze—Chrome	17x36 in.	8.40	4.20	4.12
5789	5-Lite Ceiling	Ivory—Gold	19x13 in.	9.90	4.95	4.85
5790	5-Lite Ceiling	Bronze—Chrome	19x13 in.	9.90	4.95	4.85
5787	3-Lite Ceiling	Ivory—Gold	17x13 in.	6.90	3.45	3.38
5788	3-Lite Ceiling	Bronze—Chrome	17x13 in.	6.90	3.45	3.38
5796	1-Lite Hall	Ivory—Gold	9/4x13 1/2 in.	3.90	1.95	1.91
5797	1-Lite Hall	Bronze—Chrome	9/4x13 1/2 in.	3.90	1.95	1.91
*5785	1-Lite Bracket	Ivory—Gold	43/4x43/4x6 1/2 in.	2.85	1.43	1.40
*5786	1-Lite Bracket	Bronze—Chrome	43/4x43/4x6 1/2 in.	2.85	1.43	1.40

*On and off switch.

†Switch controls 2, 3 or 5 Lites.



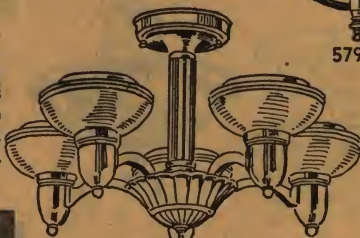
5785



5797

Wired Complete, Ready to Hang

Complete with Ivory Glass Shades



5790



5791



5895

The ASHBURY Series

THE Ashbury fixtures feature cleverly designed glass pockets that shed soft, golden light, totally free from glare. The distinctive styling of this series will add to the appearance of any home. Finished in antique gold with ivory toned glass.



5894



5898

Wired Complete, Ready to Hang



5896

NO.	DESCRIPTION	SIZE	LIST	DLR'S., EACH	LESS 2%, NET
†5894	1-Lite Bracket	10x3/4 in.	\$2.70	\$1.35	\$1.32
*5895	5-Lite Drop	17x36 in.	8.85	4.43	4.34
5896	3-Lite Drop	15x36 in.	6.90	3.45	3.38
5897	5-Lite Ceiling	11x17 in.	7.95	3.98	3.90
5898	3-Lite Ceiling	11x15 in.	5.85	2.93	2.87

†On and off switch.

*Has switch for 2, 3 or 5 lites.

LIGHTING FIXTURES

Wirden

The ARLINGTON Series

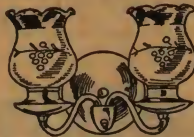
THE Arlington Series sets a new high standard of beauty in its simplicity of design and Patrician styling. These fixtures are wrought entirely from brass and their lustrous finish, protected by a heavy coat of lacquer, will endure indefinitely. Finished in Colonial brass. Wired complete, ready to hang. Complete with crystal glass shades.



5784

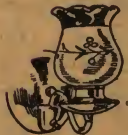


5304



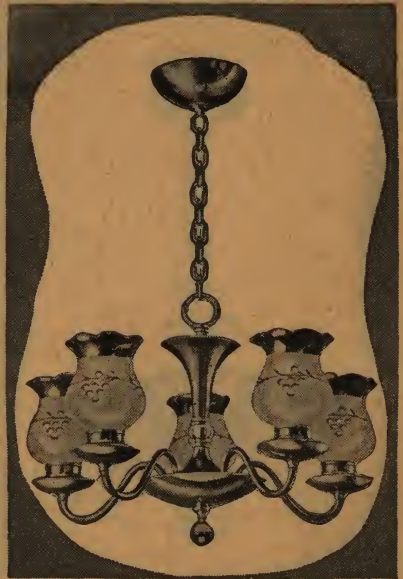
5781

Complete with Selected Crystal Shades



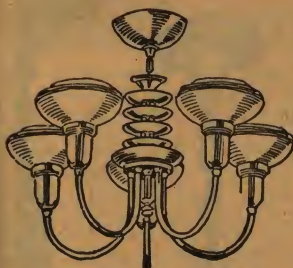
5780

NO.	DESCRIPTION	Watt Capacity	Overall Size	List	Dir's., ea.	Less 2% net
5783	5 Lite Drop.....	300	19x36 in.	\$9.50	\$9.75	\$9.55
5967	3 Lite Drop.....	180	19x36 in.	13.80	6.90	6.76
5781	2 Lite Bracket.....	120	5x9 7/8 in.	5.70	2.85	2.79
5780	1 Lite Bracket.....	60	5x6 1/2 in.	3.90	1.95	1.91
5784	1 Lite Hall.....	60	11x36 in.	7.95	3.98	3.90
5782	1 Lite Hall.....	60	11x14 1/4 in.	6.90	3.45	3.38
5304	1 Lite Ceiling.....	100	6x12 in.	4.95	2.48	2.43

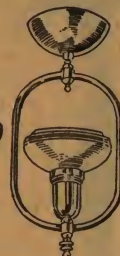


5783

The AVALON Series



5503



5505



5499



5504

THE Avalon Series set a new high standard of beauty in its sophisticated design and modern light conditioning. Their smart appearance will improve the attractiveness of any home.

NO.	DESCRIPTION	OVERALL SIZE	LIST	DLR'S., EACH	LESS 2%
5499	1 Lite Bracket.....	6x4 1/2 in.	\$3.30	\$1.65	\$1.62
5500	3 Lite Drop.....	15x36 in.	11.85	5.98	5.86
*5501	5 Lite Drop.....	19x36 in.	16.95	8.48	8.31
5502	3 Lite Ceiling.....	15x16 in.	11.25	5.63	5.52
5503	5 Lite Ceiling.....	19x16 in.	16.35	8.18	8.02
5504	1 Lite Hall.....	6 3/4 x 36 in.	6.75	3.38	3.31
5505	1 Lite Ceiling.....	6 3/4 x 16 in.	4.80	2.40	2.35

*Switch in bottom controls 2, 3 or 5 lights.



5501

EYE-STRAIN is entirely eliminated by the ivory glass diffusing shades that shed soft, glareless light. Finished in Chromium and Bronze. Wired complete, ready to hang.

Virden

LIGHTING FIXTURES

The ALDERSYDE Series

THESE fine fixtures, in an interesting design, have been carefully polished and lacquered to give a finish which will retain its distinctive appearance for an indefinite period. In contrast to their remarkable quality, the prices are exceedingly low. Finished in Antique Gold and Ivory.

Fixtures Are Wired Complete, Ready to Hang



5616.



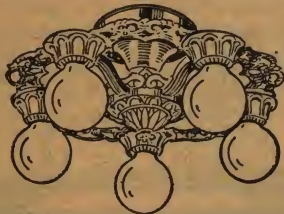
5618



5617



5619



5615

NO.	DESCRIPTION	OVERALL SIZE	LIST	DLR'S. EACH	Lots of 4, ea.	LESS 2% NET
5615	5-Lite Ceiling.....	15 1/2 x 10 in.	\$4.50	\$2.25	\$2.10	\$2.06
*5616	5-Lite Drop.....	15 1/2 x 36 in.	4.65	2.33	2.15	2.11
5617	3-Lite Ceiling.....	13 1/2 x 2 1/4 in.	2.70	1.35	1.25	1.22
*5618	3-Lite Drop.....	13 1/2 x 36 in.	3.90	1.95	1.80	1.76
*5878	2-Lite Drop.....	13 1/2 x 36 in.	3.30	1.65	1.55	1.52
5879	2-Lite Ceiling.....	13 in.	2.10	1.05	1.00	.98
5619	1-Lite Bracket.....	5 1/4 x 9 1/2 in.	1.65	.83	.75	.73
†5620	1-Lite Bracket.....	5 1/4 x 9 1/2 in.	2.10	1.05	1.00	.98

*On and Off Switch on Bottom.

†With Outlet.

The HUNTINGTON Series

This series answers the wide demand for inexpensive, yet smartly styled fixtures that will harmonize with practically any type of home decorations. Sturdily constructed of cast metal and finished with a durable lacquer which will last indefinitely. Finished in toned ivory and gold.

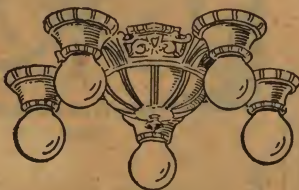
NO.	DESCRIPTION	OVERALL SIZE	LIST	DLR'S. EACH	LESS 2% NET
*5775	5-Lite Drop	16x36 in.	\$5.85	\$2.93	\$2.87
*5774	3-Lite Drop	12 1/2 x 36 in.	4.65	2.33	2.28
*5772	2-Lite Drop	12 1/2 x 36 in.	3.90	1.95	1.91
5779	5-Lite Ceiling	16x4 1/2 in.	3.90	1.95	1.91
5778	3-Lite Ceiling	12 1/2 x 3 1/4 in.	2.40	1.20	1.17
5777	2-Lite Ceiling	12 1/2 x 3 1/4 in.	1.80	.90	.88
*5770	2-Lite Bracket	2 1/2 x 10 1/2 x 8 in.	2.55	1.28	1.25
*5769	1-Lite Bracket	4 1/2 x 10 1/2 x 4 3/8 in.	1.80	.90	.88
†5771	1-Lite Bracket	4 1/2 x 10 1/2 x 4 3/8 in.	2.25	1.13	1.11
*5776	1-Lite Pantry	7 1/2" Diameter	1.35	.68	.67

*Complete with off and on switch.

†With Outlet.



5771



5779



5776



5775

Wired Complete Ready to Hang

Finished in Ivory and Gold

LIGHTING FIXTURES

Virden

The SEVERANCE Series

To achieve this extraordinary lighting effect, the designer of the Severance series combined glareless, indirect light with direct light filtering through the bottom glass panel.

NO.	DESCRIPTION	FINISH	WATT CAPAC.	SIZE	LIST	DLR'S., EACH	LESS 2% NET
‡5806	2-Lite Drop.....	Ivory—Gold	300	19x36 in.	\$13.95	\$6.98	\$6.84
‡5804	2-Lite Drop.....	Ivory—Gold	200	12x36 in.	9.90	4.95	4.85
‡5808	2-Lite Ceiling....	Ivory—Gold	300	16x13 in.	11.70	5.85	5.73
5810	1-Lite Ceiling....	Ivory—Gold	150	13x12 in.	5.85	2.93	2.87
5809	1-Lite Ceiling....	Pewter—Gold	150	13x12 in.	5.85	2.93	2.87

‡Bottom switch controls 1 or 2 lights.



5806

These units are designed not only to light condition the home with cheerful, glareless light, but to add a smart touch of charm wherever they may be installed. Wired complete, ready to hang.



Wired Complete,
Ready to Hang

Ivory Glass Panel
Bottom, Shades
Glareless Light

5804

5808

5809-10

The MIRAFLEUR Series

NO.	DESCRIPTION	WATT CAPACITY	SIZE	LIST	DLR'S., EACH	LESS 2% NET
5822	1-Lite Drop.....	200-300	15 1/2 x 28 in.	\$11.70	\$5.85	\$5.73
5821	1-Lite Drop.....	150	12 1/2 x 27 in.	7.95	3.98	3.90
5824	1-Lite Ceiling....	200-300	15 1/2 x 12 3/4 in.	9.90	4.95	4.85
5823	1-Lite Ceiling....	150	12 1/2 x 11 1/2 in.	5.40	2.70	2.65
5825	1-Lite Hall.....	60	7 1/2 x 9 1/2 in.	2.55	1.28	1.25
‡5826	1-Lite Converter..	60	7 1/2 x 7 1/2 in.	1.80	.90	.88
‡5563	1-Lite Bracket....	60	5 x 6 3/4 in.	3.60	1.80	1.76

‡Screws into any medium base socket.
*Complete with on and off switch.

THIS group of neo-classic pieces offers something distinctly unique in glassware of unusual effect and design. In these units, the cheerful restfulness of semi-direct light is greatly enhanced by a soft mellow glow. The Mirafleur Series will harmonize tastefully with any type of home decoration. Finished in Ivory and Gold. Wired Complete.

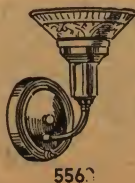
Semi-Indirect
Lighting



5822



5821



5563



5824



5826

Viraden LIGHTING FIXTURES

Rustproof Outdoor Lanterns



Made of rustproof iron. Lantern cage 4x3 1/2 in. Backplate 4x4 in. Overall length 9 in. Extension 6 in. Finished in black enamel with crystal screen glass.

No. 5765. List \$2.85. Dir's., ea. \$1.47, less 2%, net **1.44**



A ceiling type 2-light lantern of rustproof iron. Finished in black enamel with Silver Moss glass panels. Wired complete with porcelain sockets. Size: 9x9x3 1/2 in. deep.

No. 5343. List \$3.90. Dir's., ea. \$1.95, less 2%, net **1.91**



A rustproof iron lantern, finished in black enamel and has Silver Moss Glass panels. Size: 5 1/2"x5 1/2"x6 1/2". Wired complete.

No. 5344. List \$2.25. Dir's., ea. \$1.13, less 2%, net **1.11**



Here is something different in an outdoor lantern design. Overall length 16 in. Extension 7 in. Clear crystal glass. Finished in black and chrome.

No. 5662. List \$9.90. Dir's., ea. \$4.95, less 2%, net **4.85**



A quaint looking lantern which has a definite charm, made of rust proof iron in rusty iron finish. Backplate 6 1/2" x 4 1/2". Lantern cage, 9 1/2" x 5 1/2". Crystal screen

glass. Wired complete.
No. 5463. List \$5.25. Dir's., ea. \$2.63, less 2%, net **2.58**



A fine lantern for porch or entrance. Lantern case 5x7x8 in. Length 10 1/2 in. Extension 6 1/2 in. Made of copper and brass with antique crystal panels. Finished in black and brass.

No. 5940. List \$7.95. Dir's., ea. \$3.98, less 2%, net **3.90**



Decorative beauty and durability are combined in this attractive lantern. Non-rusting braces. Lantern 10 1/2 in. x 8 in. Spread of braces, 20 in. Finished in black with clear glass. Wired complete.

No. 5470. List \$9.90. Dir's., ea. \$4.95, less 2%, net **4.85**



This lantern is designed with crystal rippled glass and finished in black and brass. Lantern case 7 1/2 x 4 in. Overall length 1 1/2 in. Extension 5 1/2 in.

No. 5661. List \$4.50. Dir's., ea. \$2.25, less 2%, net **3.20**



Designed with an eye for durability as well as decorative value. Extension 5 in. Length over all 10 1/2 in. Rippled glass. Rusty iron finish.

No. 5663. List \$4.80. Dir's., ea. \$2.40, less 2%, net **2.35**



A popular type of outdoor lantern, beautifully finished in rustproof forged iron. Size of lantern 7"x5 1/2". Extends out 7 in. Has amber crackled glass. Wired complete.

No. 5471. List \$6.15. Dir's., ea. \$3.08, less 2%, net **3.02**



Will appeal to artistically inclined home owners. Finished in forged iron. Wired complete. Extension, 7 in. Lantern, 8 1/2"x5 1/2".

No. 5473. List \$4.95. Dir's., ea. \$2.48, less 2%, net **2.43**



A lantern that will withstand the acid test of weather. Lantern case 5x5 1/2 in. Length 10 1/2 in. Extension 5 in. Made of cast aluminum and brass with antique crystal panels. Finished in forged iron.

No. 5664. List \$5.85. Dir's., ea. \$2.93, less 2%, net **2.87**



This attractive ceiling type lantern is made of cast aluminum 9 1/2 in. square by 3 1/2 in. deep. Has sockets providing for 2 lights. Antique glass. Finished in forged iron.

No. 5665. List \$4.80. Dir's., ea. \$2.40, less 2%, net **2.35**



A handsome lantern, made of rustproof iron with Silver Moss Glass panels. Backplate, 10"x4 1/2". Finished in black enamel. Wired complete.

No. 5345. List \$2.40. Dir's., ea. \$1.20, less 2%, net **1.18**



A handsomely designed ceiling lantern which has proven a popular seller. Has an overall depth of 5 1/2". Forged iron finish. Wired complete.

No. 5472. List \$3.30. Dir's., each \$1.65, less 2%, net **1.62**



This uniquely styled lantern has clear crystal glass and is finished in black enamel. Lantern 7 1/2 x 4 in. Length 1 1/2 in. Extension 9 1/2 in.

No. 5666. List \$8.85. Dir's., ea. \$4.43, less 2%, net **4.34**

Virден OUTDOOR LANTERNS

MADE OF COPPER — RUSTPROOF



5669

A modern cage type lantern with crystal rippled glass. Lantern cage 4½x7 in. Overall length 10½ in. Extension 5 in. Made of brass and copper. Finish: brass.
No. 5669. List \$6.30. Dir's., ea. \$3.15, less 2%, net..... **3.09**

Designed with antique crystal glass panels and solid copper. Lantern cage, 7¼x4½ in. Overall length, 10½ in. Extension, 4 in. Finish: bronze.
No. 5670. List \$5.85. Dir's., ea. \$2.93, less 2%, net..... **2.87**



5670

An attractive ceiling type lantern, made of solid rustproof copper. Crystal etched glass. Length 11½ in. Lantern 9½x5½ in. Wired complete, ready to hang.
No. 5392. List \$4.50. Dir's., ea. \$2.25, less 2%, net..... **2.20**

The crystal marine globe in this lantern reflects a welcoming glow at the home entrance. Made of solid copper. Length 10½ in. Lantern 4½ in. Diameter of canopy 5 in. Wired complete, ready to hang.
No. 5398. List \$4.05. Dir's., ea. \$2.03, less 2%, net..... **1.99**



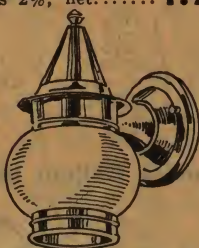
5392



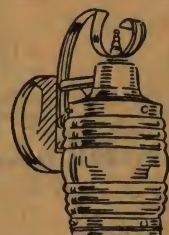
5398



Adverse weather will not affect the durable construction of this lantern. Crystal marine globe. Made of solid copper. Extension 6½ in. Lantern 9x4½ in. Backplate 5 in. wide.
No. 5399. List \$4.20. Dir's., ea. \$2.10, less 2%, net..... **2.06**



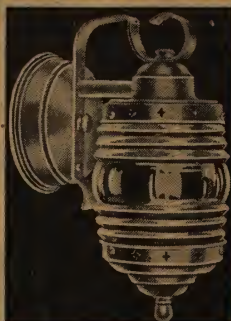
Durably constructed of solid copper with withstand elements. Crystal etched glass. Extension, 6¾ in. Lantern, 9½x5½ in. Back plate, 5½ wide. Finished in brushed copper.
No. 5393. List \$4.65. Dir's., ea. \$2.33, less 2%, net..... **2.28**



An excellent lantern for porch or entrance. Antique copper with crystal glass. Extension 5½ in. Backplate 4 in. Length overall, 6¾ in.
No. 5873. List \$2.85. Dir's., ea. \$1.43, less 2%, net..... **1.40**

PROGRESS All Copper Weatherproof LANTERNS

Progress offers some exceptionally good values in this series of outdoor lanterns. They are made of solid copper, are rustproof and will withstand adverse weather conditions.



5847

THE MARINER

Antique copper finish. Clear marine cylinder glass. One lite. Extension from wall 6 in. Height overall 8¾ in. Diameter 4 in.

No. 5847. List \$3.00. Dir's., ea. \$1.50. Lots of 4, ea. \$1.40, less 2%, net **1.37**



5846

THE REVERE

Made of solid rustproof copper. Clear cylinder glass. Finished in black and gold. One lite. Extension from wall 5½ in. Height overall 7 in. Diameter 4 in.

No. 5846. List \$3.00. Dir's., ea. \$1.50. Lots of 4, ea. \$1.40, less 2%, net **1.37**



5845

THE PROVIDENCE

Unit wired with one light. Finished in black gold trim. Clear cylinder glass. Extension from wall 7½ in. Height overall 7½ in. Diameter 5½ in.

No. 5845. List \$3.90. Dir's., ea. \$1.75. Lots of 4, ea. \$1.65, less 2%, net **1.62**

EXIT LIGHT

Made of rustproof iron with 2 socket attachments. Sliding glass panel 6x12¾ in. Black enamel finish.

No. 5318. List \$2.55. Dir's., ea. ... **1.28**



PROGRESS Built-In Light Units

With Crimped Chrome Reflector on All Fixtures

This type of unit is becoming increasingly popular due to its superior lighting advantages and the neat installation it makes. Maximum efficiency chromium crimp reflector provides uniform distribution of light with smaller wattage bulbs. Frame made of solid brass and finished in chromium. Boxes made of rustproof Galvan Iron.

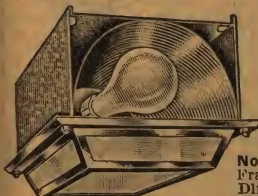


Illustration shows construction of semi-flush units.

SEMI-FLUSH TYPE

No. 5632. Box size 4¾"x7¾"x4" deep. Frame size, 6"x9"x1¼" deep. List \$7.95. Dir's., \$2.65. Lots of 4, ea. **2.45**

\$2.50, less 2%, net.....
No. 5633. Box size, 8¾"x8¾"x4" deep. Frame size, 10"x10"x1¼" deep. List \$9.60. Dir's., \$3.25. Lots of 4, ea. **2.94**

\$3.00, less 2%, net.....
No. 5840. Box size 6¾"x6¾"x4¼" deep. Frame size, 8"x8". List \$6.80. Dir's., ea. \$2.65. Lots of 4, ea. **2.45**

\$2.50, less 2%, net.....
No. 5841. Box size, 6¾"x10¾"x1¼". Frame size, 7½"x12". List \$7.80. Dir's., ea. \$3.25. Lots of 4, ea. **2.94**

SQUARE FLUSH TYPE

No. 5641. Box size, 6¾"x6¾"x1¼". Frame size, 8"x8". List \$5.55. Dir's., ea. \$2.35. Lots of 4, ea. **2.20**

\$2.25, less 2%, net.....



Square Flush Type

Round Flush Type

No. 5637. Box size 6¼"x4¼". Frame diam. 8¾". List \$5.55. Dir's., ea. \$2.35. 4, ea. \$2.25, less 2%... **2.20**

No. 5638. Box size 8¼"x4¼". Frame diam. 10¾". List \$7.50. Dir's., ea. \$3.15. 4, ea. \$3.00, less 2%... **2.94**

Oblong Flush Type

No. 5639. Box size 6¼"x10¾"x1¼". Frame size 7½"x11". List \$7.05. Dir's., ea. \$3.00. Lots of 4, ea. \$2.80, less 2%, net... **2.74**

No. 5640. Box size 7¾"x4¾"x1¼". Frame size 6"x9". List \$5.55. Dir's., ea. \$2.35. Lots of 4, ea. \$2.25, less 2%, net... **2.20**



Round Flush Type



Oblong Flush Type

COMMERCIAL FIXTURES

CRYSTAL BOTTOM STORE UNITS

With this unit, priced so attractively, you can do a lively business among the store owners in your community. Smartly designed glass has a crystal bottom, while upper part is plain white. Bronze chain hanger is completely wired. Takes 100-200 watt medium base lamp. Pressed cased glass, the finest in modern glassware, is 9 1/2" in diam. and 12 1/2" deep. Fitter is 6" in diam. Overall length, 49".
 Wired complete, ready to hang. **1.57**
 No. 5096. Dir's., ea. \$2.00. Lots of 6, ea. \$1.80.
 Lots of 12, ea. \$1.60, less 2%, net.....
 For Levollier pull switch with this fixture add 55c extra



5096

GLASSWARE ONLY
 No. 5097. Dir's., ea. \$1.25. Lots of 6,
 ea. \$1.15, less 2%, net..... **1.13**

COMMERCIAL, STORE AND SCHOOL UNITS

These commercial units enjoy year 'round popularity. Snow white glassware gives perfect, glareless illumination, 3 ft. chain finished in statutory bronze. All units are wired complete with medium base porcelain socket and slow burning wire. Furnished with K. O. for Levollier switch, strap lugs and screws.

These Units Can Be Had With Levollier Pull Switches for 55c Extra.



1.27
 Net
 In Lots
 of 8
 and Up

HANGING TYPE

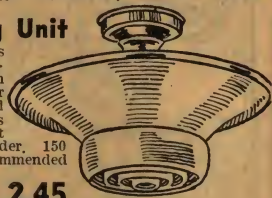
No.	Diam.	Lamp Size	Dir's., ea.	8 lots, ea.
5100	10"	75 W.	1.25	1.15
5101	12"	150 W.	1.60	1.50
5102	14"	200 W.	1.85	1.75
5103	16"	200-300 W.	2.40	2.20

CEILING TYPE

No.	Diam.	Lamp Size	Dir's., ea.	8 lots, ea.
5104	10"	75 W.	1.00	.95
5105	12"	150 W.	1.35	1.30
5106	14"	200 W.	1.60	1.55
5107	16"	200-300 W.	2.10	2.00

CRITERION Louvre Ceiling Unit

A new light conditioning unit that throws both direct and indirect light. Metal reflector has 17" spread. Finished in satin aluminum with polished highlights. Lower section of unit is enameled glass with crystal louvred bottom, from which direct light filters through. Metal reflector throws off indirect light. Equipped with 4" ceiling chrome holder, 150 watt capacity. Inside frosted lamps are recommended for use with this unit.
 No. 5870. List \$5.00. Dir's., ea. **2.45**
 \$2.50, less 2%, net.....



G. E. TEXTOLITE 14-INCH STORE UNIT

A Smart, New Idea in Decorative Store Lighting



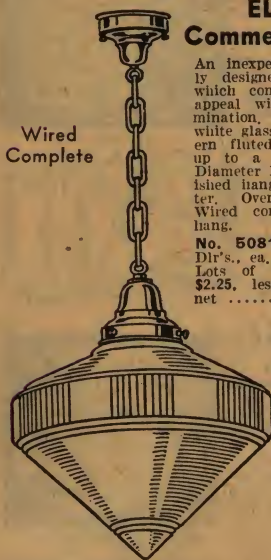
This unit features a 14 1/2" plastic bowl made of General Electric Textolite, a beautiful bone-white, highly translucent shade, scientifically designed to give better distribution of light. Husk and canopy have swivel arrangement so that fixture will always hang straight. Finished in beautiful Aluminized silver. Will take up to a 300 watt standard lamp. Length over all, 30". Wired complete ready to hang.

No. 5132. List \$9.00. Dir's., ea. **3.97**
 \$4.50. Lots of 3, ea. \$4.05, less 2%, net.....

ELITE Commercial Unit

An inexpensive, attractively designed store unit which combines decorative appeal with quality illumination. Has an opal white glass unit with modern fluted design. Takes up to a 300 watt lamp. Diameter 14". Bronze finished hanger, with 6" fitter. Overall length 36". Wired complete ready to hang.

No. 5081. List \$5.00. Dir's., ea. \$2.50. Lots of 3, ea. \$2.25, less 2%, net..... **2.20**



Wired Complete

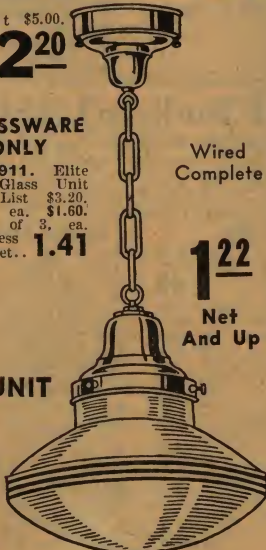
GLASSWARE ONLY

No. 1911. Elite Opal Glass Unit only. List \$3.20. Dir's., ea. \$1.60. Lots of 3, ea. \$1.45, less 2%, net... **1.41**

VIRDEN COMMERCIAL UNIT

For a low priced, modern store fixture, here's one you will find hard to match. White opal glassware in simple, yet striking design. Bronze finished hanger, 36" overall.

No.	Glass Diam.	Lamp	Takes	Dir's., ea.	4 lots, ea.
5005	10"	75 Watt	\$1.35	\$1.25	
5006	12"	150 Watt	1.80	1.60	
5007	14"	250 Watt	2.20	2.00	
5008	16"	300 Watt	2.65	2.45	

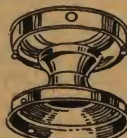


Wired Complete

1.22
 Net
 And Up

Commercial Hangers and Holders

HANGERS — Heavy gauge metal holder with standard length of chain. Has K.O. for Levollier Switch. Cord and keyless socket. Length, over all, 36".



Wired Complete

HOLDERS — Made of heavy gauge metal. 6" diameter. Has eyelet for pull-chain and K. O. for Levollier Switch. Takes 2-piece sign receptacle.

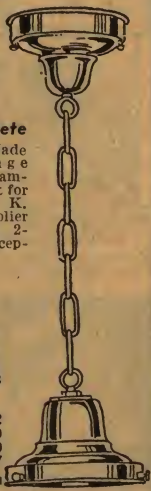
HANGERS

No.	Diam.	Holder Finish	Dir's., ea.	6 lots, ea.	24 lots, ea.
5246	4"	Bronze	.62	.58	.55
5247	4"	Chrome	.99	.93	.88
5250	6"	Bronze	.63	.63	.60
5251	6"	Chrome	1.05	.99	.93

HOLDERS ONLY

No.	Diam.	Holder Finish	Dir's., ea.	6 lots, ea.	24 lots, ea.
5231	6"	Bronze	.48	.45	.42
5232	6"	Chrome	.63	.64	.60
5233	4"	Bronze	.45	.45	.40
5230	4"	Chrome	.63	.60	.57

For Levollier Pull Switches with Above Hangers, Add 55c Extra



Virден LIGHTING FIXTURES

DIRECT-INDIRECT COMMERCIAL LIGHTING UNITS
For Store, Office and Showroom Illumination

THE CRITERION SERIES

WIDESPREAD national advertising and an intensive educational program has made the public indirect lighting conscious. The buyer of lighting now places ease on eyesight of primary importance when he is shopping around for lighting equipment.

The very latest in modern light conditioning units. Designed not only for decorative beauty, but also to provide glareless, mellow illumination. Because of the obvious usefulness and low list price, these units will undoubtedly be among the fastest sellers in commercial units. Aluminum reflector throws indirect light. Enameled glass with crystal louvre bottom sheds direct light. For best efficiency, inside frosted lamps should be used.

Wired Complete Ready to Hang

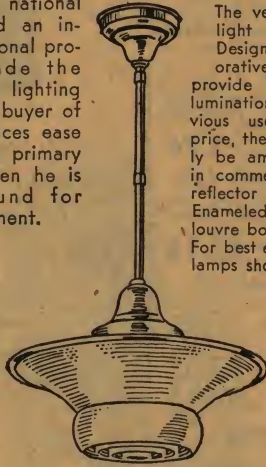


LUSTRALITE STORE UNIT

The white Tensolite glass hemisphere is topped by a graceful reflecting louvre finished in Satinchrome with polished high lights. Length over all, 36". Spread, 18".

No. 5411. Uses 200-300 medium base bulb. List \$13.05. Dir's. ea., \$6.25, less 2%, net..... **6.12**

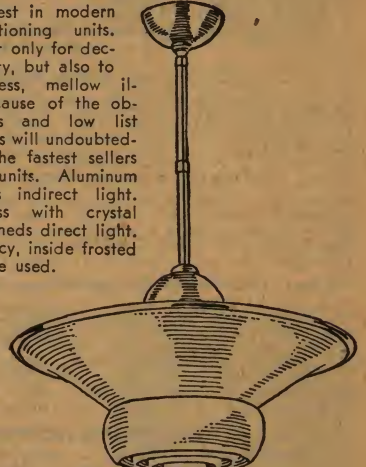
No. 5412. Uses 300-500 Mogul base bulb. List \$13.65. Dir's. ea., \$6.83, less 2%, net..... **6.69**



200-300 WATT MODEL

No. 5871. This model uses 200 or 300 watt lamps with standard socket. The metal reflector has 17" spread, 6" fitter. Complete with chromium casing hanger. Wired complete, ready to hang. Overall length 32".

List \$8.25. Dir's., ea. \$4.13. Lots of 4, ea. \$3.95, less 2%, net..... **3.87**



300-500 WATT MODEL

Where maximum illumination is required, this unit is recommended. Takes a 300 or 500 watt lamp with mogul socket. Aluminum reflector has 22" spread, 6" fitter. Complete with chromium casing hanger. Wired complete, ready to hang. Overall length 34".

No. 5872. List \$12.90. Dir's., ea. \$6.45. Lots of 4, ea. \$6.10, less 2%, net..... **5.88**

THE AURALITE Semi-Indirect Lighting Unit

A beautifully designed semi-indirect lighting unit with Tensolite diffusing glass. Has a 20" aluminum reflector. Finished in sparkling chromium. Medium socket. Overall length, 36". Watt capacity, 200 to 300. Wired complete.

No. 5431. List \$12.90. Dir's. ea., \$6.45, less 2%, net..... **6.32**

Semi-Indirect Lighting

Wired Complete Ready to Hang



SEMI-INDIRECT BRACKET

A streamlined designed wall bracket finished in Chromium. Opal glass. Spun reflector. Back plate, 5". Spread, 5 1/2". Extension, 6 3/4". 60 watt capacity. On and off switch. **No. 5442.** List \$3.90. Dir's. ea. \$1.85, less 2%, net **1.81**



VIRDEN LIGHT CONDITIONER

Modern Light Conditioning Without Cost of Installation

With this revolutionary lighting idea, stores and offices now equipped with outmoded, inefficient lighting units, can now enjoy the superior advantages of semi-indirect lighting fixtures at a fraction of what it would ordinarily cost. The old glass unit slips off and the new Light Conditioner replaces it converting it into an attractive, modern, semi-indirect fixture. Top section of glass is fumed to throw off white indirect light; the bottom is enameled to provide for glareless direct light. Metal louvre is satin finished aluminum with polished highlight around the edge. Can be used with old hanger. Available for 4" or 6" fitters. Hangers, 24". Overall length 32".



No. 5410. 19" spread. 6" fitter. Depth 8 3/4". Watt capacity, 300. List \$4.80. Dir's. ea. \$2.40, less 2%, net..... **2.35**

No. 5409. 14" spread. 4" fitter. Depth 7 1/4". Watt capacity, 150. List \$3.00. Dir's. ea. \$1.50, less 2%, net..... **1.47**

5630

LIGHT CONDITIONER With Chromium Hanger

No. 5630. 19" spread. Watt capacity, 300. 6" fitter. List \$9.00. Dir's., ea., \$4.50, less 2%, net..... **4.41**

No. 5631. 14" spread. Watt capacity, 150. 4" fitter. List \$7.05. Dir's., ea., \$3.53, less 2%, net..... **3.46**

Agfa Super Quality FILM

FOR STILL AND MOVIE CAMERAS

Both amateurs and professionals alike have come to depend upon Agfa Films to give them the utmost in sharp, clearly defined, contrasting pictures—the goal of every camera enthusiast. Agfa Anso film are registered under the Fair Trade Laws and may not legally be sold at the net prices shown except to dealers for resale.

Prices On Agfa Movie Film Include Free Processing and Return Postage

DOUBLE 8 mm. HYPAN REVERSIBLE

A high grade panchromatic film with all the contrast, speed and fine-grain qualities needed to assure perfect movies. Especially recommended for outdoor work. Fits all 8 mm. cameras. No. 7995. 25 ft. roll (equal to 50 ft. of single 8 mm.). List \$2.25. Dir's., ea. \$1.80, less 2%, net. **1.76**

8 mm. FINE-GRAIN PANCHROMATIC REVERSIBLE FILM
Practically the same as the Panchro film listed above, but furnished on a special spool to fit the 8 mm. For Keystone Camera Model K-8 only.
No. 7823. 30 ft. roll. List \$1.45. Dir's., ea. **\$1.14**
\$1.16, less 2%, net.

16 mm. FINE-GRAIN PLENACHROME REVERSIBLE FILM
A moderately priced 16 mm. film, combining brilliant contrast and orthochromatic color sensitivity, ideal for outdoor use. Possesses wide latitude and full anti-halo protection. Has ample speed for movie making.
No. 7824. 100 ft. roll. List \$4.50. Dir's., ea. **\$3.53**
\$3.60, less 2%, net.
No. 7825. 50 ft. roll. List \$2.75. Dir's., ea. **\$2.16**
\$2.20, less 2% net.

16 mm. PANCHROMATIC REVERSIBLE FILM

Same as above for indoor as well as outdoor use.
No. 7980. 100 ft. roll. List \$4.50. Dir's., ea. **\$3.53**
50 ft. roll. List 2.75. Dir's., ea. **2.16**

16 mm. HYPAN REVERSIBLE FILM

A high grade panchromatic film especially designed for outdoor work requiring brilliant contrast, extra fine-grain, and speed. Sensitive to all colors. Exclusive anti-halation coating.
No. 7826. 100 ft. roll. List \$6.00. Dir's., ea. **\$4.70**
7827. 50 ft. roll. List 3.25. Dir's., ea. **2.55**

16 mm. TRIPLE S SUPER-PAN REVERSIBLE FILM

Extremely fast for indoor use or under adverse lighting conditions. Remarkable fineness of grain. Balanced contrast prevents harsh effect under artificial lighting. Full anti-halation protection.
No. 7828. 100 ft. roll. List \$6.00. Dir's., ea. **\$4.70**
7829. 50 ft. roll. List 3.25. Dir's., ea. **2.55**

35 mm. Film for Agfa Memo Cameras—24 Exposures

No.	Type	Each	6, each
7976	Ultra-Speed Panchromatic	65c	44c
7977	Super Pan Supreme	65c	44c
7978	Finopan	65c	44c



PLENACHROME ROLL FILM

Preferred by camera fans everywhere for its speed and high degree of contrast which results in sharp, brilliant pictures. Ideal for outdoor use, even under adverse light conditions. Has high sensitivity to all colors except red. Also has a wide latitude to compensate for variation in exposure. Anti-halation coating.
No. Agfa No. as of Exp. Picture Size Dir's., ea. Dir's., per doz.

7833	A8	127	8	1 1/2 x 2 1/4 in.	\$0.25	\$2.00
7834	B2	120	8	2 1/4 x 3 1/4 in.	30	2.40
7835	*PB20	620	8	2 1/4 x 3 1/4 in.	30	2.40
7836	D6	116	8	2 1/4 x 4 1/4 in.	35	2.80
7837	*PD16	616	8	2 1/4 x 4 1/4 in.	35	2.80

*Thin metal spool.

SUPER-PAN SUPREME ROLL FILM

For indoor snapshots at night, under artificial light, Agfa Super-Pan is unequalled. Has high sensitivity to all colors. Carefully balanced emulsion gives brilliant results outdoors without producing harsh negatives when exposed under artificial lighting. Extremely wide latitude guards against exposure errors. Special back-coating prevents halation.
No. Agfa No. as of Exp. Picture Size Dir's., ea. Dir's., per doz.

7838	A8	127	8	1 1/2 x 2 1/4 in.	.30	\$2.40
7839	B2	120	8	2 1/4 x 3 1/4 in.	.35	2.80
7840	*PB20	620	8	2 1/4 x 3 1/4 in.	.35	2.80
7841	D6	116	8	2 1/4 x 4 1/4 in.	.40	3.20
7842	*PD16	616	8	2 1/4 x 4 1/4 in.	.40	3.20

*Thin metal spool.

STANDARD ROLL FILM

For ordinary picture-taking this standard roll film has proven itself thoroughly reliable.
No. Agfa No. as of Exp. Picture Size Dir's., ea. Dir's., per doz.

7452	A8	127	8	1 1/2 x 2 1/4 in.	.20	1.60
7453	B2	120	8	2 1/4 x 3 1/4 in.	.25	2.00
7454	*PB20	620	8	2 1/4 x 3 1/4 in.	.25	2.00
7455	D6	116	8	2 1/4 x 4 1/4 in.	.30	2.40
7456	*PD16	616	8	2 1/4 x 4 1/4 in.	.30	2.40

*Thin metal spool.

35 mm. FILM FOR CANDID CAMERAS

Ultra Speed Panchromatic. The fastest 35 mm. film ever developed. No. 7830. 36 exposure cartridge. Each \$1.00. 6, ea. **67c**
Super Pan Supreme. Very fast for indoors or outdoors. No. 7831. 36 exposure cartridge. Each \$1.00. 6 lots, ea. **67c**
Finopan. Combines speed and fine grain. No. 7832. 36 exposure cartridge. Each \$1.00. 6 lots, ea. **67c**

GEVAERT Roll and Movie FILM

Prices on Gevaert Movie Film Include Free Processing and Return Postage

For over 40 years, the Gevaert research laboratories have been constantly on the alert for improvements in products already popular, and development of new materials. Today, among discriminating photographers, the name Gevaert is synonymous with quality photographic effects.

EXPRESS SUPERCHROME ROLL FILM

An excellent, highly ortho-chromatic film that has always been popular with amateur photographers. The ideal outdoor film. Fully protected against halation.

No.	Same as	Size	No. of Exp.	List	Dir's.	Per Doz.
7855	G 27	127	8	.25	.17	\$1.78
7856	G 20	120	8	.30	.20	2.16
7857	*G620	620	8	.30	.20	2.16
7858	G 16	116	8	.35	.23	2.54
7859	*G616	616	8	.35	.23	2.54
7860	G 18	118	8	.45	.30	3.30

PANCHROMOS ROLL FILM

An extremely fast film, sensitive to all colors of the spectrum. The ideal film for night photography under artificial light, or where there is a profusion of colors, especially red, orange and yellow. Grain in fine and uniform, and will result in enlargements of superb quality. Anti-halation coated.

No.	Same as	Size	No. of Exp.	List	Dir's.	Per Doz.
7861	G 27	127	8	.30	.20	\$2.16
7862	G 20	120	8	.35	.23	2.54
7863	*G620	620	8	.35	.23	2.54
7864	G 16	116	8	.40	.27	2.92
7865	*G616	616	8	.40	.27	2.92

*Thin metal spool.



16 mm. PANCHRO SUPER REVERSAL FILM

An extremely fast movie film, extra sensitive to orange and red. Ideal for indoor movies under artificial light and outdoor movies on cloudy days or at night.

No.	Size	List	Dir's.	6, ea.
7843	100 ft. roll	\$6.00	\$4.56	\$4.27
7844	50 ft. roll	3.25	2.47	2.32

16 mm. PANCHRO FINE GRAIN REVERSAL FILM

For added sharpness and better definition of colors, under ordinary conditions.

No.	Size	List	Dir's.	6, ea.
7845	100 ft.	\$4.50	\$3.42	\$3.21
7846	50 ft.	2.50	1.90	1.79

16 mm. ORTHO REVERSAL FILM

For taking movies outdoors, under bright, daylight conditions.

No.	Size	List	Dir's.	6, ea.
7847	100 ft.	\$4.50	\$3.42	\$3.21
7848	50 ft.	2.50	1.90	1.79

Agfa Cameras

Agfa Ansco Cameras are registered under the Fair Trade Laws and may not legally be sold at the net prices shown except to dealers for resale.

AGFA READYSET SPECIAL

Picture taking is merely a matter of "open aim shoot" with this new Readyset model. Body shutter release. Direct, optical view finder. All steel construction. Hinged spool carriers. Single achromatic, fixed focus lens. Variable diaphragm with stops of f.14, f.16, f.22 and f.32. Instantaneous and Time shutter.

No. 7450. Takes 8 pictures 2-1/4"x 3-1/4" on PB20 film (same as 620). List \$8.95. Dir's., ea. \$6.71, less 2%, net..... **6.58**

No. 7451. Takes 8 pictures 2-1/2"x 4-1/4" on PB 16 film (same as 616). List \$9.95. Dir's., ea. \$7.46, less 2%, net..... **7.31**



AGFA VIKING

Camera fans who prefer folding cameras will welcome this new Viking model. Has fully corrected anastigmat lens and precision shutter with speeds of 1/25 to 1/100 second, Bulb and Time. Has both an optical eye-level and waste-level view finder. Body shutter release. Easy loading, spool holder. "Grasshopper type," self-recting front platform. Recessed tripod and cable release sockets.

WITH F6.3 LENS

No. 7444. Takes 8 pictures 2-1/4"x3-1/4" on PB20 film (same as 620). List \$16.75. Dir's., ea. \$12.56, less 2%, net..... **12.31**

No. 7447. Takes 8 pictures 2-1/2"x4-1/4" on PB 16 film (same as 616). List \$18.75. Dir's., ea. \$14.06, less 2%, net..... **13.78**

WITH F7.7 LENS

No. 7445. Takes 8 pictures 2-1/4"x 3-1/4" on PB20 film (same as 620). List \$13.75. Dir's., ea. \$10.31, less 2% net..... **10.10**

No. 7448. Takes 8 pictures 2-1/2"x 4-1/4" on PB16 film (same as 616). List \$15.75. Dir's., ea. \$11.81, less 2%, net..... **11.57**

AGFA 35mm. MEMO



Memar corrected anastigmat lens focusing from 3-1/2 ft. to infinity. Precision shutter gives Bulb and Time exposures and speeds of 1/2 to 1/250 second. Simple sliding arrangement for advancing film. Automatic exposure counter, built-in depth of focus scale. Direct view finder. Simplified loading. Has accessory clip, tripod socket and eyelets for strap. Takes 24 double frame (1-7/16" x 15/16") pictures on a standard memo film cartridge.

No. 7438. With F3.5 lens. List \$35.00. Dir's., ea. \$26.25, less 2%, net..... **25.72**

No. 7439. With F4.5 lens. List \$25.00. Dir's., ea. \$18.75, less 2%, net..... **18.37**

THE F5.6 35mm. MEMO

Similar to above only with 1/25 to 1/100 speed and without depth of field scale, accessory clip and neck cord.

No. 7443. List \$14.50. Dir's., ea. \$10.88, less 2%, net..... **10.66**

Agfa CHIEF



Makes clear, sharp snapshots, without any complicated adjustments. Rapid, two-zone focusing for near and far subjects. Plastic lens mount and winding knob. Built-in, yellow haze filter moves into field when camera is focused for far subjects. Direct optical view finder. Complete with carrying strap.

No. 7440. Takes 8 2-1/4"x 3-1/4" pictures on PB 20 (same as 620). List \$3.45. Dir's., ea. \$2.58, less 2%, net..... **2.54**

No. 7441. Takes 8 2-1/2"x 4-1/4" pictures on PD 16 (same as 616). List \$3.95. Dir's., ea. \$2.96, less 2%, net..... **2.90**

THE AGFA CLIPPER

- Takes 15-2 1/8" x 2 1/2" Pictures
- Eye Level View Finder
- New Universal Focus Lens
- Built-in Shutter Release Guard



At last—a candid camera that everyone can afford, and one that makes picture taking easy. Simply extend new type "pull-out" front, snap up eye-level view finder and everything is set. New universal focus "Unifo" lens with time and instantaneous shutter for taking pictures indoors and outdoors, day or night. Sturdy steel body in black leather effect with nickel trim and leather handle. Takes 15 pictures, 2-1/8x2-1/2. Uses Agfa film PD16 (same as 616).

No. 7432. List \$5.00. Dir's., ea. \$3.75, less 2%, net..... **3.67**

Carrying Case for Agfa Clipper
No. 7433. List \$1.75. Dir's., ea. \$1.31, less 2%, net..... **1.28**

AGFA CLIPPER SPECIAL

F6.3 Lens
With Case



Has a F6.3 corrected anastigmat lens with speeds

from 1/25th to 1/100th second, bulb and time. Optical direct view finder, shutter release guard, tripod socket, neck strap eyelets and depth of focus scale. Waterproof case, metal parts finished in polished metal and black lacquer. Tugged, pressed steel frame. Telescoping front. Takes 15-2-1/2x2-1/16 pictures on roll of PD-16 (same as 616) film.
No. 7459. With leather case. List \$16.95. Dir's., ea. \$12.71, less 2%, net..... **12.46**

Agfa SPEEDEX JR.

A favorite in the Agfa line. Fully corrected fixed focus lens. Four openings for F.11 to F.32. Time and instantaneous shutter. Body shutter release and direct optical view finder, give ideal picture-taking convenience. Solid steel body construction with richly grained covering. Recessed tripod socket. Takes 12-2-1/4x 2-1/4" pictures on B2 (same as 120) film.
No. 7436. List \$11.00. Dir's., ea. \$8.25, less 2% net..... **8.08**



AGFA B2 SPEEDEX

With F4.5 Lens

Precision-built with f1.5 anastigmat lens and precision shutter giving speeds of 1/2 to 1/250 second, Bulb and Time; optical, eye-level view finder; body shutter release; tripod socket; cable release socket; self-erecting platform; all-steel body frame. Takes 12 pictures 2-1/4"x2-1/4" on B2 film (same as 120).
No. 7435. List \$27.50. Dir's., ea. \$20.63, less 2%, net..... **20.22**



AGFA SHUR-SHOT

A dependable, low-priced box camera, 2 diaphragm openings, built-in yellow filter, 2 large view finders, instantaneous and time shutter.

No. 7457. Takes 8 pictures, 2-1/4x3-1/4 or 16 pictures, 2-1/4x1-5/8. Uses B2 film (same as 120). List \$2.10. Dir's., ea. \$1.58, less 2%, net... **1.55**

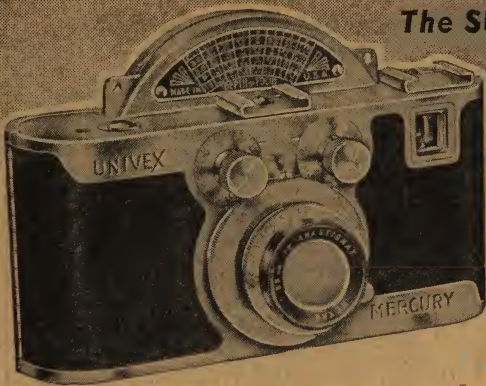
No. 7458. Takes 8 pictures, 2-1/2x1-1/4 or 16 pictures, 2-1/2x2-1/8. Uses D6 film (same as 116). List \$2.45. Dir's., ea. \$1.84, less 2%, net... **1.80**



The SUPER - SPEED Camera of Tomorrow!

Univex MERCURY

35mm. CANDID CAMERA



The fastest American made super speed camera priced within the reach of everyone... a camera that makes outdoor shots at night as simple as those made in bright sunlight.

High Speed Shutter

Patented Univex all metal focal plane shutter with full range of speed from 1/20th of a second to 1/1000th of a second, time and bulb. Accurate shutter speed.

Built-in Photoflash Synchronizer

For use with Univex flash gun. Shutter mechanism automatically synchronizes flash with all speeds.

Automatic Film Transport

Double exposures are eliminated on the Mercury. Film is automatically advanced with the setting of shutter.

Interchangeable Lenses

The Mercury is available with either a Tricolor f3.5 lens or Hexar f2 lens. Lens equipment easily interchangeable. Depth of focus scale mounted on front.

Wide Focusing Range

Can be focused for any distance from 1 1/2 feet to infinity. Also equipped with attachment for range finder and exposure meter.

Distinctive Styling

Sleek handsome exterior of polished aluminum covered with genuine leather. Size, 5 1/2 x 2 1/2 x 1 3/8". Wt. 18 oz. Uses standard 35 mm. film. Hinged snap-closing back.

With 1/1000th Second Shutter Speed

No.	Lens	List	Dir's., ea.	Less 2%, net
7946.	Tricolor F:3.5.....	29.75	19.83	19.43
7894.	Tricolor F:2.7.....	37.50	25.00	24.50
7991.	Hexar F:2.....	59.50	39.67	38.88

With 1/1500th Second Shutter Speed

7996.	Tricolor F:3.5.....	32.50	21.67	21.24
7997.	Hexar F:2.....	65.00	43.33	42.46

LENSES ONLY FOR MERCURY 35 MM. CAMERAS

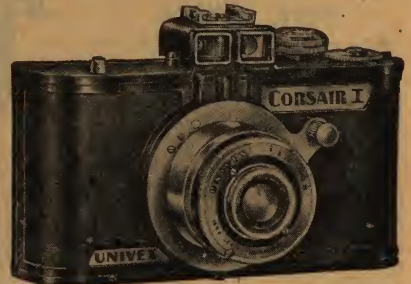
No. 7695.	Tricolor F:3.5 Lens.	List \$12.00.	7.84
Dir's., ea.	\$8.00, less 2%, net.....		
No. 7696.	F:2.7 Lens.	List \$20.00.	13.06
Dir's., ea.	\$13.33, less 2%, net.....		

UNIVEX CORSAIR 35 mm. CAMERA

- F:4.5 Anastigmat Lens
- Automatic Film Transport
- Built-In Photoflash Synchronizer and Exposure Meter
- Five Diaphragm Openings—F:4.5 to F:16
- Filmfinder Prevents Mistakes

The exclusive features found in the Corsair model make it easy for the amateur to get prize winning shots. Automatic film transport prevents double exposures. Univex 50 mm. F:4.5 Anastigmat lens. Built-in photoflash synchronizer and exposure meter eliminates guessing. Filmfinder indicates type of film and number of exposures. Automatic retractable lens mount. Six shutter settings—time to 200th second. Five diaphragm openings—F:4.5 to F:16. Takes standard 35 mm. double frame pictures. G. E. Textolite case with chromium and aluminum trimming.

No. 7751.	List \$16.75.	Dir's.,	11.50
ea.	\$11.72, less 2%, net.....		
No. 7752.	Eveready Case for above.	List \$2.75.	1.89
Dir's., ea.	\$1.93, less 2%, net.....		



ACCESSORIES FOR USE WITH UNIVEX MERCURY

PHOTO FLASH UNIT DAYLIGHT LOADING CARTRIDGE



A compactly designed photo flash unit for attachment to Photo Flash Synchronizer on Mercury Cameras. Enables taking of fast outdoor action shots at night. Uses all flash bulbs up to 50,000 lumens. Consists of chromium plated silvery reflector; a compact battery case; a special, molded flashbulb housing, with special attachment clip. Photoflash Lamps listed elsewhere in this catalog.

No. 7948.	List \$5.00.	Dir's., ea.	3.43
	\$3.50, less		
	2%, net.....		

Batteries for Above

No. 7972.	Eveready No. 7.50.	List 15c.	Dir's., ea.....9 3/4c
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With this loading cartridge, any type of bulk 35 mm. film can be used in the Mercury camera. Cartridge is perfectly light trapped. Gate swing lock for easy dark room loading.

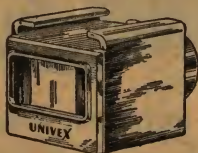
No. 7753.	List 60c.	Dir's., ea.	41c
	42c, less 2%, net.....		

Mercury Range Finder

The simplest, most precise range finder ever devised. Eliminates all guesswork in determining distance from object being photographed. Focusing distance on dial down to 1/8". Mounts on standard equipment clip. Will fit all cameras having standard range-finder clip. Can be used in a horizontal or vertical position. Dial stays set after adjustment.

No. 7990.	List \$5.95.	Dir's., ea.	4.08
	\$4.16, less		
	2%, net.....		

Exposure Meter



A highly accurate, easy-to-use exposure meter for quick attachment to Mercury Cameras. Compact extinction type. Assures correct exposure, thus eliminating costly guesswork.

No. 7949.	List \$2.00.	Dir's., ea.	1.37
	\$1.40, less		
	2%, net.....		

EVEREADY CASES FOR MERCURY CAMERAS

DeLuxe All Leather Model

Designed especially to protect mechanism and finish of Mercury Cameras. Front of case drops open to leave camera ready for instant action. Made of genuine top-grain cowhide, plush lined. Equipped with shoulder and hand strap.

No. 7947.	List \$5.00.	Dir's., ea.	3.43
	\$3.50, less		
	2%, net.....		



STANDARD MODEL

No. 7741.	Composition construction.	List \$3.50.	2.40
Dir's., ea.	\$2.45, less 2%, net.....		

Neck Cord for Mercury Cameras

Sturdily constructed of heavy woven material. Will safely hold the heaviest movie or candid camera.

No. 7744.	List 25c.	Dir's., ea.....	17 1/2c
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THE Univex UNIFLASH

FOR INDOOR OR OUTDOOR USE

- Automatic Flash Bulb Ejector
- Magni-Field View Finder
- 60 mm. Vitar Lens
- Universal Shutter
- Perfect Flash Timing

The new Uniflash is a precision built, new type candell camera, at a price that cannot be beat. The bulb is guaranteed not to flash until the shutter is in an open position. Eliminates wasted bulbs. Flash unit has treadless socket, bulb snaps in and out automatically. Parallax corrective Magni-Field View Finder. Quality 60 mm. Vitar lens. Shutter synchronized for split-second flash shot. Body of General Electric Textolite, a warp-proof quality plastic. Uses Univex roll film.

No. 7690. Complete with flash unit, List \$4.95, Dir's., ea. \$3.30, less 2%, net **3.23**
 No. 14017. No. 915 Eveready cell for above. Dir's., ea. \$1.00, less 2%, net **3/4c**



UNIVEX NEW TWINFLEX CAMERA

With Focusing Mount and Matched Lenses

The lowest priced Reflex type double lens camera on the market! Picture taking is easy with the Twinflex. Focusing is accomplished by turning a knob until image appears sharp in the viewer. Focusing mount for viewer and taking lens. Improved designed shutter has instantaneous and time setting exposures. Parallax reduced to a minimum through exceptionally short distance between viewing and picture taking lenses. High quality melincus lens combined with curved film track, gives exceptionally sharp pictures good all the way out to corners and edges. Focusing range infinity to 3 ft. Black Textolite body and cover. Viewing hood swings up and snaps in place shielding viewing image from outside light. Overall, 4 1/2 x 3 3/8 in. Takes picture 1 1/2 x 1 1/4 in. Uses Univex roll film listed above.

No. 7749. List \$4.95, Dir's., ea. \$3.30, less 2%, net **3.23**

EVEREADY CASE FOR ABOVE

No. 7750. List \$1.50. Dir's., ea. \$1.07, less 2%, net **1.05**

THE UNIVEX "IRIS"

Now Available with Photo Flash Synchronizer

Now, the popular Univex Iris is available with a built-in photoflash synchronizer attachment at slight extra cost. F7.9 Vitar color corrected lens. 4 diaphragm stops—F7.9, F11, F16 and F22. Three

speed precision shutter. Collapsible chromium plated lens mount. Optical view finder. Die cast case with hinged back for quick loading. Has compartment for carrying extra roll of film. Takes 1 1/2 x 1 1/4 pictures on roll of Univex film. Size: 5 1/2 x 2 1/4 x 1 1/2 in.

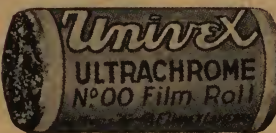


STANDARD MODELS

Black Enamel Finish
 No. 7791. Without Synchronizer. List \$5.95. Dir's., ea. \$3.97, less 2% **3.89**
 No. 7993. With Synchronizer attachment. List \$6.95. Dir's., ea. \$4.63, less 2% **4.54**

DELUXE MODELS

Leather Covered with Chrome Trim
 No. 7792. Without Synchronizer. List \$7.50. Dir's., ea. \$5.00, less 2% **4.90**
 No. 7994. With Synchronizer. List \$8.50. Dir's., ea. \$5.66, less 2%, net **5.55**



UNIVEX ROLL FILM

No. 00 Ultra Chrome. A good grade of orthochromatic film for ordinary use. Fits all Univex cameras. 6-1 1/2 x 1 1/4 exposures.

No. 7788. List 10c. Dir's., ea. 7 1/2c. Lots of 48, ea. **7c**

No. 00-P Ultra Pan S.S. A fast panchromatic fine grade film of superior quality. 6-1 1/2 x 1 1/4 exposures.

No. 7789. List 15c. Dir's., ea. 11 1/4c. Lots of 48, ea. **10 1/2c**

Univex MOVIE MAKING ACCESSORIES

"HOW TO MAKE MOVIES"



A book of useful information for the amateur movie enthusiast. Gives all the fundamentals as well as the fine points for getting the best results with 8 mm. equipment. Interestingly written and illustrated. Pocket size. 48 pages.

No. 7967. List 25c. Dir's., ea. **18c**



FILM VIEWER and EDITOR

Enables camera fan to edit and correct film before splicing. Easily attached to projector. Winds by hand or power. Gives full view of film. Compact, simple to operate. Complete with a rewind crank and perforating hook for marking portions of film to be cut out.

No. 7778. List \$1.95. Dir's., ea. \$1.37, less 2%, net **1.34**

OPTICAL VIEW FINDER

Eliminates Guess Work in Framing View



Slips on to any Univex 8 mm. movie camera equipped with direct view finder. Greatly increases accuracy giving a brilliant, undistorted view of subject. Shows exactly what will appear on picture. The thousands of Univex early model owners constitute a profitable market for this handy device.

No. 7758. List \$1.95. Dir's., ea. \$1.37, less 2%, net **1.34**

Univex 8MM MOVIE CAMERAS

The Sensational C-8 Exposition Model



If you ever had a real opportunity to cash in on the current popularity of 8 mm. movie cameras, you've got it now—in this Univex Model, Handsome, compact and designed to give professional quality results, the Model C-8 is by far the outstanding camera value of today.

Incorporates sixty advanced features, many of which are found only on highly expensive models. Built-in, brilliant vision optical view finder insures accurate alignment of subjects.

The shutter compensates automatically for sky glare, and always stops in closed position. New powerful quiet-running motor. Lens mount is interchangeable. Film quickly loaded through a new mechanism. Sturdily constructed metal case, finished in antique bronze, trimmed with chromium. Hinged, quick-closing cover with self-locking catch.

No. 7935. With F:4.5 Ilex Univex lens. List \$15.00. Dir's., ea. **9.80**

No. 7936. With F:3.5 Wollensak Anastigmat lens. List \$21.50. Dir's., ea. **14.33**

less 2%, net..... **14.04**

No. 7937. With F:2.7 Wollensak Anastigmat lens. List \$27.50. Dir's., ea. **18.33**

less 2%, net..... **17.96**

No. 7938. With F:1.9 Wollensak Anastigmat lens in micrometer focusing mount. List \$47.25. Dir's., ea. **31.50**

less 2%, net..... **30.87**

1" TELEPHOTO LENS



For All Univex 8 mm. Cameras

Never before has a Telephoto lens of such quality been offered at anywhere near this price. With a speed of F:3.5, this lens will give double magnification, reducing shooting distance by half. Ideal for sport "shots" and close-ups. In micrometer focusing mount. No. 7999. List \$14.95. Dir's., ea. **10.47**, less 2%, net **10.26**

- Built-In Optical View Finder
- High Powered Loag Running Motor

UNIVEX TURRET 8 mm. CAMERA

With this amazing Turret Mount camera, Univex brings to the Amateur movie enthusiast all of the refinements in design and the professional touch of the most expensive foreign-made cameras. By the simple turn of the turret mount you can switch from a close-up to a long-range "shot" without the loss of a single frame. No further adjustment necessary. Other features include the new built-in optical viewfinder; new snap-lock hinged cover; new improved governor; new automatic shutter which always locks in closed position and a new, powerful, high-speed motor.

No. 7998 with F:4.5 Lens. List \$25.00. Dir's., ea. **16.34**

less 2%, net..... **15.97**

No. 7745 with F:3.5 Lens. List \$29.95. Dir's., ea. **19.57**

less 2%, net..... **19.17**

UNIVEX "TRU-VIEW" Model

With Built-On Optical View Finder



Smartly styled and sturdily constructed, the Univex Model B-8 assures a life-time of movie-making at less than the cost of snap shots. Extremely light weight and compact. Takes clear, sharply defined movies, using a 30 ft. roll of Univex Cine film equivalent to 60 ft. of 16 mm. film. Easy to load. Lens equipment is interchangeable. Equipped with F:5.6 lens.

No. 7943. List \$9.95. Dir's., ea. **6.63**, less 2%, net..... **6.50**

EVEREADY PROTECTOR CASES

Permits taking movies without removing camera from the case, at the same time protecting it against damage. Leather shoulder straps. No. 7759. For Model C-8. List \$2.00. Dir's., ea. **1.40**, less 2%, net..... **1.37**

No. 7957. For Model B-8. List \$2.50. Dir's., ea. **1.75**, less 2%, net..... **1.71**

No. 7746. For Turret Model. List \$5.00. Dir's., ea. **3.50**, less 2%, net..... **3.43**



Lenses Only for Univex 8mm Cameras

Univar F:5.6 Lens. Gives good, clearly defined pictures under practically all conditions. No. 7754. List \$2.50. Dir's., ea. **1.75**, less 2%, net..... **1.71**

Univar F:3.5 Lens. (By Wollensak) permits "shots" under adverse light conditions. Has 150% more speed than the Univar F:5.6.

No. 7755. List \$12.45. Dir's., ea. **8.72**, less 2%, net..... **8.55**

Univar F:2.7 Lens. (By Wollensak.) For very adverse light conditions. Over 350% more speed than the Univar F:5.6. No. 7756. List \$20.00. Dir's., ea. **14.00**, less 2%, net..... **13.72**

Univar Telephoto F:3.5. (By Wollensak.) Makes possible long distance shots by having scenes appear 1/2 as far away. No. 7757. List \$37.50. Dir's., ea. **26.25**, less 2%, net..... **25.72**



UNIVEX 8 mm. FILM

Univex Films processed speedily and dependably for only 15 CENTS PER ROLL, including small projector roll and return postage.

No. 100 Standard—A fine-grain movie film with special anti-halo coating. Yields scenes that sparkle with life. Daylight loading. In red box. No. 7760. 30 Ft. roll. List 69c. Dir's., ea. 52c. Lots of 12, ea. **48 1/2c**

No. 100 Up Ultrapan—Twice as fast as No. 100 Standard. Records all colors in tones of black-and-white. For outdoor movies under adverse light conditions, and for indoor movies. Anti-halo backed. Daylight loading. In blue box. No. 7761. 30 Ft. roll. List 95c. Dir's., ea. **66 1/2c**

71c. Lots of 12, ea. **66 1/2c**

FILTERS for UNIVEX 8 mm. Cameras

These filters are manufactured of the finest ground optical glass with colors carefully graduated. Do not confuse these filters with the cheap gelatin or laminated filters offered at low prices which are inefficient, absorb light and distort pictures.



For F:4.5 Lenses			
No.	Type	List	Dir's., ea. Less 2%, net
7962	2X yellow	1.50	1.05 1.03
7963	4X yellow	1.50	1.05 1.03

For F:3.5, F:2.7 and F:1.9 Lenses			
No.	Type	List	Dir's., ea. Less 2%, net
7964	2X yellow	1.75	1.22 1.20
7965	4X yellow	1.75	1.22 1.20

8MM. Projectors and Accessories

For Use With All 8MM. Film

The New UNIVEX 500 Watt PROJECTOR

Univex again makes starting news in the field of amateur movie photography with this new 500 watt projector. Incorporates features of design found only in projectors selling up to \$125.00. Gives brilliant, theatre-quality projection of 8 mm. film up to 7½x10 ft. Abundance of light produces fine results with color film and liveness up under-exposed scenes.

Compare These Outstanding Features—

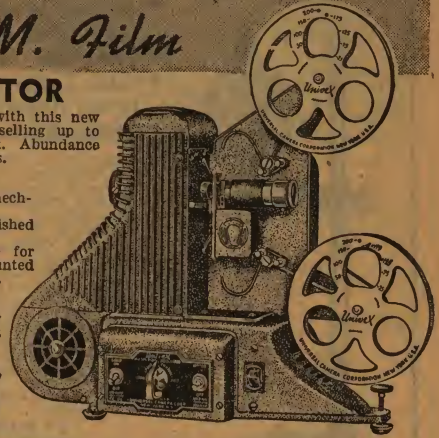
500 WATT LAMP. Provides the added illumination necessary for satisfactory projection of color film.
PROJECTION LENS. High speed, F1.6 1" focus. Threaded adjustment for sharp, quick focusing.
CONDENSING LENS. Concentrates light on film. Mounted in removable die cast holder for easy cleaning.
FORCED DRAFT COOLING. With doublet fan rotating in oilless bearings. Special lamp cooling jacket.

PILOT LIGHT SOCKET. Illuminates mechanism for easier threading of film.
DIE-CAST FRAME. Beautifully finished in bronze crackle. Chrome trim.
POLISHED REFLECTOR. Adjustable for lamps with different filaments. Mounted in removable holder for easy cleaning.
STILL PICTURE PROJECTION. Specially designed clutch keeps lamp cool, enabling prolonged projection of any frame. Automatically protected against fire.

Equipped with Micaarts gears for lens, quiet operation. G. E. pre-focused lamp socket mounted in adjustable bracket. Has variable speed control, safety master switch, separate lamp switch. Heavy duty motor. 105-120 V. AC-DC.

No. 7944. List \$42.50. Dir's., ea. \$28.33, less 2%, net.....

2776



UNIVEX 8 mm. PRECISION PROJECTOR

- Throws a Picture Up to 6x4½ ft.
- Automatic Rewind
- Pre-Focused Lamp for Greater Brilliance
- Focal Draft Cooling
- Interchangeable Lens
- Guaranteed 1 Year

Light in weight and precision built throughout, the Univex Projector provides sparkling, brilliant projection up to 6x4½ ft. Uses a new type pre-focused lamp which consumes ½ the current ordinarily required. Easy to load and thread, and operates smoothly and quietly. Motor and lamp individually controlled by separate switches. Focal draft cooling. Quick framing device. Automatic shutter for stills. Automatic rewind. 200 ft. capacity—over 15 minutes of continuous running. Finished in black enamel with chrome trim. Complete with 200 ft. reel and instructions.

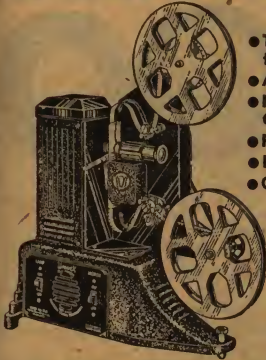
As Low As
10²⁶
NET

AC MODELS

Operates on 110 volts AC only.
 No. 7766. With Standard lens. List \$16.50. Dir's., ea. \$11.00, less 2%, net..... **10.78**
 No. 7767. With Hi-lux F:2 lens. List \$20.25. Dir's., ea. \$13.50, less 2%, net..... **13.23**
 No. 7768. With Hi-lux ¾" F:1.65 lens. List \$21.25. Dir's., ea. \$14.17, less 2%, net..... **13.89**

AC-DC MODELS

110 volt AC-DC—with Adjustable Speed.
 No. 7769. With Standard lens. List \$13.95. Dir's., ea. \$12.63, less 2%, net..... **12.38**
 No. 7770. With Hi-lux 1" F:2 lens. List \$22.70. Dir's., ea. \$15.13, less 2%, net..... **14.83**
 No. 7771. With Hi-lux ¾" F:1.65 lens. List \$23.70. Dir's., ea. \$15.80, less 2%, net..... **15.48**



REELS and HUMIDORS



REELS. 200 ft. capacity. Will take 6 or 7, 30 ft. rolls of Univex film, spliced together. Light, sturdy aluminum construction. Will fit all 8 mm. film.

No. 7764. List 40c. Dir's., ea. **28c**

HUMIDORS. Protects film against becoming brittle and cracking. Equipped with "doughnut" type moisture pad. Absolutely airtight. All aluminum construction. Takes only 200 ft. 8 mm. reel. No. 7765. List 40c. Dir's., ea. **28c**

UNIVEX PROJECTOR CASES

STANDARD MODEL. A handsome, sturdy, and compact case, specially constructed with compartments for a Univex projector, a Univex camera, 2—200 ft. reels in humidior cans, and an extra lamp. No. 7779. List \$2.95. Dir's., \$2.07, less 2% **2.03**

DELUXE MODEL.

For 500 Watt Model
 Heavier construction with water-proofed covering, locked corners. Felt-lined. No. 7945. List \$5.50. Dir's., \$3.85, less 2%, **3.77**



Hi-Lux Projection Lenses



Hi-Lux 1" F:2 lens—A high quality projection lens, giving projection of maximum brilliance. Particularly recommended when large images are desired in a large room.
 No. 7772. List \$1.95. Dir's., ea. \$3.47, less 2%, net..... **3.40**

Hi Lux ¾" F:1.65—The fastest and finest 8 mm. projection lens available. Specially ground for projecting large, brilliant images in a small room. Color corrected.
 No. 7773. List \$5.95. Dir's., ea. \$4.15, less 2%, net..... **4.07**

Hi-Intensity Projector Lamps

These higher wattage, greater powered lamps give greater brilliance and compensate for loss of light when projecting extra long throws in a large room and bring out under-exposed films.

No. 7774. For all AC Projectors. Give 30% more light than standard lamps. List 60c. Dir's., ea. **45c**
 No. 7775. For all AC-DC Projectors (except 500 watt model). 150 watts. List \$1.95. Dir's., ea. **1.47**



UNIVEX Crystalux BEADED SCREENS

These screens are surfaced with brilliant glass crystal beads, similar to those used in the largest movie theatres. This beaded surface is highly reflective and will show up film with maximum brilliance from any angle. Complete with quick-erecting folding easel.

No.	Size	List	Dir's.	Less 2%
7780	22"x30"	2.50	1.75	1.71
7781	27"x38"	4.00	2.80	2.74
7782	30"x40"	5.00	3.50	3.43
7783	36"x48"	7.50	5.25	5.14

DELUXE CRYSTALUX BEADED SCREEN

Self Erecting—Fully Boxed

No.	Size	List	Dir's.	Less 2%
7969	22"x30"	9.95	6.97	6.83
7970	30"x40"	15.95	11.17	10.95

UNIVEX SILVERLUX SCREEN

A silver surfaced screen with maximum reflective efficiency when viewed head on. Size, 24"x34". With quick erecting folding easel.
 No. 7784. List \$1.95. Dir's., ea. \$1.37, less 2%, net..... **1.34**

The Univex ENLARGER



- Interchangeable Lens Holder— for 2" Lens or Camera Lens
- Quadruple Thread Focusing
- Takes Single 35 mm. or Double Frame Negatives
- Double Condensing Lens

The new Univex Miniature Enlarger incorporates refinements in design which assures sharp, salon quality enlargements. Has a double lens condenser system which provides uniform flat field illumination. Smooth acting quadruple thread focusing adjustment.

Equipped with two negative carriers, these carriers have automatic film pressure release to permit sliding of film without scratching. Negatives lie flat in carriers under uniform pressure by quick lever movement. Interior of housing and lenses readily accessible for cleaning. Interchangeable lens holder permits use of any 2" lens, including camera lenses. Positive lens alignment prevents field distortion. Rigid die cast support and arm with chromium plated steel post. 28" high. Adjustable ruby filter and holder. Maple plywood base. 20"x17". Conveniently located switch. G.E. Mazda 75 watt lamp.
 No. 7942. List \$28.50. Dir's., ea. \$19.95, less 2%, net.....

19.55

2" F:4.5 LENS FOR ABOVE
 No. 7992. List \$7.50. Dir's., \$5.25, less 2%... **5.14**

Enlarging Mask for 1/2 Vest Pocket Negatives
 (1 1/4"x1 1/4")
 No. 7993. List \$1.95. Dir's., \$1.37, less 2%... **1.34**

3" F3.5 TELEPHOTO LENS FOR MERCURY CAMERAS

Gives More Than Double Magnification
 The only 75 mm. 3" Telephoto Lens selling under \$60.00. Enables taking thrilling long shots. Micrometer focusing mount accurately calibrated. Can be focused down to 3 ft. In genuine leather case.
 No. 7740. List \$21.50. Dir's., ea. \$15.05, less 2%, net.....

14.75

125 MM. F4.5 TELEPHOTO LENS FOR MERCURY CAMERAS

No. 7697. Complete with Leather Case. List \$65.00. Dir's., ea. \$45.00, less 2%, net.....

44.59

OPTICAL VIEW FINDER

For Use with 125 mm. Lens
 No. 7698. List \$2.00. Dir's., \$1.40, less 2%... **1.37**

Mercury Lens Shade for F3.5 Lens

Prevents fogging of negatives. May be used in combination with all Univex Filters.
 No. 7940. List \$1.00. Dir's., 70c, less 2%... **69c**



UNIVEX EXPOSURE METERS—For 8mm or Movie Cameras
 Highly accurate extinction type exposure meter takes all guess work out of setting of both still and moving cameras. Molded, non-breakable construction. Dust-proof and waterproof. Compact, protective screw-top case provided.

No. 7790. For all still cameras. List \$1.95, ea. \$1.37, less 2%, net **1.34**
 No. 7792. For all movie cameras

Univex 35 mm. FILM



For best results with Mercury Camera use the Univex 35 mm. Film as they insure fine, clear grainless negatives and will render excellent enlargements.

Ultrachrome—Orthochromatic, for Normal Use
 No. Exposures List Dir's., ea. 12 lots ea.
 7950 18 .35 .26 **24 1/2**
 7953 36 .45 .34 **31 1/2**

MICROMATIC—Fine Grain, Medium Speed
 7951 18 .40 .30 **28**
 7954 36 .50 .37 1/2 **35**

ULTRAPAN SS—Panchromatic—Super Speed
 7952 18 .45 .34 **31 1/2**
 7955 36 .55 .41 **38 1/2**

DUFAY 35 mm. COLOR FILM

No. 7989. 18 Exposure Cartridge to Fit Mercury Cameras. List 95c. Dir's., ea. 71 1/2c. **66 1/2c**

Slide Holders for Dufay Film

No. 7743. Pkg. of 50. List 50c. Dir's., ea. **35c**

Filters for F:3.5 UNIVEX Mercury

Manufactured of the finest ground optical glass with colors carefully graduated.



Yellow 2X Filter—Renders clouds correctly. Permits slight haze control.
 No. 7958. List \$1.75. Dir's., ea. **\$1.22 1/2**

Yellow 4X Filter—Cuts haze. Increases color contrast. Emphasizes modelling and texture of sunlit objects.
 No. 7959. List \$1.75. Dir's., ea. **\$1.22 1/2**

Red Filter—Increases contrast in detail in subjects containing yellow or brown. Cuts haze. Accentuates clouds.
 No. 7960. List \$2.00. Dir's., ea. **\$1.37**

Green Filter—Lightens green and yellows, darkens reds.
 No. 7961. List \$2.00. Dir's., ea. **\$1.37**

Polarizing Filter—Eliminates reflections and glare at 32° to 37° angles. Controls sky brightness in "shots" at right angles to sun's rays.
 No. 7982. List \$4.50. Dir's., ea. **\$3.15**

COMPLETE FILTER KIT

Contains one each of all the above filters.
 No. 7983. List \$12.50. Dir's., ea. **8.57**

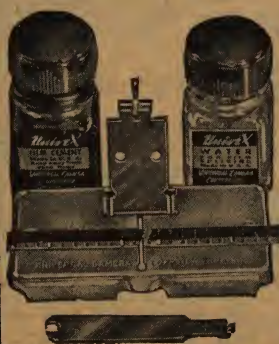


UNIVEX CABLE RELEASE

A precision made cable which can be quickly attached for convenient operation.
 No. 7941. List 35c. Dir's., ea. **24 1/2c**

Univex MOVIE MAKING ACCESSORIES

UNIVEX SPLICER KIT



A well made professional type splicer for making durable splices on any 8 mm. film. Includes cutting knife, scraper, special Univex plate and bottle of high quality cement.
 No. 7776. List \$1.00. Dir's., ea. **70c**

UNIVEX TITLER

A compact and sturdily constructed titler which provides sharp, satisfactory titles for all 8 mm. films. Accurate camera mounting automatically focuses camera exactly at title card. Special lens spacer correctly focuses regular Univex lens on titler frame. Complete with title card assortment and lettering kit.



MARJORIE'S
 MASQUERADE
 PARTY-1939



No. 7777. List \$2.50. Dir's., ea. \$1.75, less 2%, net **1.71**

Univex Automatic Titler

A new type of titler which greatly simplifies making of movie titles. Sets up titles automatically. A slight flick of small wheel produces desired letter. 3 rows of letters, 12 sets to a row. 42 characters to a set including figures and punctuation marks. Complete with shim for automatically focusing titler to any camera or filter.
 No. 7966. List \$3.95. Dir's., ea. \$2.77, less 2%, net..... **2.71**

Darkroom Accessories

Overcome Objections to Hot Water Nuisance with Developing and Printing Outfits

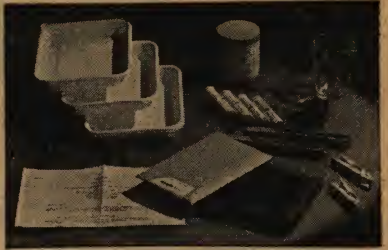
These complete developing and printing outfits are the last word in convenience and efficiency. The chemicals are selected to dissolve quickly and completely with no temperatures to watch. Assembled exclusively for the amateur, these kits enable him to obtain excellent results without difficult measuring and mixing. A money making item, easy to sell. Its convenience sustains interest and keeps potential customers for films and accessories. Only the finest materials and chemicals are used in these kits to assure uniform, satisfactory results.

BEGINNER'S OUTFIT

This simple outfit is ideal for the beginner who wants to develop and print his own pictures without waiting to learn the fine points. Excellent results come easily. Includes: 3-4x6 Tenite Trays; 1-Print Frame; 1-Ruby Bulb; 1-M Q Tubes; 1-4 oz. Graduate; 12-3/4x5 1/4 Printing Paper; 1-Pkg. Acid Fix; 1-Stirring Rod; 1-Thermometer and 1-Instruction Book. No. 7878. List \$2.25. Dir's., ea. \$1.40. Lots of 3, ea. **1.29** \$1.32, less 2%, net.....

ADVANCED OUTFIT

A complete outfit for the developing and printing of all photographic negatives and papers. No other equipment needed. Set includes: 3-4x6 Tenite Trays; 1-3/4x5 1/4 Print Frame; 1-Ruby Lamp; 6-M Q Tubes; 1-4 oz. Graduate; 24-3/4x5 1/4 Printing Paper; 1 pkg. Acid Fix; 2-Stirring Rods; 1-Thermometer; 2-Clips; 1-Instruction Book and 1-Photo Data Book. No. 7879. List \$3.00. Dir's., ea. \$1.83. Lots of 3, ea. **1.71** \$1.75, less 2%, net.....



DELUXE OUTFIT Including Color

This set has a more generous supply of parts, larger graduate and color equipment. Includes: 3-Tenite Trays; 1-3/4x5 1/4 Frame; 1-1 lb. y Lamp; 6-M Q Tubes; 1-3 oz. Grad.; 24-3/4x5 1/4 paper; 1 lb. Acid Fix; 2-Plastic Stirring Rods; 1-Thermometer; 4-Clips; 1-Sponge; 1-Hypo Tong; 1-Devel. Tong; 6-Blotters; 1-Instruction Book and complete Coloring Kit: (8 tubes Color, 1 P. M. Solution, 4 Skewers, 1 Roll Cotton, 1 Direction Sheet). No. 7650. List \$4.95. Dir's., ea. \$3.70. Lots of 3, ea. **3.53** \$3.60, less 2%, net.....

FEDCO Adjustable Developing Tank

Easily adjustable to any roll film from 36 exposure 35 mm. up to and including No. 116. Molded in black plastic with light tight red plastic top with twist clamp fastening. Pitch to spiral groove. Easy pouring. No. 7882. List \$2.25. Dir's., ea. \$1.43. Lots of 3, ea. **1.36** \$1.39, less 2%, net.....



SUN RAY WOOD TRIPOD

Especially designed to fill the need for a lighter, more compact, rigid tripod. Prevents body weave, jumps and jerks. Ideal for amateur or professional. Saves yards of film. Imperative for time exposures. Indispensable with telephoto lens. Made of high grade selected walnut with metal parts of cadmium. No. 7897, Three Sections. Folded 25", Extended 59". List \$6.75. Dir's., ea. \$4.50. Lots of 3, ea. **3.97** \$4.05, less 2%, net.....

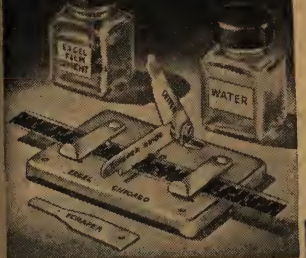


← SPlicing KIT

An inexpensive yet efficient outfit for splicing, patching, and editing film. Complete with bottle of film cement, water bottle and scraper. Metal base has clamps for holding film in position, and fine edged cutter in center. Can be used for either 8 or 16 mm. film. No. 7927. Dir's., ea. 80c. less 2%, net..... **.78**

FILM CEMENT ONLY

No. 7928. 1-oz. size. List 25c. Dir's., ea. 16c. Lots of 12, ea. **.14**



Darkroom SAFELITE →

This handy new Safelite comes equipped with one yellow safe dish filter. Handsomely finished in grey crackle. No. 7473. List \$1.75. Dir's., ea. \$1.05, less 2%, net..... **1.03** No. 7474. Special green filter for pan films. List 50c. Dir's., ea. **.30**



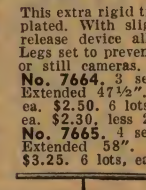
PAN HEAD and TILT TOP

A handy tilting top that assures steady pictures at any degree of camera and is adjustable to any tripod. Can be used with both 8 and 16 mm. cameras. Tilt top can be used separately. No. 7667. List \$1.50. Dir's., ea. 68c. Lots of 12, ea. **.62** \$3.10, less 2%, net.....



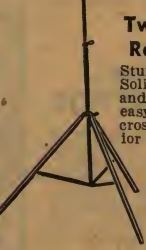
All Metal TRIPOD with TILT TOP

This extra rigid tripod is highly chrome plated. With slight turn of leg, new release device allows tripod to close. Legs set to prevent slipping. For movie or still cameras. No. 7664, 3 section. Collapsed 17". Extended 47 1/2". List \$3.75. Dir's., ea. \$2.50, 6 lots, ea. \$2.30, less 2%..... **2.25** No. 7665, 4 section. Collapsed 16". Extended 58". List \$6.00. Dir's., \$3.25, 6 lots, ea. **3.04** \$3.10, less 2%, net.....



Twin Photoflood Reflector Stand

Sturdily constructed of pressed steel. Solid enough to eliminate side-sway and bending and yet light enough for easy handling and portability. 24" crossbar carries as many as four Senior Deluxe Reflectors with ease. Reflectors can be snapped on quickly and easily. Adjustable to a height of 72 in. Finished in wrinkle enamel. An unusual value! No. 7668. List \$2.50. Dir's., ea. \$1.63. Lots of 3, ea. **1.47** \$1.50, less 2%, net.....



TILT TOP for all Cameras

Fits all American and foreign made cameras and tripods. Fits absolutely flush, locks securely in whatever angle desired. Complete with extra bushing for foreign-made cameras. No. 7666. List \$1.00. Dir's., ea. 45c. Lots of 12, ea. **.41** less 2%, net.....

REELS and HUMIDORS

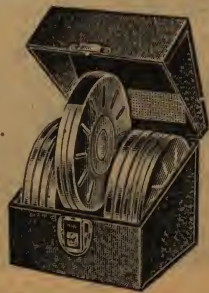
A quality line of reels and humidors constructed to provide the utmost in protection of films. The humidors are equipped with moisture pad. Lots

No.	Description	Size	Dir's. ea.	Lots of 6, ea.
7920	400 Ft. Steel	16 mm.	.21	.19
7921	200 Ft. Steel	16 mm.	.15	.14
7673	400 Ft. Alum.	16 mm.	.33	.31
7922	200 Ft. Steel	8 mm.	.15	.14
7923	200 Ft. Alum.	8 mm.	.25	.24
HUMIDORS				
7924	400 Ft. Alum.	16 mm.	.33	.31
7925	200 Ft. Alum.	8 mm.	.25	.24

COMPCO "PICK-A-REEL" FILM CASES

Provides Safe Storage for Movie Films
The main attraction for your customers in these cases is the exclusive "Pick-A-Reel" individual film selector. The mere touch of a finger allows a reel of film to roll out easily with no necessity for pushing or prying. Sturdy, safe construction throughout with correct ventilation assured. The case is attractively finished in deep, rich wrinkled brown enamel and is made in four popular sizes as follows:

No.	Capacity	List ea.	Dir's., ea.	Lots of 6, ea.
7669	8 mm., 6 reels	\$2.20	\$1.47	\$1.32
7670	8 mm., 12 reels	3.00	2.00	1.88
7671	16 mm., 6 reels	2.50	1.67	1.50
7672	16 mm., 12 reels	3.70	2.67	2.22





Keystone

MOVIE PROJECTORS and CAMERAS

8 mm. and 16 mm.



The "K-8" 8-mm. 3-Speed Camera

Takes Colored or Black & White Pictures For Single or Double Width 8-mm. Film

A new economy feature, exclusive with Keystone, permits the taking of a full 25 ft. double "8" film or the single width 30 ft. Agfa film. Universal lens permits taking close-ups as well as distant shots. Interchangeable lens equipment. 3 speeds, Normal, Low and Slow Motion. Shutter speed, 12, 16, and 48 frames per second. New 2 Button control feature. Direct Vision View Finder shows the picture just as it will appear on the film. Also has auxiliary view finder for centering difficult shots. Footage indicator shows number of feet of film left. Exposure chart shows exactly how to adjust lens. Has a tripod socket and silent winding key. 8 7/8 x 2 1/4 x 1 1/4 in. Easily fits in overcoat pocket. Leather strap handle. Finished in bronzed grain.

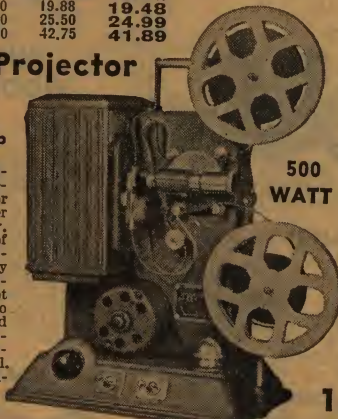
No.	With f.3.5 lens	List	Dir's., ea.	Less 2%
7794.	With f.2.7 lens	23.50	19.83	19.48
7795.	With f.1.9 lens	34.00	25.50	24.99
7973.	With f.1.9 lens	57.00	42.75	41.89

Model R8—8 mm. Projector

- Achromatic f.1.85 Lens
- Cast Lamp Housing
- Speed Control
- Strong Draft Directly on Lamp
- Adjustable Tilting Device

A fine, precision-built projector, designed to bring out all the tiny detail of 8 mm. film, in either color or black and white, with theater brilliancy. The illumination power, the cooling system, and ease of threading leave nothing to be desired. 500 watt bulb is cooled by strong draft directly on lamp. Separate switch for lamp. Has pilot light and electric rewind. Also equipped with manual framer, fixed roller guides, speed control, adjustable tilting device and polished reflector. 200 ft. capacity spool. Cast lamp housing and base. Universal motor, 115 AC-D.C. No. 7797. List \$49.75. Dir's., ea. \$37.31, less 2%, net.....

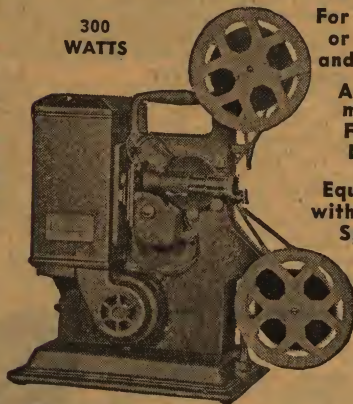
36⁵⁶



500 WATT

Model M-8 8mm Projector

300 WATTS



For Color or Black and White

Achromatic F1.85 Lens

Equipped with 200 ft. Spool

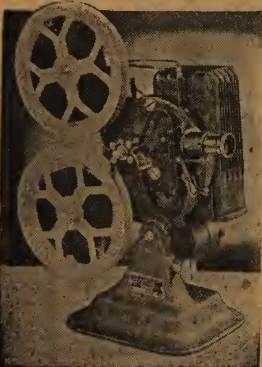
Offers the same advantages as Model R-8, but with a few features eliminated to bring it within the more popular price group. 300 watt projection lamp. Full achromatic 1 1/2" projection lens. Adjustable tilt. Electric motor rewind. Manual framer. Polished reflector. Roller guides for easy threading. Also equipped with speed control, and forced draft ventilation. Cast base and frame. Equipped with 200 ft. capacity spool. Has a universal motor 115 volt A.C.-D.C.

No. 7700. List \$39.50. Dir's., ea. \$29.63, less 2%, net.....

29⁰⁴

MODEL A-75—16 mm. PROJECTOR

500 WATT



Equipped with 500 watt concentrated filament pre-focus projector lamp. Ventilating fan forces cool air through lamp house and mechanism. Finely ground and polished f.2.5-2" achromatic lens. Manual framer. 400 ft. capacity. One aluminum spool furnished. Angle projection controlled by knob on base. Pictures up to 40"x52" at a distance of about 24 ft. High-speed electric rewind mechanism. 110 volt A.C.-D.C. motor with variable speed switch. Die cast construction. Brown wrinkle enamel finish. No. 7803. List \$55.00. Dir's., ea. \$41.25, less 2%, net.....

40.42

No. 7804. Model A-72. Same as above except with 300 watt projection lamp. List \$44.50. Dir's., ea. \$33.38, less 2%, net.....

32.71

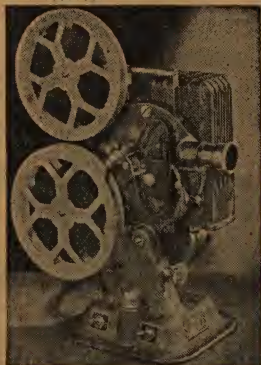
Model A-81—16 mm. 750 Watt PROJECTOR

Forward, Reverse and Still Pictures

The ideal projector for use in schools, churches and large size indoor gatherings. The 750 watt pre-focused lamp and 2-in. f.1.65 achromatic lens assure absolute brilliancy of projection. Has forward and reverse action. Throws a picture 40" x52" at a distance of 24 ft. Rapid motor rewind. All electric operations centrally controlled. Extreme ease of threading. New forced draft cooling system. Has pilot light, framer and tilting device. Die cast construction. 110 volt AC-D.C. motor.

No. 7802. List \$69.50. Dir's., ea. \$52.13, less 2%, net.....

51⁰⁹



16 mm. CAMERAS

Takes Color or Black & White Movies

- Monocular Viewfinder
- Powerful Spring Motor
- Daylight Loading
- Takes 50 or 100 ft. Film
- Automatic Film Register

Keystone motion picture cameras are recognized by amateur movie enthusiasts as among the finest equipment made for 16 mm. work. They incorporate all the refinements in design that result in sharp, clear-cut movies. Powerful spring motor. Special design permits loading of film in daylight. Film register automatically indicates the amount of film used after each scene. Fitted with new type monocular view finder. Tripod connection. Size, 9" long, 4" wide, 2 3/4" thick. Finished in attractive wrinkled enamel with highly polished chrome trimming.



Model A3—3-Speed Model—With F.3.5 Lens
No. 7798. List \$35.00. Dir's., ea. \$26.25, less 2%, net.....

25.72

Model A7—7-Speed Model
No. 7800. With F.2.7 lens. List \$44.50. Dir's., ea. \$33.38, less 2%, net.....

32.71

No. 7801. With F.1.5 Lens. List \$71.00. Dir's., ea. \$53.25, less 2%, net.....

52.18

CAMERA CARRYING CASES

Genuine leather. Equipped with adjustable straps for carrying either in hand or on shoulder.

No. 7805. For 16 mm. Cameras. List \$5.50. Dir's., ea. \$2.70, less 2%, net.....

2.65

No. 7806. For 8 mm. Cameras. List \$3.75. Dir's., ea. \$2.25, less 2%, net.....

2.20

PROJECTOR CARRYING CASES

Designed for all models of 16 mm. Projectors. Attractive leatherette covered with bright trimmings. Spindle in case holds two 400 ft. reels.

No. 7807. List \$5.00. Dir's., ea. \$2.90, less 2%, net.....

2.84

No. 7808. For 8 mm. Projectors (Specify Model Number). List \$5.00. Dir's., ea. \$2.90, less 2%, net.....

2.84

FEDERAL Photo Enlargers

The extra value of Federal Enlargers is expressed in the ease and simplicity of operation, sturdiness of construction and most important of all—the excellent results derived. That is why they are today, America's fastest selling enlargers. Federal enlargers are registered under Fair Trade Laws and may not legally be sold at net prices shown except to dealers for resale.

MODEL 121

- Takes All Negatives Up to 2 1/4 x 3 1/4 In.
- 2 1/2 to 7 Times Linear Enlargement
- Fedar F:6.3 Anastigmat Lens
- Hinge Type Adjustable Paper Holder
- Calibrated Easel 16x18" Baseboard
- Extremely Fast Exposures

This is Federal's outstanding Enlarger value. Takes all negatives from miniatures 35 mm up to 2 1/4 x 3 1/4". 2 1/2 to 7 times linear enlargements on baseboard. Giant enlargements up to 20 times by projecting on floor. Fedar F:6.3 Anastigmat lens. Extremely fast exposure. Hinge type adjustable border maker. Paper holder attached to baseboard. Complete with 125 watt projector lamp. Double diffusing plate supplies intensified light. Built-in diaphragm with red filter. Control switch, cord and plug, 110 volts AC-DC.

No. 7717. List \$17.95. Dlr's., ea. \$11.97. Lots of 12, ea. \$10.77. less 2%. **10.55** net



MODEL 330

- Takes Negatives from 35 mm Up to 2 1/4 x 3 1/4 In.
- F:6.3 Anastigmat Lens
- 4 1/2" Condenser Lens
- Glass or Dustless Metal Plate Negative Carrier
- Adjustable Four Slide Metal Mask
- Easy Sliding Counter Balance Adjustment
- Calibrated Swivel Head
- Enlargements from 1 1/2 to over 8 times on baseboard

Produces extra sharp prints. F:4.5 Anastigmat lens mounted on barrel with Iris diaphragm. 4 1/4" Condenser lens and opal diffusion plates supplied so that both or either may be used. Convertible glass and dustless metal plate negative carrier. Adjustable four slide metal mask eliminates need of separate masks. Micrometer focusing control. Calibrated Swivel Head. Upright post 36" high. Baseboard 16x22". Enlarges from 1 1/2 to over 8 times on baseboard. Includes red filter, 75 watt opal lamp, focusing target, approved cord and switch and instructions. AC or DC.

No. 7720. List \$34.50. Dlr's., ea. \$23.00. Lots of 12, ea. \$20.70, less 2%, net. **20.29**
MODEL 345—Same as above only with F:4.5 lens.
 No. 7719. List \$42.50. Dlr's., ea. \$28.34. Lots of 12, ea. \$25.50, less 2%, net. **24.99**



MODEL 246

- Takes Negatives 35 mm to 2 1/4 x 3 1/4"
- 4-Element F:4.5 Anastigmat Lens
- Double Condenser Lens System
- Calibrated Swivel Head
- Adjustable 4 Slide Metal Mask
- Counter Balance Adjustment

Double condenser lens can be used with or without diffusion plates. Double extension bellows takes lens from 2" to 5". Convertible glass and dustless metal plate negative carrier. Calibrated swivel head corrects distortions. Adjustable 4 slide metal mask. Dustless metal negative pressure plate. Negative pressure release permits negatives to be moved while in machine without danger of scratching. Micrometer focusing control 3 1/2 in. F:4.5 Anastigmat lens. Double ventilation housing. Upright post 36" mounted on heavy 16"x22" baseboard. Enlarges 1 1/2 to over 8 times with 3 1/4" lens and up to 18 times with 2" lens. Includes large red filter, 75 watt opal enlarging lamp, focusing target, cord and switch and instructions. AC or DC.

No. 7721. List \$49.50. Dlr's., ea. \$33.00. Lots of 12, ea. \$29.70, less 2%, net. **29.11**

MODEL 506

An attractively priced enlarger that takes negatives from 35 mm up to 2 1/4"x2 1/4". Complete with an F.S. Achromat Fine lens, 3 1/4" focus. Enlarges 2 1/2 to 5 1/2 times on a 12"x14" baseboard. New improved book type negative carrier for cut and uncut films. Highly efficient illuminating system produces fast exposures. Built-in dial diaphragm with five stops and red screen filter. Two diffusing plates supply evenly distributed, intensified light. Uses 100 or 125 watt lamp. Control switch and approved extension cord. AC-DC.

No. 7718. List \$9.95. Dlr's., ea. \$6.64. Lots of 12, ea. \$5.97, less 2%, net. **5.85**



MODEL 440

- Quality F:6.3 Anastigmat Lens
- Takes Negatives from 35 mm Up to 2 1/4 x 3 1/4 In.
- 4 1/2" Condenser Lens
- Adjustable Metal Mask
- Convertible Glass or Dustless Plate Negative Carrier
- Calibrated Swivel Head

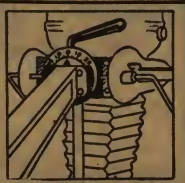
Precision tested F:6.3 Anastigmat Lens mounted with click type diaphragm, built-in red filter. Takes negatives from 35 mm up to 2 1/4 x 3 1/4". 4 1/2" condenser lens with ground glass diffusion plates, 75 watt opal enlarging lens. Negative pressure release. Quick action clutch. Calibrated swivel head corrects distortions. Upright post 36" high. Permits enlargement from 2 to over 8 times on 16"x18" baseboard. Enlargements on floor over 20 times. Control switch and cord, AC-DC.

No. 7722. List \$27.50. Dlr's., ea. \$18.34. Lots of 3, ea. \$16.50, less 2%, net. **16.17**



CALIBRATED SWIVEL HEAD

Models 246, 330, 345 and 440 are equipped with a quick action swivel head that has an engraved scale showing angular degrees. Used for distortion correction, and quick change over from vertical to horizontal projection and copying.





De Jur-Amsco EXPOSURE METER

A scientifically designed electric exposure meter which will give accurate readings even in poor light. Features a special alloy galvanometer magnet with jeweled movement and precisely wound instrument core, and a supersensitive photo-electric cell with fully protected lead wires to transfer current, recessed to restrict angle of view. Easy to read, accurate light value scale, calculator dials, and direction chart plate. Reading needle is finely balanced for utmost accuracy. Compact, molded bakelite case, in smart modern design. A thoroughly dependable instrument, priced attractively low. Complete with plush leather case and neck sling. No. 7662. List \$12.50. Dir's., ea. \$8.37. Lots of 6, ea. \$7.87, less 2%, net..... **7.71**

Electrophot Exposure Meter

A vest pocket exposure meter which meets all demands of amateurs and professionals for accuracy and precision. Gives correct readings for both movie and still cameras in any light. Needle automatically points to correct f stop, based on 1/25 sec. shutter speed and 20° Scheiner film rating. Revolving conversion dial instantly determines reading for any other shutter speed from 1/1000 to 4 seconds and for any emulsion speed. Convenient size: 1 1/2 x 2 1/2 x 3/4". No. 7892. List \$10.00. Dir's., ea. \$6.95, less 2%, net..... **6.81**

No. 7660. Eveready leather case for above. List \$1.00. Dir's., ea. 64c, less 2%, net..... **63c**



IMPERIAL Exposure Meter

No more guess work in determining correct exposure. Here is one of the smallest, simplest, and most accurate extinction type meters ever devised. Simplicity is its keynote—no dials to operate, no computations to make, no squinting or eye strain. Gives correct reading for all exposures from 1-1/1000th second to 6 seconds, instantly, direct from fixed scale on back. Scientifically designed, ruggedly constructed with bakelite case for lifetime use. Simple to operate. Automatic adjustment included for artificial light by simple turn of a knob. Size 1 1/4" square. No. 7661. List \$1.50. Dir's., ea. 90c. Lots of 12, ea. 85c, less 2%, net..... **83c**

DE JUR-AMSCO RANGE FINDER

More light, better sight, finer pictures with the Superimposed Image Range Finder. Made to fit all cameras, with more compact inner construction and larger and sharper focusing methods for greater visibility and easier, more exact focusing. Scales from 2/6" to infinity. Eyepieces eliminate extraneous light. Reflecting and viewing mirrors of highest type. Deep etched dial markings assure extreme accuracy. No. 7663. List \$5.50. Dir's., ea. complete with leather carrying case \$3.40. Lots of 3, ea. \$3.47, less 2%, net..... **3.40**



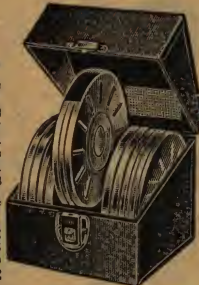
COMPCO "PICK-A-REEL" FILM CASES

Provides Safe Storage for Movie Films

The main attraction for your customers in these cases is the exclusive "Pick-A-Reel" individual film selector. The mere touch of a finger allows a reel of film to roll out easily with no necessity for pushing or prying. Sturdy, safe construction throughout with correct ventilation assured. The case is attractively finished in deep, rich wrinkled brown enamel and is made in four popular sizes as follows:

No.	Capacity	List
7669	8 mm., 6 reels	\$2.20
7670	8 mm., 12 reels	3.00
7671	16 mm., 6 reels	2.50
7672	16 mm., 12 reels	3.70

Dir's.,	Lots of
ea.	6, ea.
\$1.47	\$4.32
2.00	1.88
1.67	1.50
2.67	2.22



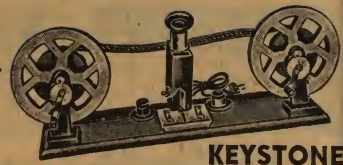
REELS and HUMIDORS

A quality line of reels and humidors constructed to provide the utmost in protection of films. The humidors are equipped with moisture pad.

No.	Description	Size	Dir's. of 6, ea.
7920	400 Ft. Steel REELS	16 mm. .21	.19
7921	200 Ft. Steel	16 mm. .15	.14
7673	400 Ft. Alum.	16 mm. .33	.31
7922	200 Ft. Steel	8 mm. .15	.14
7923	200 Ft. Alum.	8 mm. .25	.24
HUMIDORS			
7924	400 Ft. Alum.	16 mm. .33	.31
7925	200 Ft. Alum.	8 mm. .25	.24



For
16 mm.
or
8 mm.
Film



KEYSTONE

Illuminated Editor and Splicer

Mounted on an attractively fitted wood base with a geared rewinder reel support at each end. Film can be rewound in either direction. Splicer in center of base. A bottle of film cement and a water bottle are mounted near the splicer. Illuminated viewer supported over splicer. No. 7747. List \$8.50. Dir's., ea. \$6.39, less 2%, net..... **6.17**

WOOD TRIPODS

Especially designed to fill the need for a lighter, more compact, rigid tripod. Prevents body weave, jumps and jerks. Ideal for amateur or professional. Saves yards of film. Imperative for time exposures. Indispensable with telephoto lens. Made of high grade, selected walnut with metal parts of cadmium.

No. 7896. Two Sections. Folded 30 1/2". Extended, 52". List \$6.95. Dir's., ea. \$4.25. Lots of 3, ea. \$4.00, less 2%, net..... **3.92**

No. 7897. Three Sections. Folded 24". Extended 99". List \$7.95. Dir's., ea. \$4.95. Lots of 3, ea. \$4.70, less 2%, net. **4.61**

PAN HEAD and TILT TOP

A handy tilting top that assures steady pictures at any desired camera angle. Accommodates any make of camera and is adjustable to any tripod. Can be used with both 8 and 16 mm. cameras. Tilt top can be used separately. No. 7667. List \$1.50. Dir's., ea. 92c. Lots of 12, ea. 84c, less 2%, net..... **82c**

All Metal TRIPOD-TILT TOP

Designed and built for maximum rigidity. Light weight and compact but sturdy in construction. Equipped with extra bushings, making it adaptable for use with practically all cameras—movie and still. Wait tilt top. No. 7664. 3 sections. Collapsed 16 1/2". Extended 42". List \$3.75. Dir's., ea. \$2.50. Lots of 6, ea. \$2.30, less 2%, net..... **2.25**

No. 7665. 5 sections. Collapsed 15 1/2". Extended 58". List \$6.00. Dir's., ea. \$3.60. Lots of 6, ea. \$3.35, less 2%, net..... **3.28**

Twin Photoflood Reflector Stand

Sturdily constructed of pressed steel. Solid enough to eliminate side-sway and bending and yet light enough for easy handling and portability. 24" crossbar carries as many as four Senator Deluxe Reflectors with ease. Reflectors can be snapped on quickly and easily. Adjustable to a height of 72 in. Finished in wrinkle enamel. An unusual value! No. 7668. List \$2.50. Dir's., ea. \$1.63. Lots of 3, ea. \$1.50, less 2%, net..... **1.47**

TILT TOP for all Cameras

Fits all American and foreign made cameras and tripods. Fits absolutely flush, locks securely in whatever angle desired. Complete with extra bushing for foreign-made cameras. No. 7666. List \$3.00. Dir's., ea. \$4c. Lots of 12, ea. \$3c, less 2%, net..... **.49**



Excel Film Rewinder

Of steel construction throughout, finished in black wrinkled enamel. Holds reels up to 400 ft. capacity. Takes 16 mm. or 8 mm. reels. No. 7926. List \$1.50. Dir's., ea. 90c, less 2%, net..... **88c**

Photographic LAMPS and HOLDERS



GENERAL ELECTRIC MAZDA PHOTOFLASH LAMPS

Our No.	Mazda No.	Base	Lumen Sec.	Filled with	Ea.	1.70 net orders, ea.	4.00 net orders, ea.	7.50 net orders, ea.	10.00 net orders, ea.
7913	5A	Sing. Cont.	14,000-16,000	Wire	.13	.11	.10 1/2	.09 3/4	.08 1/4
7986	11A	Medium	18,000-22,000	Foil	.13	.11	.10 1/2	.09 3/4	.09 1/4
7987	10A	Medium	40,000-45,000	Wire	.15	.12 3/4	.12	.11 1/4	.10 1/2
7988	21	Medium	50,000-60,000	Foil	.15	.12 3/4	.12	.11 1/4	.10 1/2
7931	31	Medium	70,000-80,000	Wire	.23	.19 1/2	.18 1/2	.17 1/4	.16 1/2
7904	75	Medium	160,000-180,000	Foil	.55	.46 3/4	.44	.41 1/4	.39

General Electric Mazda Photoflood Lamps—105-125 Volts

			Lumens						
7905	1	Medium	8,650		.15	.12 3/4	.12	.11 1/4	.10 1/2
7906	2	Medium	17,000		.30	.25 1/2	.24	.22 1/2	.21 1/4
7932	R2	Medium	5,100		.85	.72 1/4	.68	.63 3/4	.60 1/4
7929	4	Mogul	33,500		1.20	1.02	.96	.90	.85 1/4

SPOTLIGHT REFLECTOR

The extra depth of this reflector concentrates the light more, and eliminates the large light spread found in most reflectors. This important feature makes this reflector ideal for high lighting effects. Clamps on anywhere. Designed for use with No. 1 or No. 2 photoflood bulb. Reflector measures 5 1/2" in diam. and 6" in depth. Comes complete with swivel clamp, socket, cord and plug.



No. 7475. List \$1.25. Dir's., ea. 75c.
Lots of 12, ea. 70c, less 2%, net..... **69c**

PHOTOFLOOD REFLECTORS

Rubber Covered
Spring Clamps



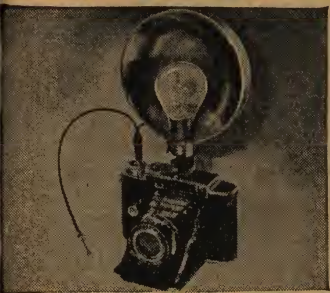
These reflectors have sturdy wire clamps which grip and hold firmly. Rubber covered to prevent marring or scratching. Polished aluminum reflecting surface provides a maximum reflection of photoflood light output. Complete with 8 ft. of approved cord and plug.

For No. 1 Photoflood Lamps
No. 7887. List \$1.75. Dir's., ea. 85c. Lots of 12, ea. 80c, less 2%, net..... **78c**

For No. 2 Photoflood Lamps
No. 7674. List \$2.50. Dir's., ea. \$1.20. Lots of 12, ea. \$1.10, less 2%, net..... **1.08**

GOODSPEED SYNCHRONIZER

- Does Not Pound Shutter of Camera
- No Test Lamp Needed



No. 7476. Complete with reflector-battery unit (6 in. diam. reflector), batteries, synchronizer tripper and suede leather zipper case. List \$13.50. Dir's., ea. \$9.00, less 2%, net..... **8.82**

WABASH

"SUPERFLASH" LAMPS

Superflash No. 0. 25,000 lumen seconds. Medium base.
No. 7908. Each 10c. 6 lots, ea. 8 1/2c. Std. pkg. of 140... **11.20**

Superflash Press 40M. 40,000 lumen seconds. Medium base.
No. 7894. Each 16c. 6 lots, ea. 10 3/4c. Std. pkg. of 120... **11.50**

Superflash Press 50M. 50,000 lumen seconds. Medium base.
No. 7895. Each 18c. 6 lots, ea. 12c. Std. pkg. of 120... **13.00**

Superflash No. 2. 70,000 lumen seconds. Medium base.
No. 7910. Each 22c. 6 lots, ea. 14 3/4c. Std. pkg. of 100... **13.20**



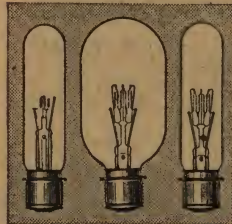
WABASH "SUPERFLOOD" LAMPS

No. 7911. Superflood No. 1. Rated life, 2 hours. Each 15c. 6 lots, ea. 10c. Std. pkg. of 60 **5.40**

No. 7912. Superflood No. 2. Rated life, 6 hours. Each 30c. 6 lots, ea. 20c. Std. pkg. of 24 **4.32**

General Electric Mazda Projector Bulbs

The millions of home movie projectors in use today have created a widespread demand for replacement projector bulbs. Here, too, G. E. Mazda is the accepted standard of quality, particularly since most projectors come originally equipped with G. E. bulbs. These lamps have been engineered to stand up under greater temperatures for longer periods. Lamps listed below are for operation on 115 volt A.C.



or D.C. current. If not sure of bulb required, be sure to specify make and model of projector.

No.	Type	Watts	Base	Each	Lots of
7914	TS	100	S.C. Bay Cond.	.85	6, Ea. 1.72 1/2
7915	TS	200	S.C. Bay Cond.	1.40	4, Ea. 1.19
7916	T10	200	Med. Pref.	2.20	3, Ea. 1.87
7917	T10	300	Med. Pref.	2.90	2, Ea. 2.47
7918	T10	500	Med. Pref.	3.75	2, Ea. 3.19
7919	T12	750	Med. Pref.	4.50	2, Ea. 3.83

ULRICH SYNCHRONIZER

For Any Camera Equipped With Cable Release

Compare the price at which this synchronizer is selling with those of other synchronizers on the market. The difference is startling. Yet, this is a thoroughly reliable outfit that will meet the requirements of any amateur or professional using flash bulbs. Equipped with test lamp to set shutter and flash off simultaneously. Can also be used for setting shutter in dark places. Fit any camera with cable release. No wires to bother with.

No. 7891. Dir's., ea. \$4.00, less 2%, net..... **3.92**



BRITELITE Truvison PORTABLE CRYSTAL BEADED SCREENS

TRUVISION TRIPLE DUTY BEADED SCREEN

For Tripod—Wall or Table Use

A new Britelite portable screen which is really three screens in one: it can be used as a stand on its own tripod; metal tabs are included for wall mounting; sturdy upright makes it available for table screen. Screen is housed in a non-sag metal case. Crystal beaded screen provides brilliant, wide angle projection. Black masking border adds to appearance. Sturdy 6 ft. 6 in. steel tripod. Easy to set-up.

No.	Size	List	Dir's. ea.	Lots of 3, ea.	Less 2% net
7525	30x40"	10.00	6.50	6.00	5.88
7526	40x40"	12.00	7.80	7.20	7.06
7527	36x48"	13.50	8.78	8.10	7.94

All Britelite Screens Can Be Assorted To Take Quantity Prices—

JUNIOR MODEL EASEL TYPE SCREEN

Here is real screen value! Meets the constant demand for a low priced crystal beaded screen which can be easily set up and taken down. Held perfectly taut by means of a spring-wire. Easily rolled up and stored away. In two popular sizes.

No. 7523.	Size 22x30".	List \$3.00.	Dir's., ea. \$1.75.	less 2% net	1.71
No. 7524.	Size 30x40".	List \$5.00.	Dir's., ea. \$2.50.	less 2% net	2.45



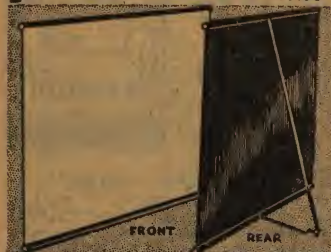
The amateur movie-maker of today is becoming more and more discriminating in his selection of equipment. Since the screen is the final step in the making and showing of amateur movies, a quality line such as Britelite-Truvison screens is sure to meet with widespread acceptance on the part of amateur movie fans everywhere.



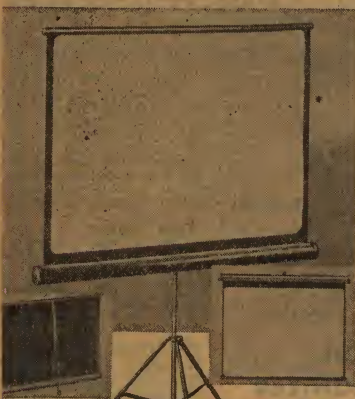
De Luxe Model "A" Screen

A practical and convenient screen which can easily be set up for instant use. When open it is held taut and erect by a double frame support. Contained in a solid wood case, covered with fine quality leathette. Fitted with all nickeled trimmings and a solid leather handle for easy portability. Screen has matching border, adding a professional touch.

No.	Size	List	Dir's.	3 lots, ea.
7519	30x40"	15.00	9.75	9.00
7520	36x48"	19.00	12.35	11.40
7521	39x52"	23.00	14.95	13.80
7522	54x54"	32.50	21.13	19.50



Betterbilt 3-WAY TRIPOD BEADED SCREEN



For Tripod, Wall, or Table Use

No.	Size	List	Dir's., ea.	Lots of 3, ea.	Less 2% net
7512	30x40"	9.50	5.00	4.75	4.65
7513	40x40"	11.95	7.15	6.80	6.66
7514	36x48"	14.95	8.65	7.65	7.50

BETTERBILT WALL TYPE SCREEN

7515	30x40"	6.95	4.17	3.97	3.89
7516	36x48"	9.95	5.97	5.65	5.54
7517	39x52"	11.95	7.17	6.80	6.66
7518	52x72"	20.50	12.30	11.65	11.42

WE CAN SUPPLY WALL TYPE SCREENS IN OTHER SIZES. WRITE FOR PRICES.

Betterbilt 1-PIECE ADJUSTABLE TRIPOD BEADED SCREENS

Projection is greatly simplified with this model. Screen, metal case and tripod is all one unit. Screen requires no easel or supporting hooks and can be set up in a jiffy. Non-sag metal type screen support assures flat and perfectly rigid projection surface at all times. Adjustable to 3 positions — low, medium and high. Square center rod prevents twisting. Unit folds compactly. Rubber tipped tripod legs. Screen folds compactly into metal case with self-contained leather carrying handle.

No.	Size	List	Dir's., ea.	Lots of 3, ea.
7507	30x40"	11.95	7.17	6.80
7508	36x48"	16.95	10.17	9.65
7509	39x52"	21.95	13.17	12.50
7510	45x60"	27.50	16.50	15.65
7511	52x72"	31.95	19.17	18.20



BETTERBILT MOVIE SCREEN

Your customers will certainly get their money's worth when they purchase this tripod screen. Made of white Dupont washable cloth. Folds completely to 42". Screen size is 30x40". Complete with leather carrying handle. Chip-proof black enamel finish. No. 7528. List \$5.95. Dir's., ea. \$3.97. less 2% net. **389**

MEN'S Leather Jackets

NEW CAPEKIN COSSACK JACKET

Although this cossack type jacket was specially designed for comfort, it will also provide plenty of warmth. Half-belt in back with two buckles for adjustment. Inverted sport back provides greater freedom of movement. Two slant pockets and one utility zipper pocket. Full size 25" in length with Talon zipper. Cuff and collar are also of quality capeskin leather. Sizes 38 to 46. Specify size desired.

No. 8515. List \$13.95.
Dir's., ea. \$7.00,
less 2%,
net **6⁸⁶**



Made of
Genuine
Capeskin
25"
Length

COCOA BROWN SUEDE JACKET

Made of soft pliable selected No. 1 suede, in cocoa color; permits perfect freedom of action, also an excellent protection against chilly winds. Made in full 26½ in. length with one piece back, wool knitted collar and cuffs. Double stitched throughout for added strength. Slant pockets. Sateen lined. Zipper front. Sizes 38 to 46. Specify Size Desired.

No. 8521.
List \$12.50.
Dir's., ea. \$6.25, less 2%,
net **6¹²**



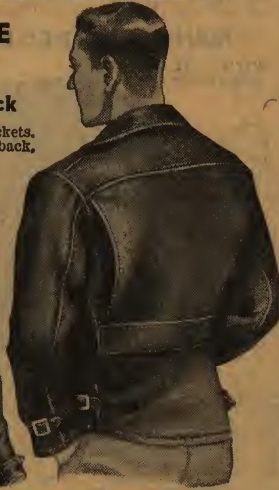
Full 26½ in.

COSSACK STYLE SUEDE JACKET

With Free Swing Back

The latest thing in suede jackets. Features the new Free Swing back, permitting greater freedom of motion. Made of the finest grade No. 1 Lawrence unlined suede. Cossack style bottom and leather collar. Fancy side pockets. Gussets at sides and sleeves. Half belt in back. Talon fastener front. Full 25 in. length. Cocoa brown suede. Sizes 38 to 46. Specify size.

No. 8514.
List, \$14.75.
Dealer's, ea., \$7.35,
less 2%,
net **7²⁰**



Special Low-Priced Suede Jacket!
An outstanding value in a quality suede jacket! Similar to above in material and design only, 25 in. long. Cotton collar, cuff and bottom. Sizes 38 to 48. Specify Size Desired. **4³⁵**
No. 8509. Reindeer Suede. List \$10.95. Dir's., ea. \$4.45, less 2%, net.....

Genuine Calfskin COSSACK JACKET

Shawl Leather Collar

Full 25 Inches

Made of genuine first quality calfskin, durably tailored, and lined throughout with sateen. Soft and pliable, it permits ease of motion to a maximum degree. Has gussets at sleeves, sides and under arms. One piece back. Has two slant pockets, leather collar, and Talon zipper front. Comes in sizes from 38 to 46. Specify size desired.

No. 8518. Cocoa.
No. 8519. Light Buff.
List \$19.50. Dir's. price, \$9.75, less 2%.
net **9⁵⁵**



BLACK HORSEHIDE JACKET

A real wind breaker that assures plenty of warmth and permits greater freedom of arm motion. Made of select front quarter black horsehide with plaid blanket lining. Knitted collar, cuffs, and bottom. Two slant pockets and utility pocket with zipper. 24 in. side fastener front. Sizes 38 to 46. Specify Size Desired.

Full 26 in. Length

Zipper Utility Pocket



No. 8513.
List, \$15.50.
Dir's., ea. \$7.85,
less 2%,
net **7⁶⁹**

Pinch Back PIGTEX COWHIDE JACKET

- Latest Cossack Style with Pinch Back.
- Soft, Pliable PIGTEX Cowhide.
- Half Belt in Back.
- Concealed Talon Fastener.
- Adjustable Buckle Straps at Sides and Cuffs.
- Full 25 in. Length.

A new Cossack style cowhide jacket in the new pigtex (looks like pigskin) color. Features a smart new designed pinch back for greater freedom of motion. Lined with sateen. Leather collar and cuff. Sleeves and sides can be taken in by means of leather buckle straps. Slant pockets. Half belt in back. Full 24" Talon fastener front. Comes in size 38 to 46. Specify size desired.

No. 8522.
List \$16.95.
Dir's. ea., \$8.20, less 2%, net..... **8⁰⁴**



Do Not Confuse This With Inferior Jackets of Pig Grained Sheepskin

OUR LEADER! Men's Cowhide Gladstone



SPECIFY COLOR

A Gladstone value that defies all competition. Patented Steel Made of fine Split Cowhide in Baby Walrus grain. Non Sag Corner Hardware's of highly polished nickel chrome trimmings; lift catches. Has the patented "Non-Sag" metal corner construction. Swirl leatherette lining. Other features are a two pocket door and adjustable shirtfold, turn buttons and post swing handle. Black or mahogany. 24 in.

No. 7329. List \$14.75. Dir's., ea. \$7.90. Lots of 3, ea. \$7.00, less 2%, net. **6.86**

Same as above in Split Cowhide with Stag grain and genuine leather lining. Two pocket doors with flaps. Black or Mahogany. 24 in.

No. 7330. List \$18.00. Dir's., ea. \$10.15. Lots of 3, ea. \$9.00, less 2%, net. **8.82**

MEN'S WALRUS GLADSTONE



Fashioned of sturdy and handsome Carabao Walrus. Just the thing for the man who gives his gladstone hard wear. Military stripe leather lining; sturdy hardware. Four pockets and adjustable shirt-fold on the center partition. Colors, black or brown. Specify color. 24".

No. 7333. List \$42.00. Dir's., ea. \$21.00. Lots of 3 ea. \$18.65, less 2%, net..

18.28

Same as above but in genuine Walrus Seal with tarantula crease leather lining. Three pockets on center partition. Colors, black or brown. 24". Specify color.

No. 7334. List \$54.00. Dir's., ea. \$27.00. Lots of 3, ea. \$24.00, less 2%, net. **23.52**

Gladstone and Zipper Bag Ensemble

An ideal traveling ensemble! Made of Black Undergrain Cowhide in Baby Walrus finish. 24" Gladstone built over a steel sewed frame with a soft welt edge type of construction, lined with fine quality leatherette. Center partition contains expanding shirt fold and utility pocket. 18-in. zipper bag has welted sides, reinforced bottom and double handles. Durable cloth lining. Snap lock.

No. 7349. List \$22.00. Dir's., ea. \$10.90. Lots of 3, ea. \$9.65, less 2%, net. **9.46**

Similar to above with the two pieces made of genuine Black Top Grain Cowhide. Gladstone has genuine leather lining with veneer bottom. Zipper bag is lined with plaid linen and also has veneer bottom.

No. 7350. List \$40.50. Dir's., ea. \$20.25. Lots of 3, ea. \$18.00, less 2%, net. **17.64**



Smartly Styled FOR MEN

Men's Cowhide Gladstone

SPECIFY COLOR

Top grain cowhide gladstone built over sewed frame and lined with boarded grain keratol. Sturdy hardware. 3 pockets on center partition for carrying small articles such as ties, hose, etc. Adjustable shirt-fold on the center partition. Colors, black or brown. 24".

No. 7335. List \$22.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00, less 2%, net. **9.80**

Similar to the above but leather lined throughout. Specify color.

No. 7336. List \$35.00. Dir's., ea. \$16.50. Lots of 3, ea. \$14.67, less 2%, net. **14.38**

Similar to the above in boar grain cowhide; military stripe leather lining. Two pockets on center partition. Colors, black or brown.

No. 7337. List \$40.50. Dir's., ea. \$20.25. Lots of 3, ea. \$18.00, less 2%, net. **17.64**



MEN'S WARDROBE GLADSTONE

WITH SUIT HANGER ARRANGEMENT



An excellently constructed Gladstone designed to carry a suit without wrinkling. Made of selected Undergrain Cowhide. Adjustable shirt fold and three utility pockets. Leatherette lined. Fine quality hardware used throughout, post handle, and short straps across top. Made in a soft type of construction. Black only. 24 in.

No. 7331. List \$22.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00, less 2%, net. **9.80**

Same as above in genuine Top Grain Cowhide in Baby Walrus Grain.

No. 7332. List \$31.50. Dir's., ea. \$15.75. Lots of 3, ea. \$14.00, less 2%, net. **13.72**

An Unexcelled Value in Luggage! MEN'S COWHIDE GLADSTONE

This Gladstone represents a real value in luggage. Constructed of undergrain cowhide over a sewed frame.

Lined with an attractive cloth lining. Swing handle, utility pocket and adjustable shirtfold. Colors, black or brown. 24". Specify color.

No. 7328. List \$11.50. Dir's., ea. \$5.55. Lots of 3, ea. \$4.87, less 2%, net. **4.77**



4.77
Net

LUGGAGE FOR LADIES



8-PIECE FITTED TRAY CASE

This case contains a removable fitted tray with Talon zipper fastener around three sides. Built of fine quality split cowhide and attractively lined with rayon taffeta. The eight-piece set of round, enameled metal fittings come in green and brown, and are very modern in design. Sturdy hardware and handle. Colors, black and mahogany. Size 21".

No. 7319. List \$26.50. Dir's., each \$13.13.

Lots of 3, \$11.44 less 2%, net

Similar to the above with a seven-piece set of fittings. Green fittings with black

No. 7383. List \$22.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00, less 2%, net. **9.80**



SPECIFY COLOR

Case, amber with brown. Size, 21". No. 7383. List \$22.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00, less 2%, net.

OVERNITE CASE WITH FITTINGS IN LID



With 6 Fittings

An exceptional value in a lid fitted case. Made of fine quality undergrain cowhide over a light weight basswood box. Fitted with a six-piece set of fittings. Attractive poplin lining. Shirred pockets. Colors, black with green fittings or brown with ivory fittings. 18". Specify Color.

No. 7315. List \$15.00. Dir's., each \$7.50. Lots of 3, each \$6.67, less 2%, net **6.54**

DeLuxe Model—With 7-Piece Set

Similar to the above with top grain cowhide covering. Seven-piece fittings set. Moire lining. Black cases have green and chrome fittings; brown with brown and gold fittings. 18". Specify Color.

No. 7316. List \$24.50. Dir's., ea. \$11.25. Lots of 3, ea. \$10.00, less 2%, net **9.80**

8-PIECE FITTED TRAY CASE. Same style as above of genuine top grain cowhide.

Removable zipper tray has 8-piece set of fittings, with square handles on brush and mirror and metal shield. Green finished fittings with black cases; brown with brown. Size, 21". Specify color. No. 7384. List \$30.00. Dir's., ea. \$15.00. Lots of 3, ea. \$13.33, less 2%, net. **13.06**

9-PIECE FITTED TRAY CASE. Similar in construction to above.

Nine piece set of fittings in black, or brown. Size, 21". Fittings are of an unusual shape and are delicately designed with a Cloisone shield in the center of the mirror and brush. Specify color. No. 7373. List \$44.25. Dir's., ea. \$22.13. Lots of 3, ea. \$19.67, less 2%, net. **19.28**



SEA GULL ENSEMBLE

Matched set in a smart striped canvas that will retain its smart newness throughout many years of hard usage. Brown background with grayish tan and brown center stripes. Pyroxylin coating gives protection against knocks and bumps and makes pieces washable. Attractive rayon taffeta lining in overnight and wardrobe case—neat fabric lining in Fortnighter. Hand-stitched, gold finished hardware. Built over sturdy basswood boxes. Set in locks. Shirred pockets arranged for fast, efficient packing. Genuine top grain cowhide binding and handles.

OVERNIGHT CASE. Light weight. Fine for short journeys. Shirred utility pockets. Sizes, 18" and 21".

No. 7374. 18" (List \$9.00. Dir's., ea. \$4.50. Lots of 3, **3.92**

No. 7375. 21" (ea. \$4.00, less 2%, net. **3.92**

WARDROBE CASE. Milady will appreciate this case which carries as many as six dresses, wrinkle-free. Dust curtain. Pouched utility pockets. Size, 21".

No. 7376. List \$18.00. Dir's., ea. \$9.00. Lots of 3, ea. \$8.00, less 2%, net. **7.84**

FORTNIGHTER. Long trip case for men and women. Four hangers on extension trolley. Shoe, shirt, lingerie and hat compartments in bottom. Dust curtains. Size, 29".

No. 7377. List \$28.50. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net. **11.76**

LADIES' OVERNIGHT CASES

Light weight, sturdy overnight case in black or mahogany leatherette. Built over extra strong basswood frame. Unusual wearing quality. Rayon taffeta moire lining in interior; several shirred pockets with coil wire elastic. Good quality set-in locks and post handle. Tie tapes. Size, 21". Specify color.

No. 7323. List \$9.75. Dir's., ea. \$5.25. Lots of 3, ea. \$4.65, less 2%, net **4.56**

Similar to the above in durable split cowhide, black or mahogany. Size, 21". Specify color.

No. 7324. List \$12.75. Dir's., ea. \$6.35. Lots of 3, ea. \$5.70, less 2%, net. **5.59**

Similar in construction to the above but made of genuine top grain cowhide, black or brown. Size, 21". Specify color.

No. 7325. List \$19.50. Dir's., ea. \$9.75. Lots of 3, ea. \$8.67, less 2%, net. **8.50**



LADIES' COWHIDE GLADSTONES

Popular with feminine travelers as it is handy as well as attractive. Built of genuine top grain cowhide and neatly lined with rayon taffeta moire. The center partition has shirred pockets with coil wire elastic for carrying small accessories. Adjustable garment straps keep clothing neatly packed. Sturdy hardware for easy carrying post handle. Colors, black or brown. Size, 22". Specify Color.

No. 7327. List \$27.00. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net **11.76**

Similar to above, in split cowhide. Colors: black or brown.

No. 7326. List \$18.00. Dir's., ea. \$9.15. Lots of 3, ea. \$8.15, less 2%, net. **7.99**



HAVANA BROWN *Matched Luggage*

Covered with Pyroxylin-Treated Canvas in Smart Striped Pattern

Ultra smart, colorful and extremely durable, the matched luggage idea has definitely "caught on" with experienced travelers. The Havana Brown Ensemble, listed here, has enjoyed more than its share of popularity. This can be attributed to its distinctive pattern and expert tailoring which simply radiates quality and good taste.



All Pieces Can Be Assorted to Take Quantity Prices

All pieces in the Havana Brown with the exception of the zipper bag are built over light-weight basswood boxes. The edges are bound with heavy cowhide. The hardware is gold finished solid brass. Post handles. Ladies' cases are lined with a rich tan moire silk lining and men's cases are lined with real linen. All pockets have coil wire elastic.

MEN'S TWO SUITER—Two suit wardrobe case for men. Linen lined, partition has pocket for accessories, separate compartments for shirts, ties, handkerchiefs and socks. Bottom of case is divided so that there are pockets for shoes, shirts, etc. 24".
No. 7351. List \$33.00. Dir's., ea. \$16.50. Lots of 3, ea. \$14.67, less 2%, net..... **14.38**

LADIES' SHOE AND HAT BOX—Sturdily constructed with plenty of space for hats and flannel pockets for carrying six pairs of shoes. Removable tray for lingerie. Corners are reinforced with heavy metal. Tan moire lining. 20x20x12".
No. 7355. List \$35.00. Dir's., ea. \$17.65. Lots of 3, ea. \$15.67, less 2%, net..... **15.36**

LADIES' PULLMAN CASE—Ladies' pullman tray case with pockets and lining of tan moire silk. Contains silk lined tray of 2 1/2" depth. The tapes in bottom. All pockets with coil wire elastic. 28x17x9".
No. 7352. List \$30.00. Dir's., ea. \$15.00. Lots of 3, ea. \$13.33, less 2%, net..... **13.06**

Similar to the above only without tray. 26x16x9 in.
No. 7364. List \$24.00. Dir's., ea. \$12.00. Lots of 3, ea. \$10.67, less 2%, net..... **10.46**

LADIES' HAT BOX—A favorite with most feminine travelers as it is an ideal piece of luggage for short trips. Shirred pockets in lid and sides of case; all with coil wire elastic. The tapes. 18x7 1/2 x9".
No. 7356. List \$20.25. Dir's., ea. \$10.13. Lots of 3, ea. \$9.00, less 2%, net..... **8.82**

MEN'S ZIPPER WARDROBE CASE—This men's zipper type wardrobe case is light in weight and carries two suits on individual hangers, without wrinkling. Linen lined. 24".
No. 7357. List \$27.00. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net..... **11.76**

MEN'S ZIPPER GLADSTONE—Gladstone style zipper bag, very light weight. An ideal case for overnight travel. Linen lined. 20".
No. 7358. List \$21.00. Dir's., ea. \$9.75. Lots of 3, ea. \$8.65, less 2%, net..... **8.48**

LADIES' UNFITTED OVERNIGHT CASES—The ideal piece of luggage for overnight trips. Has large shirred pocket in lid, three pockets around body, all with coil wire elastic. Lined with tan moire silk. 18".
No. 7360. 24 in. } List \$15.70. Dir's., ea. \$7.85. Lots of 3, ea. \$7.00, less 2%, net..... **6.86**
No. 7361. 21 in. } List \$14.25. Dir's., ea. \$7.15. Lots of 3, ea. \$6.30, less 2%, net..... **6.17**

LADIES' OVERNIGHT BAG—Ladies' zipper sport bag for women. Just the thing for overnight travel. Very light weight. 16".
No. 7359. List \$10.50. Dir's., ea. \$5.25. Lots of 3, ea. \$4.67, less 2%, net..... **4.58**

LADIES' WARDROBE CASE—Attractively lined with tan moire silk. Has a six individual rod hanger, tie tape, flannel lined shoe pocket, dust curtain. Shirred pockets on both ends with coil wire elastic. 21x17 1/2 x3 1/2".
No. 7353. List \$27.00. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net..... **11.76**

LADIES' 8-PIECE FITTED CASE—Fitted overnight case equipped with set of green and gold fittings. Contains 8 essential fittings for travel. 18".
No. 7365. List \$25.50. Dir's., ea. \$12.75. Lots of 3, ea. \$11.33, less 2%, net..... **11.10**

MEN'S - LADIES' FORTNIGHTER—Long trip case for men or women. Four hangers will carry a number of suits or dresses. Four divided compartments in bottom with dust curtain. Men's cases are linen lined. Women's are silk lined. Special Men's or Ladies'. 28x20x9".
No. 7354. Men's } List \$37.50. Dir's., ea. \$18.75. Lots of 3, ea. \$16.67, less 2%, net..... **16.33**
No. 7370. Ladies' }

ROCKET Series Striped Ensemble

A well built striped ensemble that will retain its smart newness throughout many years of hard usage. Made in a dark grey woven duck covering with white double stripes. Coated with pyroxylin which makes cases washable and mar-proof. Built over basswood boxes. Genuine top grain cowhide binding and handles. Set-in locks. Ladies' cases lined with rayon taffeta and men's cases with fabric.

Ladies' Overnight Cases—In 3 popular sizes. Shirred pockets with coil wire elastic in lid and body. The tapes keep articles neatly packed.

No. 7385. 18-In. List \$11.25. Dir's., ea. \$5.63. Lots of 3, ea. \$5.00, less 2%, net **4.90**

No. 7386. 21-In. List \$12.00. Dir's., ea. \$6.00. Lots of 3, ea. \$5.33, less 2%, net **5.22**

No. 7387. 24-In. List \$12.75. Dir's., ea. \$6.38. Lots of 3, ea. \$5.67, less 2%, net **5.56**

WARDROBE CASE—Standard, upright fixture carries several dresses. Special shoe pocket. Space for hats, lingerie, and such. Shirred pockets with coil wire elastic. Tie tapes. Size, 29".

No. 7388. List \$21.10. Dir's., ea. \$10.50. Lots of 3, ea. \$9.33, less 2%, net **9.14**

HAT AND SHOE BOX—Six pairs of shoes carried in individual flannel lined pockets around edges of case. Also has space for several hats and other items of feminine apparel. Size, 18".

No. 7389. List \$21.00. Dir's., ea. \$10.50. Lots of 3, ea. \$9.33, less 2%, net **9.14**

PULLMAN TRAY CASE—Equipped with removable, one piece tray, 2 1/4" deep. Tie tapes. Shirred utility pockets. Size, 29".

No. 7390. List \$23.25. Dir's., ea. \$11.65. Lots of 3, ea. \$10.35, less 2%, net **10.14**

MEN'S WARDROBE CASE—Two suits can be conveniently carried without wrinkling on removable tray arrangement. The rack in lid. Compartments for shoes, shirts, etc. Size, 24".

No. 7391. List \$24.00. Dir's., ea. \$12.00. Lots of 3, ea. \$10.67, less 2%, net **10.46**

FORTNITER CASE—The ideal long trip case for men and women. Fabric lined. Built to carry a complete wardrobe. Extension trolley with four hangers for several suits or dresses. Divided compartments in bottom for shirts, shoes, lingerie, etc. Size, 29".

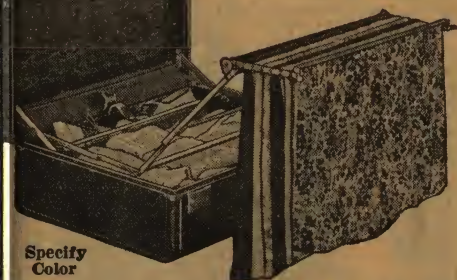
No. 7392. List \$31.50. Dir's., ea. \$15.75. Lots of 3, ea. \$14.00, less 2%, net **13.72**

LADIES' WARDROBE CASES

Equipped with high quality Shark Grain leatherette lined with silk. Carries six dresses, each on individual removable rods, without wrinkling. All contents of case are instantly accessible, roomy shoe compartment, plenty of space for lingerie, hats, etc. Finest quality hardware and fast handle. Black or Mahogany. 21x17 1/2 x 8 3/4".

No. 7345. List \$19.50. Dir's., ea. \$9.75. Lots of 3, ea. \$8.67, less 2%, net **8.50**

Same as above only made of leather. Black or Brown. Specify color. No. 7346. List \$27.00. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net **11.76**



Specify Color

Similar to above in genuine Top Grain Cowhide of Baby Walrus Grain. Lined with moire silk. Black or Mahogany. Specify color. No. 7347. List \$39.50. Dir's., ea. \$19.50. Lots of 3, ea. \$17.30, less 2%, net **16.95**



LADIES' TWO PIECE STRIPED Ensemble

An ideal traveling set for women. Wardrobe case permits carrying 8 dresses and a suit without wrinkling. Also ample room for hats, lingerie, shoes, etc. The overnight case has several roomy, shirred pockets. Made of durable duck covering, pyroxylin coated over 3-ply basswood boxes. Lined with brown silk; gold finished hardware. Tan grey cloth with maroon gold stripe. Leather bound.

WARDROBE CASE
No. 7371. 21x17 1/2 x 8 3/4 in. List, \$21.00. Dir's., \$10.75. 3, ea. \$9.50, less 2% ... **9.31**

OVERNIGHT CASE
No. 7372. 21 in. List \$12.50. Dir's., \$6.25. 3 ea. \$5.50, less 2% **5.39**

COMPLETE ENSEMBLE
No. 7393. List \$31.50. Dir's., \$16.00. 3, ea. \$14.25, less 2% **13.96**

FORTNIGHTER CASE

For Men and Ladies

Here is an ideal case for both men and women for long trip travel. Made of heavy black leatherette. Attractive hardware locks and handle on end and top. Has four individual hangers which carry several suits and dresses. Lined with genuine linen. Divided compartments with removable partitions for shirts, shoes, etc. 29x20x9".

No. 7341. List \$31.10. Dir's., ea. \$15.40. Lots of 3, ea. \$13.65, less 2%, net **13.38**

Similar to the above with Genuine Top Cowhide in Baby Walrus Grain and leather bound edges. Black or Mahogany. Specify color.

No. 7342. List \$57.00. Dir's., ea. \$28.50. Lots of 3, ea. \$25.33, less 2%, net **24.82**



Men's LUGGAGE ENSEMBLES



SPECIFY
COLOR

ANILINE RUSSET ENSEMBLE

A handsome two-piece set consisting of a smartly tailored Gladstone bag with zipper carry-all to match. Made of the finest top grain cowhide in the popular new Aniline Russet shade. Durably constructed to retain its smart appearance for many years. Well-edge style Gladstone built over a sewed frame, with short extending straps. Has a center partition with two utility pockets and adjustable shirtfold. Carry-all opens wide for easy packing. Has convenient pockets inside for small articles. Talon Zipper Fastener across top with snap lock. Durable cloth lining in both bags. Gladstone is full 24 in., Zipper Bag 18 in. Between the two pieces the average male traveler will find adequate room for convenient packing all the clothes and personal items that usually go along on trips.

No. 7378. List \$55.50. Dir's., ea. \$27.25. **24.18**
Lots of 3 sets, per set \$24.67, less 2%, net.....

COWHIDE TWO-SUITER ENSEMBLE

As Modern as Tomorrow



SPECIFY
COLOR

This two-suiter and zipper bag ensemble is sure to be acclaimed as one of the smartest ensembles in the entire luggage field. Made of genuine top grain cowhide, in choice of black or brown. The two-suiter is built over a sturdy basswood box and has a removable tray which permits carrying two suits neatly folded and wrinkle-free. Ample room for other wearing apparel. The rack in lid. Zipper carry-all bag is quite roomy and has five rubber lined pockets and one large leather-bound pocket. Double handles. Both pieces cloth lined. Harmonizing, highly polished hardware.

ware. Size of two-suiter 24 in., zipper bag, 18 in. Men will be sure to appreciate its trim appearance and long-wearing qualities.

No. 7379. List \$54.00. Dir's., ea. per set \$27.00. **23.52**
Lots of 3, ea. per set \$24.00, less 2%, net.....

ZIPPER TYPE SPORT GLADSTONE

Flat Opening for Easy Packing

This attractive zipper type overnight gladstone sport bag has a center partition which permits access to all contents, as bag opens flat. Undergrain Cowhide. Has shirt fold and utility pockets, double handles and two Talon zippers with lock. Black or Mahogany. Popular 20" size.

No. 7367. List \$16.50. Dir's., ea. \$9.00. Lots of 3, ea. \$8.00. **7.84**
less 2%, net.....

Similar to the above with Genuine Top Grain Cowhide in Baby Walrus Grain and lined. Black or Mahogany. 20 in.

No. 7366. List \$23.50. Dir's., ea. \$12.75. Lots of 3, ea. \$11.33, less 2%, net..... **11.10**

No. 7369. List \$12.00. Dir's., ea. \$6.00. Lots of 3, ea. \$5.30, less 2%, net..... **5.19**

No. 7368. List \$8.00. Dir's., ea. \$3.00. Lots of 3, ea. \$2.65, less 2%, net..... **2.60**

No. 7394. Black | List \$6.00. Dir's., ea. \$3.00. **2.62**
No. 7396. Brown | 3 lots, ea. \$2.67, less 2%, net **2.62**
No. 7395. Aniline Russet. List \$7.50. Dir's., ea. \$3.75. 3 lots, ea. \$3.34, less 2%, net..... **3.27**

There has been an increasing demand for Men's Luggage in matched ensembles, and we are answering that demand with several smartly styled groups of proven popularity. Constructed of finest quality leathers, and expertly tailored inside and out, these ensembles are sure to meet with the approval of the experienced traveler.



SPECIFY
COLOR

BUSINESS MEN'S ENSEMBLE

Gladstone and zipper bag of sturdy split cowhide, black or brown. Includes 24" Gladstone and 18" Zipper Bag. Both pieces perfectly matched. Welt-edge gladstone with short straps across the top. Built over sewed frame. Center partition has expanding shirtfold and utility pocket. Leather lined. Zipper bag is built over a sewed frame—reinforced bottom—neat cloth lining. Talon zipper fastener across top with snap lock. Easy carrying double handles. An outstanding value at this price.

No. 7380. List \$32.25. Dir's., per set \$16.15. **14.01**

Lots of 3 sets, per set \$14.30, less 2%, net.....

Similar to the above with 20" Zipper Bag in genuine top grain cowhide. Black or brown.

No. 7381. List \$48.00. Dir's., per set \$24.00. **20.92**
Lots of 3 sets, per set \$21.35, less 2%, net.....



Travel Kits—For Modern Travelers

The Convenient Carry-all for Small Items

A wonderful little case for carrying toilet articles and other personal objects. Fits easily into larger bag or may be used alone. Neat and compact, its utility is sure to be quickly recognized. Oil silk, washable lining. Talon zipper opens and closes kit in a jiffy. Stays wide open for easy, quick packing. Flap pocket for washcloths. Made in Suntan Aniline Russet and Black or Brown Top Grain Cowhide. Size, 10x6x3 1/4 in.

No. 7394. Black | List \$6.00. Dir's., ea. \$3.00. **2.62**

No. 7396. Brown | 3 lots, ea. \$2.67, less 2%, net **2.62**

No. 7395. Aniline Russet. List \$7.50. Dir's., ea. \$3.75. 3 lots, ea. \$3.34, less 2%, net..... **3.27**

Genuine COWHIDE Carryall

A popular priced traveling bag of Shark Undergrain Cowhide. Smart appearance, light weight, serviceable. Talon fastener. Cloth lined. Metal cl. Double handles. Black or Mahogany. 18" size.

No. 7368. List \$8.00. Dir's., ea. \$3.00. Lots of 3, ea. \$2.65, less 2%, net..... **2.60**

Similar to the above with Genuine Top Grain Cowhide in Baby Walrus Grain and lined. Black or Mahogany. 18 in.

No. 7369. List \$12.00. Dir's., ea. \$6.00. Lots of 3, ea. \$5.30, less 2%, net..... **5.19**

No. 7368. List \$8.00. Dir's., ea. \$3.00. Lots of 3, ea. \$2.65, less 2%, net..... **2.60**

No. 7369. List \$12.00. Dir's., ea. \$6.00. Lots of 3, ea. \$5.30, less 2%, net..... **5.19**

No. 7368. List \$8.00. Dir's., ea. \$3.00. Lots of 3, ea. \$2.65, less 2%, net..... **2.60**

No. 7369. List \$12.00. Dir's., ea. \$6.00. Lots of 3, ea. \$5.30, less 2%, net..... **5.19**

SPECIFY
COLOR



SPECIFY
COLOR



Fast Selling LUGGAGE Specialties



ZIPPER RING BINDER

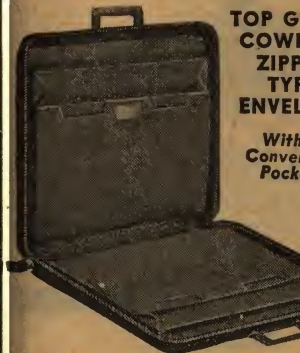
Sturdy split cowhide zipper type ring binder. Tail-on zipper fastener. Three 1" rings in interior; will carry a standard 8 1/2"x11" sheet.

One vertical and one horizontal leatherette pocket on inside of case. Lined with washable leatherette. Size 13 1/2"x10". Black finish. No. 7306. List \$3.50. Dir's., ea. \$2.10. Lots of 3, ea. \$1.83, less 2%, net.....

1.79

Similar in construction to above but made of genuine top grain cowhide. Reinforcing leather strip on each side of zipper acts as gusset. Size, 13 1/2"x10". No. 7307. List \$7.50. Dir's., ea. \$4.75. Lots of 3, ea. \$3.33, less 2%, net.....

3.26



TOP GRAIN COWHIDE ZIPPER TYPE ENVELOPE

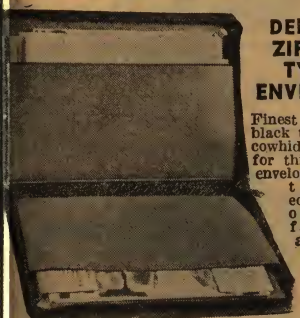
With 8 Convenient Pockets

Zipper type envelope of finest top grain cowhide. Lined with washable leatherette. Top grain cowhide, lined gussets with 3" expansion. Talon zipper fastener around three sides. Eight pockets in the interior, four of which are gusseted. Sliding handles may be pushed out of sight when not in use. Colors, black or brown. Size, 16x11".

4.90

No. 7308. List \$10.50. Dir's., ea. \$5.65. Lots of 3, ea. \$5.00, less 2%, net.....

3.04



DELUXE ZIPPER TYPE ENVELOPE

Finest quality black top grain cowhide is used for this zipper envelope, with turned edge. Talon zipper fastener around three sides of case. A leather strip on each side of the zipper acts as a reinforcement and gives extra expansion. Lined with water-proof leatherette. Vertical pocket on each side of interior. Size, 16x11".

3.04

No. 7310. List \$7.00. Dir's., ea. \$3.55. Lots of 3, ea. \$3.10, less 2%, net.....

2.16



COWHIDE ZIPPER ENVELOPES

Well built zipper envelopes, popularly priced! Built of sturdy split cowhide, black. One inch gusset of split cowhide. Talon zipper fastener. Fine quality washable leather lining. Handy flat pocket in interior.

No. 7300. Size 13 1/2"x10". List \$3.40. Dir's., ea. \$1.70. Lots of 3, ea. \$1.53, less 2%, net..... **1.50**
No. 7301. Size 16"x11". List \$3.50. Dir's., ea. \$1.80. Lots of 3, ea. \$1.60, less 2%, net..... **1.57**

TOP GRAIN COWHIDE

Same construction as above, in genuine top grain cowhide. No. 7302. Size 13 1/2"x10". List \$5.10. Dir's., ea. \$2.55. Lots of 3, ea. \$2.25, less 2%, net..... **2.20**
No. 7303. Size 16"x11". List \$5.50. Dir's., ea. \$2.85. Lots of 3, ea. \$2.55, less 2%, net..... **2.50**



Zipper Brief Case

- Three Pockets
- Talon Fastener
- Sliding Handles

Handy, roomy case of split cowhide, black or brown. Sturdy leatherette gussets each allowing for 1 1/2 in. expansion. Three roomy pockets. Talon zipper fastener. Sliding, disappearing handles built over a flat wire band and leather covered. Good quality fibre partitions. Size, 16x11". Specify color. No. 7312. List \$4.50. Dir's., ea. \$2.25. Lots of 3, ea. \$2.00, less 2%, net.....

1.96

ANILINE RUSSET BRIEF CASE

Well built brief case of handsome Suntan Aniline Russet topgrain cowhide. Closes with Talon zipper fastener around three sides. Gusset has three inch expansion and is lined. Four vertical gusseted pockets in interior—two on each side. Allows ample space for booklets, charts, etc. Sliding, disappearing handles. Size, 16x11". No. 7338. List \$18.50. Dir's., ea. \$8.25. 3, ea. \$7.30, less 2%, net.....

7.15

COWHIDE BRIEF CASES

Durable 3-pocket brief case constructed of long wearing split cowhide. Black shagreen finish. Full length straps all around case. Cowhide handle; extra fine leatherette gussets. Three extension nickel lock. This brief case is well built to give many years of wear. Size, 16x11". No. 7304. List \$4.50. Dir's., ea. \$2.25. Lots of 3, ea. \$2.00, less 2%, net.....

1.96

Similar to the above in split cowhide, smooth finish, black or brown. Size, 16x11", three pockets. No. 7305. List \$7.50. Dir's., ea. \$3.55. Lots of 3, ea. \$3.10, less 2%, net.....

3.04



Zipper Catalog Case

Substantially constructed of heavy top grain cowhide in black or brown. Double, top grain cowhide handles. Extra heavy, top grain cowhide gusset. Partitions are of fine leather. Center pocket has three inch expansion. Front and back pockets have 1 1/2" expansion. Talon zipper fastener with snap lock. Size, 16x12x6 1/2". Specify color. No. 7313. List \$18.00. Dir's., ea. \$9.00. Lots of 3, ea. \$8.00, less 2%, net.....

7.84

- 3" Expansion
- Talon Zipper
- 4 Pockets
- Size 16x11 in.



SOFT ELK ZIPPER CASES

The newest and most attractive leather cases are those shown here in Hand Boarded Elk Chrome Tanned Top Grain Cowhide. They are very soft and pliable. Talon zipper fastener across top and halfway down sides. Made in three sizes.

No.	Size	Dir's., ea.	3 lots, ea.	Less 2%
7314	11 1/2"x8"	2.25	2.00	1.86
7317	13 1/2"x10"	3.35	3.00	2.94
7318	16x11"	4.15	3.65	3.58



7622-3

All Models
Come in
Attractive
Gift Boxes

CLINTON WATCHES

★ CASED AND TIMED IN U.S.A. ★

MODELS FOR LADIES

Here, certainly, is quality and styling, far in excess of that indicated by the amazingly low prices. And as to time keeping efficiency, Clinton watches are on a par with the best.

The watches shown on this page represent the current public demand in ladies' watch styles. Every taste, ranging from dignified conservatism to the ultra modern, is answered among these models.

14-DIAMOND CASE

A beautifully designed watch in a delicately fashioned case of natural 14-karat white solid gold. Basic design is simple and modern, greatly enhanced with 14 genuine and exquisite cut diamonds. Has 17-jewel movement, with raised gold figured dial and hands, and silk cord attachment. An exceptional watch in performance and appearance. 5½ ligne.

No. 7622. List \$79.50. Dir's., ea. \$36.75. Lots of 3, ea. \$32.75, less 2%, net..... **32.00**

No. 7623. Same with Natural 14-K solid gold case. List \$79.50. Dir's., ea. \$36.75. Lots of 3, ea. \$32.75, less 2%, net..... **32.00**

WALTHAM WATCHES

MODELS FOR LADIES



15 jewel movement, 10K yellow rolled gold plate. Ratchet link bracelet. 4½ ligne.

No. 7181. List \$30.00. Dir's., ea. \$19.50, less 2%, net..... **19.11**



15 jewel Waltham movement in 10K yellow gold filled case. Ratchet silk cord. 6½ ligne. In handsome presentation box.

No. 7184. List \$32.50. Dir's., ea. \$19.35, less 2%, net..... **19.35**



Silver dial, raised gold figures. Cased in 14 karat solid yellow gold case, set with 4 brilliant diamonds. Silk cord with adjustable ratchet buckle. 6½ ligne.

No. 7188. 15 Jewel. List \$55.00. Dir's., ea. \$31.55, less 2%, net..... **30.92**

No. 7189. 17 Jewel. List \$57.50. Dir's., ea. \$33.35, less 2%, net..... **32.68**



Silver dial, raised gold figures. 10 karat yellow rolled gold plate case with steel back. Silk cord with adjustable ratchet buckle. 8½ ligne.

No. 7190. 9 Jewel. List \$21.50. Dir's., ea. \$14.55, less 2%, net..... **14.26**



Something very new and sleek is this 17-jewel watch in 14-karat natural solid gold case, with raised gold figured dial and hands and silk cord attachment. 6½x8 ligne.

No. 7619. List \$39.50. Dir's., ea. \$18.75. Lots of 3, ea. \$16.65, less 2%, net..... **16.32**

No. 7620. Same as above with white 14-K solid gold case. List \$39.50. Dir's., ea. \$18.75. Lots of 3, ea. \$16.65, less 2%, net..... **16.32**



Four genuine diamonds are set in this latest style 14-K natural solid gold case. 17-jewel movement with raised gold figured dial and hands. Silk cord attachment. Simple, smart, beautiful. 5½ ligne.

No. 7624. List \$59.50. Dir's., ea. \$29.25. Lots of 3, ea. \$26.00, less 2%, net..... **25.48**

No. 7625. Same as above with 14-K solid white gold case. List \$59.50. Dir's., ea. \$29.25. Lots of 3, ea. \$26.00, less 2%, net..... **25.48**



An attractive watch in natural 10-K rolled gold plate case with stainless steel back, raised gold figured dials and hands, two sparkling diamonds, and matching ratchet bracelet. 6½x8 ligne.

No. 7626. List \$28.50. 7 jewel. Dir's., ea. \$13.50. Lots of 3, ea. \$12.00, less 2%, net..... **11.76**

No. 7627. Same as above in 17 jewels. List \$34.50. Dir's., ea. \$16.50. Lots of 3, ea. \$14.75, less 2%, net..... **14.46**



Beautiful 10-K natural rolled gold plate makes this 7-jewel watch an unusually smart model. Stainless steel back, raised gold figured dial and hands, silk cord attachment. Finished with 4 genuine diamonds. 6½x8 ligne.

No. 7628. List \$34.50. 7 jewel. Dir's., ea. \$16.50. Lots of 3, ea. \$14.75, less 2%, net..... **14.46**

No. 7629. Same as above in 17 jewels. List \$41.00. Dir's., ea. \$19.50. Lots of 3, ea. \$17.35, less 2%, net..... **17.00**

NOTE: All diamonds used in these cases are fine white diamonds of one point or larger.

CLINTON WATCHES

★ CASED AND TIMED IN U.S.A. ★

MODELS FOR MEN

These fine Clinton watches are smartly styled to reflect the 1940 trend. Handsomely streamlined they have a definite masculine appeal. Whether chosen for beauty or for performance, they incorporate the ultimate in both. All Clinton watches are equipped with new dustproof crowns for unflinching precision.

A handsome sports model, this Clinton watch is certain to be appreciated by modern young men everywhere. With its "curved-to-fit-the-wrist" gold-filled case and excellent 17-jewel precision movement it presents a unique combination of beauty and accuracy. Attractive light colored pigskin strap and raised gold figured dial and hands, 11 ligne.
No. 7644. List \$35.00. Dir's., ea. \$16.50. Lots of 3, ea. \$14.75, less 2% net **14.45**

All Models Come in Attractive Gift Boxes

Can be assorted to take quantity prices.



Ultra modern design features this model with its 10 karat natural rolled gold plate case in rounded square design. Raised gold figured dial. Tubular leather strap. 10 1/2 ligne.

No. 7632. List \$19.50. 7 jewel. Dir's., ea. \$8.95. Lots of 3, ea. \$7.95, less 2%, net..... **7.79**

No. 7633. Same as above with 17 jewels. List \$25.00. Dir's., ea. \$11.75. Lots of 3, ea. \$10.50, less 2%, net..... **10.29**



Beautifully simple modern watch in round 10 karat case of rolled gold plate with stainless back. Raised gold figured dial and hands. Pigskin strap. 10 1/2 ligne.

No. 7634. List \$19.50. 7 jewel. Dir's., ea. \$8.65. Lots of 3, ea. \$7.75, less 2%, net..... **7.59**

No. 7635. Same as above with 17 jewels. List \$24.50. Dir's., ea. \$11.50. Lots of 3, ea. \$10.18, less 2%, net..... **9.98**



Here is a really attractive watch at an amazingly low price. The case has white metal top and stainless back. Raised gold figured dial and hands and metal link band to match. 11 1/2 ligne.

No. 7640. List \$13.50. 7 jewel. Dir's., ea. \$5.75. Lots of 3, ea. \$5.75, less 2%, net..... **5.63**

No. 7631. Same with 10-K natural rolled gold plate stainless back. List \$18.50. Dir's., ea. \$7.59. Lots of 3, ea. \$7.75, less 2%, net..... **7.59**



Handsome, attractive, horizontal design in 10 karat natural rolled gold features this stainless back case. Raised gold figured dial and hands. Pigskin strap. 10 1/2 ligne.

No. 7636. List \$19.50. 7 jewel. Dir's., ea. \$8.65. Lots of 3, ea. \$7.75, less 2%, net..... **7.59**

No. 7637. Same as above with 17 jewels. List \$24.50. Dir's., ea. \$11.50. Lots of 3, ea. \$10.18, less 2%, net..... **9.98**



7644



This handsome new model comes in two-toned case of 10-karat natural rolled gold plate. Raised gold figured dial and hands. Dial is 2-toned. Leather strap. 8 3/4 ligne.

No. 7642. List \$25.00. 7 jewel. Dir's., ea. \$11.65. Lots of 3, ea. \$10.35, less 2%, net..... **10.14**

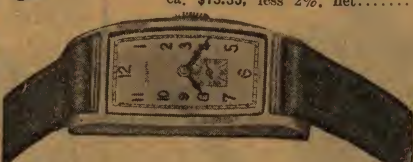
No. 7643. Same as above with 17 jewels. List \$32.50. Dir's., ea. \$14.65. Lots of 3, ea. \$13.00, less 2%, net..... **12.74**

A delicately modeled watch "curved to fit the wrist" in natural 10K rolled gold plate, stainless back case. New metal ratchet band to match. Raised gold figured dial and hands. 11 ligne.



No. 7640. List \$25.50. 7 jewel. Dir's., ea. \$12.00. Lots of 3, ea. \$10.75, less 2%, net..... **10.53**

No. 7641. Same as above with 17 jewels. List \$32.50. Dir's., ea. \$15.00. Lots of 3, ea. \$13.35, less 2%, net..... **13.08**

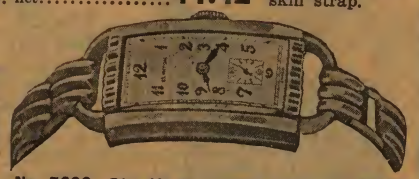


Beautiful in its complete simplicity, this 10 karat rolled gold plate model with stainless steel back is "curved to fit the wrist." Raised gold figured dial. Pigskin strap.

No. 7645. List \$19.50. 7 jewel. Dir's., ea. \$10.15. Lots of 3, ea. \$9.00, less 2%, net..... **8.82**

No. 7646. Same as above with 17 jewels. List \$27.50. Dir's., ea. \$13.15. Lots of 3, ea. \$11.65, less 2%, net..... **11.42**

An attractive curved model to fit the wrist. 10 karat natural rolled gold plate case with stainless back and smart link band to match. Raised gold figured dial and hands. 11 ligne.



No. 7639. List \$25.50. 7 jewel. Dir's., ea. \$12.00. Lots of 3, ea. \$10.75, less 2%, net..... **10.53**

No. 7639. Same as above with 17 jewels. List \$32.50. Dir's., ea. \$15.00. Lots of 3, ea. \$13.35, less 2%, net..... **13.08**

EVERSHARP Pens and Pencils



PACEMAKER— This pen is equipped with a 14K Gold Iridium disc point for permanent velvety smooth writing. Dependable lever-vac filling mechanism and ink window shows when to fill. Constructed of genuine unbreakable Pyralin with gold filled banding and modern clip. This pen has been perfectly matched with the new Eversharp Repeat Pencil—the pencil you can sharpen with your thumb. Just press the top and a new point appears. When lead is entirely used up you don't have to refill—a new one automatically slips into place. Available in four attractive colors.

PENS		
No. 7400. Green Satin	Dir's.,	List \$3.50
No. 7401. Red Satin	Dir's.,	\$2.10
No. 7402. Gold Satin	less	2% .. 2.06
No. 7403. Blue Satin	2%	
REPEATING PENCILS		
No. 7404. Green Satin	Dir's.,	List \$3.00
No. 7405. Red Satin	Dir's.,	\$1.80
No. 7406. Gold Satin	less	2% .. 1.78
No. 7407. Blue Satin	2%	



AIR-LITE— The latest addition to the Eversharp line permits hours of fluent, tireless writing. Extremely light in weight—feels like a feather in the hand. Made of genuine unbreakable Pyralin with silvery trim. Pens are equipped with 14K Gold, Iridium Disc Point. Equipped with lever-vac filling mechanism. Ink window shows when to refill. The sensational new repeating type pencil matches pen perfectly. Pencils can be sharpened with thumb. Merely press the top and a new point appears. Feeds leads continuously—needs refilling only once or twice a year. Available in several colors.

PENS		
No. 7408. Black	Dir's.,	List \$2.75
No. 7409. Green-Silver	2%	ea. \$1.65, less 2% .. 1.62
No. 7410. Brown-Silver	2%	
REPEATING PENCILS		
No. 7411. Black	Dir's.,	List \$2.00
No. 7412. Green-Silver	2%	ea. \$1.20, less 2% .. 1.18
No. 7413. Brown-Silver	2%	



SELECT-O-POINT— A low priced pen, equipped with gold plated Iridium tipped point to suit every writing need. Another feature of this pen is that the points are replaceable—simply screw out the old point and insert the new. This feature, plus the low price makes this the ideal pen for students. Constructed of genuine unbreakable Pyralin in attractive colors. Equipped with an efficient lever-vac filler mechanism. Ink window shows when to refill. Matching pencils have propel-repel mechanisms. Uses Eversharp square leads. Available in several colors.

PENS		
No. 7414. Brown	Dir's.,	List \$1.00
No. 7415. Blue	ea. 60c,	
No. 7416. Green	less 2%, net	59c
PENCILS		
No. 7417. Brown	Dir's.,	List 65c
No. 7418. Blue	ea. 39c,	
No. 7419. Green	less 2%, net	38c

Eversharp Desk Sets

JUNIOR DESK SET

An attractively designed Desk Set with a rectangular gold frame base with gold-and-black paneled pyralin top. Pen equipped with 14K Gold Point and Iridium Tip. Lever-vac filling mechanism. Base size 3 1/4 by 4 1/2 in.

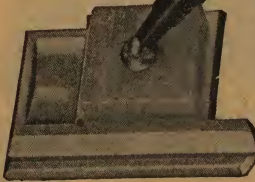


No. 7430. List \$2.95, Dir's., ea. \$1.70, less 2%, net 1.73

Pens Are Equipped with 14K Gold Point, Iridium Tipped

SENIOR DESK SET

This handsome desk set has chrome finished metal base with a 2" Pedrara Onyx block insert. Pen equipped with 14K Gold Point, Iridium Tipped. Lever-vac filling. Base size is 3 3/4 by 4 1/2 in.

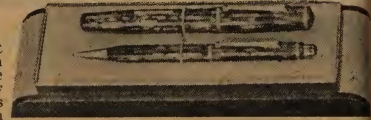


No. 7431. List \$3.95, Dir's., ea. \$2.37, less 2%, net. 2.32

Pen and Pencil Sets

PACEMAKER

A perfectly matched set offering the utmost in writing quality. The pen is beautifully styled, with generous 14K Gold Iridium tipped point and lever-vac filling mechanism—the pencil you sharpen with your thumb by merely pressing the top and a new point appears. Both pen and pencil No. 7420. Green Satin No. 7421. Red Satin No. 7422. Gold Satin No. 7423. Blue Satin



Pencil is the genuine Eversharp repeating type. Pen and pencil constructed of beautiful unbreakable Pyralin. List \$5.00. Dir's., ea. \$3.00, less 2%, net..... 2.94



able point—simply screw out the old point and insert the new. Matching pencil has propel-repel mechanism. Made of unbreakable pyralin. No. 7424. Black Swirl No. 7425. Blue Swirl No. 7426. Green Swirl

List \$1.65. Dir's., ea. 99c, less 2%, net..... 97

AIR-LITE

A DeLuxe outfit equipped with the light weight new Eversharp Pen and Pencils. Made of genuine Pyralin with silver trim. Pen is equipped with 14K Gold, Iridium Disc Point. Matching pencil is made of the same material and is of repeating type. Press the top and a new point appears. No. 7427. Black No. 7428. Green-Silver No. 7429. Brown-Silver



List \$3.95. Dir's., ea. \$2.37, less 2%, net..... 2.32

PORTABLE PHONOGRAPHS

The models listed were chosen with an eye toward appearance as well as tonal perfection. Phonographs have Heileman American made motors and throw-back arms. The scientific reproducers give exceptionally good volume and clearness in a wide range of tones.

STANDARD MODEL

Here is a portable phonograph that was built to sell at a low price without sacrificing quality reproduction. Has the appearance of airplane luggage. Brown striped covering material. Long running American made motor will play 10" or 12" records. Quality reproducer with the newest type diaphragm and tapered throw-back tone arm. Reflecting tone chamber. Metal grille covers opening of tone chamber. Holder will carry 10 records. Hardware nickel plated. Case size 11x13 1/4 x 6 1/2 in. Wt. 12 lbs.

No. 8284. List \$12.50.
Dir's., ea. \$6.95. Lots of 3, ea. \$6.40, less 2%, net

6²³

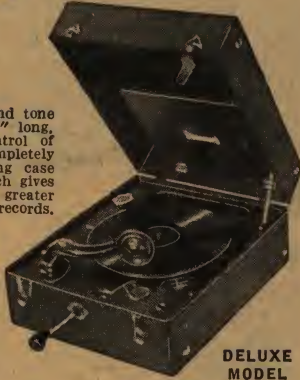


DELUXE MODEL

Deluxe in every detail of construction and tone performance. Tone chamber is nearly 15" long, scientifically tapered to give proper control of volume and tone. All sides are completely sealed to avoid distortion. End opening case is hinged at tone chamber opening which gives additional horn length, and therefore greater volume. Plays either 10" or 12" records. Equipped with tapered throw-back tone arm and American made motor capable of playing two sides of a 10" record with one winding. Holder will carry 10 records. Padded top case is covered with waterproof, two-tone black artificial leather. Ship. wt., 14 1/2 lbs. Case size, 13x16 1/4 x 7 1/2". Mastertone reproducer.

No. 8286. List \$19.50.
Dir's., ea. \$9.35. Lots of 3, ea. \$8.75, less 2%, net

8⁵⁷



DELUXE MODEL

AERO-TWEEDE MODEL



One of the finest portable phonographs modern designing and engineering ever developed. Round corners and Havana brown striped material gives the appearance of modern airplane luggage. 2 1/4" long tone column gives unusual quality. Plays both 10" and 12" records. Opening of tone chamber concealed by use of quality grille cloth mounted on wire mesh support. Record holder will hold ten 10" or 12" records. All hardware heavily nickel plated. Size 16 1/4" x 13" x 7". Wt. 13 1/2 lbs.

No. 8287. List \$15.50. Dir's., ea. \$9.60. Lots of 3, ea. \$8.85, less 2%, net

8.67

No. 8279. Same as above only with electric motor, 110 volts A. C. only. List \$16.50. Dir's., ea. \$9.95. Lots of 3, ea. \$9.00, less 2%, net

8.82

LEKTROLITE

Flameless Cigarette Lighters



One of the smartest gift items ever produced, and as such, one of the most highly profitable. Lektrolite lighters provide absolutely dependable lights for cigarettes. They are wind-proof, flameless and odorless. Rich and colorful in appearance.

PLASTIQUE

In distinctive modern design. Top snaps open when chrome side bar is pressed, exposing lighting catalyser. One filling lasts 6 months. Comes in assorted colors. Complete with fluid. Packed in attractive gift box.

No. 8282. List \$2.50.
Dir's., ea. \$1.50, less 2%, net



MIDGET GLOLITE

A smart Lekrolite in bright chrome. Packed in attractive gift package with bottle of fluid.

No. 8281. List \$1.00. Dir's., ea. 67c. Lots of 12, ea. 59c, less 2%, net

TABLE LIGHTER

For desk or table. One filling lasts six months. Available in bronze or chrome. Specify finish.

No. 8283. List \$5.00. Dir's., ea. \$3.00, less 2%, net

LEKTROLITE FLUID
No. 8288. 1 oz. bottle. List 25c. Dir's., ea. 15c

AMERICAN AUTOMATIC TELEPHONES

The ideal local telephone system for use in the home, farm, shop or office. Permits clear telephone communication for distances up to a mile. Will operate 450 ft. on three batteries, 1500 ft. on four, 2500 ft. on five, and up to a mile on six.

For Home,
Office or
Farm



COMPLETE 2-STATION SET

This set consists of two desk type phones, each one a combination transmitter and receiver, with a loud signalling buzzer concealed in the base. Comes complete with 35 ft. of wiring, complete instructions, and a copy of Morse code for telegraph signalling.

No. 2345. Black. List, less batteries, \$6.00. Dir's., ea. \$4.20, 3 lots, ea. \$4.00, less 2%, net

3⁹²

DELUXE SERV-U-WALL PHONE
2-station wall type phone with transmitter and receiver in one unit. Bell concealed in wall-piece rings when plunger on the other phone in system is depressed. Complete with terminal strip, 50 feet of wire, and instructions. Finished in old brass.

No. 2347. List, \$6.00. Dir's., ea. \$3.90. Lots of 3, ea. \$3.60, less 2%, net

3⁵³

DELUXE SERV-U-DESK PHONE

Same construction as wall type phone except that it has a buzzer in the base in place of bell. Complete with terminal strip, 50 feet of wire and instructions. Finished in old brass.

No. 2348. List \$6.00. Dir's., ea. \$3.90. Lots of 3, ea. \$3.60, less 2%, net

3⁵³

TWISTED PAIR TELEPHONE WIRE

No. 62. Wire No. 19. Inside dry braid. Per 100 ft., \$1.30. 250 ft. coil, \$3.40. Per 1,000 ft. **11.00**
No. 63. Wire No. 19. Outside, saturated braid. Per 100 ft., \$1.20. 250 ft. coil, \$3.60. Per 1,000 ft. **11.50**

EVEREADY NO. 16 DRY CELLS

For use with above telephones.
No. 9623. List 30c. Dir's., ea. 21c. Lots of 12, ea. **19c**

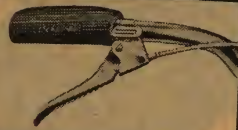




Schwinn-Built MAJESTIC



TWIN HEADLIGHTS



FORE-WHEEL BRAKE



BUILT-IN SPEEDOMETER

The AUTO-CYCLE SUPER De Luxe The "Rolls Royce" of Bicycles

- Built-In Illuminated Speedometer
- Electric Horn
- Spring Action Fork
- Fore-Wheel Brake
- Dual Chromium Headlight
- Goodyear White Wall Tires
- New Departure Coaster Brake
- Built-In Cycle Lock

For smooth gliding action, for sleek streamlined beauty, and for de luxe conveniences throughout, the new Schwinn "Majestic" Super De Luxe Auto Cycle is undoubtedly without a rival. Built around a cantilever type frame, of extra sturdy design. Maximum safety is assured through the use of a fore-wheel brake, operated from the handle bars in addition to the regular New Departure rear coaster brake. 3 1/2" crescent type fender guards. New type crank hanger fittings with self-aligning bearings. Flanged type sprocket. Ball bearing pedals. Drop center, chromium plated rims. Goodyear 26"x2 1/8" balloon white wall tires. Chromium plated chain guard and carrier. Chromium plated handle bars with instrument panel handle bar brakes which houses a built-in illuminated speedometer, electric horn button and dial illuminating button. Spring action fork adds to riding comfort. Side kick parking. Streamlined tank contains electric horn and battery tray. Full floating saddle. Built-in cycle lock. Equipped with 3" Stinsonite rear reflector, and streamlined front fender ornament. Finished in two tone green with chrome plated trim. Ship. wt., 75 lbs.
No. 8327. List \$79.50. Dir's., ea. \$46.00. Lots of 3, ea. **41.26**
\$42.10, less 2%, net.....



STANDARD

- New Departure Coaster Brake
- Twin Chrome Truss Fork
- Torpedo Type Electric Headlight
- Cord White Wall Tires
- Electric Horn AS LOW AS

21⁸⁵
NET



An outstanding value in a low priced motor bike, which incorporates features found only on bikes selling for considerably more. It will pay for you to keep a few of these bikes on hand, since your customers will easily recognize their "plus" value when they can actually see them. Sturdily constructed heavy tubing. Curve down frame. Twin chrome truss fork. New Departure rear coaster brake. Modernly designed 3" crescent fender guards. Cord 28"x2 1/4" white wall balloon tires. Messenger saddle designed to give extra com-

fort. Rubber padded ball bearing pedals. Enameled chain guard. Side kick parking stand. Equipped with torpedo type fender light and rear reflector. Electric horn. Finished in maroon with cream trim. Ship. wt., 63 lbs.
No. 8328. List \$41.50. Dir's., ea. \$24.40. Lots of 3, ea. \$22.30, less 2%, net..... **21.85**

With Built-In Cycle Lock

No. 8350. List \$43.50. Dir's., ea. \$25.60. Lots of 3, ea. \$23.50, less 2%, net..... **23.03**

BICYCLES - Smooth Streamlined Action



The Auto-Cycle

REGULAR DE LUXE

- Built-In Fenderlite
- Fore-Wheel Brake
- Goodyear Whitewall Tires
- Spring Action Fork
- Built-In Cycle Lock
- New Departure Coaster Brake



BUILT-IN CYCLE LOCK



SPRING ACTION FORK



BUILT-IN FENDERLITE

A new addition of a model which has proven exceedingly popular, with up-to-date refinements in design and construction. In addition to the New Departure rear coaster brake, this model has a fore-wheel brake operated from the handle bars, for maximum safety. Spring fork greatly improves riding qualities. New type crank hanger fittings with self-aligning bearings. $3\frac{1}{2}$ " crescent guards. Highest grade ball bearing pedals. $26 \times 2\frac{1}{4}$ " Goodyear All-Weather White Wall tires. Comfortable Mesinger saddle, sponge rubber padded. Deep drop center chromium finished rims. Chromium, braaced handle bar with large rubber grips. Equipped with built-in fender light, chromium plated chain guards, carrier, side parking stand and $1\frac{1}{2}$ " Stimsonite rear reflector. Built-in cycle-lock. Attractively finished in Maroon with cream trim. Ship. wt., 65 lbs.

No. 8329. List \$59.50. Dir's., ea. \$35.70. Lots of 3, ea. **32.14**
\$32.50, less 2%, net...

No. 8330. Same as above, without fore-wheel brake and spring fork. List \$52.50. Dir's., ea. \$32.70. Lots of 3, ea. **29.40**
\$30.00 less 2%, net....

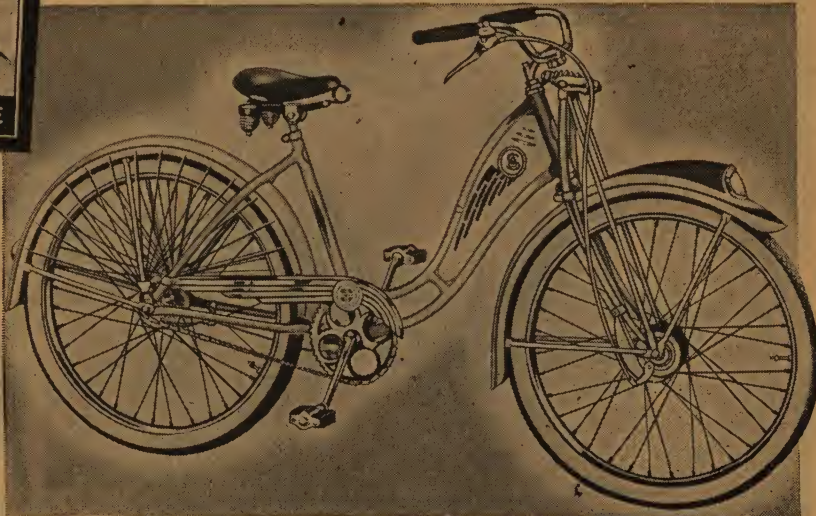
No. 8331. Same as Model 8330, but without cycle-lock. List \$49.95. Dir's., ea. \$30.50. Lots of 3, ea. **27.78**
\$28.35, less 2%, net

Majestic

"HOLLYWOOD SPECIAL"

Ladies Bike

- Fore Wheel Brake
- Goodyear All-Weather White Wall Tires
- Built-in Fender-Light
- Spring Action Fork
- Built-in Cycle-Lock
- New Departure Coaster Brake
- Electric Horn



A newly designed Schwinn-built bike with all the smart styling and deluxe features demanded by the particular lady cyclist. Fore-wheel brake on front wheel, controlled from hand bar. New Departure rear coaster brake in rear. Chromium plated rims have $26 \times 2\frac{1}{4}$ " Goodyear All-Weather White Wall tires. $3\frac{1}{2}$ " crescent fender guards. Highest grade ball-bearing pedals. Improved type crank hanger fittings with self-aligning bearings. Mesinger de luxe saddle, sponge rubber padded. Streamlined tank, houses electric horn and battery. Chromium plated chain guard, built-in electric fenderlight, $1\frac{1}{2}$ " Stimsonite rear reflector. Chromium plated handlebars with large rubber grips. Side parking stand, skirt guard and built-in cycle lock. Finished in cream enamel with blue trim. Ship. wt., 65 lbs.

No. 8332. List \$59.50. Dir's., ea. \$35.10. Lots of 3, ea. **31.56**
\$32.20, less 2%, net.....

No. 8333. Same as above without spring fork and fore-wheel brakes. List \$52.50. Dir's., ea. \$32.00. Lots of 3, ea. **28.81**
\$29.40, less 2%, net.....



Schwinn-Built MAJESTIC BICYCLES



DOUBLE BAR ROADSTER SPECIAL

- Built-in Streamlined Fender-Light
- Goodyear All-Weather White Wall Tires
- Built-in Cyclelock
- Chromium Plated Chain Guard
- New Departure Coaster Brake
- Mesinger Deluxe Saddle



DeLuxe Quality, Yet Moderately Priced!

Just like the most expensive Schwinn bicycles, this model enjoys the advantage of being built by expert craftsmen, who do not know how to make an inferior bike. Has the same smooth gliding action which has made the name of Schwinn a by word among cyclists everywhere. Truss type fork with chromium plated truss rod. $3\frac{1}{4}$ " Crescent guards. Deep drop center chromium finished rims, have $26 \times 2\frac{1}{2}$ " Goodyear All-Weather balloon tires. Chromium plated, braced handlebars with large rubber grips. Chromium plated chain guard. New type crank hanger fittings with self-aligning bearings. New Departure coaster brake. Ball bearing pedals. New flanged type sprocket, $\frac{1}{2}$ " pitch. Mesinger deluxe saddle, sponge rubber padded. Built-in cyclelock. Equipped with built-in streamlined fender-light and $1\frac{1}{4}$ " Stimsonite rear reflector. Side parking stand. Finished in black with ivory trim. Ship. wt., 60 lbs.

No. 8338. List \$49.95. Dir's., ea. \$29.55. Lots of 3, ea. \$27.10, less 2%, net **26⁵⁶**
 No. 8339. Same as above, without cyclelock. List \$47.50. Dir's., ea. \$28.35. Lots of 3, ea. \$25.90, less 2%, net **25³⁸**



LADIES' ROADSTER SPECIAL

- Built-in Streamlined Fender-Light
- Goodyear All-Weather White Wall Balloon Tires
- Chromium Plated Chain Guard
- Built-in Cyclelock
- Jeweled Rear Reflector
- New Departure Coaster Brake



Priced and Styled for Popularity

A moderately priced ladies' bicycle, in which superb riding qualities are combined with deluxe styling and beauty. Has a truss type fork with chromium plated truss rod. New type crank hanger fittings with self-aligning bearings. New Schwinn head fittings turned from the finest bar steel. $3\frac{1}{2}$ " Crescent-shaped fender guards. Ball bearing pedals. Deep, drop center chromium finished rims have $26 \times 2\frac{1}{2}$ " Goodyear White Wall All-Weather balloon tires. New Departure coaster brake. Mesinger deluxe saddle. Chromium plated handle bars with rubber grips. Equipped with chromium plated chain guard, skirt guard, built-in fender-light, side parking stand and $1\frac{1}{4}$ " Stimsonite rear reflector. Built-in cyclelock. Finished in blue enamel with ivory trim. Ship. wt., 60 lbs.

No. 8340. List \$49.95. Dir's., ea. \$29.80. Lots of 3, ea. \$27.35, less 2%, net **26⁸⁰**
 No. 8341. Same as above, without cyclelock. List \$47.50. Dir's., ea. \$28.60. Lots of 3, ea. \$26.15, less 2%, net **25⁶³**





Schwinn-Built MAJESTIC Bicycles

MEN'S POPULAR PRICED MOTOR BIKE

- New Departure Coaster Brake
- Balloon Tires . . . Truss Fork
- Side Parking Stand



As low as
19⁴⁵
NET

Here is just the "bike" for those who want a sturdily constructed, smooth riding bicycle "without the trimmings" — at a low price. Has a curved down bar and oval fork, with chromium plated truss rod. 3" crescent guard. Large rubber padded ball bearing pedals. 26"x2½" Schwinn Cyclone cord balloon tires. Mesinger padded saddle. Handlebars have large rubber grips. 1" pitch chain. Equipped with side parking stand and rear jewel reflector. Finished in maroon with cream trim. Chrome plated spokes. Ship. wt., 58 lbs.
No. 8334. List \$35.50
Dir's., ea. \$21.75. Lots of 3, ea. \$19.85, less 2%, net **19⁴⁵**
The above model is available with built-in cycle lock at \$1.20 extra. Please specify if so desired.

LADIES' POPULAR PRICED MOTOR BIKE

- Chain Guard—Side Parking Stand
- Balloon Tires—Cushion Saddle
- 3" Fender Guard . . . Scout Type Bars



As low as
19⁴⁵
NET

Economy-minded ladies and misses will appreciate the opportunity of buying an excellently constructed bicycle at a low price, which is exactly what this model offers. Heavy tubular frame for maximum strength. New Departure coaster brake. 3" crescent guards. Rubber padded ball bearing pedals. 26"x2½" Schwinn Cyclone Cord Balloon tires. Mesinger ladies' type saddle. Boy Scout type handlebars with large rubber grips. 1" pitch chain with enameled chain guard. Equipped with side parking stand and a rear jewel reflector. Finished in blue enamel with cream trim. Chrome plated spokes. Ship. wt., 56 lbs.

No. 8335. List \$35.50
Dir's., ea. \$21.75. Lots of 3, ea. \$19.85, less 2%, net

19⁴⁵

Above model is available with built-in cyclelock at \$1.20 extra. Please specify if so desired.

LADIES' REGULAR MOTOR BIKE

- Built-in Cyclelock . . . Electric Horn
- Torpedo Type Electric Headlights
- Built-in Tank . . . Scout Type Bars



Although priced exceptionally low, this model is built up to a standard and not down to a price. 26"x2½" Schwinn Cyclone cord balloon tires. New Departure coaster brake, 3" crescent guards. Rubber padded, ball bearing pedals. 1" pitch chain with enameled chain guard. Ladies' Mesinger saddle. Boy Scout type handlebar with large rubber grips. Built-in tank houses horn and battery tray. Oval fender. Equipped with side parking stand. Torpedo type electric headlight on fender, and rear jewel reflector. Built-in cycle lock. Finished in green with cream trim. Chrome plated spokes. Ship. wt., 60 lbs.

No. 8336. List \$42.50.
Dir's., ea. \$25.60. Lots of 3, ea. \$23.50, less 2%, net

23⁰³

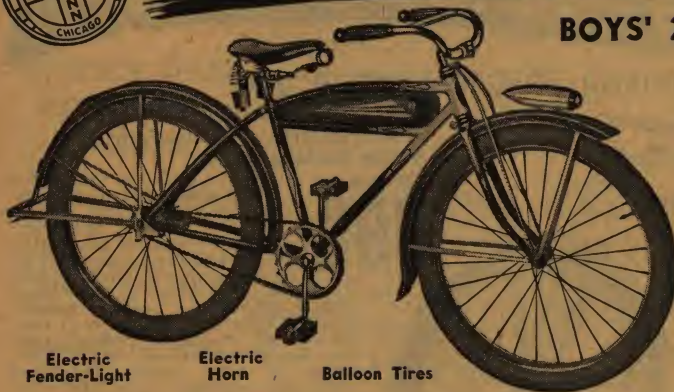
No. 8337. Same as above, less cyclelock. List \$39.95. Dir's., ea. \$24.40. Lots of 3, ea. \$22.30, less 2%, net.

21⁸⁵



Schwinn-Built Majestic JUNIOR BIKES

BOYS' 24" DE LUXE MODEL



Electric Fender-Light Electric Horn Balloon Tires

This Deluxe junior sized bike, enjoys the same sturdy constructional features of its "big brothers." Has a 15" double bar frame with truss fork. Streamlined tank houses concealed electric horn and battery clips. 24"x2 1/2" sturdy balloon tires. Braced handle bar with rubber grips. 3" Crescent-shaped guard. Deep drop center, chromium finished rims. New Departure coaster brake, Mesinger saddle. Equipment includes Torpedo type electric fender light, rear parking stand, electric horn and jewel reflector. Finished in red with cream trim. Ship. wt. 50 lbs.

No. 8342. List \$43.50. Dir's., ea. \$25.25. Lots of 3, ea. \$23.10, **22.64** less 2%, net

No. 8343. Same as above, without tank, fender-light, and horn. List \$37.25. Dir's., ea. \$22.60. Lots of 3, ea. \$20.65, **20.24** less 2%, net.

GIRL'S 24" DE LUXE MODEL

Here's a dandy bike for little girls, just loaded with outstanding Schwinn features. Has a 15" frame with truss fork. 3" Crescent-shaped guards. Chromium plated handle bars with large rubber grips. Deep drop center, chromium finished rims with 24"x2 1/2" sturdy balloon tires. Mesinger saddle. New Departure coaster brake. Complete with the following equipment: Streamlined electric fender-light, streamlined handle bar horn, jewel reflector, rear parking stand. Finished in blue with cream trim. Ship. wt., 52 lbs.

No. 8344. List \$43.50. Dir's., ea. \$25.00. Lots of 3, ea. \$22.85, less 2%, net. **22.39**

No. 8345. Same as above, less electrical equipment. List \$38.50. Dir's., ea. \$22.75. Lots of 3, ea. \$20.75, **20.31** less 2%, net.

Balloon Tires

Electric Fender-Light Handlebar Type Horn



Balloon Tires
Departure Coaster Brake

BOYS' REGULAR MODEL

With 24" Wheels

Any youngster will be proud to own this attractive Junior Bike. Has a 15" frame and oval fork. Boy Scout type handle bars with rubber grips. 3" Crescent fender guards. Chromium finished rims with 24"x2 1/2" balloon tires. New Departure coaster brake, Mesinger saddle. Rear parking stand. Finished in red with cream trim. Ship. wt. 50 lbs.

No. 8346. List \$33.50. Dir's., ea. \$20.35. Lots of 3, ea. \$18.60, **18.23** less 2%, net.

With 20" Wheels

No. 8347. List \$33.00. Dir's., ea. \$20.00. Lots of 3, ea. \$18.30, **17.93** less 2%, net.



Balloon Tires

Departure Coaster Brake

GIRL'S REGULAR MODEL with 24" Wheels

Built with all the superior constructional features which the name of Schwinn implies, this low priced model is certain to enjoy real popularity. Has a 15" frame and oval fork. Chromium finished rims with 24"x2 1/2" Bear balloon tires. Mesinger saddle. Boy Scout type handle bars with rubber grips. 3" Crescent-shaped guards. New Departure coaster brake. Rear parking stand. Finished in blue with cream trim. Ship. wt. 45 lbs.

No. 8348. List \$33.50. Dir's., ea. \$20.35. Lots of 3, ea. \$18.60, less 2%, net. **18.23**

With 20" Wheels

No. 8349. Same as above, only with 20" wheels. List \$33.00. Dir's., ea. \$20.00. Lots of 3, ea. \$18.30, less 2%, net. **17.93**

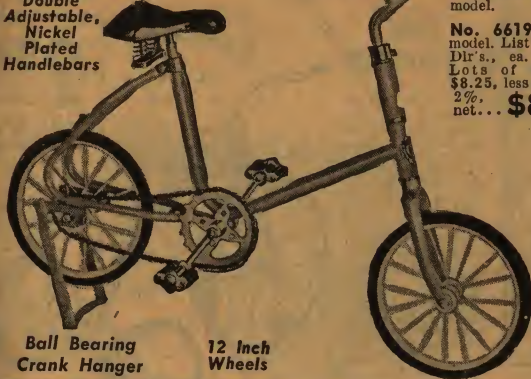
All Schwinn-Built Bikes Can Be Assorted to Take Quantity Prices.



American Park Cycles, Scooters, Etc.

STANDARD SIDEWALK CYCLE

Double Adjustable, Nickel Plated Handlebars



No. 6618. Girl's model.

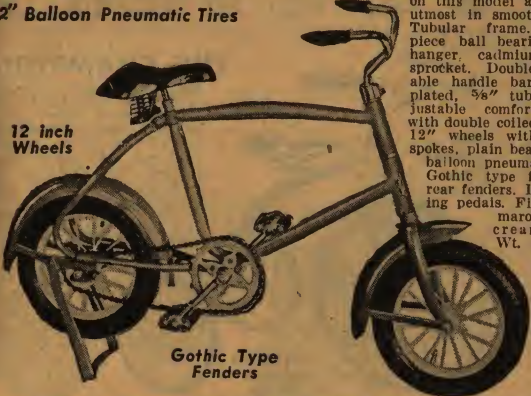
No. 6619. Boy's model. List \$13.75. Dir's., ea. \$8.75. Lots of 3, ea. \$8.25, less 2% net... **\$8.08**

Ball Bearing Crank Hanger 12 Inch Wheels

Just the bike for girls and boys who have outgrown the velocipede stage. Tubular frame. Three-piece ball bearing crank hanger. Cadmium plated sprockets. Double adjustable handle bars. $\frac{3}{8}$ " tubing, nickel plated. Adjustable leather saddle with double coiled springs. 12" wheels, riveted spokes, plain bearings. $\frac{3}{4}$ " rubber tires. Ball bearing pedals. Finished in red with cream trim. Wt. 30 lbs.

DELUXE SIDEWALK CYCLE

2" Balloon Pneumatic Tires



12 inch Wheels

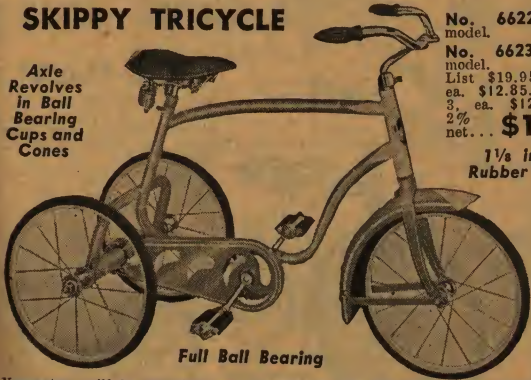
Gothic Type Fenders

Pneumatic balloon tires on this model assure the utmost in smooth riding. Tubular frame. Three-piece ball bearing crank hanger, cadmium plated sprocket. Double adjustable handle bars, nickel plated, $\frac{3}{8}$ " tubing. Adjustable comfort saddle with double coiled springs. 12" wheels with riveted spokes, plain bearings. 2" balloon pneumatic tires. Gothic type front and rear fenders. Ball bearing pedals. Finished in maroon with cream trim. Wt. 34 lbs.

No. 6620. Girl's model. } List \$21.00. Dir's., ea. \$13.30.
No. 6621. Boy's model. } Lots of 3, ea. \$12.04, less 2%, net... **\$12.15**

SKIPPY TRICYCLE

Axle Revolves in Ball Bearing Cups and Cones



No. 6622. Boy's model.

No. 6623. Girl's model. List \$19.95. Dir's., ea. \$12.85. Lots of 3, ea. \$12.10, less 2% net... **\$11.86**

$\frac{1}{8}$ inch Rubber Tires

14 in. Tangent Bicycle Spoke Wheels

Full Ball Bearing

Youngsters will be proud to own this speedy new Skippy tricycle. Tubular frame with brazed joints. 14" wheels, tangent bicycle spokes, nickel plated ball bearing hubs, $\frac{1}{8}$ " rubber tires. Ball bearing rubber pedals. Troxel saddle, $\frac{3}{4}$ " double adjustable handlebar. Cadmium plated crank and sprockets. Length overall 40". Height to handlebar 20". Leg reach from saddle to pedals 18" to 22". Finished in red enamel with white and red trim. Heavy rear axle housing revolves in ball bearing cup and cone. Wt. 40 lbs.

SCOOTERS

Helical Steel Bearing Wheels 10" Wheels

Speed Master

A speedy scooter that kiddies will be able to handle easily. Full floating helical steel bearings makes easy running and noiseless operation. Steel disc wheels, 10" x $\frac{3}{4}$ " rubber tires. Length overall, 38". Height, 33". All steel frame stamped in new attractive design. Wood cross handle. Steel parking stand and foot brake. Finished in maroon with cream trim. Wt. 15 lbs.

Foot Brake



Parking Stand

No. 6624. List \$3.95. Dir's., \$2.55. Lots of 3, \$2.35, less 2%, net... **\$2.30**

SKIPPY FLASH

2" Balloon Pneumatic Tires

Helical Steel Bearing Wheels

Youngsters will enjoy racing this deluxe, smooth-running scooter. Steel disc wheels with helical steel bearings. 10"x2" balloon pneumatic tires. Length overall 38". Height, 33". All steel frame. Wood cross-handle. Steel parking stand and foot brake. Finished in blue with cream trim. Wt. 16 lbs.

No. 6625. List \$7.25. Dir's., ea. \$4.55. Lots of 3, ea. \$4.25, less 2%, net... **\$4.16**



Foot Brake Parking Stand

SKIPPY SCOOTER

With

Folding Seat

10" Wheels

1" Rubber Tires



Foot Brake Parking Stand

Note how seat folds forward

An added feature in this new Skippy Scooter is a seat that folds forward out of the way when not in use. Full floating helical steel bearings assures easy running and minimum friction. Length 40". Height 33". Steel footboard with non-skid platform. Parking stand. Foot brake. Finished in red with grey. 10" artillery type wheels. Wt. 13 lbs. No. 6626. List \$5.25. Dir's., \$3.30. Lots 3, \$3.10, less 2% net... **\$3.04**

Skippy HEALTH BIKES

Spring Steel Backbone Eliminates Bump Shocks



Spring steel frames on these health bikes eliminate bumping shocks and produces a knee action effect. Stamped steel rear step. Heavy gauge stamped steel fork with ball bearing clips. Gothic type fender. Ball bearing front wheel. Rear wheels revolve on helical steel bearings. Block rubber pedals. Adjustable black steel handlebars. Adjustable com- saddle with double coiled springs. Finished in cream and red. $\frac{3}{4}$ " rubber tires.

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6612	12"x8"	25 lbs.	9.50	6.10	5.70	5.59
6613	16"x10"	32 lbs.	10.75	6.95	6.50	6.37
6614	20"x12"	37 lbs.	12.25	7.85	7.35	7.20



American VELOCIPEDS

THE SPEEDSTER

This low priced velocipede is specially constructed to give its young owner plenty of service. Frame is of 1-5/16" tubing. Rear step, stamped steel. Cycle type fork is of heavy steel construction. Gothic type fender. Plain bearing wheels with riveted spokes, block rubber pedals. Adjustable $\frac{3}{4}$ " tubing handle bars. Stamped steel shaped for comfort saddle, adjustable. Finished in blue with cream and silvertone trim. 1" rubber tires.



2.99
Net
AND UP

Oval Steel Fork

1-5/16" Tubing Frame

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6600	10"x7"	19 lbs.	5.25	3.25	3.05	2.99
6601	13"x8"	21 lbs.	5.95	3.75	3.50	3.43
6602	16"x10"	23 lbs.	6.75	4.35	4.04	3.96

Ball Bearing Wheels
1 1/2" Semi-Pneumatic White-wall Tires

THE STREAK

The very best of material and workmanship was put into this model to make it both outstanding in appearance and construction. 1-5/16" frame tubing. Rear step of stamped steel fork with ball bearing clips. Bicycle type fender with four braces. Bicycle tangent spoke wheels with full ball bearings. Large hub caps. Ball bearing pedals. 1 1/2" molded rubber tires with white sidewalls. $\frac{3}{4}$ " tubing handlebars, nickel plated, double adjust- able. Finished in blue with cream trim.

Adjustable Handle Bar

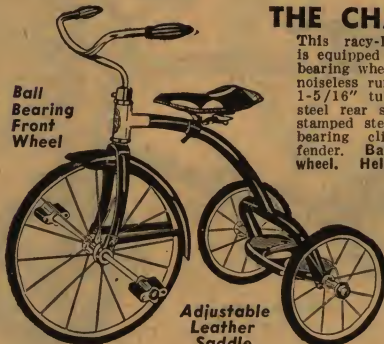


No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6615	12"x8"	26 lbs.	12.95	8.30	7.75	7.59
6616	16"x10"	32 lbs.	14.50	9.20	8.60	8.43
6617	20"x12"	38 lbs.	15.75	10.00	9.40	9.21

THE CHAMPION

This racy-looking velocipede is equipped with helical steel bearing wheels, assuring easy, noiseless running. Frame has 1-5/16" tubing and stamped steel rear step. Heavy gauge stamped steel fork with ball bearing clips. Gothic type fender. Ball bearing front wheel. Helical bearing rear wheels. Rubber pedals. Adjustable handle bar of $\frac{3}{4}$ " tubing. Adjustable leather saddle with coil springs. Finished in green with cream and silvertone trim. 1" rubber tires.

Ball Bearing Front Wheel



Adjustable Leather Saddle

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6603	12"x8"	39 lbs.	6.50	4.20	3.95	3.87
6604	16"x10"	44 lbs.	7.50	4.90	4.55	4.46
6605	20"x12"	48 lbs.	8.50	5.50	5.15	5.05

Ball Bearing Front Wheel

1-5/16" Tubing



1 1/2" Semi-Pneumatic Whitewall Tires

THE KING

A new style leader that youngsters will be proud to own. 1-5/16" frame tubing. Rear step of stamped steel. Heavy gauge stamped steel fork with ball bearing clips. Gothic type fender. Ball bearing front wheel. Rear wheels revolve on helical steel bearings. Standard rubber pedals. 1 1/2" semi-pneumatic molded rubber tires with white sidewall. $\frac{3}{4}$ " handlebar tubing, nickel plated and double adjustable. Finished in maroon with cream trim.

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6609	12"x8"	24 lbs.	10.50	6.80	6.35	6.22
6610	16"x10"	30 lbs.	11.95	7.75	7.25	7.10
6611	20"x12"	36 lbs.	13.95	9.00	8.45	8.28

THE FLASH

This streamlined model is designed to take plenty of punishment. 1-5/16" frame tubing. Rear step of stamped steel. Heavy gauge stamped steel fork with ball bearing clips. Gothic type fender. Ball bearing front wheel. Rear wheels revolve on helical steel bearings. Standard rubber pedals. Adjustable handle bars, $\frac{3}{4}$ " tubing, nickel plated. Adjustable leather saddle with double coiled springs. Finished in silvertone with red trim. 1" rubber tires.

Ball Bearing Front Wheel



Adjustable Handle Bar

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6606	12"x8"	22 lbs.	7.50	4.95	4.50	4.41
6607	16"x10"	28 lbs.	8.50	5.60	5.10	5.00
6608	20"x12"	34 lbs.	10.00	6.35	5.95	5.83

HELICAL STEEL BEARING WHEELS

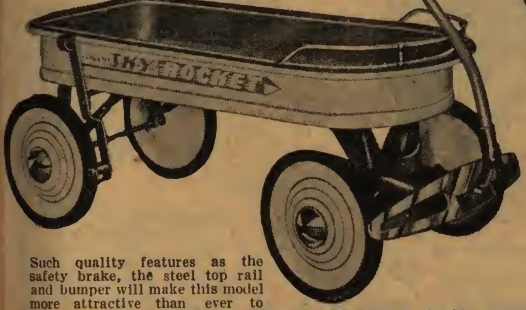
All American velocipedes (except the Speedster) are equipped with helical steel bearing rear wheels to assure longer service and provide easy, noiseless running.

American COASTER WAGONS



THE SKY ROCKET

New Roller Type Safety Brake
Heavy Duty Gear — Top Rail —
Front Bumper



Such quality features as the safety brake, the steel top rail and bumper will make this model more attractive than ever to youngsters. One piece heavy auto body sheet steel. No seams, joints or welds. Inside depth 4 1/4". Extra heavy auto body steel gear. Fifth wheel construction with recessed cup, gives extra wide bearing surface. Safety brake, Deluxe loop handle rubber hand grip. Top rails and front bumper in silvertone finish. Artillery spoke type wheels with helical steel bearings. Finished in cream with tan trim. Body length 35 1/4" x 16 3/8". 9 1/2" wheels. 1" tires. Wt. 33 lbs.
No. 6630. List \$8.95. Dir's. ea. \$5.80. Lots of 3, \$5.29 ea. \$5.40, less 2%, net

FULL FLOATING HELICAL STEEL BEARINGS
All coaster wagons (except the Little Giant) have full-floating helical steel bearing wheels which assures easy running.

Channel Steel
Gear



THE RAMBLER

A low priced all-steel coaster constructed with strong gear and artillery wheels. Full floating helical steel bearings provides easy, noiseless running. Body is made of one piece heavy auto body sheet steel. No seams, joints or welds. Inside depth 4 1/4". Channel steel gear. 3" artillery spoke type wheels. 3/4" rubber tires. Finished in red and cream. Body 16 3/8" x 35 1/4". Wt. 26 lbs.



Gracefully
Rounded
Front
No. 6628. List \$3.95. Dir's. ea. \$2.50.
Lots of 3, ea. \$2.35,
less 2% net **\$2.30**

CHAMPION ALL STEEL COASTER

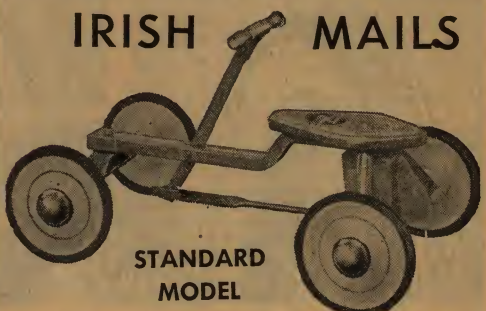
9 1/2" Artillery Spoke
Wheels

Helical Steel
Bearings



Boys will admire, and will want to own this speedy, all-steel coaster. Stamped and drawn from one-piece heavy auto body sheet steel. No seams, joints or welds. Gracefully rounded front. Inside depth 4 1/4". Channel steel gear. Artillery spoke type wheels with helical steel bearings. Finished in cream with red trim. Body 16 3/8" x 35 1/4". 9 1/2" wheels. 3/4" tires. Wt. 23 lbs.
No. 6629. List \$5.25. Dir's. ea. \$3.40. Lots of 3, \$3.15, less 2%, net **\$3.09**

IRISH MAILS



STANDARD
MODEL

Irish Mails are just the thing for active youngsters. Die formed channel steel frame. Standard pull gear. Steel upright with wood cross handle. Full-floating helical steel bearing wheels. Streamlined wood seat. Distance seat to front bolster 20". Length overall 32 1/2". 3" disc steel wheels with 5/8" rubber tires. Finished in green with cream trim. Wt. 21 lbs.
No. 6631. List \$6.75. Dir's ea. \$4.30. Lots of 3, ea. \$4.00, less 2%, net **\$3.82**

DELUXE MODEL

Adjustable Seat and Handle
9" Artillery
Wheels
High Speed Gear



For action and muscle developing, there is nothing better than an Irish Mail. This model is equipped with high speed ball bearing propelling gear revolving in lubricant within sealed housing unit. Die-formed channel steel frame with steel seat shaped for comfort. Adjustable Steel upright with cross handle and rubber grips. 9 1/2" artillery spoke type wheels with helical steel bearings. 1" rubber tires. Length overall 46 1/2". Finished in red with cream trim. Wt. 40 lbs.
No. 6632. List \$14.25. Dir's ea. \$9.00. Lots of 3, ea. \$8.45, less 2%, net **\$8.28**

LITTLE GIANT ALL STEEL COASTER

1/2" Rubber
Tires

Body Length, 25"



A LEADER
VALUE!

A lightweight, yet well constructed all steel coaster. One-piece heavy auto body sheet steel. No seams, joints or welds. Steel disc wheels with 1/2" rubber tires. Body 12" x 25" x 3". Wheels 5 1/2". Tires 1/2". Finished in red and cream. Wt. 12 lbs.
No. 6627. List \$2.25. Dir's ea. \$1.45. Lots of 3, ea. \$1.35, less 2%, net **1.32**

Bicycle TIRES and TUBES



U. S. ROYAL RIDER

With Two Rayon Cords

Combines the extra strength of long wearing Rayon cord body with the extra safety of a patented new de-skidded tread that stops quickly on wet pavements. Grips and holds on sharp turn. Size, 26x2.125.

No. 8123. Black sidewall. List \$2.65. Dir's., ea. \$1.83, less 2%, net..... **1.79**

No. 8124. White sidewall. List \$2.75. Dir's., ea. \$1.90, less 2%, net..... **1.86**



U. S. ROYAL MASTER

With Centipede Grip

An outstanding safety tire featuring the "Centipede Grip" for quick, dependable stops. Strong two-ply cord construction and deep tread of famous TEMPERED RUBBER. Size, 26x2.125.

No. 8136. Black sidewall. List \$2.20. Dir's., ea. \$1.48, less 2%, net..... **1.45**

No. 8125. White sidewall. List \$2.30. Dir's., ea. \$1.55, less 2%, net..... **1.52**



U. S. CHAIN TREAD "400"

Has the famous non-skid chain traction tread. Two-ply cord construction with tread stock of TEMPERED RUBBER. Sidewalls of modern fluted design.

No.	Size	Sidewalls	List	Dir's	Less
8126	26x2.125	Black	\$1.75	\$1.20	\$1.13
8127	26x2.125	White	1.85	1.28	1.25
8128	24x2.125	Black	1.70	1.15	1.13
8129	24x2.125	White	1.80	1.23	1.21



U. S. No. 76 Chain Tread

Built to withstand real punishment and give long wear. Made of 2 ply, 12 oz. tire fabric, the same as used in the popular U. S. auto tires. Covered with U. S. special tempered rubber.

No.	Size	List	Dir's	Less
8139	28x1 1/2"	1.75	1.18	1.16
8140	26x1 1/2"	1.70	1.15	1.13
8141	24x1 1/2"	1.65	1.13	1.11
8142	20x1 1/2"	1.60	1.10	1.08



GOODYEAR Deluxe All-Weather

Built for real non-skid safety and long wear. Tread pattern of center traction blocks and shoulder ribs. Supertwist cord carcass. Size, 26x2.125. Available in black or white sidewall.

No. 8130. Black sidewall. List \$2.25. Dir's., ea. \$1.48. Lots of 25, ea. \$1.43, less 2%, net..... **1.40**

No. 8131. White sidewall. List \$2.40. Dir's., ea. \$1.55. Lots of 25, ea. \$1.50, less 2%, net..... **1.47**

GOODYEAR Double Eagle

This popular Goodyear tire is now made with RAYON cord for maximum strength and easier roll. Tread pattern of deep-cut diamond blocks and riding ribs assure maximum non-skid and wear. Size, 26x2.125. Available in black or white sidewall.

No. 8117. Black sidewall. List \$2.65. Dir's., ea. \$1.83. Lots of 25, ea. \$1.68, less 2%, net..... **1.65**

No. 8118. White sidewall. List \$2.80. Dir's., ea. \$1.90. Lots of 25, ea. \$1.75, less 2%, net..... **1.71**

GOODYEAR "G-3" All-Weather

A low priced 2 ply tire of fine supertwist cord. Center traction tread gives it lasting qualities. Size, 26x2.125. Available in white or black sidewall.

No. 8119. Black sidewall. List \$1.90. Dir's., ea. \$1.28. Lots of 25, ea. \$1.23, less 2%, net..... **1.21**

No. 8120. White sidewall. List \$2.05. Dir's., ea. \$1.35. Lots of 25, ea. \$1.30, less 2%, net..... **1.27**

Goodyear "SPEEDWAY"

A low priced balloon tire greatly improved with flatter tread, deeper non-skid depth and more tread rubber for longer wear. Supertwist cord carcass. Size, 26x2.125.

No. 8121. Black sidewall. List \$1.75. Dir's., ea. \$1.20. Lots of 25, ea. \$1.15, less 2%, net..... **1.13**

No. 8122. White sidewall. List \$1.90. Dir's., ea. \$1.28. Lots of 25, ea. \$1.23, less 2%, net..... **1.21**

U. S. Red Fox Balloon Tube Full Molded



Oversize, full molded tubes with vulcanized valve base vented around cross section and circumference to permit escape of trapped air.

No. 8144. Size, 26x2.125.

No. 8145. Size, 24x2.125.

List, 90c. Dir's., ea. 63c, less 2%, net..... **62c**

U.S. Royal Master Balloon Tube



Made of the highest grade black rubber. Equipped with new type inflating cap for greater convenience and permanent protection. Patented venting assures better fit. Size, 26x2.125.

No. 8116. List 95c. Dir's., ea. 63c, less 2%, net..... **62c**

GOODYEAR Full Molded Balloon Tube



A red rubber full molded 3 ply balloon tube made of screened rubber the same as used in the regular Goodyear construction. Valve is inserted in plate with patented process to prevent leakage.

No. 8143. Size, 26x2.125. List 90c. Dir's., ea. 63c, less 2%, net..... **62c**

No. 8115. Size 24x2.125. List 90c. Dir's., ea. 63c, less 2%, net..... **62c**

STEWART WARNER Bicycle Speedometers



8157

No. 8157. List \$4.45. Dir's., ea. \$2.67, less 2%, net..... **2.62**

Same as above for handle bar mounting
No. 8148. List \$4.45. Dir's., ea. \$2.97, less 2%, net..... **2.91**
Men's Bicycles }
No. 8149. }
Ladies' Bicycles }

The Cadet For Handle Bar Mounting

This type of speedometer has a mileage reset for each trip. Registers trips up to 10 miles. Speed to 50 m.p.h. Mileage to 1000 miles. Shatter - proof lens.

No. 8147. For Men's Bicycles. List \$4.95. Dir's., ea. \$2.97, less 2%, net... **2.91**

Same as above for truss fork mounting
No. 8158. (See illustration on No. 8157). List \$4.95. Dir's., ea. \$2.97, less 2%, net... **2.91**



BIKE WATCH

Protected against dampness by a casing of live rubber. Reversed winding stem prevents rain entering mechanism. 30-hour movement. Unbreakable crystal. Nickel plated handle bar clip. Fits all bars. Theft-proof.

No. 8159. List \$2.50. Dir's., ea. \$1.64. Lots of 3, ea. \$1.50, less 2%, net **1.47**

SKATE SCOOTER

Constructed of heavy gauge steel with 4 ball bearing steel skate wheels, box welded to skates and bolted to frame. Finished in baked enamel colors with silver footplate. Base 14 1/2 x 5 in. Handle 26" long with wood cross bar.

No. 7057. List \$1.50. Dir's., ea. \$1.05. Lots of 8, 96c. Lots of 12, 91c, less 2%. **89c**

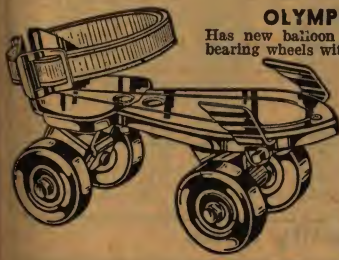


KINGSTON ROLLER SKATES

OLYMPIC MODEL

Has new balloon type double row ball bearing wheels with hardened cones and ball races. Heavy-duty streamlined toe clamps. Bright nickel finish over copper plate. Full grain leather ankle strap with non-slip buckle. Extends from 7 1/2 to 11".

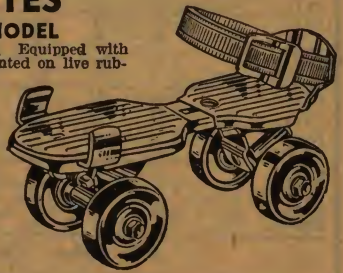
No. 8197. List \$2.85. Dir's., pr. \$1.35. Lots of 6 pr. \$1.25. Lots of 12 pr. \$1.20, less 2%, net... **1.18**



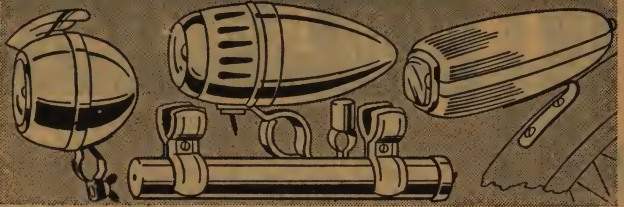
COMET MODEL

A value hard to beat. Equipped with heavy-duty trucks mounted on live rubber cushions. Balloon type ball bearing wheels made of carburized steel. Heavy toe clamps and leather ankle straps. Extends from 7" to 10 1/4".

No. 8196. List \$1.75. Dir's., pr. \$0.85. Lots of 6 pr. \$0.80. Lots of 12 pr. \$0.78, less 2%, net... **78c**



DELTA Bicycle Accessories



ROADMASTER ELECTRIC LIGHT

A streamlined bicycle lamp. Throws large spot beam. Easy to install. Has all wires concealed. On and off switch. 2 regular flashlight cells required. Mazda bulb. Finished in aluminum.

No. 8156. List \$1.30 (less batteries). Dir's., ea. 83c, less 2%, net..... **81c**

DELTA HORNLITE

Combination Horn and Light. Light and horn built into one unit. Mounts on handle bar. Complete with battery case, and mazda bulb. Flexible waterproof wire. Housing finished in aluminum. Switch on battery case.

No. 8155. List \$2.89 (less batteries). Dir's., ea. 1.70 \$1.73, less 2%, net...

Warner Tail Light

Bracket is drilled to rear fender. Mazda bulb and unbreakable lens. Screw type switch. 4 1/2 in. long. Takes 1 flashlight cell.

No. 8203. List 65c (less batteries). Dir's., ea. **39c**

ROLL-WAY HEADLIGHT

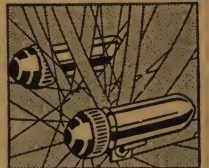


Throws a bright piercing beam of light. Mounts on handle bar. Mazda bulb. Unbreakable visor type lens. Black lamp with chrome finish. Operates from bicycle generator.

No. 8208. List \$1.29. Dir's., ea. 77c, less 2%, net..... **75c**

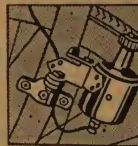
DELTA SAFETYLITES

Fits on axle of front or rear wheel. 4" long. Bullet shape. Polished aluminum case with plastic lenses, red and green. Mazda bulb. A turn of the lens for lights on or off. Light operates on 1 regular flashlight cell.



No. 8204. List \$1.00 per set (less batteries). Dir's., per set 60c, less 2%, net..... **59c**

BICYCLE GENERATOR



For use with generator type lamps. Operates from front tire. Lights at a walk. Controlled voltage assures long bulb life. Requires no oiling. 6 volts.

No. 8207. List \$2.75. Dir's., ea. \$1.65, less 2%, net..... **1.62**

BALLOON TIRE SIREN

Produces a loud clear siren call. Operates from side of tire. Ball bearing. Finished in chromium. Fits all balloon tires.

No. 8162. List \$1.50. Dir's., ea. 90c. Lots of 6, ea. 85c, less 2%, net... **83c**



All Delta horns and lights take Eveready Batteries No. 950. No. 14014. Dir's., ea..... **61/20**

WINNER Bicycle Headlights

Designed for handle bar or fender. Rattleproof bracket 8 1/4" long. Mazda bulb. Unbreakable lens. Screw type switch. Takes 2 regular flashlight cells. White enamel finish.

No. 8202. List 75c (less batteries). Dir's., ea. 45c, less 2%, net..... **44c**



TORPEDO ELECTRIC LIGHT

Can be used as front fender light or front handle bar headlight. Complete with Mazda bulb. Finished in aluminum. 8 1/4 in. long. Operates on 2 regular flashlight bulbs.

No. 8161. List 98c (less batteries). Dir's., ea. 59c, less 2%, net..... **58c**





RCA Radiotron RADIO TUBES



R.C.A. Radiotron tubes are known the world over for the extra measure of performance and the quality which they impart to radio sets. The public has been educated to demand Radiotrons in preference to other brands—not only by constant and intensive advertising, but also by the fact that quality radio manufacturers almost invariably equip their sets with Radiotrons. It will pay you to keep several of the more popular types in stock, because this is one replacement item which your customer usually demands in a hurry.



Tube Tester Stickers With Your Name and Imprint

Has space for date sold, date tested, condition of tube, etc. Comes in rolls of 2000 stickers with your 3-line imprint. Print name clearly to avoid errors.

No. 9650. Dir's., per roll1.00 GLASS TYPE

METAL TYPE

STANDARD GLASS TYPE

No.	Type	List	25	
			Dir's. ea.	Lots Less ea. 2%
9651	01A	\$.80	\$.31	\$.28
9652	1A4	1.25	.67	.63
9653	1A6	1.25	.67	.63
9654	1H4P	1.25	.67	.63
9655	1B5	1.00	.54	.49
9656	1C6	1.25	.67	.63
9657	1P4	1.00	.54	.49
9658	1P6	1.60	.86	.78
9659	1V	.80	.43	.39
9660	2A3	2.10	1.13	1.05
9661	2A5	.80	.43	.39
9662	2A6	.80	.43	.39
9663	2A7	1.00	.54	.49
9664	2B7	1.25	.67	.63
9665	5Z3	.80	.43	.39
9666	6A6	1.25	.67	.63
9667	6A7	.80	.43	.39
9668	6B7	1.25	.67	.63
9669	6C6	.80	.43	.39
9670	6D6	.80	.43	.39
9671	6E5	1.00	.54	.49
9672	6E7	1.25	.67	.63
9673	6G5	1.00	.54	.49
9674	6N5	1.60	.86	.78
9675	6U5/6G5	1.00	.54	.49
9676	10	2.70	1.46	1.35
9677	12A7	1.60	.86	.78
9678	12Z3	.80	.43	.39
9679	15	1.60	.86	.78
9680	19	1.25	.67	.63
9681	24A	.80	.43	.39
9682	25Z5	.80	.43	.39
9683	26	.60	.29	.25
9684	27	.60	.29	.25
9685	30	.80	.43	.39
9686	31	.80	.43	.39
9687	32	1.25	.67	.63
9688	33	1.25	.67	.63
9689	34	1.25	.67	.63
9690	35	.80	.43	.39
9691	36	.80	.43	.39
9692	37	.70	.38	.35
9693	38	1.00	.54	.49
9694	39/44	.80	.43	.39
9695	41	.70	.38	.35
9696	42	.70	.38	.35
9697	43	1.00	.54	.49
9698	45	.70	.38	.35
9699	47	1.00	.54	.49
9700	48	2.70	1.46	1.35
9701	49	1.00	.54	.49
9702	50	2.10	1.13	1.05
9703	53	1.25	.67	.63
9704	55	1.00	.54	.49
9705	56	.70	.38	.35
9706	57	.80	.43	.39
9707	58	1.00	.54	.49
9708	59	1.60	.86	.78
9709	71A	.80	.43	.39
9710	75	.70	.38	.35
9711	76	.70	.38	.35
9712	77	.80	.43	.39
9713	78	.80	.43	.39
9714	80	.80	.43	.39
9715	81	1.60	.86	.78
9716	82	1.00	.54	.49
9717	83	1.00	.54	.49
9718	83Y	1.60	.86	.78
9719	84	1.00	.54	.49
9720	85	.80	.43	.39
9721	89	.80	.43	.39
9722	X99	2.70	1.46	1.35
9723	112A	.80	.43	.39
9724	6B5	2.10	1.13	1.05
9725	7A6	1.25	.67	.63

No.	Type	25			
		Dir's. ea.	Lots Less ea. 2%	Dir's. ea.	Lots Less ea. 2%
9723	7A7	\$1.25	\$.67	\$.63	\$.62
9724	7A8	1.25	.67	.63	.62
9725	7B7	1.25	.67	.63	.62
9726	7C6	1.25	.67	.63	.62
9727	7Y4	1.25	.67	.63	.62
9728	35A5	1.25	.67	.63	.62
9729	35Z3	1.25	.67	.63	.62

METAL TYPE

No.	Type	25			
		Dir's. ea.	Lots Less ea. 2%	Dir's. ea.	Lots Less ea. 2%
9766	0Z4	\$1.60	\$.86	\$.80	\$.78
9730	5T4	1.60	.86	.80	.78
9731	5W4	1.00	.44	.39	.38
9732	5Z4	1.25	.67	.63	.62
9733	6A8	1.25	.67	.63	.62
9734	6B8	1.00	.44	.39	.38
9735	6C5	1.00	.44	.39	.38
9736	6F5	1.00	.44	.39	.38
9737	6P6	1.00	.44	.39	.38
9738	6H6	1.00	.44	.39	.38
9739	6J5	1.00	.44	.39	.38
9740	6J7	1.00	.44	.39	.38
9741	6K7	1.00	.44	.39	.38
9742	6K8	1.25	.67	.63	.62
9743	6L6	1.60	.86	.80	.78
9744	6L7	1.25	.67	.63	.62
9745	6N7	1.25	.67	.63	.62
9746	6Q7	1.00	.44	.39	.38
9747	6R7	1.25	.67	.63	.62
9748	6S7	1.25	.67	.63	.62
9749	6SA7	1.00	.44	.39	.38
9750	6SC7	1.25	.67	.63	.62
9751	6SF5	1.00	.44	.39	.38
9752	6S7	1.00	.44	.39	.38
9753	6SK7	1.00	.44	.39	.38
9754	6SQ7	1.00	.44	.39	.38
9755	6V6	1.60	.86	.80	.78
9756	6X5	1.60	.86	.80	.78
9757	25A6	1.60	.86	.80	.78
9758	25L6	1.25	.67	.63	.62
9759	25Z6	1.25	.67	.63	.62
9760	12C8	1.60	.86	.80	.78
9761	12SA7	1.25	.67	.63	.62
9762	12SC7	1.25	.67	.63	.62
9763	12SJ7	1.00	.44	.39	.38
9764	12SK7	1.00	.44	.39	.38
9765	12SQ7	1.00	.44	.39	.38

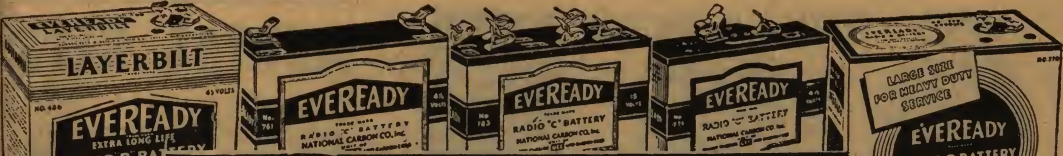
"G" TYPE SERIES

No.	Type	25			
		Dir's. ea.	Lots Less ea. 2%	Dir's. ea.	Lots Less ea. 2%
9767	0A4G	\$1.60	\$.86	\$.80	\$.78
9768	0Z4G	1.25	.67	.63	.62
9769	1A5G	1.25	.67	.63	.62
9770	1A7G	1.25	.67	.63	.62
9771	1C5G	1.25	.67	.63	.62
9772	1C7G	1.25	.67	.63	.62
9773	1D5GP	1.25	.67	.63	.62
9774	1D7G	1.25	.67	.63	.62
9775	1P5GP	1.25	.67	.63	.62
9776	1E7G	2.10	1.13	1.05	1.03
9777	1F5G	1.25	.67	.63	.62
9778	1F7GV	1.60	.86	.80	.78
9779	1G5G	1.25	.67	.63	.62
9780	1H4G	.80	.43	.39	.39
9781	1H5G	1.00	.54	.49	.49

"G" TYPE SERIES—Cont.

No.	Type	25			
		Dir's. ea.	Lots Less ea. 2%	Dir's. ea.	Lots Less ea. 2%
9782	1HG	1.00	.54	.50	.49
9783	1J6G	1.25	.67	.63	.62
9784	1NG	1.25	.67	.63	.62
9785	5U1G	1.00	.54	.50	.49
9786	5V4G	1.60	.86	.80	.78
9787	5X4G	1.00	.54	.50	.49
9788	5Y3G	.60	.32	.29	.28
9789	5Y4G	.60	.32	.30	.29
9790	6A8G	.80	.43	.40	.39
9791	6A8GT	1.00	.54	.50	.49
9792	6A5G	1.00	.54	.50	.49
9793	6AF6G	1.25	.67	.63	.62
9794	6B6G	1.00	.54	.50	.49
9795	6B8G	1.25	.67	.63	.62
9796	6C5G	.80	.43	.40	.39
9797	6C8G	1.25	.67	.63	.62
9798	6D8G	1.25	.67	.63	.62
9799	6F5G	.80	.43	.40	.39
9800	6F6G	.80	.43	.40	.39
9801	6F8G	1.25	.67	.63	.62
9802	6G6G	1.25	.67	.63	.62
9803	6H6G	1.00	.54	.50	.49
9804	6J5G	.80	.43	.40	.39
9805	6J7G	.80	.43	.40	.39
9806	6K5G	.80	.43	.40	.39
9807	6K6G	.80	.43	.40	.39
9808	6K7GT	.80	.43	.40	.39
9809	6K7GT	1.00	.54	.50	.49
9810	6L5G	1.00	.54	.50	.49
9811	6L6G	1.60	.86	.80	.78
9812	6L7G	1.25	.67	.63	.62
9813	6N7G	1.25	.67	.63	.62
9814	6Q7G	.70	.38	.35	.34
9815	6Q7GT	.80	.43	.40	.39
9816	6R7G	.80	.43	.40	.39
9817	6J7G	.80	.43	.40	.39
9818	6T7G	1.25	.67	.63	.62
9819	6U7G	.80	.43	.40	.39
9820	6V6G	1.00	.54	.50	.49
9821	6W7G	1.25	.67	.63	.62
9822	6Y6G	1.60	.86	.80	.78
9823	6X5G	1.00	.54	.50	.49
9824	6Z7G	1.60	.86	.80	.78
9825	6ZV5G	1.00	.54	.50	.49
9826	25A6G	1.00	.54	.50	.49
9827	25A7G	1.60	.86	.80	.78
9828	25B6G	1.60	.86	.80	.78
9829	25C6GT	1.00	.54	.50	.49
9830	25Z6GT	.80	.43	.40	.39
9831	1A7GT	1.25	.67	.63	.62
9832	1D8GT	2.10	1.13	1.05	1.03
9833	1H5GT	1.00	.54	.50	.49
9834	1N5GT	1.25	.67	.63	.62
9835	1Q5GT	1.25	.67	.63	.62
9836	1T5GT	1.25	.67	.63	.62
9837	6F5GT	.80	.43	.40	.39
9838	6J5GT	.80	.43	.40	.39
9839	6J7GT	1.00	.54	.50	.49
9840	6K6GT	1.00	.54	.50	.49
9841	6V6GT	1.00	.54	.50	.49
9842	12A8GT	1.00	.54	.50	.49
9843	12F5GT	.80	.43	.40	.39
9844	12J5GT	.80	.43	.40	.39
9845	12J7GT	1.00	.54	.50	.49
9846	12K7GT	1.00	.54	.50	.49
9847	12Q7GT	.80	.43	.40	.39
9848	35L6GT	1.00	.54	.50	.49
9849	35Z4GT	.70	.38	.35	.34
9850	35Z5GT	.80	.43	.40	.39
9851	50L6GT	1.25	.67	.63	.62
9852	1G4G	1.00	.54	.50	.49
9853	1G6G	1.25	.67	.63	.62
9854	6N6G	2.10	1.13	1.05	1.03
9856	25Z6G	.80	.43	.40	.39

All Tubes Can Be Assorted to Take Quantity Prices



EVEREADY Radio Batteries

EVEREADY "LAYERBILT" 45 VOLT B BATTERIES

Our No.	Fac. No.	Type	Terminals	Size	Std. Pkg.	List	Dir's. ea.	Std. Pkg. ea.	Less 2%
9600	486	Super-Large	Plug-in	8x4 3/8 x7 3/8	6	2.10	1.64	1.49	1.46
9601	485	Super-Med.	Plug-in	8x3 3/8 x7 3/8	6	1.69	1.32	1.20	1.18
9602	586	Std.-Large	Plug-in	8x4 3/8 x7 3/8	6	1.85	1.53	1.39	1.36
9603	585	Std.-Med.	Plug-in	8x3 3/8 x7 3/8	6	1.33	1.14	1.04	1.02
9604	386	Super Hvy. Duty	Plug-in	8x4 3/8 x7 3/8	6	2.49	1.91	1.74	1.71

EVEREADY "LAYERBILT" B BATTERIES FOR PORTABLES

9605	482	45-V Mini-Max	Plug-in	3 1/2 x1 3/4 x5 7/8	12	1.50	1.15	1.05	1.03
9606	762	45-V Standard	Plug-in	4 1/2 x2 1/2 x5 3/4	1	1.50	1.05	...	1.03
9607	738	45-V Standard	Plug-in	2 3/4 x2 3/4 x1 3/4	1	1.50	1.05	...	1.03
9608	749	90-V Standard	Plug-in	1 5/8 x3 3/4 x7 3/8	1	3.20	2.21	...	2.17

EVEREADY DRY "A" BATTERIES FOR PORTABLES

9609	741	1 1/2-Volt	Plug-in	3 1/2 x2 1/2 x5 3/4	1	.95	.6766
9610	742	1 1/2-Volt	Plug-in	2 1/2 x2 1/2 x4	1	.50	.3534
9611	745	1 1/2-Volt	Plug-in	1 3/4 x3 3/4 x1 3/4	1	.95	.6761
9612	746	4 1/2-Volt	Plug-in	3 1/2 x1 3/4 x5 3/4	2	.45	.3531
9613	747	*6-Volt	Plug-in	1 1/2 x3 3/4 x1 3/4	1	1.00	.7069

*Contains 3 Radio "A" Cell Batteries

EVEREADY "C" BATTERIES FOR RADIO TEST INSTRUMENTS

9620	771	4 1/2 Volts	Plug-in	4 1/2 x1 3/4 x3 3/4	1	.85	.27	.24 1/2	.24
9621	774	7 1/2 Volts	Plug-in	4 1/2 x1 3/4 x3 3/4	5	.65	.49	.44	.43
9622	763	2 1/2 Volts	Screw	3 7/8 x2 3/8 x 3/8	5	1.20	.92	.84	.82

EVEREADY 6-VOLT "HOT SHOT" BATTERIES

9625	1461	For misc.	Screw	1 3/4 x7 1/4 x2 3/4	4	1.85	1.41	1.28	1.25
9626	141	6-volt duties	Screw	1 3/4 x7 1/4 x2 3/4	4	1.60	1.29	1.17	1.15

EVEREADY "A-B" BATTERY PACK FOR ALL 1.2 VOLT RADIOS

9614	748	1 1/2 Volts "A" 90 Volts "B"	Plug-in	15 3/4 x4 3/8 x6 7/8	5.00	3.45	3.38		
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EVEREADY "A" BATTERIES AND AIR CELLS

9645	740	1 1/2-V Dry "A"	Plug-in	4 3/8 x3 3/4 x7 3/8	1	1.80	1.26	1.23	
9616	X125	3-V Dry "A"	Plug-in	4 1/2 x1 3/4 x7 3/8	3	3.50	2.33	2.28	
9617	A1300	1500 Hr. Air Cell	Plug-in	5 1/4 x4 3/8 x3 3/4	2.45	1.72	1.69		
9618	A2300	500 Hr. Air Cell	Screw	8 1/4 x5 3/4 x3 3/4	4.25	2.98	2.99		
9619	A2600	1000 Hr. Air Cell	Screw	9 1/2 x6 3/8 x10 1/4	6.70	4.62	4.53		

EVEREADY 1 1/2 VOLT DRY CELLS—WITH METAL TOP

Our No.	Fac. No.	Use	Size	Std. Pkg.	List	Dir's. ea.	Std. Pkg. ea.
9623	16	with dry cell tubes,	2 5/8 x6 5/8	25	.25	.21	.19
9624	7111	misc. ignition and radio work	2 5/8 x6 5/8	25	.45	.34	.31



BETTERBILT "A" BATTERIES



Guaranteed 2 Years 6 Volt "A" Batteries
Furnished with special screw type terminals.
No. 9630. 125 Amp. Hours. Dir's. \$5.80, less 2%... 5.68
No. 9632. 180 Amp. Hours. Dir's. \$7.90, less 2%... 7.74
2-VOLT A-BATTERY
No. 9633. 180 Amp. Hrs. Dir's. \$3.40, less 2%... 3.33

UNIVERSAL Battery and Radio Clips

CADMIUM PLATED

No. Amps.	Lgt.	Jaw Spr.	Ea.	10 lots, ea.
9543	5 1 1/2"	3/8"	3c	23c
9544	10 2"	3/8"	3 1/2c	3c
9545	10 2 1/4"	3/8"	7c	6c

LEAD PLATED

No.	Lgt.	Jaw Spr.	Ea.	10 lots, ea.
9546	25 2 1/2"	1"	6c	5 1/2c
9547	50 3 3/8"	1 1/2"	11c	9c



Universal clips come in handy for testing, for service work and on installations.

PORTA-POWER Battery Radio Convertors



Model "P"
MODEL P—For 6 Volt Battery Radios.
Converts 95% of all 6 volt battery radios for operation on 105-125 volts, 50-60 cycles. Provides 2 separate sources of 6 volts at 1 1/2 amps, maximum per supply; or connected in parallel 3 amps. This eliminates vibrator disturbance and gives high fidelity performance. Size, 3 3/4" x6 3/4" x 5 1/2". Ship. Wt., 8 lbs.
No. 9635. List \$13.95, Dir's., ea. **8.20**
\$8.37, less 2%, net.....

With the R. E. A. bringing the blessings of electricity to thousands of homes every day, the market for convertors, such as these, is growing daily. For there are undoubtedly millions of battery operated receivers, still in good condition which, with the proper convertor, can be adapted for use on the regular house current. The Porta-Power line is well constructed throughout, is simple to hook up, and priced attractively low.



Model "L"



Model "U"
MODEL U—For All 1 1/2 Volt Portable Sets. Quickly adapts 1 1/2 volt battery operated portable receivers for operation on 110 volt A. C. Fits into battery compartment of most portable receivers. Easily installed. Size: 2 3/4" x3" x6".
No. 9633. List \$7.50, Dir's., ea. **4.41**
ea. \$4.50, less 2%, net.....

MODEL L—For 2 Volt Radios. Supplies "A", "B" and "C" power to 4 to 8 battery tube battery sets designed for 3 volt operation. Easily installed. Complete with 1-5W4-GT Tube. Size: 6" x3 1/4" x5 1/4". Ship. Wt., 5 lbs.
No. 9634. List \$9.95, Dir's., ea. **5.85**
\$5.97, less 2%, net.....

STATIC ELIMINATORS



I.C.A. DUPLEX FILTERVOLT

Eliminates static created by electrical devices. Equipped with dual outlet for plugging appliances, etc.
No. 9515. List \$85. Dlr's., ea. **40c**
45c, 10, ea.

DYNATROL LINE NOISE ELIMINATOR

Cuts out all noises caused by the operation of elevators, refrigerators, light systems and small motors. Can also be used as an auxiliary aerial.
No. 9516. List \$1.50. Dlr's., ea. 80c **73c**
ea. 75c, less 2%, net

I.C.A. FILTERVOLT

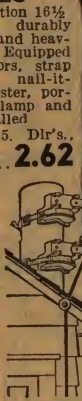
Can be installed either at the radio set or at the apparatus causing the disturbance. Constructed of a center-tapped condenser and two heavy duty R. F. Chokes. For 32, 110 and 220 Volt AC or DC Circuits.
No. 9519. List \$4.50. Dlr's., \$2.25, less 2%. **2.20**
net

WARDS HOME AERIALS



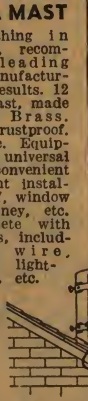
ROOF TYPE. A 4-section 16 1/2 ft. roof type aerial, durably constructed of brass, and heavily nickel plated. Equipped with ceramic insulators, strap clamps, lead wire, nail-it-Knobs, lightning arrester, porcelain tube, ground clamp and screws. Easily installed.
No. 9565. List \$4.45. Dlr's., ea. \$2.67, less 2%, net. **2.62**

WINDOW TYPE. This 3-section window type aerial will assure more satisfactory radio reception. Attractively nickel plated. Comes complete with ball type insulator, metal bracket, 12" lead, and screws. Extends from 37 1/2" to 94 1/2".
No. 9566. List \$2.50. Dlr's., ea. \$1.50, less 2%, net. **1.47**

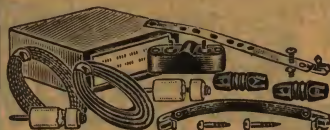


I.C.A. VERTICAL ANTENNA MAST

The latest thing in home aerials, recommended by leading radio set manufacturers for best results. 12 ft. vertical mast, made of Admiralty Brass. Guaranteed rustproof. 4-section type. Equipped with universal bracket for convenient and permanent installation on roof, window pipe, chimney, etc. Comes complete with all accessories, including lead in wire, ground wire, lightning arrester, etc.
No. 9584. List \$3.95. Dlr's., ea. \$2.05, 3 lots, ea. \$1.85, less 2%, net **1.81**



AERIAL KITS



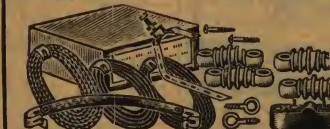
SPECIAL AERIAL KIT

Kit consists of 75 feet 7 Strand Bare Copper Aerial Wire; 25 feet Flexible Rubber Covered Lead-In Wire; 1 Duco Finish Lead-In; 1 Knock-Out Ground Clamp; 2 Porcelain Nail-It Knobs; 2 Porcelain Insulators; 2 Screw Eyes and instruction sheet.
No. 9500. List \$1.00. Dlr's., ea. 39c. Lots of 10, 36c, less 2%, net. **35c**



STANDARD AERIAL KIT

Consists of the following: 75 ft. 7 Strand Bare Copper Aerial Wire; 25 ft. Flexible Rubber Covered Lead-In Wire; 1 Type C Ground Clamp; 1 Duco Finish Lead-In; 1 Approved Lightning Arrester; 4 Glass Insulators; 2 3-in. Screw Insulators.
No. 9636. List \$1.50. Dlr's., ea. 63c. Lots of 10, 57c, less 2%, net. **56c**



DELUXE AERIAL KIT

Consists of: 100 Ft. 7 Strand Copper Aerial Wire; 50 Ft. No. 14 Rubber Covered Lead-In Wire; 1 \$100.00 Guarantee Lightning Arrester; 1 Duco Finish Lead-In; 1 Type "C" Ground Clamp; 4 Glass Insulators; 2 Wood Screws; 3 Screw Eyes and instruction sheet.
No. 9501. List \$2.00. Dlr's., ea. \$1.10. Lots of 10, \$1.00, less 2%, net. **98c**

INSULTENNA Standard Indoor Aerial



Attached to any radio, it is equivalent to 75 ft. of outside aerial. But — the countless static noises induced through an outdoor aerial to the radio — are definitely absent. Filtered wire used in construction. Built-in condensers assure absolute freedom from hum.
No. 9517. List \$2.00. Dlr's., ea. \$1.05. Lots of 10, ea. \$1.00, less 2%, net. **98c**

I.C.A. MASTER HAND MODEL MICROPHONE

Finished in baked vitrified enamel. On and off switch eliminates the necessity of keeping the finger on a button when in use. Floating diaphragm construction eliminates blasting and distortion. No reverberations! Cast metal housing is used as a baffle board. 10 ft. cord.
No. 9518. List \$2.50. Dlr's., ea. \$1.50, less 2%, net. **1.47**



AERIAL ACCESSORIES

BELDEN LIGHTNING ARRESTER



No. 9512. List 25c. Ea. 14c. Lots of 10, ea. **12c**

This Arrester is of the resistor type, the most satisfactory type of lightning protector yet devised. This Arrester shell is of genuine moulded bakelite and provision is made for neat installation anywhere.

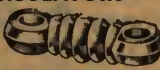


GRIP-TITE GROUND CLAMP

Steel Jaw prevents side sway and contacts. Cadmium steel plated. Fits in 1 1/2 in. or smaller pipe.
No. 9514. List 20c. Dlr's., ea. 23c. Lots of 10, ea. 21c. Lots of 100, \$2.25, less 2%, net. **2.20**

GLASS INSULATORS

A sturdy glass, insulator 3 inches long. Packed 100 in a carton.
No. 9502. Lots of 10, ea. 2 1/2c. Lots of 100, \$1.80, less 2%, net. **1.76**



NAIL MOUNTING Insulators



Well-built Porcelain Knobs, which are mounted on heavy galvanized screws.
No. Porcelain Screw Each Per 100
9637. Small 3 in. 2c 1.80
9638. Small 6 in. 3c 2.50

DUCO FINISH LEAD-IN

This Lead-In has a Duco finish and is becoming quite popular. Flexible and easy to install. Fahnstock clips. 12-in. Lead-In.
No. 9513. List 15c. Dlr's., ea. 3c. Lots of 25, **2 1/2c**
ea.

STRANDED COPPER AERIAL WIRE



Quantity buying of wire enables us to quote lowest prices to radio dealers on high class Aerial Wire. Guaranteed full 100-ft. coils, also full strands of wire as specified.

100-FT. COILS		10-Coil	
No.	Type	Each	Lots
9503.	7-24	22c	21c
9504.	7-22	36c	33c
9505.	7-26	16c	15c
50-FOOT COILS		12c	11c
9506.	7-24		
9507.	7-26	8c	7 1/2c

INSULATED LEAD-IN WIRE

Rubber covered flexible type without braid. Cotton wrapped over bare wire stranded.



No.	Size	50 ft.	100 ft.	Ea.	10 lots
9508.	1/64			.16	.15
9509.	1/64	1000 ft.		2.80	
9510.	1/32	50 ft.		.18	.17
9511.	1/32	1000 ft.		3.25	...

AUTO RADIO ACCESSORIES



I.C.A. Slip-On Wire Wound Suppressor

Permanently sealed and contained in a moisture-proof heat resisting casing. Inductance of the winding offer high resistance to ignition noise.
No. 9520. List 50c. Dir's., ea. 22c.
Lots of 10, ea. **20c**

I.C.A. Spark Suppressor

With slip-on bracket. Sealed in bakelite casing. Resists heat, oil, and moisture. Wire wound.
No. 9521. List 25c. Dir's., 11c.
Lots of 20, ea. **10c**

I.C.A. Antenna Connector

For all auto radio sets. Bayonet type. Insulated bushing and spring.
No. 9522. Dir's., ea. 5c. Lots of 10, each ... **4 1/2c**

I.C.A. Fuse Retainer

Used in power supply cables for all auto radio installations using bayonet type construction.
No. 9523. Dir's., 7c. Lots of 10, ea. ... **6c**

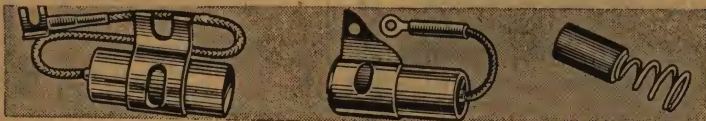
POWERFUL Spark Plug SUPPRESSOR

Wire with 800 turns of nichrome wire. Eliminates all traces of motor noises, without affecting the efficiency of spark plugs. Fits all cars.
No. 9540. List 50c. Dir's., ea. 13c. Lots of 20, ea. **12c**



Powerful Distributor Suppressor

No. 9541. List 50c. Dir's., ea. 13c. Lots of 20, ea. **12c**



Generator and Ignition Condensers

Specially designed to stop interference from generators, horns, fans, etc. All units are of capacity type.
No. 9535. 1/2 Mfd. List 50c. Dir's., ea. 16c.
Lots of 10, each. **15c**
No. 9538. 1 Mfd. List 75c. Dir's., ea. 24c.
Lots of 10, each. **22c**

Ford V8 Distributor-Condenser

Metal bracket attaches to metal case of filter unit. 5 mfd.
No. 9537. For 1934-39 Models. List 40c. Dir's., ea. 28c. Lots of 10, ea. **26c**
No. 9542. For 1940 Models. List 60c. Dir's., ea. 28c. Lots of 10, ea. **26c**

Distributor Suppressor FOR FORD V8 1936-39

Eliminates interference from distributor. Takes place of original distributor brush.
No. 9538. List 30c. Dir's., ea. 10c. **9c**
Lots of 10, ea. **9c**

Special Distributor Suppressor

No. 9534. List 75c. Dir's., ea. 10c. Lots of 20, each **9c**

Spark Plug Suppressor

Made of specially treated porcelain that will not be affected by moisture, heat or cold. Fits any car.
No. 9533. List 50c. Dir's., ea. 10c. Lots of 20, each **9c**



Dome Light Condenser

A special filter for dome light equipped with three leads. 5 mfd.
No. 9524. List 45c. Dir's., 28c. Lots of 10, each. **26c**

Tubular Fibre Condenser

For use on circuits where no ground mountings for a metal can is provided. Easily concealed within upholstery. 2 flexible leads. 5 mfd.
No. 9525. List 35c. Dir's., ea. 20c. **18c**
Lots of 20, ea. **18c**

Wheel Static Eliminator

Eliminates static picked up by wheels. Fits front wheels of all cars.
No. 9539. List 30c. Per pair, 15c. Lots of 10 pair ... **13c**

I.C.A. Distributor Filter

Filters out ignition noises.
No. 9528. List \$2.25. Dir's., ea. \$1.35. Lots of 10, ea. \$1.25. net ... **1.22**

I.C.A. INTERFEROTROL Eliminates All Suppressors



Completely does away with all suppressors without interfering with ignition efficiency. Provides absolutely noiseless auto radio reception. 3 1/2" long. 2 1/4" in diameter.
No. 9526. List \$2.25. Dir's., ea. \$1.20, less 2%, net. **1.18**

I.C.A. "A" LINE FILTER

Especially recommended for auto radios which have no line filters built in and for auto radios which pick up noise with the antenna lead disconnected. It is an efficiently balanced R. F. Filter contained in a readily mountable metal housing. Fits any car or radio.
No. 9527. List \$1.25. Dir's., ea. 75c, less 2%, net. **73c**



Master Distributor Suppressor

For use on new type cars where only one suppressor is needed. 10,000 ohm resistance. Resists heat, oil or moisture. Eliminates motor noises.
No. 9532. List 50c. Dir's., ea. 29c. **26c**
Lots of 10, ea. 27c, less 2%, net. **26c**



Aerial Booster Coil

Promotes more efficient radio reception for 1940 cars.
No. 9530. Universal for all type receivers.
No. 9531. Special for Motorola sets.
List 25c. Dir's., ea. 15c. Lots of 10, ea. **14c**



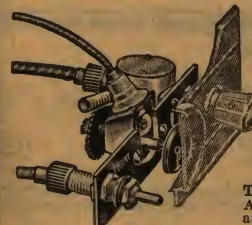
STAR CONTROL HEAD MECHANISM and PANEL KITS

Converts Old Auto Radios for Tailor-Fit Installation on Late Model Cars

With a Star head control mechanism and a panel kit, old auto radios can be installed on late model cars giving the appearance of custom installation. Panels can be secured for practically all popular cars.

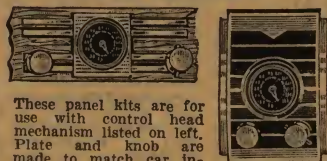
CONTROL HEAD MECHANISM

This control unit will fit all cars from 1935 to 1940. Adjustable to fit any opening on instrument panel for auto radio installation. No drilling necessary. Operates clockwise and counterclockwise. No cord or flexible cable is used. No back lash. Has 5 interchangeable gears to provide ratios of 8:1, 8.1:1, 10:1, 12:1 and 16:1. Complete with all fittings, pilot light socket, lock nuts, gears and instructions. Panel kits for use with control are listed on right.



No. 9948. List \$3.50. Dir's., ea. \$2.10, less 2% net **2.06**

PANEL KITS FOR 1935-40 CARS



These panel kits are for use with control mechanism listed on left. Plate and knob are made to match car instrument panels. We can supply you with a kit for practically any popular car. Be sure to specify car, year and model when ordering.
No. 9949. List \$2.25. Dir's., ea. \$1.35, less 2%, net. **1.32**

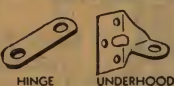
WARD'S Auto Aerials - America's Finest!

TRI-MOUNT TYPE ANTENNA

Shielded Lead-in—Fits All Cars
Made by the world's largest manufacturers of auto radio antennae, this fine three purpose aerial is so designed that it can be installed in any of the three mountings available—the Alligator type, the Underhood type, or the Hinge type. This is accomplished by means of three different chrome brackets which are furnished with every aerial at no extra cost. Can be furnished in either 2 section or 3 section telescopic. Guaranteed rustproof. Stock just one aerial and be prepared to meet the demand for any of the three possible types of auto aerial installation.

No. 9579. 2 section 48" telescopic Shielded lead-in. List \$1.75. Dir's., ea. \$1.05. Lots of 6, ea. 95c, less 2% net. **93c**

No. 9580. 3 section 68" telescopic shielded lead-in. List \$2.25. Dir's., ea. \$1.35. Lots of 6, ea. \$1.25, less 2% net. **1.22**
Brackets for Installing Above Antennae



ALLIGATOR HINGE UNDERHOOD

UNDER-HOOD ANTENNA

A very attractive three section telescopic aerial which is mounted under the hood with two chrome and black bakelite insulators. Special concealed installation requires no drilling in highly finished surface of car, a fact which all users of under-hood type antenna will really appreciate. Comes complete with plain lead-in. Furnished in three section telescopic only. Constructed to give long, lasting service without a rattle or vibration. Absolutely noiseless.

No. 9588. 3 section 93" telescopic. Plain lead-in. List \$2.50. Dir's., ea. \$1.50. Lots of 6, ea. \$1.35, less 2%. **1.32**

ADAPTER PLUGS



Uni-plug. Female bayonet to pin plug. **No. 9592.** List 15c. Dir's., ea. 9c. Lots of 10, ea. **8c**

Pin type replacement plug. **No. 9591.** List 8c. Dir's., ea. 5c. Lots of 10, ea. **4 1/2c**

I.C.A. Universal Mount Underhood AERIAL

Fits all cars including 1940 models. Made of Admiralty Brass, triple-chrome plated, guaranteed rust-proof. Complete with dual mounting brackets usable for both underhood and alligator type hoods, and shielded Lo-Loss lead-in cable. Easily installed with self-tapping screws. No drilling of holes on car body. Has "Static Discharge" ball tip.



Bracket for Alligator Type Hoods

Bracket for Side Opening Hood

No. 9550. List \$1.95. Dir's., ea. \$1.12. 6 lots, ea. \$1.02, less 2% net. **1.00**

3-Section Telescopic— From 23 1/2" to 72" **No. 9551.** List \$3.50. Dir's., ea. \$2.10. 6 lots, ea. \$1.89, less 2% net. **1.85**

HINGE TYPE ANTENNA

Fits On Hinge Of Car Door
This popular aerial is attached right to the hinge of the car door by a chrome bracket which is supplied with each aerial. This sturdy chrome bracket features a knockout insert to fit different size hinge bolts. In addition to a wider range of pickup power, this modern aerial has a simplicity of design and ease of installation that will make it a very popular model. Comes complete with plain lead-in. Can be furnished in two or three section telescopic.

No. 9581. 2 section 50" telescopic. Plain lead-in. List \$1.25. Dir's., ea. 57c. Lots of 6, ea. 52c, less 2% net. **51c**

No. 9582. 3 section 66" telescopic. Plain lead-in. List \$1.75. Dir's., ea. \$1.05. Lots of 6, ea. 95c, less 2% net. **93c**

SIDE COWL AERIALS

Heavily Chromed Brass Tubing

A very modern looking side cowl aerial, made of hard brass tubing, with a heavy coating of chrome to protect the metal against rust. Insulators are glazed black bakelite, adding to the deluxe appearance of this attractive antenna. The new, modern design, and wider range of pickup, plus the ability to give long, lasting service, combine to make this a very popular, demanded antenna. Can be furnished in either two or three section telescopic, and comes complete with plain lead-in.

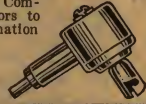
No. 9586. 2 section 48" telescopic. Plain lead-in. List \$1.40. Dir's., ea. 83c. Lots of 6, ea. 74c, less 2%. **73c**

No. 9587. 3 section 68" telescopic. Plain lead-in. List \$1.60. Dir's., ea. 86c. Lots of 6, ea. 86c, less 2%. **84c**

FIXED Z-MATCH ANTENNAE BOOSTER

Increases the antenna strength from 4 to 10 decibels. Complete with proper adaptors to connect into any combination of antenna lead and radio receiver.

No. 9590. List 75c. Dir's., ea. **45c**



HAMILTON HINGE AERIAL

Mounts directly on hinge pin. Does away with brackets and assures solid installation. No rattling. Complete with heavy-duty flexible lead-in cable, and live rubber insulator. Made of Admiralty brass with sturdy triple chromium plating.

2-Section Telescopic— From 20" to 50" **No. 9562.** List \$1.75. Dir's., 79c. 6 lots, ea. 73c, less 2%. **72c**

3-Section Telescopic— From 20" to 62" **No. 9563.** List \$2.50. Dir's., \$1.15. 6 lots, ea. \$1.09, less 2%. **1.07**



I.C.A. SHIELDED LEAD-IN CABLE

Can be used for any make auto antennae. Constructed of flexible cable, it is protected by a durable shielded loom, covered with black processed braid.

No. 9557. 24" Long—Male Connector and Ground Lead. List 55c. Dir's., ea. 32c. 10 lots, ea. **30c**

No. 9558. 36" Long—Male Bayonet Terminal Plug End. List 65c. Dir's., ea. 37c. 10 lots, ea. **35c**

No. 9559. 48" Long—Male and Female Connectors. List 65c. Dir's., ea. 37c. 10 lots, ea. **35c**



MODERN SIDE COWL AERIALS

With Shielded Lead-In

A new, modern design, plus a wide range of pickup power, have made this attractive aerial one of the most popular models on the market. Aerial is constructed of hard brass tubing, heavily chromed, while insulators are glazed black bakelite. Heavy coating of chrome gives this aerial its deluxe appearance and, at the same time, protects it against rust. Will improve the performance of any auto radio.

No. 9583. 2 section 48" telescopic. Shielded lead-in. List \$1.75. Dir's., ea. \$1.05. Lots of 6, ea. 95c, less 2% net. **93c**

No. 9584. 2 section 68" telescopic. [Shielded lead-in. List \$1.95. Dir's., ea. \$1.20. Lots of 6, ea. \$1.05. 1.03 less 2% net. **1.03**

No. 9585. 3 section 93" telescopic. Shielded lead-in. List \$2.65. Dir's., ea. \$1.60. Lots of 6, ea. \$1.45, less 2% net. **1.42**

WARD'S CERAMIC SIDE COWL AERIALS

These 3-section telescopic side cowl aerials, made by the world's largest manufacturers of auto radio antennae, are of the most popular models in demand today. Built to give long, lasting service. Telescopic joints have new patented anti-rattle contacts to prevent any vibration or "rattling." Absolute noiseless. 2 ceramic stanchions. Comes equipped with new Hydro-sealed Low-Loss Lead. Fits all Motorola and Bayonet Connectors. Chrome finish. Waterproof.

No. 9567. Extends from 28 1/2" to 66 1/2". List \$2.95. Dir's., ea. \$1.77, less 2% net. **1.73**

No. 9568. Extends from 37 1/2" to 94 1/2". List \$3.45. Dir's., ea. \$2.07, less 2% net. **2.03**

FLEX-ANGLE ANTENNA

Fits all Cowl Contours

This attractively finished model is of the two bolt, single mount, three section type. Cowl contours vary on different makes of cars and this modern aerial has been built to fit the various different designs. By means of an adjusting nut at the base, the antenna can be adjusted through a range of 16° so that a vertical antenna can be had with any cowl design. Comes completely assembled, ready for installation with new low loss, hydro sealed 36" female bayonet lead and uni-plug. The uni-plug features the new silver contact which eliminates contact problems and fits all Motorola and Bayonet connectors.

No. 9589. 3 section 68". Shielded lead-in. List \$3.35. Dir's., ea. \$2.00, less 2% net. **1.96**

LOW LOSS LEAD-IN CABLES

For Hinge Or Tri-Mount Aerials
The Hydro-sealed, moisture proof, quality construction of these leads makes for high efficiency and crystal clear reception. Low loss shielded lead. 36" long.

No. 9593. List 40c. **24c**

For Side Cowl Aerials
Tubing of low loss, hydro-sealed, moisture proof construction. Shield cam with long grouping prongs at one end and male bracket fitting at the other. 36 in. long.

No. 9594. List 40c. **24c**

1940 ARVIN Car Radios

With the "PHANTOM FILTER" in All Models

Arvin's 1940 line of car radios offers to the dealer greater profit possibilities than ever before. Precision engineered for brilliant performance, with practically every trace of motor static eliminated by the famous "Phantom Filter." Offered in 4 distinctively styled models to meet every demand in auto radios.

Model 510—5-TUBE SUPERHET

This newly designed, single unit 5-tube superhet strikes a new high for compactness, performance and dollar-for-dollar value. Easily installed under the instrument panel where it is readily accessible. Superbly engineered superheterodyne circuit packs a real wallop. Illuminated thumb-wheel dial permits fast, easy tuning. Full automatic volume control. Equipped with the famous "Phantom Filter" for greater signal strength and noise-free performance. 2 watt power output. 5" electro-dynamic speaker. Handsomely designed all metal case, finished in crackle enamel. Dimensions, 5 1/2" wide, 5 1/4" high, 11" long. Wt., 17 1/2 lbs. Complete with the following tubes: 1-6ASGT, 1-6K7GT, 1-6Q7GT, 1-6X5GT, and 1-6K6GT. No. 9941. List \$14.95. Dir's., ea. \$11.21, less 2%, net.....

10⁹⁹



Model 510

FITS SNUGLY UNDER DASH

Both the model 510 and 610 can be quickly installed right under the dash, either at the right or left of steering column, where it can easily be reached for tuning without having to take eyes off the road. Can easily be removed for servicing, or for transferring from one car to another.



Model 610—5-Tube Superhet

With AUTOMATIC PUSH BUTTON Tuning

A 5-tube superhet with all the smart styling, dependable performance and compactness of the Model 510, plus the added convenience of automatic push button tuning. Any four stations may be selected for instant selection by merely pushing a button. This, in addition to the regular illuminated thumb-wheel dial for the manual tuning of other stations. Superheterodyne circuit attains a remarkably high degree of sensitivity and performance quality. Equipped with the famous "Phantom Filter" for greater signal strength and noise-free operation. Full automatic volume control. 5" electro-dynamic speaker. 2 watt power output. Low battery drain—uses only 5 amps. All metal cabinet designed in keeping with 1940 automotive trend. Beautifully finished in crackle enamel. Dimensions 5 1/2" wide, 5 1/4" high, 11" long. Wt., 17 1/2 lbs., complete with the following tubes: 6ASGT, 6K7GT, 6Q7GT, 6X5GT, 6K6GT.

No. 9942. List \$17.95. Dir's., ea. \$12.56, less 2%, net.....

12³¹



Model 610

Model 710—5-Tube

Despite its low price and compactness this Arvin model is a gem of a performer. Superhet circuit with built-in Phantom Filter. Automatic and manual volume control. Powerful, built-in 8" dynamic speaker. All-metal housing. Easily installed under dash. 3 watt output. 5 1/4 amps. Taupe finish. 8 1/2" square by 7 3/4" deep. Complete with the following tubes: 6A8, 6K7, 6Q7G, 6K6G, 6X5G.

No. 9943. With under-dash remote control (fits all cars). List \$24.95. Dir's., ea. \$17.47, less 2%, net.....

17¹²

No. 9957. With built-in dash control. List \$28.80. Dir's., ea. \$19.38, less 2%, net.....

18⁹⁹



Model 710



SONORA "CAR-PAL" AUTO RADIO—Model KU-9

Fits Any Car—Superhet Circuit—No Suppressors Required

Although it is the most compact and lowest priced auto radio on the market, the new "Car-Pal" is packed with "big-ser" power and quality performance. Fits perfectly in any car. Can be installed under dash or on steering post. Features the latest superhet circuit, automatic volume control and electro-dynamic speaker. Low battery drain. Complete with 4 R C A tubes. New type "spot" dial makes it easy to tune in stations. Crinkle finish steel case 8 7/8 x 7 1/2 x 4 1/2 in. Complete with bracket for dash edge mounting. No. 9935. List \$14.95. Dir's., ea. \$10.50. Lots of 3, ea. \$9.99, less 2%, net.....

No. 9936. Bracket for steering column mounting on cars before 1939. List 50c. Dir's., ea. 37c

No. 9937. Bracket for steering column mounting on 1939-1940 Cars. List 70c. Dir's., ea. 20c

9⁷⁹

Model 810—6-Tube

Unbelievable power, with razor-edge selectivity is generated by the superbly engineered 6-tube superhet circuit which boasts of such features as automatic and manual volume control, continuously variable tone control, and 5-watt output. 8" mellow-tone built-in speaker. Metal housing, 8 1/2" square, 7 3/4" deep. Taupe finish. Easily installed under dash. Complete with the following tubes: 2-65K7, 6A8, 6SQ7, 6V6G, 6X5G.

No. 9958. With under-dash remote control (fits all cars). List \$46.10. Dir's., ea. \$28.06, less 2%, net.....

27⁵⁰

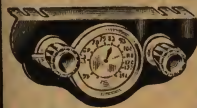
No. 9959. With built-in dash control. List \$49.95. Dir's., ea. \$29.97, less 2%, net.....

29³⁷



Model 810

ARVIN TAILOR-FIT INSTALLATION FOR ALL CARS



Under-Dash Mounting Control

Arvin models 710 and 810 can be had with built-in dash remote control for tailor-fit installation or under-dash control for all 1937, 1938, 1939 and 1940 cars. Be sure to SPECIFY MAKE, YEAR and MODEL OF CAR and we will ship with panel control to match car.



Tailor-Fit Control



The Radio Sensation of the Year!

Lullaby **BEDLAMP RADIO**

Now, those millions of people who enjoy reading in bed can enjoy it even more with the soft strains of their favorite orchestra lulling them to restful slumber. That is why there is bound to be a widespread acceptance of this novel bed lamp and radio combination. We suggest ordering a sample of this new item as there are undoubtedly a number of people in your community to whom this novel idea will appeal.

With SONORA 5-Tube AC-DC Superhet Chassis



**Sheds a Soft
Glareless Light**

Equipped with a 25-watt Mazda high power tubular bulb. This gives off a soft, even beam of light through the frosted lens that permits comfortable reading for hours without any strain on the eyes. Light is separately controlled by means of a push-button switch.

You will be amazed at the clarity and tonal richness with which this little receiver performs. Powered by a Sonora 5-tube AC-DC superhet that has been highly engineered to a degree of performance quality usually encountered in larger, more expensive receivers.

**No Aerial or
Ground Required**

Features the built-in Sonora-scope. No aerial or ground required. Tunes all standard broadcast programs on 1720 to 535 K. C.'s including 1712 K. C. Police Channel. P.M. Dynamic speaker. Automatic volume control. 1 1/2 watts output.

Smartly Styled Plastic Cabinet

Beautifully designed, in the modern manner the Lullaby has the eye appeal to match its utility. In choice of ivory or walnut with ivory trim. Tuning controls are so placed as to be readily accessible. Attaches on to any type bed by means of adjustable clamp. Cannot possibly mar or scratch bed. Dimensions: 9" wide, 5" high, 6 1/2" deep. Shtp. wt., 4 1/2 lbs. Operates on 110-120 volts, 40 to 60 cycles AC or DC. Complete with the following tubes: 1-12A8GT, 1-12K7GT, 1-12Q7GT, 1-35L6GT, 1-35Z5.

No. 9939. Walnut finish

No. 9940. Ivory finish

List \$19.95, Dir's.,

ea. \$12.97. Lots

of 4, ea. \$11.97,

less 2%, net.....

\$11.75

Sonora
Clean as a Bell

1 1/2 VOLT BATTERY SET



**Sonora Model TH-46
4 TUBE 1 1/2 VOLT
BATTERY SET
7 TUBE PERFORMANCE!**

For economy and convenience, as well as low initial cost, this 1 1/2 volt battery radio of Sonora's, is without an equal. You will find it an easy matter to convince the owners of obsolete, expensive-to-operate sets, that it is foolish of them to hang on to their old equipment when they can own and operate a modern, smart looking new set so inexpensively.

Latest Superheterodyne Circuit Designed for maximum output with minimum battery drain. Uses 4 tubes as follows: 1-A7G, 1-N5G, 1-H5G, 1-A5G. 5" P.M. Dynamic speaker. Automatic volume control.

Amazingly Economical Uses a single pack containing 1 1/2 volts of "A" power and 90 volts of "B" power. This pack will provide over 1000 hours of radio enjoyment under normal operating conditions.

Tunes from 1720 to 535 K. C.'s covering the entire broadcast band as well as the 1712 Police Channel. New type 4 1/2" by 2 1/2" vertical slide rule dial for convenient tuning. Visual "On-Off" switch eliminates possibility of accidentally leaving set turned on.

Tastefully Designed Cabinet Made of choice walnut veneers and finished in rich two-tone effect. Modern grille design. Provided with a compartment in rear for housing the battery pack. Dimensions: 17 1/4" wide, 9 1/2" high, 10" deep.

No. 9934. List \$24.95. Dir's., ea. \$15.65. Lots of 3, ea. \$15.05, less 2%, net.....

\$14.75

EVEREADY 1000-HOUR BATTERY KIT FOR ABOVE

Consists of a single unit containing 1 1/2 volts of "A" power and 90 volts of "B" power. Equipped with plug-in for attaching to radio. No. 9614. (Eveready No. 748.) List \$5.00.

3.38

Dir's., ea. \$3.45, less 2%, net.....

Sonora "TRIPLE PLAY" Portable Radios

Clear as a Bell



Model KB-73



Model KB-75

Operates On **BATTERY PACK** or **110 VOLT A.C.** or **110 VOLT D.C.**

No AERIAL or GROUND Required

Two new portables by Sonora which bid fair to becoming the radio sales sensation of 1941. Amazingly versatile—these new portables play anywhere, inside or out, on A.C. or D.C., or from a self-contained battery pack. Easily portable, they can be used as "second radios" in any room of the house, or as a traveling radio, in automobiles, on trains, aboard ship, in hotel rooms, at the beach, in camp—practically any place at all!



At Home



Aboard Ship



At the Office

Complete With BATTERY PACK

Both Sonora portable models come complete with battery pack for use out-of-doors, or where there is no electric current available. In addition, they are equipped with the famous Sonorascope "Air-Magnet"—no aerial or ground needed. Conversion from 110 volt electric operation to battery operation is accomplished by the simple turn of a switch. No wires to change—nothing to set up. Thorough, masterful engineering plus a novel tube arrangement results in uniformly high degree of performance, whether electric or battery operated.



At the Beach



On Trains

Distinctive PORTABLE STYLING

In their smart, luggage-type cabinets, these Sonora portables are bound to enjoy widespread appeal. Basswood frames have a weather proof luggage type covering of taupe color. Sturdy leather handles provide safe, easy portability. Both models employ the new "Speedometer-type" dials which are illuminated when used on A.C.-D.C. Hinged door in back gives ready access to batteries, and to line cord for A.C.-D.C. operation.



In Camp

MODEL KB-73 5-TUBE SUPERHET

AN ENGINEERING TRIUMPH is the newly designed super-heterodyne circuit, in which 5 tubes do the work of 8. The result is an amazingly high degree of performance with contrastingly low battery drainage. Operates with equal efficiency from any of three power sources—110-120 volt A.C.; 110-120 volt D.C.; or from battery pack.

ENTIRELY SELF-CONTAINED. Built-in Sonorascope "Air-Magnet" eliminates necessity for ground or aerial. A combination AB battery pack in compartment in rear. Compact, luggage-type cabinet, leatherette covered.

AUTOMATIC VOLUME CONTROL for uniform volume. Full 5" P. M. dynamic speaker of special design. "Speedometer-type" tuning dial illuminated when used on A.C.-D.C. Tunes from 1720 to 535 K.C., covering the standard broadcast band and the popular 1712 K.C. Police Channel. Furnished with the following tubes: 1—1A7GT, 1—1N5GT, 1—1H5GT, 1—1A5GT, 1—35Z5GT. Size, 14"x9 1/2"x6". Ship. wt., 13 lbs.

No. 9932. List \$24.95, complete with 250-hour battery pack. Dir's., \$16.00. Lots of 3, ea. \$15.22, less 2%, net. **14⁹²**

MODEL KB-75 5-TUBE SUPERHET

8-TUBE PERFORMANCE is achieved through the ingenious tube arrangement, although only 5 are actually employed in the super-heterodyne circuit which powers this set. Thus, a new high in portable radio performance quality is reached.

THREE RADIOS IN ONE—that's actually what the Model KB-75 offers! For it plays with equal clarity and fidelity on 110 volts A.C., or 110 volts D.C., or from its self-contained battery pack. Designed for maximum economy when battery power is being used.

AMAZINGLY COMPACT. In its leatherette covered cabinet, the Model KB-75 has the outward appearance of a piece of luggage. Has a drop front cover which can be snapped shut when radio is not in use.

ADDED FEATURES include built-in Sonorascope "Air-Magnet"; automatic volume control; 5" P. M. dynamic speaker; giant "speedometer-type" dial for easy tuning. Tunes from 1720 to 535 K.C.'s which includes the popular 1712 K.C. Police Channel. Furnished with the following tubes: 1—1A7GT, 1—1N5GT, 1—1H5GT, 1—1A5GT, 1—35Z5GT. Size: 14"x9 1/2"x6". Ship. wt., 13 lbs.

No. 9960. List \$27.95, complete with 250-hour battery pack. Dir's., ea. \$17.84. Lots of 3, ea. \$17.15, less 2%, net. **16⁸¹**

REPLACEMENT BATTERY PACKS

Size 6 7/8"x5 1/2"x2 1/2"

For Sonora Models PL-38 and XL-23. Also fits many other portable receivers. Contains 1 1/2 volts of "A" power and 90 volts of "B" power. Guaranteed for 250 working hours. List \$3.50. Dir's., ea. \$2.20, less 2%, net. **2.16**

Size 10 1/2"x3 3/4"x2 1/2"

For replacements on Sonora models listed above. Contains 8 volts of "A" power and 90 volts of "B" power. Guaranteed for 250 working hours. No. 9577. List \$3.95. Dir's., ea. \$2.33. Lots of 3, ea. \$2.24, less 2%, net. **2.20**

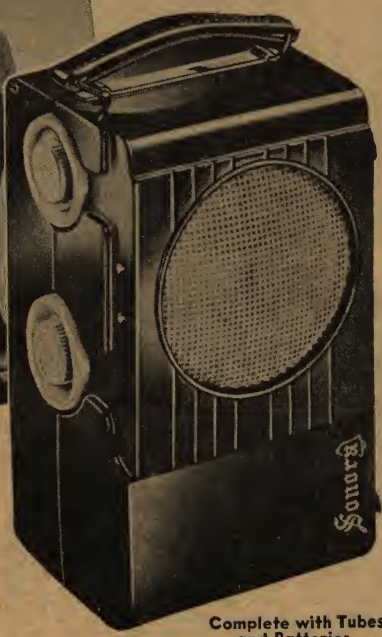


Tuned to the Tempo of Tomorrow!

Sonora "CANDID PORTABLE"

MODEL KG-80

The TRULY PERSONAL RADIO



**CARRIED
LIKE A
CANDID
CAMERA**

Complete with Tubes
and Batteries

Sonora engineers have again blazed a glorious new trail—they have condensed Sonora's famous total beauty into even smaller bounds than has ever been attempted. In doing so, they have created a vast new market—the millions of outdoor loving Americans, who can now carry about their radio entertainment, the same as a handbag or a camera.

Entirely Self-Contained

No connections whatsoever, the Sonora "Candid Portable" is truly the personal radio. It can be carried about like a handbag or slung over the shoulder and worn like binoculars or a camera. On the golf course—on hikes—in canoes—on camping or fishing trips—the "Candid" makes a wonderful companion, keeping you completely entertained and apprised of world happenings. Economical, too, operating off of three ordinary flashlight cells and a 45 volt "B" Battery.

4-Tube Superhet Circuit

Uses 4 new miniature type tubes for powerful, sensitive tuning and surprising volume. Tunes from 535 to 1720 K.C. and the popular 1712 K.C. police channel. Tuning is greatly simplified by means of the full-vision dial. Has automatic volume control with wide range of volume adjustment.

Built-in "Sonorascope"

No aerial or ground required. Equipped with a 4" P.M. Dynamic Speaker, the same as used in larger type radios. Reproduces with amazingly fine clarity and tone beauty. Has a connection for plugging in head phones where privacy is desired. When used with head phones, speaker is automatically silenced.

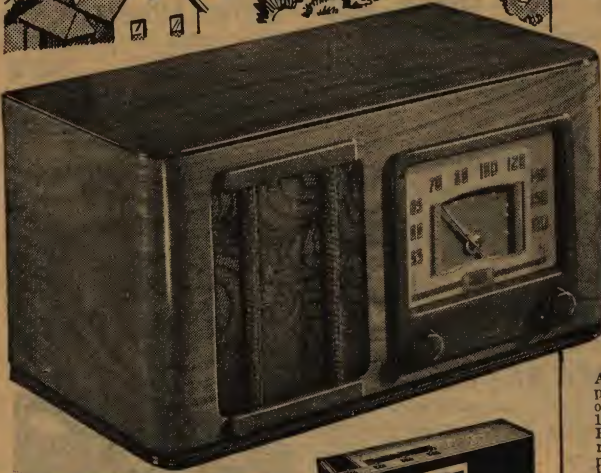
Molded Cabinet of Sleek Beauty

Molded cabinet with nickel plated trim. Only 8 1/4" x 5" x 4 1/2" and weighing but 4 1/2 lbs., it's the last word in compact beauty.

- No. 9961, Model KG132, Walnut finish. List \$14.95. Dlr's., ea. \$10.45. Lots of 3, ea. \$9.94, less 2%, net. **9.74**
- No. 9954, Model KG80, Black finish. List \$17.95. Dlr's., ea. \$11.51. Lots of 3, ea. \$10.95, less 2%, net. **10.73**

Extra Battery Kit

- No. 9955, Eveready Battery Kit for Above, 3—No. 950 flashlight cells and 1—No. 738—45 volt "B" Battery. List \$1.80. Dlr's. \$1.25, less 2%, net. **1.22**
- No. 9641, Headphones for above. List \$1.45. Dlr's., ea. 87c, less 2%, net. .85c
- No. 9639, Brown Adjustable shoulder strap. List \$1.00. Dlr's., ea. 75c
- No. 9640, Black Adjustable shoulder strap. List 50c. Dlr's., ea. **.33c**



Eveready Battery Kit for Above
Consists of a single easy-to-use unit containing 1 1/2 volts of "A" power and 90 volts of "B" power.
No. 9614. List \$5.00, Dlr's., ea. \$3.45, less 2%, net. **3.38**

Economy on the Farm!

Sonora MODEL KZ-111

1.4 VOLT BATTERY RECEIVER

4 Tube Superhet

- Low Battery Consumption
- 7 Tube Performance
- Clock-Type Glass Dial
- Automatic Volume Control
- Walnut Veneer Cabinet
- 6" P.M. Dynamic Speaker
- "On-Off" Visual Switch

When economy means real entertainment too - - - your customers out on the farm are sure to sit up and take notice! We know of no other Farm Radio on the market today that combines such downright thriftiness and far-reaching power as the handsome SONORA model! Just Like a "Big City" Radio! SONORA engineers have taken great pains to give this model the smooth performance and style appeal of "city" radios. Your eye will spot the difference in a second - - - rich-looking Walnut veneer cabinet of table size! Makes friends at a glance—and keeps them through perfect performance. Large 7" easy-reading glass dial. Convenient "On-Off" Visual switch. Tuning range from 535-1720 K.C. (entire broadcast band and 1712 Police Channel). Powerful 6" Dynamic Speaker. 2 gang condenser of latest improved type. Full automatic volume control keeps the signal intensity equal on all stations.

All the thrills of 7 tube performance at less than 4-Tube prices! Latest style Superheterodyne circuit. 250 milliwatt output. Contains the following tubes: 1—1A7GT, 1—1N5GT, 1—1H5GT, 1—1Q5GT. Beautifully proportioned table model cabinet of selected, richly grained walnut is in keeping with the beauty which pours forth from its speaker grille. Ample space in rear for battery pack. Size 17" wide, 10 1/2" high, 9 3/4" deep. Ship. wt. 12 1/2 lbs.
No. 9985. List \$19.95, complete with tubes, less battery. Dlr's., ea. \$12.76. lots of 3, ea. \$12.13, less 2%, net. **11.89**

Sonora Presents its 1941 line of "Clear as a Bell" RADIOS AND PHONOGRAPHS



In the radio parade of 1941 Sonora again takes its place at the head of the procession with a refreshingly new line of radios and phonographs, definitely keyed to today's market. Glorious new cabinet designs . . . new peaks of tonal perfection . . . brilliant new engineering features . . . there, you have a picture of Sonora for 1941.

Sonora's engineers, in their never-ending search for perfection have probed every scientific channel in an effort to result of their efforts are clearly reflected in every Sonora model from the minute "Teeny-Weenys" to the mammoth KSA96 combination.

Offered in a wide range of models to meet every demand in radio, Sonora dealers will quickly recognize in the new 1941 line, the ultimate in consumer appeal.

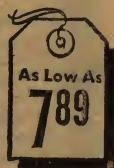


Truly, a Gem of a Radio!

Sonora "Plastique"

5 Tube AC-DC Superhet

- Built-in "Sonorascope"
—No Aerial or Ground
- 4" P.M. Dynamic Speaker
- 7 Tube Performance
- Convenient Carrying Handle
- 1 3/4 Watt Output
- Gets Police Calls



So universally popular was this handsome little radio in 1940, that the makers of Sonora have decided to let it do an encore. So, here it is again—improved with a fascinating new handle idea, and reduced in price. Can't you just imagine what a hit this is going to make with your customers? At these new low prices—no one, not even those of the most moderate means—will be able to resist the urge to buy an "auxiliary radio".

A Masterpiece of Classic Design

In its charmingly modern plastic cabinet, the "Sonora Plastique" is truly a classic example of molded beauty. Furthermore, it also pays tribute to modern engineering ingenuity as you will readily agree when you hear the clarity and volume with which this set reproduces all broadcasts. All standard broadcast programs from 1720 to 535 K.C. come in with razor-edge selectivity and volume to spare. Built-in "Sonorascope" makes this an entirely self-contained radio which can be moved from room to room with amazing ease. Just plug in and play—no aerial or ground connections needed. Bakkelite carrying handle further simplifies portability, and eliminates danger of dropping the radio. Full vision dial with molded tuning knob. Full automatic volume control. P. M. Dynamic speaker. Equipped with Phono and Television connections. Superheterodyne circuit uses the following tubes: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35L6-GT, 1—35Z5GT. Operated on 110 volt AC-DC. Size 8"x5 1/4"x4 3/8". Ship. Wt. 6 lbs.



MODEL TSA-117 Ivory Cabinet

No. 9965. List \$13.95. Dir's., ea. \$8.91.
Lots of 3, ea. \$8.48,
less 2%, net.

8.31

MODEL TSA-119 Walnut Cabinet

No. 9966. List \$12.95. Dir's., ea. \$8.46.
Lots of 3, ea. \$8.05,
less 2%, net.

7.89

Brilliantly Styled Superbly Engineered

Sonora "Cameo" 5-TUBE AC-DC SUPERHET BUILT-IN "SONORASCOPE" No Aerial or Ground Needed

As Low As
834

- 5" PM Dynamic Speaker
- 7-Tube Performance
- Full Automatic Volume Control
- Extra Outside Aerial Connection
- Complete Broadcast Range
- Colorful Plastic Cabinet

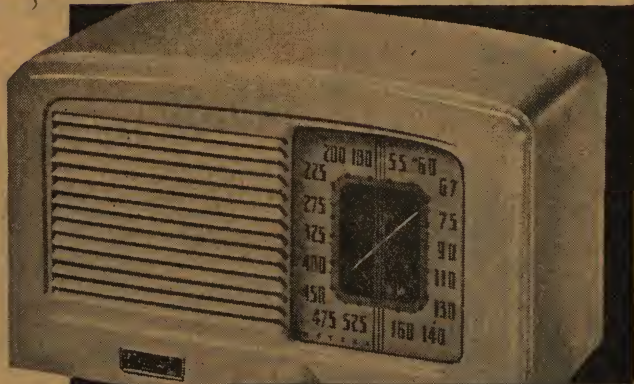
A Sonora "best seller" in the low-priced radio field! "Cameo" is a real radio "gem"—you'd never believe there's so much radio satisfaction at so small a cost! It's truly a rare combination of shining new Bakelite beauty and "truck horse" Superheterodyne power.

Ready to Play At a Second's Notice. "Sonorascope" loop-style built-in aerial means "CAMEO" is just like any other electric appliance. Simply plug it in to any handy light socket—and "CAMEO" is ready to bring hours of thrills and entertainment. Operates on 110-120 volts, AC or DC, 50-60 cycles AC.

Natural Tones—as true-to-life as in the broadcasting studio! Full automatic volume control keeps volume standard for all stations. Full broadcast range from 535-1720 K.C. with popular 1712 Police Channel, 2 watt output. Has the following tubes: 1—12SA7, 1—12SK7, 1—12SQ7, 1—35L6GT, 1—35Z5GT. Size: 10 1/2" Long x 6 3/8" Deep x 6 1/2" High. Ship. wt. 5 1/2 lbs.

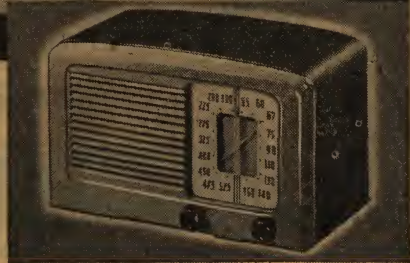
No. 9967. Two-tone Model List \$12.95. Dir's., ea. \$8.95. Lots of 3, ea. \$8.51, less 2%, net. **834**

No. 9968. Ivory Model. List \$14.95. Dir's., ea. \$10.00. Lots of 3, ea. \$9.62, less 2%, net. **943**



Beauty in Bakelite

Smartly styled Bakelite cabinets in two striking finishes—two-tone tan front with red-brown back; and Ivory. Unusual louvre-effect speaker grille and large easy-to-read clock-type dial.



Sonora "Smart Set" 5-TUBE AC-DC SUPERHET Automatic Tuning

- Built-in "Sonorascope" — No Aerial or Ground
- Full Vision Roto Dial
- "Powerhouse" 5" PM Dynamic Speaker
- Latest Superheterodyne Circuit
- Special Television-Phono Connections

As Low As
954

A brand-new note in classic beauty . . . the sales sensation of last year in the small set field! Promises to be an even greater sensation this year. SONORA engineers have added new 1941 features that are certain to set a new vogue in small radio design and a new high in sales. We suggest that you build your entire radio display around this model—it is a sure-fire customer-winner!

Designed for Comfort—push-button tuning means that a 3/4" stroke of the finger-tip selects any one of four stations. Ordinary hand tuning is made exceedingly effortless also by means of 5" Roto-Dial. Tunes from 1720-535 K.C. covering the entire broadcast range and popular 1712 Police Channel.

Remarkable Tone Control brings the thrill of real life—eliminates all unnatural overtones and emphasizes clearness. Latest Superheterodyne circuit uses 5 new 150 ml tubes—no ballast, no heater cord. Built-in "Sonorascope" means it operates just like any other electrical appliance. Simply plug it into any light circuit. No aerial or ground necessary. Tubes are as follows: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35L6GT, 1—35Z5.

A Masterpiece of Modern Styling is this strikingly designed plastic cabinet. Its gem-like beauty is sure to win many new friends for this model. Comes in choice of two attractive finishes in Walnut or Ivory. Operates on 110-120 volts, 40-60 cycles AC or DC. Size: 11 1/2" Wide, 6 1/2" High, 6 1/2" Deep. Shpg. wt. 7 1/2 lbs.

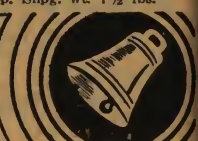
Ivory Finish
No. 9970. List \$16.95. Dir's., ea. \$10.83. Lots of 3, ea. 10.30, less 2%, net. **1009**

Walnut Finish
No. 9969. List \$15.95. Dir's., ea. \$10.25. Lots of 3, ea. \$9.73, less 2%, net. **954**

In 1941 . . . More Than
Ever Before . . . the Smart
Choice Will Be

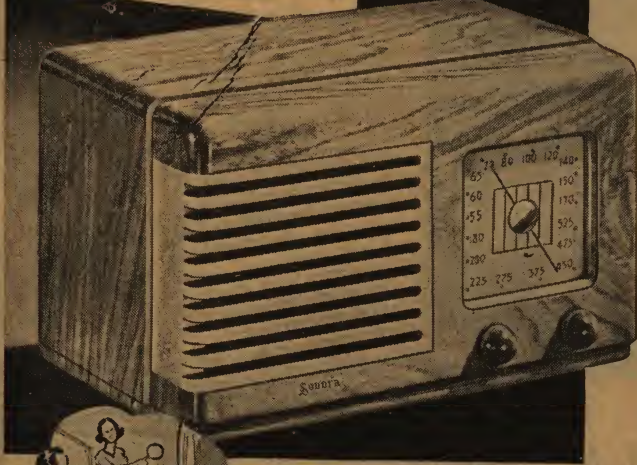
Sonora

In the 1941 Line, Sonora engineers and designers have achieved a degree of excellence in tonal quality as well as in decorative beauty, unequalled in radio annals. By virtue of its outstanding superiority, we predict that 1941 will see the name of Sonora carried to greater heights of popularity than ever.



Charmingly Small... But What Performance

Sonora MODEL KMA 126
5 TUBE AC-DC
SUPERHET



Quality and Appearance
At A Price!

7 Tube Performance

Sonora engineers wanted to prove that "Good things come in small packages" when they designed this compact little fellow! Powerful P.M. Dynamic Speaker brings out the low musical notes as well as the high ones... the rich overtones of a stage whisper—the piercing pitch of a radio-drama scream. Looks good too! Made of beautiful choice solid Walnut with unusual gold-finished grille strip. Streamlined for convenience!

- PM Dynamic Speaker
- Built-in "Sonorascope"
- Gold-Finished Speaker Grille
- Large Gemloid Dial
- Wide Frequency Range
- Solid Walnut Cabinet
- 2-Watt Output

As Low As
993

You can't beat this sales-making little beauty for power, versatility, and convenience — especially at such a downright low price! Active people — who like to get around — rate this refreshing-looking SONORA model their "Table Radio Number 1!" Has more real beauty and operative charm than many much higher-priced models. But, then, it is only typical of the exceptional values Sonora brings you.

Marvelous, Life-Like Tone!

You couldn't wish for finer table model tone quality at any price. Everything sounds true-to-life — that means greater radio enjoyment for your customers! Volume control is automatic — maintains a standard volume level on all programs. 2 watt output.

An Ideal All-Around Radio!

Built-in "Sonorascope" loop-type aerial... that means no ground or aerial needed! All you do is plug it in — and play. Superheterodyne circuit employs 5 tubes, 2 of which are dual purpose. Thus 7-tube performance is achieved! Operates on 110-120 volts AC-DC.

Accent On Convenience!

Large 3 1/4" square, clock-face Gemloid dial — pilot light eliminates eye-strain that comes from poorly-lighted radios. Covers the full 535-1720 K.C. range bringing you all the popular American and Canadian programs. Also 1712 K.C. Police Channel. Contains following tubes: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35L6GT, 1—35Z5GT. Size — 9 3/4" Long x 5 3/4" High x 6" Deep. Shpg. wt. 6 lbs.

No. 9971. List \$15.95. Dir's., ea.

less 2%, net.

993

Radio Value Beyond Compare!

- 7-Tube Performance
- Foreign Reception
- Built-in "Sonorascope"
- 2-Watt Output
- 5" PM Dynamic Speaker
- Automatic Volume Control

As Low As
1306

Yes, the price is low! But you've never seen such a masterpiece of styling, tone, and extra features as this SONORA 2-band radio offers. Once again, SONORA engineers steal a march on the rest of the radio market! Once again, they bring you a radio that has more customer-appeal than any other you've seen at the same price!

No Aerial or Ground Needed

Famous built-in "Sonorascope" loop aerial does away with the need for outside connections. Your customer simply plugs it in anywhere — and treats himself to his biggest dollar's worth of radio entertainment! This versatile little beauty operates on both AC and DC currents — and it's small and light for easy handling.

Life-Like Reproduction

"Powerhouse" 5-in. Dynamic Speaker captures the true realism of the broadcast — not even so much as a whisper is lost. Automatic volume control prevents fading and keeps volume uniform on all programs. 2 gang condenser. 2 watt output.

Combines Beauty and Convenience

Large 4" dial is square and clock-shaped and has an unusual "picture frame" face. Cabinet is a masterpiece in matched walnut veneers — curved plaster ends — novel shaped grille. Has following tubes: 1—12SA7, 1—12SK7, 1—12SQ7, 1—35L6GT, 1—35Z5GT. Size: 12 3/8" Long x 7 1/2" High x 6 3/8" Deep. Shipping weight 9 1/2 lbs.

No. 9972. List \$20.95. Dir's., ea. \$13.87. Lots of 3, ea. \$13.33,

less 2%, net.

1306

Sonora MODEL LD-93
5 TUBE AC-DC SUPERHET



Thrilling Foreign Reception!

Today your customers want a radio that will keep them up-to-the-second on all the exciting happenings both at home and abroad. This powerful Superheterodyne circuit offers them the best that's on the air. Covers full 535-1720 K.C. range (including Police calls) as well as 5.65-18.3 M.C. for foreign radio stations.



For Sheer Value . . . it's without an Equal!

Sonora MODEL TT-128
5 TUBE AC SUPERHET



A truly good companion! Designed by Sonora engineers for real radio satisfaction at unbelievably low prices! No where else can you find such superior performance and beauty—unless you pay much more. We are proud to present this delightful little aristocrat—and we think you'll be proud to sell it. It makes friends through its powerful superheterodyne reception . . . and that means extra sales for you!

5" Electro Dynamic Speaker
This extra-sensitive speaker achieves a degree of clearness and naturalness, unheard-of at such low prices! 2-Gang condenser. Automatic volume control maintains a uniform volume on all stations. 2½ watt output. Every tone detail of any program you listen to is reproduced flawlessly by this combination of Sonora features!

Thrilling 8-Tube Performance
Remarkable engineering skill means longer-life tubes—bigger thrills and economy for your customers! Tubes are as follows: 1—6AG, 1—6K7G, 1—6Q7G, 1—6K6G, 1—30. Special phono connection and television connection makes this model a triple-threat entertainment value. Tunes 535-1720 KC (also includes popular 1712 Police Channel). Giant Gemold Slide-Rule dial makes hand-dialing easier. Dial-light "Off-On" Indicator.

Strikingly Original Cabinet Design
Rich walnut veneer and a unique sweep-end grille effect gives this model the smart distinction of the most expensive radios! Will certainly high-light the beauty of any room.

**BEAUTY
QUALITY
ECONOMY**
—this model
has everything!

Automatic Tuning!

At no extra cost Sonora equips this superior model with a feature seldom found in such low-cost radios—4-Button Automatic Tuning! Permits listener to tune in on his favorite station without any hand-dialing. A simple touch of the finger-tip brings him any one of his four favorite stations. Quickly, simply—as if by magic. Size: 16" Long, 7½" Deep, 8½" High. Ship. wt. 12½ lbs.

No. 9973. List \$22.95. Dir's., ea. \$15.32. Lots of 3, ea. \$14.57, **1428**
less 2%, net.

BUILT-IN "SONORASCOPE"

No Aerial or Ground

All Sonora radios are equipped with the famous internal-coil "Sonorascope" aerial. This convenient Sonora feature does away with the need for outside aerial or ground connections. It makes all radios equipped in this way a simple electrical apparatus—that can be plugged into a socket in a second—and is ready for hours of clear, powerful reception!

A New High in Radio Achievement



- 4 Station Automatic Tuning
- 2 Wave Bands — Gets Foreign Reception
- Built-in "Sonorascope"—No Aerial or Ground Needed
- Phono-Television Connections

Today, one of the biggest selling points in the radio business is extra wide coverage. People are naturally interested in listening to shortwave broadcasts from far-off places. They want to hear the important news of the day as it happens—in the capitals of Europe.

Reach Across the Seas!

This radio brings your customers the thrilling programs of home and abroad. For just a few dollars more—a world of value and a new continent of entertainment is theirs! Be sure to "talk up" this low-cost 2-band feature when selling this model. It's a sure sales-maker!

Sonora MODEL TX-53
6 TUBE AC SUPERHET

You're bound to admit that you've never seen a bigger bargain in the market today! We ask you to check the features in this radio with those of radios that sell elsewhere up to \$15.00 more! Certainly, here is an outstanding example of Sonora's rare ability at radio value-giving.

Powerful 6" Electro Dynamic Speaker
Tops for perfect, natural tones and glorious reception! Two full tuning bands. Tunes 535-1720 KC (with popular 1712 Police calls) and 5.6-13.3 MC (for short-wave foreign broadcasts). Continuously variable tone control. Automatic volume control that keeps a uniform volume for all stations.

Just Plug In and Play!
Just plug it in to any convenient outlet. Built-in "Sonorascope" eliminates need of aerial or ground. Also equipped for outside aerial and ground connections. Has special television and phonograph connections. Giant Gemold Slide-Rule Dial. 4 watt output. Push-Button tuning gets any four stations automatically. Dial light "Off-On" Indicator. Complete with the following tubes: 1—6AG, 1—6J5G, 1—6K7G, 1—6Q7G, 1—25C6G, 1—25Z6G. Handsomely styled cabinet of selected walnut veneers. Unique cone-type speaker grille. Size, 18" wide, 8¾" deep, 9¾" high. Ship. wt., 15½ lbs. 110 volt, 60 cycles, AC.

No. 9974. List \$29.95. Dir's., ea. \$18.60. Lots of 3, ea. \$17.88, **1752**
less 2%, net.

Sonora -MODEL TJ-63 5 TUBE AC-DC SUPERHET

As Low As
12⁸⁸

For those preferring a small, simple, wooden cabinet receiver, you will find the TJ-63 just the radio. It incorporates many of those quality characteristics which are rapidly bringing the Sonora banner to the front of the radio parade. And as for tonal quality, its "tops." Your customers who want an "extra" radio, will find this model ideal.

Built-In "Sonorascope"
No aerial or ground connection required. Just plug into electrical outlet, and the set is ready to tune. Tunes from 1720 to 535 K.C.'s covering the entire broadcast band as well as the 1712 Police Channel.

8-Tube Performance

Uses new 150 mil tubes—no ballast or heater cord. These tubes are as follows: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35L6GT and 1—35Z5. The performance achieved is equal to that of 8-tube receivers. Equipped with outlets for connecting television and phonograph units. Square full-vision Gem-loid dial automatic volume control; high output of 2 watts; magnet dynamic speaker.



Handsome Modern Cabinet

The pleasingly modern cabinet is of two-tone solid walnut. Unique speaker grille opening. Gem-loid dial blends in beautifully with the entire cabinet. Dimensions of cabinet, 12" wide, 7 1/4" high, 7" deep. Ship. wt., 9 1/4 lbs. 110-120 volts, 40-60 cycles, AC or DC.
No. 9914. List \$20.95. Dir.'s., ea. \$13.67. Lots of 3, ea. \$13.14, less 2%, net. **12.88**

Sonora -MODEL TR-53 6 TUBE AC-DC SUPERHET Foreign Reception!

Automatic Tuning

Having seen this model and heard it perform, we do not hesitate one bit in predicting that it will be among the most popular sellers in the Sonora line. For, not only does it offer all the conveniences of modern radio design, but offers it at a price which even the most inexperienced radio buyers can instantly recognize as an outstanding value.

4 Station Automatic Tuning

Any 4 stations can be selected for instant push-button tuning—easily and quickly. Improved automatic tuning mechanism features effortless 3/8" stroke. Station call letters appear larger by means of Magni-Glas button face.

Dual Wave Bands

Tunes from 1720 to 535 K.C. covering the standard Broadcast band; and 18.1 to 5.65 M.C. covering all important foreign channels, 5 3/4" by 4 7/8" Gem-loid tri-colored slide rule dial. Dial face and escutcheon are formed by one piece of a new plastic material.

Superheterodyne Circuit

Built-in "Sonorascope" goes away with aerial and ground connections. 6 new 150 mil tubes—no ballast, no heater cords. Tone control and automatic volume control. 2 watt output. Television and phonograph connectors. 6" electric dynamic speaker.

Two-tone walnut veneer cabinet hand rubbed to a high piano finish. Tubes are as follows: 1—12A8GT, 1—215GT, 1—12K7GT, 1—12Q7GT, 1—35L6GT, 1—35Z5. 110-120 volts, 40-60 cycles, AC or DC. Size 18 1/2" x 8 1/2" x 8 1/4" in. Wt., 14 1/2 lbs.

No. 9915. List \$31.95. Dir.'s., ea. \$18.30. Lots of 3, ea. \$17.30, less 2%, net. **16.95**

Sonora -MODEL TY-54 7 TUBE AC SUPERHET

3 Full Bands — Automatic Tuning

10 Tube Performance!

A magnificent table model planned for those who want the utmost in radio performance—in compact form.

Three wave bands provide the listener with everything worth while in radio reception. 1720 to 535 K.C.'s cover the standard broadcast band; 7.5 to 2.2 MC cover police channels; 24 to 7.25 MC covers all Foreign Channels including the 1712 meter band. 5 3/4" by 4 7/8" Gem-Loid tri-colored slide rule dial.

Button Automatic Tuning

Sonora automatic tuning mechanism features effortless 3/8" stroke and Magni-Glas button face, gives increased visibility.

Unique Cabinet Design

The clever arrangement of the dual speaker grille enhances the individuality of this grained veneer cabinet. Size 20 1/2" x 11 1/2" x 8 3/4" in. Wt. 19 1/2 lbs. 110 volt, AC.

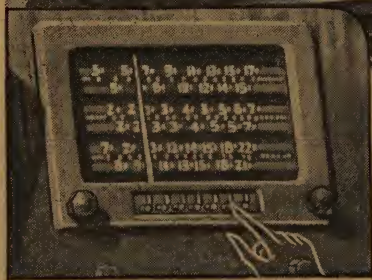
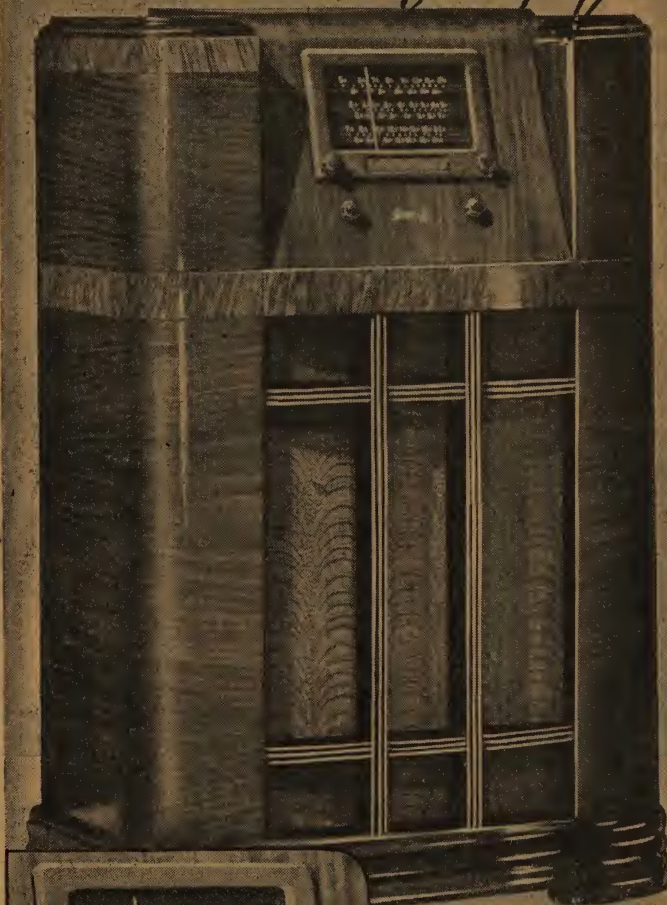


Built-In "Sonorascope"—No Aerial or Ground Required

Built-in "Sonorascope" eliminates aerial and ground connections. Automatic volume control. Continuously variable tone control. 6" electric dynamic speaker. 2 watt output. Television and phonograph connections. Tubes are as follows: 1—6A8G, 1—6K7G, 1—6Q7G, 1—6J5G, 2—6K6B and 1—80.

No. 9918. List \$43.95. Dir.'s., ea. \$24.85.
Lots of 3, ea. \$23.75, less 2%, net. **23.27**

A Rare Blend of Dignified Beauty and Tonal Perfection



Sonora "Console Grande"

MODEL KY-94

- 3 WAVE BANDS—AMERICAN AND FOREIGN RECEPTION
- 6 STATION AUTOMATIC PUSH BUTTON TUNING
- 7-TUBE AC SUPERHET
- BUILT-IN "SONORASCOPE"—NO GROUND OR AERIAL NEEDED
- PHONO-TELEVISION CONNECTION
- PUSH-PULL AMPLIFICATION
- 10-IN. DYNAMIC SPEAKER
- 4-WATT OUTPUT
- FULL AUTOMATIC VOLUME CONTROL
- CONTINUOUSLY VARIABLE TONE CONTROL
- LARGE, EASY-TO-READ DIAL

6-Station Automatic Tuning

No tuning fuss or bother! Get any one of your six favorite stations automatically—just press a button!

Foreign Reception

Now at last . . . SONORA brings the wide world to the side of your armchair! We were amazed when we first saw "CONSOLE GRANDE" in all its breath-taking beauty. But we were even more amazed when we heard it in action! You too will be equally amazed at this SONORA entertainment masterpiece! SONORA engineers really outdid themselves both from the standpoints of smart design and engineering skill.

A tango from South America—a news broadcast from Europe—the haunting music of exotic Hawaii! All these and many more are brought to you by CONSOLE GRANDE. Tunes 3 full wave bands as follows: 535-1720 K.C. (Domestic BC and 1712 Police Channel); 2.2-7.5 MC (Upper S.W. Foreign Band); 7.25-24.0 MC (Ultra S.W. Foreign Band—12½-13½ Meter Channel). Large, easy-to-read glass dial makes tuning a pleasure!

Keved to the Future! "CONSOLE GRANDE" will never be out of date . . . television as well as phonograph connections make it a potential three-in-one entertainment value!

Looks Good, Too! Not only will the Console Grande appeal to those who demand the finest in radio reception. In its luxuriously smart cabinet, it is certain to strike a receptive chord among lovers of fine furniture. Made of carefully blended walnut veneers, richly grained and hand rubbed to a high lustre. Size 39" high, 24" wide, 12½" deep. Ship. wt. 65 lbs.

No. 9975. List \$69.75.
Dvr's., ea. \$45.21. Lots of 3, ea. \$43.22.
less 2%, net.....

42³⁶

9-Tube Performance

We know of no other 7-tube console radio that brings you so many extra features at this new low price! "CONSOLE GRANDE" is a real stunner in the 1941 radio market. It is especially built by SONORA engineers to combine power and perfect reproduction.

"Clear As a Bell" Tones—long a famous SONORA achievement—is brought to its new peak of perfection by latest engineering discoveries. Brand-new 7-tube superheterodyne brings perfect sensitivity and thrilling natural tones. SONORA engineers have at last succeeded in bringing the program to you just as it sounds in the studio.

These Added Features mean finer, more perfect reproduction! Automatic volume control—full A.V.C. to keep signal intensity equal on all stations—continuously variable tone control—two gang condenser of the latest type—push-pull amplification for greater power. 10" dynamic speaker, specially matched to the output of the circuit does an amazingly fine job of reproducing all signal—be it music or speech, domestic or foreign.

Designed for Comfort! No "waste motion" in a "CONSOLE GRANDE"! Automatic tuning device lets you get the station you want when you want it—without the slightest effort. Built-in "SONORASCOPE" does away with radio complications like messy wires and long-winded installations. No aerial or ground needed! Pilot light off-on indicator. Full-vision glass dial eliminates radio "squint". 4-Watt output. Uses the following tubes: 1—6SA7, 1—6SK7, 2—6SQ7, 2—6K6GT, 1—5Y4G.

Sonora
Clear as a Bell

A NEW HIGH IN RADIO VALUE

Sonora - Model TZ-56 - 12 TUBE AC CONSOLE

Nowhere is Sonora's rare ability to produce fine radio instruments at unbelievably low prices shown to better advantage than in this remarkable 12-tube console. From "stem to stern" the Model TZ-56 fairly glistens with quality and precision. 3 full wave bands—6 station automatic tuning—Built-in Sonorascope—these are but a few of the

many outstanding features offered in this model. We urge you to compare this set, feature for feature, with other competitive brands of radios, selling in the same price range. Only then will you have a true picture of the remarkable value which Sonora is placing before you. You can sell this set to your customers with the understanding that, if after having used it for 30 days, they are not entirely convinced that it is an outstanding value, they can return it and receive full refund. We will back you in this offer 100%.



Built-In "Sonorascope" No Aerial or Ground Required

No messy wires stretching across floors—no complicated installations. The "Sonorascope" built right into the set itself eliminates all that. Brought to perfection by Sonora's engineering staff, the Sonorascope provides the utmost in far-reaching reception on all wave bands.

Television-Phono Connection

The coming of television on a widespread scale will not find the Sonora TZ-56 out-of-date or obsolete. On the contrary, this receiver is ready for it, being equipped with a television connection into which a television unit can be plugged for operation with the radio. A phonograph jack is also provided.

6 Station Automatic Tuning

A newly perfected, electrically driven automatic tuning mechanism, easy to adjust and 100% accurate. Any 6 stations can be selected for automatic tuning by the mere touch of a button. An additional button is for converting the tuning mechanism back to manual tuning.

3 Full Wave Bands

It gives the listener a lifetime pass to anything interesting on the airways, foreign as well as domestic. The wave bands are as follows: 1720 to 535 K.C. for standard broadcast; 1710 to 5650 K.C. covering police short wave; 5.65 to 18.1 M.C. covering all foreign channels.

8 1/2" Slide Rule Dial

Tuning on all wave bands is made exceedingly simple by means of the 8 1/2"x4" full-vision slide rule dial with two-tone gold leaf face. Broadcast band is calibrated in kilocycles; short wave band in megacycles.

12-In. Auditorium Speaker

A brand new superheterodyne in which 12 new type tubes are used to provide a remarkable degree of sensitivity and "Clear as a Bell" tone quality. More dependable distance tuning is provided through R. F. pre-selection on broadcast band. Three gang condenser of the latest type. Full A.V.C., keeps the signal intensity equal on all stations. Special circuit refinements assure maintenance of permanent stability in all oscillator circuits. Phase inverter audio circuit. Bass channel amplifier and continuously variable tone control. 12" heavy duty electro dynamic speaker. 7 1/2 watt output. Uses the following tubes: 1-6A8G, 7-6J5G, 1-6K7G, 2-6F6G and 1-80.

Console of Luxurious Beauty

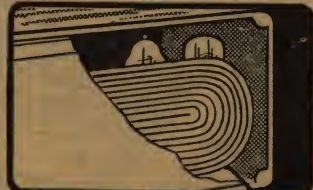
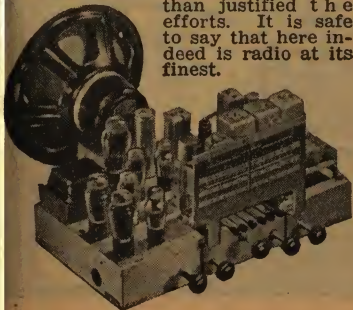
Massive, yet graceful, suggesting quality and refinement, the Model TZ-56 will blend in harmoniously with interior schemes of even the finest homes. Made of a combination of gorgeously grained woods with instrument panel sloped for convenient visibility and tuning. Attractively rolled pilasters. Hand rubbed to a high lustre. Dimensions, 37" high, 30" wide and 14" deep. Shlp. wt., 94 1/2 lbs.

No. 9920. List \$89.95. Dlr's. ea. \$57.20. Lots of 3, ea. \$34.25, less 2%, net.

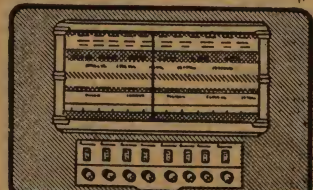
\$53.17

An Engineering Masterpiece

Sonora engineers spent many hours of exhaustive research before finally hitting upon the design of this 12-tube superheterodyne receiver. However, the results have more than justified the efforts. It is safe to say that here indeed is radio at its finest.

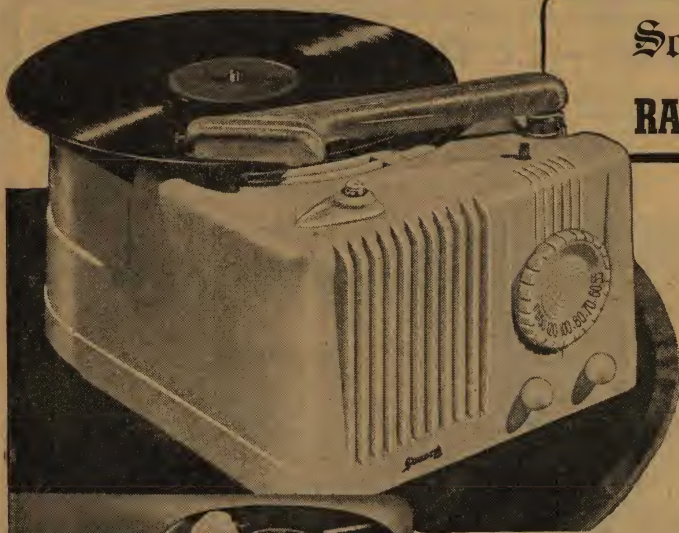


Built-in Sonorascope—No Aerial or Ground Required.



8 1/2"x4" Full Vision Slide Rule Dial.

RADIO-PHONO *Combinations*



Sonora "Serenade" MODEL KE-78 RADIO PHONOGRAPH

- 5 TUBE SUPERHET CIRCUIT
- BUILT-IN "SONORASCOPE"
- SPECIAL AUDIO AMPLIFIER
- PLAYS 10 AND 12-IN RECORDS
- P.M. DYNAMIC SPEAKER
- 7-TUBE PERFORMANCE!

In offering you the "Serenade," we join the makers of Sonora radio in a deep feeling of justifiable pride. For here is undoubtedly America's most distinctive radio-phonograph combination. Not only from the standpoint of ultra smart styling and mechanical perfection, but also, from the angle of pure value.



Plastic Cabinet of Striking Design

The **RADIO**, 5 tube Superheterodyne circuit of the latest 1941 design, features built-in Sonorascope—no aerial or ground required. Tunes from 1720 to 535 K.C. covering the entire broadcast band and many police calls. Full vision dial. Automatic volume control.

The **PHONOGRAPH**, New type film-drive motor maintains a constant speed of 78 R.P.M. and is rubber cushioned for smooth, silent operation. Features finger-touch "start-stop" switch. Plays both 10 and 12" records. Finely engineered offset-head crystal pickup of perfect tone quality.

A large Dynamic Speaker reproduces with superb naturalness. Handsomely designed molded plastic cabinet, in choice of ivory or walnut. Complete with the following tubes: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35Z5GT, and 1—35L6GT, 110-120 volts, A.C. Size: 9 $\frac{3}{4}$ "x11 $\frac{3}{4}$ "x6 $\frac{1}{2}$ ". Ship. Wt., 15 lbs.

Walnut Model
No. 9986. List \$22.95.
Dir's., ea. \$14.87. Lots of 3, ea. \$14.15, less 2%, net

13⁸⁷

Ivory Model
No. 9987. List \$24.95.
Dir's., ea. \$15.84. Lots of 3, ea. \$15.25, less 2%, net

14⁹⁷

Sonora KNF-99 RADIO PHONOGRAPH 5 TUBE AC SUPERHET

- 7-TUBE PERFORMANCE!
- BUILT-IN "SONORASCOPE"
- P.M. DYNAMIC SPEAKER
- WALNUT CABINET WITH LID
- AUTOMATIC STOP

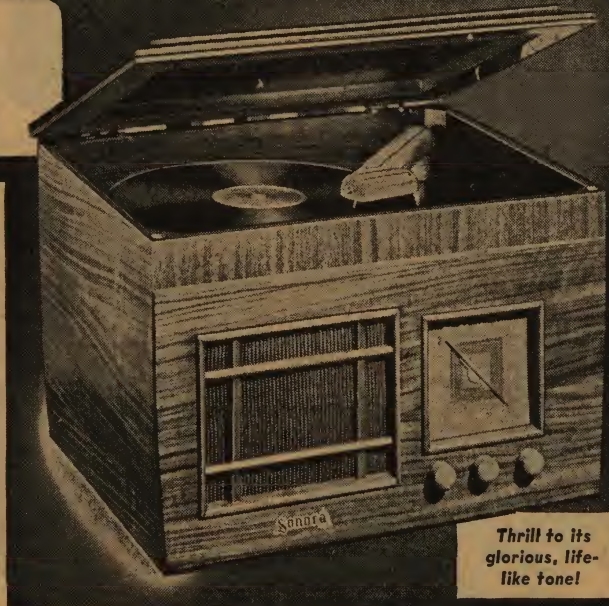
A glorious new SONORA beauty that is the talk of the airwaves! This outstanding radio-phonograph combination is both a deluxe musical instrument and a beautiful piece of furniture! Decorative walnut cabinet with lid. Unusual speaker grille design. Size—14 $\frac{3}{8}$ "x11 $\frac{1}{2}$ "x6 $\frac{3}{4}$ ". Ship. wt. 3 $\frac{1}{2}$ lbs.

RADIO employs five tubes and tunes from 535-1720 K.C. with 1712 Police Channel. Famous built-in "Sonorascope" aerial requires no aerial or ground connections. Automatic volume control brings true-to-life reception. 2 watt output. Gemoid illuminated dial. Radio-phonograph switch. Complete with following tubes: 1—12A8GT, 1—12K7GT, 1—12Q7GT, 1—35L6GT, 1—35Z5GT.

PHONOGRAPH has silent-acting, self-starting motor with automatic stop that brings new comfort to listening. Astatic crystal pickup plays 10 and 12-inch records. Needle cup.

No. 9976. List \$34.95. Dir's., ea. \$21.93, lots of 3, ea. \$21.09, less 2%, net.....

20⁶⁷



Thrill to its
glorious, life-
like tone!

Sonora PHONOGRAPHS AND RECORD PLAYERS



**Sonora
MODEL KW-78**

**ELECTRIC
PHONOGRAPH**

- 4-Inch Dynamic Speaker
 - 2-Tube Built-In Amplifier
 - Self-Starting Motor
 - Automatic Stop
- We are proud to present this shining, streamlined new SONORA electric phonograph. Its superb engineering meets the tone and quality requirements of the most exacting music lovers. And a new low price makes it a sure customer-winner!
- Every High-Price Phono Convenience included!** Self-starting, Squirrel Cage induction-type motor with 78 R.P.M. Famous SONORA "Clear As A Bell" design. Volume control—automatic stop—powerful P.M. Dynamic Speaker—Astatic crystal tangent pickup—start-stop switch. Rich walnut-brown bakelite cabinet. For 110 volts, 60 cycles A.C. Dimensions: 9 3/4" high, 12 3/8" deep, 6 1/2" high. Shpg. wt. 16 lbs.
- No. 9983**—List \$16.95, Dir's., ea. \$10.96, lots of 3, ea. \$10.43, less 2%, net.

10²²

**Sonora
MODEL KW-79
ELECTRIC
PHONOGRAPH**



- Matched Walnut Veneer Cabinet
- 2-Tube Amplifier
- Luxurious Violin-Shaped Cabinet
- Crystal Pickup
- Jewel Indicator Light
- Automatic Stop

Here is a musical instrument masterpiece created by SONORA that has luxury written in every line! No expense or effort was spared to make this truly an aristocrat of electric phonographs. There is a richness of tone and surprising volume that is every bit in keeping with the unusual violin-shaped cabinet—made of matched walnut veneer!

Everything Built In! 9-inch turntable plays 10 and 12-inch records with cabinet lid down. Astatic tangent head crystal pickup. Self-starting Squirrel Cage induction type motor. 3 1/2-inch Dynamic Speaker of unusual power. Volume control. Jewel light indicator shows when phono is on or off! 8 watt output. For 110-120 volts. 60 Cycles A.C. Size, 14 3/4" wide, 14 1/4" deep, 10 3/4" high. Shpg. wt. 15 1/2 lbs.

No. 9984—List \$29.95, Dir's., ea. \$18.97, Lots of 3, ea. \$18.22, less 2%, net.

17⁸⁶

Sonora BAKELITE RECORD PLAYERS



MODEL L-85 — WIRED MODEL

Here's a good-looking, handy phonograph that is making friends wherever it goes—especially with folks who are budget-minded. Styled to bring double-entertainment value to a radio—priced so low, it's a "must have" for all your music-loving customers! Plays 10 and 12-in. records through any radio. Connects in a jiffy. Self-starting Squirrel Cage Induction-type motor—volume control—off-on switch—Astatic Tantent head crystal pickup. For 110 volts, 60 cycles A.C. Size—9 5/8"x12 5/8"x4 1/4" in. **No. 9979.** Shpg. wt. 11 lbs. List \$9.95. Dir's., ea. \$6.40. Lots of 3, ea. \$6.09, less 2%, net.

5⁹⁷

MODEL KV-85 — WIRELESS MODEL

This is a real radio miracle—a "magic wireless" that plays all 10 and 12-inch records through any radio set without connections! Plays up to fifty feet away from set! Equipped with two-tube oscillator. Same as above model in other specifications.

No. 9981. List \$14.95. Dir's., ea. \$10.27. Lots of 3, ea. \$9.87, less 2%, net.

9⁶⁷

Sonora WALNUT RECORD PLAYERS



MODEL LA-97 — WIRED MODEL

We know of no finer record player on the market today . . . and there's none to compare with this rich Walnut Player in price or entertainment value! Beautiful Walnut wood veneer cabinet with lid top. Plays all 10 and 12-inch records with lid open or closed. Yours' to command—connects to any radio in a second! Self-starting Squirrel Cage Induction type motor. Automatic stop for your convenience. Astatic crystal tangent head pickup. Volume control—on-off switch. Superb tone quality because SONORA engineers have especially designed this model to bring out every note on the record grooves. For operation on 110-120 volts, 60 cycle A.C. Size—14 1/2" wide x 11 7/8" in. deep x 6 1/2" in. high. Shpg. wt. 12 lbs.

No. 9980. List \$14.95. Dir's., ea. \$10.33. Lots of 3, ea. \$9.84, less 2%, net.

9⁷⁴

MODEL KV-97 — WIRELESS MODEL

Same as above in every detail of its construction, except that it is equipped with a two-tube oscillating mechanism, which enables it to play through any radio without any connections whatsoever. Literally broadcasts to the radio from as far as 50 feet away. Beautifully grained cabinet of choice walnut veneers, with lid. Plays 10" or 12" records with lid down. Astatic crystal tangent head pickup.

No. 9982. List \$19.95. Dir's., ea. \$13.80. Lots of 3, ea. \$13.25, less 2%, net.

12⁹⁸

Another Sonora Triumph



Sonora MODEL KXF-95 RADIO PHONO COMBINATION

• AUTOMATIC RECORD CHANGER

Plays eight 10" or seven 12" records at a single loading

• FOREIGN RECEPTION

2 full wave bands—gets interesting foreign as well as domestic broadcasts

• AUTOMATIC PUSH-BUTTON TUNING

Any 6 stations can be tuned automatically—at the touch of a button



The Inside Story

Sonora engineers designed this model as a fine instrument for human enjoyment as well as a piece of furniture that will add a note of luxury to any home. From inside or outside, it spells up-to-the-second achievements in performance and looks!

A "sky-scaper" for value—but at rock-bottom prices! Once again Sonora brings an entertainment miracle that adds to its reputation of being "First with the finest in radio"!

Breath-taking New Beauty—with the fine simplicity of line that is a masterful combination of ancient and modern styles of design. This rich-looking console model proclaims the good taste and smartness of its owner. Be sure to feature it in your radio displays. When you offer a model such as this to your customers—they instinctively feel that you flatter their sense of appreciation for the finer things in life. For, this model is one of the finer things that can grace their homes. It is made of choice, skillfully matched, Walnut veneer with artistic piano finish.

Made For Critical radio listeners and music lovers who demand the best. The Console Grande Combination spells "first row" enjoyment for every single performance—whether musical, phonograph, dramatic or news broadcast. This is truly a luxury instrument. Be sure to "talk up" this "luxury" angle in selling prospective customers!

See Exciting Features below. Have you ever heard of a better buy in Radio-Phono combinations than this? It's true—a Sonora triumph!

Built-In "Sonorascope"—No Aerial or Ground Needed!

Famous enclosed aerial loop makes this fine console combination just another electrical appliance around the house. There's no messy wires to stretch across the floor—no complicated installations to set the tempers boiling. Just plug it in—and hear it play! Extra connection for outside aerial also included.

Rare Perfection of Tone Means Rare Enjoyment!

Only the richness and naturalness of the radio program as it leaves the studio comes over this Console Grande Combination. Special tone control means a more sensitive radio performance keyed to bring greater pleasure to listeners. Automatic volume control keeps signal intensity equal on all stations.

Latest Superhet Design — 9 Tube Performance

A brand new Superheterodyne with 6 new 1941 tubes brings the well-known "Clear As a Bell" tone that your customers naturally expect from a Sonora radio. Five watt output. Tubes are as follows: 1—6SA7GT, 1—6SK7BT, 1—6SQ7GT, 1—25C6G, 2—25Z6GT.

Rich-Sounding Phono Tones, Too!

Phonograph has self-starting Squirrel Cage induction-type motor that operates silently and maintains constant speed. Plays records with lid up or down. Automatic Record Changer is a real luxury—you can listen for thirty minutes without touching the instrument.

Crystal pickup. Plays eight 10" or seven 12" records at a single loading! Tell your customers they can select their records—then relax!

Foreign or American Radio Reception

Thrilling two-band reception brings favorite radio programs from home or abroad. This is a big point in selling radios today! Americans everywhere are intensely interested in happenings in the outside world. This luxurious radio lets them hear on-the-spot news broadcasts from the capitals of Europe, South America, and Africa as well as enjoyable domestic, musical and dramatic programs. Tunes 535-1720 K.C. (for domestic stations and popular 1712 Police Channel) and 5.65 - 18.3 M.C. (for short-wave foreign stations). 110 volt AC, 60 cycles.

Every Imaginable Convenience Feature Included!

To really enjoy oneself, one must be in a state of complete relaxation. Sonora engineers had this in mind when they designed this model. Large 9" x 6" Slide-Rule dial makes hand-dialing easier. Special Push-Button Tuning permits a finger's touch to bring any one of six favorite stations. Pilot-light "Off-On" Indicator. Size of model: 33 3/4" Long, 32" High, 17" Deep. Shipping weight 105 lbs. No. 9977. List price \$99.95, Dir's., ea. \$61.58, lots of 3, ea. \$59.14, less 2%, net.....

5796

A New High in Home Entertainment

Sonara Model KSA-96

**RADIO-PHONO
COMBINATION**

*4 Instruments
Combined in 1*



RADIO

A superlative Radio Receiver for complete radio enjoyment — with every modern radio convenience imaginable!



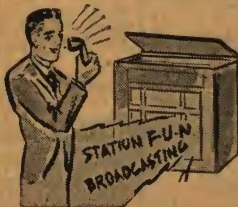
PHONOGRAPH

Recorded music as your customers have dreamed of hearing it! With Automatic Record Changer for luxurious reproduction of records.



RECORDER

Perfected Recorder for making home records of conversations, songs, stories, etc.



BROADCASTER

An exciting Home Broadcaster offering endless possibilities for amusement. With regular studio microphone.

Howard Home Recording Discs

Scientifically made to give professional quality to home recordings. Double-faced, 5 to pack.

No.	Size	List per pkg.	Dir's.	Less 2%
9643	6 1/2"	1.00	.60	.59
9644	8"	1.50	.90	.88
9645	10"	2.00	1.20	1.18

Sapphire Recording Needle

Same type as used in radio recording studios. No. 9647. List \$5.00, Dir's., ea. \$3.52, less 2%, net 3.45

Sapphire Play-Back Needle

Good for 2000—12" recordings. No. 9648. List \$1.50, Dir's., ea. \$1.00, less 2%, net 98c

Steel Play-Back Needles

No. 9649. Pkg. of 100. List 60c, Dir's., ea. 38c, less 2%, net 38c



- Built-In "Sonorascope"
- Latest Superheterodyne Circuit
- 9 Tube Performance
- Giant Concert-style Speaker
- Automatic Record-Changer
- Crystal Astatic Phono Pickup
- Plays 10" and 12" Records
- Hand-Stand Crystal Microphone
- Luxurious Console Styling



A few years ago radio engineers could hardly dream about an instrument such as this. Today, however, thanks to the genius and skill of Sonora engineers, this superbly versatile combination is a magnificent reality.

Besides performing with infinite mastery as a radio and automatic phonograph, this super-combination also serves as a recorder and efficient home broadcaster. Imagine the thrill of being able to make permanent, studio-quality recordings of songs, recitations, speeches, etc. And at parties and gatherings, just think of what fun can be had, by taking up the hand type microphone—which is included—and putting on an amateur broadcast.

Superbly Engineered!

In every detail of its construction, this model reflects months of laboratory research. Every technical feature, that could possibly contribute to its tonal quality, has been incorporated in its design. As a result, although 6 tubes are actually used in the superheterodyne circuit, 9 tube performance is achieved. 10" Concert Dynamic Speak-

er brings tone never before dreamed of. Built-in Sonorascope eliminates necessity for aerial or ground; still extra connections for external aerial or ground are included. Tunes from 535 to 1720 KC (including 1712 police channel) on 6 1/2" clock-type dial. Full automatic volume control. Continuously variable tone control. 5 watt output. Tubes are as follows: 1—6SA7, 1—6SK7, 2—6SQ7, 1—6V6GT, 1—6X5GT. 110 volt. AC. 60 cycle.

8 Records At A Single Loading

Automatic Record Changer-Recorder has Crystal Astatic pickup—plays back either eight 10" or seven 12" records at one loading. That means a thirty minute concert without re-loading! Special magnetic pickup for recording. Complete with hand type crystal microphone with 17 ft. cord.

Exquisite Cabinetry!

A new distinctive note in cabinet beauty is struck in the smoothly-flowing, modern lines of this Console. Made of selected walnut veneers, cleverly matched, and hand rubbed to mirror-like lustre. Size 31" wide, 32" high, 16 1/2" deep. Wt. 105 lbs. No. 9978. List 129.75, Dir's., ea. \$75.95, less 2%, net 7443

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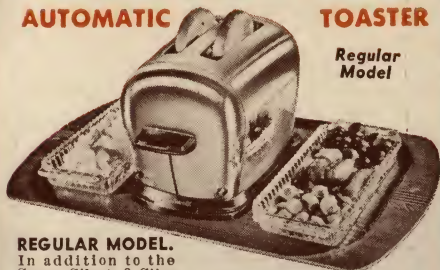
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The SUPER SILENT Toastswell AUTOMATIC "POP-UP" TOASTER

Toastswell TRAY SETS With SUPER SILENT 2-Slice AUTOMATIC TOASTER



REGULAR MODEL.

In addition to the Super Silent 2-Slice Automatic Toaster, this beautiful tray set contains a genuine walnut tray with two clear fluted glass relish dishes. Size of tray 19 3/4" by 13". Relish dishes can be nested making a perfect refrigerator dish.

No. 4323. List \$15.45. Dir's., per set \$10.04. Lots of 3, ea. \$9.27, less 2%, net. **9.08**



DELUXE MODEL. This gorgeous set will undoubtedly appeal strongly to the discriminating hostess. Consists of a Super Silent 2-slice Automatic Toaster; a genuine walnut tray, 25" x 15 1/2"; 2 crystal clear glass relish dishes; 4 crystal clear glass serving plates; walnut cutting board with permanently attached knife.

No. 4324. List \$18.45. Dir's., per set \$11.99. Lots of 3, ea. \$11.07, less 2%, net **10.85**



With Split Second Time Control

The new Super Silent Toastswell establishes a new standard of toasting efficiency, mechanical perfection, and sparkling, streamlined beauty; yet, sells for approximately one-third less than similar types of toasters. So apparent is its value, that we feel safe in predicting for it unprecedented popularity.

Selective "Pop-Out" Feature. The new Toastswell enjoys a new and unique feature which users are sure to appreciate. Can be set so that toast pops out automatically when done or can be retained in ovens to be kept warm until ready to serve. In addition, toast can be raised for inspection any time during toasting period.

Silent, Accurate Clock Mechanism. Employs a new type of clock mechanism and automatic thermostat giving greater split second toasting time control. Absolutely silent—no annoying ticking. By lengthening the toasting time when toaster is cold and shortening it when hot, every piece is identical in color and crispness.

Striking New Beauty. Ultra-modern in design and beautifully chrome-plated, the new Toastswell is almost jewel-like in its sleek, streamlined beauty. Base and handles are of contrasting black bakelite. Finely engraved design on sides. Available in 2-slice or 4-slice capacity. Operates on 110 volts, AC or DC.

No. 4322. 2-Slice. List \$11.95. Dir's., ea. \$7.77.

Lots of 3, ea. \$7.17, less 2%, net. **7.03**

No. 4325. 4-Slice. List \$15.00. Dir's., ea. \$9.75.

Lots of 3, ea. \$9.00, less 2%, net. **8.82**

TOASTSWELL Standard Automatic Toasters

- Toast Automatically "Pops-Up" When Done
- Keeps Toast Hot Until Ready to Serve
- Toasts 2 Slices of Bread On Both Sides

Because of its comparatively low price and high standard of toasting efficiency, the Toastswell Standard has proven its popularity with dealers everywhere. Automatic time control assures uniform toast every time, as it automatically shortens toasting period as the toaster gets hot—lengthens it when cold. Toasts bread on both sides at the same time — light, medium or dark. Low heat feature makes possible delicious meba toast. When toast is done Selective Lift raises it to desired height, and at the same time the toaster automatically goes back to low heat—and keeps toast hot until served. Bakelite handles and feet. Detachable cord. Mica element. 110-120 volts AC-DC.



2-SLICE MODEL

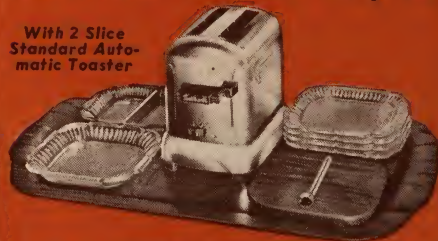
No. 4337. List \$9.95. Dir's., ea. \$6.47. Lots of 3, ea. \$5.97, less 2%, net. **5.85**

4-SLICE MODEL

No. 4339. List \$12.95. Dir's., ea. \$8.42. Lots of 3, ea. \$7.77, less 2%, net. **7.61**

TOASTSWELL Standard Tray Set

With 2 Slice Standard Automatic Toaster



A beautifully appointed toasting service, built around the Toastswell 2-Slice Standard Automatic Toaster. Includes a genuine walnut tray, 25 1/2" x 15 1/2"; two crystal relish dishes. 4 crystal serving plates; walnut cutting board with permanently attached knife.

No. 4336. List \$18.45. Dir's., per set \$10.69. Lots of 3, ea. \$9.87, less 2%, net. **9.67**

IT'S HERE!

THE 1941 LINE OF **Sonora** *"Clear as a Bell"* RADIOS AND PHONOGRAPHS

GLORIOUS
NEW TONAL
BEAUTY

SPARKLING
NEW CABINET
STYLES

AMAZING
MECHANICAL
PERFECTION

LISTED ON PAGES 147 TO 159



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