

Electrical Radio

Confidential—For Dealers Only

No. 280 FEB. MAR. 1941

Catalog

Headquarters
for QUALITY!



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.

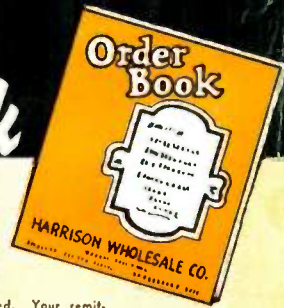
In making up your \$50.00 order, you need not confine it to merchandise from the Electrical-Radio catalog. You can also include merchandise from our Automotive catalog, and combine these to make up your \$50.00 order.

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 37, 50-59, 84 and 86 are not included in our freight prepaid offer.

Ask for Convenient 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. 00-935.

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

the 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 occasional 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 gleaming 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 juicer 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 Keapp-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. Resulting platform assures reaching every part of mixture. Large plastic handle shaped to the hand for firm, comfortable grip. Two, heavy duty, renewable beaters. Complete with non-flexible rubber U.L. lashed. Listed by Underwriters' Laboratories, 115 Volts, A.C. or D.C. Shipping Wt. 17 1/2 lbs.

No. 3658. List \$25.95. Dir's., ea. \$12.20.
Lots of 6, ea. \$11.50.
Less 2%, net.....

11²⁷

Lady Dover Mixers Can Be Assorted to Take Quantity Prices



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



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

America's Lowest Priced COMPLETE Food Mixer...

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 waiting 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 different speeds. Two strong chromium plated beaters easily removed for cleaning. Motor sits 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 baseplate from handle and inserting juicer support. Juicer and aluminum spout easily attached. Heavy duty Underwriters' shielded cord. Listed as standard by Underwriters' Laboratories, 115 volts, A.C. or D.C. Ship. wt., 15 1/2 lbs.

The Lady Dover



No. 3657. List \$14.95. Dir's., ea. \$8.95. Lots of 4, ea. \$8.15, less 2%, net..

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



New! "American Beauty" "Adjustable Automatic" IRON with THERMOSCOPE Control

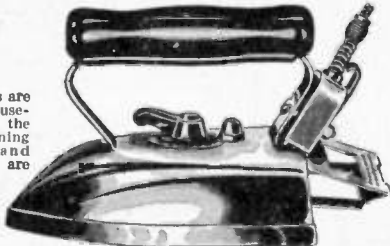


Equipped With 2 Fabric Control Dials . . . Weighs 4½ Lbs. . . .
10,000 Cycle Attached Cord . . . Molded Plastic Handle . . .
This amazing American Beauty iron will be acclaimed by housewives as
the most accurate, easiest-to-use iron yet made. Equipped with 2 fabric-
marked dials—one with fingertip control lever for selecting proper ironing
temperature; the other, the Thermoscope, a device that indicates the tem-
perature of the bottom of the iron—in fabric readings. Merely set fabric
dial and Thermoscopic dial will show when proper temperature has been
reached. Cool, plastic handle shaped to fit hand. All metal parts chromium
plated. Rounded edge steel bottom with non-friction finish. Chromium
nickel element. Wt. 4½ lbs. 1,000 watts. 115 volts A.C.
No. 4315. List \$8.95. Dir's., ea. \$5.94, less 2%, \$5.82. **5.37**
Lots of 6, ea. \$5.48, less 2%, net.

"AMERICAN BEAUTY" AUTOMATIC IRONS

- Fully Automatic
- Automatic Heat Control
- 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.



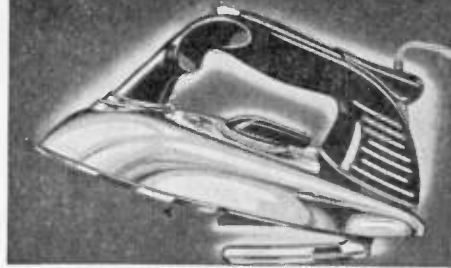
With Permanently Attached Cord
Thermostatic switch with on and off switch position. Permanently attached cord. Large beveled edge base. Twin-separate safety type 10,000 cycle cord. Heel rest. Cord support. 1000 Watts. 110 volts A.C.

No. 4316. Wt. 5½ lbs. No. 4317. Wt. 6½ lbs. No. 4318. Wt. 7½ lbs. List \$8.95. Dir's., ea. \$5.94, less 2%, \$5.82. Lots of 6, ea. \$5.48, less 2%, net. **5.37**

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., 5½ lbs No. 4320. Wt., 6½ lbs. No. 4321. Wt., 4 lbs. List \$8.95. Dir's., ea. \$5.94, less 2%, \$5.82. Lots of 6, ea. \$5.48, less 2%, net. **5.37**

PROCTOR *Never-Lift* AUTOMATIC IRON



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



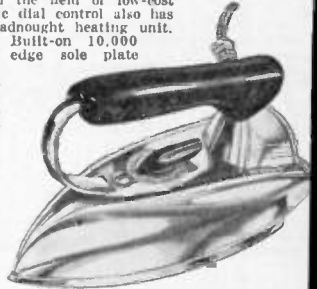
Automatically Lifts Itself on Its Own Stand

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. 4½ lbs. A.C. 110-120 volts, 1,000 Watts. No. 4329. List \$12.50. Dir's., ea. \$8.13. **7.35**
Lots of 6, ea. \$7.50, less 2%, net.

PROCTOR GUARDIAN AUTOMATIC SPEED IRON

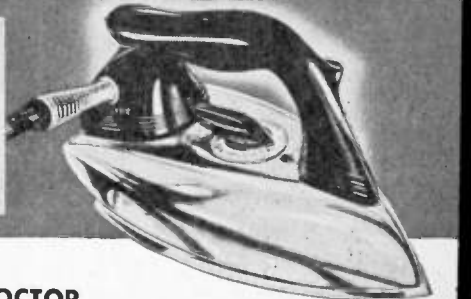
- Automatic Fabric Control Dial
- Permanently Attached 10,000 Cycle Cord
- 700 Watts—Weight 5 Lbs.

A new leader in the field of low-cost automatics. Fabric dial control also has off position. Breadnought heating unit. Fully automatic. Built-on 10,000 cycle cord. Thin edge sole plate with wedge point. Easy grip wooden handle. Chromium finish with black handle and control knob. 700 watts, 115 volts AC only. Wt. 5 lbs.



No. 4312. List \$5.95. Dir's., ea. \$3.85. Lots of 6, ea. \$3.55, less 2%, net.

3.48



PROCTOR CHAMPION AUTOMATIC SPEED IRON

- 1000 Watts—Wt. 4½ Lbs.
- 10,000 Cycle Attached Cord
- Air-Cooled Handle
- Heat Control—Speed Selector

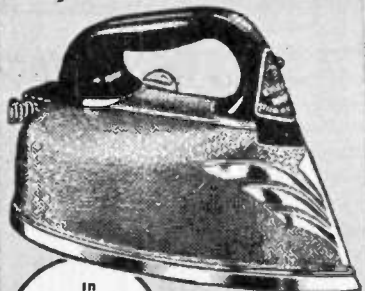
Matchless heating efficiency and greater dependability makes this model one of the most advanced ever produced. Fabric dial assures proper ironing temperature for all types of materials. Speed selector adjusts temperatures to suit needs of a fast, medium or slow ironer. Air-cooled bakelite handle with thumb rest. Breadnought heating unit. Built-in 8 ft. 10,000 cycle cord and "off" switch. Chromium finish. 1000 watts, 115 volts AC only. Wt. 4½ lbs. No. 4309. List \$8.95. Dir's., ea. \$5.80. Lots of 6, ea. \$5.35, less 2%, net. **5.24**

PROCTOR CHALLENGER AUTOMATIC SPEED IRON

- 700 Watts—Weight 5 Lbs.
- 10,000 Cycle Attached Cord
- Fabric Dial and Speed Selector

Fabric dial heat control assures proper ironing temperature for all types of materials. Speed selector enables user to adjust ironing speed—fast, medium, or slow. Built-in cord and "off" switch. Bakelite handle with easy grip and thumb rest. Thin edged sole plate with wedge point. Breadnought heating unit. Chromium plated. 8 watts, 115 volts, AC only. Wt. 5 lbs. No. 4310. List \$7.95. Dir's., ea. \$5.15. Lots of 6, ea. \$4.75, less 2%, net. **4.6**
No. 4311. Same as above only AC-DC. List \$7.95. Dir's., ea. \$5.15. Lots of 6, ea. \$4.75, less 2%, net. **4.6**

The STEEM-ELECTRIC "Pacemaker"



In Lots of 3
5.00
Net

RIDES ON A CUSHION OF STEAM

For the first time—a new, genuine SPEEM-ELECTRIC iron that lists for only \$8.95! 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. DC. Wt. 4 3/4 lbs. No. 4039. List \$7.95. Dir's., ea. \$5.30. Lots of 3, ea. \$5.00, less 2% net. **4.90**



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**

and now...the "AUTOMATIC" Steem ELECTRIC Iron

The famous Steem Electric Iron which has been acclaimed by housewives everywhere is now being offered in a fully automatic model. In addition, the new automatic model offers other features which greatly increase the appeal of this iron to the housewife.

IRONS—STEAMS—PRESSES

Eliminates sprinkling, irons the sheerest fabric without danger of burning or scorching. Presses suits without cloth. Automatically controlled thermostat eliminates possibility of overheating. Can also be used as a straight electric iron. Heat-proof 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. Heel rest. Approved cord set, funnel and directions. 600 watts. A. C. only. Wt. 4 3/4 lbs. No. 4038. List \$9.95. Dir's., ea. \$6.50. Lots of 3, ea. \$6.00, less 2% net. **5.88**



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

Steem Electric



Can Be Used In Any Position

No. 4040. List \$12.50. Dir's., ea. \$8.15. Lots of 3, ea. \$7.50, less 2% net. **7.35**

RIDES ON A CUSHION OF STEAM

DIAL-MATIC AUTOMATIC IRON

- Fabric Dial Heat Control
- Can Be Used As Steam Or Dry Iron
- 650 Watts—Wt. 5 1/2 lbs.
- Automatic Safety Cutoff

With the new Dial-Matic steam iron, the utmost safety in ironing any fabric is assured. Fully automatic—just set the dial for any fabric and accurate thermostat will control temperature. Can be used as a dry iron as well as a steam iron. Hammered finished non-corrosive aluminum shell. Chrome plated, scratch-proof sole plate. Cool plastic handle. Safety valve. Nickel-chrome wrapped element. Complete with cord set, asbestos stand and plastic funnel. Wt. 5 1/2 lbs. 650 watts. Heat range 400°-600°. AC only.

Silex AUTOMATIC Electric Steam IRON

- On Or Off Steam Lever
- 1,000 Watts—Weights 3 1/2 lbs.
- No-Lift Roller Bearing Stand
- Permanently Attached Cord
- Can Be Used As Steam Or Dry Iron

With the new Silex Steam Iron, it is actually possible to turn the steam on or off at will. When lever is turned to "wet", steam is ejected through soleplate; when the lever is in "dry" position, steam is ejected through opening in front of handle. Thermostatic fabric control has on and off position. Built-in safety valve. Can be used in any position. 110 volts AC only. Complete with No-Lift stand.



No. 4097. List \$14.95. Dir's., ea. \$9.72. Lots of 6, ea. \$8.97, less 2% net. **8.79**

SILEX NO-LIFT ROLLER BEARING IRON STAND



Fits Any Flat Iron

Eliminates all lifting or wrist-wrenching necessary to tilt iron on its heel. Simply back iron up inclined roller bearing equipped "ramp"; roll it down when you need it again.

No. 4098. List 95c. Dir's., ea. 62c. Lots of 6, ea. 57c, less 2% net. **56c**

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. Dir'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

HANDY ACCESSORIES FOR POWER-MIX

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.

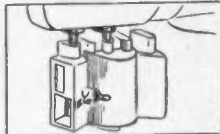
Free Advertising Service

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



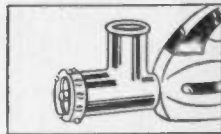
Vegetable Slicer and Grater

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



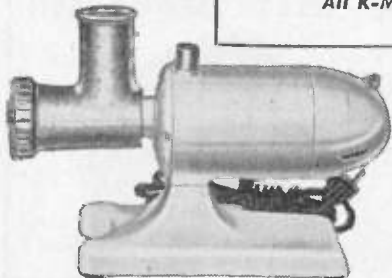
Pea Sheller and Bean Slicer

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



Meat Grinder

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

No. 3606. Orange Juicer. List \$2.50. Dir'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. Dir'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. 3 1/4 lbs.

No. 3619. List \$5.95. Dlr'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 rotating handle is mounted on other side of toaster. 400 Watts, 115 Volts, AC-DC. Ship. wt. 2 1/4 lbs. No. 3620. List \$3.95. Dlr's., ea. \$2.57. Lots of 6, ea. \$2.37. Less 2% net. **\$2.32**

K-M Biscuit Baker



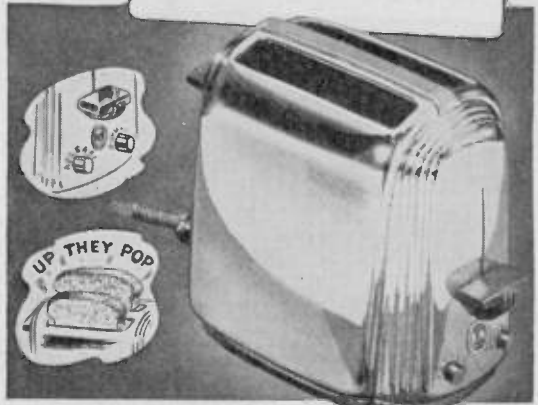
- Bakes Piping Hot Biscuits at the Table
- Also Bakes Potatoes, Frankfurters, Etc.

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 1 1/2 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. Dlr'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. 5 1/2 lbs.

No. 3617. List \$12.95. Dlr'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.



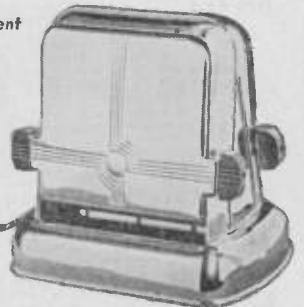
No. 3621. List \$4.95. Dlr's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2% net. **\$2.91**

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. 3621, but without automatic control. Efficient, quick heating and even toasting. Toasts 2 slices at one time. 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. Dlr'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. 1400 Watts; 110-120 Volts; AC only. Shlp. Wt. 8 1/2 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 greasless 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 greasless 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

NON-AUTOMATIC MODEL

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

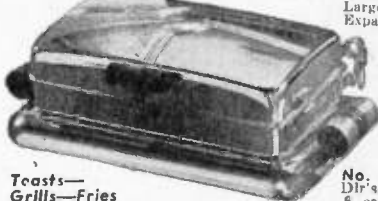
Quick, even baking on this model produces golden brown waffles everytime. Efficient Nichrome element. Expansion hinge permits proper rising. 7" cast aluminum greasless waffle grids. Convenient heat indicator in top tells when to add batter. Large cool genuine walnut handles. Non-scratch plastic feet. Finished in chromium. Complete with Underwriters' Lab. cord. 500 Watts; 115 Volts; AC, DC. Shlp. Wt. 3 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. 660 Watts; 115 Volts; AC, DC. Shlp. 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**



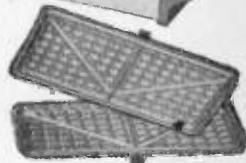
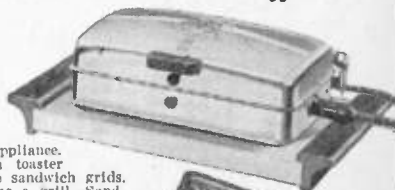
Toasts—Grills—Fries

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 greasless 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, AO 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**

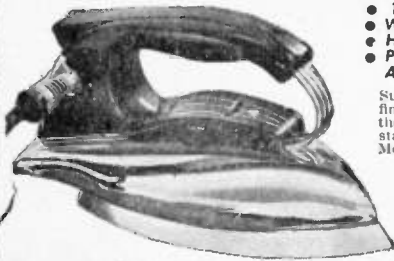
SAME AS ABOVE WITHOUT WAFFLE GRIDS
No. 3612. List \$6.95. Dir's., ea. \$4.52. 3 lots, ea. \$4.17. Less 2%, net. **\$4.09**



APPLIANCES



K-M 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**

K-M Automatic Iron

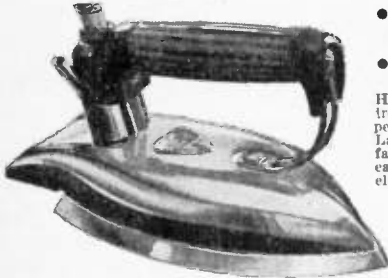


- 700 Watts—Wt. 4½ lbs.
- Cush-N-Grip Handle
- Embedded Element

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 Indicator Iron

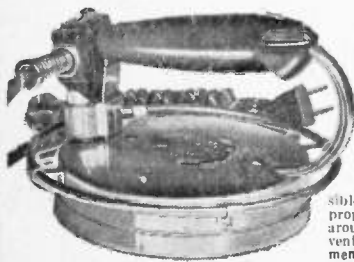


- Heat Indicator For Proper Ironing of Fabrics
- 600 Watts—Wt. 4½ lbs.

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 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 Automatic STEAM KING



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

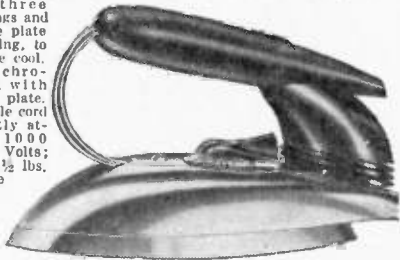
One of the finest Steam Electric Irons ever developed. Completely automatic. It has a heat selection control for any type of fabric. Can be used as a steam iron or as an ordinary iron and performs an amazing ironing job as either. Made almost entirely of cast aluminum. Element is separated entirely from 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 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 battle 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, 1½ 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 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 \$1.95.
 Dir's., ea. \$3.22. Lots of 6, ea. \$2.97. Less 2%, net. **\$2.91**

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.

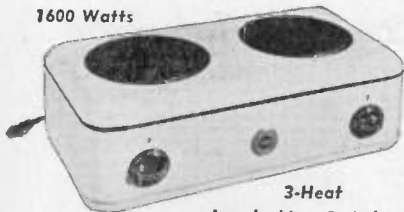
High speed (15,000 R.P.M.) motor is built for lasting efficiency and service. Fine steel cutting blades shaped for rapid action are permanently mounted in glass. Hexagon shaped glass with inner flns add to speed and efficiency of liquidizing. Heavy base with rubber feet finished in white kitchen enamel. 3-way switch — High, Low and Off. Heavy-duty cord set. 115 volts, AC or DC. Wt. 9 1/2 lbs.

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

K-M Twin Grill Stoves

Porcelain Top

1600 Watts

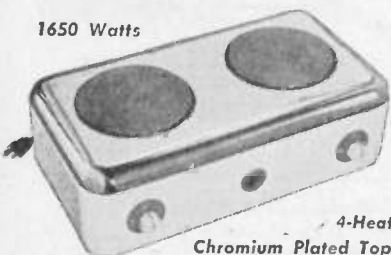


3-Heat

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 18 1/2 x 11 1/2 x 5 1/2". 1650 Watts. 110-120 Volts AC. Wt. 16 lbs. No. 3627. List \$12.95, Dir's., ea. \$8.42. Lots of 6, ea. \$7.77, Less 2%, net. **\$7.61**

1650 Watts



4-Heat

Chromium Plated Top

9 1/2" x 5 1/2". 1650 Watts; 110-120 Volts. Wt. 15 lbs. AC-DC. No. 3628. List \$10.95, Dir's., ea. \$7.12. Lots of 6, ea. \$6.58. Less 2%, net. **\$6.45**

DELUXE MODEL

A portable range-type stove with high heat of 1200 watts available on either of the grills or a combination of 1600 watts on both. Electrically interlocking switches protect house circuit from overload. When one unit is on high, the other operates on low. 6" cast embedded Dur-A-Life range elements. Both units operate on

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 18 1/2 x

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 16 1/2 x 8 1/2 x 5 1/2". Wattage from 230 to 1650. 110-120 Volts; AC-DC. Wt. 13 1/2 lbs. No. 3629. List \$7.95, Dir'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, Dir'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. 21 1/2 x 11 1/2 x 6 1/2". 1600 Watts; 115 Volts; AC. Wt. 20 lbs.

No. 3625. List \$19.50, Dir'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, Dir'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. 8 1/2 x 8 1/2 x 5 1/2". 990, 660 and 330 Watts. 110-120 Volts, AC-DC. Wt. 8 lbs.

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



Appliances



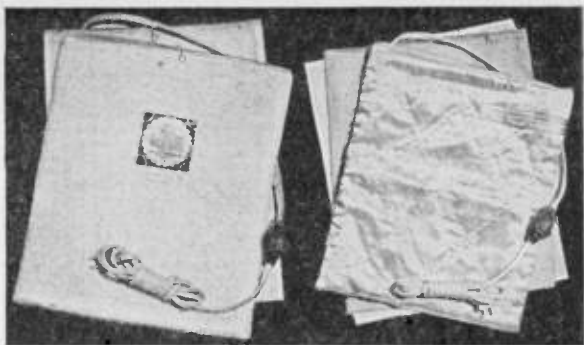
K-M Leader Heating Pad

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 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. \$3.57. Less 2%, net **\$3.50**

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 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 heat—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 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 glide 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 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. 250 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, hi-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 finier applicator. Genuine walnut handle, chrome and brown finish. Low operation cost. Two-speed switch. 110 volt, AC.

No. 3645. List \$3.95. Dir's., ea. \$2.57. 6 lots, ea. \$2.37. Less 2%, net. **\$2.32**

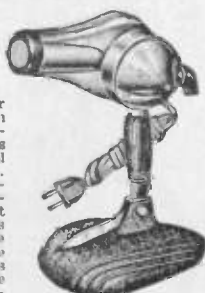


K-M DeLuxe Hair Dryer

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 as a portable hair dryer. Tilts to desired angle by screw adjustment. Motor driven blower with very convenient switch for Hot, Cold or "On" 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.

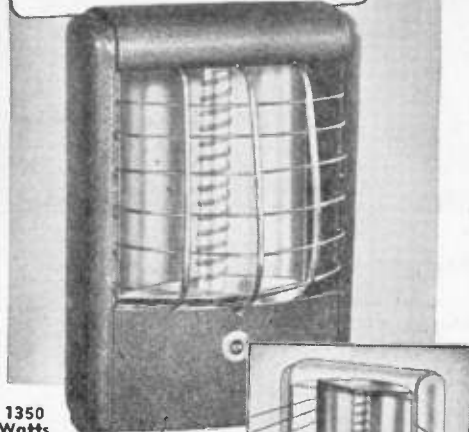
No. 3644. List \$6.95. Dir's., ea. \$4.52. 3 lots, ea. \$4.17. Less 2%, net. **\$4.09**



K-M Circul-Air HEATER

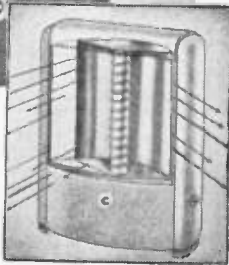
KNAPP-MONARCH Appliances

Styled and Priced to Appeal



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 frosted enamel. 1350 Watts. 110-120 Volts AC. Wt. 14 lbs.
No. 3647. List. \$12.95. Dlr's., ea. \$8.42. Lots of 3, ea. \$7.77, less 2%, net. **\$7.61**

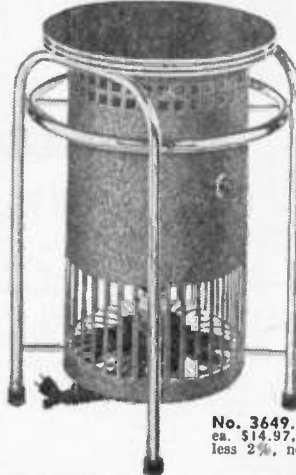


Directed Heat

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 Circulating Heater and Fan

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



A newly developed hot and cold air circulator distinctively 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. Dlr's., \$16.22. 6 lots, ea. \$14.97, less 2%, net. **\$14.67**

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. Dlr'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. Dlr'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. Dlr's., ea. \$2.57. 6 lots, ea. \$2.37, less 2%, net. **\$2.32**



DeLuxe Bowl Heater

11" Reflector — 660 Watts
With Reflex Element

A reflector type heater scientifically designed for maximum heat radiation. 11-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 660 watts.

No. 3650. List \$3.95. Dlr's., ea. \$2.57. 6 lots, ea. \$2.37, less 2%, net. **\$2.32**

Write for free literature on
Knapp-Monarch products.

Kwikway Carbon Arc Sun Lamp

Radiates Ultra Violet Rays

An efficient four-carbon lamp with new safety features. Automatic turn-off for 3 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. Dlr'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. Dlr's., ea. 92c, less 2%, net. **90c**
No. 3656. Set of 10 Super Tan Eveready carbons. List \$1.75. Dlr's., ea. \$1.17, less 2%, net. **\$1.15**



**KWIKWAY
AUTOMATIC
4½ LB. IRON**

KWIKWAY APPLIANCES

REG. U.S. PAT. OFF.

KWIKWAY TRAVELER

Wt. 2¼ lbs.—Handle Folds Flat

The ideal iron for travelling. 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. 660 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

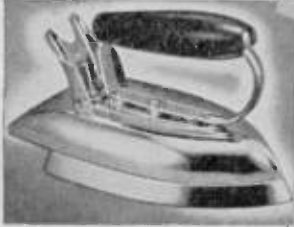


A Leader Value!

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 3½-LB. IRON

Priced for leader value! Patented embedded element, giving quick, even heat over entire sole plate surface. Super-hot 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.

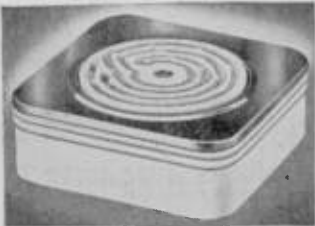
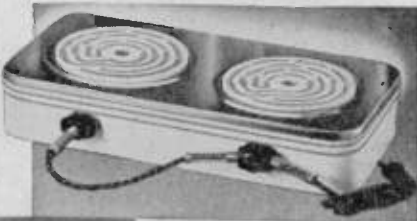
No. 3679. List \$1.50. Dir's., ea. 95c. 6 Lots, ea. 88c. 12 Lots, ea. 80c. Less 2% net. **.78c**

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 3½. 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**



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 4½. Wt. 3½ lbs.

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



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 cover. With cord set. 115 Volts, A.C. or D.C. Size, 18½ x 8½ x 4½. Wt. 10 lbs.

No. 3683. List \$3.75. Dir's., ea. \$3.45. 6 Lots, ea. \$3.25. 12 Lots, \$3.00. Less 2% net. **\$2.94**

Lady Dover AUTOMATIC IRON



4½ Lb.
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**

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 improved in heating surface.

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

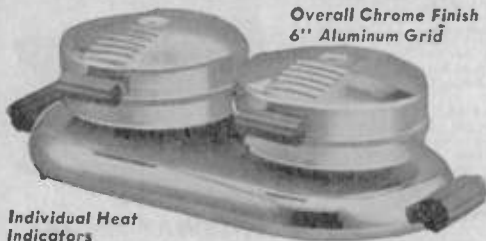
No. 3678. List \$4.95. Dir's., ea. \$2.75. 6 Lots, ea. \$2.60. 12 Lots, ea. \$2.40. Less 2% net. **\$2.35**



ELECTRICAL APPLIANCES

KWIKWAY TWIN WAFFLE IRON

Overall Chrome Finish
6" Aluminum Grid



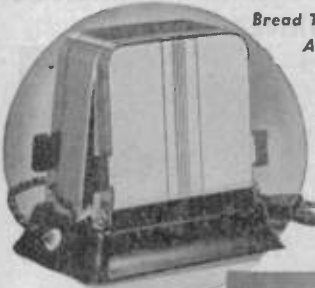
Individual Heat Indicators

Beautifully styled and responsive 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 \$8.95, Dir's., ea. \$4.00,
5 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. 80c, 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 1/2 gallon capacity electric corn popper. Aluminum finished body with orange enamel top. Legs and handles finished by 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. 78c, 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 hinges. 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. \$4.08, 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. \$2.30, 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. Its special expanding hinge which enables toasting of three-decker sandwiches. Grills loaves, 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. 2 1/2 lbs.

No. 3661, 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 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**

10" polished chrome reflector throws powerful beam of heat. Adjustable to desired angle by means of thumb screw. Heavy wire safety guard. Finished in blue-gray wrinkle enamel. Complete with cord set. Listed by Underwriters' Laboratories. 7 1/2" Volts, AC or DC. 600 Watts. Wt. 2 1/2 lbs.

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 in rubber covered. Long flexible cord. Nickel-plated 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 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**

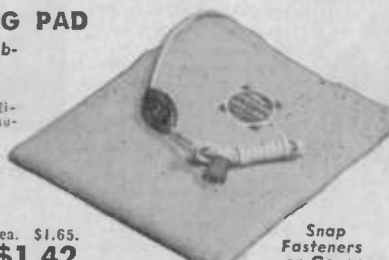


KWIKWAY HEATING PAD

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

3-speed switch on cord for low, medium, high heat. Automatic thermostat's 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**



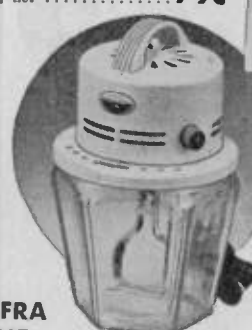
Snap Fasteners on Cover

KWIKWAY 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 heater. 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 heater. Long flexible cord. 115 Volts, AC.
No. 3667. List \$2.00. Dir's., ea. \$1.60. 6 Lots, ea. \$1.50. 12 Lots, ea. \$1.40, less 2%, net..... **\$1.37**

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. Lens cord set. Standard terminals. 115 Volts, 200 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 CORN POPPER

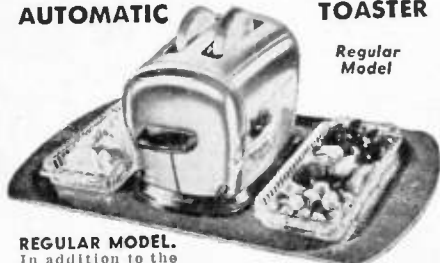
Makes Fluffy Pop Corn

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 slanted to prevent scorching. Specially designed feet also serve as handles. 1 1/2 gallon capacity. Lens cord set. Standard terminals. 115 Volts, AC or DC. 450 Watts.
No. 3673. List \$2.35. Dir's., ea. \$1.30. 6 Lots, ea. \$1.20. 12 Lots, ea. \$1.15, less 2%, net..... **\$1.13**

The SUPER SILENT Toastswell AUTOMATIC "POP-UP" TOASTER

Toastswell TRAY SETS

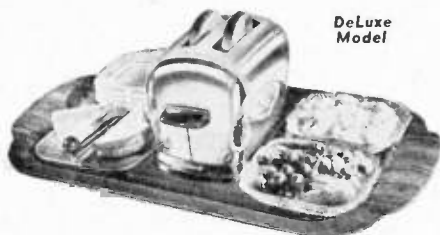
With SUPER SILENT 2-Slice
AUTOMATIC TOASTER



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; 1 crystal clear glass serving plate; 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 oven 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 1-slice capacity. Operates on 110 volts, AC or DC.

No. 4322, 2-Slice. List \$11.95. Dir's., ea. \$7.77. **7.03**

No. 4325, 1-Slice. List \$15.00. Dir's., ea. \$9.75. **8.82**

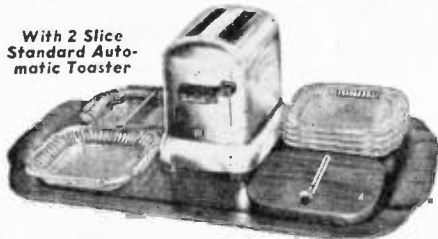
Lots of 3, ea. \$9.00, less 2%, net.

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

TOASTSWELL Standard Tray Set

With 2 Slice
Standard Automatic
Toaster



A beautifully appointed toasting service, built around the Toastswell 2 Slice Standard Toaster. Includes a genuine walnut tray, 24 3/4" x 15 1/2"; two crystal relish dishes, 4 crystal serving plates; walnut cutting board with permanently attached knife.

No. 4336. List \$16.45. Dir's., per set \$10.69. Lots of 3, ea. \$9.87, less 2%, net. **9.67**

Because of its comparatively low price and high standard of toasting efficiency, the Toastswell Standard has proven its popularity with dealer 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 melba 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. **5.85**

Lots of 3, ea. \$5.97, less 2%, net.

4-SLICE MODEL

No. 4339. List \$12.95. Dir's., ea. \$8.42. **7.61**

Lots of 3, ea. \$7.77, less 2%, net.

PROCTOR Quality TOASTERS..



PROCTOR 2-SLICE AUTOMATIC TOASTER

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

An automatic toaster that's 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. \$6.45.

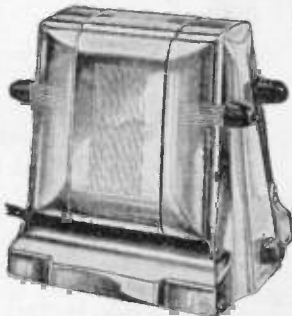
Lots of 3, ea. \$5.95, less 2%, net. **5.83**

PROCTOR 2-SLICE SEMI-AUTOMATIC TOASTER

- 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—open one door and the other opens automatically, turning toast. Size, 8x5x7½ in. Nickel chromium wire element. Chromium finish. 500 watts A.C. Wt. 3½ lbs.

No. 4331. List \$3.95. Dir's., ea. \$2.55. Lots of 3, ea. \$2.35, less 2%, net. **2.30**



BERSTED SANDWICH TOASTER AND WAFFLE IRON



Toasts—Grills—Fries
—Bakes Waffles

Heat Indicator
Chrome Finished

The lowest priced combination Sandwich and Waffle Iron on the market! Furnished with 2 sets of grids. One cast aluminum for making 2 complete waffles at once; one chrome-plated plate for toasting sandwiches, grilling, etc. Grids are quickly interchangeable. Heat indicator shows proper baking temperature. Long life elements. Air-cooled walnut bakelite handles. Bakelite feet guard against scorching.

ing table tops. Approved cord and plug. Length 13½", height 3¾", width 9". Grid size, each waffle 5x5½ in. 115 volts, 750 watts. AC-DC.

No. 4341. List \$6.55. Dir's., ea. \$4.26.

Lots of 3, ea. \$3.93, less 2%, net. **3.85**

TOASTSWELL ELECTRIC FOOD WARMER

With this modern appliance foods can be served "piping hot" on the table and kept hot throughout the entire meal. Ideal for crisping potato chips or crackers, keeping fried fish hot, etc. Equipped with timed steel wire mesh basket which prevents scorching or burning and also permits hot air around the food. Adjustable vent in cover permits variation of moisture. Polished aluminum finish. Bakelite handle and feet. Detachable cord. Circular enclosed removable element. 110-120 volts, 120 watts. AC or DC. Height 8", width 10½". Wt. 2½ lbs.

No. 4340. List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.37, less 2%, net. **2.32**



- Keeps Foods Piping Hot

SPEED MASTER 2-SLICE AUTOMATIC POP-UP TOASTER



- A Low-Priced Automatic Pop-Up Toaster
- Control For Toasting Any Shade Desired
- Current Shuts Off Automatically

A 2-slice Automatic Pop-Up toaster made to sell for nearly half the usual price. Full size oven type body. Toasts both sides of bread at the same time evenly. Current shuts off automatically when toast is done. Timing lever can be set for any shade of toast desired. Feather touch knob raises or lowers toast. Beautifully panelled and finished in sparkling chrome plate. Bakelite handles, feet and knobs. Mica units with ribbon wire. Heavy duty cord attached. Size, 7½" high, 7¾" long, 5¾" wide. 750 watts, 115 volts AC only.

No. 4334. List \$8.34. Dir's., ea. \$5.15. Lots of 6, ea. \$4.75, less 2%, net. **4.65**

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 busy-wid 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
- Thermostatic Heat Control
- Double Insulated Cover
- Bake and Lift Rack
- 5-Piece Utensil Set
- Removable Cooking Well
- Cover Raising Control
- Jewel Signal Light
- Glass Wool Insulation
- 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. 1500 watts. Size, 55 1/2" long, 18" wide, 19" 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 1/2" 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 17 1/2" x 13 1/2". Ship. wt. 3 1/2 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 \$35.00. Dir's., ea. \$23.94, 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**

BROILER-GRIDDLE

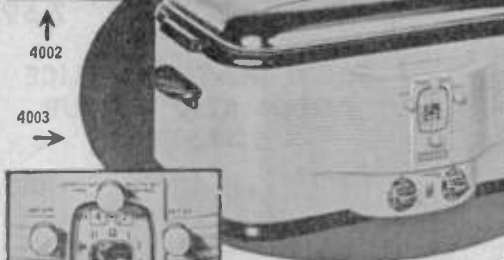
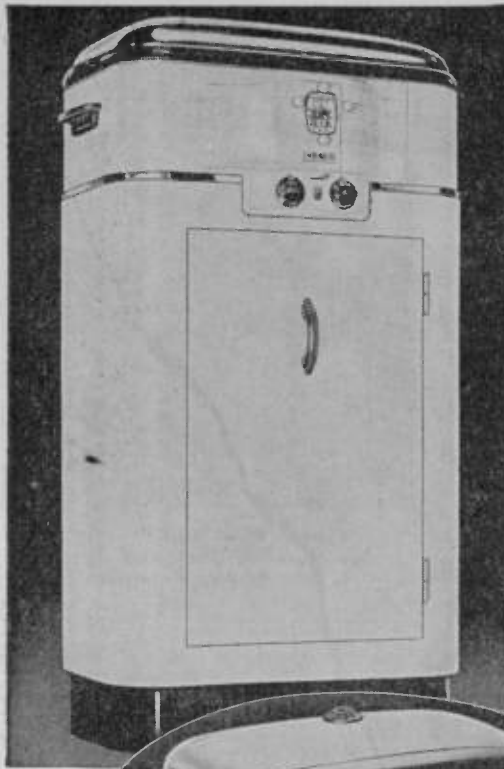
For use with all Nesco 18 and 20 Qt. roasters, 1500 watts. No. 4006. List \$5.95. Dir's., \$3.67, less 2%, net. **3.79**



16 Qt. Roaster Only
No. 4007. List \$19.95. Dir's., ea. \$12.97, less 2%, net. **12.71**

Complete with Cabinet
No. 4009. List \$25.00. Dir's., ea. \$16.85, less 2%, net. **16.50**

Cabinet Only
No. 4008. List \$5.95. Dir's., ea. \$3.67, less 2%, net. **3.79**



5-PIECE UTENSIL SET INCLUDED

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

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.

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 1/2" long, 14 1/2" wide, 13" high. 1500 watts, A.C. only. 110-120 volts. Wt., 3 1/2 lbs. Approved cord set.

CABINET FOR ABOVE

All metal construction, electrically welded. 2 storage shelves. Finished in white with black trim. Height, 33"; width, 19 1/2"; depth, 13 1/2". Wt., 13 lbs.

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

20 QT. DE LUXE MODELS

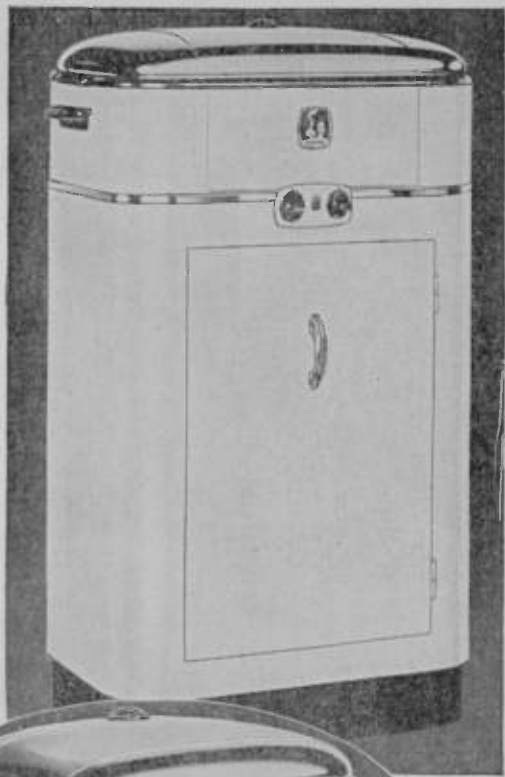
Full 20 quart capacity—this Nesco model will handle even the mammoth sized Thanksgiving turkey. Any temperature desired—from 150° to 500° can be selected with the accurate thermostatic control. Jeweled signal light flashes when current is on. Double shell insulated cover with adjustable browning vent. 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 1/2" long, 15 1/2" wide, 13" high. Ship. wt. 30 lbs. 110-120 volts A. C. only. 1520 Watts.

- No. 4011. 20 Qt. Roaster, complete with 5-piece utensil set. List \$29.95. Dir's., ea. \$19.47. **19⁰⁸**
 less 2%, net.....
- 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 20"x21 1/4"x14 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 1/2" long, 15 1/2" wide, 13 1/2" deep. Ship. Wt., 24 lbs.

- No. 4014. 18 Qt. Roaster complete with 5-piece utensil set. List \$24.95. Dir's., ea. \$16.22, less 2%, net..... **15⁹⁰**
- No. 4016. 18 Qt. Roaster, complete with Cabinet and 5-piece utensil set. List \$21.90. Dir's., ea. \$20.74, less 2%, net..... **20.33**
- Master Cabinet Only.** Similar to No. 4019 cabinet only designed for use with Master Model Roasters.
- No. 4015. List \$6.95. Dir's., ea. \$4.52, less 2%, net..... **4.43**



↑
4013

←
4014



DE LUXE 12 QT. OVAL MODEL

The Nesco DeLuxe Oval 12 quart Roaster 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 cocky sheet. Finished in ivory baked enamel with black plastic handles and feet. Cover is polished chrome on outside, stainless steel on inside. Size: 30 1/2" 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..... **12⁷¹**



BROILER ATTACHMENT

Broils quickly and delicately. 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., 2 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**

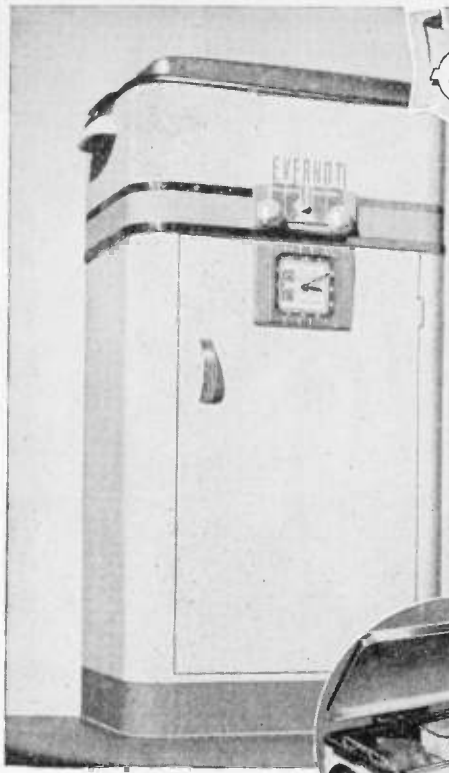


STANDARD 9-QT. OVAL ROASTER

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 1/2 x 14 x 11 1/2 in.

No. 4018. Complete with 5-piece utensil set. List \$17.95. Dir's., ea. \$11.67, less 2%, net..... **11.44**

EVERHOT Electric



DELUXE MODEL

- New Turn-A-Knob Cover Lifter
- Capacity 18 Qts.—Takes A 20 lb. Fowl
- Automatic Temperature Control—150 to 550°
- New "Chef & Turkey" Signal Light
- Chrome Plated Hinged Cover
- Steam Ventilator With 4-Point Adjustment
- 6-Piece Utensil Set with Elevating Bake Rack

With the new Everhot Deluxe Roaster, even the newlywed can prepare delicious, perfectly cooked meals. Offers the last word in automatic operation with its automatic temperature control, automatic cover control, and when used with Everhot's new timer cabinet—even the time the current remains on is automatically controlled. Automatic temperature control selects and maintains any temperature from 150° to 550°. "Chef and Turkey" Signal Light shows when current is on. Chrome plated hinged cover, automatically raised or lowered by dial in front. Steam ventilator in center of cover with 4 points of adjustment for adequate browning control. Includes a 6-piece vitreous porcelain enamel utensil set with elevating bake rack which lifts and lowers all pans at once. Finished in two tone white enamel with chrome trim. Cool white bakelite handles. Size, 21" wide, 15½" high, 12½" deep. 115 volts A.C. only. 1320 watts. Ship. wt. 42 lbs.

No. 4555. List \$24.95. Complete with 6 piece utensil set. Dir's., ea. \$16.22, less 2%, net.

15.90

EVERHOT DELUXE TIMER CABINET

With Built-In Time Clock

Practically everyone who buys an Everhot Roaster will want to include one of these Deluxe timer cabinets, as illustrated at the left. For it not only converts the Everhot Roaster into a beautiful, miniature range, with its definite place in the kitchen, but also adds new utility, new efficiency to the roaster. Has a built-in time clock which automatically turns current on and off at the exact minute desired, thus the housewife can put up her meal and leave the house, knowing that her food cannot possibly burn. Designed and finished in white to harmonize with roaster. Has a built-in shelf for holding accessories or other appliances.

No. 4559. List \$11.95. Dir's., ea. \$7.77, less 2%, net.

7.61

EVERHOT STANDARD CABINET

Same as above, but without built-in time clock.

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

4.43

TURN KNOB TO RAISE COVER

This is a patented Everhot feature and one which housewives will readily appreciate. By simply turning knob in front, cover is raised or lowered as desired. No more burnt fingers or scalded hands.



TURN KNOB TO RAISE COVER

Everhot Deluxe BROILER-GRIDDLE

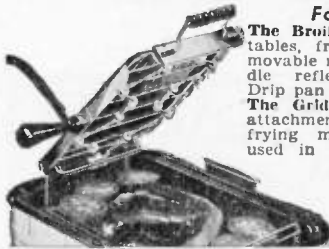
For All Models

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.

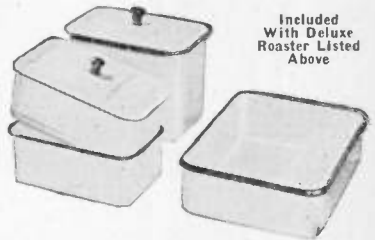
No. 4560. List \$4.95. Dir's., per set \$3.22, less 2%, net

3.16



Every Everhot Deluxe Roaster comes complete with a 6-piece porcelain enamel utensil set. Consists of one 3 qt. vegetable pans with cover, two 1½ qt. vegetable pans with covers; and large, shallow roasting pan. The utensil set is a feature that all housewives will appreciate.

DELUXE 6 PIECE UTENSIL SET



Included With Deluxe Roaster Listed Above

EVERHOT TABLE GRILL

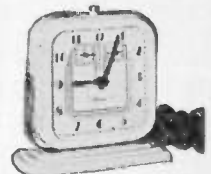
- Broils, Fries, and Toasts
- Hinged Element with Lifting Handle
- Two Heats, High and Low
- Heavy Removable Aluminum Griddle
- Removable Porcelain Enameled Broiler Pan

A modern table appliance that meets every cooking need—broils, fries, steaks 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 ten position rack. Removable heating cord. Quickly and easily changed for the different cooking operations. Splatterproof and smoke-proof rack. 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

Electric Time Clock



Turns electric current on and off, automatically (or off only), at any time desired within a 15 minute to 21½ 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 \$1.95. Dir's., ea. \$3.22, less 2%, net.

3.16



BROILS

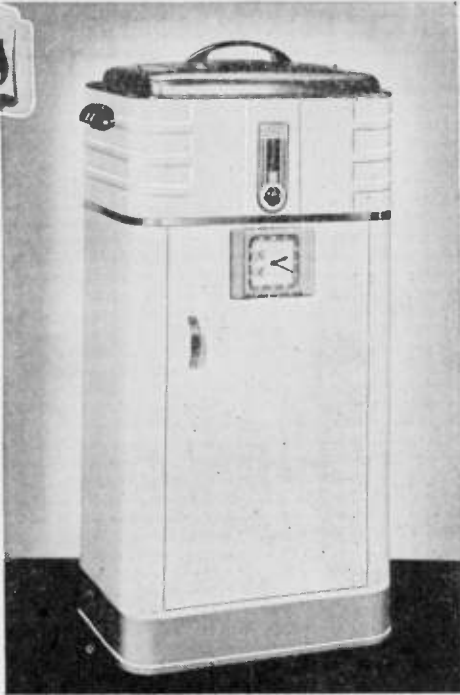
FRIES

Automatic Roasters

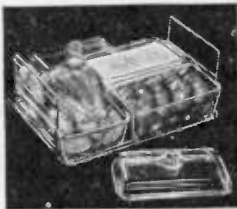
STANDARD MODEL The Electric Roaster Value of The Year!

- 18 Qt. Capacity—Will Hold A 22 Lb. Turkey
- Full Automatic Control
- 5 Piece Glasbake Utensil Set
- Jeweled Signal Light

10⁷⁹ Complete With 5-Piece Utensil Set
NET



Despite the low price, the high standard Everhot quality is maintained in this model. It is essentially the same as the deluxe model differing only in capacity and in cover design. 17 qt. capacity—takes up to a 22 lb. turkey. Automatically maintains temperature from 150° to 550°. Jeweled signal light. Chrome finish lift-off cover with adjustable steam vent. Cool bakelite handles. Includes a 5-piece heat-proof Glasbake utensil set and adjustable bake rack. Finished in white enamel with black trim. Approved cord set. Size 21x15 1/2 x 12 1/2 in. 115 volts A.C. 1320 watts. Complete with recipe book.



No. 4558. List \$16.95. Complete with 5 piece utensil set, Dir's., ea. \$11.02, less 2%, net. **10.79**

DELUXE TIMER CABINET

Converts the Everhot Standard into a beautiful, fully automatic kitchen appliance, as shown on right. Built-in time clock. (Described on opposite page.) automatically turns current on and off. Can also be used to store other electrical appliances. Finished in white baked enamel, gray and chrome trim. Size 23 1/2 x 18 1/4 x 13 1/4 in. Center shelf 11" x 18", clearance 15 1/2". 1650 watts. A.C.

No. 4559. List \$11.95. Dir's., ea. \$7.77, less 2%, net. **7.61**

EVERHOT STANDARD CABINET

Same as above without timer clock. No. 4557. List \$6.95. Dir's., ea. \$4.52, less 2%, net. **4.43**

This 5 piece utensil set is included with the Standard Model at no extra cost. Made of Glasbake — absolutely heat-proof. Consists of 2 vegetable pans with covers and a shallow meat pan.



The Aristocrat of Food Mixers Gilbert KITCHEN KIT

WITH BUILT-IN POWER UNIT

- 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 Model 25B) strains fruit juices as it extracts and prevents seeds, or pulp from entering liquid.

MODEL 25

Gray 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. **14.75**

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. **18.57**

ATTACHMENTS FOR GILBERT MIXERS

No.	Attachment	List	Dir's.
4347	Food Chopper	\$3.50	\$2.34
4348	Flour Sifter and Drifter	2.25	1.50
4349	Can Opener	2.95	2.00
4350	Knife Sharpener	75	50
4351	Grater-Slicer-Shredder	4.50	3.00
4352	Ice Crusher	3.50	2.34
4359	Pea Sheller—Bean Slicer	2.95	2.00
4360	Centrifugal Juice Extractor	2.25	1.50
4358	Beverage Mixer	50	34

VEGETABLE-MEAT JUICER

For use with the Kitchen Kit. Extracts all vitamin-laden juice from vegetables, fruit and meats and tosses off the useless pulp and fibre. No. 4357. List \$6.95. Dir's., ea. \$4.64, less 2%, net. **4.55**



Food Chopper



SILEX "Delray" MODELS



In Lots of 12, ea.

173
Net

And Up

GAS MODELS

For use on gas or any open flame stove. Genuine Pyrex heat resisting bowls. Has narrow neck for easier pouring. Upper and lower bowl handles and neck collar in black or Ivory Moldex. Chrome upper bowl cover on ivory trimmed models. Black Moldex upper bowl cover on black trimmed models.

No.	Cap.	Trim	List	Dir's.	6		12	
					Lots	ea.	Lots	ea.
4058	8 Cup	Black	2.95	1.97	1.92	1.77		
4060	10 Cup	Black	3.45	2.30	2.24	2.07		
4059	8 Cup	Ivory	3.45	2.30	2.24	2.07		
4061	10 Cup	Ivory	3.95	2.63	2.57	2.37		

ELECTRIC MODELS

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

No.	Cap.	Trim	List	Dir's.	6		12	
					Lots	ea.	Lots	ea.
4062	8 Cup	Black	4.95	3.30	3.22	2.97		
4064	10 Cup	Black	5.45	3.63	3.54	3.27		
4063	8 Cup	Ivory	5.45	3.63	3.54	3.27		
4065	10 Cup	Ivory	5.95	3.97	3.87	3.57		



SILEX "Bretton" MODELS

With Wide Neck for Easy Cleaning

GAS MODELS

A new wide necked model that promises to be very popular. Easy to clean. Handle 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.

No.	Cap.	Trim	List	Dir's.	6		12	
					Lots	ea.	Lots	ea.
4066	4-6 Cup	Black	2.45	1.63	1.59	1.47		
4067	8 Cup	Black	2.95	1.97	1.92	1.77		
4068	8 Cup	Ivory	3.45	2.30	2.24	2.07		
4069	12 Cup	Black	3.95	2.63	2.57	2.37		
4070	12 Cup	Ivory	4.45	2.97	2.89	2.67		

ELECTRIC MODELS

Same as above only with chrome finished electric "self-timing" stove and approved cord set. 550 watts, 110 volts AC only.

No.	Cap.	Trim	List	Dir's.	6		12	
					Lots	ea.	Lots	ea.
4071	8 Cup	Black	4.95	3.30	3.22	2.97		
4072	8 Cup	Ivory	5.45	3.63	3.54	3.27		
4073	12 Cup	Black	5.95	3.97	3.87	3.57		
4074	12 Cup	Ivory	6.45	4.30	4.19	3.97		

Genuine SILEX COFFEE MAKERS

Dealers have always found Silex products a reliable, steady source of profit. This year a gigantic advertising schedule has been planned, with Silex appearing in such national magazines as Saturday Evening Post, Ladies Home Journal, Good Housekeeping, etc., to make the public "more and more Silex conscious". It will pay you to stock up now for quick profits with Silex.

ANYHEET CONTROL

With the Anyheet Control coffee can be kept at any heat. A turn of the dial regulates temperature of coffee desired.

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.



SARATOGA Wide Neck Model

Anyheet Control — Chrome Decorations
A new wide neck coffee maker designed for easy cleaning. Has removable lower bowl decoration. Anyheet thermostatic temperature control and "Self-Timing" stove. Genuine Pyrex glass bowls. Snap-in detachable decanter cover. Handle and stove base of black or Ivory Moldex. Chrome covers for upper or lower bowls. 115 volts, AC only.

8 Cup Capacity
No. 4075, Black. 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. 4076, Ivory. 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**

12 CUP CAPACITY
No. 4077, Black. List \$6.95. Dir's., ea. \$4.63. Lots of 6, ea. \$4.52. Lots of 12, ea. \$4.17, less 2%, net... **4.09**

No. 4078, Ivory. List \$7.45. Dir's., ea. \$5.97. Lots of 6, ea. \$4.84. Lots of 12, ea. \$4.47, less 2%, net... **4.38**

CATALINA MODEL

With Anyheet Control
Chrome Plated Decorations

An exceptionally popular Silex model which combines the utmost in coffee making efficiency with gleaming gem-like beauty. Possesses all the famous Silex features, assuring perfectly brewed coffee every time. Complete with Anyheet Thermostatic temperature control and "self-timing" stove. Snap-in detachable decanter cover. Genuine Pyrex bowls. Handle and stove base in Ivory or black Moldex. Covers, lower bowl decorations and stove of bright chrome. 550 watts, 115 volts. 8 Cup Capacity. AC only.

No. 4079, With Black Trim
No. 4080, With Ivory Trim
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**



PINEHURST MODEL

Has Anyheet Thermostatic Control
Chrome Finished "Self-Timing" Stove

The Pinehurst model is a new narrow neck coffee maker designed for better pouring. Complete with Anyheet Thermostatic temperature control by which coffee can be kept at any heat desired. Also has brightly chrome "Self-timing" stove. Genuine Pyrex bowls. Bowl handles, covers, for upper and lower bowls, and stove are finished in bright chrome while the neck collar and carrying handles of stove are in black Moldex. AC only. 8 or 10 cup capacity.

No. 4081, 8 cup capacity. List \$7.95. Dir's., ea. \$5.30. Lots of 6, ea. \$5.17. Lots of 12, ea. \$4.77, less 2%, net... **4.67**

No. 4082, 10 Cup Capacity. List \$8.45. Dir's., ea. \$5.63. Lots of 6, ea. \$5.49. Lots of 12, ea. \$5.07, less 2%, net... **4.97**



SILEX Parts and Accessories

UPPER BOWL HANDLE



Simplifies removing upper bowl and also prevents it from rolling.
No. 4469. List 50c. Dir's., 35c. 6, ea. 32½c. 12, ea. 30c, less 2% net. **29c**



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. **56c**

ANYHEAT CONTROL CORD SET



Dial regulates the temperature of the coffee desired. 6 ft. approved cord.
No. 4473. List \$1.50. Dir's., ea. \$1.00. 6 Lots, ea. 98c. 12 Lots, ea. 90c, less 2% net. **88c**

STRAINER CLOTHS

Stringless cloth strainers for Silex models.
No. 4470. Box of 12. List 25c. Dir's., ea. 17c. Lots of 6, ea. 16c. **15½c**
No. 4471. Box of 25. List 50c. Dir's., ea. 35c. Lots of 6, ea. 31½c. **30c**

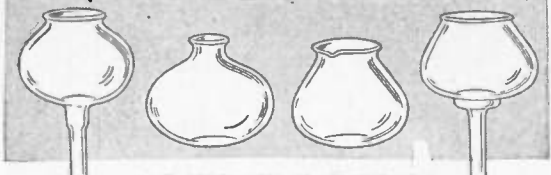


CAFEX HIGH SPEED FILTER ROD



For all glass coffee makers. Finished in glassy baked porcelain enamel. Perforated for speed. Unbreakable and jiggle-proof. Complete with 10 cloths.
No. 4464. List 50c. Dir's., ea. 35c. 6 Lots, ea. 32½c. 12 Lots, ea. **30c**

SILEX GLASS REPLACEMENT BOWLS



FOR NARROW NECK MODELS

UPPER BOWL		LOWER BOWL					
No.	Cap.	List Dir's.	6 12 lots	No.	Cap.	List Dir's.	6 12 lots
4465	8-Cup	1.50 1.00	.98 .90	4466	8-Cup	1.25 .83	.81 .75
4447	10-Cup	1.75 1.17	1.14 1.05	4448	10-Cup	1.50 1.00	.98 .90
4467	12-Cup	2.37 1.57	1.53 1.41	4468	12-Cup	2.15 1.43	1.40 1.29

FOR WIDE NECK MODELS

UPPER BOWL		LOWER BOWL					
No.	Cap.	List Dir's.	6 12 lots	No.	Cap.	List Dir's.	6 12 lots
4092	8-Cup	.85 .63	.62 .57	4093	8-Cup	.85 .57	.55 .51
4094	12-Cup	1.60 1.07	1.04 .96	4095	12-Cup	1.45 .97	.94 .87

PLASTIC UPPER BOWL

Made of a special formula brown plastic material, practically unbreakable. Clean as glass. Will not affect the taste of coffee. Made in 2 styles—one for all 8 cup small neck lower bowls—the other for 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. 62c. Lots of 12, ea. 57c, less 2% net. **56c**



CAFEX NO CLOTH FILTER



A clothless filter that really works. Bowl can be inverted without dislodging coffee grounds. Made of rugged Moldex, practically unbreakable. Will not affect the flavor of coffee. Fast filtration. Fits most glass coffee makers, from 2 to 12 cup sizes.
No. 4439. List 39c. Dir's., ea. 26c. Lot of 6. **24¼c**
 ea. 25¼c. Lots of 12, ea. **24c**

SPRING DRAIN AND PORCELAIN FILTER

For all 8, 10, and 12 cup coffee makers. Specify size desired.
No. 4449. List 40c. Dir's., ea. 27c. Lots of 6, ea. 26c. Lots of 12, ea. **24c**

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. **232**



GAS MODEL

Same as above, without electric stove.
No. 4501. List \$1.95. Dir's., ea. \$1.30. 6 lots, ea. \$1.27. 12 lots, ea. \$1.17, less 2% net. **115**

SPECIAL SILEX 8-CUP COFFEEMAKER

With Black Moldex Tray



A Special Deal at "Special Prices" to Boost Your Silex Sales

In this sensational deal at a new remarkably low price, you get an efficient, ever-popular Silex 8-cup coffee maker and a handy serving tray. Genuine glass Pyrex bowls with black handle and trimmings. Moldex tray is finished in black. Electric model operates on 115 volts, 50 watts. With "Self-timing" stove and cord set.

8-CUP GAS MODEL	8-CUP ELECTRIC MODEL
No. 4440. Regular list \$3.20. Dir's., \$1.97. Lots of 6, ea. 1.77, less 2% net. 1.73	No. 4441. Regular list \$5.20. Dir's., ea. \$3.30. Lots of 6, ea. \$2.97, less 2% net. 2.91

SILEX COFFEE DISPENSER



Here is an accurate coffee dispenser that prevents spilling coffee and assures accurate measurements at all times. It's one of those handy little helps which prove so popular with housewives. Seal-fit top keeps coffee fresh. A very attractive item with a shiny black Moldex base and red can, and gold and black lettering.

No. 4430. List \$1.45. Lots of 6, ea. 94c. Lots of 12, ea. 87c, less 2% net. **85c**

GET INTO FLUORESCENT LIGHTING

Our Fluorescent Engineering Department Is Ready To Serve You

You don't have to be an expert to sell and install Fluorescent lighting. Our Fluorescent Engineering Department will gladly work out any problems on fluorescent lighting that you may run into. Our Fluorescent Manual, yours for the asking, shows all the various types of Fluorescent Fixtures and lamps available. This will meet every conceivable requirement for Fluorescent lighting. You can sell directly from this catalog as only retail prices are shown; confidential dealer's prices are printed on a separate sheet in the back of the book. Also included is a chart on which you can draw a floor plan for submitting to our Engineering Department. They will recommend the amount and type of fixtures required and quote accordingly.



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. Chromeplated 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. Lot's of 3, ea. \$8.15, less 2% net **7.99**



Mixes drinks faster and tastier

Brings a new thrill to cooking

NAXON Deluxe Broiler Server



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

Finished in chromium. 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 heating 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. Lot's of 3, ea. \$4.77, less 2% net. **4.67**

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, meat 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. A.C.-D.C.

No. 4301. 1½ qt. capacity. Height 7". dia. 7". List \$1.38. Dir's., ea. \$1.30. Lot's of 6, ea. **1.19**

No. 4302. 3¼ qt. capacity. Height 9½". dia. 9". List \$3.95. Dir's., ea. \$2.57. Lot's of 6, ea. **2.37**

NESCO Casserole

Two-Heat Control

Perfect for preparing any Casserole dish. Has 2½ 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 8½". 130-425 watts A.C.-D.C. 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. 1½ qt. capacity. White porcelain enamel finish. 10¼" diameter, 3¼" high.

No. 4021. List \$1.50. Dir's., ea. 98c, less 2% net. **96c**



RIVAL BROIL-O-MAT BROILERS

COLONIAL DELUXE MODEL

- High and Low Heat
- Heat Indicator
- Cast Aluminum Broiler
- 17" Serving Tray

A deluxe cast aluminum broiler which will add distinction to table service.

Heat Indicator tells when to fry, broil, or roast. High and low heat control. Skirted platter with walnut handles can be detached from cover for use as a serving tray. Black bakelite feet and handles. Two way heat unit. Complete with broiling rack and 6 ft. detachable cord. Length 17". width 11½". Wt. 8 lbs. 115 volts AC-DC. 1150 watts.

No. 4365. List \$9.95. Dir's., ea. \$6.47. Lot's of 3, \$5.97, less 2% net **5.85**



VOGUE MODEL

- Extra Large Size
- Cast Aluminum Broiler
- Automatic Adjustable Cover
- 18" Serving Tray

One of the largest capacity table broilers on the market. Removable cover permits using Hammer-brite cast aluminum platter for serving. Finished in chromium with black bakelite feet and handles.

Overall 18", width 10½", height 9½". Platter size 10½" by 17". Cover depth 5¾". Ship wt. 11 lbs. With 6 ft. detachable cord. 115 volts AC-DC. 1150 watts.

No. 4364. List \$11.95. Dir's., ea. \$7.77. Lot's of 3, ea. \$7.17, less 2% net. **7.03**

STANDARD MODEL—Same as above except smaller. Height 6¾", width 9". Length overall 15½". No. 4420. List \$6.95. Dir's., ea. \$4.52. Lot's of 3, ea. \$4.17, less 2% net. **4.09**



THE CLASSIC MODEL

- New Design
- Separate Dish For Broiling
- Chromium Finish

An especially attractive broiler in a new compact design. Has a separate oven tested platter for serving or broiling fish. Aluminum drip pan with rack. Chromium finish. Cover easily removed for table service. Broils without steaming. Easily cleaned. Bakelite feet and handles. 6 ft. cord set. Diam. 13¾". height 5¾". 110 volts A.C.-D.C. 1150 watts.



No. 4366. List \$8.95. Dir's., ea. \$5.82. Lot's of 3, ea. \$5.37, less 2% net. **5.26**

HANKSCRAFT Automatic Electrical Appliances

SPECIAL 6-Piece Egg Cooker Set



Here's a complete egg cooker set attractively designed yet priced unusually low. Includes an automatic egg cooker finished in ivory and chrome. 4 ivory

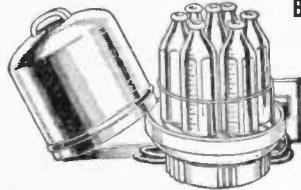
egg cups and serving tray. Boils, poaches, or scrambles eggs. Current shuts off automatically, when eggs are done. Complete with cord and plug. 110 volt AC-DC. No. 4483. List \$3.95. Dir's., ea. \$2.57. Lots of 6, ea. \$2.49. less 2%, net. **2.44**

DELUXE 7-Piece Egg Cooker Set

Includes egg cooker with ivory base and copper dome, four ivory egg cups, gleaming copper tray, and 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%. **4.29**



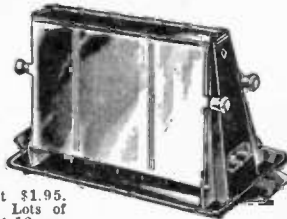
BABY BOTTLE STERILIZER



Sterilizes 7 standard baby bottles, nipples and accessories in live steam. Starts quickly, shuts off automatically. Aluminum top, white base. With bottle rack. Cord set. 110 volts A.C.-D.C. No. 4486. List \$5.00. Dir's., ea. \$3.25. Lots of 4, ea. \$3.15. less 2%, net. **3.09**

NELSON 4-SLICE TOASTER

Sells at a price that spells "profits" for dealers. When doors are lowered, bread automatically turns over. Nichrome heating units wound on Mica. Base, top and sides in black baked enamel. Doors chrome plated. Length, 13 1/2", width 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**

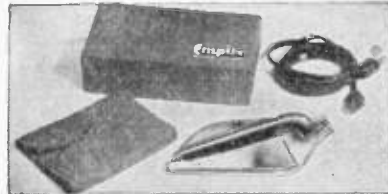
TRIPLEX COFFEE-TEA SERVER

These smart, gray-colored coffee and tea servers add distinction to table service for all occasions. Made of heat-proof glass. Neck of server is insulated for cool handling. Asbestos colored Raffia wrapping with cord and tassel in harmonious colors.

No.	Cap.	List	Dir's.,	Lots,	Lots,
		ea.	ea.	ea.	ea.
4443	1 cup	1.00	.65	.60	57
4444	5 cup	1.50	.98	.90	85
4445	8 cup	1.75	1.14	1.05	1.00
4446	12 cup	2.00	1.30	1.20	1.15

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 without adjustable handle and in plain carton.

No. 4480. List \$1.00. Dir's. ea. 65c. less 2%, net. **64c**

SPECIAL Egg Cooker

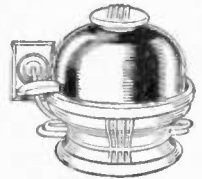


Here is a low priced egg cooker which you should be able to sell in large volume. Boils four eggs at once by the same principle employed in the De Luxe Hankscraft Egg Cooker. Comes in black finish only. No. 4489. List \$1.50. Dir's., ea. 85c. Lots of 4, ea. 80c. less 2%, net. **78c**

AUTOMATIC Egg Cooker

A few teaspoons of water poured into cooker closes circuit and turns to steam almost instantly. When all water turns to steam, current shuts off, and 4 eggs are cooked to the desired degree. Finished in ivory and copper. Complete with boiling tray and ivory porcelain poaching dish. 110 volt AC-DC.

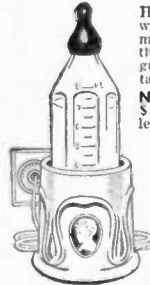
No. 4485. List \$3.95. Dir's., ea. \$2.57. Lots of 4, ea. \$2.49. less 2%, net. **2.44**



DELUXE 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. Saves time, and guesswork, and insures greater safety in this important job of preparing baby's milk. Pink or blue.

No. 4487. Specify color. List \$2.95. Dir's., ea. \$1.92. Lots of 4, ea. \$1.86. less 2%, net. **1.82**



BOTTLE WARMER SET

Consists of the bottle warmer listed above, with poringer and vaporizer attachments. The poringer 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**

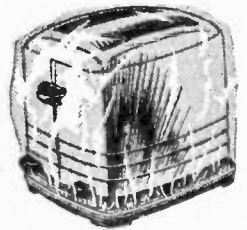
OILED SILK COVERS

For Food and Appliances

5-PIECE BOWL SET

A 5-piece bowl cover set made of oil silk with quality elastic. Comes in assorted sizes.

No. 4306. List 45c. Dir's., per set, 20c. Lots of 12 sets **18c**



ELECTRIC FOOD MIXER COVER

Fits any modern food mixer. Keeps out dust and moisture.

No. 4307. List 75c. Dir's., ea. 38c. Lots of 12, ea. **34c**

2-SLICE TOASTER COVER

Fits all standard 2-slice toasters. No. 4308. List 50c. Dir's., ea. 28c. Lots of 12, ea. **25c**

STANDARD ALUMINUM PERCOLATOR

An electric percolator at a price slightly above an ordinary "coffee pot." Has a covered heat element, full size etonized handle, and heat proof, scratchproof feet. Made of polished aluminum, attractively ornamented. Complete with inset and spreader plate. Less cord.



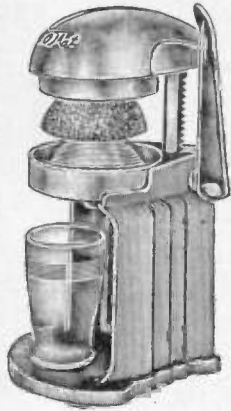
No. 4376. 5-Cup. List \$1.90. Dir's., ea. \$1.15. Lots of 6, ea. \$1.08. less 2%, net. **1.06**

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**

Juice-O-Mat STREAMLINED FRUIT JUICE EXTRACTOR

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



DELUXE MODEL
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. 4428. Blue & Chrome.
List \$2.98. Dir's., ea. \$1.97.
Lots of 6, ea. \$1.92. Lots of 12, ea. \$1.77, less 2%, net..... **1.73**

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

The Aristocratic Model

The parts that come in contact with citrus juices on this new Juice-O-Mat are made of plastic and will not corrode, discolor or chip. Easy to clean. Plastic Konvokone, juice extractor and removable plastic base. Removes the juice from limes, lemons, oranges, grapefruit, without oil from the seeds—without heavy pulp. All moving parts fully enclosed. Chrome plated top and handle. Rubber feet prevent marring.

No. 4416. White & Chrome
No. 4417. Red & Chrome
No. 4418. Ivory & Chrome
No. 4423. Green & Chrome
No. 4424. Pink & Chrome
No. 4425. Blue & Chrome

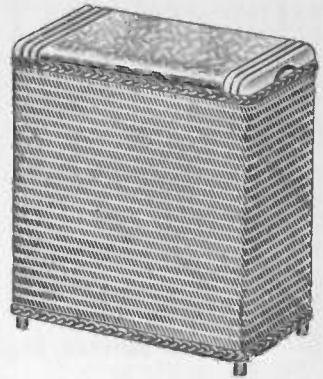
List \$3.98. Dir's., ea. \$2.65. Lots of 6, ea. \$2.59. Lots of 12, ea. \$2.39, less 2%, net..... **2.34**



BATHROOM HAMPER

A sturdily built bathroom hamper with smart designs of loom woven half-oval fibre. "Mother of Pearl" pyralin lid with chrome finished in-laid handles. Finished in chip-proof enamel with hard finish. Solid one-piece legs assure perfect balance. Frames mortised, glued and nailed for permanent strength and durability. Will not sag or bulge. Available in assorted finishes: white with black top, ivory with black top and white with green top. SPECIFY FINISH DESIRED.

No. 4297. 20 1/2" x 19" x 10". List \$1.50. Dir's., ea. \$2.75. Lots of 3, ea. \$2.50, less 2%, net..... **2.45**
No. 4275. 28 1/2" x 20" x 12". List \$5.00. Dir's., ea. \$3.35. Lots of 3, ea. \$3.00, less 2%, net..... **2.94**



ELECTRIC ICE CREAM FREEZER

Smooth, velvety ice cream can easily be made with this efficient electric freezer. The nuisance of turning crank and mussy packing is entirely eliminated. Cast main frame cadmium finished. Round pine tub. Leakproof cream can made of prime charcoal tinplate. Induction type motor, 105-115 volt, A.C. 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**



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, 9 1/2 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, less 2%, net..... **2.32**
No. 4428. Red and Chrome..... }
No. 4429. Black and Chrome..... }



Window Top

PORTER'S Carpet Sweepers

Center Attached Handle



Double Combed
Bristle Brush
Ball Bearing Wheels

STANDARD MODEL

An efficient carpet sweeper with ball bearing wheels for easy action. Genuine bristle brush is adjustable to any type rug and is automatically cleaned by a single comb. Solid rubber furniture guard all around case. Window top makes sweeping action visible. Combination steel and wood case finished in mahogany with chrome trim. Metal treaded hardwood handle. Dump lever empties both dust pans instantly. Size, 15" wide, 9 1/2" deep, 4" high. Handle 42 1/2" long. Wt. 6 1/2 lbs.
No. 4313. List \$4.50. Dir's., ea. \$3.00. Lots of 3, ea. \$2.85, less 2%, net..... **2.79**



Double
Combed
Brush

Double
Ball Bearing Wheels

CRUISER MODEL

A "center attached handle" permits sweeping under low furniture. Handle also controls rotating motion of combs—raising and lowering of handle automatically cuts thread, hair and ravelings from brush. Constant brush contact—automatically hugs carpet at all times. Concealed dump lever empties both pans instantly. Genuine bristle brush, self-combed by double row of teeth. Rubber bumper all around. Ball bearing wheels, completely enclosed. Steel and wood case. Size, 15" x 9 1/2" x 4 1/4". Wood handle, 46". Walnut finish. Wt. 8 1/2 lbs.
No. 4314. List \$6.95. Dir's., ea. \$4.55. Lots of 3, ea. \$4.30, less 2%, net..... **4.21**



6-Cup Percolator

A gracefully designed percolator finished in gleaming chromium both inside and outside. Walnut handle adds to smartness. Capacity 6 cups. Height 10 $\frac{1}{2}$ ". Complete with approved cord set. Copper body. Operates on 110 volts A.C.

No. 4369. List \$9.00. Dir's., ea. \$4.50. Lots of 3, ea. \$4.00, less 2%, net..... **3.92**



9-Cup Urn Set Ensemble

The rich, distinctive appearance of this urn set rings with the praises of good taste. Complete with four china demi-tasse cups and saucers. Catalin handles. Capacity of urn, 9 cups. Solid walnut tray, 20 $\frac{1}{2}$ "x12". Height, 13 $\frac{1}{2}$ ". Approved cord set included. Copper body. Finished in chrome both inside and outside. Operates on 110 volts A.C.

No. 4368. List \$19.50. Dir's., ea. \$9.35. Lots of 3, ea. \$8.75, less 2%, net..... **8.57**



12-Cup Urn and Tea Set

Possessing all the graceful charm found only in the most expensive silverware, this urn and tea set will find a host of buyers. Finished in chromium with tread border design. Catalin handles. Urn capacity 12 cups. Tea server capacity 8 cups. Complete with sugar and creamer. Oblong etched tray 20"x13 $\frac{1}{2}$ ". Height 13". Copper body. Chrome plated inside and outside. Operates on 110 volts A.C.

No. 4367. List \$24.00. Dir's., ea. \$12.00. Lots of 3, ea. \$10.75, less 2%, net..... **10.53**



FARBERWARE 9-CUP URN SET

The smooth, graceful lines of this urn set will blend in perfectly with any table setting. Black ebonized trim. Capacity of urn, 9 cups. Complete with tray, sugar and creamer. Urn, 14" high. Tray 16 $\frac{1}{2}$ " long, 11" wide. Urn set is equipped with patented 8-in-1 fuse (described on the percolator models). Brass body, nickel chrome finish. Will not tarnish. Operates on 110 volts A.C.

No. 4370. List \$19.50. Dir's., ea. \$9.65. Lots of 3, ea. \$9.15, less 2%, net..... **8.97**

Farberware 8-Cup Percolator

An extremely smart looking percolator finished in chromium both inside and outside. 8-cup capacity. Black ebonized trim. Cold water valve type pump. 8-in-1 patented fuse feature is really 8 fuses in one. If coffee is accidentally allowed to boil dry, the 8-in-1 fuse automatically disconnects current — then you merely turn fuse wheel to next opening. Height 11 $\frac{1}{2}$ ". Brass body. Operates on 110 volts A.C. Less cord set.

No. 4372. List \$10.50. Dir's., ea. \$5.05. Lots of 3, ea. \$4.75, less 2%, net.... **4.65**



Farberware

10-Cup Percolator

From the standpoint of eye-appeal and construction, this percolator is one of finest ever designed. Beautifully finished in chromium, both inside and outside. 10-cup capacity. Black ebonized trim. Cold water valve type pump. Exclusive 8-in-1 fuse feature is really eight fuses in one. If coffee is accidentally allowed to boil dry, the 8-in-1 fuse automatically disconnects current — then you merely turn fuse wheel to next opening. Avoids annoyance of buying fuses. Brass body. Height 12". Operates on 110 volts A.C.

No. 4371. List \$15.00. Dir's., ea. \$7.35. Lots of 3, ea. \$6.65, less 2%, net..... **6.71**



Silex Catalina

Anyheat 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. \$8.37, less 2%, net.... **8.20**



Coffee Service

8 Cup Capacity

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 Anyheat Control cord set assures better tasting coffee. Also retains coffee at drinking temperature indefinitely.

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



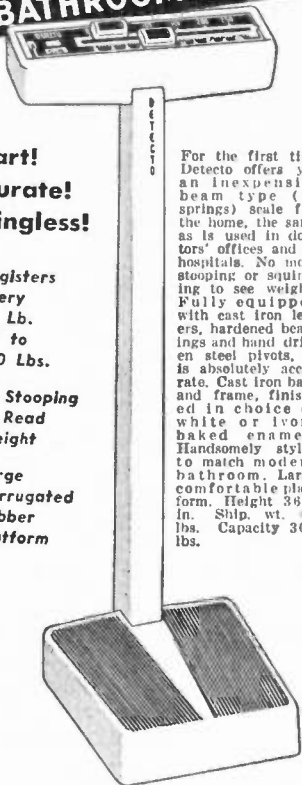
New! DETECTO Doctors Type BATHROOM SCALE

DETECTO Scales For The HOME

**Smart!
Accurate!
Springless!**

- Registers Every ¼ Lb. Up to 300 Lbs.
- No Stooping to Read Weight
- Large Corrugated Rubber Platform

For the first time Detecto offers you an inexpensive beam type (no springs) scale for the home, the same as is used in doctors' offices and in hospitals. No more stooping or squinting to see weight. Fully equipped with cast iron levers, hardened bearings and hand driven steel pivots, it is absolutely accurate. Cast iron base and frame, finished in choice of white or ivory baked enamel. Handsomely styled to match modern bathroom. Large comfortable platform. Height 36½ in. Ship. wt. 11 lbs. Capacity 300 lbs.

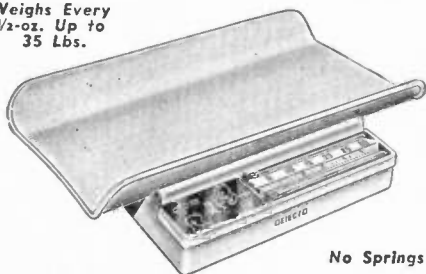


No. 3944. White Finish
No. 3945. Ivory Finish
List \$18.95. Dir's., ea. \$11.35.
3 lots, ea. \$10.75, less 2%, net...

10⁵³

DETECTO BEAM TYPE BABY SCALE

Weights Every ½-oz. Up to 35 Lbs.

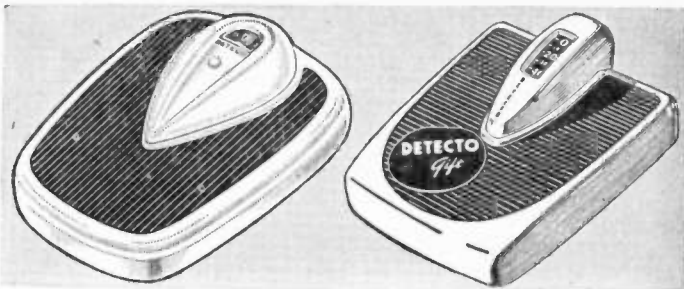


No Springs

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. 35 lbs. capacity. Scale can always be adjusted to balance. Has two scales—one from 5 to 30 lbs. and another calibrated in ¼ ounces from 1 to 5 lbs. Size of scale, 12" x 10½" x 2¼". Tray size, 18" x 12". 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.....

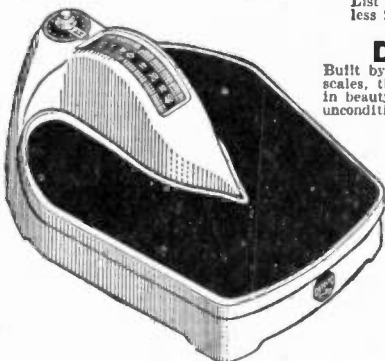
314



DETECTO Moderne Weights Up To 300 Lbs.

An ultra-modern scale created by Detecto and priced low for volume sales. Weighs every pound to 300 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 10¾". Length 14". Height of platform 25¾". Height overall 4". Ship. wt., 10½ lbs.

2⁶⁵



The New DETECTO Charm Model A Sensational Value Leader

Detecto's new charm model has everything that makes for tremendous popularity — beauty, accuracy, convenience and economy. Extra heavy body assures rigidity and durability. Fully enclosed mechanism shielded from dust and shower spray. Magnified dial with giant-size figures. Chrome vanadium steel springs and cast iron levers for maximum accuracy. Floating rack dial means noiseless wear-proof operation and instant stopping of dial. Ribbed rubber mat. Ultra-smart streamlined design. Capacity up to 300 lbs. In choice of 4 finishes. Ship. wt. 11½ lbs.

2²⁵

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, 13½" long, 5¾" high. Platform height, 3". Weight, 18 lbs. Made of cast iron.

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

3⁹²

ALL SCALES CARRY A 5-YEAR GUARANTEE

DETECTO SCALES ARE NATIONALLY ADVERTISED

Free Reducing Course Furnished with All Models (except Moderne)

DETECTO LITE-WEIGH

- Illuminated Rotary Dial
- Extra Large Platform
- Fully Enclosed Bottom

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, 12½". Platform height, 3". Ship. wt., 12 lbs. Complete with Mazda bulb and Eveready battery.



No. 4450. Green
No. 4451. Ivory
No. 4452. White
No. 4453. Black

List \$6.95. Dir's. ea. \$4.50. Lots of 3, ea. \$4.25, less 2%, net.....

416

Northern SUN LAMP

With The New
S-4 G.E. Bulb

- Lightweight — Can Easily Be Moved
- Adjustable To Any Position
- Adjustable From 40" to 70"
- Efficiency At Low Cost

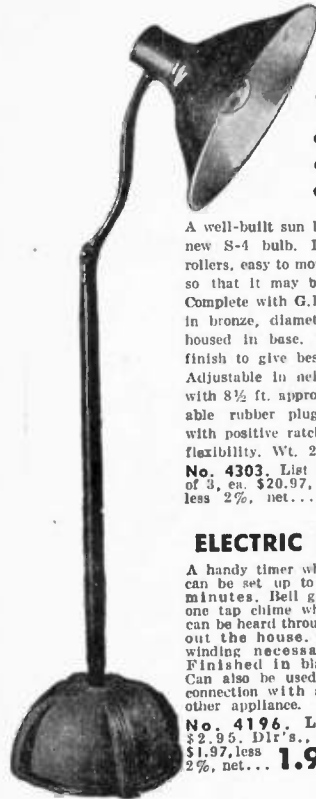
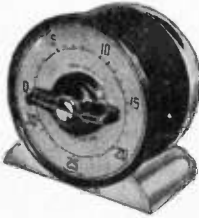
A well-built sun lamp designed to operate with the new S-4 bulb. It is lightweight, does not need rollers, easy to move around. Scientifically designed, so that it may be adjusted in most any position. Complete with G.E. Mazda S-4 bulb. Base finished in bronze, diameter 10". Transformer and switch housed in base. Has a 12" reflector with Alzae finish to give best Ultra-Violet reflecting surface. Adjustable in height from 40" to 70". Complete with 8½ ft. approved cord with socket and unbreakable rubber plug. Arm extends 15", adjustable with positive ratchet swivel joint to give maximum flexibility. Wt. 22 lbs. 110-120 volts A.C.

No. 4303. List \$34.95. Dir's., ea. \$22.72. Lots of 3, ea. \$20.97, less 2%, net. **20.55**

ELECTRIC TIMER FOR ABOVE

A handy timer which can be set up to 30 minutes. Bell gives one tap chime which can be heard throughout the house. No winding necessary. Finished in black. Can also be used in connection with any other appliance.

No. 4196. List \$2.95. Dir's., ea. \$1.97, less 2%, net. **1.93**



Northern

INFRA-RED LAMPS

Adjustable Floor Model

Through the use of the CX bulb, a higher degree of infra-red efficiency is achieved. 10" polished aluminum reflector concentrates the light on the area under treatment. Stand is adjustable and may be either raised or lowered from 24" to 54", or turned at an angle. Brake joint on arm gives positive control. Upper part of stand is cadmium plated, lower part and cast-iron base finished in durable black Prism-Lac. Equipped with 8 ft. all-rubber cord and on-off toggle switch. Complete with a 250 watt G.E. Mazda CX bulb. Wt. 18 lbs.

No. 4304. List \$9.95. Dir's., ea. \$6.64. Lots of 3, ea. \$5.97, less 2%, net. **5.85**

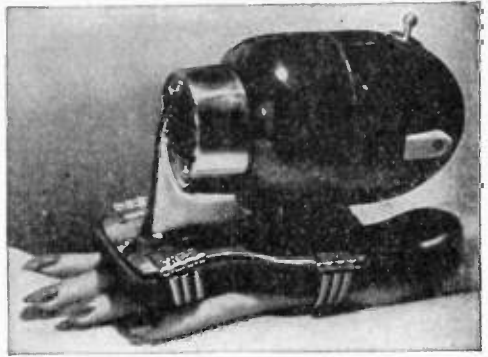


NORTHERN TABLE MODEL

An outstanding value in table model infra-red lamp. Has a 10" polished aluminum reflector and is equipped with a Mazda 250 watt CX infra-red bulb. Flexible gooseneck permits easy adjustment to practically any position.

Streamlined heavy cast iron base has rubber feet to prevent scratching and marring. Base and neck finished in durable black Prism-Lac. Equipped with 6 ft. all-rubber cord and unbreakable rubber plug. On and off toggle switch. Wt. 6 lbs.

No. 4305. List \$9.95. Dir's., ea. \$3.87. Lots of 3, ea. \$3.57, less 2%, net. **3.50**



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 volts AC-DC. Complete with cord set. Size 6x12x3½ in.

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

GILBERT VITALATOR PLASTIC MODEL

Same as above, only encased in attractive plastic housing.

No. 4397. Maroon finish { List \$9.95. Dir's., ea. \$6.64.
Lots of 3, ea. \$6.31,
No. 4398. Ivory finish { less 2%, net. **6.18**

GILBERT HUMIDIFIERS

MODEL A186. Eliminates over-dry indoor air. Conditions approximately 3000 cu. ft. of air. Produces cool vapor. Complete with cord set. Finished in grey and aluminum. Capacity 3 qts. Output over 1 pt. per hr. Size, 13"x8¼". 110-120 volts A.C. Wt., 9 lbs.

No. 4399. List \$14.95. Dir's., ea. \$10.00. Lots of 3, ea. **9.50**

MODEL A187. Same as above in construction only larger. Conditions 6600 cu. ft. of air. Capacity 2 gals. Output 1 qt. per hr. Wt., 18 lbs.

No. 4396. List \$29.50. Dir's., ea. \$19.67. Lots of 3, ea. \$18.69, less 2%, net. **18.32**



MASTER VIOLET RAY

The new Master Violet Ray outfit has not only been greatly improved in efficiency, but is new beauty of design.

Molded from Bakelite in a combination of jade green and ebony black. New insulating materials prevent coil breakdowns. Has a convenient coiled cord. Carrying case is lined and is most attractive in design. Complete with three electrodes.

No. 4515. List \$12.50. Ea., \$7.50, less 2%, net. **7.35**

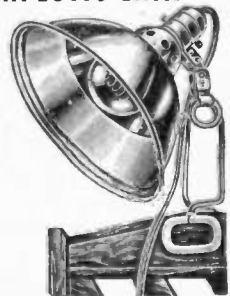


INFRA-RED THERAPEUTIC LAMP

Clamps-on To Back Of Chair, Bed or Post
Complete With Infra-Red Lamp and Cord Set

A scientific, infra-red lamp with a 10 in. highly polished aluminum reflector. Clamp-on bracket permits lamp to be easily and quickly clamped on to the back of bed, chair or post. Relieves muscular and rheumatic pains, colds, etc. Complete with 260 watt infra-red lamp and cord set.

No. 3851. List \$1.95. Dir's., ea. \$1.25. Lots of 6, ea. \$1.15. Lots of 12, ea. **1.13**





The MODERN FIREFLY
With Illuminated Dial

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

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



type clock of fine But walnut base with contrastingly light wood inlay. 4 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" high, 4 1/2" wide.

No. 3979. List \$4.95. Dir's., ea. \$2.97, less 2%, net. **2.91**



The GRENADIER

Sparkling chrome plated case type case with black stripe across face. Chrome plated feet. 4 1/2 in. dial, silver plated two-tone satin finish. Black numerals and hands. Dependable slow speed synchronous movement. With Alarm feature. 5 1/4" high, 4 1/4" wide.

No. 3977. List \$3.05. Dir's., ea. \$2.37, less 2%, net. **2.32**

The CATHAY

A petite alarm model in ivory milled plastic case. 3 1/2" metal dial with black numerals and hands on ivory background. Base and feet bright gold finish. Dependable slow speed synchronous movement. 4 1/4 in. high, 3 3/4 in. high, 1 3/4 in. deep.

No. 3975. List \$2.25. Dir's., ea. \$1.75, less 2%, net. **1.91**

The REGENT

Exquisitely modern in an easel type case of genuine white onyx. 4 1/2 in. landscape 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 \$3.75. Dir's., ea. \$5.85, less 2%, net. **5.73**

The COURTIER

This exceptionally popular number has all the reserve and dignity of its name. A smartly styled case!

Base with contrastingly light wood inlay. 4 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" high, 4 1/2" wide.

No. 3979. List \$4.95. Dir's., ea. \$2.97, less 2%, net. **2.91**



The EDMONT

For smooth, unerring time keeping efficiency, this handsome model can't be beat. 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 1/2 in. wide.

No. 3976. List \$3.95. Dir's., ea. \$2.37, less 2%, net. **2.32**

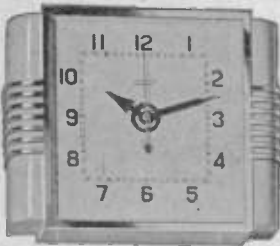
Clocks FOR THE KITCHEN...



The PARKWAY

Round metal base. 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 7/8 in. diam.

No. 3960. List \$3.00.
No. 3961. Dir's., ea. \$1.80
No. 3962. less 2%.
No. 3962. net. **1.76**
Green....



The STEWARDESS

This modern clock 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 1/2 in. by 4 7/8 in. Black numerals on white background. 5 1/4" high, 6 1/2" wide.

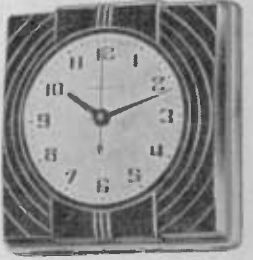
No. 3968. Ivory } List \$4.50.
No. 3969. White } Dir's., ea. \$2.70.
No. 3970. Green } less 2%
No. 3971. Black } net. **2.65**



The HAMPTON

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**



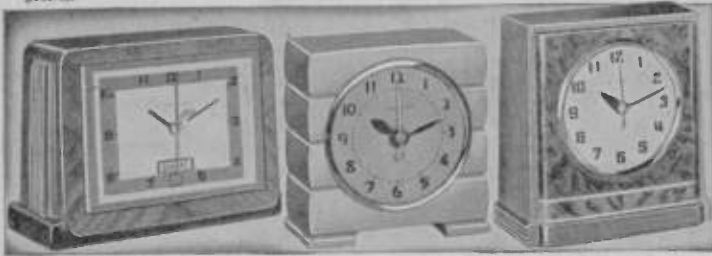
The PRUDENCE

White finished metal dial. 4 1/2" diam., with black numerals. Black hands with nickel silver second hand. Metal case in choice of 4 finished finishes. Size 6 1/2" square.

List \$3.50.
Dir's., ea. \$2.10, less 2% net.
No. 3990. Ivory }
No. 3991. Red }
No. 3992. White }
No. 3993. Green } net. **2.06**

Hammond ELECTRIC CLOCKS

Hammond Electric Clocks need no introduction. 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 your "routed" profits.



The DAYTON

With Automatic Calendar

This modern mantel clock, an excellent timekeeper, also has an automatic calendar. 4-piece matched genuine sapelli face with solid mahogany base. Gold colored numeral frame with black numerals. Black hands with gold colored second hand. Size 5 3/4" high, 7 1/4" wide, 2 3/4" deep.

No. 3996. List \$12.50. Dir's., ea. \$7.50, less 2% net..... **7.35**

The FANTASY

A low priced modern alarm with a beautiful molded plastic ivory case and 3 1/4" diameter ivory dial. Gold colored metal hand-spun finished base. Hour and minute hands black gold colored second hand. Has alarm feature. Size 4 1/2" high, 4 1/2" wide, 1 1/2" deep.

No. 3997. List \$8.25. Dir's., ea. \$1.95, less 2% net.... **1.91**

The LUNA

Illuminated Dial

In this distinctive bedroom alarm the solid mahogany case has a 3 1/2" translucent dial, illuminated without glare by tiny bulbs. Beautifully finished face with inlay design border. Black hands with gold color second hand. Has alarm feature. Size 3 1/2" high, 5 1/2" wide, 2 1/2" deep.

No. 3994. List \$7.95. Dir's., ea. \$4.77, less 2% net..... **4.67**



The MENTOR

Here's an exceptionally attractive alarm for living room, library, bedroom or office. Its mahogany finished case and beautifully matched four-piece face 3 1/2" diam. dial is a silverplated satin finished brass ring on a grayish background. Gold color metal base. Black hands, gold colored second hand. Has alarm feature. Size 4 1/2" high, 6 1/2" wide, 2 1/2" deep.

No. 3998. List \$6.05. Dir's., ea. \$3.57, less 2% net..... **3.50**

The CHANCELLOR

Dignified modernism is the design theme of this handsome mantel clock. Rich walnut case, faced with center match stump walnut. Light strip inlay on face and sides. 5 in. silver plated dial, with two-tone satin finish. Black numerals and hands. Dependable slow speed synchronous movement. For business or radio as well as mantel. Size, 8 1/2" in. high, 7 1/2" in. wide, 2 1/2" in. deep.

No. 3985. List \$9.95, Dir's., ea. \$5.97, less 2% net..... **5.85**



The RIVIERA

Distinctively designed for table or desk. Gold plated satin-finish case. Metal feet. Black oxidized aluminum dial. Gold finished numeral frame. Size 4 1/2" high, 6 1/2" wide. Has alarm feature.

No. 3995. List \$8.75. Dir's., ea. \$5.83, less 2% net..... **5.73**



The TRIPOLI

With Automatic Calendar

An ingenious combination of alarm clock and calendar. Selected striped mahogany veneer case with fine buff finished face. Light striping, 2 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 1/2" x 6 1/2" x 2 1/2"

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



14 1/4" OFFICE CLOCK

Self Starting Motor

Here's a modern looking, self starting electric mantel clock, designed especially for office. Has 1 1/2" square metal case, bronze finished. Large oval dial is silver lithographed with black and red lacquered numerals.

No. 3981. List \$6.25. Dir's., ea. \$3.75, less 2% net..... **3.67**

Sessions Electric Clocks

Westminster 5-Rod Chime Clocks

The 20th CENTURY →

A stylish tambour model by Sessions. Walnut veneered case, gorgeously grained with unique hour's design, 6" metal dial with raised numerals. Self-starting electric 5 rod Westminster chime movement, chiming each quarter hour. 16 1/2" high, 9 1/2" wide. No. 3989. List \$30.00. Dir's., ea. \$20.41, less 2% net..... **20.00**



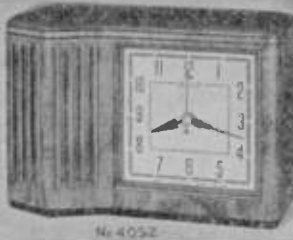
← The CHESTERTON

A handsome mantel model with genuine walnut case with overleaf. Equipped with 5 rod manual starting electric Westminster Chime movement, chiming each quarter hour. 6 in. metal dial with raised numerals. 21" long, 9 1/2" high.

No. 3986. List \$25.00. Dir's., ea. \$12.25, less 2% net..... **12.00**



INGRAHAM *Electric* CLOCKS



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 moulded walnut wings on each end and ebonized feet. Radio type grille backed with felt to emit the tone of the chime. Gold plated case and silver plated dial. Strikes on the hour and half hour. Height 6 1/2 in., width 6 in. Self-starting synchronous motor.

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

MODEL SA5 ALARM

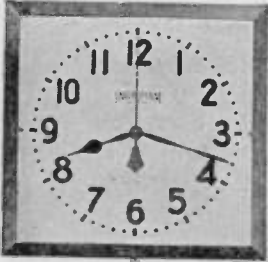
Selected oriental walnut case highlighted with three gold plated brass strips. Front edges of the side panels and feet are finished in black. The case is finished in hand rubbed lacquer. 4 in. square dial in silver with gilt lining. Alarm button on back. Intermittent chime alarm will awaken sleeper without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

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

MODEL SSD8 STRIKE CLOCK

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

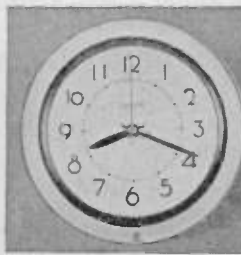
No. 4052. List \$8.50, Dir's., **5.00**
 ea. \$5.10, less 2%, net.....



OFFICE CLOCK MODEL SH164

A modern self-starting electric hanging clock designed especially for offices. 11" square case with walnut finished wood wash. 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. **1.67**
 \$1.70, less 2% net....

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. **1.53**
 \$1.55, less 2%, net....



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. 1 1/2 in. diameter. Self-starting synchronous motor.

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



TAMBOUR MODELS

MODEL ST320

Designed for use on small mantels or bookcases. Made of the finest figured walnut with inlaid burr walnut on each side and front. Hand rubbed finish. Silver plated dial and gold plated wash. Length 19 in. Height 5 1/2 in. Self-starting synchronous motor.

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



MODEL SST 7 STRIKE CHIME

A distinguished-looking mantel clock with a selected walnut veneer case. Burr 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.

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 burr walnut. Finished in hand rubbed lacquer. Strikes the hours and half hours. Length 20 in. Height 5 1/2 in. Gold-plated oval wash with oval ebonized silver plated dial. Self-starting synchronous motor.

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

8-DAY WINDUP ALARM

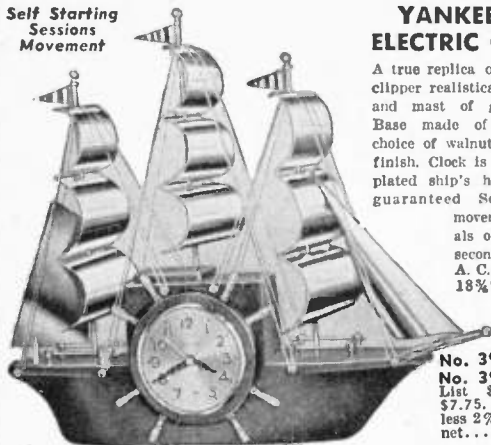
A newly designed alarm clock with radium luminous dial and hands. The curves of case and base are graceful and in complete harmony. Convex dial permits reading at any angle. Fitted with a large mellow toned bell and steel shot off. 8-day sturdy clock movement silent in operation. Height 4 1/2 in.

No. 4047. Nickel finish.
 No. 4048. Ivory finish.
 No. 4049. Black finish.
 List \$2.50, Dir's., ea. \$2.04, less 2%, net..... **2.00**



Novelty ELECTRIC CLOCKS

Self Starting Sessions Movement



YANKEE CLIPPER ELECTRIC CLOCK SHIP

A true replica of an early American clipper realistically fitted with sails and mast of gleaming chromium. Base made of selected wood, in choice of walnut or Swedish modern finish. Clock is framed in chromium plated ship's helm. Equipped with guaranteed Sessions self-starting movement. Raised numerals on silver dial. Sweep second hand. 110 volt A. C. Size 6 3/4" high, 18 3/4" long. Wt. 7 lbs.

No. 3957. Walnut. No. 3958. Swed. Modern. List \$12.95. Dir's., ea. \$7.75. Lots of 3, ea. \$6.95, less 2%. **6.81** net.

LAMP SHIP ELECTRIC CLOCK



A handsomely designed and accurate electric clock with a distinctive Marine motif. Also has silhouettes of clipper ship on translucent panels, illuminated from behind by separate switch. Chrome plated ship ornament on top. Sessions self-starting electric movement. Handrubbed walnut case. Size 12 1/2 x 11 1/2 in. 110 volts A.C. Complete with bulb. No. 3955. List \$12.95. Dir's., ea. \$7.50. Lots of 3, ea. \$7.25, less 2%, net. **7.10**

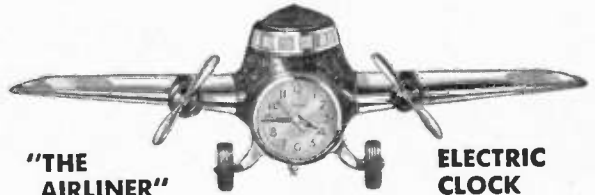
"LITTLE CHEF" ELECTRIC KITCHEN CLOCK

With Sessions Self-Starting Electric Movement



A unique electric kitchen clock, that is sure to add a dash of color to the kitchen. Genuine Sessions self-starting movement is housed in the form of a fat little chef in white uniform and cap with life-like hand painted features. 5" dial with hands in the shape of a knife and fork. Overall size 10 1/2" high, 7 1/4" wide. White enamel finish.

No. 3982. List \$4.35. Dir's., ea. \$2.65, less 2%, net. **2.60**



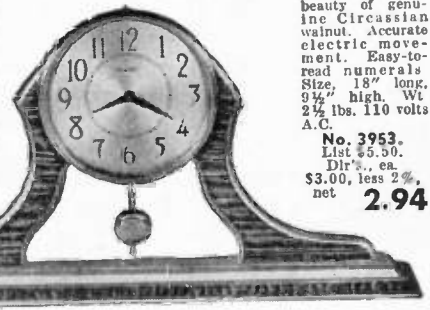
"THE AIRLINER" ELECTRIC CLOCK

A clock with the spirit of today. Designed in true conformance to a modern airliner with gleaming chrome propellers, spreading chrome wings and giant tires. Cabin is illuminated by means of separate switch. Equipped with Sessions self-starting movement. Cabin is made of bakelite with a beautiful walnut finish. Width 21", height 10". 110 volts A.C. Complete with bulb.

No. 3956. List \$12.95. Dir's., ea. \$7.75. Lots of 3, ea. \$7.25, less 2%, net. **7.10**

HOWARD ELECTRIC MANTEL CLOCK With Swinging Pendulum

This distinctive, yet inexpensive clock is ideal for use on mantel in the library or in the dining room. An added feature on this model is a swinging pendulum, finished in chromium. Dull satin gold trimming. Silvered dial.

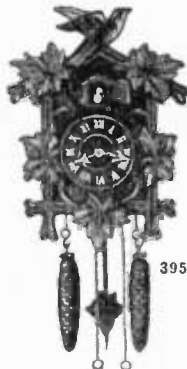


The rich grained wood rivals the beauty of genuine Circassian walnut. Accurate electric movement. Easy-to-read numerals. Size, 18" long, 9 1/2" high. Wt. 2 1/2 lbs. 110 volts A.C.

No. 3953. List \$5.50. Dir's., ea. \$3.00, less 2%, net. **2.94**

Genuine American Made CUCKOO CLOCKS

There has been a growing demand for cuckoo clocks because of the quaint charm and spirit of homliness which they impart. These cuckoo clocks are American made and fully guaranteed—door opens, bird appears and cuckoos on the half hour and on the hour. Equipped with one day movement, operating on 75" chains and weights. No key necessary to wind clock. Made of synthetic wood in high relief. White Roman numerals.



3952

THE BIRD MODEL

Case measures 8" x 11". 3 3/4" dial.

No. 3952. List \$12.50. Dir's., ea. \$7.65, less 2%, net. **7.50**

THE QUAIL MODEL

Case measures 9" x 12 1/4". 3 1/2" dial.

No. 3951. List \$15.00. Dir's., ea. \$9.18, less 2%, net. **9.00**



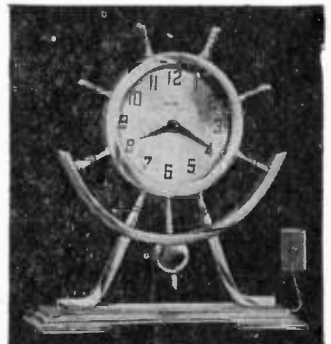
3951

HOWARD MARINE ELECTRIC CLOCK

With Swinging Pendulum All Chromium 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" silvered dial. Precision built electric movement guaranteed for one year. Height 9 1/2". Base 8 1/2 x 2 1/4". Wt. 4 lbs. Entirely chrome plated. 110 volts A.C.

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



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 9 1/2 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 ball-bearing bearings. Simple mechanism, only three moving parts. Complete with cover. Can easily be stored under sink.

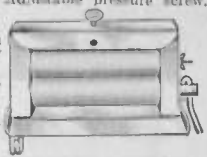
Compactly Designed

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 rubber feet. 18" diameter. Ship. Wt., 41 lbs. 7 ft. cord set, 110 volts A.C. 60 cycles. No. 4405. List \$24.95. Dh'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, 1 1/2" diameter. Finished in baked on ivory enamel. No. 4419. List \$5.50. Dh'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 housewife's everyday wash. Suits the family for baby's clothes, undergarments, shirts, socks, etc. Capacity equivalent to 2 large sheets, 10 dresses 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 over-sized lifetime bearings. Fully gear driven mechanism with only 3 moving parts. Aluminum agitator, 4-vane porcelain enameled 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 15 1/2". Ship. wt., 35 lbs. No. 4407. List \$22.50. Dh's., ea. \$14.63, less 2% net **14.34**

DELUXE MODEL — LESS LEGS

Same as above less legs. Overall height, 20"; diameter, 15 1/2". Ship. wt., 31 lbs. No. 4408. List \$19.95. Dh's., ea. \$13.00, less 2% net **12.74**



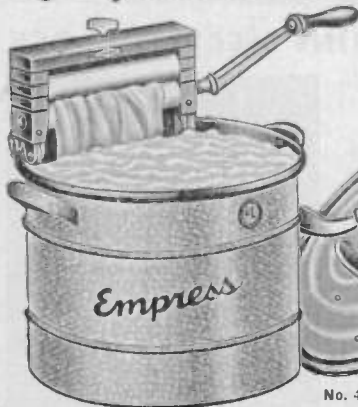
4408



4407

Empress JUNIOR ELECTRIC WASHERS

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



No. 4408

An Inexpensive Portable That Will Give Service



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 dresses. 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 enameled rollers. Rubber 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. Dh's., ea. \$12.25. Lots of 3, ea. \$11.75, less 2% net **11.51**

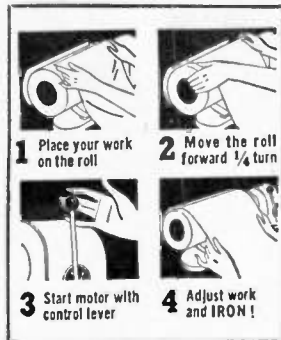
EMPRESS JR. WASHER, WITHOUT WRINGER

No. 4404. List \$12.95. Ship. wt., 23 lbs. Dh's., ea. \$8.75. Lots of 3, ea. \$8.24, less 2% net **8.08**

VICTOR Mono-matic Electric Ironers

- So easy to use, a child can operate it.
- 100% portable, weighs only 33 lbs.
- Irons sheets, tablecloths, dresses, shirts, lingerie, etc.
- "Lag" principle makes ironing easier.
- Lever can be reversed for knee control if desired.
- Only One Single Lever Control,
- Full 20 In. Roll.

Only 4 Simple Motions



The new Victor ironer is so easy to use, it almost irons by itself. The housewife will marvel at the simplicity of operation. Only one single lever control. Portable, small storage space required.

Irons Everything from Sheets to Shirts

The full 20-inch roll of the Victor Mono-matic lets you iron large pieces easily—with fewer folds than other portable ironers require. Automatically controlled pressure of shoe against padded roll adjusts perfectly to type of fabric being ironed.

New "Lag" Principle Makes Ironing Easy

When lever is shifted, instead of starting immediately, ironer waits until both hands are free—gives you time to adjust and guide your work—and then automatically starts to iron. This feature will especially be appreciated when ironing curtains, pleated garments and shirts.

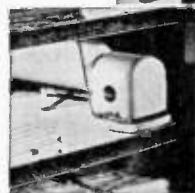
SPECIFICATIONS: Size Overall, 9" wide, 8 1/4" high, 29" long. Wt. 33 lbs. 110-120 volt A.C. 850 watts, 11 ft. cord set.

No. 3844. List \$29.95. Dir's., ea. \$19.97. Lots of 3, each \$17.97, less 2%, net.

100%
Portable—
Can Easily
Be Carried



Easily
Stored on
Closet
Shelf or
Convenient
Space



ARVIN

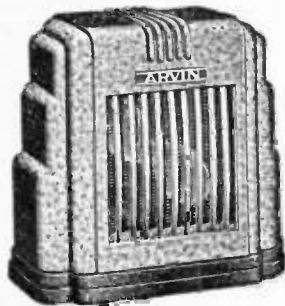
Electric Fan Forced CIRCULATING HEATERS

- WARMS AIR COMPLETELY — Draws in Cold Air from Floor, Heats It and Fan Forces It into Room.
- CIRCULATES HEAT — The 2-Blade Propeller Type Fan Distributes Heat.
- PORTABLE — Easily Taken from One Room to Another.

- SAFE WITH CHILDREN—Heating Element and Fan Are Enclosed.
- ECONOMICAL 98% of Electrical current Converted to Circulating Heat.
- EFFICIENT CONSTRUCTION — Fan Drives Heat Off Wires and into Room.

STANDARD MODEL 101

1000 Watts



Has the same heat circulating feature as the deluxe model. Two-tone green enamel finish. Convenient carrying handle. Portable—easily taken from one room to another. Nichrome helical coil heating element with moulded porcelain supports. 2-blade propeller type fan. Induction type motor. Heavy gauge steel housing with rubber feet. Size of case, 10" high, 9 1/2" x 6 1/2" at base. Wt. 7 3/4 lbs. 110 volts. AC only 50-60 cycles.

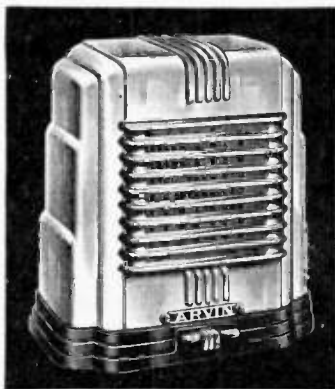
No. 4496. List \$6.95. Dir's., 4.09 ea. \$4.17, less 2%, net.

DELUXE MODEL 201-A

Toe Switch Heat Control—1320 Watts

The Deluxe Model has a toe switch control which avoids stooping when turning heater on and off. Red indicator light gives "fire-place glow" when heater is on. Nichrome helical heating element. Heavy gauge metal case on rubber feet. Suction type motor. 2 blade propeller fan. Carrying handles in back. 6 ft. cord and plug. Size: 11 1/4" high, 10 7/8" x 6 1/2" at base. Wt. 9 1/2 lbs. Grille finished in chromium. AC only 50 to 60 cycles, 110-125 volts.

No. 4497. Ivory finish. List \$9.95. Dir's., ea. \$5.97, less 2%, net. 5.85
No. 4492. Tan and Brown finish. List \$8.95. Dir's., ea. \$5.37, less 2%, net. 5.26



Toe Switch Control

The Deluxe models feature the toe switch control which avoids stooping when turning heater on and off.

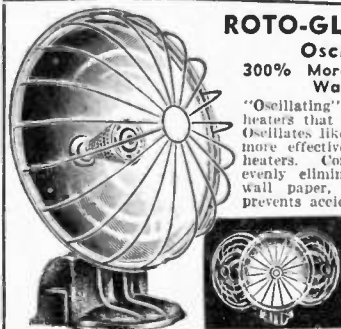


ROTO-GLO OSCILLATING HEATER

Oscillates Like An Electric Fan
300% More Effective Heat Distribution — 1000 Watts — 14 In. Chrome Reflector

"Oscillating" heat, a revolutionary, new idea in radiant heaters that will skyrocket your sales on electric heaters. Oscillates like an electric fan and therefore provides 300% more effective heat distribution than old stationary type heaters. Constantly circulates and spreads warm air evenly eliminating discomfort to occupants or injury to wall paper, furniture, etc. Heavy, well-balanced base prevents accidental tipping. Rubber feet eliminates danger of marring. Can be used as a stationary model if desired by snapping switch located on base. Adjustable to any position. Finished in duo-tone brown. 14" chrome plated reflector. Non-radio interfering oscillating motor. 110-115 Volts, 50-60 cycles, A.C.

No. 4599. List \$11.95. Dir's., ea. \$5.65. Lots of 3, ea. \$5.25, less 2%, net. 5.14



SWEEPER-VAC Vacuum Cleaners

The Line with Loads of Housewife Appeal



COMBINATION DEAL
You Can't Pass Up!

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. 3/4" 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. \$19.95. Lots of 3, ea. \$18.95. Lots of 6, ea. \$17.95, less 2%, net **17⁵⁹**

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. 1 1/2" all chrome nozzle with rubber bumper. Double track 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. \$20.95. Lots of 3, ea. \$19.95. Lots of 6, ea. \$18.95, less 2%, net **18⁵⁷**



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 attachment set 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 \$23.40. Lots of 3 deals, ea. \$22.50. Lots of 6 deals, ea. \$20.95, less 2%, net **20⁵³**

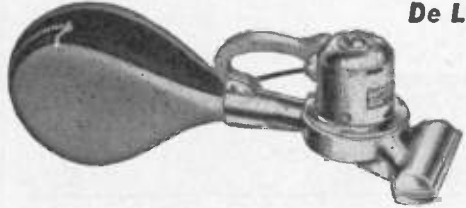
MODEL 230 VACUUM CLEANER ONLY

No. 4090. List \$29.95. Dir's., ea. \$16.75. 3 lots, ea. \$15.95. 6 lots, ea. \$14.95, less 2%, net **14.65**

MODEL 47 HANDETTLE 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. 3/4" 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 volts, 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**

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 reconstructed 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



bag with orange lettering. Fibre wheels. Black enameled handle. Complete with 25 ft. cord. 110-120 volts, AC-DC. Originally retailed for \$39.75.
No. 3826. Dir's., ea. \$31.25, less 2%, net....

30⁶²

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 \$47.50.
No. 3831. Dir's., ea. \$20.35, less 2%, net.....

19⁹⁴



HOOVER "Norca" DUSTETTE

Light-in-weight, with powerful high speed motor driving a 5-blade aluminum alloy die-cast 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 125 Dustette. Dir's., ea. \$14.50. **14²¹**
less 2%, net.....

7-PIECE ATTACHMENT SETS



For HOOVER "Special" and "Norca" MODELS

Seven-piece set of dusting tools and the famous Hoover Mottliner 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 Mottliner and a booklet on mott control is also included.

No. 3836. Attachments for Models 411, 443 and 100. List \$8.95, Dir's., ea. \$5.97
No. 3837. Attachments for Model 425 less 2%
No. 3838. Attachments for "Norca" Model **5⁸⁵**
net.....

Rebuilt VACUUM CLEANERS

NATIONALLY KNOWN BRANDS

Guaranteed One Year!

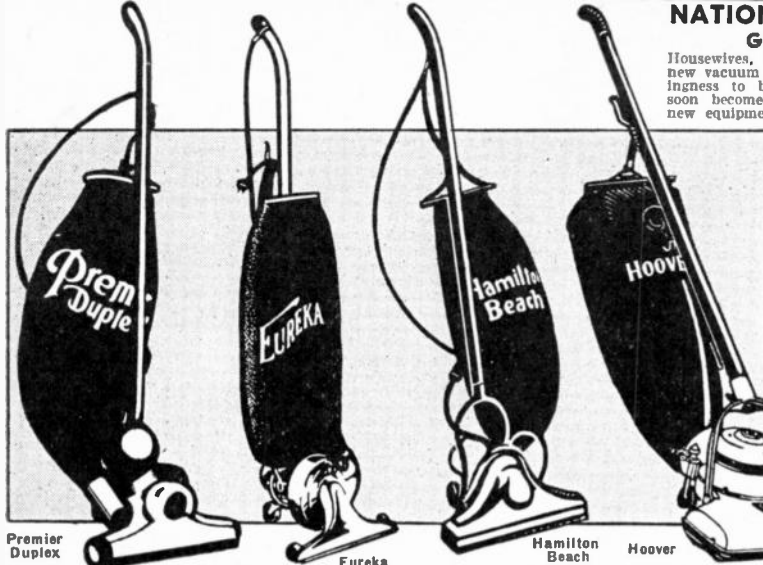
Housewives, who could ill afford the purchase of new vacuum cleaners, have shown a surprising willingness to buy these rebuilt cleaners, which they soon become convinced, are every bit as good as new equipment.

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, belts, etc. 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. 3813. Premier Duplex, Ball Bearing Model 53. Retailed for \$69.50. Dir's., ea. \$12.00, less 2%, net... **11.76**

No. 3815. Eureka Model 9. Retailed for \$19.50. Dir's., ea. \$9.30, less 2%, net... **9.11**

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

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

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

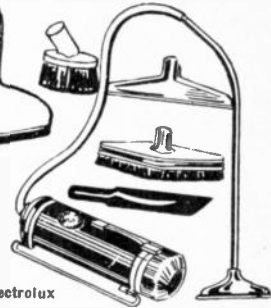
No. 3811. Hoover Model 541. Retailed for \$47.50. Dir's., ea. \$15.75, less 2%, net... **15.43**

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

No. 3832. Hoover Model 725. Single Speed Motor. Retailed for \$79.60. Dir's., ea. \$28.50, less 2%, net... **27.93**

No. 3833. Hoover Model 725. Two Speed Motor and Light. Retailed for \$79.50. Dir's., ea. \$35.70, less 2%, net... **34.99**

No. 3834. Hoover Model 800. Two Speed Motor and Light. Retailed for \$79.50. Dir's., ea. \$42.00, less 2%, net... **41.16**



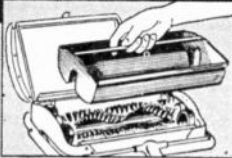
Electrolux

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

No. 3809. Model 12A. With 350 watt motor. Retailed 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.

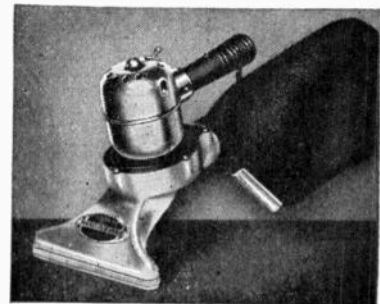
Self Adjusting Removable Brush. Of finest quality long-wearing bristles. Automatically adjusts itself to thickness of all rugs. Can be removed instantly for cleaning.

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. 3930. List \$5.95. Dir's., ea. \$3.87. Lots of 3, 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 marking of furniture. 6 1/4" nozzle. Size 6 1/4" x 7" x 18 1/4".

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

Enterprise RANGES

FOR NATURAL OR BOTTLED GAS

ALL MODELS A. G. A. APPROVED (American Gas Association)

New, sleek streamlined styling . . . constructional improvements galore . . . new appealing enameled finishes . . . these are but a few of the sales features which make the 1940 line of Enterprise ranges just about "tops" in gas range value. Every one of the models listed here reflects the highest quality of range craftsmanship and will give many years of efficient cooking and baking service.

All models can be supplied for use with bottled gas. (Propane or Butane) at no extra cost. When ordering, please specify type and make of gas to be used.



DeLuxe Model

DELUXE MODEL—With Automatic Timer

The realization of every housewife's dream—in which glistening beauty and maximum efficiency are combined with greatest economy. Equipped with an automatic timing device which reminds housewife at the exact time at which she wishes oven turned off. High speed burners provide maximum fuel economy. Large baking oven heavily insulated. Drawer type broiler has drop front and operates easily on rollers. Heavy oven doors with reinforced linings. Twin-type drip pans. Large storage compartment with wire shelf. Oven heat control. Automatic top lighter. Electric lamp and condiment set included in same unit with automatic timer. All white porcelain finish.

SPECIFICATIONS: Bake oven, 16"x18½"x13"; Broiler oven, 16"x18½"x8½"; Storage compartment 16"x19"x13"; Cooking surface, 18"x19"; floor space, 36"x21"; overall height, 46½". Ship. Wt. 250 lbs.

No. 3866. List \$89.50, Dir's., ea. \$56.90. **52.33**
3 lots, ea. \$53.40, less 2%, net.

No. 3867. Same as above less automatic timer, electric lamp and condiment set. List \$73.50, Dir's., ea. \$50.40. **46.35**
3 lots, ea. \$47.30, less 2%, net.

- Roll Out Drawer Broiler
- Automatic Top Lighter
- Fully Insulated Oven and Broiler
- Oven Heat Control
- Electric Lamp—Condiment Set
- High Speed Burners



Standard Model

STANDARD MODEL

Smartly styled in the modern manner, constructed for maximum cooking and baking convenience—yet priced exceptionally low. Constructed throughout of heavy gauge metal. Fully insulated oven and broiler. Heavy non-sag oven doors are also fully insulated. Oven rack supports embossed in side lining to eliminate rough edges. Non-tilting oven rack. Drawer type broiler with drop front operates on rollers. Full size storage drawer also on rollers. High speed non-clogging burners. Adjustable heat control. Automatic top lighter. Beautifully finished in white porcelain enamel. Broiler and oven porcelain lined. Bakelite fittings.

SPECIFICATIONS: 16"x18½"x13"; Broiler oven, 16"x18½"x8½"; Cooking surface, 18"x19"; floor space 36"x25"; overall height, 40". Ship. wt. 210 lbs.

No. 3868. List \$69.50, Dir's., ea. \$41.30. 3 lots, ea. \$38.75, less 2%, net. **37.97**

No. 3869. Same as above, without oven heat control and with three quarter instead of full insulation. List \$59.50, Dir's., ea. \$34.70. **31.60**
3 lots, ea. \$32.25, less 2%, net.

- Accurate Oven Heat Control
- Automatic Top Lighter
- Fully Insulated Oven and Broiler
- New High Speed Burners

DELUXE KITCHENETTE MODEL

For small household or kitchenette apartments where space is at a premium, here is the ideal gas range. Enjoys all the superior constructional features and conveniences of the larger models, such as oven heat control, fully insulated oven and broiler and automatic top lighter. Non-tilting oven rack with oven rack supports embedded in side linings eliminate rough edges. Heavy non-sag oven doors fully insulated. Drawer type broiler with drop front operates on rollers. High speed non-clogging top burners. Exterior and oven linings finished in porcelain enamel. Chromium trimmed bakelite fittings.

SPECIFICATIONS: Oven, 16"x18½"x13"; Broiler 16"x18½"x8½"; Cooking top, 17"x19"; Floor space, 19"x23"; overall height, 35½". Ship. wt. 170 lbs.

No. 3870. List \$59.50, Dir's., ea. \$37.30. **34.79**
3 lots, ea. \$35.50, less 2%, net.

No. 3871. Same as above, except semi-insulated and without oven heat control. List \$49.50, Dir's., ea. \$30.65. 3 lots, ea. \$28.70. **28.13**
less 2%, net.

- Adjustable Oven Heat Control
- Automatic Top Lighter
- Fully Insulated Oven and Broiler
- High Speed Non-Clogging Burners



DeLuxe Kitchenette Model

Enterprise Ranges Are Not Included in Our Freight Prepaid Offer

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—Tension 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 ballroom 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 vane. Gives maximum water action. 1/2 turn and return of agitator. 60 times a minute.

6 Sheet Capacity Tub—18" deep x 22" diameter. Bullet rim, anti-splash design. Gleaming white porcelain on Armaco iron. Tub is cushioned in rubber rim, and tub lid is rimmed with rubber.

1/4 H.P. Westinghouse Motor—Oilless—directly 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 roll-out casters. Ship, wt., 150 lbs.

\$49.95, D.R.'s.
No. 3862, List ea. \$21.15. 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 ground 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 \$35.00, 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..7Sheet 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 1/4 in. Lovell rubber ballroom 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—18 1/2" deep x 22" diameter. Bullet rim, anti-splash design. Lustre white porcelain on Armaco Iron. Tub cushioned in rubber rim. Patent drain. Rubber flumed lid.

1/4 H.P. Westinghouse Motor—Re-cycles no oiling. Operates on 110 Volt, 60 cycle A.C., 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 roll-out casters. Ship, wt., 165 lbs.

No. 3863, List ea. \$29.95.
D.R.'s. ea. \$19.50.
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 saturation plus extra large capacity makes quick, thorough work of large family washes. Smartly streamlined and beautifully finished in glistering 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 woollens. Reset lever on side. Automatic drain director. 3/4 in. Lovell balloons rolls. Satin aluminum finish.

Long Life Transmission—Sealed in oil. Needs no lubrication for 3 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 rolling. 4 blades, no tangle design. 60 full 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 rim. Faucet drain. Rust-proof lid with rubber rim practically seals the heat in tub.

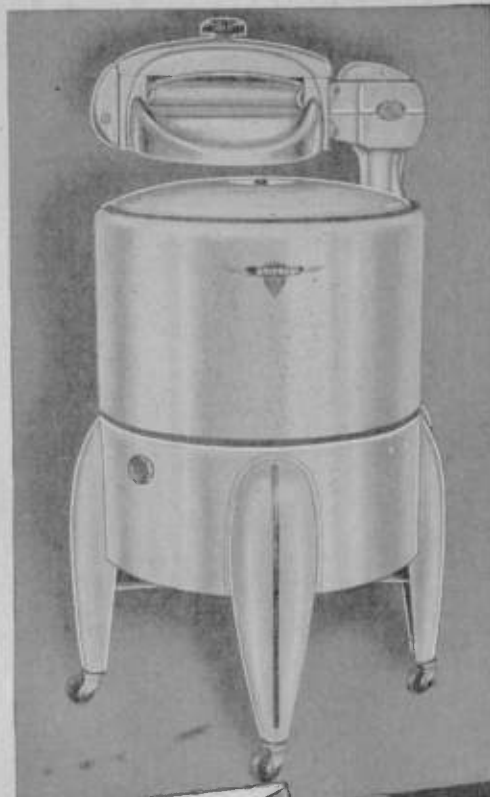
3/4 H.P. Westinghouse Motor—Mounted in rubber in specially designed housing. Vibrationless and silent. Permanently lubricated. Operates on 110 Volt, 60 cycle AC.

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., 180 lbs. List

\$79.95,
Dlx., ea.
\$45.00, Lots
of 3, ea.
\$12.00, less
2% net ...

41¹⁶



Molded Plastic Agitator
Improved new bakelite design—smooth as glass and easy on clothes. 60 full "follow-through" strokes 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 reaching or bending over. Practically eliminates "washday fatigue." Smooth, positive action.



GASOLINE MODELS

Any Empress Washer can be furnished with a 4 cycle 1/2 H.P. Briggs and Stratton gasoline motor for \$30.00 additional. This is a new improved type of engine which runs considerably quieter. Starts by pressing foot lever.

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, swing. Flashed in Justice with baked enamel. Floor space required 10 1/2" x 36 1/2". Height from floor to top of cabinet 24 1/2". Large, easy rolling casters, with locking devices on 2 casters.

Ironer Roll—6" diameter, 20" long. Has double open end feature. No sag construction. Free rolling.

Shoe—No exposed edges. Chromium plated steel—rust proof. Full floating adjustment assures uniform contact with roll. Ruffer plate over end of shoe for ironing of ruffles and fancy trills. 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.

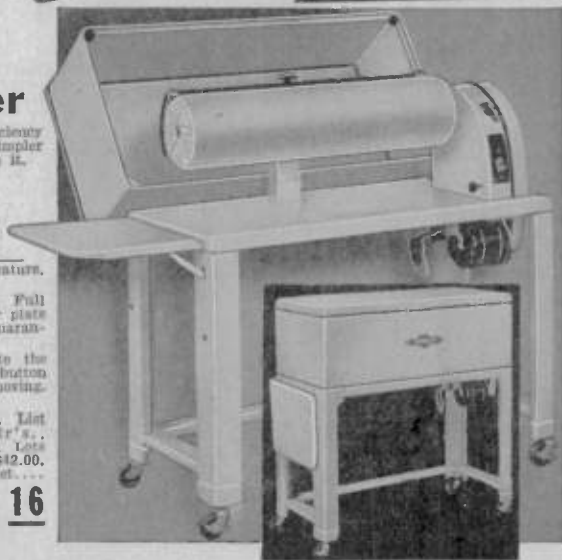
Mechanism—Full enclosed in cast iron head, and sealed in oil. All working parts are hardened steel. Positive quick action clutch—non-sticking, and trouble free. No oiling required.

G.E. Rubber Mounted Motor—Equipped with 3 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 \$85.00. Dlx., ea. \$45.00. Lots of 3, ea. \$12.00, less 2% net....

41¹⁶



I. E. S. "Better Light"

Built 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-toned 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**

Distilled 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 Ecor 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 5/8" 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

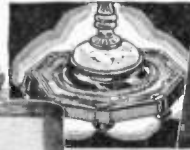
"Better Sight"

LAMPS 7-WAY LIGHTING

Takes
100-200-300
Watt Lamp

In addition to the 3 units of indirect light from reflector, and 2 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



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



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. 19" pure silk closely pleated shade with distinctive drape 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**



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. **\$12.94**
Less 2%, net...

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

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**

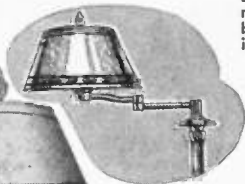
I. E. S. Extendo BRIDGE LAMPS

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.

Extends 12" From Base



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.

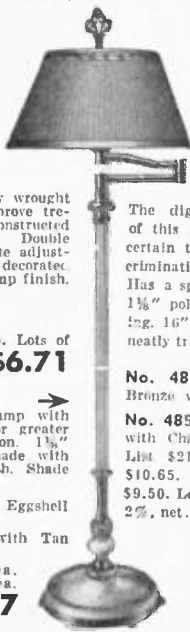
List \$15.50. Dir's., ea. \$7.75. Lots of 3, ea. \$6.85. Less 2%, net. . . . **\$6.71**

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**

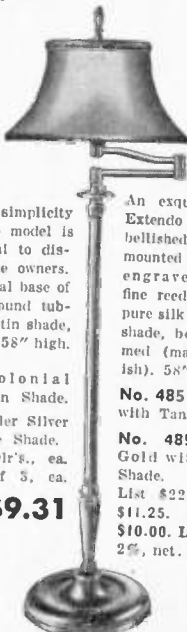


The dignified simplicity of this Extendo model is certain to appeal to discriminating home owners. Has a spun metal base of 1 1/4" polished round tubing. 16" rich satin shade, neatly trimmed. 58" high.

No. 4849. Colonial Bronze with Tan Shade.

No. 4850. Butler Silver with Champagne Shade.

List \$21.50. Dir's., ea. \$10.65. Lots of 3, ea. \$9.50. Less 2%, net. . . . **\$9.31**

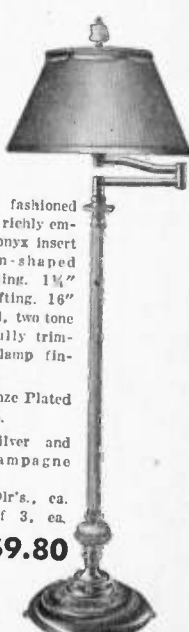


An exquisitely fashioned Extendo model, richly embellished with onyx insert mounted in urn-shaped engraved casting. 1 1/4" fine reeded shafting. 16" pure silk pleated, two tone shade, beautifully trimmed (matches lamp finish). 58" high.

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 1/4" 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 1/4" 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 1/4" fine reeded shafting. Richly grained. Onyx insert in base. 19" pleated silk shade, tastefully trimmed. 63" high.

No. 4805. Ivory and Gold with Cream Shade.

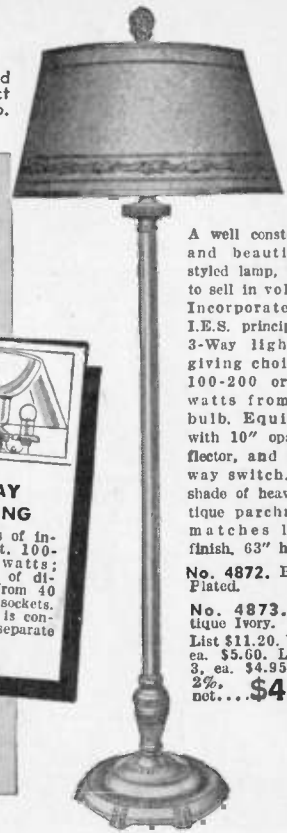
No. 4806. Bronze Plated with Champagne Shade.

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. **39c**
42c. Lots of 6, ea.

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

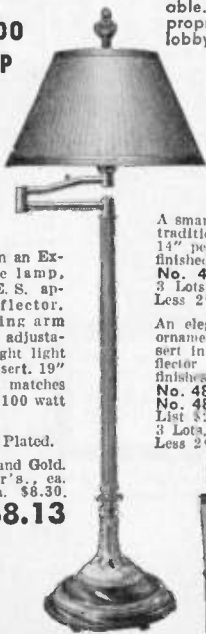
Equipped With Night Light Feature

5 in. Onyx Insert

An unusual value in an Extendo type bridge lamp, equipped with I. E. S. approved 8" 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 \$18.30. 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 louver 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 1 1/4" 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 1 1/4" onyx insert in base. 16" 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

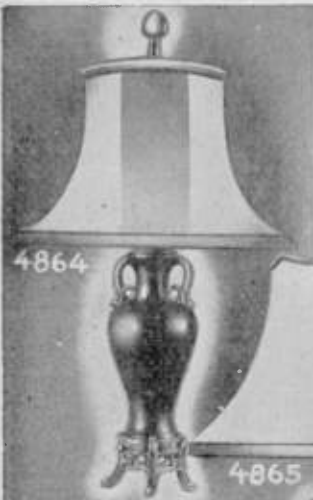
Elegantly Styled TABLE LAMPS

Sell Lamps In Pairs

The popular trend is towards lamps in matched pairs. This creates a real opportunity for you to double your lamp sales. These lamps are particularly suited to meet the demand.

A perfect lamp for the end-table, commode or night-table. Will harmonize with most every period motif. All metal, beautifully mounted in fine 24 degree metal base. Eggshell color silk shade, hand sewn, smartly trimmed to harmonize.

A gracefully styled table lamp which fairly radiates quality and good taste. Fine glazed white china beautifully mounted in gold base. Shade is of stretched silk with two-tone trimming in eggshell and gold to harmonize.



4864



4865

No. 4864. List \$7.50. Dir's., ea. \$3.75. 3 lots, ea. \$3.35, less 2% net... **3.28**

No. 4866. List \$9.25. Dir's., ea. \$4.60. 3 lots, ea. \$4.10, less 2% net... **4.02**

Laurel Leaf 15th Century, magnificently designed in detail. Fine glazed double-fired China in brilliant two-tone lustrous powder blue. Mounted in gold finished base. Tall, ornate silk shade to match. 19" high. Shade diameter, 15".

No. 4865. List \$8.75. Dir's., ea. \$4.35. 3 lots, ea. \$3.85, less 2% net... **3.77**



No. 4866

All Lamps Can Be Assorted To Take Quantity Prices



← An Early English gem, all metal, exquisitely mounted on a finely carved gold finished metal base. Finished in a two-tone opalescent stippled mulberry. Scallop-shaped stretched silk shade with peach lining. 22" high. Shade diameter, 14".

No. 4867. List \$9.70. Dir's., ea. \$4.85. 3 lots, ea. \$4.30, less 2% net... **4.21**

→ An authentic Italian Renaissance design. Beautifully mounted on filigree base with white onyx insert. Finished in two-tone bronze and gold. Concave center pleated silk shade, exquisitely trimmed. 20" high. Shade diameter 12".

No. 4868. List \$10.20. Dir's., ea. \$5.10. 3 lots, ea. \$4.50, less 2% net... **4.41**



→ An unusually striking French Provincial design. Delicately turned base of brushed gold castings, embellished with imported green onyx. Tailored shade in fine brocade silk with two-tone extra fine braid trim. 22" high. Shade diameter 15"



All Lamps Are Equipped With 8-Ft. Cords and Plugs

No. 4869. List \$10.10. Dir's., ea. \$5.20. 3 lots, ea. \$4.60, less 2% net... **4.51**

Send For Retail Lamp Catalog! Sell lamps directly from our beautifully illustrated lamp catalog. It's yours for the asking.

CHINA TABLE LAMP



Rich in decorative design, this table lamp will add to the appearance of any home. Made of genuine Chins— not pottery. 15" diameter eggshell shade is made of Rayon over transparent parchment. Hand decorated with 25K Gold. 6 ft. approved cord. Tilt top shade permits tilting for reading. 22" high.

No. 4626 List \$8.95. Dir's., ea. \$2.95. Lots of 3, ea. \$2.75, less 2% net... **2.69**



Both of these lamps are equipped with a 6-in. plastic diffusing bowl which provides soft glareless indirect light.

Indirect Lighting!

An exceptionally good looking pottery lamp of genuine white Kilmbridge Ware. Raised Greek key design. Gold finish metal mounting. Bell shaped hand-tailored shade of stretched celadon stoneware. Takes up to 100 watt bulb. Height 21". Shade diameter 14".

No. 4636. List \$7.95. Dir's., ea. \$3.60. 3 lots, ea. \$3.20, less 2% net... **3.14**

Attractively designed in the manner of today. High glazed Beize colored pottery base in classic urn shape. Paper parchment shade with modern floral design. Takes up to 100 watt bulb. Height 21 1/2". Shade diameter, 15".

No. 4635. List \$4.50. Dir's., ea. \$2.25. Lots of 3, ea. \$2.00, less 2% net... **1.96**

FLUORESCENT LAMPS

SPECIAL FLUORESCENT DESK LAMP

Priced Low
For Volume Sales



FLUORESCENT ADJUSTABLE BENCH LAMP

An all-purpose fluorescent lamp—quickly installed on table, desk, bench, walls, ceiling, etc. Glaring reflections are entirely eliminated. Shade, upright arm, and supporting arm, are adjustable and can be moved to any position. Shade is 18" long. Upright arm adjustable from 14" to 28". Horizontal arm adjustable up to 16". Approved type reactor built into shade. Enameled 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. For 110 volts. A.C. current.

No. 4793. Flush Mounting with flange.
No. 4795. Clamp-on Mounting.
List \$8.95. Dir's., ea. \$5.82. Lots of 3, ea. \$5.37. 5.26
less 2%, net.....

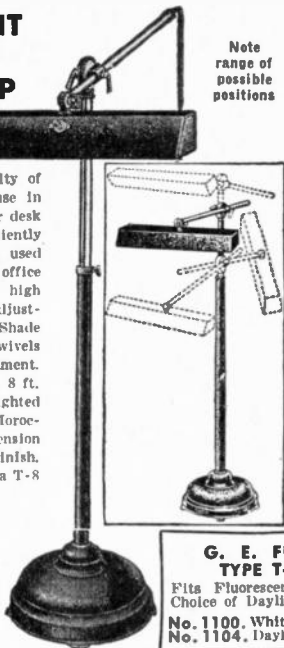


Note range of possible positions.

FLUORESCENT DAYLIGHT FLOOD 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 13" 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.

No. 4797. For A.C. current.
No. 4798. For D.C. current.
List \$12.95. Dir's., ea. \$8.42. Lots of 3, ea. \$7.77, less 2%. net..... 7.61



Note range of possible positions

This remarkably low priced unit will open up a new field of prospects for fluorescent desk lamps. The modern, streamlined design will improve the appearance of any desk. This lamp stands 14 1/2" high, and the base is 10" long by 5 1/4" wide, felt padded, with useful pen and pencil trough. Shade is 18" long and 3 1/2" wide with a white enamelled inner reflector of parabolic shape. Attractive Morocco brown finish. New instantaneous on-off switch in base. For A.C. current. Ship. wt. 12 lbs. Takes one T-18 15 watt bulb. With cord and plug.



No. 4884. List \$5.95. Dir's., ea. \$3.87. Lots of 3, ea. \$3.57, less 2%. net..... 3.50

FLUORESCENT "HIGH EFFICIENCY" DESK LAMP



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

By means of a Parabolic shade and an Alzak reflector, light is thrown over a wider area on desk surface. Inside the shade 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 directs only a smooth, soft glareless light. Lamp stands 15 1/2 in. high. Metal shade 18 in. long, base 11 in. long and 4 1/4 in. wide with felt padding. Convenient switch. Finished in lacquered bronze with gold finished trimming. Uses a T 5 1/2 watt bulb, 8 ft. cord.

MODERN FLUORESCENT DESK LAMP

This beautifully styled fluorescent desk lamp brings to you the very latest illumination at an unbelievably low price. Stands 14 1/2" 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., 9 1/4 lbs. Takes a T-8, 15 watt. Fluorescent bulb. 110 volts.



No. 4789. For A.C. current.
No. 4790. For D.C. current
List \$7.50. Dir's., ea. \$5.17. Lots of 3, ea. \$4.75, less 2% net. 4.65

G. E. FLUORESCENT BULBS TYPE T-8 15 WATTS

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

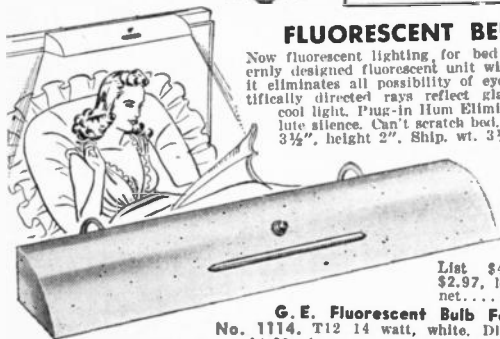
No. 1100. White (Dir's., ea. 85c. 72 1/2c)
No. 1104. Daylight (Lots of 6, ea.)

FLUORESCENT BED LAMP

Now fluorescent lighting for bed lamps! This modern designed fluorescent unit will be a hit because it eliminates all possibility of eye strain. Its scientifically directed rays reflect glareless, shadowless, cool light. Plug-in Hum Eliminator assures absolute silence. Can't scratch bed. Length 15", width 3 1/2", height 2". Ship. wt. 3 1/2 lbs. Takes a new T-12 14 watt bulb with 8 ft. approved cord.

No. 4900. Walnut
No. 4901. Ivory
No. 4902. Bronze
List \$4.95. Dir's., ea. \$2.97, less 2%. net..... 2.91

G. E. Fluorescent Bulb For Above
No. 1114. T12 14 watt, white, Dir's., ea. \$1.20. 4, ea. 1.02



SWINGING CLAMP-ON FLUORESCENT 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 fully adjustable. Height overall 17 1/2". Swinging arm extends to 15". 18" metal shade. Bronze plated finish. Auxiliary reactor concealed in shade. Ship. wt. 9 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 \$12.50. Dir's., ea. \$8.13. Lots of 3, ea. \$7.50, less 2%. net..... 7.35



Selected SPECIALTY LAMPS

-- that sell



8-in. Opal Reflector

I. E. S. STUDENT LAMP

Built to I. E. S. specifications and equipped with 8 in. opal diffusing bowl reflector. Heavy gauge antique parchment shade white lined for maximum reflection. The base is of formed metal fitted over a cast weight. Felt bottom prevents scratching. Shade diameter, 19". Height, 28".
 No. 4880. Antique ivory. List \$3.95. Dir's., ea. \$2.55. Lots of 6, ea. \$2.25, less 2%, net..... **2.20**

STUDENT DESK LAMP

With 6" Glass Diffusing Bowl
 A modern looking, plated English brose student desk lamp. Equipped with a light filter to permit only the amount of light necessary for perfect illumination to fall on the desk, thus giving perfect, glareless indirect lighting. Tested with a General Electric light meter. Weighted felt base 9" diam. Shade 12" diam. Height overall 13". Takes a 100-watt lamp.
 No. 4906. List \$3.75. Dir's., ea. \$4.80. 3, ea. \$1.65, less 2%, net..... **1.62**



LIGHT CONDITIONER.



POLAROID DESK LAMP

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. 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. 12 1/2" high, 11 1/2" 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**

SPOTRAY BED LAMPS



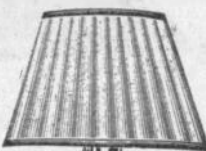
SPECIAL MODEL

Deluxe Model
 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. 4617. Bronze. List \$2.95. Dir's., ea. \$1.92. Lots of 6, ea. \$1.77, less 2%, net..... **1.73**



POTTERY LAMP

An attractive fount shaped, high glass white pottery lamp fitted with tilt harp and wood ball finial. 14" paper parchment shade smartly decorated with charming floral design. Overall height 19 1/2". Takes up to a 60 watt bulb. 6 ft. cord set.
 No. 4634. List \$3.00. Dir's., ea. \$1.50. 3, 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. A modernly designed back plate made of sturdy cast white metal with concealed wiring. Push button switch. Finished in antique ivory. Takes 100-watt bulb.
 8"x10" ivory parchment shade.
 No. 4632. List \$2.95. Dir's., ea. \$1.50. Lots of 8, ea. \$1.45. Lots of 12, ea. \$1.40, less 2%, net..... **1.37**



DIFFUSING BOWL.

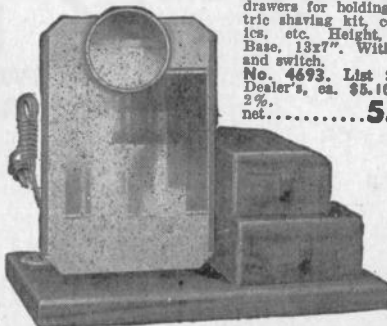
MARINE DESIGN PIN-UP LAMP

Indirect Lighting
 A very striking 2-piece maple table or wall lamp with plastic diffuser. Has beautiful hand-rubbed finish and metal parts finished in antique brass. Ivory pebble grain 10" shade. Base 5". Diameter, including spokes, 8".
 No. 4907. List \$3.00. Dir's., ea. \$1.55. Lots of 12, ea. \$1.40, less 2%, net..... **1.37**



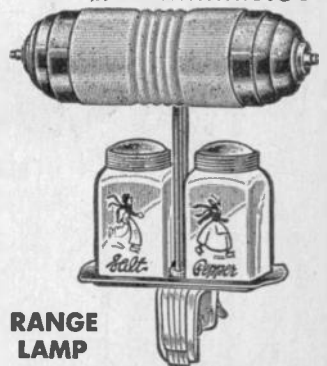
HOLLYWOOD Illuminated MAKE-UP and SHAVING MIRROR

For use 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 and switch.
 No. 4693. List \$8.50. Dealer's, ea. \$5.10, less 2%, net..... **5.00**



POLAROID STUDENT LAMP

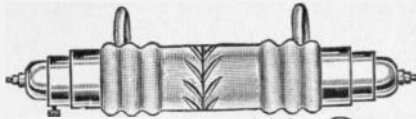
Scientific polaroid illumination, uniform and free from glare, at a remarkably low price in this lamp. Illumination whole working area of desk. Walnut bakelite base and column. Parchment type shade with egg-shell finish. Push switch. 12 1/2" high, 11 1/2" in diameter. Takes 100-watt bulb. 8 foot cord.
 No. 4687. List \$2.95. Dir's., ea. \$1.85, ea. \$1.85, less 2%, net..... **1.81**



RANGE LAMP

Just the thing for above the range. Attractive satin white glass cylinder with chromium plated metal parts. Adjustable. White enameled bracket is felt lined, clamps onto any type stove. Salt and pepper shaker. Size 13"x11". Has cord and switch.
 No. 4908. List \$3.00. Dir's., ea. \$1.65. Lots of 3, ea. \$1.55, less 2%, net..... **1.52**

MODERN BEDROOM SET

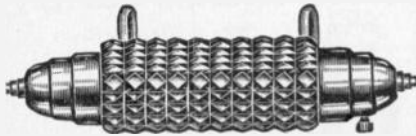


A smartly styled bedroom ensemble. Very attractive with satin frost finish and cut crystal design. Sparkles beautifully when illuminated. Chrome plated ends with switch on side. 10" bed lamp, rubber covered brackets. Torchier 9", 4" base.

No. 4903. Torchier (one).
No. 4904. Bed Lamp. List \$1.50. Dir's., ea. 80c. 6, ea. 70c. **69c** less 2%, net...

No. 4905. 3-Piece Set. List \$4.50. Dir's., ea. \$2.25. 6, ea. \$2.10. 12, ea. \$2.00. **1.96** less 2%

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. 83c. Lots of 6, ea. 79c. **71c** less 2%, net...

No. 4628. Complete 3-piece set. List \$4.50. Dir's., ea. \$2.35. Lots of 6, ea. \$2.20. **2.16** less 2%, net...

BULBS

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

SCHRADER Novelty Lamps



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. **78c** less 2%, net.....



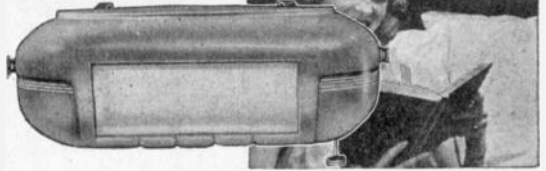
EL MEXICANO

Design creates an atmosphere of the great South West. Tambourine base replicas in red. Cactus tree stem finished in green. Shade in ivory color. 13" high. No. 4603. List \$1.50. Dir's., ea. \$1.00. Lots of 6, ea. 95c. Lots of 12, ea. 90c. **88c** less 2%, net...

LUXURAY BED LAMP

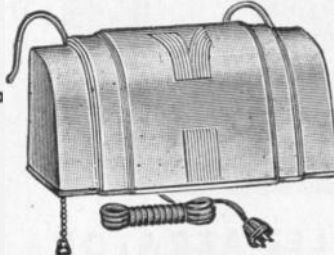
'A "Better Light-Better Sight" Lamp

"Plastacele" Diffuser Screens Out Raw Light



Every home is a prospect for one or more of these charmingly attractive Luxuray bed lamps. Sells on sight! Features the new "Plastacele" diffuser which screens out raw light and permits only glareless, conditioned light to come through. Light is transmitted over reader's head directly on reading page. Flexible rubber covered clamps will not scratch bed. Easy-to-reach light switch. Made of a new plastic that is easy to keep clean. Available in either soft ivory or deep walnut. Uses a standard 60-watt lamp bulb. Comes complete with 9 ft. approved cord and new 2-purpose plug with extra convenience outlet for fan, radio, etc. Less bulb. No. 4883. Walnut. List \$1.95. Dir's., ea. \$1.27. Lots of 12, ea. \$1.17. **115** less 2%, net.....

TEXTOLITE BED LAMP



Has an 8" shade of Textolite, a durable, translucent plastic material. Extends 4 1/4" 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.

4882. Ivory List, \$1.50. Dir's., ea. 90c. Lots of 6
4883. Green ea. 84c. Lots of 12, ea. 80c.
4884. Blue less 2%, net
4885. Walnut **78c** less 2%, net

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. **65c** 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. **88c** less 2%, net.....

FLEXIBLE DESK LAMP



An attractive all-metal desk lamp with flexible arm. Modern designed shade has a polished stream-line ornament and ball-swivel joint for maximum shade adjustment. Base has space for elips and pencils. Finished in bronze enamel. Turn knob switch. Height, 15 in. Shade 8 1/2 in wide, 3 in. deep. No. 4589. List \$2.20. Dir's., ea. \$1.50. Lots of 6, ea. \$1.35. **1.32** less 2%, net.....

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. \$1.20. Lots of 6, ea. \$1.10. **less 2%, net**

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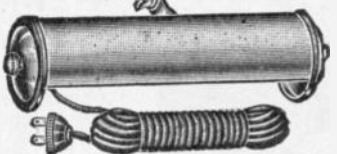


PIANO LAMP



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. **84c** less 2%, net.....

PICTURE REFLECTOR



Provides artistic illumination of pictures. Finished in Dull Gold. Extends 6". Has wing-nut swivel for complete adjustment to any angle. Width 8 1/4". Diameter of tube 2 1/4". Takes 25 watt bulb. No. 4592. Dir's., ea. 75c. Lots of 6, ea. 70c. Lots of 12, ea. 67c. **65c** less 2%, net.....

SPARKLET SYPHONS

STANDARD MODEL



8005

DELUXE "Wide Neck" MODEL

Ultra-smart in appearance, the Sparklet Deluxe is the last word in drink accessories. Constructed of stainless steel to resist corrosion by food acids or alkalies. Charges through bottom eliminating un-sightly charging mechanism. Wide mouth for easy filling and cleaning; also permits use of ice cubes in bottle. Complete with three Sparklet bulbs.

No. 8006. Chrome with red trim.

No. 8007. Chrome with Black trim.

List \$5.95. Dir's., ea. \$3.97, less 2%, net. **3.89**



8007

A newer, more beautifully designed Sparklet Syphon with a charging mechanism that is more compact, more efficient than ever. Wide mouth accommodates ice cubes and makes it easy to clean. New type charger eliminates unattractive exposed charging mechanism. Finished in highly polished heavy chromium plate with red or black trim. Complete with three Sparklet bulbs.

No. 8004. Chrome with red trim.

No. 8005. Chrome with black trim.

List \$5.00. Dir's., ea. \$3.33, less 2%, net. **3.26**



ELITE COCKTAIL SET

An unusually smart looking cocktail ensemble with a full measure of colorful beauty that virtually insures its popularity. Consists of 6 Ruby screw-top goblets with metal stems; a ruby ice bucket and tongs; a 2-quart capacity cocktail shaker with red handle and top; and a beautifully embossed 20" x 13 1/2" tray. All metal parts are heavily chromium plated for lasting beauty. Handles are of Catalin. No. 8020. List \$13.50. Dir's., ea. \$6.75, Lots of 3, ea. \$6.00, less 2%, net. **5.88**

THERMOS VACUUM BOTTLE

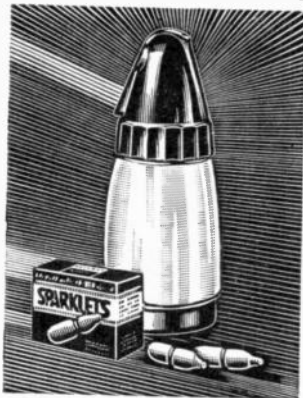
With 3 Atherlite Cups



The genuine thermos bottle—the 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 beautiful blue enamel. Polished aluminum shoulder. Fully Guaranteed. Contents, one quart.

No. 8684. Quart Size. List \$2.25. Dir's., ea. \$1.49, less 2%, net. **1.46**

THE NEW SPARKLET AERATOR



Added Utility For Greater Consumer Appeal

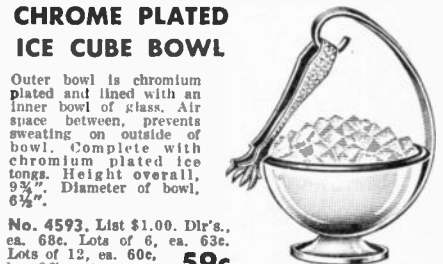
The New Sparklet Aerator opens up a whole new field of Sparklet activity. It not only makes sparkling, effervescent carbonated water, but when used with Spark Whip Blue Band Bulbs, it makes whipped cream, ice cream, foamy milk drinks and many other tempting recipes. Has a large, wide mouth for easy cleaning and use of ice cubes. Contents can be discharged in much the same manner as that of the Sparklet Syphon—by holding the bottle with the small opening downward. Or the gas can be released with the bottle upright by depressing the lever relieving pressure, then unscrewing cap so the contents can be poured or spooned out. Complete with 3 Sparklet bulbs. Made of stainless steel with bakelite cap.

No. 8008. Chromium with red trim.

No. 8009. Chromium with black trim.

List \$5.95. Dir's., ea. \$3.97, less 2%, net. **3.89**

CHROME PLATED ICE CUBE 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, 9 1/2". Diameter of bowl, 6 1/2".

No. 4593. List \$1.00. Dir's., ea. 68c. Lots of 6, ea. 63c. Lots of 12, ea. 60c, less 2%, net. **59c**

EXTRA SPARKLET RED BAND BULBS

For making carbonated water.

No. 8011. Pkg. of 10. List 75c. Dir's., ea. 50c, less 2%, net. **49c**

No. 8012. Pkg. of 25. List \$1.75. Dir's., ea. \$1.17, less 2%, net. **1.15**



All-Metal SODA KING

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. Syphon head screws on or off. Made entirely of metal. 3" opening for 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. Blk. & Chrom. List \$6.00. Dir's., \$4.20.
No. 8290. Red & Chrom. 3, ea. \$4.00, less 2%
No. 8291. Blue & Chro. **3.92**
No. 8294. Ivory & Chro.

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**

SPARK-WHIP BLUE BAND BULBS

Whipped cream, ice cream, foamy milk drinks, waffles and scrambled eggs are only a few of the tempting recipes of which these new bulbs are capable. 5 to a pkg.

No. 8013. List 70c per Pkg. Dir's., ea. 47c, less 2%, net. **46c**





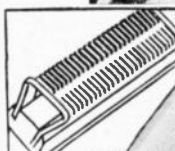
A New Idea in DRY SHAVING

KNAPP *Natural Angle* SHAVER



Quick Close Shave—Right from the Start

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.



Be sure to cash-in on the widespread demand for K-M merchandise —

created by National Advertising

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

Operates on 115 volts AC or DC

New KNAPP Speedster

The remarkably low price of the Speedster model will introduce the comforts and conveniences of dry shaving to an untouched market. Two-in-one shearing head for coarse or fine beards. Super speed motor makes over 7200 strokes per minute. Self-honing shearing head. Maroon plastic case with chrome trim. Leather pouch. Detachable cord and plug. 110-120 volts. A.C. only. No. 8000. List \$5.00. Dir's., ea. \$3.25. Lots of 6, ea. \$3.00, less 2%, net

At Last! An Electric Shaver Everyone Can Afford

\$2.94



Standard Model

STANDARD MODEL

In black plastic with heavily chrome plated head. Fabricoid covered metal case, lined with velvet. 6 ft. rubber covered cord held in separate compartment by chromium plated ring clips.

No. 8001. List \$10.00. Dir's., ea. \$6.50. Lots of 6, ea. \$6.00, less 2%, net.... **5.88**



Deluxe Model

DELUXE MODEL—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. 8002. List \$15.00. Dir's., ea. \$9.75. Lots of 6, ea. \$9.00, less 2%, net..... **8.82**

Be Sure to Write for a Free Copy of Our Fixture Catalog. Retail Prices Only Are Shown.

K-M RAZOR DEAL

Here's a sure profit deal for alert merchandisers. \$20.00 gets you \$15.00 profit, plus a permanent \$5.00 value store display fixture. The deal contains the following: 2 Speedster models; 1 Standard Model; 1 Deluxe Model; display merchandiser with dummy shaver, mirror and sterilizing well; counter and window display cards and circulars.

No. 8003. Retail Value, \$40.00. Dir's., ea. \$20.00, less 2%, net..... **19.60**



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 a value and sales appeal because it serves every member of the family. 110 Volt, A.C. 60 cycle. 7 ft. cord.

No. 8084. List \$7.95. Dir's., ea. \$5.30, less 2%, net..... **5.19**

ROLLS RAZOR

The Razor with the Lifetime Blade

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 toolled 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. 8085. List 10.00. Dir's., ea. \$6.66, less 2%, net..... **6.53**

RAZOR STROP
No. 8089. List \$1.00. Dir's., ea. 67¢, less 2%, net..... **66¢**

EXTRA BLADES
No. 8087. List \$2.50. Dir's., ea. \$1.67, less 2%, net..... **1.64**

EXTRA HONING STONE
No. 8088. List \$1.50. Dir's., ea. \$1.00, less 2%, net..... **98¢**

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.	Color	Size	100 ft.	500 ft. lots, per 1000 ft.	Per M ft.
71	Black	14	\$0.70	\$0.61	\$5.80
72	White	14			
161	Red	14	Less 2%		

73	Black	12	.94	.82	7.80
74	White	12			
162	Red	12	Less 2%		

75	Black	10	1.41	1.18	11.51
76	White	10			
163	Red	10	Less 2%		

77	Black	8	2.31	1.92	18.82
78	White	8			
161	Red	8	Less 2%		

No. 14 R. C. Wire

Per M \$5.80 less 2%

568 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.	Color	Size	Per 100 ft.	500 ft. Coils per 100 ft.
79	Black	8	\$ 2.84	\$ 2.37
80	Black	6	3.76	3.30
81	Black	4	4.90	4.34
82	Black	2	7.12	6.25
83	Black	1	10.10	8.86
84	Black	0	12.10	10.62
85	Black	00	14.70	12.90
86	Black	000	17.40	15.27
87	Black	0000	20.70	18.16

R. C. LEAD COVERED CABLE



No.	Size	Description	Per 100 Ft.	500 Ft. Per C Ft.
88	14	Single Solid	\$2.70	\$2.37
89	14	Duplex Solid	4.32	3.79
91	12	Duplex Solid	6.64	5.83
93	10	Duplex Solid	7.88	6.91
94	8	Duplex Solid	11.00	9.65

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

TRIPLE BRAID WEATHER PROOF WIRE



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

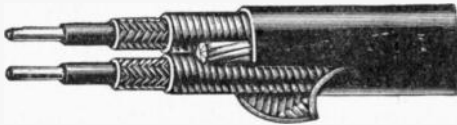
Full Coils (about 1000 ft.) take 100 lb. Price

No.	Size	Per 1000 Ft.	Per Lb.	50 lb. Lots Per 100 lbs.	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	23c	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.	Coil		1000 Ft. 5M Ft.	
			Ft. Per 100 Ft.	Per 100 Ft.	Per 100 Ft.	Per 100 Ft.
105	14/2	\$0.03	250	\$2.34	\$2.14	\$2.06
106	14/3	.06	200	4.54	4.14	3.95
107	12/2	.05	200	3.90	3.55	3.40
103	12/3	.08	200	6.20	5.65	5.38
109	10/2	.06	200	5.39	4.91	4.69
104	10/3	.09	200	7.96	6.79	6.47
108	8/3	.14	125	12.14	11.05	10.52
134	6/3	.20	125	17.55	16.04	15.26

No. 105 14-2

5000 ft. lots per 100 ft.

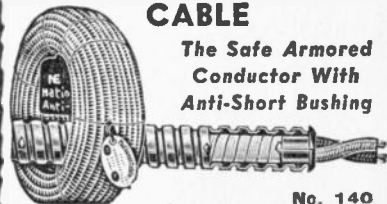
\$2.06

Less 2%

202 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 connector, 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.

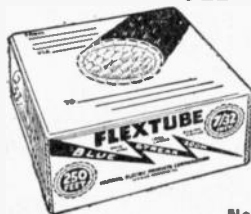
No. 140
In 250 ft. coils, per 100 ft. \$2.69, less 2%
264 Net

No.	Size	Per Ft.	Per 100 Ft.	Per 1000 Ft.
140	14/2	(See Below)	250 \$2.70	\$2.69
141	14/3	\$0.042	250 3.67	3.66
142	12/2	0.042	250 3.62	3.61
143	12/3	.06	250 5.32	4.88
144	10/2	.07	250 6.22	5.35
150	10/3	.09	250 7.88	6.75
151	8/3	.13	150 13.50	12.50
159	6/3	.18	100 18.10	15.60

14/2 Cable in Small Coils
No. 140. Per 25-ft. coil, 80c.
Per 50-ft. coil, \$1.55. 100-ft. coil, \$2.95, less 2%, net.
289

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	Coil	Per Ft.	Per 100 Ft.	Per 1000 Ft.	Less 2%
120	3/4"	250	\$0.011	\$3.15	\$11.00	\$10.78
121	1"	250	.021/2	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.

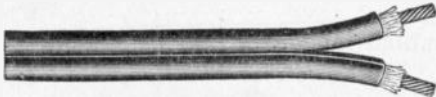
Fully Approved

No. 40. Green } Per Coil 1000 ft.
and yellow } Per ft. 250 ft. \$9.50
No. 55. Black .. } \$0.01¼ \$2.60 Less 2%, or

1/32 HEAVY INSULATION

931
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, \$2.35. **857**
Per 1,000 ft., \$8.75, 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., \$1.65. Per coil of 250 ft., \$3.50. Per 1000 ft., \$13.00, less 2%. **1274**

No. 129. Extra heavy. Per ft., 2½c. Per 100 ft., \$2.25. Per coil of 250 ft., \$4.75. Per 1000 ft., \$18.00, less 2%. **1764**

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. **563**

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

TWISTED PAIR TELEPHONE WIRE



Our No.	Wire No.	Per 100 ft. Coil	Per 250 ft. Coil	Per 1000 ft.
62	19 Inside, dry braid	\$1.45	\$3.40	\$11.50
63	19 Outside, saturated braid	1.40	3.60	12.00
64	18 Outside, saturated braid	1.72	4.00	15.06



**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., \$2.30.
58	Brown	Cotton	Per 1000 feet.
59	White	Cotton	\$4.30

421
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 \$0.01¼	\$2.75 \$10.00
52. Parallel Light Ins.	1/64 .01¼	2.50 9.20

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, \$1.88 **6.85**
Per 1000 ft.....

REINFORCED CORD

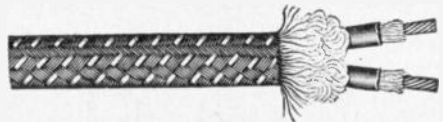


Used indoors for portable machines such as vacuum cleaners, sewing machines, etc. Insulated with belt of seamless rubber and covered with cotton braid No. 18.

No. 42. 18-2 Cond. PS Reinforced Light. Per ft., 19½c. 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., 24½c. 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., 1¾c. Per 250 ft., \$3.90. Per M ft. **11.96**
\$12.20, 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	1¾c	\$3.75	\$13.25
66	16	2½	\$4.50	16.50

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 $\frac{1}{2}$	27.25	122.60
61	2-No. 6	1-No. 8	200 ft.	-.15	26.10	123.30
67	2-No. 6	1-No. 6	150 ft.	-.16	20.40	129.40
68	2-No. 4	1-No. 4	150 ft.	-.16	21.30	133.00



WATERTIGHT Service Cable Connector

For use with outside meter box. Rubber bushing grips cable when cap is screwed down. Type ODN 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	10.	ea. ... 18c
No. 149.	For 2 No. 4-1 No. 4.			

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. 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.	Per 100.	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.

No. 122.	Dir's.,	ea.	10c.	Lots of 100.	ea. 8.65
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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	.05 $\frac{1}{2}$	11.20	42.08
198	4-1	.07 $\frac{1}{2}$	16.40	61.56

PORCELAIN Screw Bracket



Newly designed brown glazed heavy 3" porcelain insulator with a fast working double threaded 2" wood screw.

No. 324.	Dir's.,	Each 15 ^c
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50 Lots 14c

Per 100 \$13.50

Less 2%,
net 13²³

PORCELAIN NAIL KNOBS

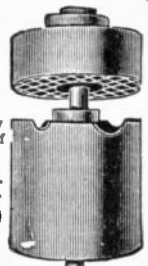
GLAZED

Fully complies with the new code specifications. Made of strong, tough porcelain.

No. 101.	Per 100,	\$1.32.
	500 lots,	per 100, \$1.28.
	Bbl. lots,	per 1000 12.00

UNGLAZED

No. 102.	Per 100,	\$1.25.
	500 lots,	per 100, \$1.20.
	Bbl. lots,	per 1000, \$11.00, less 2%, net. ... 10 ⁸⁸



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, 17 $\frac{1}{2}$ ^c
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House Brackets

Has galvanized pressed steel backs and riveted pressed steel U straps. Porcelain insulators.

No.	Way	Each	25 lots	100 lots
No. 374.	2-Way	43c	41c	39.00
No. 399.	3-Way	60c	55c	55.00



Combination Loom and BX Set-Up Box Complete With Hanger

Box, 3 $\frac{1}{2}$ x1 $\frac{1}{2}$ in. deep with ears and $\frac{3}{4}$ 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,	17 $\frac{1}{2}$ ^c
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Without Hanger

No. 214.	Ea.,	14 $\frac{1}{2}$ c.	Lots of 25, ea., 14c.
	50 lots, per C,	\$12.00,	less 2%, net. 11.76

HANGER and SET-UP BOXES OLD WORK HANGER



Made of heavy gauge steel with easy-screw $\frac{3}{8}$ " stud. Ideal when installing boxes in old work. A very small hole needed to install this hanger.

No. 317.	Dir's.,	ea.,	8 $\frac{1}{2}$ c.	Per 100, \$7.25,	7 ¹⁰
	less 2%,	net.			

STRAIGHT BOX HANGER



A real time saver when installing ceiling fixtures on new work. 18 inches long with $\frac{3}{8}$ " fixture stud.

No. 318.	Dir's.,	ea.,	8c.	Per 100, \$6.85,	6 ⁷¹
	less 2%,	net.			

UNIVERSAL BOX CLEATS

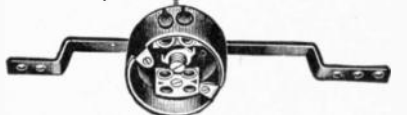
21" long



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.,	5 $\frac{1}{4}$ c.	Per 100, \$4.90,	less 2%, net. 4 ⁸⁰
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Complete With Hanger



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



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"	7 1/2c	6.11	116	1"	15c	12.22
115	3/4"	10 1/2c	8c	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	8c	127	1 1/4"	32 1/2c	31.72

H. B. BENDERS

Makes perfect bends easily, without kinking. For thin wall conduit only.

No.	Size	Ea.	10 lots Per 100
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		3.44
175	3/4"	6 1/2c		5.19
176	1"	10 1/2c		8.55
177	1 1/4"	19c	17 1/2c	16.00



Greenfield Metallic Flexible Conduit

No.	Size	Coll	Per ft.	Coll lots, per 100 ft.
156	1/2"	100	6 1/2c	4.70
157	3/4"	50	8c	6.10
158	1"	50	17 1/2c	12.80

GREENFIELD CONNECTORS

No.	Size	Each	20 lots, each	Per 100
165	3/4"	9c	5 1/2c	\$5.45
166	1"	9c	8c	7.85
167	1 1/4"	15c	13c	12.75

90° 3/8 BX ANGLE CONNECTOR

No. 245. Dir'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	3/4 to 1/2	3 1/2c	.50
481	1 to 3/4	1 1/2c	.88
482	1 to 3/4	1 1/2c	.88
483	1 1/4 to 1 1/2	1 1/2c	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	Dir's., ea.	Lots of 10, ea.	Per 100
334	1/2"	\$0.04 1/2	\$0.04	\$3.80
335	3/4"	.08 1/2	.07 1/2	7.00
336	1"	.14	.13	12.00



B-M COUPLINGS

No.	Size	Dir's., ea.	Lots of 10, ea.	Per 100
337	1/2"	\$0.05	\$0.04 1/2	\$4.20
338	3/4"	.06 1/2	.06	5.55
339	1"	.11	.10	8.95

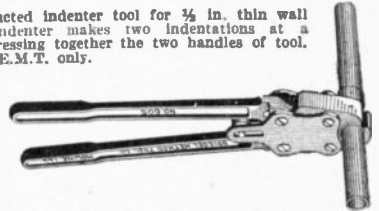
B-M THIN WALL INDENTER TOOL

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.

Dir'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.

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 1/2c. 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, 2c. Per 100, \$1.85. Per 1000, \$15.00, less 2%, net

14.70

No. 240. Straight Squeeze type. Ea. 2 1/2c. Per 100, \$2.25. Per 1000, \$20.00, less 2%, net

19.60



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



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. \$1 1/2c. In 50 lots, per 100, \$7.85, less 2%, net. **7 69**

No. 330. With Loom Clamps. Dir's., ea. 9/4c. 50 lots, per 100, \$8.32, less 2%, net. **8 15**

CONDUIT BOX

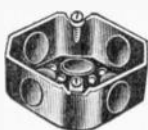
Square ends and 1/2" knockouts. To be used with rigid iron conduit. Adjustable ears. Removable sides for ganging.



No. 312. 2 1/2 in. deep. Ea., 9/4c. 50 lots, per 100, \$8.32, less 2%, net.

No. 313. 2" shallow box. Ea., 8/4c. 50 lots, per 100, \$7.87, less 2%, net.

8 15
7 71



OUTLET BOXES

1 1/2" Deep

Heavy gauge boxes with clean 1/2" knockouts. Standard specifications. Black enamel finish. Approved by Underwriters.

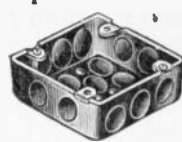
No. 172. 3 1/4 in. Each, 5 1/2c. Std. Pkg. of 100, \$4.95, less 2%, net. **4 85**

No. 170. 4 in. Each, 8c. Std. Pkg. of 100, \$7.20, less 2%, net. **7 06**

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 prizable. Standard Black finish. 50 to a Std. Pkg.

No. 200. Black. Ea., 9c. Lots of 100, \$8.10, less 2%, net. **7 94**

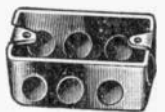
4" Extension Ring—1/2" K.O. No. 205. Dir's., ea. 14 1/2c. Per 100, \$12.60, less 2%, net. **12.35**

HANDY BOX

Black enameled finish, 4 in. long, 2 1/4 wide, 1 1/2 deep. One

K.O. on each end and the bottom. **No. 255. 4" long, 2 1/4" wide, 1 1/2" deep.** Ea., 9c. Lots of 10, ea. 8 1/2c. 50 lots, per C, \$8.10, less 2%, net. **7 94**

Covers for handy boxes are listed below unilets on the opposite page.



BX SWITCH BOX



Has clamp to hold BX with 12 K.O., takes 14, 12 or 10 BX, also 1/4 and 1/2 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, 10 1/4c. 50 lots, per 100, \$9.30, less 2%, net. **9 11**

No. 343. 2 in. Each, 10c. 50 lots, per 100, \$9.00, less 2%, net. **8 82**

ROUND BOX COVERS



No. 173



No. 186



No. 182



No. 184



No. 180

A sturdily constructed box cover. Standard specifications. Made by a nationally known manufacturer.

3 1/4-Inch Diameter

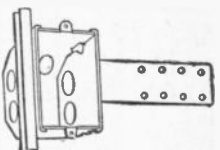
No.	Description	Each	Std. Pkg. of 100
193	Flat Blank	\$0.02 1/2	\$2.25
195	Flat 1/2 in. K. O.	.03 1/4	2.70
181	Raised Blank	.03 1/4	2.70
183	Raised Bushed	.03	2.70
185	Flat Spider	.04	3.28
187	Raised for Sign Receptacle	.03 1/4	2.70

4-Inch Diameter

No.	Description	Each	Std. Pkg. of 100
192	Flat Blank	\$0.03 1/4	\$2.92
194	Flat 1/2 in. K. O.	.04	3.28
180	Raised Blank	.04	3.28
182	Raised Bushed	.04	3.60
184	Flat Spider	.04 1/4	3.60
186	Raised for Sign Receptacle	.04 1/4	3.60
173	Plaster Rings less ears	.05	4.27

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 3/4	\$11.70
209	With Loom Clamps	.13 1/4	12.15
274	BX with Clamps	.14 1/2	13.50
210	For Conduit	.13 1/2	12.35

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, 11c. Std. 1kg. of 100, \$9.25, less 2%, net. 9 06**

4" CONDUIT CEILING BOXES

1/2" deep, 1/2" K.O. Black enamel finish. **No. 168. With ears.** Dir's., ea. **4.95**
5/2c. Per 100 \$5.05, less 2%, net.
No. 169. Without ears. Dir's., ea. **4.21**
5c. Per 100, \$4.30, less 2%, net.



4-In. SQUARE BOX COVERS



No. 202



No. 204



No. 221



No. 201

Covers are of heavy gauge metal. Standard in size and specifications.

No.	Type	Each	Std. Pkg. of 100
201	Blank Cover	\$0.05	\$4.41
202	Bushed Cover	.08 1/4	6.97
221	Plaster Ring Cover	.07 1/2	6.30
203	Single Switch Cover. Fits regular push or toggle switch	.07	5.85
204	Two Gang Switch Cover. For 2 standard push or toggle switches	.09 1/4	7.65
208	Raised Cover. 1/2" K. O.	.07	5.89

Galvanized finish on all boxes and covers can be had for 5% additional.

RIGID IRON CONDUIT

Bears the Underwriters' Approved Label



Nationally Known Brands—All Approved by Underwriters—Carried in Stock

BLACK

No.	Size	Per 100 ft.
130	3/8"	5.07
131	1/2"	6.48
132	3/4"	9.30
133	1 1/4"	12.62

GALVANIZED

No.	Size	Per 100 ft.
630	3/8"	5.65
631	1/2"	7.33
632	3/4"	10.36
633	1 1/4"	14.13



CONDUIT ELBOWS

BLACK

No.	Size	Dir's. ea.
145	3/8"	.12
146	1/2"	.15 1/2
147	3/4"	.23
148	1 1/4"	.32 1/2

GALVANIZED

No.	Size	Dir's. ea.
617	3/8"	.13 1/2
618	1/2"	.18
619	3/4"	.27
620	1 1/4"	.37 1/2

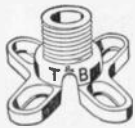


CONDUIT COUPLINGS

No.	Size	Dir's. ea.
152	3/8"	.05
153	1/2"	.07 1/4
154	3/4"	.09 1/2
155	1 1/4"	.13 1/2

GALVANIZED

No.	Size	Dir's. ea.
654	3/8"	.05 1/2
655	1/2"	.08
656	3/4"	.10 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	1/2"	.02 1/2	1.85
294	3/4"	.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	1.39
297	1/2"	.03	1.84
298	3/4"	.03 3/4	2.30
299	1 1/4"	.06	4.25

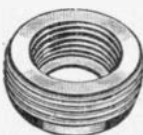


BONDRITE BUSHING

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	1/2"	.10	.82
302	3/4"	.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	3/8" to 1/2"	.08	.07
305	1/2" to 3/4"	.10	.09
306	3/4" to 1"	.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
No. 231. 1/2".
Per 100 **41c**

BUSHINGS
No. 225. 1/2".
Per 100 **62c**

No.	Size	Less than 100 per 100	Per 100
231	3/8"	.52	.41
232	1/2"	.72	.58
233	3/4"	1.37	1.00
234	1 1/4"	2.27	1.65

No.	Size	Less than 100 Per 100	Per C
225	3/8"	.76	.62
226	1/2"	1.23	.96
227	3/4"	2.64	1.95
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... **1.55** | No. 271. 3/4" Pipe... **1.98**



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
248	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

1-3-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**

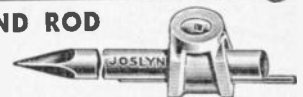


JOSLYN GROUND ROD

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	3/8"	8 ft.	1.80	1.60	1.36
1453	1/2"	10 ft.	2.20	1.85	1.69
1454	3/4"	6 ft.	.82	.72	.69
1455	1"	8 ft.	1.20	1.10	.90



CLAMP FOR ABOVE RODS

No.	Size	Dir's. ea.	Lots of 10, ea.	Lots of 100, ea.
1456	3/8"	.23	.19	.18
1457	1/2"	.19	.16	.15

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




APPLETON UNILETS

Discounts Applying on Unilets & Unilet Covers
 Orders up to \$15.00 list value.....12%
 Orders from \$15.00 to \$30.00 list value.....15%
 Orders over \$30.00 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"




No.	Size	Std. Pkg.	List, each
2048	1/2 in.	25	\$0.60

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



No.	Size	Std. Pkg.	List, each
2058	1/2 in.	100	\$0.30

With Shade Holder Groove

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 A

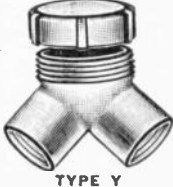
For motor installation or meter work. Takes 1/2" pipe with 3 hole cover. Made of malleable iron. No. 218. Dir's., ea. 7 1/2c. Lots of 10, ea., 7c. Per 100 **6.15**



TYPE Y

Used for inside, outside, or any right angle bend. Tight fitted cap permits straight pull of wire.

No.	Size	Std. Pkg.	Each	Lots of 10	Lots of 50
222	1/2"	50	\$0.27	22c	18c
223	3/4"	50	.34	26c	21c
224	1"	25	.57	44c	35c
220	1 1/4"	10	1.10	86c	65c



All Fittings Can Be Assorted to Take Quantity Prices

Malleable Entrance Ells

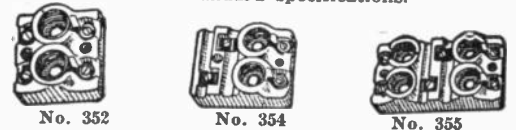
Made of malleable iron, cadmium plated, and well assembled throughout. Easily installed. Has large space for fishing wire through openings. Permits conduit to run close to wall.

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.	Description	Each	10 lots, ea.
352.	Double Pole, Main line.....	\$0.18	\$0.15
354.	Double Pole, Single branch....	.18	.16
355.	Double Pole, Double branch..	.34	.28

PORCELAIN and Steel BLANK COVERS

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 or 1 1/2 in.	20	.36	.24
2 in.	5	.60	.42

COVERS For HANDY BOXES



No.	Description	Dir's., ea.	20 lots, ea.
256	Toggle 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. **45c**
 49c. Lots of 10, ea.....



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

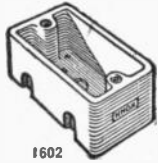
Round galvanized box with clamps for box cable. Diam. of box body 1 1/4", plate 2 1/4". Overall length 2 1/4".

No. 2254. With Straight connector.	Dir's., ea.	55 1/2c.
No. 2255. With Angle connector.		42c

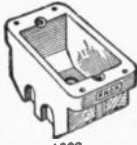
Lots of 10, ea. 49c.
 Lots of 50, ea.



ALL-PORCELAIN Boxes, Covers and Receptacles



1602



1603

Outlet and Switch Box for Switch and Receptacles

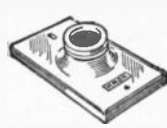
No. 1603. Tapped Screw set for 6/32 screw. Size $4\frac{1}{2} \times 2\frac{1}{2} \times 1\frac{1}{2}$ in. Dir's., ea. 15c. Lots of 10, ea. 14c. Per 100, \$12.85, less 2%, net..... **12.59**

Switch and Receptacle Box

No. 1602. Tapped Screw set for No. 6-3/32 screws. Size $4\frac{1}{2} \times 2\frac{1}{2} \times 2\frac{1}{2}$ in. Dir's., ea. 15c. Lots of 3, 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.



1604



1600-1

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

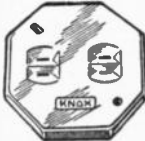
Has 6 K. O. Tapped Screw set for No. 8/32 screws. Depth $1\frac{1}{2}$ in. Height $1\frac{1}{2}$ in.
No. 1600. $3\frac{1}{4}$ in. Dir's., ea. 13c. Lots of 10, ea. 12c. Per 100, \$11.50, less 2%, net..... **11.27**
No. 1601. 4 in. Dir's., ea. 19c. Lots of 10, ea. 18c. Per 100, \$17.00, less 2%, net..... **16.66**



1616



1605



1614



1612



1608



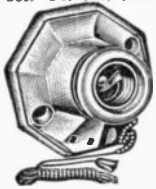
1610

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 $\frac{1}{8}$ " hole for switch box. Dir's., ea. 10, ea. 7c. Per 100, \$6.75, less 2%, net..... **6.61**
No. 1618. Duplex Receptacle and cover. Dir's., ea. 15c. 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**

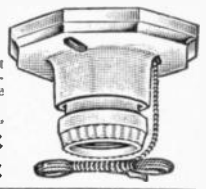


Porcelain Pull Chain Receptacle

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. Lots of 10, ea. 22c. Lots of 50, ea. 20c
No. 5039. 4 in. Dir's., ea. 32c. Lots of 10, ea. 29c. Lots of 50 ea. 26c

Porcelain Pull Chain Ceiling Receptacle

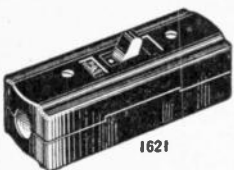
All porcelain. Fits $3\frac{1}{4}$ " and 4" outlet box with shade holder groove. For pantries, halls, basements, etc. Complete with chain and 6-ft. cord.
No. 725. $3\frac{1}{4}$ -in. Ea., 13 $\frac{1}{2}$ c. 10 lots, each, 12 $\frac{1}{2}$ c. 50 lots, each..... **11 $\frac{1}{2}$ c**
No. 728. 4-in. Ea., 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.



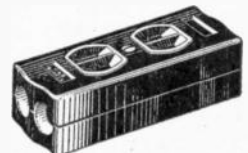
1621



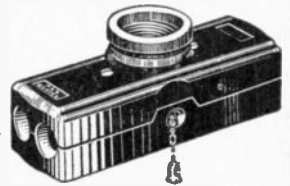
1625



1618



1620



1623

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

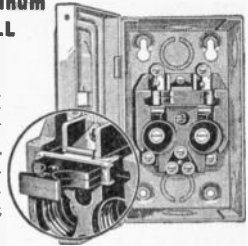
Our No.	Mfg. No.	Poles	Fuses	Std. Pkgs.	Each	\$25.00 Net Ea.
2122	N30	2	1 Pl.-SN	5	.88	.80
2222	N33	2	2 Pl.	5	.94	.85
2123	N25	3	2 Pl.-SN	5	1.10	1.00
2223	N29	2	2 N.E.C.	5	1.21	1.10

Nos. N30, N33—125 Volt. N25, N29—125-250 Volt.

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.

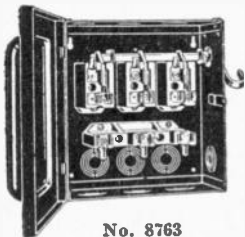


Our No.	Mfg. No.	H.P.	Pol.	Fus.	Each	\$50.00 Net Ea.
2215	530	2	2SN	1 Pl.	.88	.80
2216	533	5-250V.	2	2 Pl.	.94	.85
2217	525	3SN	2 Pl.	1.10	1.00
2218	529	3	2	2 NEC	1.21	1.10

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

INDUSTRIAL OR MAIN ENTRANCE TYPES



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

Our 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

2106	8733	30	3	3	10	2.26	2.05
2110	8762	60	2	2	4	3.41	3.10
2111	8763	60	3	3	4	4.35	3.95
2112	8712	100	2	2	2	8.25	7.50
2113	8713	100	3	3	2	9.08	8.25

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.

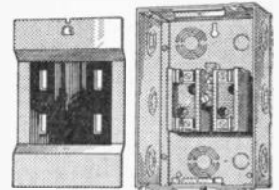


Our No.	Mfg. No.	Poles	Main Fuses	No. of Circuits	Each	\$50.00 Net Ea.
2118	275D	2	1	2	3.03	2.75
2119	276D	3	2	2	3.58	3.25

DOOR OPERATED SAFETY SWITCHES

60-100 Amps. With or Without Range and Lighting Circuits

Dead Front Construction



METER-FUSE-SWITCH SEQUENCE

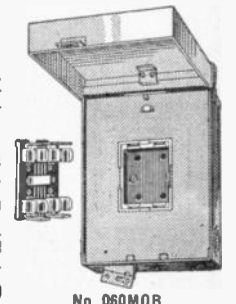
Our No.	Mfg. No.	Amp.	Poles	N.E.C. Fuses	Each	\$25.00 Net Ea.
2213	3863	60	3SN	2	3.41	3.10
2214	3813	100	3SN	2	12.10	11.00

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, ea. 3.40

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



WRITE FOR COMPLETE WADSWORTH CATALOG

MOTOR STARTING SWITCHES

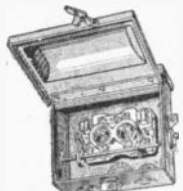
Double Throw

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



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

\$2²⁵

Net

30 Amp., 125, 125-250, 230 Volt, A.C.

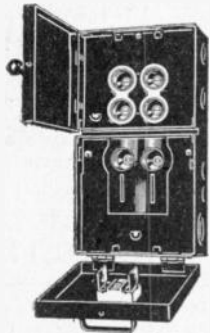
Our No.	Mfg. No.	Poles	Blades and Fuses	Neutral	Each	\$25.00 Net Ea.
2182	030	2	1 Plug	Solid	2.48	2.25
2183	033	2	2 Plug	None	2.64	2.40
2184	025	3	2 Plug	Solid	2.81	2.55
2185	029	2	2 NEC	None	2.75	2.50
2186	08733	3	3 NEC	None	4.95	4.50

Can also be furnished in 60 and 100 amps.

and Range Switches - WADSWORTH

SERVICE ENTRANCE EQUIPMENT

COMBINATION MAIN SWITCHES & RANGE



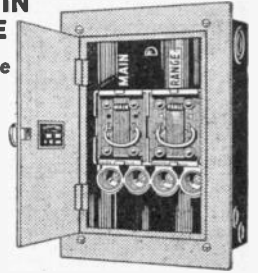
No. 3833B4S

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.)

Door-Operated Safety Switches 30 AMP. PLUG FUSES

Dead Front Construction (Meter-Switch-Fuse Sequence)

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. 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.

SWITCHES WITHOUT BRANCH CIRCUITS

Our No.	Mfg. No.	Pole	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					

FUSED MAINS—SURFACE MOUNTING TYPES

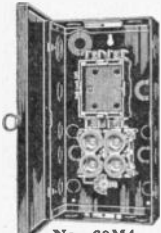
Contains 2-60 amp. main fuses; 2-60 amp. range fuses.

Our No.	Mfg. No.	Range Circuits	Light Circuits	Each	\$25.00 Net Each
2149	60MR	1	..	5.50	5.00
2150	*60MR2	1	2	6.23	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	..	6.33	5.75
2155	*60MR2F	1	2	5.78	5.25
2156	*60MR4F	1	4	5.25	4.78
2157	60MR6F	1	6	7.98	7.25
2158	60MR8F	1	8	11.55	10.50

*These numbers have hot water taps.



No. 60M4

Complete block can be furnished Dead Front Removed in 30 amps. (except 12 circuit).



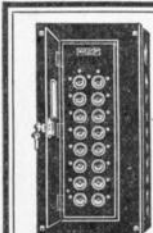
Used where meter is installed outside of building or ahead of switch. Takes the place of switch and circuit cabinet. Small cabinet, plenty of wire space and has plenty of knockouts. Equipped with solderless lugs. Surface type finished in baked black enamel. Trim on flush type finished in Aluminum. Contains provisions for 2-60 ampere cartridge fuses. Circuit fuses listed below.

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

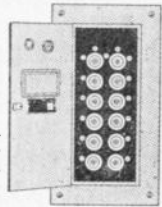
2169	60M0F	..	3.96	3.60
2170	60M2F	2	5.06	4.60
2171	60M4F	4	5.23	4.75
2172	60M6F	6	7.04	6.40
2173	60M8F	8	10.18	9.25
2174	60M12F	12	14.85	13.50



Type 12BN

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.



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 1/4"	10 3/4"	2 1/2"	2204	6CS	6	50 Amps.	5	2.42	
2194	8FN	7 3/4"	12 3/4"	3 3/8"	2205	8BN	8	50 Amps.	1	3.65	
2195	10FN	7 3/4"	15 1/2"	3 3/8"	2206	10BN	10	60 Amps.	1	5.35	
2196	12FN	7 3/4"	15 1/2"	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. 11½c. Lots of 10, 10½c. Lots of 100, \$9.15, less 2% **8.97**

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

1¼ 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, 6¾c. 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, 8¾c. 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



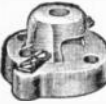
A fine, sturdy, easily wired 2-piece snap cap concealed porcelain rosette made of quality porcelain.

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, \$8.99, less 2%, net..... **8.81**

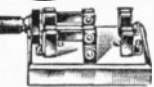
Vapor Proof Receptacles



Complete Vapor-proof receptacles for use in mines, damp places or power plants. 25-40-60-watt lamp, ready for installation.

No. 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

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	6¼0
927.	Single Pole, Double Throw.....	10c	9c
928.	Double Pole, Single Throw.....	18¼c	14¼c
929.	Double Pole, Double Throw.....	18¼c	17c

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. 10½c. Lots of 10, ea. 9½c. Per 100, \$8.40, less 2%, net..... **8.23**
 No. 776. 4". Ea. 13¼c. Lots of 10, ea. 12¼c. 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. 13¼c. Per 100, \$11.78, 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.	Size	Ea.	10 lots, ea.	Per 100
2320.	3¼-in.	15c	13c	11.16
2321.	4-in.	15½c	13¼c	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**

ALL RUBBER

PIGTAIL SOCKET

For all around outdoor use. Weather-proof, shock proof and for rough usage.

No. 546. Each, 7½c. Lots of 25, 7c. Per 100, \$6.50, less 2%, net..... **6.37**



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, each **30c**



LUMILINE SOCKET



Specialy 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.	Lots of 10, ea.	Lots of 50, ea.
537	Black	.14	.12 1/2	.10 1/2
538	White	.16	.14 1/2	.12 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 3/4".
No. 539. Dir's., ea. 30c. Lots of 10, ea. **29c**

2-Circuit FIXTURE SWITCH



Rotary canopy type with 3 nine inch leads. 3 amps. 125 volts. 1 amp. 250 volts. 3/4" shank. Used with the above socket.
No. 540. Dir's., ea. **10c**
12c. Lots of 10, ea. **10c**

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 3/8" nipple. 3 amps., 125 volts. Height 3/8". Length overall 1".
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.
Per C Per M
No. 544. 1/2-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, **42.53**
less 2%, net.....

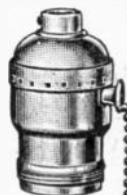
Porcelain PULL CHAIN CEILING RECEPTACLE



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, **11c**
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 any standard make of shade holder. The binding screws are upset, so they cannot fall out of any 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				
597. Pendant...	11c	.10c	\$8.50	8.33

PULL SOCKET

596. 1/2-in. Cap				
599. Pendant...	14c	.12 1/2c	10.60	10.39

KEYLESS SOCKET

595. 1/2-in. Cap				
598. Pendant...	9c	8 1/2c	7.40	7.25

BAKELITE SOCKETS



These sockets have the same precise mechanism as the above sockets although contained in a thin, light, durable bakelite shell with 1/2 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%
520. 1/2-in. Cap.				
KEYLESS SOCKET	14 1/2c	13 1/2c	\$12.00	11.76
No. 521. 1/2-in. Cap.				
KEY SOCKET	15 1/2c	14 1/2c	13.20	12.94
No. 522. 1/2-in. Cap.				
PULL SOCKET	18 1/2c	17 1/2c	15.60	15.29

2 1/4 IN. BRASS WALL SOCKETS

Bayonet Lock Brass shell wall sockets with 2 1/4-in. porcelain base.

No.	10 lots, ea.	Per 100
541. Key Socket		
Ea. 21c	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	14.00
714. Pull Chain	21c	19c	18.75



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 LEVOLIET 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.

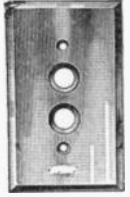
No.	Gang	Each	100 Gangs
451.	1	.03	\$2.25
452.	2	.06	4.50
453.	3	.12	9.00
454.	4	.20	18.00

No. 451
100-Gang.
\$2.25,
less 2%
220
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.	220
Ea. 3c.	Per 100, \$2.25, less 2%..	Net
No. 462.	2-Gang, B.B. Finish.	441
Ea. 6c.	Per 100, \$4.50, less 2%..	Net
No. 463.	3-Gang, B.B. Finish.	882
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.	10 lots of 10.
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! DUPLEX 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
882
net
Per 100

No. 588.	Brown. Dir's., ea. 10 3/4c. Lots of 25, ea. 9 3/4c.	Per 100, \$9.10, less 2%, net	8.82
No. 589.	Ivory. Dir's., ea. 17c. Lots of 25, ea. 15 3/4c.	Per 100, \$13.50, less 2%, net	13.23

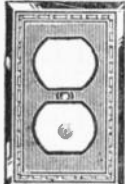
BRASS RECEPTACLE PLATES



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.	220
No. 485.	Duplex Receptacle Plate.	441
Dir's., ea. 3c.	Per 100,	\$2.25, less 2%, net....

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.

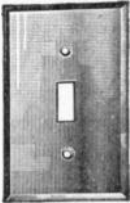
No.	Description	Each	10 Lots	Per 100
508.	S. G. Toggle Switch	4 1/2c	4c	\$3.40
507.	2 G. Toggle Switch	9c	8c	6.80
512.	3 G. Toggle Switch	13 1/2c	12c	10.20
508.	Single Receptacle	4 1/2c	4c	3.40
509.	Duplex Receptacle	4 1/2c	4c	3.40

No. 506
S. G. Toggle
Switch Plate
Dir's. price,
per 100, \$3.40,
less 2%, net
333

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

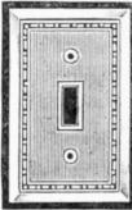


SOLID BRASS .040 PLATES

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
568.	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

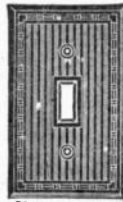


COMBINATION PLATES

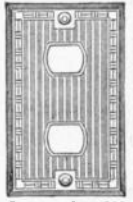
No. 572.	Toggle and No Door Receptacles	14.40
573.	Toggle and Duplex Receptacle	14.40

Ea. 17c. Lots of 10, ea. 15c.
Per 100,
14.40

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 1/2	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 1/4	.01	.93

COMBINATION PLATES

IVORYLITE PLATES

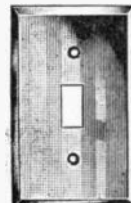
Made of quality bakelite with an ivory color moulded throughout the plate. Will not chip, tarnish, or wear off. Screws to match included.

No.	Plate for	Ea.	10 lots, ea.	Per 100
2300.	S.G. Toggle	.09	.07 1/2	6.82
2301.	2-G. Toggle	.18	.16	13.64
2302.	3-G. Toggle	.27	.23 1/2	20.48
2303.	Duplex Receptacle	.09	.07 1/2	6.82
2304.	Single Receptacle	.09	.07 1/2	6.82

COMBINATION PLATES

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.	.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 piano 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¢. 10 lots, ea. 10c. Per 100, \$9.50, less 2%, net...

931

Standard FLUSH BAKELITE RECEPTACLES

10 Amp. 250 Volt—15 Amp. 115 Volt



No. 510. Single Brown Bakelite Receptacle. Ea. 5/8c. Lots of 10, ea. 43/4c. 100 lots, \$4.00, less 2%, net..... **392**

No. 511. Duplex Brown Bakelite Receptacle. Ea. 6 1/2c. 10 lots, ea. 6c. 100 lots, \$5.30, less 2%, net..... **519**

Ivory Duplex Receptacle

No. 514. Ea. 8 1/2c. 10 lots, ea. 8c. 100 lots, \$7.60, less 2%, net..... **745**

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 3/4 in. and 4 in. boxes.



No.	Box Size	Dir's., ea.	10 lots, ea.	Per 100
516	3 1/4"	.23	.20 1/4	17.30
517	4"	.27	.23 3/4	20.48

CIRCLE F BAKELITE DUPLEX SWITCHES and RECEPTACLES



No. 530

No. 531

No. 532

No. 533

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 and break contact that will not arc. Easy to mount and approved by the board of underwriters.



No.	Each	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

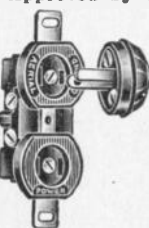
The practical new switch has a heavy quick break action. Small and compact in design. Meets with the unanimous approval of electricians and contractors. Single pole, 5-amp., 125 volts.



No. 445. Each, 10c. Lots of 10, 9c each. Per 100, \$8.50, less 2%, net..... **833**

No. 444. 3-Way. Ea. 22c. Lots of 10, ea. 19c. Per 100.....\$16.25

Standard Radio Outlet



Approved by Underwriters
Gives a serial 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	29.78
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.... **882**



No. 447. 3-Way. Ea. 22c. Lots of 10, ea. 19c. Per 100 \$18.50

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

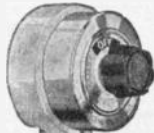
No.	Each	10 lots, each	Per 100
431. Single-Pole	11c	10c	\$ 9.80
432. Three-Way	16c	17c	16.50

TOGGLE SWITCH

No.	Each	10 lots, each	Per 100
393. Single-Pole	8 1/2c	8c	\$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

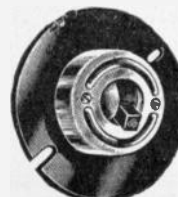
The box receptacles are ideal for use in exposed work. They are thoroughly assembled, and come complete with iron covers for mounting directly to outlet boxes.

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 1/2 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 handle. 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 1/4c. 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.



Push Button Switches			
No.		Each	10 Lots
No. 2286.	Single Pole	\$0.30 $\frac{1}{2}$	\$0.29 $\frac{1}{2}$
2288.	3-Way	.48 $\frac{1}{4}$.42 $\frac{1}{4}$

Toggle Switches			
No.		Each	10 Lots
2289.	S. P.	.28 $\frac{1}{4}$.25
2290.	3-Way	.47	.41 $\frac{1}{2}$
2291.	4-Way	.244	1.84



Arrow "400" Line Low Priced TOGGLE SWITCH

No.		Each	10 Ea.	Per 100
2292.	Single pole	\$0.10 $\frac{1}{4}$	\$0.09	\$7.75
2293.	3-way	.15 $\frac{1}{2}$.13 $\frac{1}{4}$	11.78

Arrow Ivorylite Toggle Switches

2333.	Single pole	.11	.09 $\frac{1}{4}$	8.37
2334.	3-way	.16 $\frac{1}{2}$.14 $\frac{1}{2}$	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.



Snap Switches			
No.		Each	10 Lots
2294.	S. P. Non-Indicating	\$0.31 $\frac{1}{2}$	\$0.27 $\frac{1}{4}$
2295.	S. P. Indicating	.37	.32 $\frac{1}{2}$
2296.	3-Way Snap Switch	.59 $\frac{1}{2}$.52

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 31 $\frac{1}{2}$ c. Lots of 10, 27 $\frac{1}{4}$ c. 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 11 $\frac{1}{2}$ c.	9.72
No. 2285.	3-way Switch, Ea. 18 $\frac{1}{4}$ c. 10 lots, ea. 16 $\frac{1}{4}$ c. Lots of 50, \$14.14, less 2%, net..	13.76

Arrow Tumbler Switches

With Outlet Box Covers

No.		10 ea.	10 Lots	Per 100
2279.	S.P. with 3 $\frac{1}{4}$ cover	.19 $\frac{1}{4}$.17	14.57
2280.	3W with 3 $\frac{1}{4}$ cover	.31	.27 $\frac{1}{4}$	23.56
2281.	S.P. with 4 cover	.21	.18 $\frac{1}{4}$	15.81
2282.	3W with 4 cover	.32 $\frac{1}{4}$.28 $\frac{1}{4}$	24.80



ARROW BAKELITE DUPLEX RECEPTACLE AND PLATE

Recessed screws, bevelled edge. two-tone brown finish.

No.		Ea.	10 ea.	100 Lots
2297.	Brown	.19 $\frac{1}{2}$.17 $\frac{1}{4}$.15
2299.	Ivory	.24 $\frac{1}{2}$.21 $\frac{1}{2}$.18 $\frac{1}{2}$

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.	1/4-in. Key....	\$0.11 $\frac{1}{4}$	\$0.10 $\frac{1}{2}$	\$ 8.99	8.81
2263.	Pend. Key....				
2264.	1/4-in. Keyless	.10 $\frac{1}{4}$.09	7.75	7.59
2265.	Pend. Keyless				
2266.	1/4-in. Pull....	.14 $\frac{1}{4}$.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.	1/4" Key Socket	21c	18 $\frac{1}{4}$ c	15.81	15.49
2259.	Pendant Key Socket				
2257.	1/4" Keyless Socket	18c	15 $\frac{1}{4}$ c	13.64	13.37
2260.	Pendant Keyless Socket				
2258.	1/4" Pull Socket	25 $\frac{1}{4}$ c	22 $\frac{1}{2}$ c	19.53	19.14
2261.	Pendant Pull Socket				

ARROW FLUTED CATCH BASES



No.		Each	10 Lots	Each
2250.	2 1/4-in. Base	24c	20 $\frac{1}{2}$ c	27% c
2251.	Cleat Base	30 $\frac{1}{4}$ c	27 $\frac{1}{2}$ c	20% c
2252.	3 1/4-in. Base	87c	76 $\frac{1}{4}$ c	76% c
2253.	Angle Base	31 $\frac{1}{2}$ c	27 $\frac{1}{2}$ c	27% c

Will fit any fluted catch body as described above.

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, 17 $\frac{1}{2}$ c. 100 lots, \$15.19, less 2%, net	14.88
No. 2341.	Duplex T Slot. Each, 26 $\frac{1}{4}$ c. 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 ea.	Per 100
2342.	Single receptacle	7c	6c	5.27
2343.	Duplex receptacle	8 $\frac{1}{2}$ c	7 $\frac{1}{2}$ c	6.51

Arrow Ivorylite Receptacles				
No.		Ea.	Per 100	
2331.	Single receptacle	11c	9 $\frac{1}{4}$ c	8.37
2332.	Duplex receptacle	12c	10 $\frac{1}{2}$ c	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

SINGLE SWITCHES

No. 2359. Single Pole. Each, 28³/₄c. Lots of 10, ea. 25³/₄c. **21.70**
Per 100
No. 2360. Three Way. Each, 47c. Lots of 10, ea. 41¹/₂c. **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. 75¹/₂c. **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. 60¹/₂c. 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, **1.02¹/₂**
each

Pilot Lights and Receptacles

No. 2370. Pilot Light and Receptacle. Ea., 95c. 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., 20³/₄c. Lots of 2, ea. 18c. Lots of 10, ea. **15¹/₂c**

3 Outlet Receptacle and Plate
No. 2373. Ea., 37c. Lots of 2, **28c**
ea. 32³/₄c. Lots of 10, ea.

PULL HANDLE CAP

No. 2374. Ea. 6¹/₂c. Lots of 10, ea. 5¹/₂c. Per 100. **4.65**

BAKELITE PLATES

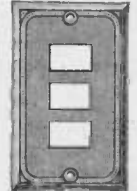
No. 2375. One gang, two openings. Each, 13³/₄c. Lots of 10, ea. **9.92**
11¹/₂c. Lots of 100, each.
No. 2376. One gang, three openings. Each 13¹/₄c. Lots of 10, ea. **9.92**
11¹/₂c. Per 100
No. 2377. Two gang, four openings. Each, 26¹/₄c. Lots of 10, ea. **19³/₄c**
23c. Lots of 30, ea.
No. 2378. Two gang, six openings. Each, 37c. Lots of 10, ea. **28c**
32³/₄c. Lots of 30, ea.



No. 2373



No. 2374



No. 2376



No. 2375

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 \$1.50³/₄. Lots of 2, **1.19¹/₂**
ea. \$1.39. Lots of 10, ea.

No. 2380. Ground strap for above when metallic cable is used. Each **26¹/₂c**
35¹/₄c. Lots of 2, ea., 31c.



No. 2379



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. 15¹/₂c. Lots of 50, ea.
No. 2356. Ivory. Ea. 29¹/₄c. **22¹/₄c**
Lots of 10, ea. 26c. Lots of 50, ea.

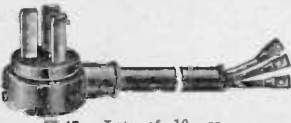


No. 2369

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 plugs, 3 lugs. Simply pulling plug makes range portable.

No. 2358. Dlr's., ea. \$2.73. Lots of 2, **2.22**



No. 2358

ARROW Rotary Canopy Switches

With solid handle. 3 Amp. 125 volt.

No. Stem
2353. ¹/₂" } Each 8³/₄c. **6⁵/₁**
2354. ³/₈" } Lots of 25, ea. 7¹/₂c.
2355. ¹/₄" } Per 100 ...



No. 2353

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. Dlr's., each \$1.87. Lots of 2, each, \$1.64. Lots of 10, **1.41**
each



No. 2357

ARROW Bakelite Canopy Pull Switches

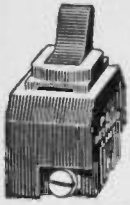
A handy Bakelite Canopy Pull Switch which has a multitude of uses. Current carrying parts are enclosed in a bakelite compartment, separated and insulated from all other metal parts. 3 amp., 125 volt. Comes with short chain and 4 ft. cord.

No. 2352. Each 18³/₄c. Lots of 10, ea. **13.98**
16¹/₂c. Lots of 100, \$14.26, less 2%



No. 2352

P & S DESPARD WIRING DEVICES



TOGGLE SWITCHES

The switching mechanism has a four point break to insure against breakdown from overloads. The contact member is designed to quickly snuff all arcs, and is by far the most effective and modern principle yet devised. Each switch is tested under full load at the factory under full load current. Type "T" rating.

BROWN BAKELITE SWITCHES

No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1627	single pole	.28 $\frac{1}{4}$	10	.25 $\frac{1}{4}$	100	.21 $\frac{1}{4}$
1628	3-way	.47 $\frac{1}{4}$	10	.41 $\frac{1}{2}$	50	.35 $\frac{1}{2}$
1629	double pole	.73 $\frac{1}{4}$	5	.64 $\frac{1}{2}$	10	.55
1630	4-way	2.43	2	2.14	10	1.84

ALABAR (IVORY) SWITCHES

No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1631	single pole	.37	10	.32 $\frac{1}{2}$	50	.28
1632	3-way	.55 $\frac{1}{4}$	10	.48 $\frac{1}{2}$	30	.41 $\frac{3}{4}$
1633	double pole	.78 $\frac{1}{2}$	2	.68 $\frac{3}{4}$	10	.59 $\frac{1}{4}$
1634	4-way	2.48	2	2.18	10	1.88

CONVENIENCE OUTLETS

Has many advantages when used in combinations with radio outlet and switches. Made of bakelite. Has double contact with spring tension. Large terminal screws.



No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1635	brown	.11 $\frac{1}{2}$	10	.10	100	8.88
1636	ivory	.16 $\frac{1}{2}$	10	.14 $\frac{1}{2}$	100	12.40

RADIO OUTLETS

No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1637	brown	.34 $\frac{1}{4}$	2	.30 $\frac{1}{2}$	10	.26 $\frac{1}{4}$
1638	ivory	.39 $\frac{1}{4}$	2	.34 $\frac{1}{2}$	10	.29 $\frac{3}{4}$

ATTACHMENT Plug CAPS

Made of heavy bakelite with finger grip. Specially designed to use with the new Despard wiring devices. Three may be used in a single combination.



No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1639	brown	.06 $\frac{1}{4}$	10	.05 $\frac{1}{2}$	100	4.65
1640	ivory	.11	10	.09 $\frac{3}{4}$	50	8.37

RADIO CAPS

No.	Type	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Lots, ea.
1641	brown	.11	2	.09 $\frac{3}{4}$	10	8.37
1642	ivory	.15 $\frac{1}{2}$	2	1.34	10	11.78

PILOT LIGHTS

Pilot lights equipped with 6 Watt, 120 Volt Mazda lamps available in either the metal hood type or flush type. The flush type is constructed to take switches or pilot light receptacles in the same gang.



No. 1648



No. 1649

No.	Type	Dir's., ea.	Lots of 10, ea.	Lots of 50, ea.
1648	hood	.78 $\frac{1}{4}$.68 $\frac{3}{4}$.88 $\frac{3}{4}$
1649	flush	.78 $\frac{1}{4}$.68 $\frac{3}{4}$.88 $\frac{3}{4}$

FLUSH TUMBLER SWITCHES

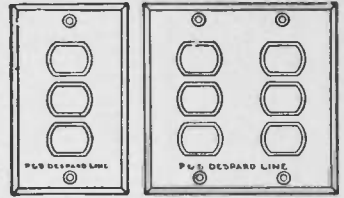
A new P&S strap type residential flush tumbler switch for standard plate openings. Designed for today's most active field, the residential market. Precision built mechanism, fewer moving parts, mechanically and electrically outstanding. Furnished in brown and ivory bakelite.



No.	Type	Color	Dir's., ea.	Lots of 10, ea.	Lots of 50, ea.	Lots of 100, ea.
1650	sgle. p.	brown	.18	.15 $\frac{3}{4}$	13.64	
1651	sgle. p.	ivory	.23	.20 $\frac{1}{4}$	17.36	
1652	3-way	brown	.24 $\frac{1}{2}$.21 $\frac{1}{2}$	18.60	
1653	3-way	ivory	.29 $\frac{1}{2}$.26	22.32	

New Process METAL PLATES

A new idea in wall plates that combine the sparkle of bakelite with the durability of metal. Curling, warping and breakage is entirely eliminated because the plates are made of metal. These plates have a multiple coat of a fine baked on insulating bakelite enamel matching with all bakelite devices used. They are in crackle finish and offer a very fine surface for painting. If desired, they can be repainted to match the color of any room.



No.	Type	Color	Dir's., ea.	Lots of 10, ea.	Lots of 100, ea.
1668	1 outlet	brown	.07 $\frac{1}{2}$.06 $\frac{1}{2}$.05 $\frac{1}{2}$
1669	1 outlet	ivory	.09 $\frac{3}{4}$.08 $\frac{1}{2}$.07 $\frac{1}{2}$
1670	2 outlets	brown	.08	.07	.06
1671	2 outlets	ivory	.10 $\frac{1}{2}$.09 $\frac{1}{2}$.08
1672	3 outlets	brown	.08	.07	.06
1673	3 outlets	ivory	.10 $\frac{1}{2}$.09 $\frac{1}{2}$.08
1674	4 outlets 2G.	brown	.21 $\frac{1}{4}$.18 $\frac{3}{4}$.16
1675	4 outlets 2G.	ivory	.28	.24 $\frac{1}{2}$.21
1676	6 outlets 2G.	brown	.21 $\frac{1}{4}$.18 $\frac{3}{4}$.16
1677	6 outlets 2G.	ivory	.28	.24 $\frac{1}{2}$.21

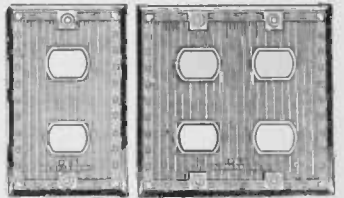
CHROME-X METAL PLATES

The Chrome-x plates are made of stainless steel and have a silvery finish that will not tarnish or wear off.

No.	Type	Dir's., ea.	Lots of 10, ea.	Lots of 100, ea.
1678	1 outlet	.18 $\frac{3}{4}$.16 $\frac{1}{2}$.14 $\frac{1}{4}$
1679	2 outlets	.19 $\frac{1}{2}$.17 $\frac{1}{4}$.15
1680	3 outlets	.19 $\frac{1}{2}$.17 $\frac{1}{4}$.15
1681	4 outlets 2G.	.64	.56	.48 $\frac{1}{2}$
1682	6 outlets 2G.	.64	.56	.48 $\frac{1}{2}$

BAKELITE PLATES FOR DESPARD DEVICES

These bakelite plates are of fine ribbed design, and reinforced against breakage by a metal strap support. The screws are located at the extreme ends which makes it impossible for plates to warp or crack when pulling the screws.



No.	No. of Outlets	Color	Dir's., ea.	Lots of 10, ea.	Lots of 50, ea.
1658	1	brown	.09 $\frac{1}{2}$.08 $\frac{1}{4}$	
1659	1	ivory	.14 $\frac{1}{4}$.12 $\frac{1}{2}$	
1660	2	brown	.13	.11 $\frac{1}{2}$	
1661	2	ivory	.18	.15 $\frac{3}{4}$	
1662	3	brown	.13	.11 $\frac{1}{2}$	
1663	3	ivory	.18	.15 $\frac{3}{4}$	
1664	4, 2 Gang	brown	.26 $\frac{1}{4}$.23	
1665	4, 2 Gang	ivory	.36	.31 $\frac{3}{4}$	
1666	6, 2 Gang	brown	.37	.32 $\frac{1}{2}$	
1667	6, 2 Gang	ivory	.46 $\frac{1}{4}$.41	

Residential TOGGLE SWITCHES

A new residential Despard switch designed and priced to bring model home conveniences within reach of your low cost market. Precision built, totally enclosed arc snuffing mechanism, full 10 ampere rating. Where price is a factor, make up your combinations of these resident type switches.



No.	Type	Color	Dir's., ea.	Lots of 10, ea.	Std. Pkg.	In Std. Pkg. Lots
1643	sgle. p.	brown	.19 $\frac{3}{4}$.17 $\frac{1}{4}$	100	.15
1645	sgle. p.	ivory	.24 $\frac{1}{2}$.21 $\frac{1}{4}$	50	.18 $\frac{1}{2}$
1646	3-way	brown	.27	.23 $\frac{1}{4}$	50	.20 $\frac{1}{2}$
1647	3-way	ivory	.32	.28	30	.24 $\frac{1}{4}$

BELL PUSH BUTTONS AND BLANK INSERTS

Can be installed in combination with other devices. The bell push is convenient at entrance and private offices and the blank insert is used for blanking out holes for future use.



No.	Type	Color	Dir's., ea.	Carton	In Carton Lots, ea.	Std. Pkg.	In Std. Pkg. Lots
1654	bell push	brown	.20 $\frac{1}{2}$	10	.18	20	.15 $\frac{1}{2}$
1655	bell push	ivory	.25 $\frac{1}{4}$	5	.22 $\frac{1}{4}$	10	.19 $\frac{1}{4}$
1656	blank insert	brown	.08 $\frac{1}{2}$	5	.07 $\frac{1}{2}$	10	.06 $\frac{1}{2}$
1657	blank insert	ivory	.13 $\frac{1}{2}$	5	.11 $\frac{1}{4}$	10	.10 $\frac{1}{4}$

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, 3¼c. Carton of 25, each, 3¼c. Per 100, \$2.88, less 2%, net..... **2⁸²**

Standard Bakelite Attachment Cap

Fits All Standard Receptacles



No. Each Per 100 Per M. Less 2% **10⁵³**
551. 1½c \$1.25 \$10.75 Net

BAKELITE ATTACHMENT PLUG BASE



Made of black bakelite with grooved slots. Brass screw shell and permanent contacts.

No. 564. Dir's., ea. 2¼c. 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 10, ea. 47½c. 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., 2¼c. 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. Lots of Lots of Less
555 25, ea. 100 2%
8cEa. 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 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. Dir's., 7c
ea. 8c. Lots of 10, ea.....
No. 1006. Ivory. Dir's., 10c
ea. 11c. Lots of 10, ea.....



BAKELITE TWO-WAY TAP

Same as above only takes 2 standard caps.

No. 1007. Brown. Dir's., ea. 7c. Lots of 10, ea..... **6c**
No. 1008. Ivory. Dir'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. 14½c. 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.

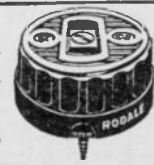
No. 554. Each, 13c. 10 lots **11^c**



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 EA.**



CANOPY SWITCH

A new style 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. 6½c. Lots of 25, ea. 5½c. 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



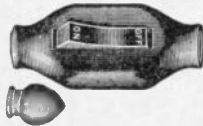
All bakelite 2-way socket. Small in size. Has two Edison base screw sockets with patented bronze contacts. Sturdy construction insures long life.

No. 2335. Dlr's., ea. 8½c. Lots of 25, ea. 7½c. 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. 31½c. Lots of 25, ea., 27¾c. Per 50, \$23.87, less 2%, net. **23.39**



New Spring Prong Plugs & Caps



No. 560

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. 561

No. 560. Brown bakelite cap. Dlr's., ea., 3c. Lots of 25, each 2½c. Per 100 **\$2.10**

No. 561. Crown bakelite cube tap. Dlr's., ea. 6½c. Lots of 25, ea. 5½c. Per 100 **\$4.95**

No. 562. Brown bakelite handle cap. Dlr's., ea. 4c. Lots of 25, ea. 3½c. Per 100 **\$2.75**

No. 563. Rubber handle cap. Dlr's., ea. 4¾c. Lots of 25, each, 4¼c. Per 100 **\$3.75**



No. 563



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.

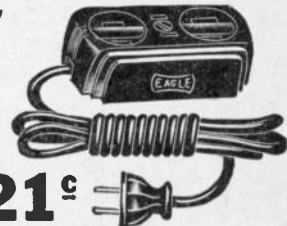
No. 2336. Dlr's., ea. 6c. Lots of 25, ea. 5¼c. Per 100, \$4.65, less 2%, net. **4.56**



BAKELITE 3-Way Extension Tap

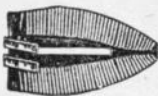
A small, neat 3-way bakelite extension tap. 6-ft. approved brown rubber cord and bakelite handle cap. One screw mounting.

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, Each **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



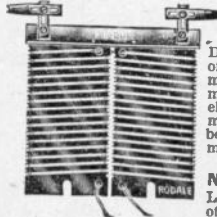
No. 1433

Genuine nichrome wire heater elements. Edison base. 110 volts, 600 watts.



No. 1410

No. 1433. Cone Shaped. Each, 28c. Lots of 10, each **18c**
No. 1410. Straight Side. Each, 28c. Lots of 10, each **18c**
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, 19½ 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

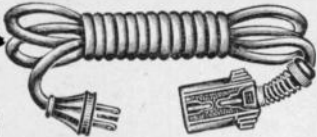
A coiled replacement element made of nickel chrome wire 660 watts. Comes one on a card in two sizes. Requires no cutting. 110 Volts.

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**



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 a 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.

SNAP-ON SPRING CLIPS

- Eliminates Annoyance and Danger of Loose Electric Plugs
- Slips Over Each Prong on Electric Plug

Forever ends the danger of loose electric plugs. Spring clip slips over prongs of any electric plug — insuring a tight contact connection when inserted in any socket. 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 10 per package. No. 1446. Box of 40 packages and demonstrator. List \$4.00. Dir's., \$1.50, less 2%, net. **1.47**



3000 CYCLE SILK APPLIANCE CORD SET

With Rubber Handle Cap

A 6-ft. No. 18 cord set with a 3000 cycle approved black silk cord with a white tracer running through. Indestructible rubber handle cap. Bakelite heater plug.

No. 984. ea. 17c. 10 lots, ea. 15c. 50 lots, ea. **14c**

WITH SWITCH-IN-PLUG

Same as above with "on and off" Toggle Switch Plug. No. 983. Ea. 24c. 10 lots, ea. 22c. 50 lots, ea. **21c**

BAKELITE APPLIANCE PLUGS

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. Lots of 50, ea. **8c**



With Easy Pull Appliance Plug

A 10,000 cycle approved cord set with 7 ft. silk heater cord. Has a rubber cap with a bakelite 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

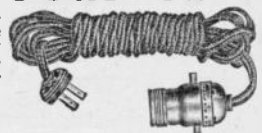
Same as above with "on and off" switch plug. No. 975. Dir's., ea. 30c. Lots of 10, ea. 28c. Lots of 50, ea. **26c**

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.

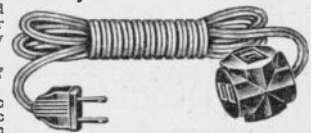
No.	-Lgt.	Dir's., each	Lots of 10, ea.
1025	9 ft.	19c	17c
1026	12 ft.	21c	20c
1027	15 ft.	24c	22c

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.

No.	Dir's., each	Lots of 10, ea.
1015	6 ft. 16c	14c
1017	9 ft. 18c	18c
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**



Deluxe Neverknot 8 Ft. CORD SETS With "Kink Killer" Swivel Automatic Cord Coiler



Deluxe 8 ft. 10,000 cycle glazed cotton cord set with "never-knot" rubber coated cord coiler. Has new 2-way swivel, rod, and ironing board clamp. Keeps cord above working surface of board without snarls or kinks. Rubber wall plug and bakelite on and off switch. No. 967. List \$1.00. Dir's. 65c. 12, ea. 60c, less 2%, net. **59c**

Standard 8 ft. 3,000 cycle cotton cord set with enamel coated cord coiler. Complete with 2-way swivel, rod and ironing board clamp. Rubber wall plug and bakelite heater plug. No. 968. List 75c. Dir's., 49c. 12, ea. 45c, less 2%, net. **44c**

A Year-Round LEADER VALUE! MICA FUSE PLUGS



Clear Mica Window

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.	Lots of 500,	per 100,
891 15	\$1.60.	Lots of	
892 20	1000,	per 100	
893 25	\$1.55,	less 2%,	
894 30	net		1.52

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,	2.94
No. 1441 15 Amp.			
No. 1442 20 Amp.			
No. 1443 25 Amp.			
No. 1444 30 Amp.			

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.	821.	65 Amp.
811.	15 Amp.	822.	70 Amp.
812.	20 Amp.	823.	75 Amp.
813.	25 Amp.	824.	80 Amp.
814.	30 Amp.	825.	80 Amp.
		826.	100 Amp.

Each 4c.	Each 8c.	Each 37c	Each 70c.
Lots of 10,	Lots of 10,	Lots of 10,	Lots of 5,
each, 3½c.	each, 7c.	each, 33c.	each, 70c.
Lots of 100, ea.	Lots of 100, ea.	Lots of 50, ea.	Lots of 30, ea.

3c	6½c	30c	65c
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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... .02	10 Lots \$0.36
842.	70 to 100 Amp.	5 Lots... .90	5 Lots .81
843.	150 and 200 Amp.	Each... 2.00	5 Lots 1.80

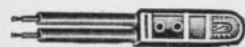


N.E.C. Standard Renewable Refills

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.....	\$0.01	\$0.80
836.	40 to 60 Amperes.....	.02	1.80
837.	70 to 100 Amperes.....	.04½	50 ea. .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. 883. List \$1.50.	Dir's., ea.	\$1.00,	less	98c
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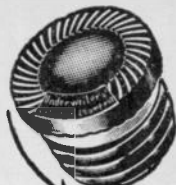
2% net

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 O.K. VANISHES

No. Amperes Color	} Dir's., ea.	3c	Per 100, \$2.55, less 2%, net... 2.50
1400 10 Violet			
1401 15 Blue			
1402 20 Red			
1403 25 Brown			
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	} Dir's., ea.	2.89
1406 10 Yellow		
1407 15 Green		
1408 20 Orange		
1409 25 Blue		
1411 30 Red	2%, net	

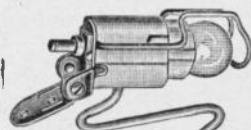


ELECTRIC SIGN FLASHER

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 4½ 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.	No. 2367. Each \$1.32½.	98c
Lots of 10, ea. \$1.00, less 2%, net.....		

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 57½c.	Lots of	43¼c
2, ea. 50½c.	Lots of 10,	



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.	\$1.42½.
Lots of 2, ea.	\$1.25¼.	
Lots of 10, ea.		1.07¾
No. 2330. 3-way.	Dir's., ea.	\$1.61.
Lots of 2, ea.	\$1.41¼.	
Lots of 10, ea.		1.21¾

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-gong. Will work off of transformer or battery. Do not confuse these bells with the lower priced single cord 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

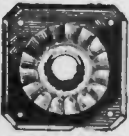
SIGNAL COMBINATION ONE-PIECE BELL AND BUZZER

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



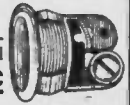
Made of genuine bakelite design to improve the looks of the home. Well constructed. Will not warp or corrode from the weather. Metal parts insulated against shorts. Made to take 14 R.C. wire.



No. 938. Round, 1¼" 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.

14½c

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.

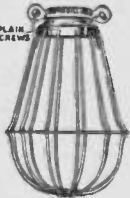


No. Socket Lamp	Each	Dozen
960 Brass 60W	20c	2.20
962 W. P. 60W		
961 Brass 100W	30c	2.40
963 W. P. 100W		
964 Extra Key5c	40c

"GRIPON" GUARD

Same as famous "Loxon" only fastens on with regular screws.

No. Socket Lamp 902 Brass 60W PLAIN SCREWS 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 volts46	.40
No. 762. Tri-Volt. 6-12-18 volts75	.67
No. 766. Nucode. 10 volts63	.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
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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, 17c. Lots of 10, each.....	15c
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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
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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"x3/4". 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 Merchandiser is furnished.

Improved AUTO FLASHLIGHT

Clamps to Steering Post



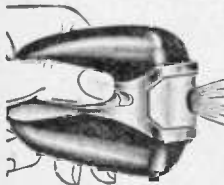
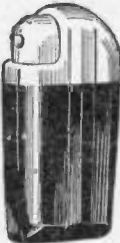
A 2-cell focusing flashlight which clamps onto the steering post of any car. New type spring steel holder permits adjustment of light wherever desired — leaving hands free. A flip of the finger quickly removes or attaches flashlight and holder. Wood rollers prevent scratching or rattling. Flashlight has polished chrome fittings and matte finish reflector. Candlelight feature. Uses 2 Eveready No. 950 batteries.

No. 14012. Eveready No. 62. List \$1.05 (less batteries). Dir's., ea. **68c**

Pocket Spotlights DELUXE MODEL

A new Plastic flashlight in striking two-color combinations. Lens and switch located for convenient thumb operation. Spotlight and diffused illumination. Convenient to carry in pocket or hand bag. Uses 2 Eveready No. 915 batteries. Size 3 3/4"x1 1/2". Weighs only 2 1/4 ozs.

No. 14011. Eveready No. 207. List 79c (less batteries). Dir's., ea. 47c. Lots of 6 (with counter display), ea. **45c**



Standard Model

Throws both a spotlight beam and diffused light. Fits vest pocket or purse. 2" wide, 2 1/4" long and .015" thick. Uses 3 No. 915 cells.

No. 14019. (Less batteries.) List 60c. Dir's., ea. 33c. Lots of 6 (in display package), ea. **31c**

EVEREADY LENS 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 1.37
No. 102. Dir's.,



No. 68 Display Package With 6 Focusing Spotlights and 48 Batteries

Contains 6 No. 2681 2-cell focusing spotlights and 48 No. 950 batteries—2 counter displays. Flashlights have solid brass fittings and streamlined switch, also candlelight feature. Tube decorated in durable lithographed finish. Sold only in complete display packages. No. 17764. List \$7.14. Dir's., per pkg. **4.83**

Your Cost Per Single Flashlight **28 1/2c** Less Cells



2-Cell Focusing 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 1/2"x1 1/2" in.

No. 17763. Eveready No. 9251. List 30c. (less batteries). **39 1/2c** Dir's., ea.

3-Cell Focusing Spotlight

No. 14005. Eveready No. 9351. Size 9"x1 1/2". List 89c. Dir's., ea. 61c. Lots of 3, ea. **59c**

2-Cell Floodlight



Has 1 1/2" bully eye lens. Matte finish reflector. Size 4 3/4"x1 1/2". Uses 2 No. 950 Eveready batteries.

No. 14003. Eveready No. 9250. List 49c (less batteries). Dir's., ea. 38c. Lots of 6, ea. **36 1/2c**



Baby Focusing Type



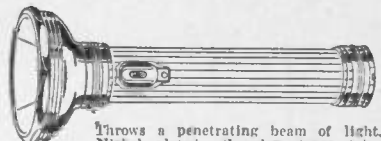
Extremely powerful for its size. Size 5 1/2"x1 1/4". Uses 2 No. 935 Eveready cells.

No. 17761. Eveready No. 9231. List 49c (less batteries). Dir's., ea. 38c. In lots of 6, Dir's., on display, ea. **36 1/2c**

FOCUSING SEARCHLIGHTS

No. 14006. Eveready No. 352. 3 Cell. Effective range 700 ft. Size 9"x1 1/2". List (less batteries) \$1.19. Dir's., ea. 81c. Lots of 3, ea. **79c**

No. 14007. Eveready No. 552. 5 Cell. Effective range 2100 ft. Size 11"x1 1/2". List (less batteries) \$1.48. Dir's., ea. \$1.01. Lots of 3, ea. **99c**



Throws a penetrating beam of light. Nickel plated. Seamless brass tube. Has candlelight feature. Lamp shock absorber. Octagonal lens rim. Ring hanger.

EVEREADY Flashlight Batteries

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.

No. 14014. Eveready No. 950. Regular. Dir's., ea. **61 1/2c**
No. 14015. Eveready No. 935. Baby. List 10c. Dir's., ea. **31 1/2c**
No. 14017. Eveready No. 915. Pen Light Cell. List 5c. Dir's., ea. **31 1/2c**



Display Carton Furnished When Ordered in Lots of 48.



FLASHLIGHTS and BATTERIES

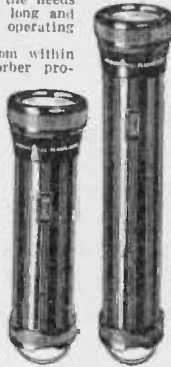
EVEREADY INDUSTRIAL FLASHLIGHTS

A heavy duty flashlight, designed to meet the needs of industry for flashlights which will give long and satisfactory service under unusually severe operating conditions.

Outer casing of heavy fibre reinforced from within to protect against breakage. Shock absorber protects lamp base. Extra heavy lens, cushioned to prevent breaking. Ideal for use by electrical workers because of its exceptionally good insulating qualities. Casing not affected by oil, greases, etc. Equipped with focusing type head and highly polished reflector. Positive, easy-sliding "on-and-off" switch. Uses No. 950 flashlight cells.

No. 17794. Eveready No. 1251. 2-cell. Size, 6 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". Focusing range 400 ft. List, less batteries, \$1.95. Dir's., ea. \$1.30, less 2%, net..... **1.27**

No. 17795. Eveready No. 1351. 3-Cell. Size, 9 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". Focusing range 500 ft. List, less batteries, \$2.35. Dir's., ea. \$1.56, less 2%, net..... **1.53**



EVEREADY Automatic SPOTLIGHTS

Modernly designed new automatic spotlights. Pre-focused lamp with die cast reflector. Lamp shock absorber. Seamless brass tube, wear-resisting chrome finish with rolled-on black decoration. Streamlined lock switch. Uses No. 950 cells. Comes with display in lots of 6.



2 Cell

No. 14016. Eveready No. 2251. Size 8 $\frac{1}{2}$ "x1 $\frac{1}{2}$ " in. List \$6 (less batteries). Dir's., ea. **56c**

3 Cell

No. 17786. Eveready No. 2351. Size 9 $\frac{1}{2}$ "x1 $\frac{1}{2}$ " in. List \$1.20 (less batteries). Dir's., ea. **81c**

Baby 2 Cell



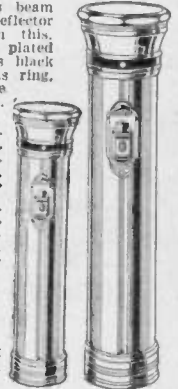
No. 17787. Eveready No. 2231. Uses 2 No. 935 cells. Size, 5 $\frac{1}{2}$ "x1 $\frac{1}{2}$ " in. List 78c. Dir's., ea. **53c**

EVEREADY DELUXE AUTOMATIC FOCUSING FLASHLIGHT

There is no possibility of an out-of-focus beam with these Eveready spotlights. Special reflector together with pre-focused lamp accomplish this. No distortion—no thick black spots. Chrome plated seamless brass tubing casing, with luminous black dotted bands. Equipped with octagonal lens ring, ring hanger, lamp shock absorber and the new Eveready die cast switch. Uses No. 950 flashlight cells.

No. 13998. Eveready No. 8251. 2 Cell. Size 6 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". List, less batteries, \$1.15. Dir's., ea. 77c, less 2%, net **75c**

No. 13999. Eveready No. 8351. 3 Cell. Size 9 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". List, less batteries, \$1.35. Dir's., ea. 90c, less 2%, net **88c**



EVEREADY 2-Cell Floodlight

A new Eveready floodlight smartly styled and finished in chromium and black. Bull's-eye lens throws a wide range of light. Matte finish reflector. Streamlined lock switch. Lamp replaceable from back of reflector. Comes with display in lots of 6. Uses 2 No. 950 batteries. Size, 6 $\frac{1}{2}$ "x1 $\frac{1}{2}$ " in.

No. 14000. Eveready No. 2250. List 75c (less batteries). Dir's., ea. **51c**

Eveready Mazda Lamp Assortment

Contains 50 of the following lamps: 25, No. 1161; 10, No. 1162; 10, No. 1152; 5, No. 1163.

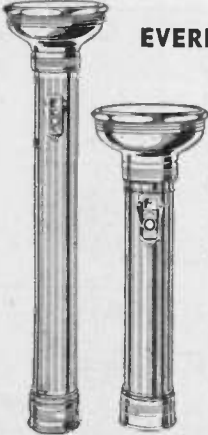
No. 17784. List \$4.55. Dir's., ea. **2.73**



EVEREADY MAZDA LAMPS For FLASHLIGHTS AND LANTERNS

							100 lots	300 lots
							Per box of 10	Per box of 10
31062	1	2	2.2	0.25	.09	.54	.50	.47
31063	10	2	2.3	0.27	.09	.54	.50	.47
31064	13	3	3.8	0.30	.09	.54	.50	.47
31065	14	2	2.5	0.30	.09	.54	.50	.47
31066	605	5	6	0.30	.10	.60	.55	.52
31067	136	1	1.25	0.60	.10	.60	.55	.52
31068	248	2	2.4	0.80	.10	.60	.55	.52
31066	222	2	2.2	0.25	.09	.54	.50	.47
31054	PR2	—	2.4	0.50	.13	.78	.72	.68
31055	PR3	—	3.6	0.50	.13	.78	.72	.68

EVEREADY 3 AND 5 CELL SEARCHLIGHTS



A line of fast moving flashlights with such Eveready features as safety lock-switch, focusing control in bottom, candle light feature, and large circular ring hanger. Made of heavy seamless brass tubing. Complete with Eveready Mazda bulb.

3-Cell Focusing Searchlight

No. 17792. Eveready No. 2642. 800 ft. range. Finished in black with chromium fittings. Size, 9 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". Uses 3 No. 950 flashlight cells. List, less batteries, \$1.65. Dir's., ea. \$1.09, less 2%, net..... **1.07**

5-Cell Focusing Searchlight

No. 17793. Eveready No. 2645. 2500 ft. range. Size, 14 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". Uses 5 No. 950 flashlight cells. List, less batteries, \$2.25. Dir's., ea. \$1.50, less 2%, net..... **1.47**

Official SCOUT FLASHLIGHTS WITH INSIGNIA



Thousands of Boy and Girl Scouts throughout the country are potential customers for these Eveready flashlights. No other brand will do because only Evereadys bear the official stamp of both the Boy Scout and Girl Scout organizations.

Girl Scout

BOY SCOUT MODEL With Pre-Focused Lamp

Finished in khaki with chromium trimmings. Equipped with belt clip and "on-and-off" switch. Uses 2 No. 950 flashlight cells. Has a 400 ft. range. Size, 7 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". No. 17788. Eveready No. 8257. List \$1.15 less batteries. Dir's., ea. **75c**

BOY SCOUT JR. MODEL

Has an official insignia. Finished in khaki. Eveready lock switch and ring hanger. Uses 2 No. 950 batteries. No. 17800. Eveready No. 2657. List 55c. Dir's., ea. **37c**

GIRL SCOUT MODEL With Pre-Focused Lamp

Finished in Jad Green with Chromium trimmings. Has positive "on-and-off" switch, 300 ft. range. Uses 2 No. 935 flashlight cells. Size, 6 $\frac{1}{2}$ "x1 $\frac{1}{2}$ ". No. 17789. Eveready No. 2244. List, less batteries, 78c. Dir's., ea. **52c**



17788

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 answers 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 of any trade. Size, 14x6x6 1/2 inches.



No. 915. Each, 81c. **75c**
Lots of 6..

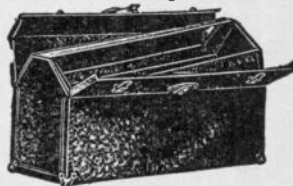
LARGE SIZE

The tool box described above is available in a larger size, 19"x8 1/2"x6".

No. 916. Each, \$1.10. Lots of 6, ea., \$1.00, less 2%, net. **98c**

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. Nickel plated sturdy hasp lock, bolts and corner irons. Brown crystalline finish. 18 1/2 x 7 1/2 x 9 in.



No. 918. List \$5.00. Dir.'s., ea. **2.60**
\$2.65, less 2%, net

DUTCH BRAND TAPE

FRICION 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.



FRICION TAPE

No.	8 Oz.	Per Pkg.	Per Lb.	Per Lb.	30 Lbs. Per Lb.	54 Lbs. Per Lb.
13065	.22	.42	.41	.39	.37	.38
13064	.12	.43	.42	.40	.38	.38
13063	.07	.46	.45	.43	.41	.41
13062	.04	.49	.48	.46	.44	.44

RUBBER TAPE

No.	8 oz.	Per Pkg.	Per Lb.	Per Lb.	30 Lbs. Per Lb.	54 Lbs. Per Lb.
13002	.23	.45	.44	.42	.39	.40
13003	.12	.46	.45	.43	.41	.41

Tape can be assorted to take advantage of quantity price.

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, 15c. Per lb.....	26c
No. 10902. 4 oz. roll, 8c. Per lb.....	27c
No. 10901. 2 oz. roll, 4c. Per lb.....	28c
No. 10900. 1 oz. roll, 2c. Per lb.....	29c



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**

METAL PORCH BRACKET



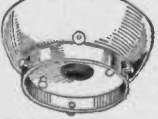
A decorative cast metal porch bracket finished black enamel. Diameter of back plate 4 1/4 in. Extension 7 1/4 in. Fitter 3 1/4 in. Sturdily constructed to give lasting service. Wired complete, ready to hang. No. 5319. List \$2.10. Dir's., ea. \$1.05, less 2%, net **1.03**

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 3/4-in. socket. No. 1385. Each 65c. 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 65c. 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**

3/4 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 1/2".

No.	Finish	Per Yd.	Per Yd. Lots
1315.	Brush Brass	9c	.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, 3 3/4c. Per 100, \$3.40, less 2%, net..... **3.33**

ACME SHADE HOLDERS



Standard low priced shade holders. Brushed brass finish.

No.	Size	Each	Doz. Lots
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

FIXTURE HOLDER



High grade white enamel holder. Complete with straps and screws. No. 1390. List, 35c. Dir's., ea., 18c. Lots of 10, ea..... **16c**

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**

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**

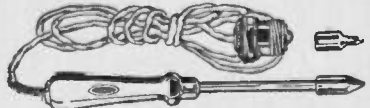
UTICA PLIERS SIDE CUTTING PLIERS



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. Hickory 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%..... **54c**

Deluxe Soldering Iron

100 watt heavy duty soldering iron with 7/8" copper tip. Wire Nichrome element. Cool wooden handle. 6 ft. cord. Length 13 in. Wgt. 3/4 lb. 115 volt. A.C. or D.C. No. 1684. List \$1.50. Dir's., ea. 80c. Lots of 6, ea. 75c, less 2%, net..... **73c**

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. 1/2" tip. Length, 13 in. Wgt. 1 1/2 lbs. List \$3.75. Dir's., ea. \$2.20, less 2%, net..... **2.16**

Send For Our New Lamp And Fixture Catalogs

All lamps and fixtures are shown in beautiful, natural colors. Retail prices only are listed, enabling you to sell directly from these catalogs.

Pocket ABC Cable Cutter

For cutting bx or btl. 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., ea., \$1.72, less 2%, net..... **1.69**



RITTENHOUSE

ELECTRIC DOOR-CHIMES

PRESIDENT 2 Door Chime

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, 4 1/2 x 8 1/2 in.

No. 3856. Ivory and Brass.

No. 3857. Walnut and Brass.

List \$7.95. Dir.'s., \$5.17.

5, ea. \$4.77.

4.67

No. 3873. Chrome. List

\$9.95. Dir.'s., ea. \$5.97.

5.85

REGENT

3 Door Chime

The simplicity of style in the Regent chime, makes it suitable for installation in any type of interior. This model has three tubes. Third tube is silent and serves a decorative purpose only. Chimes sound two rich notes, or front entrance and a single-note signal for rear or side door. Clear tone mechanism entirely eliminates all adjustments. Operates on regular door bell transformer or batteries. Size 4 1/2" long, 7 1/4" wide.

No. 3796. Ivory and Brass.

No. 3797. Bronze and Brass.

List \$3.95. Dir.'s.,

\$3.87. 5, ea. \$3.57.

less 2%.

3.50

No. 3794. Ivory & Brass.

No. 3795. Bronze & Brass.

List \$4.95. Dir.'s.,

\$3.22. 5, ea. \$2.97.

less 2%.

2.91

VOGUE

2 Door Chime

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, 4 1/2 x 8 in.

No. 3896. Ivory and Brass.

No. 3897. White and Chrome.

List \$13.00. Dir.'s.,

ea. \$9.00. 1 ea. \$5.24.

8.82

SENTINEL

2 Door Chime

Especially designed to occupy small wall space. (Size 14x6"). Though compact in design, it has rich, deep, musical tones. Finished in Ivory with polished brass tubes. Two door type, two different signals for front and rear doors. Complete with transformer.

No. 3874. Ivory and Brass. List \$6.95. Dir.'s.,

\$4.52. 5 lots, ea. \$4.17, less 2%.

4.09

WINDSOR

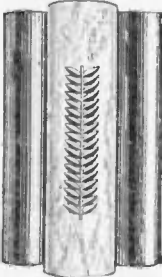
2 Door Chime

With its deluxe appearance this classy looking model sets a new high in attractive styling. Produces very rich pleasing tones. Sounds 2 different signals for front and rear doors. Operates on any doorbell transformer or on batteries. Brushed brass resonator tubes and rich looking ivory finished plastic housing. Size 8" high x 4 1/2" wide.

No. 3895. List \$3.95. Dir.'s., ea. \$2.57.

Lots of 5, ea. \$2.37, less 2%.

2.32



MODEL 812

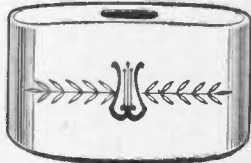
2 Door Chime

Sounds two separate distinct tones for front and rear doors. Finished in Ivory and gold. Operates on doorbell transformer or batteries. Size, 7 1/4" x 4 in.

No. 3858. List \$2.95. Dir.'s.,

ea. \$1.92. Lots of 5,

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



BEVERLY

4 Note Chime

For distinctive styling and excellent performance, this 4-note, ultra modern chime just can't be beat. Produces deep, rich musical tones, and sounds different signals for front and rear doors. Simplified installation, nothing to get out of order. Complete with transformer, which is matched to the chime, insuring full, adequate sound volume. Size 17" high x 6" wide.

No. 3806. Eggshell Ivory and Brass.

List \$13.00. Dir.'s.,

ea. \$6.47. 5,

ea. \$5.97, less 2%.

5.85

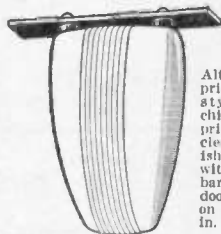
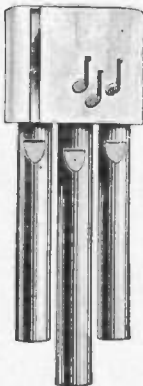
No. 3807. English Bronze and Brass.

No. 3808. White and Chrome.

List \$11.95. Dir.'s.,

\$7.77, 5, ea. \$7.17,

less 2%, net 7.03



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 1/2 x 6 in.

No. 3860. List \$1.00. Dir.'s., ea. 65c.

Lots of 10, ea. 60c, less 2%, net 59c

CAVALIER

2 Door Chime

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 1/2" long by 7 1/4" wide.

No. 3802. White and Chrome.

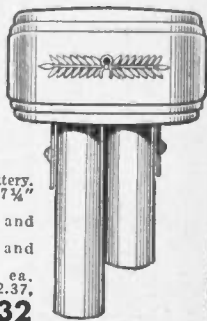
No. 3793. Ivory and Brass.

List \$3.95. Dir.'s., ea.

\$2.57. Lots of 5, ea. \$2.37,

less 2%.

2.32



SNAPIT DOOR SIGNAL CHIMES

TWO DOOR TYPE — DOUBLE TONE

This modern appearing, handsome little model is priced exceptionally low. However, it possesses deluxe styling and superb performance seldom found in models selling for twice the price. Sounds two successive melodious notes for front door and one note for rear door. Rich Ivory colored plastic case, beautifully decorated. All mechanism firmly secured—no screws to loosen up with constant vibration. Practically dustproof chimes, with sound mechanism rigidly fastened to castings. Easy to install.

No. 3804. List \$1.19. Dir.'s., ea. 77c.

Lots of 6, ea. 73c, less 2%.

72c

ONE DOOR TYPE

SINGLE TONE

A low priced, ultra modern, compact model which sounds one deep, rich musical note. Ideal for stores, factories, doctor and dentist offices, elevators, etc. Case is made of rich, ivory colored plastic, handsomely decorated. Sound mechanism firmly attached to castings. Vibration cannot loosen screws. Chimes are practically dust proof. Very simple to install.

No. 3803. List 69c. Dir.'s., ea. 45c. Lots of 6,

ea. 43c, less 2%, net 42c



Special CHIMES TRANSFORMER

Designed for operation of electric door chimes, large bell, relays, etc. Approved by Underwriters' Lab. 10 watts. 115 volts. Sec. 10 volts. 60 cycle.

No. 3798. For wall mounting.

List \$1.00. Dir.'s., ea. 67c. Lots

of 5, ea. 60c,

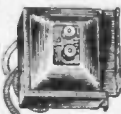
less 2% net 59c

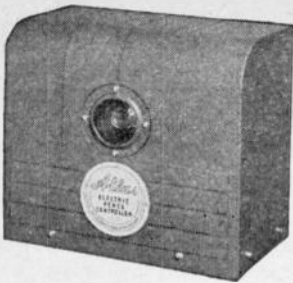
No. 3799. For mounting on 3"

or 4" outlet box. List \$1.10.

Dir.'s., ea. 77c. Lots of 5,

ea. 70c, less 2%, net 69c





ATLAS Super Fence Controllers

Operates 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.

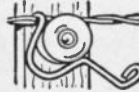
Does not operate until animal touches fence, thus only a very small amount of current is consumed. Built-in signal light automatically shows if circuit becomes grounded. No moving parts. Built-in lightning arrester. Weatherproof and dust-proof die-cast container. Approved for indoor or outdoor installation. Metal parts rustproof. 6 ft. approved cord set and instructions.
No. 852. List \$21.00. Dir's., ea. \$11.47, less 2%, net. 11.24

- Weatherproof—Approved For Indoor or Outdoor Use
- Specially Built Safety Transformer
- Will Operate Up to 30 Miles of Fence

Accessories For Fence Controllers

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

LINE POST INSULATORS

For use on steel or wood posts. Complete with leather nail head.
No. 853. Dir's., ea. 1/2c. Per 100, 96c. Per 1000, \$8.90, less 2%, net. 8.72



CORNER INSULATORS

Attached by running wire through hole and tying around post.
No. 854. Dir's., ea. 2/2c. Per 100, \$2.00, less 2%, net. 1.96

Approved In All States Having Electric Fence Laws

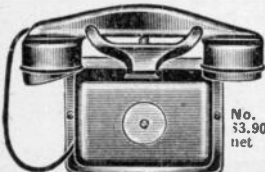
Eveready 6 Volt Hot Shot Battery For Electric Controllers

No. 9627, Eveready No. 614. List \$2.25. Dir's., ea. \$1.71. Lots of 4, ea. 1.55

MASTER 6 VOLT MODEL

A thoroughly dependable fence controller. High-current control provides more power. 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. \$8.27, less 2%, net. 8.18



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. 3.53

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. 3.53



TWISTED PAIR TELEPHONE WIRE

No. 82. Wire No. 19. Inside dry braid. Per 100 ft., \$1.30. 250 ft. coll., \$3.40. Per 1,000 ft., \$11.00.
No. 83. Wire No. 18. Outside, saturated braid. Per 100 ft., \$1.20. 250 ft. coll., \$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

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.



REALPHONES 2-STATION SET

This set consists of two desk type phones, each one a combination transmitter and receiver, with a loud signaling buzzer concealed in the base. Comes complete with 35 ft. of wiring, complete instructions, and a copy of Morse code for telegraph signaling.

No. 2345. Black. No. 2346. Green. List (less batteries) \$6.00. Dir's., ea. \$4.20. Lots of 3, ea. \$4.00, less 2%, net. 3.92

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. \$12.95, less 2%, net. 12.69

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. \$15.75, less 2%, net. 15.43

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, less 2%, net. 8.23

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, less 2%, net. 9.60

Tymits Automatic Controls

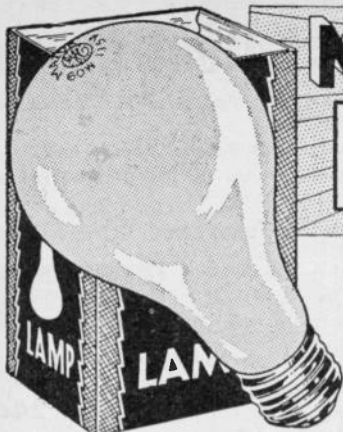
Synchronous Motor Driven—24 Hour Dial —110 Volt A.C., 60 Cycle

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 1/2" deep. 110 volt, 60 cycle A.C.



MODEL 6—860 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. \$6.83, less 2%, net. 6.69

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. \$7.60, less 2%, net. 7.45



MAZDA 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

28 TO 32 VOLT — INSIDE FROSTED

No.	Watt	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	11 1/4c
1051.	25	A19	120	14c	12c	11 1/4c
1052.	40	A19	120	13c	11c	10 1/2c
1053.	50	A19	120	13c	11c	10 1/2c
1054.	60	A19	120	13c	11c	10 1/2c
1061.	75	A21	120	15c	12 3/4c	12c
1055.	100	A23	120	15c	12 3/4c	12c
1067.	150	A25	60	20c	17c	16c
1062.	200	PS30	24	27c	23c	21 1/2c
1063.	300	PS35	24	70c	59 1/2c	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	42 1/2c	40c

S-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.

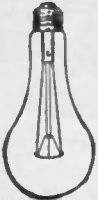
No.	Watts	Color	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1077	10	Red	120	18c	15 1/4c
1078	10	Blue	120	15 1/4c	14 1/2c
1079	10	Green	120	15 1/4c	14 1/2c



TYPE "C" DAYLIGHT LAMPS

These lamps have a bluish tint glass which produces a true white light, closely approximating natural daylight. Ideal for window display illumination. Inside frosted. Medium base. 120 volts.

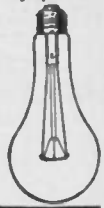
No.	Watts	Bulb	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1080.	60	A19	120	25c	21 1/4c
1081.	100	A23	120	25c	21 1/4c
1082.	150	A25	60	45c	38 1/4c



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.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1068	150	A25	Med.	24	0.20	0.17
1069	200	PS30	Med.	24	.27	.23
1070	300	PS35	Mog.	24	.65	.55 1/2
1071	500	PS40	Mog.	12	1.10	.93 1/2
1072	750	PS52	Mog.	6	3.25	2.76
1073	1000	PS52	Mog.	6	3.50	2.97 1/2



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

Rough Service Lamp

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	21 1/4c



SPECIALTY LAMPS

Comes in two styles—the modernistic flame shape and the Gothic type. Watts 25, vol. 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	12 1/2c
1098.	15	F10	Cand.	60	20c	17c
1099.	25	F15	Med.	120	15c	12 1/2c



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.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1048.	15	A15	60	10c	8c
1113.	25	A19	60	10c	8c
1049.	60	A19	60	10c	8c

AMBER-ORANGE

No.	Watts	Bulb	Std. Pkg.	\$4.25 Net Orders, ea.	Std. Pkg. ea.
1047.	30	G19	60	10c	8c



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.	\$4.25 net orders, ea.	Std. Pkg. ea.
1090	60	A21	120	.23	.19 1/2
1093	100	A23	120	.25	.21 1/4
1094	150	A25	60	.45	.38 1/4
1095	200	PS30	24	.62	.53



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. 38 1/4c.	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.	



**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	.08½
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	.16	.11	.10
1125	100	A-23	120	.15	.11	.10
1150	150	A-25	60	.20	.14½	.13½
1151	200	A-30	24	.50	.23	.21
1166	300	A-35	24	.70	.38	.34

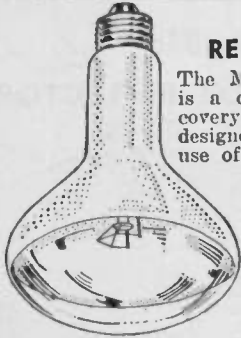
**TYPE "A"
LAMPS**
15 WATT
25 WATT
40 WATT
60 WATT
60 WATT

8 ½¢
Ea.
In 12
Lots

**LAMPS
MADE IN U.S.A.**

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

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. Dlr's.
price, ea., 12c.
Lots of 12, ea.

11¢

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 80c.
Dlr's., ea. 16c. Lots of 12, ea.

15c

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	.19	.17

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.	Dlr's., ea.
1134.	50	8.4 amps.	17½c. Lots of 12, ea.

15 3/4¢



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.

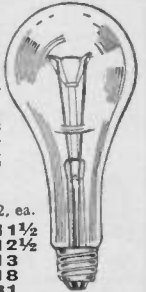
No.	Watts	Base	Dlr's., ea. 30c.
1135	40-60-100	Med.	Lots of 12, each 27c
1136	50-100-150	Med.	
1137	50-100-150	Mogul	
1138	100-200-300	Mogul	



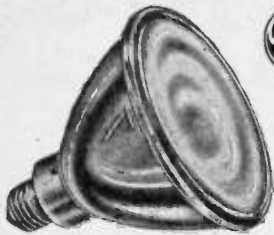
TYPE "C" CLEAR LAMPS

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

Floodlight

These new lighting units provide spot and flood lighting at only a fraction of cost formerly required. 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. 1085. For indoor lighting. 150 watts. Dir's., 95c. \$4.25 orders, ea. 81c. **76c**
Std. pkg. of 12, ea.

PAR-38 SPOT LIGHT
No. 1086. Indoor or outdoor use. 150 watts. Dir's., \$1.40. \$4.25 orders, ea. \$1.19. **1.12**
Std. pkg. of 12, ea.

R-40 SPOT LIGHT
No. 1064. For outdoor lighting. 150 watts. Dir's., ea. 95c. \$4.25 orders, 81c. **76c**
Std. pkg. of 12, ea.

PAR-38 FLOODLIGHT
No. 1085. Indoor or outdoor use. 150 watts. Dir's., \$1.70. \$4.25 orders, ea. \$1.45. **1.36**
Std. pkg. of 12, ea.

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. **2.20**
less 2%, net.

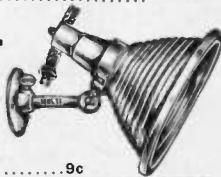


BETTERBILT FLOODLIGHT

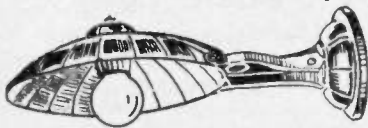
Will not tarnish. Socket is mounted on outside of reflector, keeping it cool. 5 ft. cord set. Complete with shutter and color screens. 200 watt capacity.

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 16". Wired

complete, ready to hang. No. 5753. List \$4.50. Dir's., ea. \$2.25, less 2%, net **2.20**

WEATHERPROOF YARD LIGHT

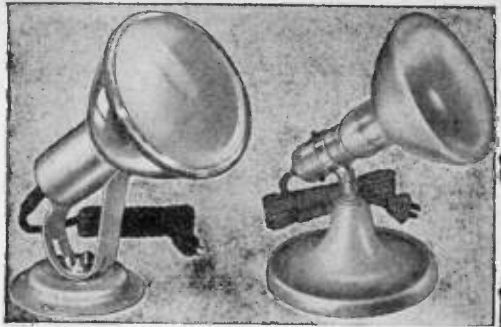
Equipped with a junction box for pole or wall mounting. Outlets threaded for 1/2" conduit or connector. Removable plate on side of box permits ready access to make splice at junction, and eliminates necessity of troublesome wiring thru pipe and reflector. Holds 2 1/4" shade reflector. Overall length 21". Porcelain enameled reflector. No. 1250. 12" reflector - takes 100 watt lamp. Dir's., ea. \$1.75. Lots of 6, ea. **1.63**

No. 1251. 14" reflector - takes 150 watt lamp. Dir's., ea. \$1.93. Lots of 6, ea. **1.80**

OUTDOOR UTILITY LIGHT

An outdoor bracket fixture with 10" flat cone shade. 18" galvanized heavy steel pipe goose-neck. 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. 90c, less 2%, net **88c**

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 3/4 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. 81c, less 2%, net. **79c**

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. 90c, less 2%, net. **88c**



OUTLET BOX REFLECTOR

Reflector with porcelain socket and 6" leads mounts direct onto a 3/4" or 4" outlet box. Baked synthetic enamel, green outside and white inside.



No.	Watt Cap.	Ref. Diam.	Type	Dir's.	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 enameled 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	\$0.90	\$0.85
996	150	14"	10	1.04	.99
997	200	16"	10	1.26	1.17
ANGLE					
998	60-100	8"	10	.76	.72
999	150-200	10 1/2"	10	.87	.83

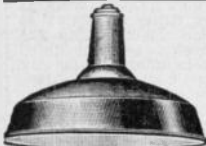


SHALLOW BOWL REFLECTOR

With Heel to Fit Standard Shade Holders

A high grade reflector. Porcelain enameled steel finished green outside, white inside.

No.	Lamp Watts	Reflec. Diam.	Holder Diam.	Each	10 Lots, Each
985	25-60	10"	2 1/4"	\$0.45	\$0.40
986	75	12"	2 1/4"	.54	.50
987	100-150	14"	2 1/4"	.72	.68
988	200	16"	2 1/4"	.90	.85



DOME REFLECTOR

With 1/2-In. Threaded Socket

Lights both horizontal and vertical surfaces. 1 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	\$1.59	\$1.44
990	150	14"	10	1.67	1.53
991	200	16"	10	1.94	1.80

WEATHERPROOF OUTDOOR REFLECTOR

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"	\$2.00	\$1.90
1142	100-150	14"	2.10	2.00
1143	200	16"	2.45	2.25

We can also supply the parts separately.

No. 1004.	30" Gooseneck Arm only....	\$0.35	\$0.33
No. 1009.	Galvanized 1/2" Flange.....	.15	.13

FLAT CONE REFLECTOR

A high grade porcelain enameled 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	\$1.58	\$1.44
1002	100-150	14"	10	1.07	1.53
1003	200	16"	10	1.94	1.80



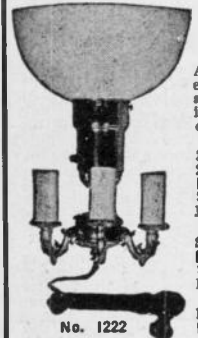
ARROW WEATHERPROOF SOCKETS

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.	10 100 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 1/2 .34 1/2
1189	90° Angle Cap. With 2 1/4" Shade Holder	.65 1/2	.57 1/2 .49 1/2



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 is finished in English Bronze and comes complete with 12 ft. rubber cord. Brass coupling for 1/4" thread.

10" Unit with 3-Candle Sockets
3-lite mogul socket and switch for 100-200-300 watt lamp. Height, 14 1/4".
No. 1222. List \$6.00. Dir's., ea. \$2.50. Lots of 4, ea. \$2.40, **2.35** less 2%, net.....

10" I.E.S. Unit Only
Same as above less side lights.
No. 1223. List \$4.30. Dir's., ea. \$1.65. Lots of 4, ea. \$1.60, **1.57** less 2%, net.....

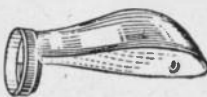
8" I.E.S. Unit
For use with 100 or 150 watt lamps.
No. 1224. List \$3.30. Dir's., ea. \$1.10. Lots of 4, ea. \$1.00, **98c** less 2%, net.....

GLASS REFLECTORS ONLY

No. 1225.	10 in. 2 1/4" fitter.	List \$1.80.	Dir's., ea. 60c.	Lots of 6, ea. 55c, less 2%, net. 54c
No. 1226.	8 in. 2 1/4" fitter.	List \$1.10.	Dir's., ea. 45c.	Lots of 6, ea. 40c, less 2%, net. 39c



TIN SHADES With 2 1/4" Fitter



Cone Shaped Tin Shade	Tin Half Shade
No. 1012. 10-in. diam. Each, 18c. 12 lots, each.....	No. 1016. Each 19c. 12 lots, each.....
17c	18c

Adjustable 3-Light WINDOW UNIT



A complete portable window lighting unit. Equipped with three highly polished, unbreakable 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. Galvanized finish. Takes bulbs from 60 to 150 watts.
No. 1200. List \$8.00. Dir's., ea. \$5.20. Lots of 2, ea. \$4.80, less 2% net **4.70**



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".

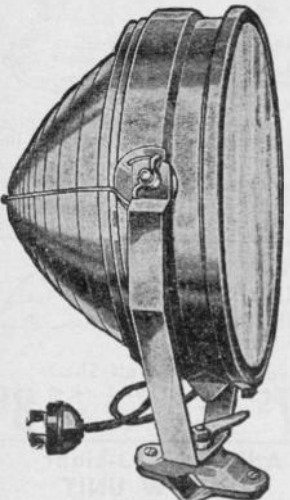
No. 1216. Pole Mounting Type. } List \$17.00.
No. 1217. Cross-Arm Mounting Type. } Dir's., ea. \$10.20.
Less 2%, net... **10⁰⁰**

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, less 2%, net... **9⁵⁵**



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. \$4.76, less 2%, net... **4⁶⁸**
G-E MAZDA LAMP FOR ABOVE
No. 1066. G30. Dir's., ea. \$1.15. In std. pkg. lots 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

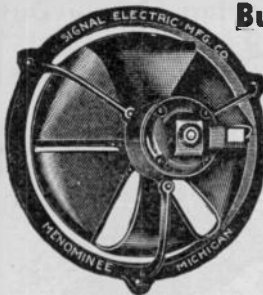


Recommended for all types of floodlighting where a small, compact, highly efficient unit is required. Solid alloy aluminum reflector with polished reflecting surface gives bright concentrated light. Universal base for portable use or mounting on any surface. Exclusive Wilson runner-mounting bracket. 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. \$1.35, 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**

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	15.29
1788	16 in.	1400	1150	36	36.00	23.40	22.93
1789	18 in.	2300	1100	40	48.00	31.20	30.58

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	16.73	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. \$3.25, less 2%, net ...	3.18
No. 1791. 16 in.		
No. 1792. 18 in.		



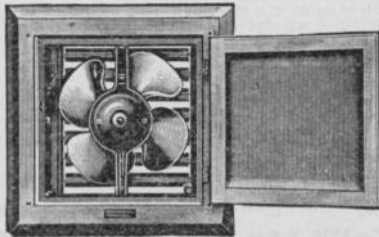
Signal AUTOMATIC SHUTTERS

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	Dir's.,	Less	2%
1777	10 in.	12 1/2 x 10 3/4 x 3 1/2 in.	5.50	3.58	3.61	
1778	12 in.	14 1/2 x 13 x 7 in.	6.25	4.06	3.98	
1779	16 in.	18 1/2 x 18 1/2 x 7 in.	8.25	5.36	5.26	
1780	18 in.	20 1/2 x 18 1/2 x 7 1/2 in.	9.50	6.16	6.04	
1781	24 in.	27 1/2 x 25 1/2 x 7 1/2 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. 28 lbs. Inside frame drawn steel; outside, cast iron.

No. 1783. List \$21.50.	13.70
Dir's., \$13.98, less 2%. net	

Delux Model

When door is opened, motor starts and shutters open automatically. 600 C.F.M. Wt. 28 lbs. Inside and outside frame cast aluminum.

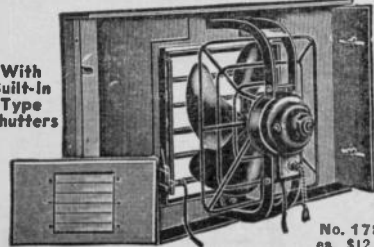
No. 1717. List \$32.00.	20.38
Dir's., \$20.80, less 2%, net.	

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 weather-proof 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
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With Built-in Type Shutters



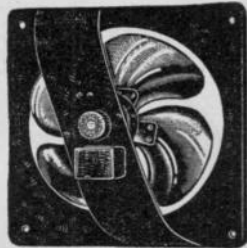
SIGNAL CHALLENGER Ventilating Fans

● Totally Enclosed Motor

● Self Lubricating Bearings

● Chrome Plated Blades

● Quiet Operation



A new idea of value 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	Dir's.
1798	10"	650	1400	6 lbs.	\$9.80	\$8.37
1797	12"	900	1400	10 1/2 lbs.	12.50	8.13
1798	16"	1400	1400	19 1/2 lbs.	16.50	10.73

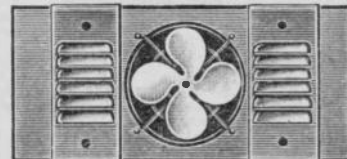
DELCO WINDOW VENTILATOR



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 1 1/2 in. 110-volt, 50-60 cycles. High speed 1500 R.P.M. Air delivery 370 cu. ft. per min. Ship. Wt. 13 lbs.

No. 1784. List \$8.95. Dir's., ea. \$5.97, less 2%, net.....	5.85
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DOMINION De Luxe WINDOW VENTILATORS



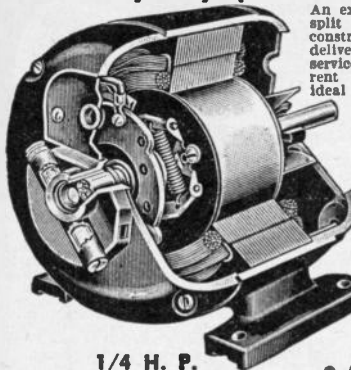
An inexpensive window ventilator, yet constructed to give long, satisfactory service. Fits standard size window 24" to 32" wide. Induction-type motor, non-radio interfering. Self aligning. Rain louvres can be closed when necessary to protect fan from weather elements. Easily opened and closed from side, 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. \$3.87, less 2%, net	3.50	No. 1716. 500 cu. ft. per min. air displacement. List \$7.95. Dir's., ea. \$5.17, less 2%, net	4.67

2% Cash Discount On All Merchandise

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% from base to center of shaft; 2 1/2 x 5% 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% from base to center of shaft; 2 1/2 x 5% 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, 3x3". 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



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.

No. 1512.
1/2 H.P.
In lots of 3, ea. \$18.35, less 2%, net

17.98

SINGLE PHASE—60 CYCLE—110-220 VOLT—1725 R.P.M.

No.	H.P.	Shaft Diam.	Base to center of shaft to shaft to shaft	Parallel R. Angle	Wt.	Dir's.	Lots of 3, ea.
1510	1/4	1/2"	3 1/2"	4 1/2"	6	29	9.95
1511	1/2	3/4"	4 1/2"	4 1/2"	6	33	14.75
1512	1/2	3/4"	4 1/2"	5 1/2"	7	62	20.10
1513	3/4	1"	4 1/2"	5 1/2"	7	64	24.10
1514	1	1 1/4"	5 1/2"	6 1/2"	8	84	28.60
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 1/2"	4 1/2"	6	33	13.55
1516	1/2	3/4"	4 1/2"	4 1/2"	6	36	16.25
1517	1/2	3/4"	4 1/2"	5 1/2"	7	62	18.65
1518	3/4	1"	4 1/2"	5 1/2"	7	64	21.20
1519	1	1 1/4"	5 1/2"	6 1/2"	8	84	25.40
1520	1 1/2	1 1/2"	5 1/2"	6 1/2"	9	160	30.10
1521	2	1 3/4"	5 1/2"	7 1/2"	9	171	34.75
1522	3	1 3/4"	5 1/2"	7 1/2"	9	232	39.80
1523	5	1 3/4"	6 1/2"	8 1/2"	10	250	48.25

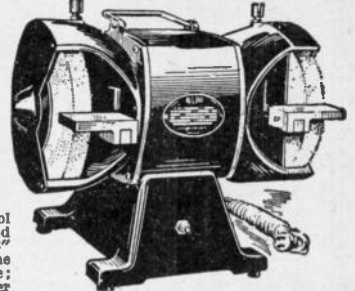
*3 H.P. motor has ball bearings. We can supply B-Line motors up to 10 H.P.—3 Phase. We also can supply sliding rails for all of the above motors. Specify if desired on your orders. Rail prices, from 1/4 to 1/2 H.P., \$0.85; from 1/2 to 1 H.P., \$2.00; from 1 1/2 to 5 H.P., \$3.20 per pair.

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.
- Split phase heavy duty motor.
- Air cooled, 40° centigrade maximum temperature.
- Adjustable tool rest.

No. 1504. 1/4 H.P., 110 volt, 60 cycle. With 6"x3/4" wheels. Wgt., 53 lbs. Dir's., ea., \$14.80. Lots of 3, ea., \$14.25, less 2%, net

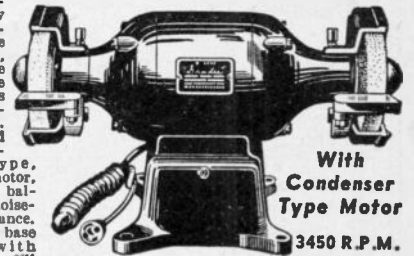
13.96

No. 1505. 1/2 H.P., 110 volt, 60 cycle. With 6"x3/4" 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.



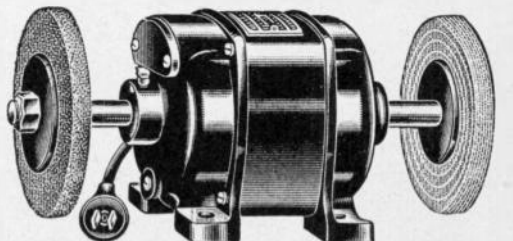
With Condenser Type Motor 3450 R.P.M.

Equipped with condenser type, dust-proof motor, dynamically balanced for noiseless performance. Extra large base equipped with "on and off" switch. Two, 7"x3/4" thick grinding wheels are furnished, one fine and one coarse. New Departure 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.

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

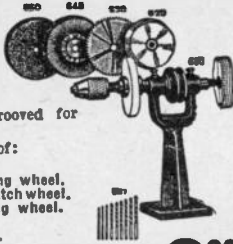
A handy motor accessory which has a multitude of uses around the work-shop, home, garage or even small factory. Finished in baked red enamel. Has high grade, three-jaw drill shaft. 1/4-in. capacity. Pulley grooved for two speeds.

Complete outfit consists of:

- 1—4 in. circular saw.
- 1—4 in. by 1/2 in. grinding wheel.
- 1—3 in. by 1/2 in. wire scratch wheel.
- 1—3 in. by 1/2 in. buffing wheel.
- 1—Polishing stand.
- 1—Complete set of drills.

No. 1531. List, \$6.00. Special offer of Stand and Accessories, complete, \$2.45. Lots of 3, ea., \$2.25, less 2%, net..... **2.20**

No. 1532. Polishing stand with chuck. Ea., 85c. Lots of 6, ea., 80c, less 2%, net..... **78c**



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" 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..... **1.52**

A -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. 1/2" Shaft With 1/4" chuck..... 59c

No. 1525. 1/2" Shaft With 3/8" chuck..... 71c

Right Hand Chucks Only

No. 1526. 1/4" Capacity Shaft Thread Each 10 lots, each 20c

No. 1527. 3/8" Capacity Shaft Thread Each 10 lots, each 48c

Attachment Only (without chuck)

No. 1528. Fits 1/2" shaft. Right hand thread. Each, 36c. Lots of 10, each..... 29c

No. 1529. Fits 3/8" shaft. Right hand thread. Ea., 36c. Lots of 10, each..... 29c

No.	Capacity	Shaft	Thread	Each	10 lots, each
1526.	1/4"	1/4"	24	24c	20c
1527.	3/8"	3/8"	24	52c	48c

DIE-CAST PULLEYS

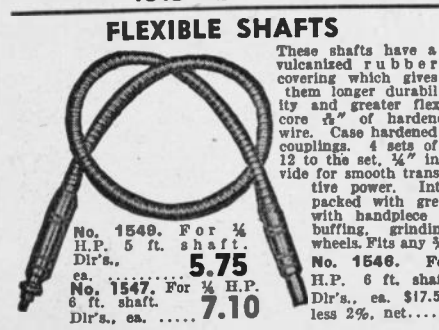
For Round Belts	No.	Out. diam.	Pitch diam.	Bore	Ea.	Lots of 25, ea.
	1533	1 1/4"	1 1/8"	3/8"	12c	10c
	1534	1 1/2"	1 1/8"	3/8"	14c	12c
	1535	2 1/4"	2"	3/4"	17c	15c
	1536	2 1/2"	2 1/8"	3/4"	21c	19c
	1537	2 3/4"	2 1/8"	3/4"	29c	26c
	1538	2 3/4"	2 1/8"	3/4"		
	1539	3 1/4"	3"	3/4"		
	1540	3 1/4"	3"	3/4"		
	1541	3 1/4"	3"	3/4"		
	1542	4 1/4"	4"	3/4"		
	1543	4 1/4"	4"	3/4"		
	1545	4 1/4"	4"	3/4"		

FLEXIBLE SHAFTS

These shafts have a vulcanized rubber covering which gives them longer durability and greater flexibility. Inner core 1/8" of hardened steel drive wire. Case hardened handpiece and couplings. 4 sets of ball bearings. 12 to the set, 1/4" in diameter provide for smooth transmission of motive power. Interior of shaft packed with grease. Complete with handpiece and arbor for buffing, grinding or wire wheels. Fits any 1/2" motor shaft.

No. 1549. For 1/4 H.P. 5 ft. shaft. Dir's., ea. **5.75**

No. 1547. For 1/4 H.P. 6 ft. shaft. Dir's., ea. **7.10**



Betterbilt ELECTRIC DRILLS

SENIOR MODEL—5/8 IN. CHUCK

With Jacobs Key Chuck

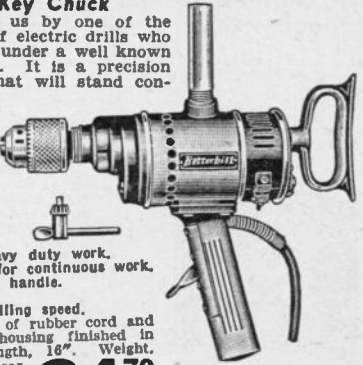
This drill is made for us by one of the largest manufacturers of electric drills who markets this same drill under a well known name to sell for \$80.00. It is a precision built tool throughout that will stand continuous hard service.

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.
- Fool-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..... **34.79**



JUNIOR MODEL—3/8 IN. CHUCK

One of the finest low priced drills ever offered! A 3/4" 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.
- Fool-proof switch in handle.

Complete with 8 ft. of rubber cord and unbreakable plug. Gear housing black enameled. Wt. 7 lbs.

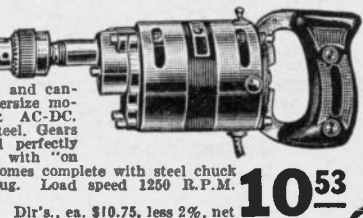
No. 1551. List, \$30.00. Dir's., ea., \$17.35, less 2%, net..... **17.00**



SPECIAL MODEL—1/4 IN. CHUCK

A low priced electric drill that has been engineered for quick, efficient performance on practically all drilling 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.

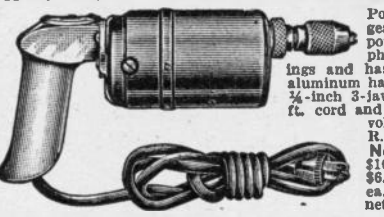
No. 1550. List \$21.50. Dir's., ea. \$10.75, less 2%, net..... **10.53**



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. \$6.25. Lots of 3, ea. \$5.95, less 2%, net..... **5.83**



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..... **4.41**



DAYTON Water Systems

310 Gallons Per Hour With Automatic Capacity Control and Pressure Switch With 17-Gal. Tank

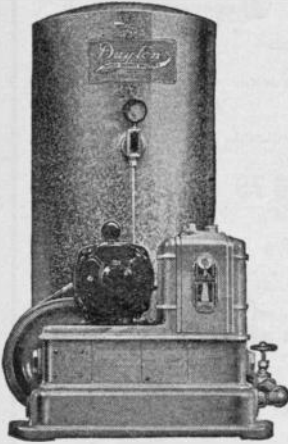
Ever since 1908, when Dayton built the first successful resident water system, the Dayton line has been regarded as the foremost in the water supply equipment field. The models listed on this page incorporate improvements in design that make them the last word in convenient and trouble-free water service. 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

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 1/2" on Model 31-G; 1 1/2" 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. 1558



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

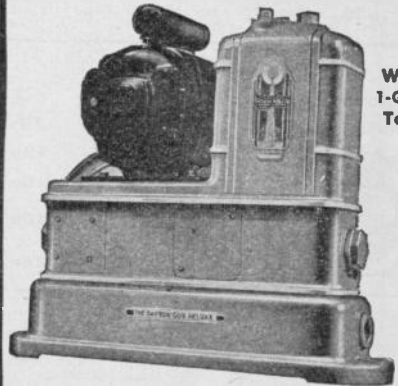
No. 1562

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. \$40.50, less 2%, net. **39.69**



Fluorescent Mazda Lamps

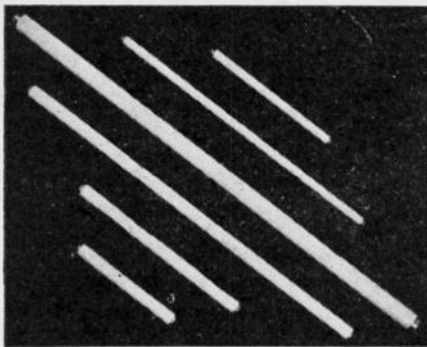
THE LAMP WHICH HAS REVOLUTIONIZED LIGHTING

No.	Type	Color	Watts	Lgth.	Diam.	Base	Std. Pkg.	Ea.	4.25 net orders, ea.	Std. Pkg., ea.
1114	T12	White	14	14"	1 1/2"	} Med.	24	1.20	1.02	.96
1100	T8	White	15	18"	1"					
1104	T8	Daylight	15	18"	1"					
1102	T12	White	20	24"	1 1/2"					
1106	T12	Daylight	20	24"	1 1/2"	} Med.	24	1.10	.92 1/2	.88
1103	T8	White	30	36"	1"					
1107	T8	Daylight	30	36"	1"					
1108	T12	Daylight	40	48"	1 1/2"					
1109	T12	White	40	48"	1 1/2"	} Med.	24	1.60	1.36	1.28
1118	T17	White	100	60"	2 1/2"					

New G.E. Fluorescent "Soft White" Lamps

These "soft white" lamps give off a greater percentage of red than either the white or daylight lamps. Specially suitable for restaurants, meat markets, beauty parlors, etc., where red or pink colors must be retained.

No.	Type	Watts	Lgth.	Base	Std. Pkg.	Ea.	4.25 net orders, ea.	Std. Pkg., ea.
1144	T8	15	18"	Med.	24	.95	.81	.76
1145	T12	20	24"	Med.	24	1.20	1.02	.96
1146	T12	40	48"	Med.	24	1.70	1.45	1.36



Now, in fluorescent lamps, G.E. Mazda has gained prominence as manufacturing the best lamp that modern engineering can produce. The name G.E. Mazda means "recognized quality and workmanship" to your customers which in turn will lead to more and easier sales. Has a rated life of 2,500 hours in ordinary lighting service.

Fluorescent lamps are also available in blue, pink, green, gold and red at slightly higher cost. (Write for prices.)

ARROW COMBINATION STARTER SOCKET AND LAMP HOLDER

For 14, 15, 20, 30 and 40 Watt Lamps



Combination surface or flush mounting bakelite socket for starter switch and lamp holder. 250 volts.

No. 667. Black finish. Dir's., ea. 29 1/2c. Lots of 10, ea. 26c. Per 100, \$22.32, less 2%. **21.87**

No. 671. White finish. Dir's., ea. 31c. Lots of 10, ea. 27 1/2c. Per 100, \$23.56, less 2%. **23.09**

For 100 Watt Lamps

Lampholder finished in white, socket in black. No. 673. Dir's., ea. 59c. Lots of 10, ea. 52c. Per 100, \$44.64, less 2%, net. **43.76**



Arrow Fluorescent Sockets

For 14, 15, 20, 30 and 40 Watt Lamps

Standard bakelite socket for flush or surface mounting. 660 watts, 250 volts.

No. 668. Black finish. Dir's., ea. 16 1/2c. Lots of 10, ea. 14 1/2c. Per 100, \$12.40, less 2%, net. **12.15**

No. 672. White finish. Dir's., ea. 18c. Lots of 10, ea. 16c. Per 100, \$13.64, less 2%, net. **13.37**

Finished in white. For standard 100 watt lamp. 250 volts.

For 100 Watt Lamps

No. 674. Dir's., ea. 34 1/2c. Lots of 10, ea. 30c. Per 100, \$25.04, less 2%, net. **24.54**



Arrow Lamp Starter Switch and Condenser

For use with ballasts. The starter unit contains switch and condensers and fits into combination starter socket and lamp holder.

No. 665. 15 or 20 watts. Dir's., ea. 37c. Lots of 10, ea. 32 1/2c. **28c**

No. 666. 30 or 40 watts. Dir's., ea. 50c. Lots of 10, ea. 45c. **77 1/2c**



LEVITON COMBINATION STARTED SOCKET AND LAMP HOLDER

Made of bakelite with bronze contacts. Easy slip-in slots for lamp installation. 250 v.

For 14, 15, 20, 30 and 40 Watts

No. 675. Black finish. Dir's., ea. 27c. Lots of 10, ea. 24c. Per 100, \$21.20, less 2%, net. **20.78**

No. 676. White finish. Dir's., ea. 29c. Lots of 10, ea. 25 1/2c. Per 100, \$22.38, less 2%, net. **21.93**

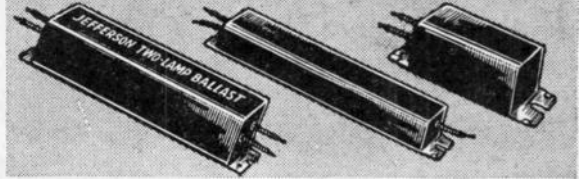
LEVITON FLUORESCENT SOCKET

For 14, 15, 20, 30 and 40 Watt Lamps

No. 677. Black finish. Dir's., ea. 15c. Lots of 10, ea. 13c. Per 100, \$11.78, less 2%, net. **11.74**

No. 678. White finish. Dir's., ea. 16 1/2c. Lots of 10, ea. 14 1/2c. Per 100, \$12.96, less 2%, net. **12.70**

JEFFERSON FLUORESCENT BALLASTS



All fluorescent lamps require a ballast to prevent the lamp from being instantly burned out. Below are listed the most popular ballasts which meet practically all requirements. Furnished with leads, ready to install. Can be assorted to take quantity prices.

SINGLE LAMP BALLASTS—60 CYCLES 110-125 VOLTS

No.	Watts	Size overall, in.			Wt. Lbs.	Power Factor %	List	Dir's., ea.	Lots of 20, ea.
		High	Wide	Long					
680	15	1 5/16	1 13/16	4 1/4	3/4	55	.65	.57	.42
681	20	1 5/16	1 13/16	4 1/4	3/4	55	.65	.57	.42
682	30	1 5/16	1 11/16	10 1/2	1/4	60	2.25	1.97	1.46
683	40	1 5/16	1 13/16	10 1/2	1/4	65	2.50	2.19	1.63

SINGLE LAMP BALLASTS—WITH HIGH POWER FACTOR 60 CYCLES 110-125 VOLTS

684	15	1 5/16	1 12/16	9	1 1/2	90-100	2.75	2.41	1.79
685	20	1 5/16	1 12/16	9	1 1/2	90-100	2.75	2.41	1.79
686	30	1 5/16	1 13/16	14 1/2	3 1/2	90-100	4.25	3.72	2.76
687	40	1 5/16	1 13/16	14 1/2	3 1/2	90-100	4.50	3.94	2.93
688	100	2 3/8	3 3/32	11 5/16	11	90-100	8.00	7.00	5.20

TWO LAMP BALLASTS WITH HIGH POWER FACTOR 60 CYCLES 110-125 VOLTS

+689	15	1 5/16	1 13/16	14 1/2	3 1/2	95-100	3.75	3.28	2.44
+690	20	1 5/16	1 13/16	14 1/2	3 1/2	95-100	3.75	3.28	2.44
*691	30	2 3/8	3 3/32	9 7/16	7	95-100	4.40	3.85	2.86
*692	40	2 3/8	3 3/32	9 7/16	7	95-100	4.75	4.16	3.09
693	100	2 3/8	3 3/32	11 3/16	15 1/2	95-100	11.50	10.06	7.48

† With built-in starting compensator

* Without starting compensator

*Starting Compensator

Necessary for use with the above two-lamp 30 watt and 40 watt lamps. No. 694. Size 1-5/16 x 1-13/16 x 4-1/4 in. List 80c. Dir's., ea. 70c. Lots of 10, ea. 62c. **52c**

TWO LAMP BALLAST NARROW TYPE WITH HIGH POWER FACTOR AND BUILT-IN STARTING COMPENSATOR

No. 695. 40 watts. Size 1-17/64 x 2-1/4 x 19 in. Power factor, 95-100%. List \$5.90. Dir's., ea. \$5.16. Lots of 10, ea. **3.84**

FLUORESCENT COMBINATION STARTER AND SWITCH



This unit serves the purpose of both starting switch and the off and on switch used in fluorescent circuits. Operation of switch is simple. Bakelite housing, metal parts are brass.

No. 696. For One Lamp Use. 125 volts, 1 amp., 250 volts, 1 amp. Size 1 1/2 x 1 1/2 x 1-1/16 in. List 55c. Dir's., ea. 48c. Lots of 10, ea. **36c**

No. 697. For Two Lamp Use. 125 volts, 3 amp., 250 volts, 1 amp. Size 1 3/4 x 1 1/2 x 1-1/16 in. List 90c. Dir's., ea. 79c. Lots of 10, ea. **59c**

FLUORESCENT Wired Channel Fixtures

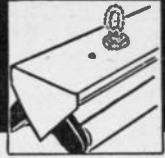
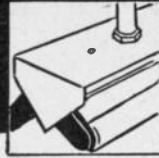


Fig. 1

Fig. 2

WIRED COMPLETE, READY TO INSTALL

Fluorescent wired channel is undoubtedly one of the most popular forms of fluorescent lighting ever devised. This is due to its low cost, ease of installation and vast number of applications in which it can be used. May be used individually, or can be wired in series to illuminate display windows, counters, show cases, and for general illumination on low ceilings. Practically every retail merchant in your community is a prospect for several of these sturdily constructed units. Equipped with adjustable strap mounting brackets for flush mounting; also with knock-outs for hanging with conduit or chain.

In addition to the adjustable strap mounting bracket furnished for flush mounting, knockouts are also provided for conduit hanging as shown in figure 1. Also special fixture loops as shown in figure 2 can be furnished at 10c each.

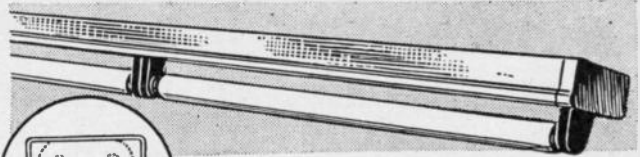
These fixtures are available in one-life and two-life units and come equipped with reflectors to meet every type of lighting need. Types B, C, F, and J are ideal for show window lighting, or wherever it is desired to reflect the light at an angle. Types D, E, H and K are for general down lighting such as over desks, benches, etc. Types A and G are intended for general illuminating since they spread light in all directions. Wired complete with auxiliary sockets, starter switches and 6 ft. extension cord, 115 volts, A. C. only. Priced less bulbs.

	(A)	(B)	(C)	(D)	(E)	(F)
ONE LIGHT						
15 WATT 18" long	No. 5725 Dir's., ea. 3.11	No. 5726 Dir's., ea. 3.40	No. 5727 Dir's., ea. 3.40	No. 5728 Dir's., ea. 3.65	No. 5729 Dir's., ea. 3.65	No. 5730 Dir's., ea. 3.65
20 WATT 24" long	No. 5731 Dir's., ea. 3.11	No. 5732 Dir's., ea. 3.40	No. 5733 Dir's., ea. 3.40	No. 5734 Dir's., ea. 3.70	No. 5735 Dir's., ea. 3.70	No. 5736 Dir's., ea. 3.70
30 WATT 36" long	No. 5737 Dir's., ea. 5.02	No. 5738 Dir's., ea. 5.56	No. 5739 Dir's., ea. 5.56	No. 5740 Dir's., ea. 6.10	No. 5741 Dir's., ea. 6.10	No. 5742 Dir's., ea. 6.10
40 WATT 48" long	No. 5743 Dir's., ea. 5.78	No. 5744 Dir's., ea. 6.48	No. 5745 Dir's., ea. 6.48	No. 5746 Dir's., ea. 7.13	No. 5747 Dir's., ea. 7.13	No. 5748 Dir's., ea. 7.13
	(G)	(H)	(I)	(J)	(K)	
TWO LIGHT						
20 WATT 24" long	No. 5749 Dir's., ea. 5.81	No. 5754 Dir's., ea. 6.13	No. 5755 Dir's., ea. 6.13	No. 5762 Dir's., ea. 6.13	No. 5763 Dir's., ea. 6.13	
30 WATT 36" long	No. 5764 Dir's., ea. 9.83	No. 5766 Dir's., ea. 10.37	No. 5767 Dir's., ea. 10.37	No. 5768 Dir's., ea. 10.37	No. 5773 Dir's., ea. 10.37	
40 WATT 48" long	No. 5795 Dir's., ea. 9.83	No. 5803 Dir's., ea. 10.48	No. 5805 Dir's., ea. 10.48	No. 5811 Dir's., ea. 10.48	No. 5812 Dir's., ea. 10.48	

FLUORESCENT CHANNEL FOR CONTINUOUS LIGHTING

4 Different Stock Lengths — Eliminates Odd Length Waste

The demand for continuous fluorescent channel is growing by leaps and bounds. With these low prices, you are in an excellent position to go out after this profitable business. Excellently constructed of heavy gauge steel, finished in chip-proof zinc alloy and carries the Underwriters' approval. The ease of assembly and simplicity of maintenance, plus the new low price make it an outstanding value. In addition, it is now being offered in four different stock lengths—4 ft., 6 ft., 10 ft., and 12 ft.—to eliminate odd length waste. These lengths can be joined together to make a continuous fluorescent channel of almost any length without cutting. Covers come in exact lamp lengths and are punched at each end for socket and knock-outs for use with starter switches.



NEW TYPE SNAP-ON COVER

Patented cover design not only provides a strong lock between cover and channel, but greatly speeds up and simplifies installation. It simply snaps on and remains rigidly in place. Can be easily removed by inserting a screw driver at the juncture of channel and cover, and giving it a quarter turn. Covers are chemically treated to retain paint.

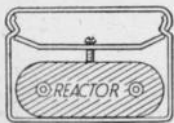
CHANNEL

No. 5813	4 Ft.
5817	6 Ft.
5818	10 Ft.
5830	12 Ft.

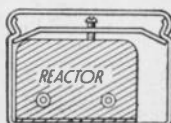
Length	Less than 100 ft.
4 Ft.	per ft.14c
6 Ft.	per ft.13c
10 Ft.	per ft.13c
12 Ft.	per ft.13c

CHANNEL COVERS

No. Length	Less than 100 ft., per ft.
5831 18" (15-watt) 10 1/2c
5832 24" (20-watt) 10 1/2c
5833 36" (30-watt) 10 1/2c
5834 48" (40-watt) 9 3/4c
5835 18" Spacing cover 9 3/4c



These diagrams illustrate the new type of reactor clamp which eliminates the necessity of bolting the reactors to the channel.



ACCESSORIES FOR CONTINUOUS CHANNEL

No. 5836	Coupler	Dir's., ea.	13c
No. 5837	Ends with K/O	Dir's., ea.	13c
No. 5838	Reactor Clamp	Dir's., ea.	3 3/4c
No. 5839	"U" Clamp (for flush mounting)	Dir's., ea.	6 1/2c

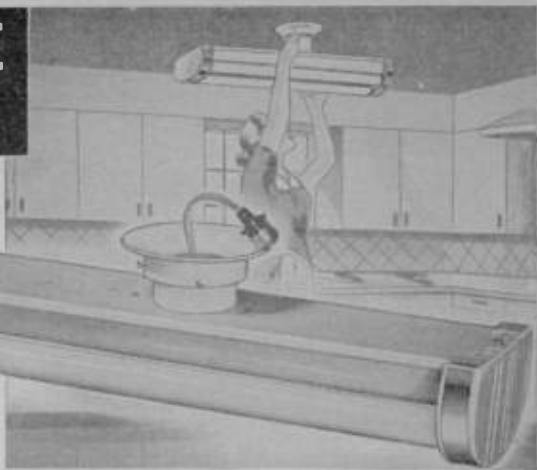
FLUOROMASTER 2-LITE KITCHEN UNIT

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. No installation cost and the low price will assure many sales. 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. Neatly designed and finished in white enamel with polishing chromium trim. Complete with fittings for standard 4" and 6" holders. 110-120 volts A.C. Ship. Wt., 11 lbs. (Furnished less lamp)

No. 5204. List \$6.95, Div's., ea. \$4.17, less 2%, net..... **4⁰⁹**

No. 5094. List \$8.95, High Power Factor Corrected. Div's., ea. \$5.97, less 2%, net..... **5.85**



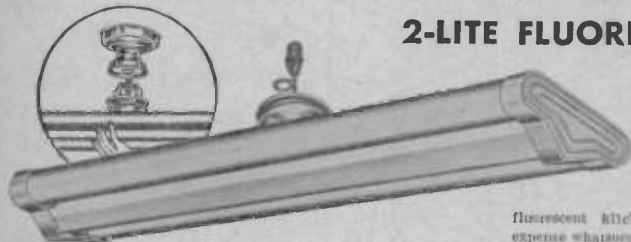
2-LITE FLUORESCENT KITCHEN UNIT

Fits Any 4" or 6" Kitchen Holder

Attaches Like Glass Globe and Plugs Into Socket

The unique design of this kitchen unit provides even up-and-down lighting and eliminates the possibility of shadows on the ceiling. Easily installed — merely unloosen fitter screws, glass globe and bulb and plug in

fluorescent kitchen unit — that's all there is to it — no installation expense whatsoever. Smart and modern streamlined design. Floods the entire kitchen with cool, high intensity daylight. Reflector is finished in durable high gloss white enamel. Quality built throughout with Underwriters' approved ballasts and easily accessible type starters. The low price of this unit will open a new field for fluorescent fixture sales.



Uses 2 T-12 20 watt lamps. Operates on 110 volts A.C. only, 60 cycles, Wt. 5 1/2 lbs.

No. 5059. List \$4.95 (less lamps). Div's., ea. \$3.17, less 2%, net..... **4.09**

Fleur-O-Ray 2-LITE FLUORESCENT UNIT

For Kitchen, Bedroom, Bathroom or Breakfast Nook

This unit fills the demand for a fluorescent unit that will not only give adequate, cool light, but also will add a highly decorative touch wherever it's installed. Sand blasted glass panel has a modern, attractive design. Cast aluminum end plates. Finished in baked white enamel with chromium trim. Wired complete with auxiliaries, ready to hang.

For Two-T8 15 Watt Lamps
No. 5095. Size, width 4 1/2", depth 5 1/2", Glass 21" x 5". List \$11.00, Div's., ea. \$6.60, less 2%, net..... **6.47**

For Two-T8 20 Watt Lamps
No. 5098. Size, width 6 1/2", depth 5-1/2", length 26 1/2", Glass 27" x 8". List \$12.00, Div's., ea. \$7.32, less 2%, net..... **7.17**

2 - LIGHT FLUORESCENT DAYLIGHT INDUSTRIAL UNIT

Just Plug in and Hang Up!

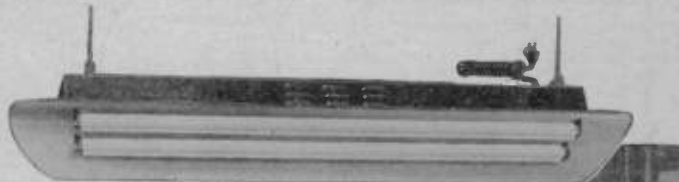
A newly designed converter type Fluorescent fixture, which makes an ideal installation for every type of industrial plant. Provides adequate, high intensity daylight where it is most needed. Greatly improves working conditions and eliminates eye strain.

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. Underwriters' Approved "Tuluma" high power factor ballast. Takes 2 T12 60 in. 40 watt bulbs, 60" long, 1 1/4" wide.

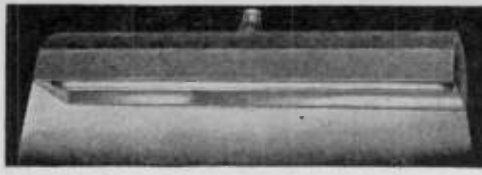
Durably constructed of heavy gauge steel throughout. The reflector is finished in fired porcelain white enamel on inside and blue-black baked enamel on outside. Has high reflecting quality. Cartridge type lamp starters located in lamp sockets and easily removed. With pair of 8 ft. chains and 6 ft. heavy rubber cord and plug. Has "kneeholes" for wiring with conduit or BX cable where necessary. (Furnished less lamp)

No. 5202. For 110 volts, 60 cycles, A.C. } List \$19.95, Div's., ea. \$11.97, less 2% **11.73**

No. 5203. For 220 volts, 60 cycles, A.C. } 2%



Ask For A Copy Of Our Fluorescent Catalog.
Retail prices only are shown.



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. For factories, offices, etc. Swivel socket permits finger-tip control. 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 1/4" 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 1/4" 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**

PRACTICAL, FAST-SELLING Fluorescent Fixtures

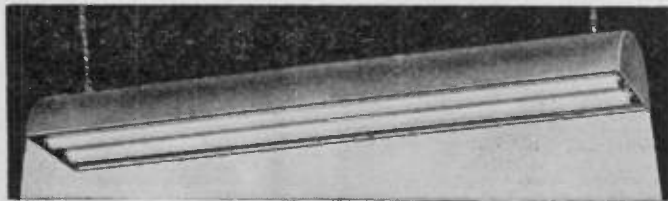
All Fixtures Are Wired Complete with Auxillaries, Sockets and Starter Switches



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 white porcelain finish reflector provides even light distribution. Takes 2 T-12 20 watt Fluorescent lamps. (Furnished less bulbs.) Size, 24x7 1/4x4 in. 110-125 volt A.C. only. 60 cycle.

No. 5180. List \$8.80. Dir's., ea. \$5.28, less 2%, net..... **5.17**



1-LIGHT

Takes 1 T-12 40 watt 48" bulb. Does not have the 90% + power factor correction. 50" long, 6" wide, 4 3/4" deep.

No. 5992. List \$12.95 (less bulbs). Dir's., ea. \$7.77, less 2%, net..... **7.61**

2-LIGHT

Takes 2 T-12 40 watt 48" bulbs. 110-125 volt, 60 cycle A.C. Has 90% + power factor correction. 48" long, 9" wide, 4 3/4" deep.

No. 5991. List \$19.70 (less bulbs). Dir's., ea. \$11.82, less 2%, net..... **11.58**

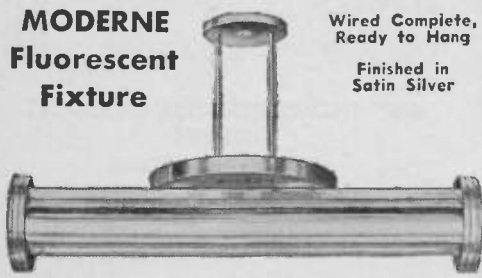
Fluor-O-Master INDUSTRIAL ADAPTER UNIT

Just Hang Up and Plug In!

This handsome new fluorescent fixture contains the latest improvements in fluorescent lighting. New starter compensator gives full brilliance of bulbs the moment the on and off switch is pulled. Increases light and reduces power load on present power lines. No installation costs. Just hang it up and plug in. Has a pair of 8 ft. chains for hanging and a 6 ft. rubber cord and plug. Comes completely wired, ready to hang. Has a handsome cocoa colored wrinkle finish and a white porcelain extremely cool, brilliant light. Both models have on and off switches.

WILSON Fluorescent Fixtures

MODERNE Fluorescent Fixture



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 trimmings is flawlessly finished in non-tarnishing brushed silver satin. These units are supplied wired complete with auxillaries, 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 \$15.00. Dir's., ea. \$6.83, less 2%, net..... **6.69**

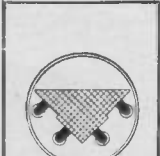
No. 5189. Takes 4 20-watt bulbs. List \$25.00. Dir's., ea. \$12.68, less 2%, net..... **12.43**

For Flush Mounting

Same as above only mounts flush against ceiling.

No. 5190. Takes 2 20-watt bulbs. List \$12.40. Dir's., ea. \$6.57, less 2%, net..... **6.44**

No. 5191. Takes 4 20-watt bulbs. List \$24.40. Dir's., ea. \$12.68, less 2%, net..... **12.43**



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 bulbs.) Complete with cord and plug to fit standard socket.

No. 5186. Takes 2 20-watt Bulbs. List \$11.30. Dir's., ea. \$5.75, less 2%, net..... **5.63**

No. 5187. Takes 4 20-watt Bulbs. List \$21.25. Dir's., ea. \$11.21, less 2%, net..... **10.99**

Fluro-O-Master **FLUORESCENT** COMMERCIAL and INDUSTRIAL FIXTURES

24" FLUORESCENT STORE UNIT

An ideal fixture for show rooms, offices, stores. Handsome, modern design. Satin Silvery aluminum trim, white porcelain reflecting surface. Takes type T-12 20 watt 24" fluorescent lamps. 110-120 volts A. C. (Priced less lamps.)

HANGING TYPE

26" Wide, 40" Long
 No. 5978. 4-light. List \$19.50. Dir's., ea. \$11.70, less 2%, net. **11.47**
 No. 5976. 6-light. List \$27.50. Dir's., ea. \$16.50, less 2%, net. **16.17**

CEILING TYPE

Same as above, but for flush mounting, with 6" holder.
 No. 5979. 4-light. List \$17.95. Dir's., ea. \$10.77, less 2%, net. **10.55**
 No. 5977. 6-light. List \$24.95. Dir's., ea. \$14.97, less 2%, net. **14.67**

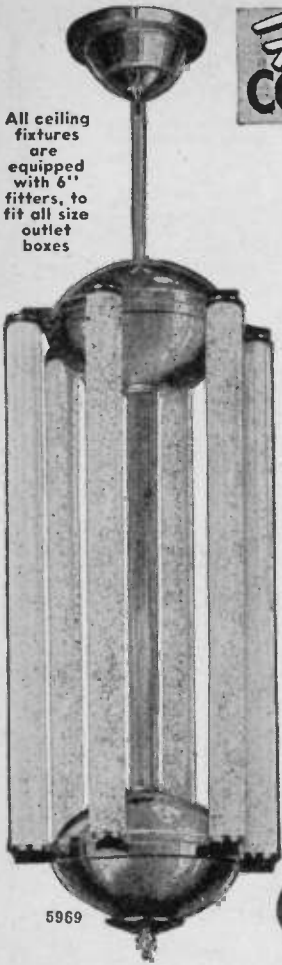
6 LIGHT HANGING STORE UNIT

The smart, distinctive lines of this Fluorescent fixture will introduce new beauty into its surroundings. Takes 6 type T-12 20 watt 24" Fluorescent lamps. Beautifully chrome plated. Ideal for use in lobbies, stores, public buildings, restaurants, etc. Length overall 40", width 12". Wt. 18 lbs. Wired complete, ready to hang. 110 volts, A. C. 60 cycles. (Priced less lamps.)
 No. 5969. List \$38.50. Dir's., ea. \$21.90, less 2%, net. **21.46**

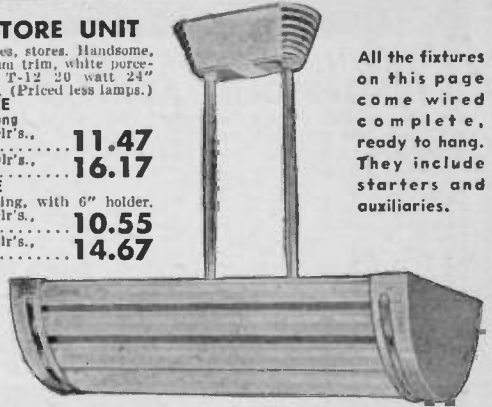
4 LIGHT UNIT

No. 5975. Same as above but takes 4 type T-12 20 watt lamps. List \$27.50. Dir's., ea. \$16.50, less 2%, net. **16.17**

All hanging fixtures are 40" overall from ceiling!



5869



All the fixtures on this page come wired complete, ready to hang. They include starters and auxiliaries.

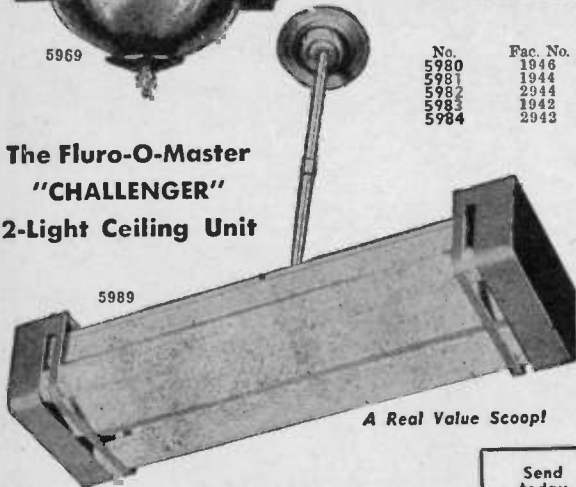
48" STORE UNIT

A really superb light for offices, lobbies, stores, restaurants—any place where fixtures of distinctive beauty are required along with brilliant cool light. Uses Type T-12 40 watt 48" fluorescent lamps. Finished in satin aluminum. Baked white porcelain reflecting surface. 95% high power factor. Dimensions of body, 50" long, 11" wide. Hanging type, extends 40" from ceiling. 110 volt A.C. only. (Priced less lamps.)



No.	Fac. No.	Type	List	Dir's. ea.	Less 2%
5980	1946	6 Lite Hanging	52.50	31.50	30.87
5981	1944	4 Lite Hanging	38.50	23.10	22.64
5982	2944	4 Lite Ceiling	38.95	22.17	21.73
5983	1942	2 Lite Hanging	22.50	13.50	13.23
5984	2943	2 Lite Ceiling	20.95	12.57	12.32

The Fluro-O-Master "CHALLENGER" 2-Light Ceiling Unit



5989

A Real Value Scoop!

48" INDUSTRIAL FLUORESCENT FIXTURE

With Adjustable Stem

A newly designed, low priced unit! Features a unique sectional stem which can be lengthened or shortened simply by adding or removing detachable sections. 95% power factor corrective. Takes 2 type T-12 40 watt, 48" fluorescent lamps. Chip-proof finish. Porcelain enamel reflector surface. Has three pair of sectional stems; two 12" and one 6". This enables fixture to hang 6", 12", 18", 24" or 30" from ceiling. Reflector, size 50" x 9" x 5". 110 volt A.C. only (Priced less lamps.)

No. 5985. List \$22.50. Dir's., ea. \$13.50, less 2%, net. **13.23**

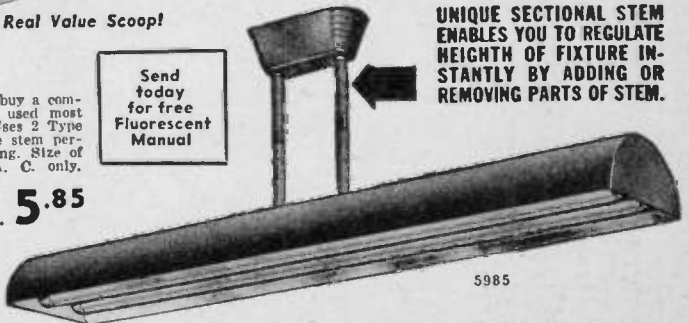
UNIQUE SECTIONAL STEM ENABLES YOU TO REGULATE HEIGHT OF FIXTURE INSTANTLY BY ADDING OR REMOVING PARTS OF STEM.

Send today for free Fluorescent Manual

For the first time in Fluorescent history, you can buy a complete, permanent fluorescent fixture, that can be used most anywhere—in the home, or in stores and offices. Uses 2 Type T-12 20 watts, 24" fluorescent lamps. Adjustable stem permits suspension of unit at 12" or 24" from ceiling. Size of unit, 25" long, 8" wide, 5" high. 110 volt A. C. only. (Priced less lamps.)
 No. 5989. List \$9.95. Dir's., ea. \$5.97, less 2%, net. **5.85**

Same as above For Flush Mounting

Equipped with 4" ceiling holder for flush mounting. (Priced less lamps.)
 No. 5990. List \$9.95. Dir's., ea. \$5.97, less 2%, net. **5.85**



5985

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. And 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.

All fixtures come wired complete with starter auxiliaries and sockets ready to hang (less bulbs).

Fits all 6 in. Hanging or Ceiling Holders—Converts Old Style Fixture Into A Fluorescent Unit — Simply Attach Like Glass Globe and Plug Into Socket.

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, 3 1/2" 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**



FLUOR-O-MASTER PIN-UP BRACKET



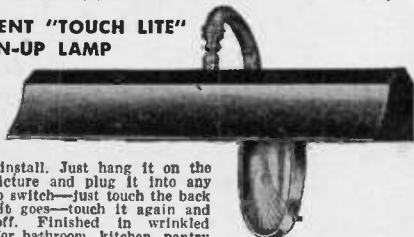
A handy decorative bracket which can be pinned on any wall, either horizontally or vertically. Merely plug cord into socket to convert old globe units into a modern sparkling fluorescent fixture. Ideal for bathroom, kitchen, pantry, bedroom, etc. As a bathroom bracket can be mounted on top or alongside 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**

No. 5987. Same as above only with gleaming, chrome-plated, removable, adjustable reflector. List \$8.95 (less bulb). Dir's., ea. \$4.17, less 2%, net. **4.09**

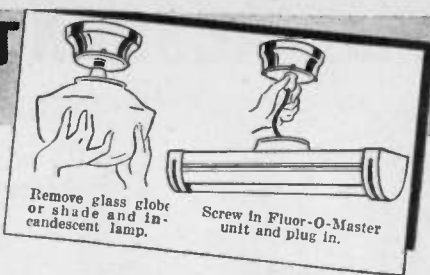
FLUORESCENT "TOUCH LITE" PIN-UP LAMP

Hangs On The Wall Like A Picture



Very easy to install. Just hang it on the wall like a picture and plug it into any wall socket. No switch—just touch the back plate and on it goes—touch it again and the light's off. Finished in wrinkle bronze. Ideal for bathroom, kitchen, pantry bedroom, etc. 18" long. Extends 9 1/2" from wall. 110-125 volt A.C. only. Takes one T-8 fifteen watt bulb.

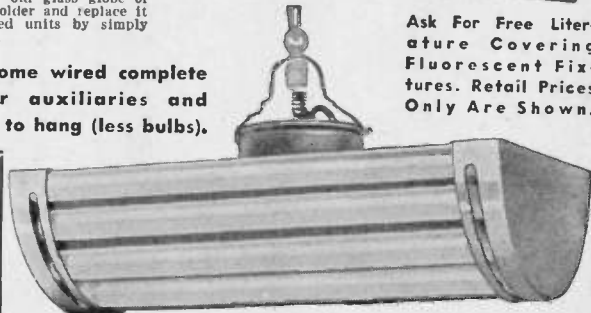
No. 5988. List \$7.90 (less bulb). Dir's., \$4.74, less 2%, net. **4.65**



Remove glass globe or shade and incandescent lamp.

Screw in Fluor-O-Master unit and plug in.

Ask For Free Literature Covering Fluorescent Fixtures. Retail Prices Only Are Shown.



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 2 1/4" fluorescent bulbs.

No. 5970. List \$17.95 (less bulbs). Dir's., ea. \$10.77, less 2%, net. **10.55**

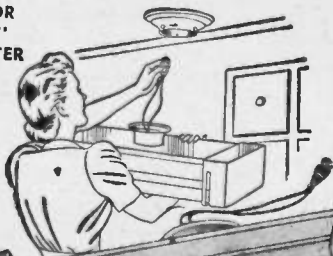
6-LIGHT HANGER CONVERTOR

Same as above only takes 6 T-12 twenty watt 24" fluorescent bulbs. 26" long, 13 1/4" wide, 6" deep.

No. 5971. List \$17.95 (less bulbs). Dir's., ea. \$14.97, less 2%, net. **14.67**

2-LIGHT KITCHEN CONVERTOR

FOR 4" FITTER



For Bathrooms Kitchens Bedrooms Etc.



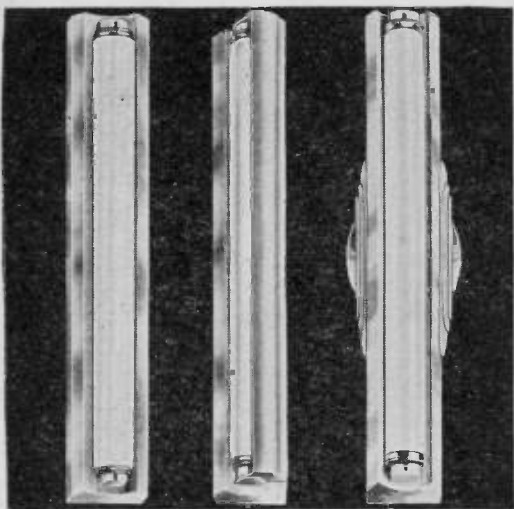
Modern, shadowless Fluorescent lighting with no installation cost! Merely plug into socket and transform any old style unit into a sparkling Fluorescent fixture. Made to fit any 4" kitchen, bathroom or bedroom fitter. 26" long, 10" wide, 6" deep, 12" cord and plug. Takes two T-8 fifteen watt 1 1/2" fluorescent 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**

SEND FOR A FREE COPY OF OUR FLUORESCENT CATALOG

Retail Prices Only Are Shown

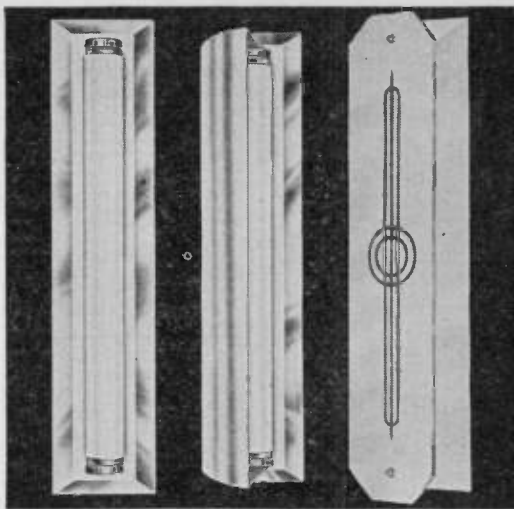
FLOURESCENT WALL BRACKETS



5164-67

5172

5099



5109

5129

5144

A modern, up-to-the-minute line of Fluorescent wall brackets which will produce a striking decorative effect in homes as well as commercial establishments. All units are wired complete with auxiliaries, ready to install. Brackets are wired with a convenient on and off switch. Operates on 110 volts, 60 cycles, A.C. only. Furnished less bulbs.

20 GAUGE SOLID BRASS BRACKETS

Finished in Polished Chrome 2 3/4 in. Wide

Concave Type

No.	Type of Lamp	Length	Dir's. ea.	4, ea.	Less 2%
5164	T-8 15 watt 18"	19"	6.10	3.66	3.59
5165	T-12 20 watt 24"	25"	6.80	4.08	4.00

Same as Above, Only with Outlets

5166	T-8 15 watt 18"	19"	6.40	3.84	3.76
5167	T-12 20 watt 24"	25"	7.10	4.26	4.17

Concave Type with Adjustable Reflector

5172	T-8 15 watt 18"	19"	7.80	4.68	4.59
5173	T-12 20 watt 24"	25"	8.80	5.26	5.17

Decorative Concave Type with Designed Back

5099	T-8 15 watt 18"	19"x1 3/8"	7.30	4.38	4.28
5108	T-12 20 watt 24"	25"x1 3/8"	8.00	4.80	4.70

*All units listed above are 2 3/4" wide

20 GAUGE STEEL BRACKETS

Baked White Enamel or Polished Chrome Finish

Flat Back Type

No.	Type of Lamp	Length*	Finish	List Dir's.	less 2%
5109	T-8 15 watt 18"	20 1/4"	White enam.	4.30	2.58
5126	T-12 20 watt 24"	26 1/4"	White enam.	4.60	2.76
5127	T-8 15 watt 18"	20 1/4"	Chrome plated	4.90	2.94
5128	T-12 20 watt 20"	26 1/4"	Chrome plated	5.30	3.18

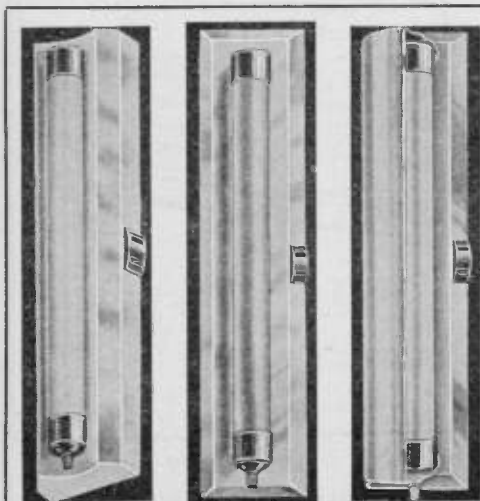
Flat Back Type with Adjustable Reflector

5129	T-8 15 watt 18"	20 1/4"	White enam.	5.50	3.30
5130	T-12 20 watt 24"	26 1/4"	White enam.	6.10	3.66
5131	T-8 15 watt 18"	20 1/4"	Chrome plated	6.30	3.78
5143	T-12 20 watt 24"	26 1/4"	Chrome plated	7.30	4.38

Flat Back Type with Frosted Designed Glass Panel

5144	T-8 15 watt 18"	20 1/4"	White enam.	6.20	3.72
5161	T-12 20 watt 24"	26 1/4"	White enam.	6.80	4.08
5162	T-8 15 watt 18"	20 1/4"	Chrome plated	6.80	4.08
5163	T-12 20 watt 24"	26 1/4"	Chrome plated	7.50	4.50

*All units listed above are 3 1/4" wide.



5853

5849

5857

LUMILINE BRACKETS

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 2 1/2 in. wide. Wired complete with on and off switch in bottom. Furnished less bulbs.

Flat Type

No.	Length	Lamp Size	Type	Dir's., ea.	4, ea.	Less 2%
5849	13 1/2 in.	12 in.	With outlet	1.47	1.31	1.29
5850	13 1/2 in.	12 in.	Less outlet	1.20	1.07	1.05
5851	19 1/2 in.	18 in.	With outlet	1.88	1.67	1.64
5852	19 1/2 in.	18 in.	Less outlet	1.67	1.48	1.45

Concave Type

5853	13 in.	12 in.	With outlet	1.61	1.43	1.40
5854	13 in.	12 in.	Less outlet	1.54	1.27	1.24
5855	19 in.	18 in.	With outlet	1.95	1.73	1.70
5856	19 in.	18 in.	Less outlet	1.83	1.63	1.60

Flat Type with Adjustable Reflector

5857	13 1/2 in.	12 in.	With outlet	2.21	1.96	1.92
5858	13 1/2 in.	12 in.	Less outlet	2.01	1.79	1.75
5859	19 1/2 in.	18 in.	With outlet	2.81	2.49	2.43
5848	19 1/2 in.	18 in.	Less outlet	2.67	2.37	2.32

G. E. Mazda Lumiline Lamps for Above 115-120 Volts—White Finish

No.	Length	Watts	Std. Pkg.	Ea.	4.25 net ea.	Std. Pkg. ea.
1173	12"	40	24	.75	.63 1/4	.60
1174	18"	60	24	.85	.72	.68

BEDROOM FIXTURES



A modern, all glass, semi-indirect lighting unit, 12" overall, 11" glass shade. Lamp capacity 100 watts. Wired complete. Ivory 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. 1/4" holder. No. 5135. Ivory glass No. 5138. 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 hulk 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 curved 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**

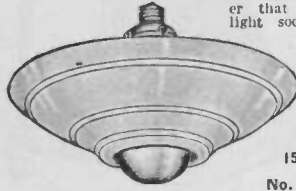


No. 5147. Antique Ivory No. 5143. White List \$1.80. Dir's., 90c. 3, ea. 81c, less 2% 150 Watt G. E. Silver Bowl Lamp for Above No. 1094. Dir's., ea..... **55c**

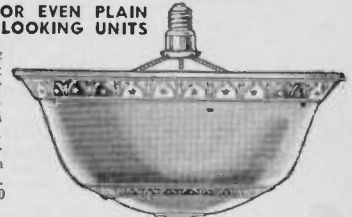


No. 5145. Ivory (List \$1.90. Dir's., 98c. Lots of 3, **86c** No. 5148. White (ea. 88c, less 2%, net..... **86c**

LIGHT MODERNIZERS CONVERTS OLD FIXTURES OR EVEN PLAIN LIGHTS INTO MODERN, SMART LOOKING UNITS

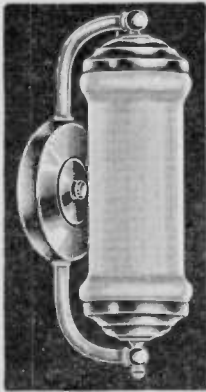


An attractive commercial unit adapter that screws into any standard light socket and transforms inefficient units into beautiful, semi-indirect lighting fixtures, 12" metal shade. Silver bowl lamp recommended. Length 7". No. 5147. Antique Ivory No. 5143. White List \$1.80. Dir's., 90c. 3, ea. 81c, less 2% 150 Watt G. E. Silver Bowl Lamp for Above No. 1094. Dir's., ea..... **55c**

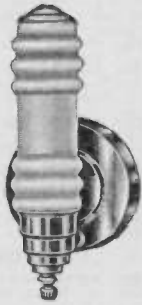


No. 5145. Ivory (List \$1.90. Dir's., 98c. Lots of 3, **86c** No. 5148. White (ea. 88c, less 2%, net..... **86c**

CHROME BATHROOM BRACKETS



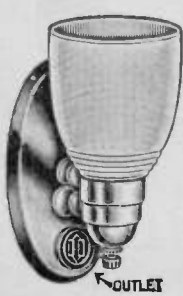
A smart chromium bathroom bracket that can be used for a mirror or side mirror. Special construction permits easy relamping and the use of a 40 watt lamp for maximum illumination. On and off switch. Height overall, 11". Extension 5". Wired complete. No. 5154. List \$2.75. Dir's., ea. \$1.88. Lots of 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. 41c, less 2%, net **40c**



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%, **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 2 1/2". 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 1/2". Ivory holder 5 1/2". No. 5158. Crystal No. 5159. Honey No. 5160. Ivory No. 5161. 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**



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., 65c. Lots of 12, 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

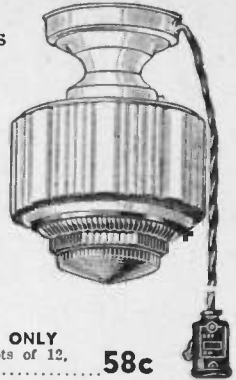
Wired Complete

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" filter and 6" crystal bottom.

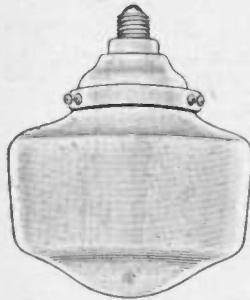
- No. 5019. Keyless. Dir's., ea. 85c. Lots of 12, ea. 80c, less 2% net **78c**
- No. 5020. With pull chain socket and 6-ft. cord. Dir's., ea., 90c. Lots of 12, ea., 85c, less 2% net **83c**
- No. 5021. With kitchen switch and tap. Dir's., ea., \$1.35. Lots of 12, ea., \$1.25, less 2% net **1.22**

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. 5023. List \$1.60. Dir's., ea., 80c. Lots of 8 ea. 74c, less 2% net **73c**

ADAPTER ONLY

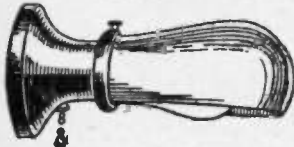
4-in. white enamel holder and Edison base adapter.

- 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

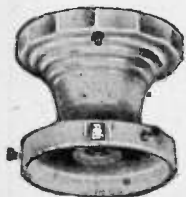
These holders are made of heavy metal, 6 in. across the top and 5 in. high. Has eyelet for pull-chain and K.O. for Levolver Switch. Takes 2-piece sign receptacle. Complete with strap and screws.

- 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

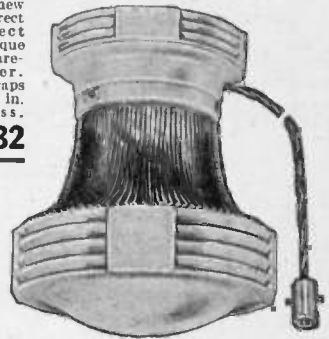
Shadowless Light

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, \$2.90. 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"x11"x7 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**

GLASS ONLY

- No. 5015. Dir's., ea., 75c. Lots of 12, ea., 68c, less 2% net **67c**



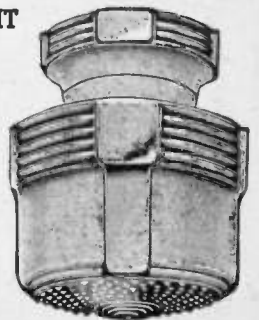
Opal KITCHEN UNIT

An attractive combination of smart design and excellent illuminating efficiency. Takes up to a 100 watt lamp. White opal glass with hobnail bottom. Size, 8 1/2" diam. with 4" fitter. Porcelain holder is wired complete with straps and screws. Pull chain socket.

- No. 5027. 1st. \$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. **40¢**
 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 6 ea., 65c, less 2%, net. **64c**

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**

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. 57½c. Lots of 2, ea. 50½c. 10 lots, **42½c**
 ea. 43½c, less 2%, net.

No. 5036. With pull chain. Dir's., ea. 65½c. 2 lots, ea. 57½c. **48½c**
 10 lots, ea. 49½c, less 2%, net.

Virden BEAM LIGHT



A 4" in. Beamlite 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

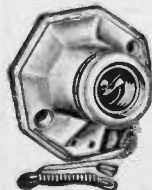


Wired complete with strap and screws. Two finishes to choose from. Diam. 6¾ in.

Keyless **With Pull Chain**
No. 5064. Ivory **No. 5066.** Ivory
 Pastelle. Pastelle.

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. 3¼ in. Dir's., ea. 24c. Lots of 10, ea. **22c**

No. 5039. 4 in. Dir's., ea. 32c. Lots of 10, ea. **26c**
 Lots of 50, ea.

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 36 inch lengths with either key socket and 5 in. x 4¼ in. glass shade or with fancy ball lamp adapter.

With Ball Lamp Adapter

No. 5046. Brownstone Finish. Dir's., ea. 70c. **65c**
 Lots of 10, ea.

No. 5047. Ivory Finish. Dir's., ea. 75c. Lots of **70c**
 10, ea.

With 2¼x7 In. Crystalline Shade

No. 5048. Brownstone 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. Brownstone 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.

Arrow PORCELAIN BEAM RECEPTACLE



Here's an outstanding value in an Arrow porcelain pull receptacle. Excellently constructed. Has a 2¼ inch shade holder. Comes equipped with insulated pull chain, and socket.

No. 5037. Dir's., ea. 73¼c. Lots of **54½c**
 2, ea. 65c. 10 lots, ea. 55½c, 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. 3¼" Dir's., ea. 19¼c. Lots of 10 **14¾c**
 ea. 17¼c. 30, ea. 15c, less 2%, net

No. 5041. 4" Dir's., ea. 28c. Lots of 10, **20¾c**
 ea. 24½c. Lots of 50, ea. 21¼c, 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. 3¼" size. Dir's., ea. 28¾c. Lots of 10, ea. 25c. Lots of 50, ea. 22c, less 2%, net **21½c**

No. 2349. 4" size. Dir's., ea. 37¾c. Lots of 10, ea. 33c. Lots of 50, ea. 28¾c, less 2%, net **27½c**

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 4½x5½ inches.

No. 5031. Without Outlet. Dir's., ea. \$1.28, less 2%, net. **1.25**

No. 5032. With Outlet. Dir's., ea. \$1.43, less 2%, net. **1.40**

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 80 watt capacity glass shade. Complete with swivel strap, ready to hang. Pull chain socket.

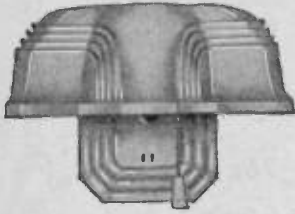
No. 5874. With outlet. Dir's., ea. \$1.43, less 2%, net. **1.40**

No. 5875. Less outlet. Dir's., ea. \$1.28, less 2%, net. **1.25**

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 $3\frac{1}{2} \times 5\frac{1}{2}$ 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 $3\frac{1}{2} \times 5\frac{1}{2}$ in. List \$3.40. Dir's., ea., \$1.70. Lots of 6, ea., \$1.60, less 2%, net..... **1.57**

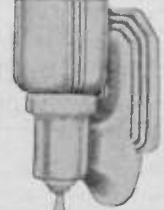


No. 5643. Less outlet. Backplate, $3\frac{1}{2} \times 5\frac{1}{2}$ in. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

No. 5644. With outlet. Backplate, $3\frac{1}{2} \times 5\frac{1}{2}$ 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**



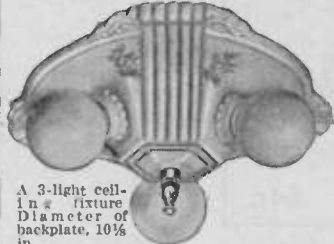
Backplate, $3\frac{1}{2} \times 6\frac{3}{4}$ "
 No. 5647. Less outlet. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

No. 5650. With Pull Chain. List \$1.20. Dir's., ea., 60c. Lots of 6, ea., 54c, less 2%, net..... **53c**

No. 5648. With outlet. List \$2.50. Dir's., ea., \$1.25. Lots of 6, ea., \$1.15, less 2%, net..... **1.13**

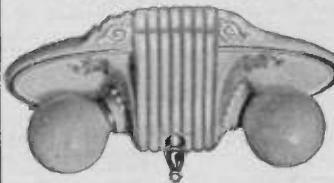
ORRINGTON SERIES

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.



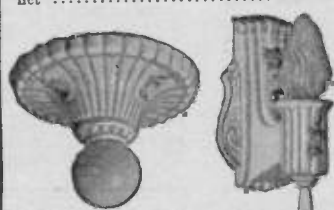
A 3-light ceiling fixture. Diameter of backplate, 10 $\frac{1}{2}$ in.

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**

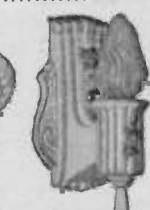


A 2-light ceiling fixture. Backplate, 6x10 $\frac{1}{2}$ in.

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, \$1.20. Dir's., ea., \$1.30. Lots of 6, ea., \$1.20, less 2%, net..... **1.18**



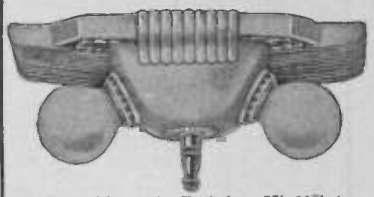
A keyless beamlite. Diameter of backplate, 8 $\frac{1}{2}$ in.
 No. 5653. List, \$1.70. Dir's., ea., 85c. Lots of 6, ea., 80c, less 2%, net..... **78c**



Bracket with pull chain and outlet. Backplate, 6 $\frac{1}{2}$ in.
 No. 5658. List, \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

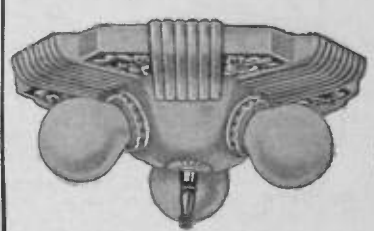
AURORA SERIES

A modern series of gleaming porcelain units artistically designed with under-glazed floral decorations. Finished in ivory. Wired complete ready to hang.



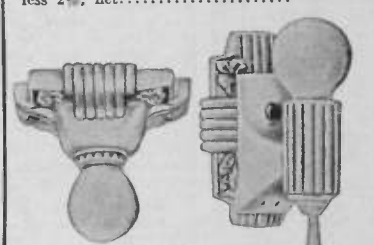
2-light ceiling unit. Backplate $5\frac{1}{2} \times 10\frac{1}{2}$ in.
 No. 5112. Keyless. List \$1.85. Dir's., ea., 93c. Lots of 6, ea., 87c, less 2%, net..... **85c**

No. 5113. Pull chain. List \$2.20. Dir's., ea., \$1.10. Lots of 6, ea., \$1.00, less 2%, net..... **98c**

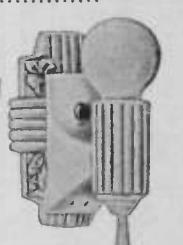


A 3-light ceiling unit with a $9\frac{1}{2} \times 9\frac{1}{2}$ in. backplate.

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" 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, $3\frac{1}{2} \times 5\frac{1}{2}$ 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

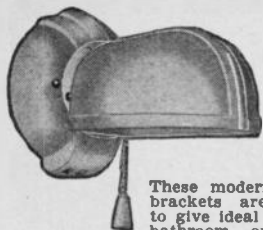


New Porcelain Pull Chain Bathroom Bracket. An attractive bathroom bracket made of finest white vitrified porcelain. Easy to keep clean. Comes with glass shade. Wired complete. Backplate, 6 in. high, 4 $\frac{7}{8}$ " wide.
 No. 5657. Without outlet. Dir's., ea., \$1.10. Lots of 12, \$1.00, less 2%, net..... **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.

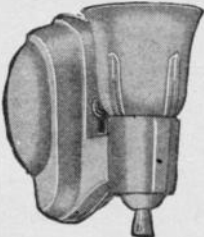
The Porcelier Line

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.

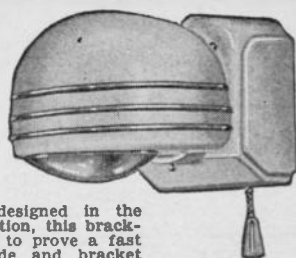


These modernly styled brackets are designed to give ideal lighting in bathroom or kitchen.

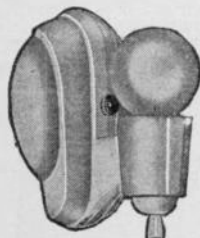
Made of vitreous white porcelain. Complete with matching half-shade. Backplate 4 1/2 x 5 in. Wired with pull chain.
No. 5120. Less outlet. List \$2.20. Dir's., ea. \$1.10, Lots of 6, ea. 96c, less 2%, net..... **94c**
No. 5121. With outlet. List \$2.50. Dir's., ea. \$1.25, Lots of 6, ea. \$1.10, less 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 4 1/2 x 5 1/2 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 bulb-eye and crystal lamp shade. 3 1/4" 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 4 1/2 x 5 1/2 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. 68c, less 2%, net..... **68c**



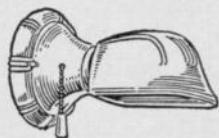
This bathroom bracket has a totally enclosed crystal her-ringbone half shade with a prismatic bottom. Reflects a soft, glareless light. 3 1/4" fitter. Complete with pull-chain switch. Backplate 3 3/4 x 3 1/2 in.
No. 5116. Less outlet. List \$2.70. Dir's., ea. \$1.35, Lots of 6, ea. \$1.20, less 2%, net..... **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**

The Virden Line

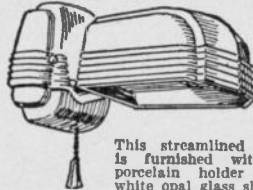
THE Virden units shown here are made of sparkling white porcelain, designed to add beauty wherever they may be installed. All units are wired complete, ready to hang. These units cannot tarnish and are easy to keep clean. Finish: Plain White.



A vapor-proof unit excellent for bathroom or shower. Diameter of canopy, 4 1/2". 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**



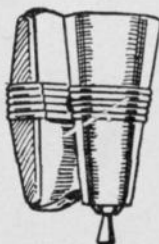
This streamlined unit is furnished with a porcelain holder and white opal glass shade. Diameter backplate 5 in. Finished in plain white. Wired with pull chain.
No. 5531. Less outlet. List \$2.40. Dir's., ea. \$1.20, less 2%, net..... **1.18**
No. 5532. With outlet. List \$2.70. Dir's., ea. \$1.35, less 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, 5 1/2 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 4 1/2 x 7 in. Extension 3 1/2 in. Available with or without outlet.
No. 5264. Less outlet. List \$1.35. Dir's., ea. 67c, less 2%, net..... **66c**



Streamlined, cup-like porcelain bracket with opal glass shade. Backplate 4 x 7 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 3 1/2 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 5 1/2 in. Finished in plain white. Wired complete, ready to install.
No. 5551. List \$1.05. Dir's., ea. 53c, less 2%, net.... **52c**

No. 5265. With outlet. List \$1.65. Dir's., ea. 83c, less 2%, net..... **81c**

Lightolier LIGHTING FIXTURES

For KITCHEN and BATHROOM

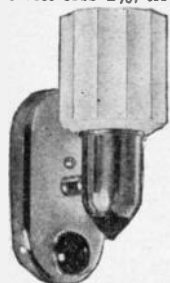


In these new Lightoliers, designed especially for use in kitchen and bathroom, every innovation in lighting technique has been incorporated. Not only will these lighting units give the utmost in efficient illumination, but will also add charm and interest to interiors.



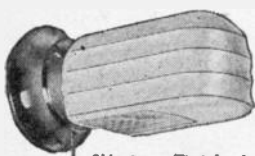
A sparkling unit finished in chromium. Sheds mellow, glareless light. White glass. Equipped with pull chain socket. Crystal knob on chain. Width, 8 1/2 in. Length, 4 3/4 in. Extension 7 1/8 in. Takes 60 watt bulb. Available with or without a convenience outlet.

- No. 5722. Without Outlet. List \$4.35. Dir's., ea. \$2.18, less 2%, net..... **2.14**
 No. 5723. With Outlet. List \$4.95. Dir's., ea. \$2.48, less 2%, net..... **2.43**



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. Dir's., ea. \$2.63, less 2%, net..... **2.58**
 No. 5719. Without Outlet. List \$4.65. Dir'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.

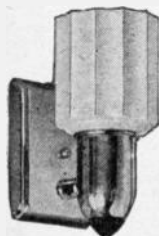
- No. 5717. List \$4.65. Dir's., ea. \$2.33, less 2%, net..... **2.28**

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. 11 1/2 in. wide, 4 1/2 in. long, 4 7/8 in. extension. Chromium finish. Pull chain switch.
 No. 5716. List \$10.35. Dir's., ea. \$5.18, less 2%, net..... **5.08**



No. 5716



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. Dir's., ea. \$2.03, less 2%, net..... **1.99**

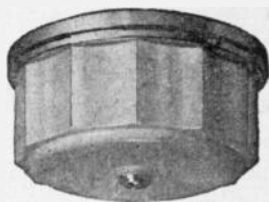
All Units Are
Wired Complete,
Ready to Hang

Send for Free Fixture Catalog

Sell Lighting Fixtures direct from this catalog—no stock or investment is necessary and retail prices only are shown.

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. List \$7.35. Dir's., ea. \$3.68, less 2%, net..... **3.61**



No. 5713



No. 5712

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. Dir's., ea. \$2.93, less 2%, net..... **2.87**

40 watt bulb. Attractively designed chromium holder. Complete ready to hang.

- No. 5714. List \$4.05. Dir's., ea. \$2.03, less 2%, net..... **1.99**



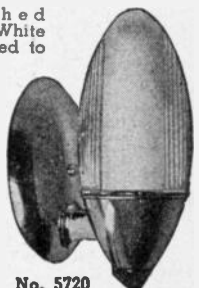
No. 5714



- Chromium finish. Equipped with pull chain switch.
 No. 5715. List \$5.55. Dir's., ea. \$2.78, less 2%, net..... **2.72**

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 8 1/4 in.

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. Dir's., ea. \$2.93, less 2%, net..... **2.87**



No. 5720



- 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 3/8 in.
 No. 5724. List \$3.75. Dir's., ea. \$1.88, less 2%, net..... **1.84**

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LIGHTING FIXTURES

CHROME PLATED UTILITY UNITS



5353

A gleaming bathroom bracket finished in Chromium. Backplate 2½x3". Wired with turn switch.

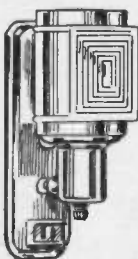
No. 5352. Less Outlet. List \$2.70. Dir's., \$1.35, less 2%, net..... **1.32**

No. 5353. With Outlet. List \$3.00. Dir's., \$1.50, less 2%, net..... **1.47**

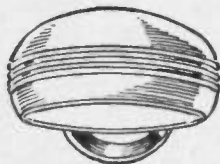
Adjustable glass shade throws light where needed. Backplate 2½x3". Wired with turn switch. Finished in Chromium.

No. 5350. Less Outlet. List \$4.50. Dir's., \$2.25, less 2%, net..... **2.20**

No. 5351. With Outlet. List \$4.80. Dir's., \$2.40, less 2%, net..... **2.35**



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 loured bottom. Glass 6¼" 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

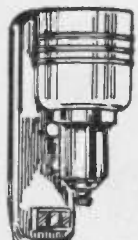
Designed with a 6 in. opal glass cylinder. Backplate 2½x8". Wired with turn switch. Finished in chromium.

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 2½x8". 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 7¼". Depth 5". 60 watt capacity. Finished in chromium.

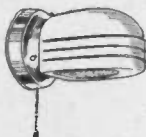
No. 5385. List \$2.85. Dir's., ea. \$1.43, less 2%, net..... **1.40**



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 loured bottom. Chromium holder. 3¼" fitter.

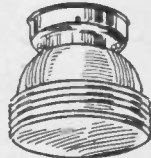
No. 5588. Plain White. List \$2.55. Dir's., ea. \$1.28, less 2%, net.... **1.25**

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 8½ 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 2½x15 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**



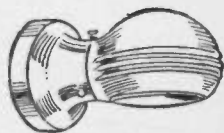
White glass with crystal lines and bottom loures make this unit outstanding in design. Spread 6". Depth 5½". Chromium holder. One light fixture.

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 4¾". 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.

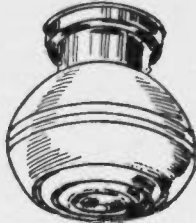
Virden LIGHTING FIXTURES

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 circlet. 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**



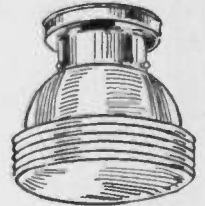
Designed for kitchen or bathroom. Chromium holder. White glass with crystal louvered bottom. 8 1/4" glass spread. 150 watt capacity.

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**



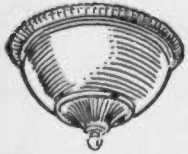
Smartly designed in the modern manner with a chromium holder and white glass with crystal line. Bottom louvere add to distinction.

No. 5428. 3" spread, 5 1/4" depth. 2 lights. List \$4.50. 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**

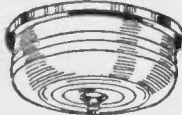


A smartly designed utility unit with opal ribbed glass and chromium holder. Diameter of glass 8 1/4". 150 watt capacity. Ideal for bedroom or kitchen.

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 1/4". Ivory glass with crystal headlights. Complete with lamp clip.
 No. 5444. List \$1c. 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**



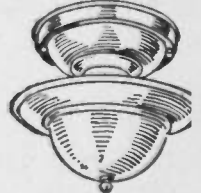
A one light fixture with crystal etched glass. 60 watt capacity. Spread 7 1/4". Depth 5". Finished in Colonial brass.

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**

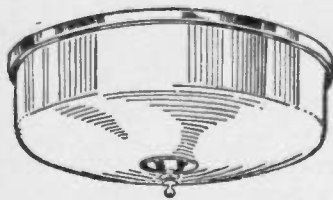


A handy utility unit with chromium holder and opal glassware, 6" diameter. Depth 5". 60 watt capacity.

No. 5422. List \$2.70. Dir's., ea. \$1.35, less 2%, net ... **1.30**

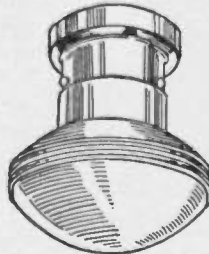


An indirect ceiling light finished in ivory. Spread 7 1/4 in. 75 watt capacity. Ivory finish.
 No. 5514. List 95c. Dir's., ea. 48c, less 2%. net **47c**



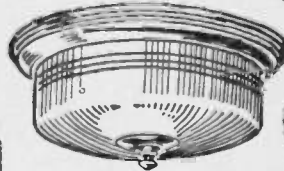
This unit makes a most attractive ceiling unit and can be used most anywhere throughout the home. Ceiling ring is chromium plated. Equipped with sockets to take 40 watt lamps in each. Opal glass produces soft, glareless light.

No.	Diam.	Depth	Lights	List	Dir's., ea.
5424	9"	4 1/2"	2	\$3.30	\$1.65
5427	11"	5 1/4"	2	5.10	2.55
5425	13"	4 3/4"	3	6.90	3.45
5426	15"	5 1/4"	3	8.70	4.38



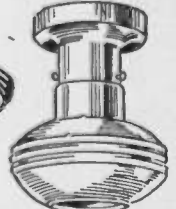
This unit for bathroom or kitchen has a plain white opal glass with white enamel holder. Glass 8 1/2 in. 150 watt capacity.

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 3/4". 2 lights. 150 watt cap.

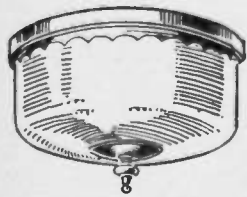
No. 5453. List \$7.80. Dir's., ea. \$3.90, less 2%, net.... **3.82**



An attractively priced fixture with white enamel holder on open bottom opal glass. Glass diameter 6 1/4". 100 watt capacity. For kitchen or bathroom.

No. 5285. List \$1.56. Dir's., ea. 78c, less 2% net **76c**

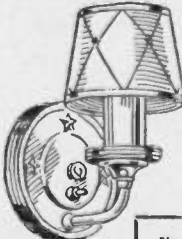
COMBINATION BEDROOM FIXTURES



A 2-lite ceiling unit which can be used for store, office or general commercial lighting. Opal glassware. Holder finished in Colonial brass or Medallion.

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	

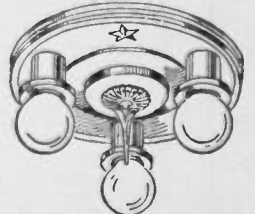
MEDALLION BRONZE FINISH					
No.	Diam.	Capacity	List	Dir's.	
5964	9"	80 Watts	3.90	1.95	
5965	11"	150 Watts	5.40	2.70	



Complete with Shade

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.



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 1/4 in.	2.55	1.28	1.25
*5476	1-Lite Bracket	4 1/4 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

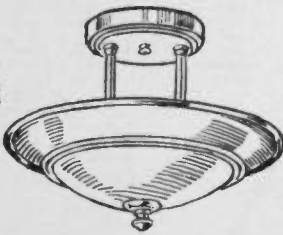


These semi-indirect bedroom units are designed in a variety of colors in delicate pastel tones to match in perfect harmony with the decorative schemes of homes. Ivory holder. 10" glass spread. 100 watt capacity.

- 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. 5608. 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".

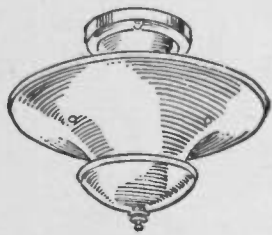
- No. 5756. List \$2.25. Dir's., ea. \$1.13, less 2%, net... **1.11**

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 glassware 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 distinctive looking utility lighting fixture with a 12 1/2" ivory tint glass spread. 150 watt capacity. Depth overall 11 1/4". Finished in ivory and gold.

- No. 5829. List \$5.40.
- Dir's., ea. \$2.70, less 2%, net... **2.65**



A semi-indirect unit with crystal etched glass. Ideal for bedroom installation. Ivory holder. Spread 7 1/2". 60 watt capacity. This unit will harmonize with practically any decorative scheme.

- No. 5816. 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.

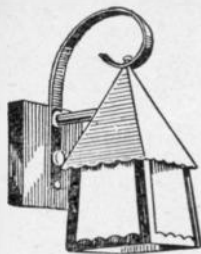
- No. 5388. List \$3.75. Dir's., ea. \$1.88, less 2%, net... **1.84**



Virden LIGHTING FIXTURES

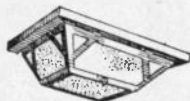
Rustproof Outdoor Lanterns

THERE is a big field for decorative lanterns, practically untouched, which affords a good source for extra profits. In Virden lanterns, we have a line of outdoor lanterns that were carefully selected with an eye to durability as well as to decorative design. All units are wired complete.



Made of rustproof iron. Lantern cage 4x3 1/4 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 1/4 in. deep.

No. 5343. List \$3.90. Dir's., ea. \$1.95, less 2%, net **1.91**



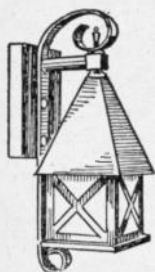
A rustproof iron lantern, finished in black enamel and has Silver Moss Glass panels. Size: 5 1/4" x 5 1/4" x 6 1/4". Wired complete.

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 8 1/4" x 4 1/2". Lantern cage, 9 1/4" x 5 1/4". 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. 5340. 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 1/4 x 4 in. Overall length 11 in. Extension 5 1/4 in.

No. 5661. List \$4.50. Dir's., ea. \$3.25, 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 1/4" x 5 1/4".

No. 5473. List, \$4.95. Dir's., ea. \$2.48, less 2%, net **2.43**



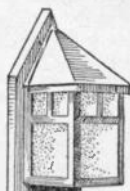
A lantern that will withstand the acid test of weather. Lantern case 5x5 1/2 in. Length 10 1/2 in. Extension 5 in. Made of cast aluminum and brass with antique crystal panels. Finished in forged iron.

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 1/4 in. square by 3 1/4 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**



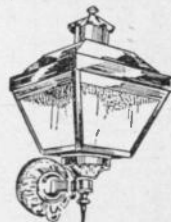
A handsome lantern, made of rustproof iron with Silver Moss Glass panels. Backplate, 10"x4 1/2". Finished in black enamel. Wired complete.

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 1/4". 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 1/4 x 4 in. Length 11 in. Extension 9 1/2 in.

No. 5666. List \$8.85. Dir's., ea. \$4.43, less 2%, net **4.34**

Virden 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.

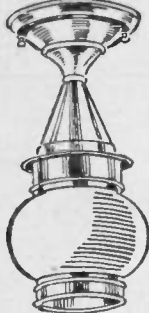
No. 5669. List \$6.30. Dir's., ea. \$3.15, less 2%, net..... **3.09**

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



5392

An attractive ceiling type lantern, made of solid rust-proof copper. Crystal etched glass. Length 11½ in. Lantern 9¾x5¼ in. Wired complete, ready to hang.

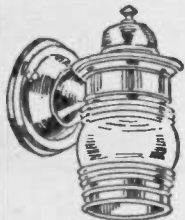
No. 5392. List \$4.50. Dir's., ea. \$2.25, less 2%, net..... **2.20**

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.

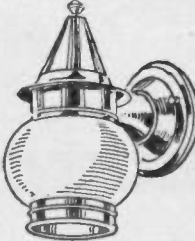
No. 5398. List \$4.05. Dir's., ea. \$2.03, less 2%, net..... **1.99**



5398



Adverse weather will not affect the durable construction of this lantern. Crystal marine globe. Made of solid copper. Extension 6½ in. Lantern 8x1½ 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 to withstand elements. Crystal etched glass. Extension, 6¾ in. Lantern, 9¾x5¼ in. Back plate, 5¾ in. 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, 6½ 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.

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. \$1.40. Lots of 4, ea. \$1.30, less 2%, net **1.27**



5847

THE REVERE

Made of solid rust-proof 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. \$1.40. Lots of 4, ea. \$1.30, less 2%, net **1.27**



5846

THE PROVIDENCE

Unit wired with one light. Finished in black gold trim. Clear cylinder glass. Extension from wall 7¼ in. Height overall 7½ in. Diameter 5½ in.

No. 5845. List \$3.90. Dir's., ea. \$1.70. Lots of 4, ea. \$1.55, less 2%, net **1.52**



5845

EXIT LIGHT

Made of rustproof iron with 2 socket attachments. Sliding glass panel. 6x12x½ 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.

SEMI-FLUSH TYPE

No. 5632. Box size 4¾"x7¾"x1" deep. Frame size, 6"x9"x1½" deep. List \$7.95. Dir's., \$2.65. Lots of 4, ea. **2.45**

No. 5639. Box size, 8"x8"x4" deep. Frame size, 10"x10"x1½" deep. List \$9.60. Dir's., \$3.25. Lots of 4, ea. **2.94**

No. 5840. Box size 6¼"x6¾"x1¼" deep. Frame size, 8"x8". List \$6.30. Dir's., ea. \$2.65. Lots of 4, ea. \$2.50, less 2%, net..... **2.45**

No. 5841. Box size, 6¾"x10¾"x4¼". Frame size, 7½"x12". List \$7.80. Dir's., ea. \$3.25. Lots of 4, ea. \$3.00, less 2%, net..... **2.94**

SQUARE FLUSH TYPE

No. 5641. Box size, 6¾"x6¾"x4¼". Frame size, 8"x8". List \$5.55. Dir's., ea. \$2.35. Lots of 4, ea. \$2.25, less 2%, net..... **2.20**

Round Flush Type

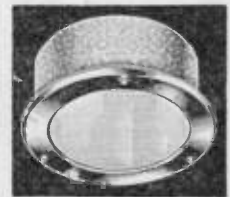
No. 5637. Box size 6¼"x4¼". Frame diam. 8¼". List \$5.55. Dir's., ea. \$2.35. 4, ea. \$2.25, less 2%, net..... **2.20**

No. 5638. Box size 8¼"x4¼". Frame diam. 10¼". List \$7.50. Dir's., ea. \$3.15. 4, ea. \$3.00, less 2%, net..... **2.94**

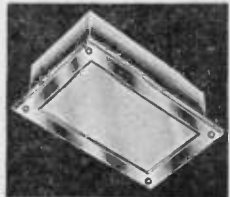
Oblong Flush Type

No. 5639. Box size 6¼"x10¾"x4¼". Frame size 7½"x12". List \$5.55. Dir's., ea. \$2.35. Lots of 4, ea. \$2.20, less 2%, net..... **2.20**

No. 5640. Box size 7½"x4¾"x1¼". Frame size 6"x8". 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

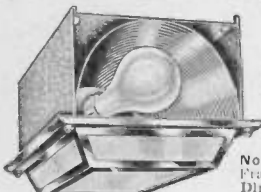
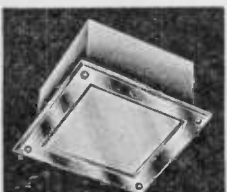


Illustration shows construction of semi-flush units.



Square Flush Type

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.



5899

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	13½x16 in.	13.95	6.98	6.84
5902	2 lite semi ceiling..	120	12x13½ 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	8x12 in.	8.85	4.43	4.34
†5905	1 lite.....	60	8½x11½ 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



5901



5905



5903-4

Brackets Wired with
On and Off Switch



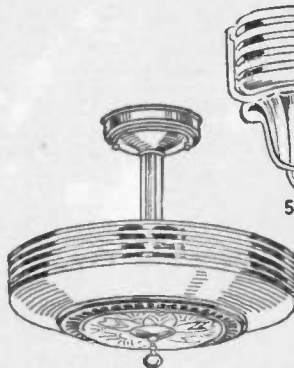
5902

The CARLETON Series

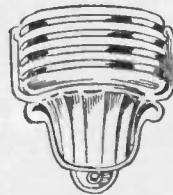
THESE beautiful units, of modern design, produce the highly desirable effect of indirect lighting, combined with a softly diffusing direct light through the decorative glass bottom. A crystal finial ornament adds an attractive finishing touch to the design. Finished in ivory and gold with bottom glass plate ivory with gold cluster border. Wired complete, ready to hang.



5800



5802



5798

Wired Complete,
Ready to Hang

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	16x13½ in.	12.90	6.45	6.32
5801	2-Lite Ceiling	200	13½x12 in.	8.70	4.35	4.26
*5798	1-Lite Bracket	60	7x7½ in.	4.50	2.25	2.20

*On and off switch.

†Center switch controls 1 or 2 Lites.

Ivory and
Gold Glass
Bottom



5799

LIGHTING FIXTURES

Wirden

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	15½x28 in.	\$11.70	\$5.85	\$5.73
5821	1-Lite Drop	150	12½x27 in.	7.95	3.98	3.90
5824	1-Lite Ceiling	200-300	15½x12¾ in.	9.90	4.95	4.85
5823	1-Lite Ceiling	150	12½x11½ in.	5.40	2.70	2.65
5825	1-Lite Hall	60	7½x9½ in.	2.55	1.28	1.25
‡5826	1-Lite Converter..	60	7½x7½ in.	1.80	.90	.88
*5563	1-Lite Bracket	60	5x6¾ in.	3.60	1.80	1.76

‡Screws into any medium base socket.
*Complete with on and off switch.

Semi-Indirect Lighting

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.



5822



5821



5563



5824



5826

Virden

LIGHTING FIXTURES

The GLENDALE Series



5793

IN FIXTURES of the Glendale series, one finds all of the desired lighting qualities recommended by leading lighting engineers and at a cost which brings them well within the reach of the most modest lighting budget. Ivory glass shade sheds soft, glareless light. Available in several finishes.

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 1/4 x 13 1/2 in.	3.90	1.95	1.91
5797	1-Lite Hall	Bronze—Chrome	9 1/4 x 13 1/2 in.	3.90	1.95	1.91
*5785	1-Lite Bracket	Ivory—Gold	4 3/4 x 4 3/4 x 6 1/2 in.	2.85	1.43	1.40
*5786	1-Lite Bracket	Bronze—Chrome	4 3/4 x 4 3/4 x 6 1/2 in.	2.85	1.43	1.40

*On and off switch.

†Switch controls 2, 3 or 5 Lites.



5785

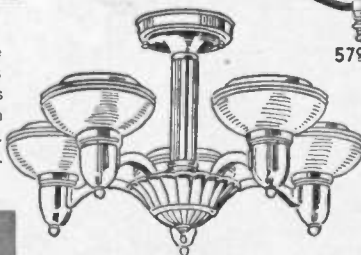


5797

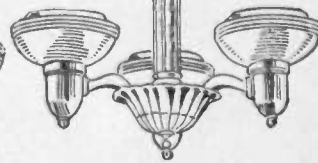


Wired Complete, Ready to Hang

Complete with Ivory Glass Shades



5790



5791

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.



5895



5894



5898



Wired Complete, Ready to Hang

5896

NO.	DESCRIPTION	SIZE	LIST	DLR'S., EACH	LESS 2% NET
†5894	1-Lite Bracket.....	10x3 1/4 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

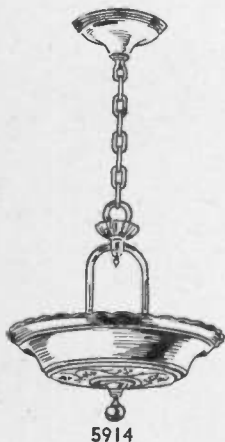
Wirden

The 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 ivory with crystal high-lighted relief.

No.	Description	Finish	Watt Cap.	Overall Size	List	DL'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.



Available in Ivory and Brass with Crystal or Weathered Bronze with Crystal

Combines Colonial Design with Modern Lighting

Wired Complete, Ready to Hang



5918



5912 ↑



5916

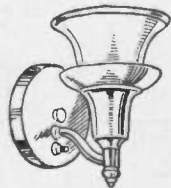
The BRIGHTON Series



Wired Complete, Ready to Hang

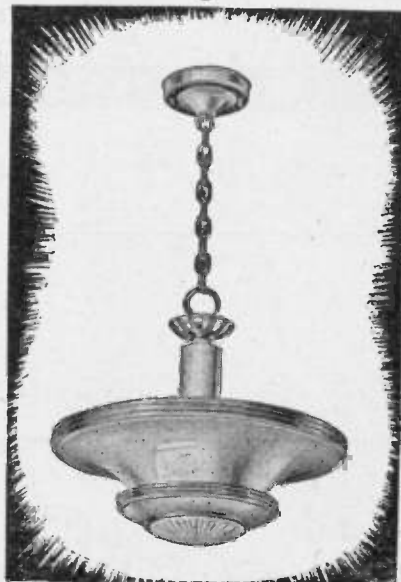
THE Brighton Series symbolizes indirect and semi-direct light that is so restful to the eyes. It fills the room with a pleasant inviting mellow light and is more economical than poor light from fixtures that are out of date. Available in two finishes, Ivory-Gold with Crystal, or Chromalium with Crystal. Fixtures are wired complete, ready to hang. Nos. 5906-7 have ivory glass bottoms that reflect soft, semi-indirect light.

Brackets Wired with Switch



5911

5906 →



5908

Available in Ivory and Gold or Chromalium Finish

No.	Description	Finish	Watt Cap.	Size	List	DL's., ea.	Less 2%
*5906	1 Lite Drop.....	Ivory & Gold	200	15x36 in.	\$6.90	\$3.45	\$3.38
*5907	1 Lite Drop.....	Chromalium	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.....	Chromalium	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.....	Chromalium	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 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



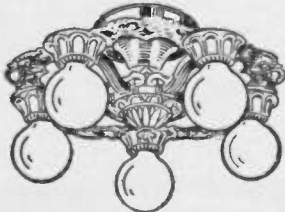
5617



5619



5618



5615

NO.	DESCRIPTION	OVERALL SIZE	LIST	DLR'S., EACH	Lots of 4, ea.	LESS 2% NET
5615	5-Lite Ceiling.....	15½x10 in.	\$4.50	\$2.25	\$2.10	\$2.06
*5616	5-Lite Drop.....	15½x36 in.	4.65	2.33	2.15	2.11
5617	3-Lite Ceiling.....	13½x2¼ in.	2.70	1.35	1.25	1.22
*5618	3-Lite Drop.....	13½x36 in.	3.90	1.95	1.80	1.76
*5878	2-Lite Drop.....	13½x36 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.....	5¼x9½ in.	1.65	.83	.75	.73
†5620	1-Lite Bracket.....	5¼x9½ 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.

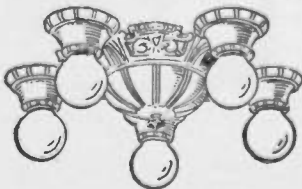
NO.	DESCRIPTION	OVERALL SIZE	LIST	DLR'S., EACH	LESS 2% NET
*5775	5-Lite Drop.....	16x36 in.	\$5.85	\$2.93	\$2.87
*5774	3-Lite Drop.....	12½x36 in.	4.65	2.33	2.28
*5772	2-Lite Drop.....	12½x36 in.	3.90	1.95	1.91
5779	5-Lite Ceiling.....	16x4½ in.	3.90	1.95	1.91
5778	3-Lite Ceiling.....	12½x3¼ in.	2.40	1.20	1.17
5777	2-Lite Ceiling.....	12½x3¼ in.	1.80	.90	.88
*5770	2-Lite Bracket.....	2½x10½x8 in.	2.55	1.28	1.25
*5769	1-Lite Bracket.....	4½x10½x4¾ in.	1.80	.90	.88
†5771	1-Lite Bracket.....	4½x10½x4¾ in.	2.25	1.13	1.11
*5776	1-Lite Pantry.....	7½" Diameter	1.35	.68	.67

*Complete with off and on switch.

†With Outlet.



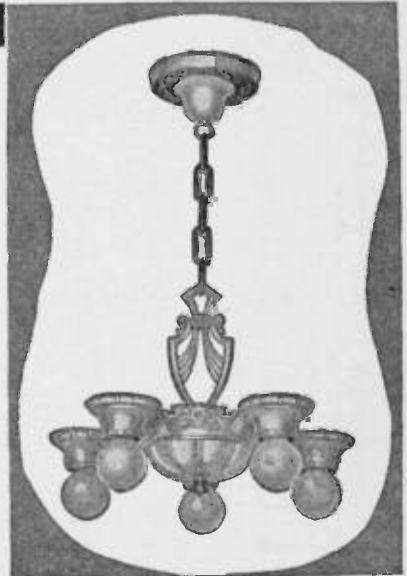
5771



5779



5776



5775

Wired Complete Ready to Hang

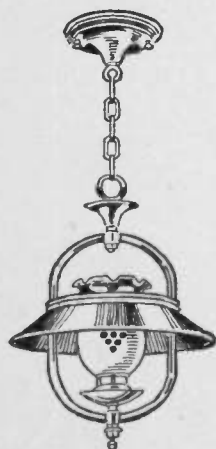
Finished in Ivory and Gold

LIGHTING FIXTURES

Ward

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



5783

NO.	DESCRIPTION	Watt Capacity	Overall Size	List	Dir's., ea.	Less 2% net
5783	5 Lite Drop.....	300	19x36 in.	\$19.50	\$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

The AVALON Series



5503



5505



5499



5504



5501

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 1/2 x 36 in.	6.75	3.38	3.31
5505	1 Lite Ceiling.....	6 1/2 x 16 in.	4.89	2.40	2.35

*Switch in bottom controls 2, 3 or 5 lights.

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 BREWSTER Series



5920

Wired Complete,
Ready to Hang



5923

Complete with
Crystal Shades



5510

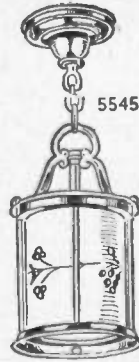
Finished in Forged Iron and Old Brass

All 3 and 5 Light Hanging Fixtures are
36" in Length

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	5x12 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	1 Beam Lite.....	60	3x7 1/2 in.	1.95	.98	.96

*On and off switch. †Complete with ivory glass globes.

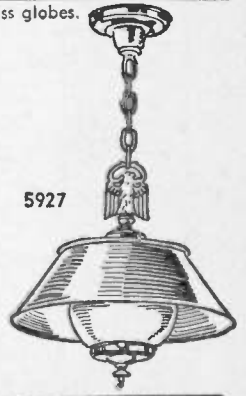


5545

Finish: Colonial Brass
with Crystal



5925

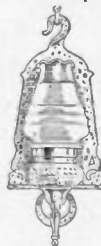


5927

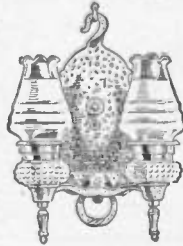
The NEW HARWICH Series

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



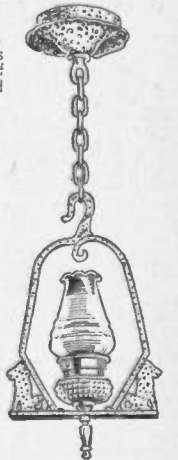
5506



5507



5511



5508

No.	Description	Overall Size	List	Dir's., ea.	Less 2% net
5510	5 Light Candle.....	17x36 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 Life 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

Lightolier

LIGHTING FIXTURES



THE HOMESTEAD SERIES

Homestead Lightoliers are a happy combination of Colonial design and shaded light which meets the demand for better light—better sight equipment for Colonial homes. Its simple lines and attractive, Cheerio glass shades are appropriate for any type of interior—especially Early American and Cape Cod. Cheerio glassware has a raised floral leaf motif that beautifully sets off the rich, warm effect of the glass. Finished in polished Colonial brass.

Wired Complete Ready to Hang



No. 5687

Nos. 5686 and 5687 Equipped with 3-Light Switch

Finished in Polished Colonial Brass



No. 5693

Semi-Indirect Lighting with Cheerio Glassware

Brackets Wired with Switch



No. 5686

Made of Heavy Brass Through-out



No. 5694

No.	Description	Spread	List	Dir's., ea.	Less 2% net
5686	*5 Lite Drop.....	20 ³ / ₄ x42 in.	28.35	11.25	11.02
5687	†6 Lite Drop.....	22 x48 in.	43.35	15.65	15.34
5689	3 Lite Drop.....	15 ¹ / ₂ x36 in.	18.75	7.30	7.15
5690	5 Lite Ceiling.....	20 ³ / ₄ x13 in.	28.35	11.25	11.02
5691	3 Lite Ceiling.....	15 ¹ / ₂ x11 in.	18.75	7.30	7.15
5692	1 Lite Hall Ceiling.	7 ¹ / ₂ x12 ¹ / ₂ in.	9.75	4.30	4.21
5693	1 Lite Hall Drop....	7 ¹ / ₂ x36 in.	9.75	3.95	3.87
5694	1 Lite Bracket.....	6 ¹ / ₂ x 7 ⁷ / ₈ in.	8.55	3.40	3.33

*With 2-3-5 Lite Switch.

†With 2-4-6 Lite Switch.



No. 5692

THE CENTURY SERIES

This Series is designed and engineered to give greater satisfaction in the two important functions of home lighting—refreshing beauty and efficient lighting—and at a price that spells volume sales. The diffused illumination which these fixtures provide is entirely devoid of glare. Cheerio ridged glass provides soft, mellow light. Finished in Chromium and Maroon.

Brackets Wired with Switch



No. 5679

Finished in Chromium and Maroon



No. 5684

Cheerio Glass Bowls Provide Glareless Light



No. 5681

Wired Ready to Hang



No. 5685

No.	Description	Size	List	Dir's., ea.	Less 2% net
5679	*5 Lite Drop.....	20 x42 in.	19.35	8.60	8.43
5680	5 Lite Ceiling.....	20 x19 in.	19.35	8.60	8.43
5681	†3 Lite Drop.....	17 x36 in.	14.85	6.45	6.32
5682	3 Lite Ceiling.....	17 x15 in.	14.85	6.45	6.32
5683	1 Lite Hall Drop....	9 ³ / ₈ x36 in.	8.25	3.35	3.28
5684	1 Lite Hall Ceiling..	9 ³ / ₈ x 8 ³ / ₈ in.	4.80	2.45	2.40
5685	1 Lite Bracket.....	6 ¹ / ₂ x 7 ⁷ / ₈ in.	5.85	2.45	2.40

*With 2-3-5 Lite Switch.

†With On and Off Switch.



No. 5683

Virden LIGHTING FIXTURES

DIRECT-INDIRECT COMMERCIAL LIGHTING UNITS

For Store, Office and Showroom Illumination

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".

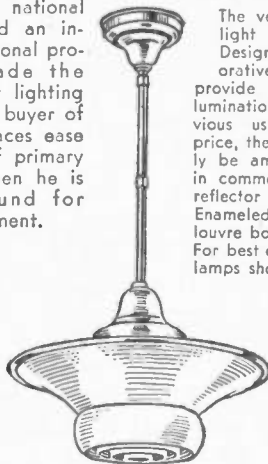
No. 5411. Uses 200-300 medium base bulb. List \$13.05. Dir's. ea., \$6.25, less 2%, net..... **6.12**

No. 5412. Uses 300-500 Mogul base bulb. List \$13.65. Dir's. ea., \$6.83, less 2%, net..... **6.69**

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 CRITERION SERIES

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.



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**

Wired
Complete
Ready
to Hang



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

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 high-light around the edge. Can be used with old hanger. Available for 4" or 6" fitters. Hangers, 24". Overall length 32".



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**

COMMERCIAL FIXTURES

G. E. TEXTOLITE 14-INCH STORE UNIT

A Smart, New Idea in Decorative Store Lighting



This unit features a 1 1/4" 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 swing 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, 36". Wired complete ready to hang.

No. 5132. List \$9.00. Dir's., ea. \$4.50. Lots of 3, ea. \$4.05, less 2% net

3.97

ELITE Commercial Unit

An inexpensive, attractively designed store unit which combines decorative appeal with quality illumination. Has an opal white glass unit with modern fitted 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

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.	Takes Lamp	Dir's., ea.	4 lots, ea.
5005	10"	75 Watt	\$1.35	\$1.25
5008	12"	150 Watt	1.80	1.60
5007	14"	250 Watt	2.20	2.00
5008	16"	300 Watt	2.65	2.45

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.
No. 5096. Dir's., ea. \$2.10. Lots of 6, ea. \$1.90. Lots of 12, ea. \$1.70, less 2% net.

1.67

For Levellier pull switch with this fixture add 55c extra

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 statuary bronze. All units are wired complete with medium base porcelain socket and slow burning wire. Furnished with K. O. for Levellier switch, strap lugs and screws.

These Units Can Be Had With Levellier 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 louvre 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. \$2.50, less 2% net.

2.45



Commercial Hangers and Holders

HANGERS — Heavy gauge metal holder with standard length of chain. Has K.O. for Levellier Switch. Cord and keyless socket. Length, over all, 36".

Wired Complete HOLDERS — Made of heavy gauge metal, 6" diameter, has fitter for pull-chain and K. O. for Levellier Switch. Takes 2-piece sign receptacle.

HANGERS

No.	Diam.	Holder Finish	Dir's. ea.	lots, ea.
5248	6"	Bronze	.62	.58 .55
5247	4"	Chrome	.99	.93 .88
5250	6"	Bronze	.68	.63 .60
5251	6"	Chrome	1.05	.99 .93

HOLDERS ONLY

No.	Diam.	Holder Finish	Dir's. ea.	lots, ea.
5231	6"	Bronze	.48	.45 .42
5232	6"	Chrome	.68	.64 .60
5229	4"	Bronze	.45	.43 .40
5230	4"	Chrome	.63	.60 .57

For Levellier Pull Switches with Above Hangers, Add 55c Extra



Wired Complete

1.22

Net And Up

Decorative GLASSWARE



Crystal Top Commercial Glass Unit

A newly designed glass unit for commercial use, incorporating latest improvements in commercial lighting. Top of glass is made of pure crystal which reflects light rays against ceiling, producing shadowless indirect light. Snow white glass bottom produces soft glareless white light.

No.	Depth	Diam.	Fitter	Std. Pkg.	Std. Pkg.
1942.	6 3/4"	6 3/4"	4"	12	\$0.56 \$0.50
1943.	8"	8 1/4"	4"	12	.75 .68
1944.	10 1/4"	12"	6"	4	1.87 1.68
1945.	11 1/4"	14"	6"	2	2.63 2.37
1948.	12 3/4"	16"	8"	1	2.85

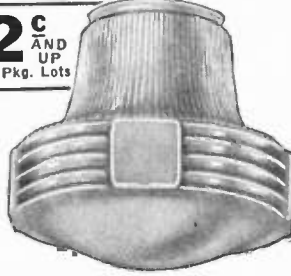
Zephyr Opal Glass

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.	Std. Pkg.
1948.	6 1/4"	6 3/4"	4"	12	\$0.36 \$0.32
1947.	8"	8 1/4"	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"	8"	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 halfshade, 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**

BLOWN REFLECTORS

2 1/2-in. fitters. No. 1935. Flat type. 75 watts. Size, 8x3 1/2 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 1/2-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 1/4".



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**

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 louvred 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**

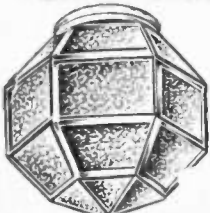
OPAL BALLS

White Opal balls of best domestic glass. Gives perfect and uniform illumination. Good enough to be used on the best interior lighting fixtures.



No.	Size	Std. Pkg. Each	Lots of 12, ea.
1920.	3 1/4 x 6	27	\$0.28 \$0.25
1921.	3 1/4 x 7	18	.35 .32
1923.	4 x 8	12	.39 .35
1924.	4 x 10	4	.78 .70
1925.	6 x 12	1	1.25 1.13
1927.	6 x 16	1	2.35

CRACKLED OCTAGON BALL



A popular number for use on porches and halls and general indoor or outdoor use. Outside finish is cracked effect. Amber finish. Overall diameter, 6". Fitter, 3 1/4".

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**

COCOA BROWN SUEDE JACKET

Zipper
Utility
Pocket

Full 26 Inches



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. **6.12**

BLACK HORSEHIDE JACKET

Similar to the one above only made of select black horsehide with plaid blanket lining, 24" zipper front. Sizes 38 to 46. Specify Size Desired.

No. 8513. List \$15.50. Dir's., ea. \$7.85, less 2%, net. **7.69**

Genuine CALFSKIN COSSACK JACKET

Full 26 Inches

Made of genuine quality Cordovan calfskin, durably tailored and with a plaid blanket lining. Soft and pliable, it permits ease of motion. Has gussets at sleeves, sides and under arms. One piece back. Has two slant pockets and one utility zipper pocket, leather collar and Talon zipper front. Sizes from 38 to 46. Specify size desired.

No. 8516. List \$19.95. Dir's., ea. \$10.00, less 2%, net. **9.80**

Made of
Genuine
Aviator's
Capeskin



AVIATOR'S JACKET

Men who like action and the great outdoors are sure to appreciate this new leather jacket, tailored in the popular aviator style. Made of genuine aviator's brown capeskin, soft and pliable for maximum freedom, yet plenty warm. Has slant zipper front. Two slant pockets. Also has oil-skin lined humidor pocket for carrying cigarettes, tobacco, etc. By-swing back allows for complete action. Adjustable gussets at hips and cuffs. Rayon lining. 26" over all length. Sizes 38 to 46. Specify Size Desired.

8.53

No. 8517. List \$16.50. Dir's., ea. \$8.70, less 2%, net.

Men's LEATHER JACKETS

NEW COSSACK STYLE CAPEKIN JACKET

Made of
Genuine
Aviator's
Capeskin

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

6.86



Pinch Back PIGTEX CAPEKIN JACKET

- Latest Cossack Style with Pinch Back.
- Soft, Pliable PIGTEX Capeskin
- Half Belt in Back.
- Full 25 in. Length

A new Cossack style pigtex capeskin jacket trimmed with cowhide. Features a smart new deagled pinch back for greater freedom of motion. Lined with rayon. Cowhide leather collar and cuff. Sleeves and sides can be taken in by means of leather buckle straps. Slant pockets. Half belt in back. Full 25" 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

8.04



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.

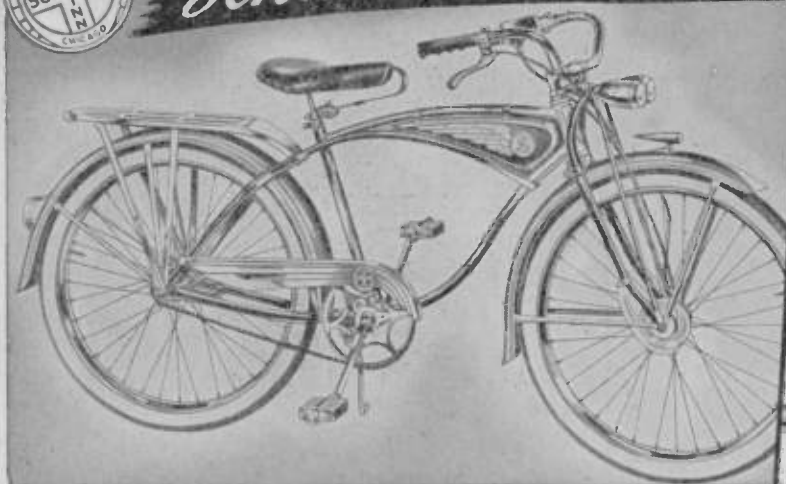
Dir's., ea. \$7.35

less 2%, net. **7.20**





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 riding action, for sleek streamlined beauty, and for de luxe convenience 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 fender guards. New type crank hanger fittings with self-aligning bearings. Flashed type sprocket. Ball bearing pedals. Drop center, chromium plated rims. Goodyear 20" x 2 1/2" balloon white wall tires. Chromium plated main 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 bottom. 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 5" Stinsonite rear reflector, and streamlined front fender ornament. Finished in two tone green with chrome plated trim. Ship. wt., 75 lbs.
No. 8327. List \$70.00. Dir's., ea. \$45.00. Lots of 3, ea. \$42.10, less 2%, net..... **41.26**



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. Modern designed 3" crescent fender guards. Cord 20" x 2 1/2" white wall balloon tires. Moser saddle designed to give extra com-

fort. Rubber padded ball bearing pedals. Foamed chat 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. \$24.00. Lots of 3, ea. \$22.00, less 2%, net..... **21.85**

With Built-in Cycle Lock

No. 8350. List \$43.50. Dir's., ea. \$25.00. 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. $2\frac{1}{2}$ " crescent guards. Highest grade ball bearing pedals. $26 \times 2\frac{1}{4}$ " Goodyear All-Weather White Wall tires. Comfortable "Mesa" saddle, sponge rubber padded. Deep drop center chromium finished rims. Chromium, brazed handle bar with large rubber grips. Equipped with built-in fender light, chromium plated chain guards, carrier, side parking stand and $1\frac{1}{2}$ " Stinsonite 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. \$32.00, less 2%, net... **32.14**

No. 8330. Same as above, without fore-wheel brake and spring fork. List \$52.50. Dir's. ea. \$32.70. Lots of 3, ea. \$30.00 less 2%, net... **29.40**

No. 8331. Same as Model 8330, but without cycle-lock. List \$49.95. Dir's. ea. \$30.50. Lots of 3, ea. \$28.35, less 2%, net... **27.78**

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. $2\frac{1}{2}$ " crescent fender guards. Highest grade ball-bearing pedals. Improved type crank hanger fittings with self-aligning bearings. Mesa de Luxe saddle, sponge rubber padded. Streamlined tank, houses electric horn and battery. Chromium plated chain guard, built-in electric fenderlight, $1\frac{1}{2}$ " Stinsonite 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. \$32.20, less 2%, net... **31.56**

No. 8333. Same as above without spring fork and fore-wheel brake. List \$52.50. Dir's. ea. \$32.00. Lots of 3, ea. \$29.40, less 2%, net... **28.81**



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 1/4" Crescent guards. Deep drop center chromium finished rims, have 26"x2 1/4" 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, 1/2" pitch. Mesinger deluxe saddle, sponge rubber padded. Built-in cyclelock. Equipped with built-in streamlined fender-light and 1 3/4" Stinsonite 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 1/4" Crescent-shaped fender guards. Ball bearing pedals. Deep, drop center chromium finished rims have 26x2 1/4" 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 3/4" Stinsonite 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"x2 1/2" 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"x2 1/2" 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

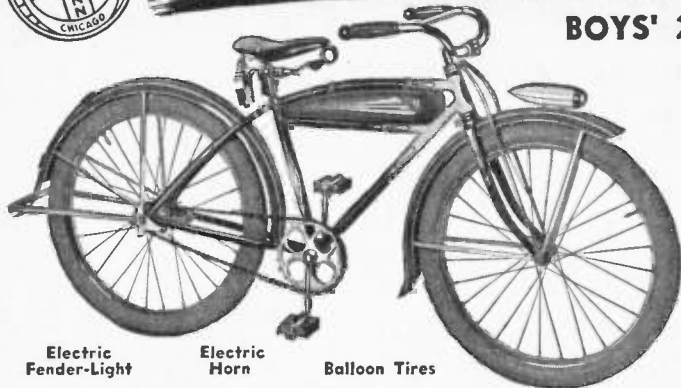
- Built-in Cyclelock . . . Electric Horn
- Torpedo Type Electric Headlights
- Built-in Tank . . . Scout Type Bars

Although priced exceptionally low, this model is built up to a standard and not down to a price. 26"x2 1/2" 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 fork. 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 cycle lock. List \$39.95. Dir's., ea. \$24.40. Lots of 3, ea. **21⁸⁵**
\$22.30, less 2%, net



Schwinn-Built Majestic JUNIOR BIKES



Electric
Fender-Light

Electric
Horn

Ballon Tires

BOYS' 24" DE LUXE MODEL

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, less 2%, net **22.64**

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, less 2%, net. **20.24**

GIRL'S 24" DE LUXE MODEL

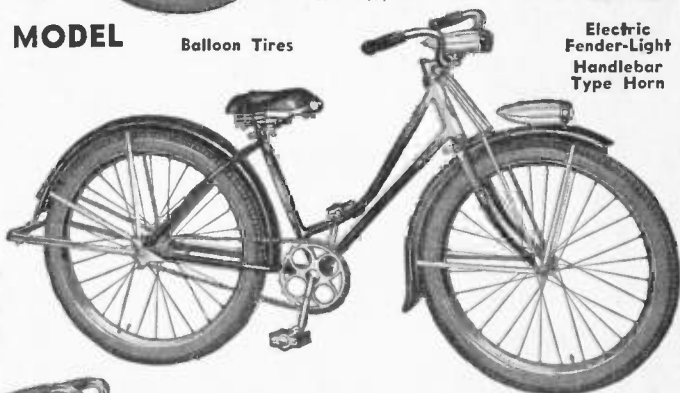
Here's a dandy bike for little girls, just loaded with outstanding Schwinn features. Has a 15" frame with truss fork. 3" Crescent-shaped guards. Chromium plated handle bars with large rubber grips. Deep drop center, chromium finished rims with 24"x2 1/2" sturdy balloon tires. Mesinger saddle. New Departure 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, less 2%, net. **20.31**

Ballon Tires

Electric
Fender-Light
Handlebar
Type Horn



Ballon 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, less 2%, net. **18.23**

With 20" Wheels

No. 8347. List \$33.00. Dir's., ea. \$20.00. Lots of 3, ea. \$18.30, less 2%, net. **17.93**

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" 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.

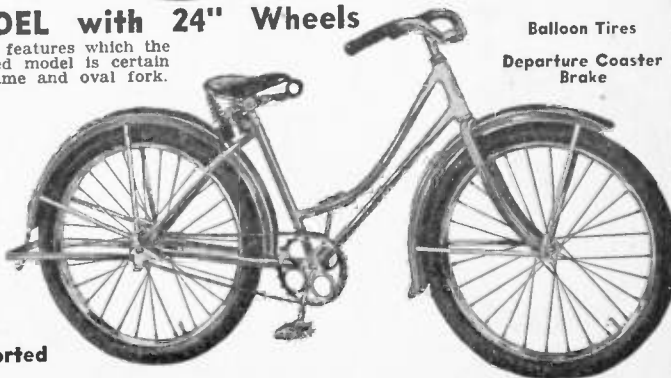
No. 8348. List \$33.50. Dir's., ea. \$20.35. Lots of 3, ea. \$18.60, less 2%, net. **18.23**

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.

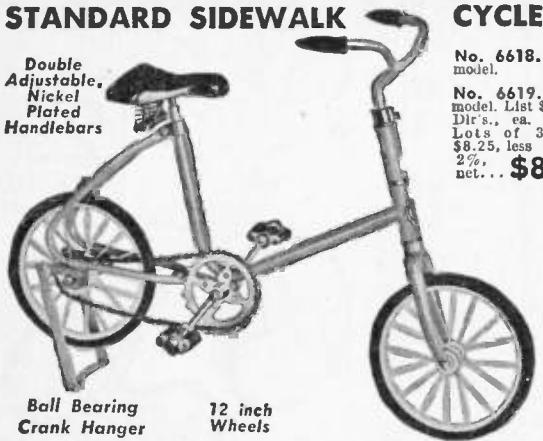
Ballon Tires
Departure Coaster
Brake



American Park Cycles, Scooters, Etc.

STANDARD SIDEWALK CYCLE

Double Adjustable, Nickel Plated Handlebars



No. 6618. Girl's model.

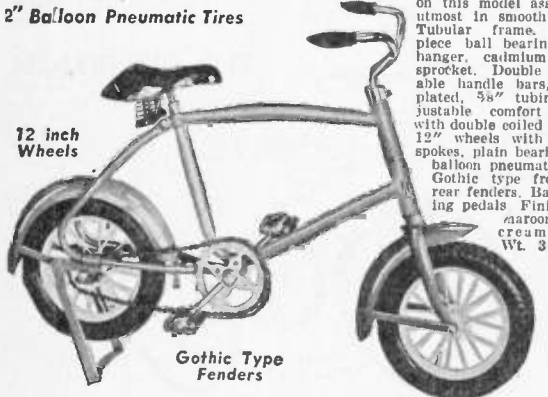
No. 6619. Boy's model. List \$13.75. Dir's., ea. \$8.75. Lots of 3, ea. \$8.25, less 2%, net... **\$8.08**

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, 3/8" tubing, nickel plated. Adjustable leather saddle with double coiled springs. 12" wheels, riveted spokes, plain bearings. 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

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, 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.

Gothic Type Fenders

No. 6620. Girl's model. List \$21.00. Dir's., ea. \$13.30. No. 6621. Boy's model. Lots of 3, ea. \$12.64, 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**

1 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. 1 1/8" wheels, tangent bicycle spokes, nickel plated ball bearing hubs, 1 1/8" rubber tires. Ball bearing rubber pedals. Troxel saddle, 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 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

7" 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. 18 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 comfort saddle with double coiled springs. Finished in cream and red. $\frac{3}{4}$ " rubber tires.

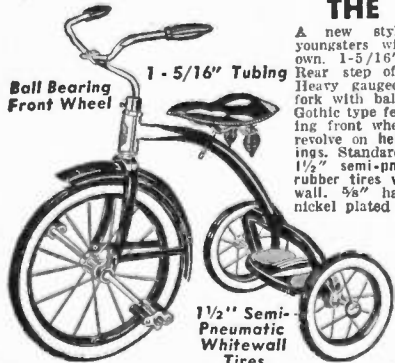
No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6612	12"x8"	25 lbs.	11.50	6.10	5.70	5.59
6613	16"x10"	32 lbs.	10.75	6.95	6.50	6.37
6614	20"x12"	37 lbs.	12.25	7.85	7.35	7.20

Ball Bearing Wheels
1 1/2" Semi-Pneumatic White-wall Tires



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



Ball Bearing Front Wheel

1-5/16" Tubing

1 1/2" Semi-Pneumatic Whitewall Tires

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

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 VELOCIPEDES

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 saddle, adjustable. Finished in blue with cream and silvertone trim. 1" rubber tires.



Oval Steel Fork

2.99
Net
AND UP

1-5/16" Tubing Frame

No.	Wheels	Wt.	List	Dir's.	3 Lots	Less 2%
				ea.	ea.	net
6600	12"x7"	19 lbs.	5.25	3.25	3.05	2.99
6601	12"x8"	21 lbs.	5.95	3.75	3.50	3.43
6602	16"x10"	23 lbs.	6.75	4.35	4.04	3.96

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. Heavy gauge 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 leather adjustable saddle with double coiled springs, double adjustable. Finished in blue with cream trim.

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 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 leather saddle with double coiled springs, 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 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.



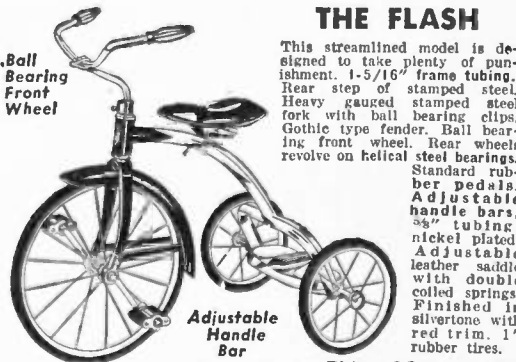
Ball Bearing Front Wheel

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

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

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 7/8". 9 1/2" wheels. 1" tires. Wt. 33 lbs.
No. 6630. List \$8.95. Dir's. ea. \$5.80. Lots of 3, ea. \$5.40, less 2%, net **\$5.29**

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. 8" artillery spoke type wheels. 3/4" rubber tires. Finished in red and cream. Body 16 1/2" x 35 1/4". Wt. 26 lbs.



Gracefully Rounded Front

No. 6628. List \$8.95. Dir's. ea. \$2.50. Lots of 3, ea. \$2.35. less 2% net **\$2.30**

CHAMPION ALL

STEEL COASTER

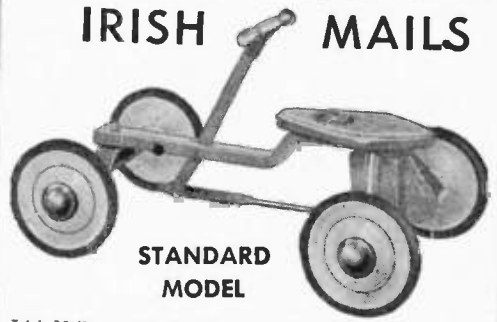
9 1/2" Artillery Spoke Wheels

Helical Steel Bearings



Boys will admire, and will want a 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 1/2" by 35 1/4". 9 1/2" wheels. 3/4" tires. Wt. 28 lbs.
No. 6629. List \$5.25. Dir's. ea. \$3.40. Lots of 3, \$3.15, less 2%, net **\$3.09**

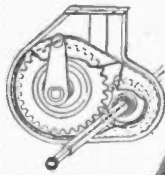
IRISH MAILS



STANDARD MODEL

Irish Mails are just the thing for active youngsters. Die formed channel steel frame. Standard pull rear. Steel upright with wood cross handle. Full-floating helical steel bearing wheels. Streamlined wood seat. Distance seat to front bolster 29". Length overall 32 1/2". 8" disc steel wheels with 3/8" 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 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-skid tread that stops quickly on wet pavements. Grice and holds on steep turn. Size, 26x2.125.

No. 8123. Black sidewall. List \$3.65. 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 twoply cord construction and deep tread of famous TEMPERED RUBBER. Size, 26x2.125.

No. 8136. Black sidewall. List \$2.50. Dir's. ea. \$1.46, less 2%, net. **1.45**

No. 8125. White sidewall. List \$2.30. Dir's. ea. \$1.53, less 2%, net. **1.52**



U. S. CHAIN TREAD "400"

Has the famous non-skid chain traction tread. Twoply cord construction with tread stock of TEMPERED RUBBER. Sidewalls of modern fluid design.

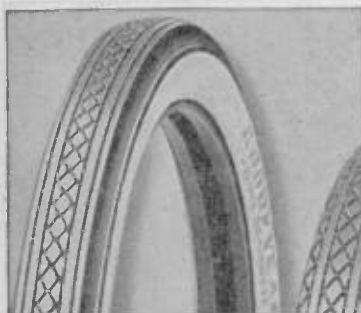
No.	Size	Sidewalls	List	Dir's. ea.	Less 2%	Net
8126	26x2.125	Black	\$1.75	\$1.20	\$1.18	
8127	26x2.125	White	1.85	1.28	1.25	
8128	24x2.125	Black	1.70	1.15	1.13	
8129	24x2.125	White	1.80	1.23	1.21	



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 tire. Covered with U. S. special tempered rubber.

No.	Size	List	Dir's. ea.	Less 2%	Net
8139	26x1 1/2"	1.75	1.18	1.16	
8140	26x1 1/2"	1.70	1.15	1.13	
8141	24x1 1/2"	1.65	1.12	1.10	
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 \$2.30. 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 water 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 \$2.95. 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 superior 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. \$1.33. 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**

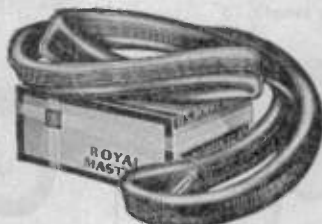
U. S. Red Fox Balloon Tube Full Molded



Oversize, full molded tubes with vulcanized valve base seated 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**

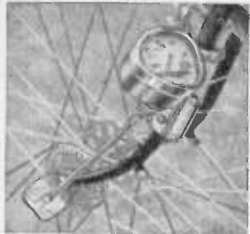
GOODYEAR Full Molded Balloon Tube



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 place 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. **2.62**
\$2.67, less 2% net.

Same as above for handle bar mounting

No. 8148. List \$4.45. Dir's., ea. **2.91**
Men's Bicycles \$2.97, less
No. 8149. 2% net
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

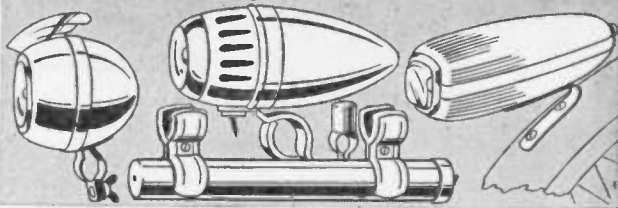
Protected against dampness by a casing of live rubber. Reversed winding stem prevents rain entering mechanism. 30-hour movement. Unbreakable crystal. Nickel plated handle bar clip. Fits all bars. Theft-proof.

No. 8159. List \$2.50. Dir's., ea. \$1.64. Lots of 3, **1.47**
ea. \$1.50, less 2% net.

Ask For Our Convenient ORDER BOOK

Our order book, especially designed for your convenience in sending in your orders, is free for the asking! On your next order don't forget to ask us to send you a copy. Please Specify No. OB-935.

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 \$1.39 (less batteries). Dir's., ea. 83c, net 2%. **81c**

DELTA HORN-LITE

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.

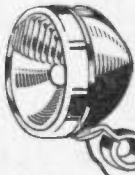
Warner Tail Light

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

For Generator Use

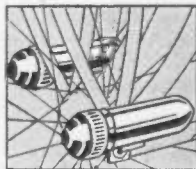


Throws a bright piercing beam of light. Mounts on handle bar. Mazda bulb. Unbreakable visor type lens. Black lamp with chrome finish. Operates from

bicycle generator. No. 8208. List \$1.29. Dir's., ea. 77c, less 2% net. **75c**

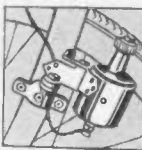
DELTA SAFETYLITES

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., ea. **59c**
per set 60c, less 2% net.

BICYCLE GENERATOR



For use with generator type lamps. Operates from front tire. Lights at a walk. Controlled voltage assures long bulb life. Re-

quires 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.



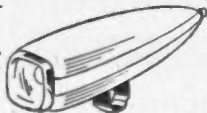
No. 8162. List \$1.50. Dir's., ea. 90c. Lots of 6, ea. 85c, less 2% net. **83c**

All Delta horns and lights take Eveready Batteries No. 950.
No. 14014. Dir's., ea. **6 1/2c**

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.

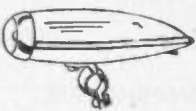
No. 8202. List 75c (less batteries). Dir's., ea. 45c, less 2% net. **44c**



TORPEDO ELECTRIC LIGHT

Can be used as front fender light or front handle bar headlight. Complete with Mazda bulb. Finished in aluminum. 8 1/2 in. long. Operates on 2 regular flashlight bulbs.

No. 8161. List 98c (less batteries). Dir's., ea. 59c, less 2% net. **58c**

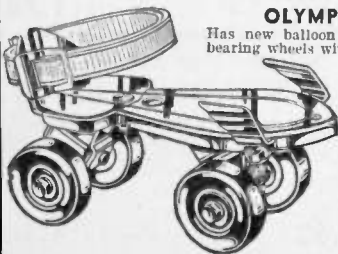


KINGSTON ROLLER SKATES

OLYMPIC MODEL

Has new balloon type double row ball bearing wheels with hardened cones and ball races. Heavy-duty streamlined toe plate. Bright nickel finish over copper plate. Full grain leather ankle strap with non-slip buckle. Extends from 7 1/2 to 11".

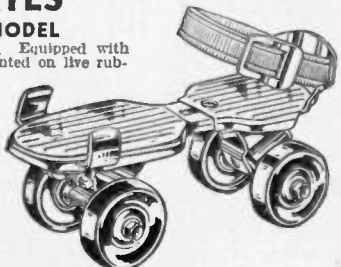
No. 8197. List \$2.85. Dir's., pr. \$1.35. Lots of 6 pr. \$1.25. Lots of 12 pr. \$1.20, less 2% net. **1.18**

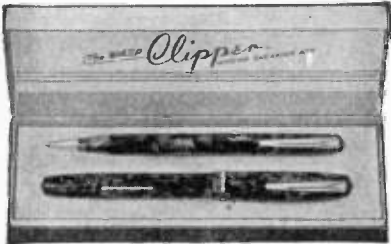


COMET MODEL

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 1/2".

No. 8198. List \$1.75. Dir's., pr. 89c. Lots of 6 pr. 84c. Lots of 12 pr. 80c, less 2% net. **78c**

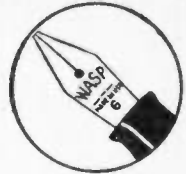




WASP Clipper Pens and Pencils

A Division of SHEAFFER Pens

For smooth, dependable writing performance, you will find the Wasp Clipper line of pens and pencils hard to match. Made by the makers of Sheaffer Pens—the Wasp Clipper line incorporates a full measure of the quality for which this name is known far and wide. Wasp Clipper pens are equipped with real 12K gold points—long lasting, smooth writing and non-corrosive. Iridium tip assures uniform smoothness. Point out to your customers that they can save as much as a dollar by buying a complete set. Put up in handsome presentation boxes, they make a gift item anyone will appreciate. All black and brown pens and pencils have gold filled trimmings. Gray colors have chrome trimmings. Vacuum filled pens have visible full length barrel. A glance shows ink supply.



Genuine 12K gold point with Iridium tip for maximum smoothness.

WASP CLIPPER DELUXE

One stroke vacuum filled pen — visible full length barrel.

Pen and Pencil Set		Pencil Only		Pen Only	
No. 8048. Black		No. 8051. Black		No. 8054. Black	
No. 8049. Gray		No. 8052. Gray		No. 8055. Gray	
No. 8050. Brown		No. 8053. Brown		No. 8056. Brown	
List \$3.95. Dir's., per set		List \$2.00. Dir's., ea.		List \$2.95. Dir's., ea.	
\$2.37, less 2%		\$1.20, less		\$1.77, less	
net..... 2.32		2%, net..... 1.18		2%, net..... 1.73	

WASP CLIPPER REGULAR

One stroke vacuum filled pen — full length visible barrel

Complete Pen and Pencil Set		Pencil Only		Pen Only	
No. 8039. Black		No. 8042. Black		No. 8045. Black	
No. 8040. Gray		No. 8043. Gray		No. 8046. Gray	
No. 8041. Brown		No. 8044. Brown		No. 8047. Brown	
List \$2.95. Dir's., per set		List \$2.00. Dir's., ea.		List \$1.95. Dir's., ea.	
\$1.77, less		\$1.20, less		\$1.17, less	
2%, net..... 1.73		2%, net..... 1.18		2%, net..... 1.15	

WASP CLIPPER VALUE LEADER

Lever filled pen — new Thin-Lead Cristline Pencils.

Pen and Pencil Set		Pencil Only		Pen Only	
No. 8030. Black		No. 8033. Black		No. 8036. Black	
No. 8031. Gray		No. 8034. Gray		No. 8037. Gray	
No. 8032. Brown		No. 8035. Brown		No. 8038. Brown	
List \$1.95. Dir's., per set		List \$1.00. Dir's., ea.		List \$1.25. Dir's., ea.	
\$1.17, less		60c, less 2%		75c, less 2%	
2%, net..... 1.15		net..... 59c		net..... 73c	

EVERSHARP Pens and Pencils

SELECT-O-POINT

An attractive, low-priced pen and pencil set that will sell in volume. Latest, Iridium Disc Point permits smooth, easy writing. Pen equipped with Lever-vac filler mechanism. Ink window shows when to refill. Features a replaceable point—simply screw out the old point and insert the new. Matching pencil has propel-repel mechanism. Made of unbreakable Pyralin.

PEN-PENCIL SETS		PENS		PENCILS	
No. 7424. Brown Swirl		No. 7414. Brown		No. 7417. Brown	
No. 7425. Blue Swirl		No. 7415. Blue		No. 7418. Blue	
No. 7426. Green Swirl		No. 7416. Green		No. 7419. Green	
List \$1.65. Dir's., ea. 99c,		List \$1.00. Dir's., ea.		List 65c. Dir's., ea. 39c,	
less 2%,		60c, less 2%,		less 2%,	
net..... 97c		net..... 59c		net..... 38c	



EVERSHARP'S FAMOUS REPEATING PENCIL



Just Press Top For New Point

Eversharp PACE-MAKER and AIR-LITE pencils are new of the sensational new repeating type. When point breaks or wears low a new one instantly appears by simply pressing top.



PEN-PENCIL SETS		PENS		REPEATING PENCILS	
No. Color	List \$5.00.	No. Color	List \$3.50.	No. Color	List \$3.00.
7420. Green Satin	Dir's., ea.	7400. Green Satin	Dir's., ea.	7404. Green Satin	Dir's., ea.
7421. Red Satin	\$3.00, less	7401. Red Satin	\$2.10, less	7405. Red Satin	\$1.80, less
7422. Gold Satin	2%	7402. Gold Satin	2%	7406. Gold Satin	2%
7423. Blue Satin	net 2.94	7403. Blue Satin	net 2.06	7407. Blue Satin	net 1.76

The 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 the repeating type. Press the top and a new point appears. Overflow feed prevents leakage.

PEN-PENCIL SETS		PENS		REPEATING PENCILS	
No. Color	List \$3.95.	No. Color	List \$2.75.	No. Color	List \$2.00.
7427. Black	Dir's., ea.	7408. Black	Dir's., ea.	7411. Black	Dir's., ea.
7428. Green-Silver	\$2.37, less	7409. Green-Silver	\$1.65, less	7412. Green-Silver	\$1.20, less
7429. Gray-Silver	2%	7410. Gray-Silver	2%	7413. Gray-Silver	2%
net 2.32		net 1.62		net 1.18	

The 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. Pencil is the genuine Eversharp repeating type—the pencil you sharpen with your thumb by merely pressing the top. Both pen and pencil constructed of beautiful unbreakable Pyralin. Overflow feed prevents leakage.



KEM PLASTIC PLAYING CARDS

One Set Will Outlast \$20.00 Worth of Ordinary Paper Cards

Kem cards are the finest and the most economical cards made. They will outlast \$20.00 worth of ordinary paper cards. Because they are made of a non-porous plastic material, they cannot be bent, creased or curled and will automatically snap back no matter how hard they are shuffled in play. Kema stay clean and fresh through hundreds of games. If they become soiled—they can be washed.



Remains
Fresh and
Clean
After
Hundreds
of Games

MATCHED SETS IN ASSORTED DESIGNS

Sold in double decks only. Packed in beautifully colored plastics boxes.

No. 8021. Fawn	No. 8025. Stratosphere
No. 8022. Club	No. 8026. Pinochle (48 Cards)
No. 8023. Carnation	No. 8027. Cameo
No. 8024. Regency	No. 8028. Dance

List per set \$6.00. Dir's., per set of 2 decks, \$4.00,
less 2%, net.....

3.92



KEM ELITE PLASTIC CARD SET

This luxurious set is specially designed to move as a gift item. Includes 2 packs of Kem washable plastic cards in a carnation design and a leatherette-covered metal case with gold trim.

No. 8029. List \$6.50. Dir's., per set of 2 decks \$4.33, less 2%, net.....

4.24

SEND FOR A FREE COPY OF OUR FLUORESCENT CATALOG

Retail Prices Only Are Shown

WASP Clipper DESK SETS

WASP ADDIPOINT DESK SET

Feature this Desk Set and watch your sales go up! Has a Pedrara Onyx base, 2 1/4" x 3 1/2". Complete with Addi-point desk pen containing replaceable stainless steel point. One stroke lever filling and emptying type.

No. 8057. List \$1.95. Dir's., ea. \$1.17, less 2%, net

1.15

STANDARD DESK SET

Here's a streamlined pen set which will add distinction to any desk. Smartly designed black bakelite base with gold plate trim. One stroke for filling, flushing or emptying. Equipped with a 12K gold, iridium-tipped point. Base size, 2 3/4" x 4 1/2".

No. 8058. List \$2.45. Dir's., ea. \$1.77, less 2%, net.....

1.73

DELUXE DESK SET

A "knockout of an outfit" both in looks and in writing performance. Has a genuine Pedrara Onyx base, 2 1/2" x 3 1/2". Equipped with a 12K gold, iridium-tipped point. Gold plated trim. One stroke for filling, flushing or emptying.

No. 8059. List \$3.95. Dir's., ea. \$2.37, less 2%, net.....

2.32

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.



8093

GLOPOINT MODEL

Ideal for men or women. Satin finish. Individually boxed. Complete with bottle of fluid.

No. 8093. List \$1.25. Dir's., ea. 81c. Lots of 12, ea. 75c, less 2%, net.....

73c

PLASTIQUE MODEL

A lightweight model distinctively designed. Top snaps open when side bar is pressed, exposing lighting catalyst. One filling lasts 6 months. Comes in assorted colors. Complete with fluid.

No. 8095. List \$2.50. Dir's., ea. \$1.50, less 2%, net.....

1.47

FOB MODEL

The Fob model is a new idea in Lektrolites. Smart and easy-to-carry. Lustrous black finish with gold plated cap. Braided cord and button. Can be worn neatly in lapel pocket coat. Complete with fluid and attractive box.



No. 8094. List \$2.50. Dir's., ea. \$1.50, less 2%, net.....

1.47

HAMPDEN



Since 1875, Hampden watches have been rendering efficient, dependable time keeping service to the American public. Many of the original Hampdens are still in use today, keeping accurate time for their owners.

The new Hampden line presents up to the minute styles with the very latest technical improvements. You can sell these watches to your customers, confident in the knowledge that you are giving them the utmost in style, dependability and craftsmanship.

Hampden Men's watches are curved to fit the wrist comfortably



MEN'S MODELS

A distinctively styled men's wrist watch of ultra-modern design, streamlined and comfortably curved to fit the wrist snugly. Beautiful 10 karat natural yellow gold filled case. A 17 jewel Hampden movement with raised figure dial. Pink skin strap with buckle. This precision watch is sure to prove immensely popular because of its outstanding masculine appeal.

No. 7224. 17-jewel. List \$35.00. Dir's., ea. \$21.25, **20.82**
less 2%, net.

In 14-K. Solid Natural Gold Case

No. 7223. 17-jewel. List \$60.00. Dir's., ea. \$36.55, **35.82**
less 2%, net.



New styling in the popular cushion shape 10 karat Pink rolled plate case with special non-corrosive back. Raised figure dial. In choice of 7 or 17 jewel Hampden movement. Pink skin strap with buckle.

No. 7235. 17-jewel. List \$24.75. Dir's., ea. \$14.55, **14.26**
less 2%, net.

No. 7236. 7-jewel. List \$19.75. Dir's., ea. \$11.00, **10.78**
less 2%, net.



Gracefully styled, yet possessing real masculine appeal. 10 karat natural yellow rolled gold plate case with special non-corrosive back. Raised figure dial. 7 or 17 jewel Hampden movement. Pink skin strap with buckle.

No. 7233. 17-jewel. List \$24.75. Dir's., ea. \$14.55, **14.26**
less 2%, net.

No. 7234. 7-jewel. List \$19.75. Dir's., ea. \$11.00, **10.78**
less 2%, net.



A smartly fashioned, thin, modern men's watch, curved to fit the wrist snugly. 10 karat natural yellow rolled plate case. Raised figure dial. In 7 or 17 jewel Hampden movement. Pink skin strap with buckle.

No. 7227. 17-jewel. List \$29.75. Dir's., ea. \$18.25, **17.88**
less 2%, net.

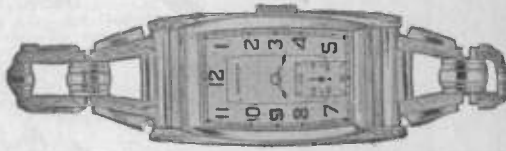
No. 7228. 7-jewel. List \$21.00. Dir's., ea. \$13.00, **12.74**
less 2%, net.



Smart simplicity is the outstanding characteristic of this attractive model. Gracefully curved to hug the natural lines of the wrist. 10 karat natural rolled gold plate case. Raised figure dial. 7 or 17 jewel Hampden movement. Pink skin strap with buckle.

No. 7229. 17-jewel. List \$29.75. Dir's., ea. \$18.25, **17.88**
less 2%, net.

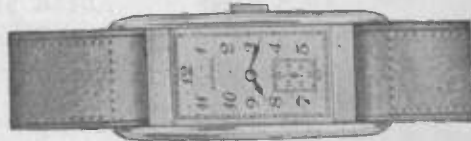
No. 7230. 7-jewel. List \$21.50. Dir's., ea. \$13.00, **12.74**
less 2%, net.



An exceptionally handsome model with smartly styled link band. 10 karat natural yellow rolled gold plate case. Curved to fit the wrist. Raised figure dial. 7 or 17 jewel Hampden movement. Link band has ratchet safety clasp.

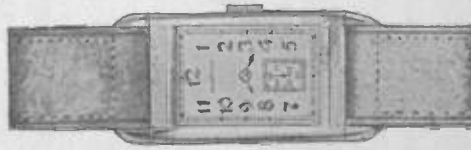
No. 7231. 17-jewel. List \$35.00. Dir's., ea. \$20.60, **20.19**
less 2%, net.

No. 7232. 7-jewel. List \$25.00. Dir's., ea. \$15.25, **14.94**
less 2%, net.



An excellent timepiece, smartly streamlined to meet the taste of today's modern young man. 10 karat natural yellow rolled gold plate case, curved to fit the wrist snugly. Raised figure dial. 17 jewel Hampden movement assures split-second accuracy. Pink skin strap with buckle.

No. 7225. List \$35.00. Dir's., ea. \$21.25, **20.82**
less 2%, net.



A new treatment of the popular rectangular shape. Beautifully styled yet ruggedly masculine, it's a real man's watch. Curved in the modern 10 karat Pink Gold filled case. Comfortably curved to fit the wrist. 17 jewel Hampden movement. Raised figure dial. Pink skin strap with buckle.

No. 7226. List \$35.00. Dir's., ea. \$21.25, **20.82**
less 2%, net.

Time Honored TIME PIECES

FULLY GUARANTEED

Every Hampden watch is fully guaranteed for precision craftsmanship and excellent materials, also against defects in manufacture.

Every Hampden watch comes in a handsome presentation box which forms a perfect setting for the beauty of the watch it contains.



LADIES' MODELS



Exquisitely fashioned to meet the present trend in ladies' watches, this precision-built timepiece is assured of tremendous popularity. 10 karat natural yellow rolled gold plate case, 7 or 17 jewel Hampden movements. Raised figure dial. Silk cord with ratchet safety clasp.

No. 7221. 17-jewel. List \$29.75. Dir's., ea. \$17.60, less 2%, net. **17.25**
 No. 7222. 7-jewel. List \$21.50. Dir's., ea. \$13.00, less 2%, net. **12.74**



An unusually smart 17 jewel Hampden watch in the new cushion shape which has proven so universally popular. Elegantly small, but a precision time-piece nevertheless, built to give years of accurate time-keeping service. 14 karat solid gold lapped case in choice of pink or yellow gold. Silk cord with safety clasp.

No. 7212. Pink Gold. } List \$45.00. Dir's., ea. \$27.50, less 2%, net. **26.95**
 No. 7213. Yellow Gold. } less 2%, net.



A modishly classical ladies' watch, in ultra smart 10 karat natural yellow gold filled case. 17 jewel handsome movement with raised figure dial. Silk cord with ratchet safety clasp. Since it is definitely in keeping with today's trend in ladies' watches, this is certain to prove a popular number.

No. 7218. List \$32.50. Dir's., ea. \$19.50, less 2%, net. **19.11**



A strikingly smart ladies' model in the new 10 karat pink rolled gold plate case. 7 or 17 jewel Hampden movements. Raised figure dial. Link bracelet with ratchet safety clasp to match. Built with all the precise quality and fine craftsmanship, characteristic of Hampden watches.

No. 7209. 7-jewel. List \$21.50. Dir's., ea. \$13.75, less 2%, net. **13.47**
 No. 7210. 17-jewel. List \$27.50. Dir's., ea. \$18.40, less 2%, net. **18.03**



A distinctively styled ladies' watch in 14 karat solid gold case. 17 jewel handsome movement with raised figure dial. Silk cord with ratchet safety clasp. Choice of yellow or pink gold.

List \$39.75. Dir's., ea. \$23.95, less 2%, net. **23.47**
 No. 7215. Pink Gold. }
 No. 7216. Yellow Gold. }



Feminine hearts beat faster at the sight of this delicately molded timepiece. 10 karat natural yellow rolled gold plate case in choice of 7 or 17 jewel Hampden movement. Raised figure dial. Link bracelet, styled to match, with ratchet safety clasp.

No. 7219. 17-jewel. List \$29.75. Dir's., ea. \$18.40, less 2%, net. **18.03**
 No. 7220. 7-jewel. List \$21.50. Dir's., ea. \$13.75, less 2%, net. **13.47**



Reflecting as it does the very spirit of tomorrow, this watch is certain to score an instant hit with young moderns everywhere. 14 karat natural yellow solid gold lapped case in clever rectangular shape. 17 jewel handsome movement with raised figure dial. Silk cord with ratchet safety clasp.

No. 7208. List \$45.00. Dir's., ea. \$27.50, less 2%, net. **26.95**

Diamond Studded Models



Two Diamonds

A refreshingly new variation of the popular round shape featuring two sparkling diamonds set in 10 karat natural yellow rolled gold plate case. 17 jewel Hampden movement. Raised figure dial. Silk cord with ratchet safety clasp.

No. 7217. List \$42.50. Dir's., ea. \$25.00, less 2%, net. **24.50**



Two Diamonds

An unusually attractive model with loads of feminine appeal. Smart cushioned shape case of 14 karat Pink solid gold encrusted with two sparkling round diamonds. 17 jewel Hampden movement. Raised figure dial. Silk cord with safety clasp and guard chain.

No. 7214. List \$70.00. Dir's., ea. \$40.00, less 2%, net. **39.20**



16 Diamonds

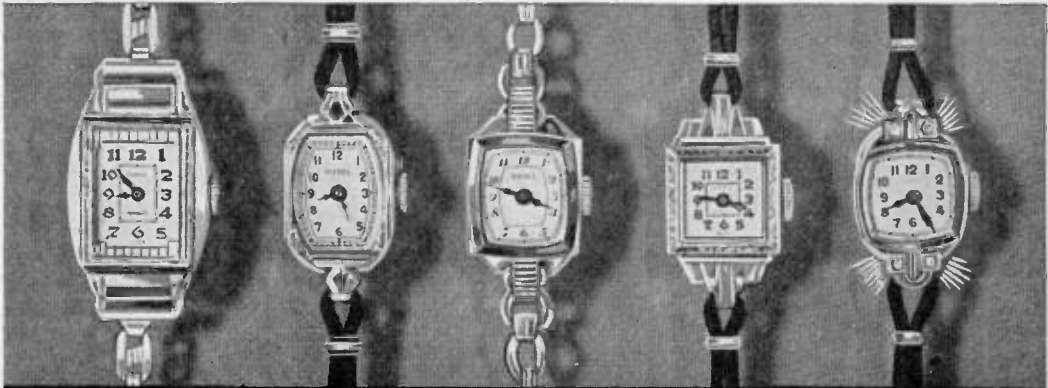
An outstanding combination of delicate beauty and split-second accuracy. 14 karat white solid gold case, set with 16 of the finest matched round diamonds. 17 jewel Hampden movement. Raised figure dial. Silk cord with safety clasp and guard chain.

No. 7211. List \$135.00. Dir's., ea. \$82.50, less 2%, net. **80.85**

PIERCE Non-magnetic WATCHES

CASED and TIMED in
U.S.A.

Pierce watches reflect the skill and precision of modern watchmaking in its finest form. Each watch is equipped with a special hairspring, having non-magnetic and anti-rust qualities—a feature found only in the highest priced watches. This is but one of the outstanding features contributing to the quality and unerring accuracy of every Pierce watch.



LADIES' MODELS

An inexpensive but thoroughly serviceable girl's watch in 10 karat Yellow rolled gold case with beautiful link bracelet to match. 7 jewel Pierce non-magnetic movement. Silvered dial with gold numerals.

No. 7244. List \$17.95. Dir's., ea. \$9.00, less 2%, net. **8.82**

A beautifully engraved ladies' model in 10 karat natural yellow gold case. Modern rose dial. Pierce non-magnetic movement in choice of 7-jewel or 17-jewel. Black silk cord.

No. 7245. 7-jewel. List \$21.75. Dir's., ea. \$11.00, less 2%, net. **10.78**

No. 7246. 17-jewel. List \$27.50. Dir's., ea. \$13.75, less 2%, net. **13.47**

A truly beautiful watch in strikingly modern design. Modern rose case in 10 karat rolled gold. Rose gold dial. Pierce non-magnetic movement in 7 or 17 jewel. Link bracelet to match.

No. 7247. 7-jewel. List \$24.75. Dir's., ea. \$12.50, less 2%, net. **12.25**

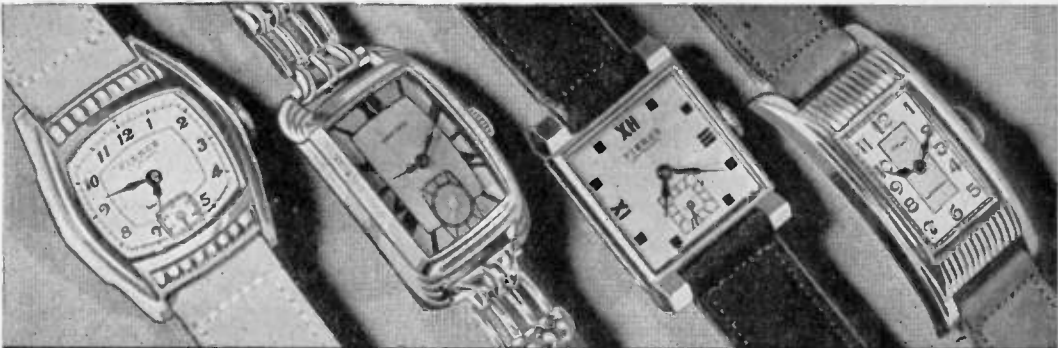
No. 7248. 17-jewel. List \$29.75. Dir's., ea. \$15.00, less 2%, net. **14.70**

An outstanding example of the modern watchmaker's art. 17-jewel precision-built non-magnetic movement fitted into 10-karat solid yellow gold case. Beautifully engraved case designed to appeal to moderns. Black silk cord.

No. 7249. List \$39.75. Dir's., ea. \$20.00, less 2%, net. **19.60**

An elegantly styled ladies' watch in 10 karat natural yellow rolled gold case set with 4 sparkling diamonds. Fitted with 17 jewel Pierce Non-magnetic movement. Black silk cord. An unusual combination of elegance and accuracy.

No. 7250. List \$50.00. Dir's., ea. \$25.00, less 2%, net. **24.50**



MEN'S MODELS

A sturdily constructed watch in simple, modern cushion shaped case. The ideal boy's watch, 10 karat yellow rolled gold stainless steel back case. Attractive rose dial with gold raised numerals and second hand. 7-jewel non-magnetic movement. Genuine leather strap.

No. 7238. 7-jewel. List \$15.75. Dir's., ea. \$7.75, less 2%, net. **7.59**

This watch simply radiates quality and distinction. Wafer-thin case of 10 karat yellow rolled gold. Attractive metal bracelet to match two-tone dial in gold and gun metal. Equipped with non-magnetic and anti-rust hairspring. Watch is curved to fit the wrist comfortably. An exceptionally fine timepiece that any man will be proud to possess.

No. 7243. 17-jewel. List \$37.50. Dir's., ea. \$18.75, less 2%, net. **18.37**

An ultra-smart watch in modern, square shaped case of popular 10 karat rose gold. 7 or 17-jewel non-magnetic movement. Rose gold dial. Raised gold numerals. Suede leather strap to match.

No. 7241. 7-jewel. List \$27.50. Dir's., ea. \$13.75, less 2%, net. **13.47**

No. 7242. 17-jewel. List \$31.50. Dir's., ea. \$15.75, less 2%, net. **15.43**

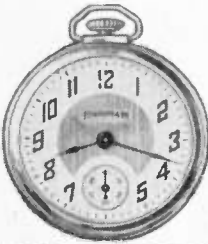
An unusually handsome men's watch in distinctively modern design. Curved to fit the wrist. 10 karat yellow rolled gold case. Raised gold numerals. Pierce non-magnetic movement in choice of 7 or 17-jewel. Genuine leather strap.

No. 7239. 7-jewel. List \$21.50. Dir's., ea. \$10.75, less 2%, net. **10.53**

No. 7240. 17-jewel. List \$27.50. Dir's., ea. \$13.75, less 2%, net. **13.47**

INGRAHAM WATCHES

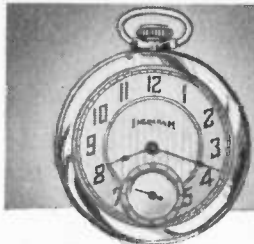
For dependable time-keeping service at low cost, the Ingraham line of Pocket and Wrist Watches is without an equal. The models listed here represent the most popular numbers in the Ingraham line. They possess the most beauty and smart styling of todays higher priced watches.



The INGRAHAM

An unusually attractive pocket watch in the popular new thin type. Fitted with a new and handsome raised numeral silver-plated dial. The numerals are finished in gilt and the resultant appearance is that of a much higher priced watch. Pull out stem set. Unbreakable crystal. Has second hand.

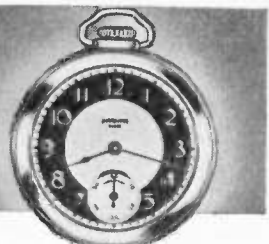
No. 7266. List \$1.25. Dir's., ea. 89c. Lots of 6, ea. 84c, less 2%, net.... **82c**



The VICEROY

This watch has a plain but attractive silver-plated dial for those who prefer what for many years has been a standard in the low priced watch field. Thin model with pull out stem set. Dustproof case. Fitted with unbreakable crystal. Has second hand.

No. 7264. List \$1.00. Dir's., ea. 89c. Lots of 6, ea. 84c, less 2%, net..... **82c**



The DIXIE

This watch is obviously furnished to supply the demand for the very attractive track dial. The dial is metal and has a track dimensioned to harmonize with the size and style of the watch. Has a dustproof case in the popular thin design. Pull out stem set. Unbreakable crystal. Has second hand.

No. 7265. List \$1.00. Dir's., ea. 89c. Lots of 6, ea. 84c, less 2%, net..... **82c**



INGRAHAM "WRIST-FIT" For Men and Boys

Exceptionally good looking and dependable, this wrist watch is an outstanding value. Wrist fitting dust proof back. Non-breakable dust-proof crystal. Chromium-plated case. Etched silver plated dial. Black calfskin strap.

No. 7267. List \$3.00. Dir's., ea. \$1.84. Lots of 6, ea. \$1.77, less 2%, net.... **1.73**

INGRAHAM "TREASURE" MEN'S WRIST WATCH

10-K Rolled Gold Plate Case
A distinctive men's wrist watch in 10K yellow gold rolled plate case with wrist-fit chrome plated back. Dial and numerals gilt finished to match. Platin strap. In handsome presentation box.

No. 7269. List \$1.50. Dir's., ea. \$2.85. Lots of 6, ea. \$2.75, less 2%, net.... **2.69**

INGRAHAM "WRIST-FIT" For Girls and Ladies

Attractively styled wrist watch with beautifully embossed case and adjustable ratchet bracelet. Shaped to fit wrist. Non-breakable, dust-proof. Etched silver-plated dial. Case is chromium-plated.

No. 7268. List \$3.00. Dir's., ea. \$1.84. Lots of 6, ea. \$1.77, less 2%, net.... **1.73**

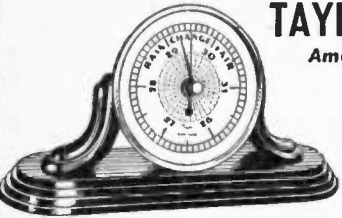
INGRAHAM PRINCESS LADIES' WRIST WATCH

A new inexpensive wrist watch attractively designed for ladies, 10-karat rolled gold case with chromium plated back. Black cord band, gold adjustable ratchet bracelet.

No. 7270. List \$4.50. Dir's., ea. \$2.85. Lots of 6, ea. \$2.75, less 2%, net.... **2.69**

TAYLOR Weather Instruments

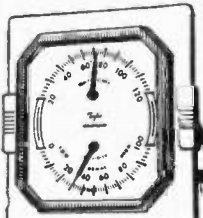
American Made—Nationally Advertised



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 1/4" silvered dial with bronzed center in cloisonne effect.

No. 7292. List \$6.00. Dir's., ea. \$3.60, less 2%, net..... **3.53**



WOOD CASE BAROGUIDE

5 1/4" round case finished in mahogany, has 3 1/2" white finished metal dial with black figures and weather words; chrome finished bezel and hanger. Movement equipped with revolving altitude adjustment up to 3500 feet.

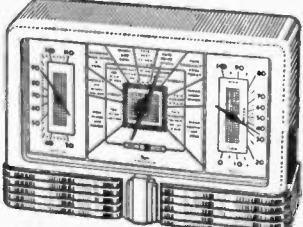
No. 7611. List \$5.00. Dir's., ea. \$3.00, less 2%, net..... **2.94**



ASHTON HUMIDIGUIDE

Attractively priced, combination humidiguide and thermometer. Satin finished dial is inset in ivory molded case, 3 1/4" square with polished brass frame.

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



FAIRMONT COMBINATION

Stormguide, Thermoguide and Humidiguide housed in rectangular Ivory plastic case with gold-finished reed decoration. Size, 7 3/4" wide by 5" high. Dials are two-toned gold, with black figures. Good grade Stormguide movement with automatic signal device. For altitudes up to 3500 feet.

No. 7296. List \$15.00. Dir's., ea. \$9.00, less 2%, net. **8.82**



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.

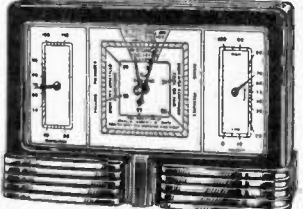
No. 7285. List \$1.50. Dir's., ea. 90c, less 2%, net..... **88c**



FISHERMAN'S BAROMETER

Shows when fish bite best. Operates on proven principle that atmospheric pressure affects feeding habits and activities of fish. Green molded case, 3 1/4" 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**



FAIRMONT JR. COMBINATION

Baroguide, Thermoguide and Humidiguide housed in rectangular black plastic case with chrome trim. Size, 7 3/4" wide by 5" high. Silver dial. For altitudes up to 3500 feet.

No. 7282. List \$10.00. Dir's., ea. \$6.00, less 2%, net. **5.88**



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 is of highly polished nickel chrome Construction 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 ecraze 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 \$42.00. Dir's., ea. \$21.00. Lots of 3, ea. \$18.65, less 2%, net. **18.29**

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 \$33.00. Dir's., ea. \$16.50. **14.38**

Lots of 3, ea. \$14.67, less 2%, net. **13.38**
 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. **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.

Finest quality hardware used throughout, post handle, and short straps across top. Made in a soft type of construction. Black only, 24 in. **9.80**

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. \$4.70. Lots of 3, ea. \$4.54, less 2%, net. **4.45**



4.45
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, ea. \$11.67, less 2%, net **11.44**

Specify Color Desired 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 Cloisonne 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**

LADIES' 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 rocks and bumps and makes pieces washable. Attractive rayon taffeta lining in overnight and wardrobe case—neat fabric lining in Fortnighter. Handsome, 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 shirred pockets. Size, 21". No. 7375. List \$9.00. Dir's., ea. \$4.50. Lots of 3, 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 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**

COMPLETE 3-PIECE ENSEMBLE. Includes overnight case, wardrobe case and fortnighter. No. 7320. List \$55.00. Dir's., per set \$25.00, less 2%, net. **24.50**



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, ea. \$6.67, less 2%, net. **6.54**

OVERNITE CASE WITH FITTINGS IN LID



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**

LADIES' OVERNIGHT CASES

Ladies will want to own this lightweight, sturdy overnight case, made of durable split cowhide. 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. Available in black or mahogany. Size, 21". Specify color.



No. 7324. List \$9.00. Dir's., ea. \$4.50. Lots of 3, ea. \$4.00, less 2%, net. **3.92**

LADIES' DELUXE OVERNIGHT CASE

Similar in construction to the above but made of genuine top grain cowhide, black or brown. Size, 21". Specify color. No. 7325. List \$10.50. 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. 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*



7322

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.



7355



7359

7356

7365

7371



7351

7354 70



7360

7361

7364

7352

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 deluxe heavy cowhide. The hardware is gold finished solid brass. Rawhide 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 \$30.00. Dir's., ea. \$15.00. Lots of 3, ea. \$13.33, less 2%, net. **13.06**

WARDROBE TRUNK— This trunk is matched with the rest of the set above and is recommended for the longer trip. Has four individual drawers with ALL DRAWER LOCKING DEVICE, ten hangers on a telescopic trolley, shoe compartment. Fabric lined. Built of sturdy 3-ply veneer, heavy vulcanized fibre binding on outside. Dome shaped top. Brass plated, extra heavy hardware. Turn locks. Size 23 1/2 x 22 1/2 x 17".
No. 7322. List \$90.00. Dir's., ea. \$45.00. Lots of 3, ea. \$40.00, less 2%, net. **39.20**

LADIES' SHOE AND HAT BOX— Carries six pairs of shoes. Plenty of space for hats and other apparel. Size 18x17x11 1/2".
No. 7355. List \$26.20. Dir's., ea. \$13.10. Lots of 3, ea. \$11.67, less 2%, net. **11.44**

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. Tie tapes. 18x7 1/2 x 9".
No. 7356. List \$20.25. Dir's., ea. \$10.13. Lots of 3, ea. \$9.00, less 2%, net. **8.82**

LADIES' PULLMAN CASE— Ladies' pullman tray case with pockets and lining of tan moire silk. Contains silk lined tray of 2 1/4" depth. Tie tapes in bottom. All pockets with coil wire elastic. 20x17x9".
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. 20x16x9".
No. 7364. List \$24.00. Dir's., ea. \$12.00. Lots of 3, ea. \$10.67, less 2%, net. **10.46**

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. }
No. 7362. 18 in. } List \$14.25. Dir's., ea. \$7.15. Lots of 3, ea. \$6.30, less 2%, net. **6.17**

LADIES' WARDROBE CASE— Attractively lined with tan moire silk. Has a six individual reel hanger, tie tapes, flannel lined shoe pocket, dust curtain. Shirred pockets on both ends with coil wire elastic. 21x17 1/2 x 11 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— Pitted 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 harness 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. Spacious Men's or Ladies' 20x20x9".
No. 7354. Men's } List \$37.50. Dir's., ea. \$18.75.
No. 7370. Ladies' } Lots of 3, ea. \$16.67, less 2%, net. **16.34**

LADIES' 12" VICTORIA MAKE-UP CASE— Carries cosmetics and bottles. Washable leathette lining; removable tray. Make-up mirror in lid; adjustable loop for bottles. Size 12x8x7".
No. 7321. List \$16.50. Dir's., ea. \$8.25. Lots of 3, ea. \$7.33, less 2%, net. **7.18**

All Havana Brown Luggage Can Be Assorted To Take Quantity Prices

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 sturdy 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. Tie 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, 21".

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 sides 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 1/2" 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' TWO 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 rooms, 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 x5 1/4 in. List, \$21.00. Dir's., \$10.50. 3, ea. \$9.33, less 2% .. **9.14**

OVERNIGHT CASE
No. 7372. 21 in. List \$12.50. Dir's., \$6.00. 3 ea. \$5.33, 2% **5.22**

COMPLETE ENSEMBLE
No. 7393. List \$31.50. Dir's., \$15.75. 3, ea. \$14.00, less 2% .. **13.72**

MISS DEB OVERNIGHT CASE



A newly designed overnight case equipped with the following: professional type hairbrush, rat tail comb, manicuring scissors, tweezers, 8-inch triple cut manicurist file, emergency mending kit with ten shades of thread, needle, pin cushion, crystal jar for cold cream, two lotion bottles, crystal container for toothbrush, velvet lined jewelry box, atomizer, standard size pocket for cleansing tissues, oilskin zipper pocket for washcloth, and small mirror in lid. Made of black top grain cowhide over a basswood box. Red binding and gold finished hardware. Size 15" x 12 1/4".

No. 7348. List \$30.00. Dir's., ea. \$15.00. Lots of 3, ea. \$13.33, less 2%, net. **13.06**

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 genuineline. 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**



Distinctive DRESSING CASES

FOR MEN and LADIES

Men's 12-Piece Aniline Russet Case

Smartly tailored dressing case of superior quality Aniline Russet leather. Handsomely lined with water-proof oil silk. Talon zipper fastener around three sides. Twelve piece set of ebony fittings; two military brushes with pure bristles, clothes brush, shaving brush cylinder, enamel mirror, tweezers, file, scissors, utility box, shoe horn, comb, tooth brush container.

No. 7382. List

\$19.50. Dir's., ea. \$9.75. Lots of 3, ea. \$8.65, less 2%, net..... **8.48**



MEN'S DELUXE 12-PIECE CASE

A zipper type dressing case of genuine topgrain cowhide. Lined throughout with real leather. Talon zipper around 3 sides. Fitted with natural ebony fittings as follows: 2 military brushes, razor box, tooth brush cylinder, shaving brush, crystal lotion bottle, utility box, comb, file, shoe horn and easel-back mirror. Black or brown. Specify color. Size, 11x8½x2½ in.

No. 7397. List

\$12.00. Dir's., ea. \$6.75. Lots of 3, ea. \$6.00, less 2%, net.... **5.88**



MEN'S DELUXE 8-PIECE CASE

Zipper type dressing case with new decorated fittings. Made of finest quality leather. Lined with washable leatherette. 8-piece set of fittings include ebony military brush and clothes brush, comb, file, razor, box, crystal lotion bottle, large utility box and tooth brush cylinder. Talon zipper on 3 sides. Black or brown. Specify color. Size, 10½x6½x2½ in.

No. 7398. List \$6.75. Dir's., ea. \$3.75. Lots of 3, ea.

\$3.34, less 2%, net..... **3.27**



Men's 12-Piece Genuine Leather Case

Expertly tailored fitted case of genuine leather and lined with washable leatherette. Fittings are in a dark wood finish and consist of a comb, two military brushes, clothes brush, razor box, tooth brush, cylinder, lotion bottle, file, nail pick, picture mirror, shoe horn, shaving brush holder, and a utility box. Closes with Talon zipper around three sides. Black or Brown. Specify color.

No. 7399. List \$10.00.

Dir's., ea. \$5.00. Lots of 3, ea. \$4.50, less 2%, net..... **4.41**



LADIES' DELUXE 9-PIECE TRAVEL KIT

A durable fitted travel kit for mllady. Made on the style of a hand bag and has easy carrying, double handles and a lock. Talon zipper fasteners on each side of case permit it to open flat for easy access. Very neatly lined with washable oil silk in fine contrast to the outer covering. Built of good quality genuine brown leather. Fittings consist of a comb, brush, mirror, two bottles, two jars, tooth brush holder, and a file.

No. 7339. List \$15.00. Dir's., ea. \$7.50. Lots of 3, ea. \$6.67, less 2%, net..... **6.54**

LADIES' 7-PIECE DRESSING KIT

A small, compact genuine leather dressing kit. Talon zipper fastener around three sides. Lined with lustrous rayon mllro. Easy carrying double handles. Oval shaped fittings with a two-tone effect consist of a comb, brush, mirror, lotion bottle, cream jar, tooth brush holder, and a file. Colors, black or brown. Specify color.

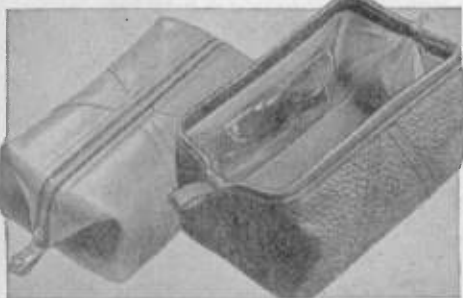
No. 7343. List \$9.00. Dir's., ea. \$4.50. Lots of 6, ea. \$4.00, less 2%, net..... **3.92**



Men's 8-pc. Genuine LEATHER CASE

An outstanding value in a men's fitted kit. Made of genuine black leather. Lined with washable leatherette. Fitted with handle brush, comb, easel mirror, lotion bottle, razor box, tooth brush holder, file, and a shoe horn. Talon zipper fastener around three sides.

No. 7344. List \$1.50. Dir's., ea. \$2.25. Lots of 3, ea. \$2.00, less 2%, net..... **1.96**



Travel Kits — For Modern Travelers

A wonderful little case for carrying toilet articles and other personal objects. Fits easily into larger bag or may be used alone. Oil silk, washable lining. Talon zipper. Flap pocket for washcloths. Made in Suntan Aniline Russet and Black or Brown Top Grain Cowhide. Size, 10x6x3½ in.

No. 7396. Brown } List \$6.00. Dir's., ea. \$3.00.
No. 7394. Black } 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**

Men's "PACKMASTER" 3-Piece LUGGAGE ENSEMBLES



Among the newer ideas in men's luggage—a 3-piece ensemble including an overnight bag, a gladstone and a wardrobe case. Soft, flexible sides allow room for cases to expand as capacity increases—yet their smart appearance is always retained. Built over a lightweight steel frame, equipped with two lock catches. Lined with durable fabric. Wardrobe case will carry two complete suits without wrinkling; also has several individual compartments for shoes, shirts, etc. All contents are concealed when packed. Overnight case has ample packing space. Standard gladstone case as illustrated. Available in black or brown. Specify finish desired.

Top Grain Cowhide With Side Bands

No.	Description	List	Dir's.	3 lots	Less 2%
7271	18" Overnight Bag	24.00	12.00	10.67	10.46
7272	24" Gladstone Case	27.00	13.50	12.00	11.76
7273	24" Wardrobe Case	39.00	19.50	17.33	16.98

Same as above, only with plain sides and in split cowhide.

7274	18" Overnight Bag	17.50	8.63	7.67	7.52
7275	24" Gladstone Case	21.00	10.50	9.33	9.14
7276	24" Wardrobe Case	27.00	13.13	11.67	11.44

Every Man Will Appreciate The Travel Comforts Afforded By These Fine Cases

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. 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, less 2%, net. **7.84**

Similar to the above with Genuine Top Grain Cowhide in Baby Walrus Grain and linen 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**

Genuine COWHIDE Carryall

A popular priced traveling bag of Shark Undergrain Cowhide. Smart appearance, light weight, serviceable. Talon fastener. Cloth lined. Metal lock. Double handles. Black or Mahogany. 18".

No. 7368. List \$6.00. Dir's., ea. \$3.00. Lots of 3, ea. \$2.65, less 2%, net. **2.60**

Similar to above with Genuine Top Grain Cowhide in Baby Walrus. 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**

MEN'S ANILINE RUSSET LUGGAGE ENSEMBLE

A handsome two-piece ensemble 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. Durable construction to retain its smart appearance for many years. Weltedge style Gladstone built over a sewed frame, with short extension 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 conveniently packing all the clothes and personal items that usually go along on trips. Can be purchased separately if desired.



No. 7279. 18" Zipper Bag. List \$21.00. Dir's., \$10.50. Lots of 3, ea. \$9.33, less 2%, net. **9.14**
 No. 7280. 24" Gladstone. List \$35.00. Dir's., ea. \$17.25. Lots of 3, ea. \$15.33, less 2%, net. **15.02**

MEN'S COWHIDE TWO-SUITER LUGGAGE ENSEMBLE

This two-suiter and zipper bag is sure to be acclaimed as one of the smartest ensembles in the entire luggage field. Made of genuine top grain cowhide, in choice cowhide 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. Tie 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. Size of two-suiter 24 in., zipper bag, 18 in. Can be purchased separately if desired. Specify color desired.



No. 7277. Two-Suiter. List \$39.00. Dir's., ea. \$19.50. Lots of 3, ea. \$17.33, less 2%, net. **16.98**
 No. 7278. 18" Zipper Bag. List \$15.00. Dir's., ea. \$7.50. Lots of 3, ea. \$6.67, less 2%, net. **6.54**



Fast Selling LUGGAGE Specialties



ZIPPER RING BINDER

Sturdy split cowhide zipper type ring binder. Talon zipper fastener. Three 1" rings in interior; will carry standard 8 1/2 x 11" sheet.

One vertical and one horizontal leatherette pocket on inside of case. Lined with washable leatherette. Size 13 1/2 x 10". 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 x 10". No. 7307. List \$7.50. Dir's., ea. \$3.75. Lots of 3, ea. \$3.33, less 2%, net..... **3.26**

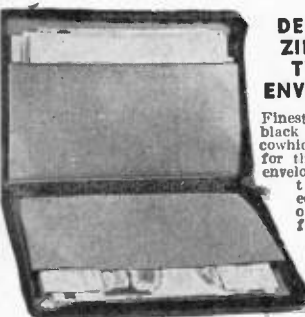


TOP GRAIN COWHIDE ZIPPER TYPE ENVELOPE

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, 15x11". No. 7308. List \$10.50. Dir's., ea. \$5.65. Lots of 3, ea. \$5.00, less 2%, net..... **4.90**

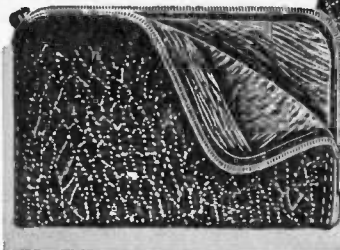
Similar to the above in split cowhide. 2 1/2" genuine cowhide gusset. Four pockets in interior. Colors, black or brown. Size, 16x11". No. 7309. List \$7.00. Dir's., ea. \$3.55. Lots of 3, ea. \$3.10, less 2%, net..... **3.04**



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". No. 7310. List \$7.00. Dir's., ea. \$3.55. Lots of 3, ea. \$3.10, less 2%, net..... **3.04**

Similar to above in split cowhide. Size, 16x11". No. 7311. List \$5.00. Dir's., ea. \$2.50. Lots of 3, ea. \$2.20, less 2%, net..... **2.16**



COWHIDE ZIPPER ENVELOPES

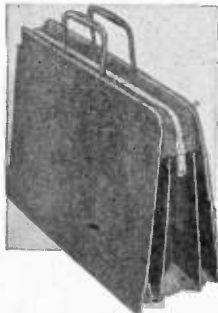
Well built zipper envelopes, popularly priced! Built of sturdy split cowhide, black. One inch gusset of split cowhide. Talon zipper fastener. Fine quality washable leather lining. Handy flat pocket in interior. No. 7300. Size 13 1/2 x 10". List \$3.40. Dir's., ea. \$1.70. Lots of 3, ea. \$1.53, less 2%, net..... **1.50**

No. 7301. Size 16" x 11". 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 x 10". List \$5.10. Dir's., ea. \$2.55. Lots of 3, ea. \$2.25, less 2%, net..... **2.20**

No. 7303. Size 16" x 11". List \$5.50. Dir's., ea. \$2.85. Lots of 3, ea. \$2.55, less 2%, net..... **2.50**



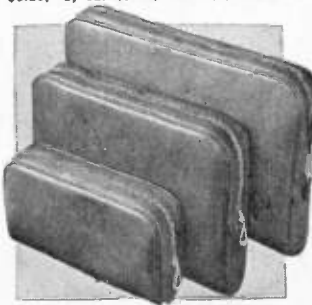
Zipper Brief Case

- Three Pockets
- Talon Zipper Fastener
- Sliding Handles

Handy, roomy case of split cowhide, black or brown. Sturdy leatherette gussets each allowing for 1 1/2" 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 Sunan Aniline Russet top grain 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 \$16.50. 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 sharkskin 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. \$3.56. 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. Tan finish.

No.	Size	Dir's., ea.	3 lots, ea.	Less 2%
7314	11 1/2 x 6"	2.25	2.00	1.96
7317	13 1/2 x 10"	3.35	3.00	2.94
7318	16x11"	4.15	3.65	3.58



Meet the TWIN Radio Champs

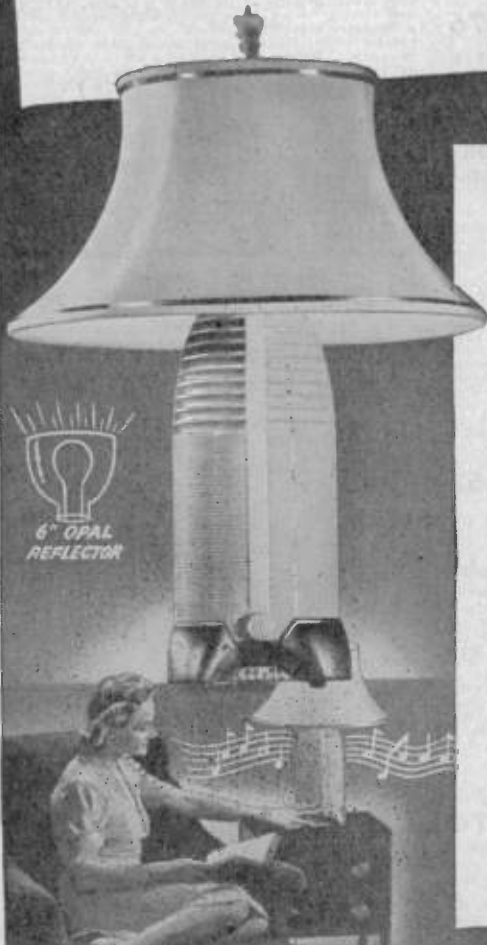
DOUBLE Utility for DOUBLE Value!

Just watch these two Radio Champs smash every sales record in the books. With their double utility features the famous Lullaby and its new teammate—the Lumitone, pack powerful punches that will make real "cash register" music. The Lullaby—the Bed Lamp Radio which scored such a phenomenal hit—now vastly improved in styling and convenience. The Lumitone Table Lamp Radio is brand new, but its success is a foregone conclusion. For, it not only provides a full measure of radio entertainment and decorative lighting, but also has the smart, gem-like beauty to make it a hit wherever displayed.

Sonora 5 Tube AC-DC Superhet

Built-in Air Magnet — No Aerial Or Ground Required
7 Tube Performance

Both the Lullaby and the Lumitone, are equipped with specially engineered superheterodyne circuits, using 5 latest type tubes. They achieve a high degree of tonal perfection, rarely found in small receivers. Equipped with studio-like dynamic speakers which reproduce with startling clarity the like naturalness. Complete band coverage, including the 1712 KC Police Channels. Built in Air Magnet—no aerial or ground required. 1% watt output. Beam power. Automatic volume control. 110-120 volts AC-DC.



Lullaby

BED LAMP RADIO

Greatly improved in design and efficiency, it is safe to predict that the Lullaby Bed Lamp Radio will surpass the remarkable success scored by its predecessor. In its glorious new tubelite cabinet—in choice of ivory or walnut—its outstanding appeal will be more apparent than ever. The lamp section is scientifically placed to concentrate beam directly upon reading matter. The light from the powerful tubular type lamp is properly diffused by its frosted curved lens, providing soft, glareless light, easy on the eyes. Adjustable brackets covered in present marbling finish of bed. Separate switch for lamp. Size 9 1/2" high, 5 1/2" wide, 7-1/16" deep. Complete with 25 watt bulb. Ship. Wt. 9 lbs. 110-120 volts AC-DC.

No. 9987. Walnut finish

No. 9988. Ivory finish
List \$19.95. Dr's., ea. \$12.97. 4 lots.

ea. \$11.97. less 2%, net. **1173**

Lumitone

TABLE LAMP RADIO

In either one of its two capacities—as a table lamp or a radio—the Lumitone is worth the name. So, you can just about imagine how your customers will respond to the tremendous appeal of its double utility. Will appreciate with most any type of interior, adding a distinctive note to its surroundings. Radio can be easily tuned by means of rotating dial in base illuminated by pilot light. Combination switch and volume control also conveniently located in base. Mounded rich, cream colored bakelite with contrasting gold trim. Shade in set Celanese inflexa with self-fold trim and gold plating. 3" coil reflector provides direct and indirect light. Overall height 21 1/2", diameter 5 1/2". Shade 16" in diameter. 3-way switch for use with 50-100-150 watt lamps. Ship. Wt. 12 lbs. 110-120 volts AC-DC.

No. 9989. List \$22.95 (less bulb). Dr's., ea.

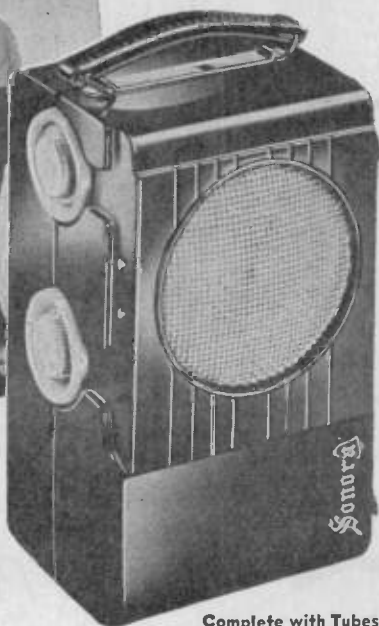
\$14.92. Lots of 4, ea. \$13.77. less 2%, net. **1349**

Tuned to the Tempo of Tomorrow!

Sonora "CANDID PORTABLE"

MODEL KG132

The TRULY PERSONAL RADIO



Complete with Tubes and Batteries

CARRIED LIKE A CANDID CAMERA

Sonora engineers have again blazed a glorious new trail—they have condensed Sonora's famous tonal 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 tonal 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 1/4" and weighing but 4 1/2 lbs., it's the last word in compact beauty.

No. 9961, Model KG132, Walnut finish. List \$14.95
Dir's. ea. \$10.45. Lots of 3, ea. \$9.94.
less 2%, net. **9.74**

Extra Battery Kit

No. 9955, Eveready Battery Kit for Above, 3—No. 950 flashlight cells and 1—No. 748—45 volt "B" Battery. List \$1.80. Dir's. \$1.25, less 2%, net. **1.22**

No. 9641, Headphones for Above, 2—Adjustable shoulder strap. List \$1.45. Dir's. ea. 87c, less 2%, net. .85c
No. 9639, Brown List 50c. Dir's, ea. **.33c**



Economy on the Farm!

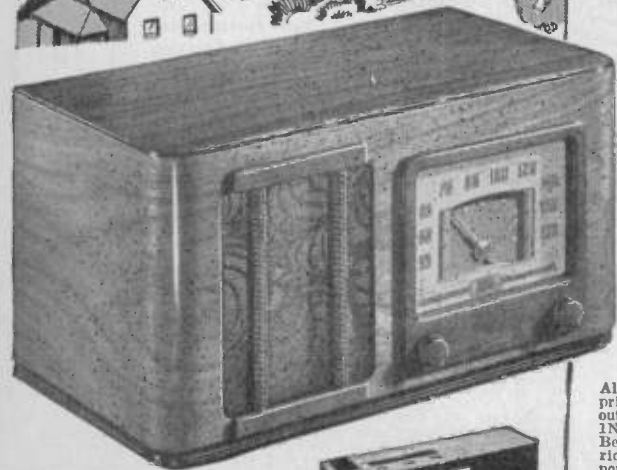
Sonora MODEL KZ-111

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 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. (centre 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 lower 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 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 1/4" deep. Ship. wt. 12 1/2 lbs.
No. 9985, List \$19.95, complete with tubes, less battery. Dir's., ea. \$12.76, lots of 3, ea. \$12.13, less 2%, net. **1189**



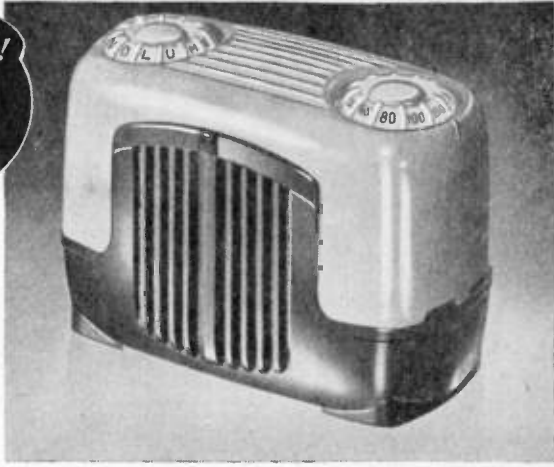
Eveready Battery Kit for Above consists of a single easy-to-use unit containing 1 1/2 volts of "A" power and 40 volts of "B" power.
No. 9614, List \$5.00, Dir's. ea. \$3.45, less 2%, net. **3.38**



Simply Breath Taking!

Sonora "GEMS"

IN GLORIOUS COLORS



As Low As
5.97

You've seen those sleek new 1941 cars in all the colorful beauty of their two-tone finishes. Well, radio has its counterpart in these gorgeous new Sonora "Gems". And what gems they really are! Not only from the standpoint of beauty, but taken from a purely performance angle—these trim little "midgies" are outstanding examples of advanced radio engineering. Individually styled and beautifully compact, they are the ideal personal radios—just the thing for one's own room.

Three Delightful Color Combinations
 Tan Top, Maroon Base Blue-Green Top, Green Base
 Blue-Grey Top, Blue Base

No matter where one happens to be—if it's near any 110-volt outlet, AC or DC—the Gem is instantly ready for action. Just plug in and tune. Brilliantly conceived circuit employing four of the latest type tubes. Achieves an amazing degree of clear undistorted receptivity. Specially matched P.M. dynamic speaker. Tunes from 535-1720 K-C's. by means of control knobs on top. 20-ft. built-in antenna bank. Molded-plastic cabinet in choice of three harmonious color combinations. Size 7 3/4" x 11 1/2" x 5 1/2"—small enough to fit in palm of hand. Ship. wt. 4 1/2 lbs.

No. 9996. All walnut finish. List \$8.95. Dir's., ea. \$6.40. **5.97**
 3 lots, ea. \$6.09, less 2%, net.

No. 9962. Tan top—maroon base } List \$9.95. Dir's.,
 ea. \$6.92. 3 lots, ea.

No. 9964. Blue-grey top—blue base } \$6.59, less 2%, net. **6.46**



Simply Radiates Quality!



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 1/2 Watt Output
- Gets Police Calls

As Low As
7.89

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. Bakelite 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" x 5 1/4" x 4 7/8". Ship. Wt. 6 lbs.



MODEL TSA-117 Ivory Cabinet
 No. 9965. List \$12.95. Dir's., ea. \$8.83.
 Lots of 3, ea. \$8.50,
 less 2%, net. **8.33**

MODEL TSA-119 Walnut Cabinet
 No. 9966. List \$12.95. Dir's., ea. \$8.38.
 Lots of 3, ea. \$8.06,
 less 2%, net. **7.89**

Brilliantly Styled Superbly Engineered

Sonora "Cameo" 5-TUBE AC-DC SUPERHET BUILT-IN "SONORASCOPE" No Aerial or Ground Needed



- 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 3/4" Long x 6 7/8" Deep x 6 1/2" High. Ship. wt. 5 1/2 lbs.

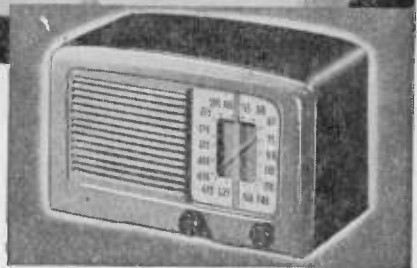
No. 9967. Two-tone Model List \$12.95, Dlr's., ea. \$8.95. Lots of 3, ea. \$8.51, less 2%, net. **834**

No. 9968. Ivory Model. List \$14.95, Dlr'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

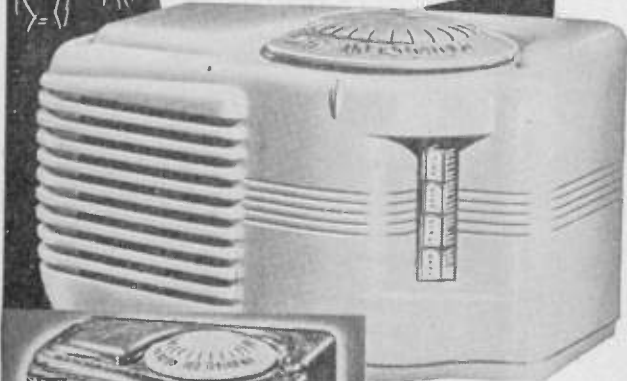


A brand-new note in classic beauty . . . the sales sensation of last year in the small set field! Promises to be an even greater sensation this year. SONORA engineers have added new 1941 features that are certain to set a new vogue in small radio design and a new high in sales. We suggest that you build 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-clip 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—12SA7, 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 1/4" High, 6 1/2" Deep. Shpg. wt. 7 1/2 lbs.



Ivory Finish

No. 9970. List \$16.95. Dlr's., ea. \$10.83. Lots of 3, ea. 10.30, less 2%, net. **1009**

Walnut Finish

No. 9969. List \$15.95. Dlr's., ea. \$10.25. Lots of 3, ea. \$9.73, less 2%, net. **954**



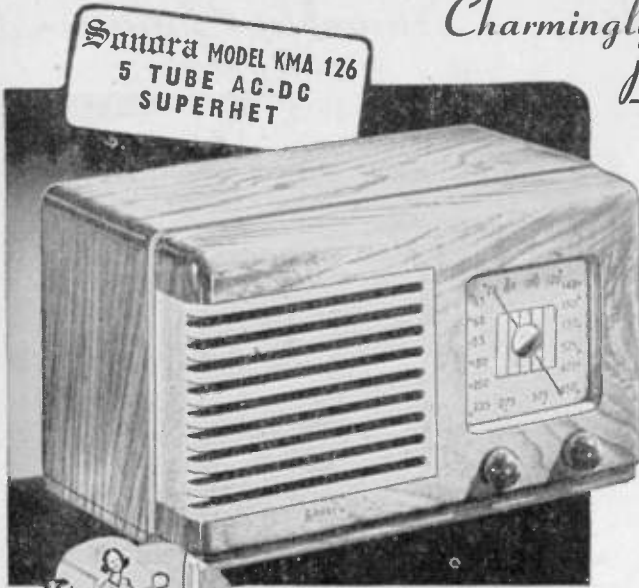
In 1941 . . . More Than Ever Before . . . the Smart Choice Will Be

Sonora

In the 1941 Line, Sonora engineers 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



As Low As
993

- PM Dynamic Speaker
- Built-in "Sonorascope"
- Gold-Finished Speaker Grille
- Large Gemloid Dial
- Wide Frequency Range
- Solid Walnut Cabinet
- 2-Watt Output

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 — vote 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 Radiol

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 1/2" 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 1/4" High x 8" Deep. Shpg. wt. 6 lbs.

No. 9971. List \$15.95. Dir's., ca. \$10.53. Lots of 3, ea. \$10.13, less 2% net.

993

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 whistler—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!



Quality and Appearance
At A Price!

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 veneer—curved pillar end—novel shaped grille. Has following tubes: 1—12SA7, 1—12SK7, 1—12SQ7, 1—35L6GT, 1—35Z5GT. Size: 12 3/8" Long x 7 1/4" High x 6 3/8" Deep. Shipping weight 5 1/2 lbs.

No. 9972. List \$20.95. Dir's., ea. \$13.87. Lots of 3, ea. \$13.33, less 2% net.

1306



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. 2 1/2 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—6A8G, 1—6K7G, 1—6Q7G, 1—6K9G, 1—30. Special phono connection and television connection makes this model a triple-threat entertainment value. Tunes 535-1720 KC (also includes popular 1712 Pollee (channel). Giant Gemloid 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.

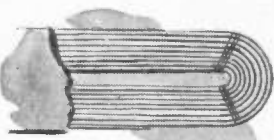


**BEAUTY
QUALITY
ECONOMY**
—this model
has everything!

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, 7 1/2" Deep, 8 1/2" High. Ship. wt. 12 3/4 lbs. **No. 9973, List \$22.95, Dlr's., ea. \$13.32. Lots of 3, ea. \$14.57, less 2%, net. 1428**

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.

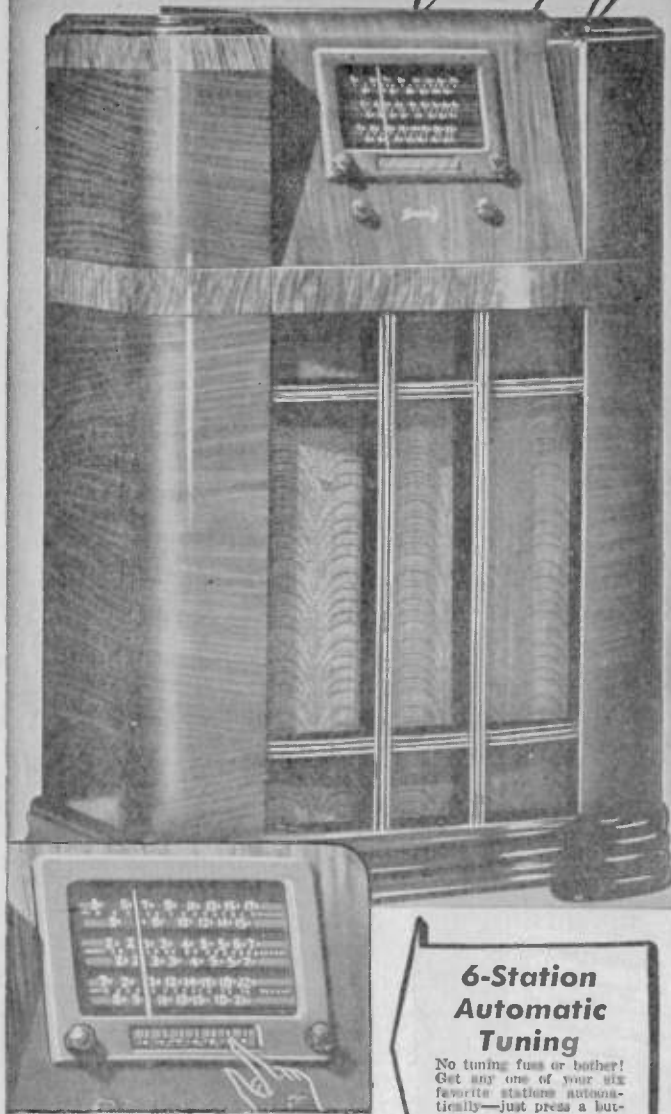
Powerful 6" Electro Dynamic Speaker

Tops for perfect, natural tones and glorious reception! Two full tuning bands. Tunes 535-1720 KC (with popular 1712 Pollee call) and 5.6-18.3 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 5-B-18.3 MC connections. Giant Gemloid 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—6A8G, 1—6J5G, 1—6K7G, 1—6Q7G, 1—25C6G, 1—25Z6G. Handsomely styled cabinet with selective walnut veneers. Unique corner-type speaker grille. 6-18.3 MC wide, 8 3/8" deep, 9 3/8" high. Ship. wt. 15 3/4 lbs. 110 volt, 60 cycles, AC. **No. 9974, List \$29.95, Dlr's., ea. \$18.60. Lots of 3, ea. \$17.88, less 2%, net. 1752**

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!

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 standout 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 a new peak of perfection in 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" to 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—68A7, 1—68K7, 2—68Q7, 2—6K6GT, 1—574G.

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—12 $\frac{1}{4}$ -13 $\frac{1}{4}$ Meter Channel). Large, easy-to-read glass dial makes tuning a pleasure!

Keyed 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 responsive chord among lovers of fine furniture. Made of carefully blended walnut veneers, richly grained and hand rubbed to a high lustre. Size 39" high, 28" wide, 12 $\frac{1}{2}$ " deep. Ship. wt. 65 lbs.

No. 9975. List \$89.75.
Dir's., ea. \$39.95. Lots of 3, ea. \$38.50.
less 2% net.....

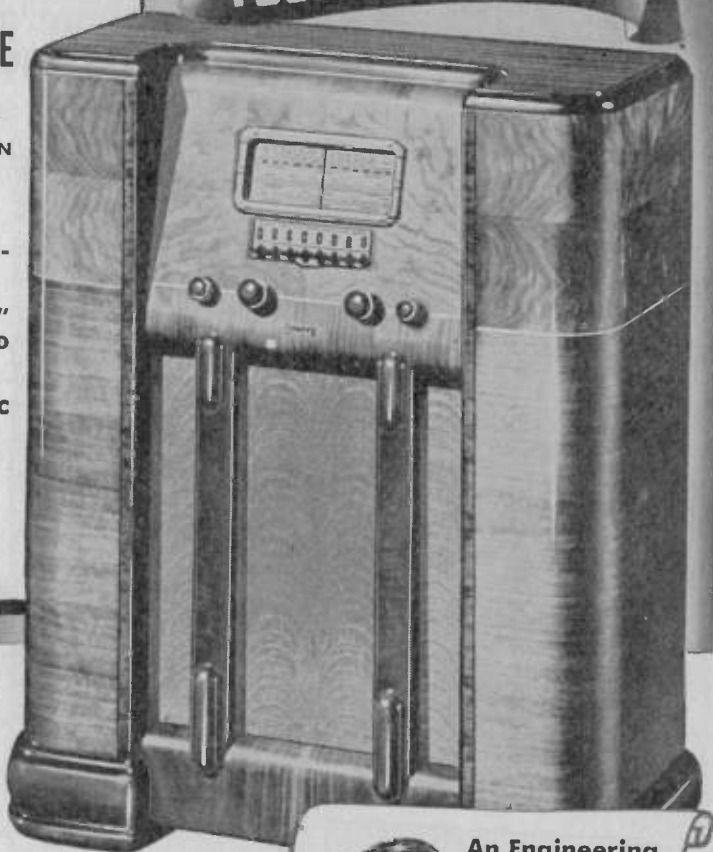
3773

**THE WORLD AT
YOUR FINGERTIPS**

Sonora

12 TUBE CONSOLE

- 12" AUDITORIUM SPEAKER
- 3 WAVE BANDS—AMERICAN AND FOREIGN RECEPTION
- 12-TUBE SUPERHET
- TELEVISION-PHONO CONNECTION
- BUILT-IN "SONORASCOPE"—NO AERIAL OR GROUND REQUIRED
- 6 STATION AUTOMATIC PUSH BUTTON TUNING
- 7½ WATT OUTPUT
- 8½ IN. SLIDE RULE DIAL
- GRAINED WOOD CABINET



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 "listen to stern" this console fairly glitters 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%.

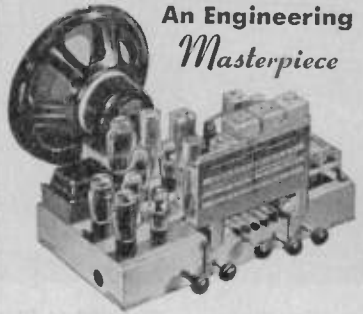
3 Full Wave Bands give the listener a lifetime pass to anything interesting on the airways, foreign as well as domestic. The wave bands are as follows: 1720 to 535 K.C. for standard broadcast; 1710 to 3650 K.C. covering police short wave; 5.65 to 18.1 M.C. covering all foreign channels.

The "Sonorascope" built right into the set itself eliminates messy wires stretching across floor—no complicated installations. Brought to perfection by Sonora's engineering staff, the Sonorascope provides the utmost in far-reaching reception on all wave bands. The coming of television will find this receiver ready for it, being equipped with a television connection; a phonograph jack is also provided.

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. 8½x1" full-vision slide rule dial with two-tone solid leaf face. Broadcast band is calibrated in kilocycles; short wave band in megacycles.

A brand new superheterodyne in which 12 new type tubes are used to provide "Clear as a Bell" tone quality. 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 volume in all oscillator circuits. Phase inverter audio circuit. Bass channel amplifier and continuously variable tone control. 12" heavy duty electro dynamic speaker, 7½ watt output. Uses the following tubes: 1—6A8G, 7—6J5G, 1—6K7B, 2—6P6G and 1—40.

**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.



Console of Luxurious Beauty

Massive, yet graceful, suggesting quality and refinement, the Model TG-38 will blend in harmoniously with interior schemes of even the finest home. Made of a combination of gorgeously grained woods with instrument panel slotted for convenient visibility and tuning. Attractively rolled pilasters. Hand rubbed to a high lustre. Dimensions, 37" high, 30" wide and 14" deep. Ship. wt., 94½ lbs.

A Model That Reaches A New Peak Of Tonal Perfection

No. 9986. List \$89.95.
Dir's., ea. \$52.25.
Lots of 3, ea. \$49.95,
less 2%, net.

48⁹⁵

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 "skyscraper" for value—but at rock-bottom price! 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 veneers with artistic piano finish.

Made For Critical radio listeners and music lovers who demand the best. This Console Grande Combination spells "front 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 truly 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 suit 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. Tuning 3.5-17.20 K.C. (for domestic stations and popular 1712 Police Channel) and 5.65 - 18.3 M.C. (for short-wave foreign stations). 110 volts 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 0" Slide-Rule dial makes hand-tuning 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 1/2" Long, 32" High, 17" Deep. Shipping weight 105 lbs.

No. 9977. List price \$99.95. Dlr's., ea. \$56.50, lots of 3, ea. \$52.50, less 2%, net.

150

WPA

5145

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 radios 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 1911 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 of rim-drive motor maintains a constant speed of 78 R.P.M. and is rubber cushioned for smooth, silent operation. Has finger-touch "start-stop" switch. Plays both 10 and 12" records. Finely engineered offset-head crystal pickup for 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: 9³/₄"x12³/₄"x6¹/₂". Ship. Wt., 15 lbs.

Walnut Model
No. 9952. List \$22.95.
Dir's., ea. \$14.87. Lots of 3, ea. \$14.15, less 2%, net **13⁸⁷**

Ivory Model
No. 9953. List \$24.95.
Dir's., ea. \$15.84. Lots of 3, ea. \$15.25, less 2%, net **14⁹⁴**

Sonora KNF-148 RADIO PHONOGRAPH 5 TUBE AC SUPERHET

- 7-TUBE PERFORMANCE!
- BUILT-IN "SONORASCOPE"
- P.M. DYNAMIC SPEAKER
- CRYSTAL PICKUP

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—14³/₈"x11¹/₂"x9¹/₄". Ship. wt. 22¹/₂ 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. Brings new comfort to listening. Astatic crystal pickup plays 10 and 12-inch records with lid closed. Needle cup.

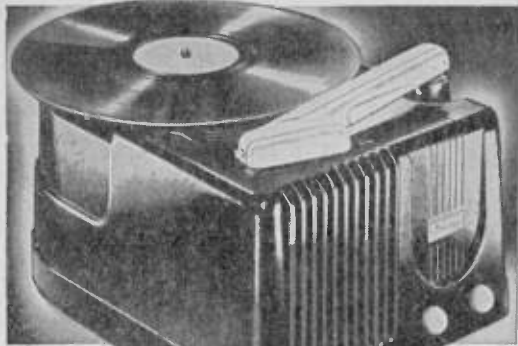
No. 9999. List \$29.95. Dir's., ea. \$19.42, lots of 3, ea. \$18.69, less 2%, net.....

18³²



Thrill to its
glorious, life-
like tone!

Sonora PHONOGRAPHS AND RECORD PLAYERS



**Sonora
MODEL KW-78**

- 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 lite cabinet. Plays 10" and 12" records. For 110 volts, 60 cycles A.C. Dimensions: 9 $\frac{3}{8}$ " high, 12 $\frac{3}{8}$ " deep, 6 $\frac{1}{2}$ " high. Shpg. wt., 16 lbs.

No. 9983—List \$16.95, Dir's., ea. \$10.96, lots of 3, ea. \$10.43, less 2%, net.....

**ELECTRIC
PHONOGRAPH**

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. 5 $\frac{1}{2}$ -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 $\frac{1}{2}$ " wide, 14 $\frac{1}{2}$ " deep, 10 $\frac{3}{8}$ " high. Shpg. wt. 15 $\frac{1}{2}$ lbs.

No. 9984—List \$24.95, 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-duty 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 Tangent head crystal pickup. For 110 volts, 60 cycles A.C. Size—9 $\frac{3}{8}$ "x12 $\frac{3}{8}$ "x14 $\frac{1}{2}$ " 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 net! 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. Your's 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. Superior 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 $\frac{1}{2}$ " lg. wide x 11 $\frac{3}{8}$ " in. deep x 6 $\frac{1}{2}$ " in. high. Shpg. wt. 12 lbs. No. 9980. List \$14.95. Dir's., ea. \$10.33. Lots of 3, ea. \$9.94, less 2%, net.....

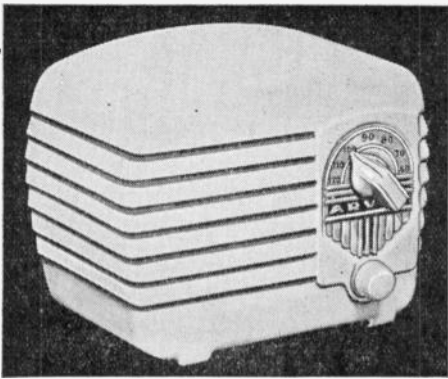
9⁷⁴

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



ARVIN "Mighty Midget"

- Ultra Smart Cabinet Styling
- Powerful Electro-Dynamic Speaker
- Unbreakable One-Piece Cabinet

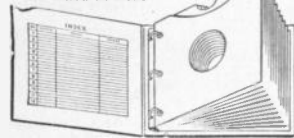
Here is a small but powerful radio, so compactly designed that it can be tucked away in overnight luggage. Despite its small size, it is remarkably efficient, and will deliver a high degree of performance quality. Tunes from 540 to 1750 KC's which covers all standard broadcasts and some police calls. Unbreakable one-piece cabinet with bronze embossed dial. Employs three tubes as follows: 2518GT, 50L6GT, 35Z5GT, including rectifier. Power output 2 watts. Operates on AC or DC. Electro dynamic speaker gives clear tone, 20 ft. attached aerial. Size, 6 1/2" wide, 5 1/2" high, 3 3/8" deep.

No. 9994, Walnut finish. List \$6.95. Dir's., ea. **5.18**
 \$5.60. Lots of 3, ea. \$5.29, less 2%, net.....

No. 9995, Ivory finish. List \$7.95. Dir's., ea. **5.28**
 ea. \$5.70. Lots of 3, ea. \$5.39, less 2%, net.....

MASTERCRAFT RECORD ALBUMS

Embossed Leatherette,
 Finished in Blue



Holds 10-Ten In.
 Records

No. 9881, List 50c.
 Dir's., ea. 30c. 6
 lots, ea. 27c, less 2%
 net.....**.26c**

Holds 10-Twelve In.
 Records

No. 9882, List 90c.
 Dir's., ea. 45c. 6
 lots, ea. 40c, less 2%
 net.....**.39c**

HOME RECORDING DISCS

With the popularity of home recording increasing daily, you will undoubtedly have many calls in the near future for recording discs, of the type listed here.

PAPER BASE DISCS

No.	Size	List	Dir's.
9886	6 1/2"	.12 1/2	.07 1/2
9887	8"	.20	.12
9889	10"	.30	.18

ALUMINUM BASE DISCS

9890	6 1/2"	.20	.12
9891	8"	.30	.18
9892	10"	.40	.24

Metal Base, Plastic Hardened Top

No Surface Noise, 5 to Package

No.	Size	List	Dir's.	Less 2%
9883	6 1/2"	1.00	.60	.59
9884	8"	1.50	.90	.88
9885	10"	2.00	1.20	1.18

PLAYBACK NEEDLES FOR ALL RECORDS



Sapphire Tipped Needles

Genuine sapphire tip, shaped to fit groove. Will play 2,000 ordinary records or 5,000 home recordings.

No. 9896, List \$1.50. Dir's., \$1.00. 12, ea. .90, less 2%...**.88c**

Permo Playback Needles

Made of a special alloy, drawn and tempered. Free from surface noise.

No. 9895, List \$1.30. Dir's., ea. 70c. Lots of 12, ea. 62c, less 2%, net.....**.61c**

Recor 100% Shadowgraph Playback Needles

Shadowgraphed to fit groove perfectly. Will reproduce records with maximum clarity.

No. 9897, Pkg. of 30. List 25c. Dir's., per pkg.....**.15c**

Actone Shadowgraphed Playback Needles

Scientifically made for perfect reproduction.

No. 9898, Pkg. of 100. List 60c. Dir's., per pkg. 39c. 12, ea.**.36c**

RCA Record Players

R93F WIRED MODEL

An inexpensive record playing attachment which quickly converts any modern AC radio into an electrical radio-phonograph combination. Plays both 10" and 12" records. Cushion-mounted, constant speed electric motor. Feather-touch crystal pick-up in bakelite tone arm. Brown bakelite cabinet 11" wide, 9 3/4" deep, 3" high. Complete with record holder and six 10" popular classical recordings.

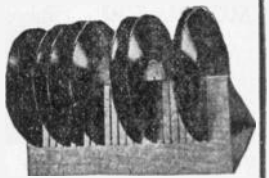
No. 9901, List \$13.45. Dir's., ea. \$6.77, less 2%, net.....

6.63

6 VICTOR RECORDS & RECORD HOLDER FREE!

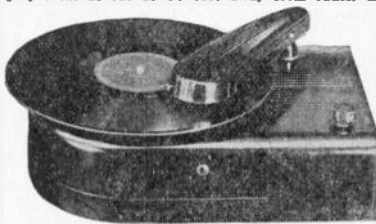
With either of the two record players listed here.

The recordings are of popular classical or semi-classical selections played or sung by world famous artists. They are the regular Victor "Black Label" records, listing regularly at 50c each. Record holder will accommodate 14 records.



VA-20 WIRELESS MODEL

With this unique device, you literally broadcast through your radio. No attachment to radio necessary. Merely plug into any 110 volt outlet. Will play from as far as 50 feet away from radio. Equipped with feather-touch



crystal pickup and modern bakelite tone arm. Constant speed RCA motor. Volume control with on and off switch. Adjustable output frequency and pilot lamp. Rich brown bakelite cabinet 12 1/2" wide, 8 1/2" deep, 5" high. Complete with six 10" records and record holder.

No. 9900, List 19.45. Dir's., ea. 11.67, less 2%, net.....**11.44**

RCA Record Player Connecting Switch And Cable

For connecting RCA record player, or any other type of phonograph turntable assembly to a radio receiver. Merely plug into any 110 volt outlet. Will play from as far as 50 feet away from radio. Equipped with feather-touch crystal pickup and modern bakelite tone arm. Constant speed RCA motor. Volume control with on and off switch. Adjustable output frequency and pilot lamp. Rich brown bakelite cabinet 12 1/2" wide, 8 1/2" deep, 5" high. Complete with six 10" records and record holder.

No. 9899, List \$1.00. Dir's., ea. 60c, less 2%, net.....**.59c**

Ask for Our Handy ORDER BOOK

This Order Book has been specially designed for the convenience of our dealers for sending in their orders. Each book contains 12 self-mailing order blanks, the same as the one which is enclosed with this catalog. No addressing—no envelope is required. There is also 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.

Send for your copy today!

Specify No. OB935



RECORD CUTTING NEEDLES

WALCO SAPPHIRE CUTTING NEEDLES

The world's finest genuine sapphire cutting stylus. Used in all radio recording studios where perfect recording is required. Will cut more than 3,000 eight inch recordings.

No. 9893, List \$5.00. Dir's., ea. \$3.25. Lots of 12, ea. \$3.00, less 2%, net.....**2.94**

WALCO STEEL CUTTING NEEDLES

Hand-polished, finest hardened alloy steel. Thoroughly inspected and guaranteed for uniformity.

No. 9894, Pkg. of 5. List \$1.00. Dir's., per pkg. 60c. Lots of 12 pkgs. 55c, less 2%, net.....**.54c**

1941 ARVIN Car Radios



MODEL 520
5-Tube
Superhet
An Amazing Car
Radio Value!

A brand new single unit 5 tube superhet by Arvin which sets a new standard for compactness, performance, and value. Easily installed under instrument panel where it is readily accessible for tuning. Superbly engineered superheterodyne circuit packs a real wallop. Illuminated thumb-wheel dial permits fast, easy tuning. Full automatic volume control. The famous "Phantom Filter" provides greater signal strength and noise-free performance. 2-watt power output. 5" electro-dynamic speaker. Handsome metal cabinet in golden brown hammerloid finish. Size, 8 1/2" wide, 5 1/2" high, 11" long. Wt. 10 lbs. Complete with the following tubes: 6SA7, 6SK7, 6RQ7, 6K6GT, 6X5GT.

Fits Snugly Under Dash

Both the model 520 and 620 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. Easily removable for servicing or transferring to another car.

Superheterodyne circuit attains high degree of sensitivity and tonal excellence. Equipped with the famous "Phantom Filter". Full automatic volume control. 5" electro dynamic speaker. 2-watt power output. Smartly styled, all metal cabinet to match modern car interiors. Finished in golden brown hammerloid finish. Dimensions, 3 1/2" wide, 5 1/2" high, 11" long. Wt. 10 lbs. Complete with the following tubes: 6SA7, 6SK7, 6RQ7, 6K6GT, 6X5GT.

No. 9401. List \$18.95. Dir's., ea. \$13.26, less 2%, net. **12⁹⁹**

No. 9400. List \$14.95. Dir's., ea. \$11.21, less 2%, net. **10⁹⁹**

ARVIN'S FAMOUS "PHANTOM FILTER"

All Arvin models are equipped with the "Phantom Filter"—an exclusive Arvin engineering achievement which results in greatly increased signal strength and improved reception.



MODEL 620
5 Tube
Superhet
With Automatic
Push Button Tuning

In addition to all the smart styling and quality engineering features of the model 520, this model also has the added convenience of automatic push button tuning. Any 4 stations may be selected for instant tuning by the mere touch of a button. Has the regular illuminated thumb-wheel dial for manual tuning.

MODEL 720—6 Tube Superhet
With Universal or "Tailor-fit"
Remote Control for 1937-41 Cars

This model literally sparkles with up-to-the-minute features. Powerful 6 tube superheterodyne circuit. Heavy duty 8" speaker built into chassis. Famous "Phantom Filter" boosts signal strength and clears reception. 3-watt power output. Fully automatic and manual volume control. New golden brown hammerloid finish. Size, 8 1/2" square by 7 3/4" deep. Easily installed. Ship. wt. 15 lbs. Complete with the following tubes: 2-6SK7, 1-6SA7, 1-6RQ7, 1-6K6GT, 1-6X5GT.

No. 9402. With under-dash-remote control (fits all cars). List \$27.95. Dir's., \$19.57, less 2% **19¹⁸**

No. 9403. With built-in dash remote control. List \$31.35. Dir's. \$21.11, less 2% **20.69**

FOR TAILOR-FIT INSTALLATION

When ordering the Model 720 for Tailor-fit installation with built-in dash remote control, be sure to specify Y E A R AND MODEL OF CAR. We will ship with the proper panel and control unit.



Tailor-Fit Control



Under-Dash Mounting Control

The Finest Car Radio Ever Built!



Model 820

MODEL 820—6 Tube Superhet

Tunes Any 5 Stations Automatically
From One Push Button

Arvin's engineering staff has scored a real triumph in the creation of the new Model 820. Vastly improved in tone, range and tuning conveniences, it is sure to be acclaimed as the most outstanding auto radio of 1941.

A flick of the finger gives any one of five pre-selected stations—all from ONE PUSH BUTTON. Tuning accuracy is maintained by five separate antenna circuits and five separate oscillator coils. Manual tuning for all other stations. Superbly engineered superheterodyne circuit, aided by the "Phantom Filter" achieves new heights of tonal perfection. Iron core I. F. results in high sensitivity and razor-edge selectivity. 8" speaker built-into-chassis. Tone control. Complete with built-in dash remote control for tailor-fit installation on all cars. All metal case finished in golden brown hammerloid finish. Size 8 1/2" square by 7 3/4" deep. Includes the following tubes: 2-6SK7, 6SA7, 6RQ7, 6T6GT, 6X5GT.

Tailor-fit Installation For 1939-41 Car



Model 821

MODEL 821—For Tailor-fit Installation on 1940-41 Ford, Mercury, Plymouth, Dodge and Chevrolet

The Model 821 is the same as the Model 820 in every detail, but comes with a separate speaker for behind-the-grille installation on the following 1940-41 cars: Ford, Mercury, Plymouth, Dodge and Chevrolet. Remote control unit and matching panel for dash mounting are also included to fit the individual cars.

No. 9421. For 1940-41 Chev., 1941 Ford-Mercury, Olds., Pontiac. } List \$46.95. Dir's., ea. \$28.17, less 2% **27.61**
No. 9422. For 1940 Dodge, Plym., 1941 Chrysler, DeSoto, Dodge, and Plym. (Special DeLuxe). } net.

The above illustration shows the Model 821 installed on car. Note how speaker and remote control unit fit into spaces provided, making the entire installation appear to be an integral part of car.

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 installations.

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%, net. **1.32**

ADAPTER PLUGS



Uni-plug. Female bayonet to pin plug. No. 9592. List 15c. Dir's., ea. 9c. 10 lots, 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.

2-Section Telescopic— From 23" to 49". 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. \$1.03. 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%, net. **73c**

No. 9587. 3 section 66" telescopic. Plain lead-in. List \$1.60. Dir's., ea. 96c. Lots of 6, ea. 86c, less 2%, net. **84c**

FIXED Z-MATCH ANTENNA BOOSTER

Increases the antenna strength from 6 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 25" to 50". No. 9562. List \$1.75. Dir's., ea. 79c. 6 lots, ea. 73c, less 2%, net. **72c**

3-Section Telescopic— From 20" to 62". No. 9563. List \$2.50. Dir's., ea. \$1.15. 6 lots, ea. \$1.09, less 2%, net. **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. 18" Long—Male Bayonet Terminal Lug 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 66" telescopic. Shielded lead-in. List \$1.95. Dir's., ea. \$1.20. Lots of 6, ea. \$1.05, 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." Absolutely noiseless. 2 ceramic anchor nuts. 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 and Fenders on 1940-41 Cars

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 48" lead in. 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. \$2.01, less 2%, net. **1.97**

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.

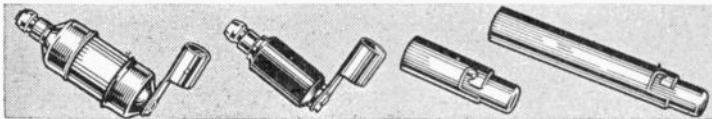
No. 9593. List 40c. Dir's., ea. **24c**



For Side Cowl Aerials
Tubing of low loss, hydro-sealed, moisture proof construction shield can with long grounding prongs at one end and male bracket fitting at the other. 36 in. long.

No. 9594. List 40c. Dir's., ea. **24c**

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 offers 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

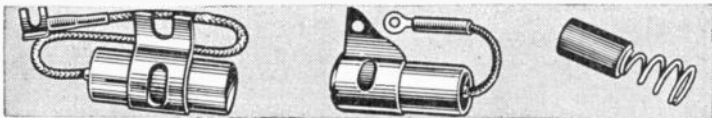
Used in power supply cables for all auto radio installations using bayonet type construction. No. 9523. Dir's., 7c. Lots of 10, ea. **6c**

POWERFLO 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**

Powerflo Distributor Suppressor

No. 9541. List 50c. Dir's., ea. 13c. Lots of 20, ea. **12c**



Generator and Ignition Condensers

Special 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. 9536. 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. 26c. Lots of 10, ea. **26c**
No. 9542. For 1940 Models. List 60c. Dir's., ea. 26c. 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. 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. Lots of 10, 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

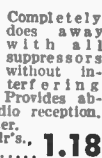
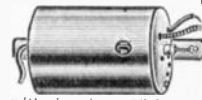
Filters ignition noises. No. 9528. List \$2.25. Dir's., ea. \$1.35. Lots of 10, ea. \$1.25. Less 2%, net ... **1.22**

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**

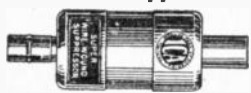
I.C.A. "A" LINE FILTER

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 ohms. Resists heat, oil or moisture. Eliminates motor noises. No. 9532. List 50c. Dir's., ea. 29c. 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. 14c. Lots of 10, ea. **14c**



STAR CONTROL HEAD MECHANISM and PANEL KITS

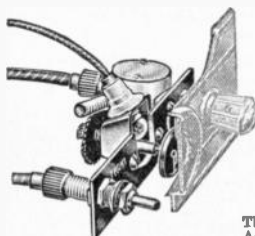
Converts Old Auto Radios for Tailor-Fit Installation on Late Model Cars

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.

To install all 1936, 37 or 38 Deico, United Motor, and Chevrolet custom built manual tuning radio sets in 1941 Chevrolet cars. No. 9951. List \$3.00. Dir's., ea. \$1.80, less 2%, net. **1.76**

SPECIAL CHEVROLET 1941 PLATE CONTROL HEAD MECHANISM

This control unit will fit all cars from 1935 to 1941. Adjustable to fit any opening on instrument panel for auto radio installation. No drilling necessary. Has 5 interchangeable gears to provide ratios 6:1, 8:1, 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 1935-41 CARS



These panel kits are for use with control head 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**



STATIC ELIMINATORS

I.C.A. DUPLEX FILTERVOLT

Eliminates static created by electrical devices. Equipped with dual outlet for plugging appliances, etc. No. 9515. List. 85c. Dir's., ea. \$1.00. 45c, 10, ea. **40c**

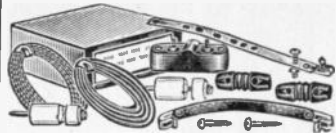
DYNATROL LINE NOISE ELIMINATOR

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. Dir's., ea. 80c 10, 73c ea. 75c, less 2%, net

I.C.A. FILTERVOLT

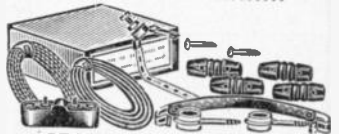
Can be installed either at the radio set or at the apparatus causing the disturbance. Constructed of a center-tapped condenser and two heavy duty R. F. Chokes. For 32, 110 and 220 Volt AC or DC Circuits. No. 9519. List \$4.50. Dir's., \$2.25, less 2%, net **2.20**

AERIAL KITS



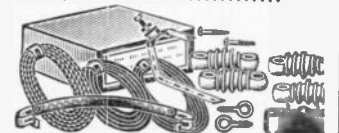
SPECIAL AERIAL KIT

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. Dir'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. 9536. List \$1.50. Dir's., ea. 63c. Lots of 10, 57c, less 2%, net. **56c**



DELUXE AERIAL KIT

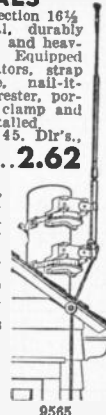
Consists of: 100 Ft. 7 Strand Copper Aerial Wire; 50 Ft. No. 14 Rubber Covered Wire; 25 Ft. Flexible Rubber Covered Lead-In Wire; 1 \$100.00 Guaranteed Lightning Arrester; 4 Glass Insulators; 1 Type "C" Ground Clamp; 4 Glass Insulators; 2 Wood Screws; 3 Screw Eyes and instruction sheet. No. 9501. List \$2.00. Dir's., ea. \$1.10. Lots of 10, \$1.00, less 2%, net. **98c**

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. Dir'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. Dir'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. 9564. List \$3.95. Dir's., ea. \$2.05, 3 lots, ea. \$1.85, less 2%, net **1.81**

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. Dir'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. Dir'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 1/4 in. or smaller pipe. No. 9514. List 20c. Dir's., ea. 25c. Lots of 10, ea. 2 1/2c. 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**

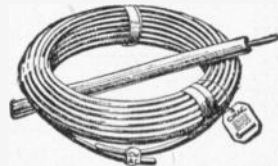
NAIL MOUNTING Insulators

Well-built Porcelain Knob, 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. Dir's., ea. 20c. Lots of 25, **2 1/2c**

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**

No.	Type	Each	10-Coil Lots
9503.	7-24	22c	21c
9504.	7-22	36c	33c
9505.	7-26	46c	35c
50-FOOT COILS			
9507.	7-24	12c	11c
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	Ea.	10 lots
9508.	1/64 50 ft.	.16	.15
9508.	1/64 1000 ft.	2.80	
9510.	1/32 50 ft.	.18	.17
9511.	1/32 1000 ft.	3.25	...



METAL TYPE

RCA Radiotron



R.C.A. Radiotron tubes are known the world over for the extra measure of performance and 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 roll 1.00



GLASS TYPE

STANDARD GLASS TYPE

No.	Type	List	Dir's. ea.	25 Lots ea.	Less 2%
9651	01A	.80	.31	.28	.27
9652	1F7	.80	.81	.75	.73
9653	1A6	1.20	.65	.60	.59
9654	1B4P	1.20	.65	.60	.59
9655	1B5	1.00	.54	.50	.49
9656	1C6	1.20	.65	.60	.59
9657	1F4	1.20	.65	.60	.59
9658	1F6	1.50	.80	.75	.73
9659	1V	.90	.49	.45	.44
9660	2A3	1.85	1.00	.93	.91
9661	2A5	.90	.49	.45	.44
9662	2A6	.90	.49	.45	.44
9663	2A7	1.00	.54	.50	.49
9664	2B7	1.20	.65	.60	.59
9665	5Z3	1.00	.54	.50	.49
9666	6A6	1.50	.81	.75	.73
9667	6A7	.90	.49	.45	.44
9668	6B7	1.20	.65	.60	.59
9669	6C6	.90	.49	.45	.44
9670	6D6	.90	.49	.45	.44
9671	6E5	1.00	.54	.50	.49
9672	6F7	1.50	.81	.75	.73
9673	6G5	1.00	.54	.50	.49
9674	6N5	1.50	.81	.75	.73
9675	6U5/6G5	1.20	.65	.60	.59
9676	10	2.75	1.48	1.38	1.35
9677	12A7	1.85	1.00	.93	.91
9678	12Z3	.90	.49	.45	.44
9679	15	1.85	1.00	.93	.91
9680	19	1.20	.65	.60	.59
9681	2A4	.80	.43	.40	.39
9682	25Z5	.90	.49	.45	.44
9683	26	.65	.29	.25	.24
9684	27	.60	.29	.25	.24
9685	30	.90	.49	.45	.44
9686	31	.90	.49	.45	.44
9687	32	1.20	.65	.60	.59
9688	33	1.20	.65	.60	.59
9689	34	1.20	.65	.60	.59
9690	35	.90	.49	.45	.44
9691	36	.90	.49	.45	.44
9692	37	.75	.41	.38	.37
9693	38	1.00	.54	.50	.49
9694	39/44	.90	.49	.45	.44
9695	41	.75	.41	.38	.37
9696	42	.75	.41	.38	.37
9697	43	1.00	.54	.50	.49
9698	45	.70	.38	.35	.34
9699	47	1.00	.54	.50	.49
9700	48	2.75	1.48	1.38	1.35
9701	49	1.20	.65	.60	.59
9702	50	2.25	1.21	1.12	1.10
9703	53	1.50	.81	.75	.73
9704	55	1.00	.54	.50	.49
9705	56	.70	.38	.35	.34
9706	57	.80	.43	.40	.39
9707	58	.80	.43	.40	.39
9708	59	1.50	.81	.75	.73
9709	71A	.80	.43	.40	.39
9710	75	.75	.41	.38	.37
9711	76	.80	.43	.40	.39
9712	77	.80	.43	.40	.39
9713	78	.80	.43	.40	.39
9714	80	.60	.32	.30	.29
9715	81	1.85	1.00	.93	.91
9716	82	1.20	.65	.60	.59
9717	83	1.20	.65	.60	.59
9718	83V	1.85	1.00	.93	.91
9719	84	1.00	.54	.50	.49
9720	85	.80	.43	.40	.39
9721	89	.90	.49	.45	.44
9722	X99	2.70	1.46	1.35	1.32
9857	112A	.80	.43	.40	.39
9858	6B5	1.85	1.00	.93	.91
9859	7A6	1.20	.65	.60	.59

No.	Type	List	Dir's. ea.	25 Lots ea.	Less 2%
9723	7A7	\$1.20	\$.65	\$.60	\$.59
9724	7A8	1.20	.65	.60	.59
9725	7B7	1.20	.65	.60	.59
9726	7C6	1.20	.65	.60	.59
9727	7Y4	1.20	.65	.60	.59
9728	35A5	1.20	.65	.60	.59
9729	35Z3	1.20	.65	.60	.59

METAL TYPE

No.	Type	List	Dir's. ea.	25 Lots ea.	Less 2%
9766	0Z4	\$1.50	\$.81	\$.75	\$.73
9730	5T4	1.85	1.00	.93	.91
9731	5W4	1.00	.54	.50	.49
9732	5Z4	1.20	.65	.60	.59
9733	6A8	1.20	.65	.60	.59
9734	6B8	1.85	1.00	.93	.91
9735	6C5	1.00	.54	.50	.49
9736	6F5	1.00	.54	.50	.49
9737	6F6	1.00	.54	.50	.49
9738	6I16	1.00	.54	.50	.49
9739	6J5	.80	.43	.40	.39
9740	6J7	1.20	.65	.60	.59
9741	6K7	1.00	.54	.50	.49
9742	6K8	1.20	.65	.60	.59
9743	6L6	1.85	1.00	.93	.91
9744	6L7	1.50	.81	.75	.73
9745	6N7	1.50	.81	.75	.73
9746	6Q7	1.20	.65	.60	.59
9747	6I7	1.50	.81	.75	.73
9748	6S7	1.50	.81	.75	.73
9749	6NA7	.90	.49	.45	.44
9750	6NC7	1.20	.65	.60	.59
9751	6NF5	.90	.49	.45	.44
9752	6NJ7	1.00	.54	.50	.49
9753	6NK7	.90	.49	.45	.44
9754	6NQ7	.90	.49	.45	.44
9755	6V6	1.85	1.00	.93	.91
9756	6X5	1.50	.81	.75	.73
9757	25A6	1.85	1.00	.93	.91
9758	25L6	1.50	.81	.75	.73
9759	25Z6	1.20	.65	.60	.59
9760	12C8	1.85	1.00	.93	.91
9761	128A7	.90	.49	.45	.44
9762	128C7	1.20	.65	.60	.59
9763	128J7	1.00	.54	.50	.49
9764	128K7	.90	.49	.45	.44
9765	128Q7	.90	.49	.45	.44

"G" TYPE SERIES

No.	Type	List	Dir's. ea.	25 Lots ea.	Less 2%
9767	0A4G	\$1.85	1.00	\$.93	\$.91
9768	0Z4G	1.50	.81	.75	.73
9769	1A5G	1.50	.81	.75	.73
9770	1A7G	1.50	.81	.75	.73
9771	1C5G	1.50	.81	.75	.73
9772	1C7G	1.20	.65	.60	.59
9773	1D5GP	1.20	.65	.60	.59
9774	1D7G	1.50	.81	.75	.73
9775	1E5GP	1.50	.81	.75	.73
9776	1E7G	2.25	1.21	1.13	1.11
9777	1F5G	1.20	.65	.60	.59
9778	1F7GV	1.50	.81	.75	.73
9779	1G5G	1.20	.65	.60	.59
9780	1H4G	.90	.49	.45	.44
9781	1H5G	1.20	.65	.60	.59

"G" TYPE SERIES—Cont.

No.	Type	List	Dir's. ea.	25 Lots ea.	Less 2%
9782	1H6G	1.20	.65	.60	.59
9783	1H8G	1.20	.65	.60	.59
9784	1N5G	1.50	.81	.75	.73
9785	5V4G	.90	.49	.45	.44
9786	5V4G	1.50	.81	.75	.73
9787	5X4G	1.00	.54	.50	.49
9788	5X3G	.60	.32	.30	.29
9789	5X4G	.60	.32	.30	.29
9790	6A8GT	.90	.49	.45	.44
9791	6A8GT	.90	.49	.45	.44
9792	6A5G	1.20	.65	.60	.59
9793	6A7G	1.50	.81	.75	.73
9794	6B6G	1.00	.54	.50	.49
9795	6B8G	1.20	.65	.60	.59
9796	6C5G	.90	.49	.45	.44
9797	6C8G	1.50	.81	.75	.73
9798	6D8G	1.50	.81	.75	.73
9799	6F5G	1.00	.54	.50	.49
9800	6F6G	.80	.43	.40	.39
9801	6F8G	1.20	.65	.60	.59
9802	6G6G	1.20	.65	.60	.59
9803	6H6G	1.00	.54	.50	.49
9804	6J5G	.90	.49	.45	.44
9805	6J7G	1.00	.54	.50	.49
9806	6K5G	1.00	.54	.50	.49
9807	6K6G	1.00	.54	.50	.49
9808	6K7G	1.00	.54	.50	.49
9809	6K7GT	.90	.49	.45	.44
9810	6L5G	1.00	.54	.50	.49
9811	6L6G	1.85	1.00	.93	.91
9812	6L7G	1.50	.81	.75	.73
9813	6N7G	1.50	.81	.75	.73
9814	6Q7G	.80	.43	.40	.39
9815	6R7G	1.80	.83	.40	.39
9816	6R7G	1.00	.54	.50	.49
9817	6S7G	1.50	.81	.75	.73
9818	6T7G	1.20	.65	.60	.59
9819	6V7G	.90	.49	.45	.44
9820	6V6G	1.20	.65	.60	.59
9821	6W7G	1.50	.81	.75	.73
9822	6Y6G	1.50	.81	.75	.73
9823	6Z5G	1.00	.54	.50	.49
9824	6Z7G	1.85	1.00	.93	.91
9825	6Z5SG	1.20	.65	.60	.59
9826	25A6G	1.00	.54	.50	.49
9827	25A7G	1.50	.81	.75	.73
9828	25H6G	1.85	1.00	.93	.91
9829	25Z6GT	1.00	.54	.50	.49
9830	25Z6GT	.90	.49	.45	.44
9831	1A7GT	1.20	.65	.60	.59
9832	1D8GT	1.85	1.00	.93	.91
9833	1H5GT	1.00	.54	.50	.49
9834	1N5GT	1.20	.65	.60	.59
9835	1Q5GT	1.50	.81	.75	.73
9836	1T5GT	1.50	.81	.75	.73
9837	6F5GT	.90	.49	.45	.44
9838	6J5GT	.80	.43	.40	.39
9839	6J7GT	1.00	.54	.50	.49
9840	6K6GT	.90	.49	.45	.44
9841	6V6GT	1.00	.54	.50	.49
9842	12A8GT	.90	.49	.45	.44
9843	12F5GT	.90	.49	.45	.44
9844	12J5GT	.90	.49	.45	.44
9845	12K7GT	1.00	.54	.50	.49
9846	12K7GT	1.00	.54	.50	.49
9847	12Q7GT	1.00	.54	.50	.49
9848	35L6GT	.90	.49	.45	.44
9849	35Z4GT	.70	.38	.35	.34
9850	35Z5GT	.75	.41	.38	.37
9851	50L6GT	1.00	.54	.50	.49
9852	1G4G	1.20	.65	.60	.59
9853	1G6G	1.50	.81	.75	.73
9854	6N6G	2.25	1.21	1.13	1.11
9855	25Z6G	.90	.49	.45	.44

All Tubes Can Be Assorted to Take Quantity Prices



EVEREADY Radio Batteries

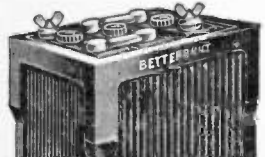


EVEREADY "LAYERBILT" 45 VOLT B BATTERIES									
Our No.	Fac. No.	Type	Terminals	Size	Std. Pkg.	List	Dir's. ea.	Std. Pkg. ea.	Less 2%
9600	486	Super-Large	Plug-in	8x1 1/2 x 7 3/8	6	2.10	1.64	1.49	1.46
9601	485	Super-Med.	Plug-in	8x3 3/8 x 7 3/8	6	1.89	1.32	1.20	1.18
9602	586	Std. Large	Plug-in	8x4 3/8 x 7 3/8	6	1.85	1.53	1.39	1.36
9603	585	Std. Med.	Plug-in	8x3 3/8 x 7 3/8	6	1.39	1.14	1.04	1.02
9604	584	Super Hvy. Duty	Plug-in	8x4 3/8 x 7 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 x 1 3/8 x 5 3/8	12	1.50	1.15	1.05	1.03
9606	742	45-V Standard	Plug-in	4 x 2 1/4 x 5 3/8	1	1.50	1.05	1.03
9607	738	45-V Standard	Plug-in	2 1/2 x 2 1/4 x 4 1/8	1	1.50	1.05	1.03
9608	749	90-V Standard	Plug-in	1 5/8 x 3 3/8 x 7 3/8	1	3.20	2.21	2.17
EVEREADY DRY "A" BATTERIES FOR PORTABLES									
9609	741	1 1/2-Volt	Plug-in	3 1/8 x 2 1/8 x 5 3/8	1	.95	.6766
9610	742	1 1/2-Volt	Plug-in	2 1/2 x 2 1/8 x 4	1	.50	.3534
9611	745	1 1/2-Volt	Plug-in	10 3/8 x 3 1/8 x 1 1/8	1	.95	.6761
9612	746	4 1/2-Volt	Plug-in	3 1/8 x 1 3/8 x 5 3/8	2	.45	.3531
9613	747	*6-Volt	Plug-in	10 3/8 x 3 3/8 x 1 1/8	1	1.00	.7069
*Contains 6 Radio "A" Cell Batteries									
EVEREADY "C" BATTERIES FOR RADIO TEST INSTRUMENTS									
9620	771	4 1/2 Volts	Plug-in	4 x 1 3/8 x 3 3/8	10	.35	.27	.24 1/2	.24
9621	774	7 1/2 Volts	Plug-in	4 x 1 3/8 x 3 3/8	5	.65	.49	.42	.43
9622	763	2 1/2 Volts	Screw	3 3/8 x 2 1/8 x 3 3/8	5	1.20	.92	.84	.82
EVEREADY 6-VOLT "HOT SHOT" BATTERIES									
9625	1461	For misc.	Screw	10 3/8 x 7 3/8 x 2 3/8	4	1.85	1.41	1.28	1.25
9626	141	6-volt duties	Screw	10 3/8 x 7 3/8 x 2 3/8	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 1/4 x 4 3/8 x 6 7/8	5.00	3.45	3.38		
EVEREADY "A" BATTERIES AND AIR CELLS									
9615	740	1 1/2-V Dry "A"	Plug-in	4 5/8 x 3 3/8 x 7 3/8	1.80	1.26	1.23		
9616	X125	3-V Dry "A"	Plug-in	11 3/4 x 4 1/8 x 7 3/8	3.50	2.33	2.28		
9617	A1300	1500 Hr. Air Cell	Plug-in	5 3/8 x 4 3/8 x 8 1/4	2.45	1.72	1.69		
9618	A2300	500 Hr. Air Cell	Screw	8 1/4 x 5 1/8 x 8 1/4	4.25	2.98	2.93		
9619	A2600	1000 Hr. Air Cell	Screw	9 1/8 x 6 5/8 x 10 7/8	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	10	with dry cell tubes,	2 5/8 x 6 5/8	25	.25	.21	.19		
9624	7111	misc. filament and radio work	2 5/8 x 6 5/8	25	.45	.31	.31		

BETTERBILT "A" BATTERIES

**Guaranteed 2 Years
6 Volt "A" Batteries**

Furnished with special screw type terminals
No. 9630, 125 Amp. Hours.
 Dir's. \$5.90, less 2%...**5.68**
No. 9631, 180 Amp. Hours.
 Dir's. \$7.90, less 2%...**7.74**
2-VOLT A-BATTERY
No. 9632, 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	2 1/2c
9544	10 2"	3/8"	3 1/2c	3c
9545	10 2 1/4"	3/8"	7c	6c



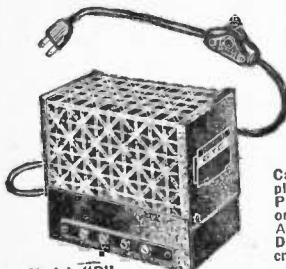
Universal clips come in handy for testing, for service work and on installations.

LEAD PLATED

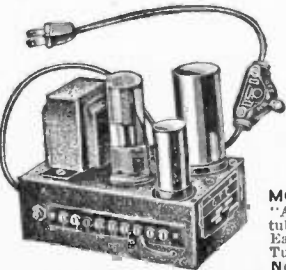
9546	25 2 1/2"	1"	6c	5 1/4c
9547	50 3 3/8"	1 1/2"	11c	9c

PORTA-POWER Battery Radio Convertors

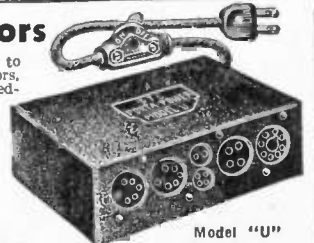
With the R. E. A. bringing the blessings of electricity to thousands of homes every day, the market for convertors, such as these, is growing daily. For there are undoubtedly millions of battery operated receivers, still in good condition, which, with the proper convertor, can be adapted for use on the regular house current. The Porta-Power line is well constructed throughout, is simple to hook up, and priced attractively low.



Model "P"
MODEL P—For 6 Volt Battery Radios.
 Converts 98% 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 3/8" x 6 1/8" x 5 1/2". Ship. Wt., 8 lbs.
No. 9635, List \$13.95, Dir's. ea. 8.20
 \$8.37, less 2%, net.....



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 1/2" x 3 1/2" x 6". Wt., 4 lbs.
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" x 3 1/2" x 5 1/2". Ship. Wt., 5 lbs.
No. 9634, List \$9.95, Dir's. ea. 5.85
 \$5.97, less 2%, net.....



KEYSTONE ILLUMINATED EDITORS AND SPLICERS

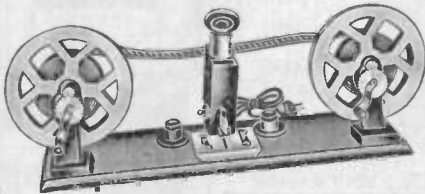


For 16 mm. and 8 mm. film

Deluxe Model

A rewinder, picture viewer and deluxe splicer unit all in one unit and mounted on highly finished wooden base. Geared rewinder reel supports are castings with chrome plated finishing. Splicer is designed to give best results, using no water and making scraping unnecessary — can be used with either silent or sound films (16 mm.). Picture viewer is supported over splicer amply high to give room for making splices. Electric light unit directly below viewer.

No. 7461. For 16 mm silent or sound films.
No. 7462. For 8 mm silent films.
List \$11.50. Dir's., ea. \$8.63, less 2%, net. **8.46**

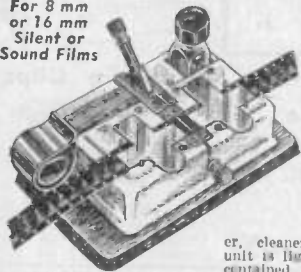


Standard Model—For 16mm and 8mm

Mounted on an fitted wood base with a geared rewinder reel support at each end. Film can be rewound in either direction. Splicer in center of base. 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. \$6.30, less 2%, net. **6.17**
No. 7460. ILLUMINATED VIEWER ONLY. List \$1.00. Dir's., ea. \$3.00, less 2%, net. **2.94**

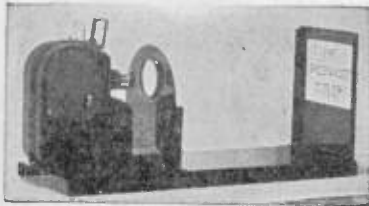
For 8 mm or 16 mm Silent or Sound Films



KEYSTONE DELUXE SPLICER

Designed to make splices with minimum of time or effort. Patch method used, eliminates scraping of emulsion or use of water. Gives a stronger, cleaner splice. The entire unit is light, compact and self-contained with no detached or loose parts to handle. Complete with film cement.

No. 7463. For 16 mm silent or sound films.
No. 7464. For 8 mm silent films.
List \$8.75. Dir's., ea. \$2.81, less 2%, net. **2.75**

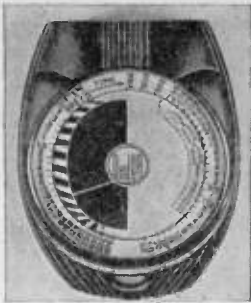


BETTERBILT TITLER

An outstanding value in a movie titler. Gets clear, sharp titles from typewriter typed copies or those printed by hand. Furnished in models to fit the Keystone 8 mm, the Cine Kodak 8, Filmo Double 8 and Univex. Specially model desired.

No. 7612. For Keystone 8 } List \$2.00. Dir's.,
No. 7613. For Kodak 8 } ea. \$1.90. 3 lots,
No. 7614. For Filmo 8 } ea. \$1.20. 1 lots,
2% net. **1.18**

DEJUR-AMSCO EXPOSURE METERS



Critic Model No. 40

One of the most accurate and precision exposure meters ever made! New louvre type construction restricts light indication only on image to be photographed, thus assuring perfect exposure every time. Sensitivity range from 0.1 to 5000 foot candles. Speed ratings from 0.3 to 300 official Weston. Shutter speed from 60 to 1/2000 seconds. Zero adjusting screw provides for accurate zero standardization. Jewelled galvanometer with evenly divided scale. Sealed for protection against humidity.

No. 7467. List \$15.50. Dir's., ea. \$10.34. Lots of 6, ea. \$9.77, less 2%, net. **9.57**

No. 7468. Eveready Leather Carrying Case For Above. List \$1.50. Dir's., ea. \$1.17. Lots of 6, ea. \$1.11, less 2%, net. **\$1.09**

Photrix "SS" Exposure Meter

Sensitivity, simplicity and compactness are featured in this exposure meter. High sensitivity assures correct exposure in any light, dim or bright. Extremely simple to operate. One turn of dial ring brings all usable combinations of F stops and exposure time into alignment. F stops 1 to 22. Exposure time 1/1500 to 60 seconds. Film speed 8 to 38 SOH. 0.5 to 800 W. Size 2 1/2 x 3 1/4".

No. 7533. List \$18.75. Dir's., ea. \$14.05. Lots of 3, ea. \$13.11, less 2%, net. **12.85**

No. 7534. Zipper case for above. List \$1.25. Dir's., ea. 93c. Lots of 3, ea. 87c, less 2%, net. **85c**



Model 5A

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. Supersensitive photoelectric cell with fully protected lead wires to transfer current—designed 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, milled bakelite case. A thoroughly dependable instrument, priced attractively low. Complete with zipper leather case and neck sling.

No. 7662. List 13.50. Dir's., ea. \$8.34. Lots of 9, ea. \$7.87, less 2%, net. **7.71**



Lutrix Exposure Meter

An ideal, all purpose exposure meter that fits really two meters in one. Has interchangeable dial—standard dial for conventional readings and pre-set dial which reads F stops directly. Easy to operate, nothing to calculate. Exposure time scale 1/2000 seconds to 80 seconds. Lens opening scale F 11 to F 36. Film speeds from 0.3 to 800 W and from 5 to 38 SOH. 2 1/2" x 2 1/2" x 1 1/2".

No. 7469. With Carrying Case. List \$11.95. Dir's., ea. \$8.37. 3 lots, ea. \$7.77, less 2%, net. **7.61**

PHOASTRON ELECTRIC EXPOSURE METER

The extended scales on this new meter include a range of light measuring sensitivity far beyond the ordinary meter. Evenly spaced scale permits easy and quick readings. Not affected by heat, humidity or angle in which meter is held.

No. 7471. For Movie Cameras.

No. 7472. For Still Cameras.

List \$3.00. Dir's., ea. \$3.33. Lots of 6, ea. \$3.00, less 2%, net. **2.94**

DE JUR AMSCO RANGE FINDER



More light, better sight, and finer pictures are made possible with this superimposed image range finder. Made to fit all cameras. Scales from 2'6" to infinity. Dye-piece eliminates extraneous light. Reflecting and viewing mirrors of highest quality type. Deep etched dial markings assure extreme accuracy. Complete with leatherette carrying case.

No. 7663. List \$5.50. Dir's., ea. \$3.67. Lots of 3, ea. \$3.47, less 2%, net. **3.40**

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 temperature 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: 3-4x5 Tenite Trays; 1-Print Frame; 1-Ruby Bulb; 4-M Q Tubes; 1-4 oz. Graduate; 12-3 1/2x5 1/2 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. \$1.32, less 2%, net..... **1.29**

ADVANCED OUTFIT

A complete outfit for the developing and printing of all photographic negatives and papers. No other equipment needed. Set includes: 3-4x5 Tenite Trays; 1-3 1/2x5 1/2 Print Frame; 1-Ruby Lamp; 6-M Q Tubes; 1-4 oz. Graduate; 24-3 1/2x5 1/2 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. \$1.75, less 2%, net..... **1.71**



DELUXE OUTFIT Including Color

This set has a more generous supply of parts, larger graduate and color equipment. Includes: 3-Tenite Trays; 1-3 1/2x5 1/2 Frame; 1-Ruby Lamp; 6-M Q Tubes; 1-8 oz. Grad.; 24-3 1/2x5 1/2 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. 7850. List \$4.95. Dir's., ea. \$3.70. Lots of 3, ea. \$3.60, less 2%, net **3.53**

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. \$1.39, less 2%, net..... **1.36**



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 castium.
No. 7897. Three Sections. Folded 25". Extended 59". List \$6.75. Dir's., ea. \$4.50. Lots of 3, ea. \$4.05, less 2%, net..... **3.97**

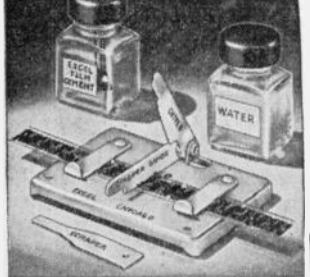


← SPlicing KIT

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**

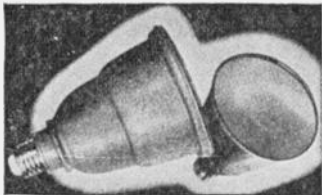
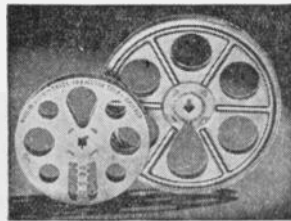
FILM CEMENT ONLY

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 red and one yellow safe dish filter. Handsomely finished in grey crackle.
No. 7473. List \$1.75. Dir's., ea. \$1.17, less 2%, net..... **1.15**



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. of 6, ea.	ea.
7920	400 Ft. Steel	16 mm.	.21	.19
7921	200 Ft. Steel	16 mm.	.15	.14
7673	400 Ft. Alum.	16 mm.	.35	.33
7922	200 Ft. Steel	8 mm.	.15	.14
7923	200 Ft. Alum.	8 mm.	.25	.24

HUMIDORS

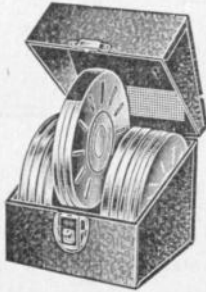
No.	Description	Size	Dir's. of 6, ea.	ea.
7924	400 Ft. Alum.	16 mm.	.35	.33
7925	200 Ft. Alum.	8 mm.	.25	.24

COMPCO "PICK-A-REEL" FILM CASES

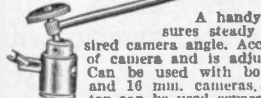
Provides Safe Storage for Movie Films

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	Dir's., ea.	Lots of 6, ea.
7569	8 mm., 8 reels	\$2.30	\$1.47	\$1.32
7670	8 mm., 12 reels	3.00	1.88	1.88
7671	16 mm., 6 reels	2.50	1.67	1.50
7672	16 mm., 12 reels	3.70	2.67	2.22



PAN HEAD and TILT TOP



A handy tilting top that assures 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. 7687. List \$1.50. Dir's., ea. 68c. Lots of 12, ea. 63c, less 2%, net..... **.62**

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%, net..... **2.25**
No. 7665. 4 section. Collapsed 16". Extended 58". List \$6.00. Dir's., \$3.25. 6 lots, ea. \$3.10, less 2%, net..... **3.04**



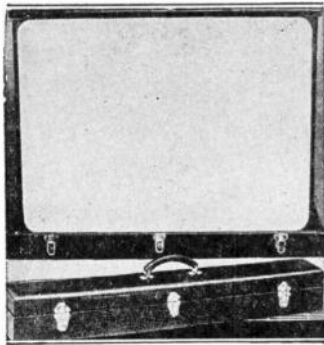
Twin Photoflood Reflector Stand

Sturdily constructed of pressed steel. Solid enough to eliminate side-sway and bending and yet light enough for easy handling and portability. 24" Senorflex carries as many as four Senorflex Delux Reflector 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 \$1.00. Dir's., ea. 43c. Lots of 12, ea. 42c, less 2%, net..... **.41**

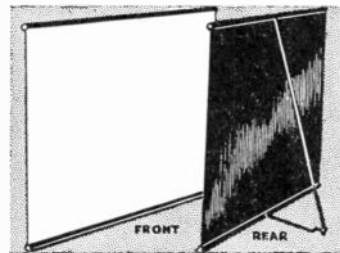




De Luxe Model "A" Screen

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 leatherette. 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,
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

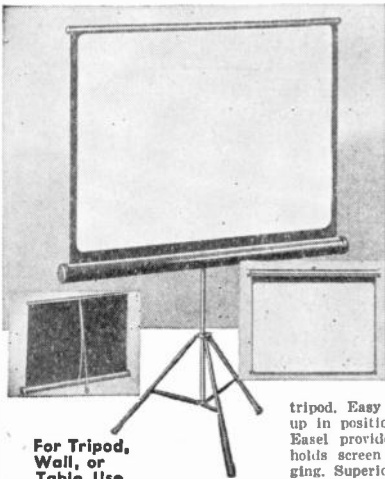


JUNIOR MODEL EASEL TYPE SCREEN

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

Betterbilt 3-WAY TRIPOD BEADED SCREEN



For Tripod,
Wall, or
Table Use

No.	Size	List	Dir's.,	Lots	Less 2%
7512	30x40"	9.50	5.00	3. ea. 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

*Wire easel not furnished

WE CAN SUPPLY WALL TYPE SCREENS IN OTHER SIZES.
WRITE FOR PRICES.

BRITELITE Truision PORTABLE CRYSTAL BEADED SCREENS

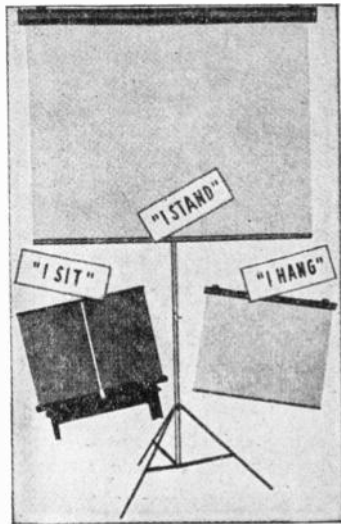
TRUISION TRIPLE DUTY BEADED SCREEN

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.	Lots of	Less
7525	30x40"	7.95	5.30	3. ea. 4.77	4.67
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 Mounted
To Take Quantity Prices—

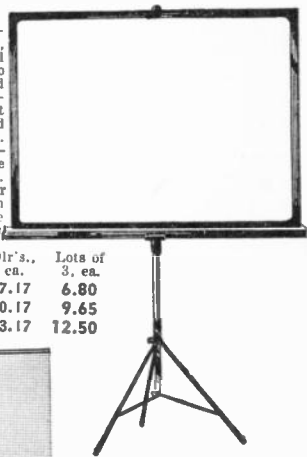
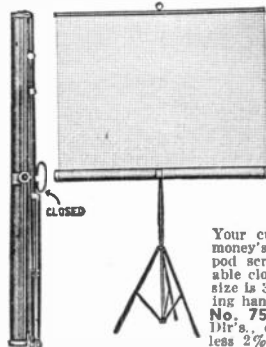


The amateur movie-maker of today is becoming more and more discriminating in his selection of equipment. Since the screen is the final step in the making and showing of amateur movies, a quality line such as Britelite-Truision screens is sure to meet with widespread acceptance on the part of amateur movie fans everywhere.

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 books 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.,	Lots of
7507	30x40"	11.95	7.17	3. ea. 6.80
7508	36x48"	16.95	10.17	9.65
7509	39x52"	21.95	13.17	12.50

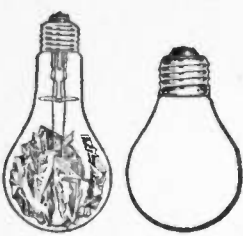


BETTERBILT MOVIE SCREEN

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 30x10". Complete with leather carrying handle. Chip-proof black enamel finish. No. 7528. List \$5.95. Dir's., ea. \$3.97, less 2%, net.....

389

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	.10½	.09¾	.09¼
7986	11A	Medium	18,000-22,000	Foil	.13	.11	.10½	.09¾	.09¼
7987	16A	Medium	40,000-45,000	Wire	.15	.12¾	.12	.11¼	.10½
7988	21	Medium	50,000-60,000	Foil	.15	.12¾	.12	.11¼	.10½
7931	31	Medium	70,000-80,000	Wire	.23	.19½	.18½	.17¼	.16½
7904	75	Medium	160,000-180,000	Foil	.55	.46¾	.44	.41¼	.39

General Electric Mazda Photoflood Lamps—105-125 Volts									
			Lumens						
7905	1	Medium	8,650	.15	.12¾	.12	.11¼	.10½	
7906	2	Medium	17,000	.30	.25½	.24	.22½	.21¼	
7932	1X2	Medium	5,100	.85	.72¼	.68	.63¾	.60¼	
7929	4	Medium	33,500	1.20	1.02	.96	.90	.85¼	

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 5½" in diam. and 6" in depth. Comes complete with swivel clamp, socket, cord and plug.

No. 7475. List \$1.25. Dir's., ea. 84c. Lots of 12, ea. 76c, less 2% net. **74c**



PHOTOFLOOD REFLECTORS

Rubber Covered Spring Clamps



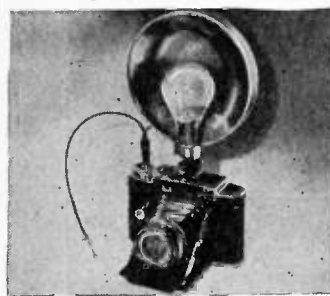
These reflectors have sturdy wire clamps which grip and hold firmly. Rubber covered to prevent marring or scratching. Polished aluminum reflecting surface provides maximum reflection of photoflood light output. Complete with 8 ft. of approved cord and plug.

For No. 1 Photoflood Lamps
No. 7887. List \$1.75. Dir's., ea. 72c. Lots of 12, ea. 60c, less 2% net. **59c**

For No. 2 Photoflood Lamps
No. 7674. List \$2.50. Dir's., ea. \$1.10. Lots of 12, ea. \$1.00, less 2% net. **98c**

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**

This unit fits the complete line of Eastman Kodak cameras, and also cameras equipped with the following shutters: Kodamatic, Kodex, Kodon, Supermatic, Compur, Compur Rapid, Ilex and Diomatic. Trips the shutter at split second that the flash bulb reaches most effective peak of illumination. Takes only a few seconds to change from one camera to another. New plunger control insures against harm to shutter.

WABASH "SUPERFLASH" LAMPS

Superflash No. 0. 25,000 lumen seconds. Medium base. No. 7908. Each 10c. 6 lots, ea. 8½c. Std. pkg. of 110... **11.20**

Superflash Press 40M. 40,000 lumen seconds. Medium base. No. 7894. Each 16c. 6 lots, ea. 10¾c. 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. 14¾c. Std. pkg. of 100... **13.20**



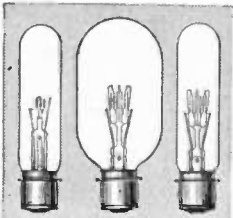
WABASH "SUPERFLOOD" LAMPS

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. bulb required, be sure to specify



or D.C. current. If not sure of make and model of projector,

No.	Type	Watts	Base	Each	Lots of
7914	T8	100	S.C.Bay Candelabra	.85	6, ea. .72
7915	T8	200	S.C.Bay Candelabra	1.40	4, ea. 1.19
7907	T8½	300	S.C.Bay Candelabra	2.35	2, ea. 2.00
7916	T10	200	Medium Prefocused	2.20	3, ea. 1.87
7917	T10	300	Medium Prefocused	2.90	2, ea. 2.47
7918	T10	500	Medium Prefocused	3.75	2, ea. 3.19
7919	T12	750	Medium Prefocused	4.50	2, ea. 3.83

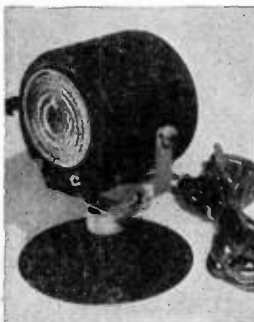
PEERLESS BABY SPOTLIGHT

Changes from Spot to Flood Light Instantly

Photography fans will welcome this combination spot and flood light — especially when they learn of the low selling price. Equipped with 3" Fresnel lens, slots attached for diffusion disk or filter. Can be changed from clear spot to flood instantly by simply pushing or pulling lever in back. Equipped with 12 cord, switch attached. Uses 100 watt T-8 double contact bayonet base bulb (not furnished). Black crackle finish.

No. 7648. List \$7.95. Dir's., ea. \$5.30. Lots of 3, ea. \$4.77, less 2%. **4.67**

G. E. Mazda Lamp For Above



No. 7899. 100 Watt. Dir's., ea. \$1.30. Lots of 4, **1.11**

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. Dir's., ea. \$11.97. Lots of 12, ea. \$10.77, less 2%.
10.55
net



MODEL 331

- 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
- Dustless Metal Negative Pressure Plate
- Double Extension Bellows
- Easy Sliding Counter Balance Adjustment
- Calibrated Swivel Head
- Enlargements from 1 to over 8 times on baseboard

Produces extra sharp prints. Double extension bellows accommodates lenses from 2" to 5". F:4.5 Anastigmat lens mounted on barrel with Iris diaphragm. 4 1/2" Condenser lens and opal diffusion plates supplied so that both or either may be used. Convertible glass and dustless metal plate negative carrier. Micrometer focusing control. Calibrated Swivel Head. Upright post 36" high. Baseboard 16x22". Enlarges from 1 to over 8 times on baseboard. Includes red filter, 75 watt opal lamp, focusing target, four masks, approved cord and instructions. AC or DC.

No. 7867. List \$34.50. Dir's., ea. \$23.00. Lots of 12, ea. \$20.70, less 2%, net.....

20.29

MODEL 347—Same as above only with F:4.5 lens.

No. 7868. List \$42.50. Dir's., ea. \$28.34. Lots of 12, ea. \$25.50, less 2%, net.....

24.99



MODEL 250

- Takes Negatives 35 mm to 2 1/4 x 3 1/4"
- F:4.5 Anastigmat Lens
- Double Condenser Lens System
- Calibrated Swivel Head
- Double Extension Bellows
- Adjustable Illumination

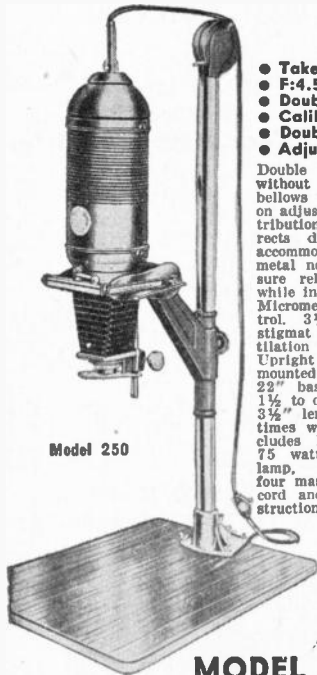
Double condenser lens can be used with or without diffusion plates. Double extension bellows takes lens from 2" to 5". Opal lamp on adjustable slide supplies a concentrated distribution of light. Calibrated swivel head corrects distortions. Double extension bellows accommodates lenses from 2" to 5". 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" F:4.5 Anastigmat lens. Double ventilation lamp housing. Upright steel post 36" mounted on heavy 16"x22" baseboard. Enlarges 1 1/2 to over 8 times with 3 1/2" lens and up to 18 times with 2" lens. Includes large red filter, 75 watt opal enlarging lamp, focusing target, four masks, film holders, cord and switch and instructions. AC or DC.

No. 7871.

List \$49.50. Dir's., ea. \$33.00. Lots of 12, ea. \$29.70, less 2%, net.....

29.11



Model 250

MODEL 219

- Quality 3 1/2" F:6.3 Lens
- Takes Negatives From 35mm Up to 2 1/4 x 3 1/4"
- Double Extension Bellows
- Convertible Glass or Dustless Plate Negative Carrier
- Micrometer Focusing Control

Double extension bellows can accommodate lenses from 2" to 5" focus. Precision anastigmat F:6.3 lens mounted on easily removable lens board; enables interchange to other focal length lenses. Negative pressure release. Upright post 36" high. Permits enlargements from 1 to over 7 times on 16"x18" baseboard with the 3 1/2" focal length lens. Enlargements on floor over 20 times. Double diffusing plates. Complete with red swing type filter, projection lamp, 4 masks, focusing target, switch and cord. AC-DC.

No. 7869. List \$21.90. Dir's., ea. \$14.60. Lots of 12, ea. \$13.14, less 2%, net.....

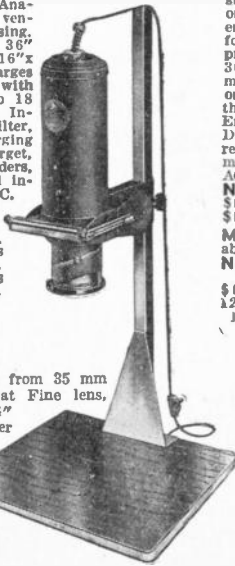
12.88

MODEL 222. Same as above only with F:4.5 lens.

No. 7870. List \$29.90.

Dir's., ea. \$19.93. Lots of 12, ea. \$17.94, less 2%, net.....

17.58



MODEL 506

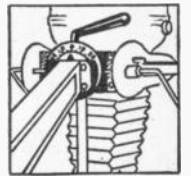
An attractively priced enlarger that takes negatives from 35 mm up to 2 1/4 x 2 1/4". Complete with an F:8 Achromat Fine lens, 3 1/2" focus. Enlarges 2 1/2 to 5 1/2 times on a 12"x14" baseboard. New improved book type negative carrier for cut and uncut films. Highly efficient illuminating system produces 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. Dir's., ea. \$6.64. Lots of 12, ea. \$5.97, less 2%, net.....

5.85

CALIBRATED SWIVEL HEAD

Models 250, 331 and 347 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.



ENLARGERS and ACCESSORIES

New SALON PRECISION ENLARGER

- With F:5.6 Lens
- Takes Negatives up to 2 1/4 x 3 1/4 in.
- Double Extension Bellows

In spite of the unusually low price, the new Salon enlarger is a precision-built product in every detail. Includes every feature essential to produce excellent enlargements. Heavy machine steel body. Full parabolic spun aluminum lamp house, polished inside for maximum light-reflecting efficiency. Cooled by radiation. Oversized double extension bellows. True micrometer focusing with hair-splitting accuracy of adjustment. Scratch-proof and dust-proof glassless negative carrier. Takes all negatives up to 2 1/4 x 3 1/4". Automatic dual springs lock negatives firmly during exposure. Ground glass diffusion system eliminates pin-spots or other negative blemishes. Uses Salonar F:6.3 lens with built-in stop, pre-set for maximum sharpness and definition. Full size warp-proof laminated baseboard. Heavy gauge nickel-plated column. Complete less bulb.

No. 7506. List \$9.95. Dir's., ea. \$6.64. 3 lots, ea. \$5.97, less 2%, net

585



A M E X

Deluxe Enlarger

- 3 1/4" F:6.3 Anastigmat Lens
- Easel and Masking Frame
- Built-in Paper Safe
- Takes Negatives Up to 2 1/4" x 3 1/4"
- 2-4 1/2" Condensing Lenses

A superbly constructed enlarger which incorporates such outstanding features of design as to make it an instant hit with amateurs everywhere. Entirely complete with built-in light-tight paper safe, easel and adjustable masking frame—nothing else to buy. 3 1/4" lens F:6.3 anastigmat lens captures every bit of detail from negative. Accurate focusing is assured by slow motion spiral device designed to maintain lens alignment. Scientifically cooled lamp house is detachable and may be hung on post while working at negative. Specially designed ventilation system discharges excess heat. No danger of "light leaks". Two high efficiency 4 1/2" condensing lenses. Easel has hard-baked white enamel working surface. Paper safe holds a gross of double-weight 11" x 14" paper. Quick adjustment calibrated masking frame. Finished in brown crackle enamel. Takes all negatives up to 2 1/4" x 3 1/4".

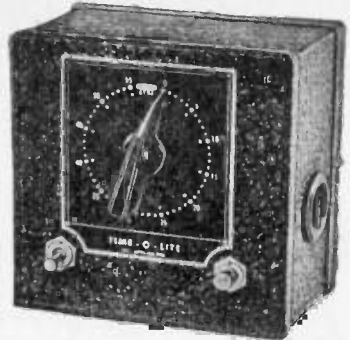
No. 7500. List \$10.95. Dir's., ea. \$13.30. Lots of 3, ea. \$11.97, less 2%, net. **1153**



TIME-O-LITE ENLARGING TIMER

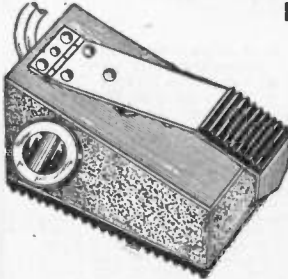
Accurately controls exposure time in making enlargements by merely setting pointer on number of seconds of exposure desired. TIME-O-LITE automatically shuts off enlarging light when designated number of seconds has elapsed. Automatically set—no springs to re-wind or reset after each enlargement. Operates on A.C. only. 5" x 5" x 2 3/8". 6 ft. cord. Baked crystal black finish. 750 watts.

No. 7503. List \$12.50. Dir's., ea. \$8.75, less 2%, net. **8.57**



DAVY FOOT SWITCH

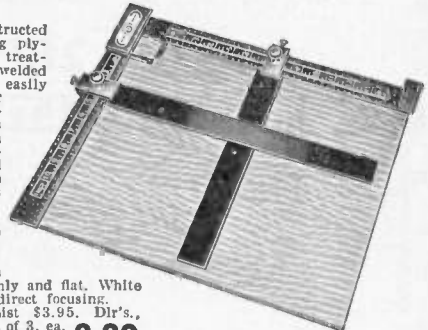
Permits freedom of both hands. Improves work and saves time. Practically indispensable in photographic dark room. Can also be used to operate various appliances such as medical devices, X-ray apparatus, door openers, alarm systems, motor driven hand tools, etc. Underwriters approved switch. 750 watt capacity. 110 volt. AC-DC. **No. 7505.** List \$2.75. Dir's., ea. \$1.77. Lots of 6, ea. \$1.75, less 2%, net. **1.62**



BETTERBILT 11 x 14 IN. EASEL

Rigidly constructed of non-warping plywood, specially treated. Accurately welded easel frame is easily adjustable for accurate framing. Frame is finished in black scratch-resisting baked enamel with sizing scales legibly imprinted. Accommodates up to 11" x 14" paper. Special spring clips hold paper firmly and flat. White baseboard for direct focusing.

No. 7502. List \$3.95. Dir's., ea. \$2.40. Lots of 3, ea. \$2.25, less 2%, net. **2.20**



Eveready Batteries For Photo Flash Units

No.	Fac. No.	List	Dir's., ea.
14017	915	.05	.03 1/4
14014	950	.10	.06 1/2
14015	935	.10	.06 1/2
14001	750	.15	.09 1/4

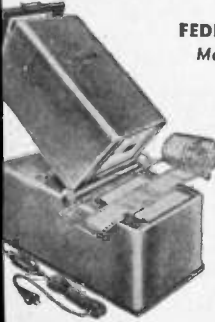
FEDERAL FIXED FOCUS ENLARGER

Makes Sharp 3 1/2" x 5" Enlargements from Miniature Camera Negatives

A fixed focus enlarger which makes generous, album size enlargements. No focusing, no guessing; no trimming—just press a switch, hold from 5 to 10 seconds, and its ready for developer.

Will take double frame 35 mm. negatives in strip form or equivalent sections of negatives up to 4x5. Open view negative holder permits placing negative in position and viewing it on ground glass. Takes half of standard size (5x7) bromide paper. Convenient paper slitler. Highly corrected achromatic lens. Well ventilated lamp housing. Built-in contact switch. A.C. or D.C.

No. 7934. List \$12.50. Dir's., ea. \$8.34. Lots of 3, ea. \$7.50, less 2%, net. **735**



Sure-X Enlarging Exposure Meter Assures Perfect Enlargement Exposures

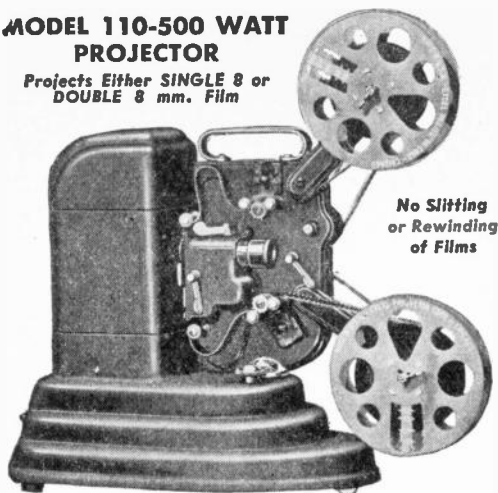
An electric exposure meter for use in determining the exact amount exposure required for enlarging from negatives of any density and on any paper. Simple and accurate. No complicated readings. With 6 ft. cord. 110-120 volts AC-DC.

No. 7499. List \$3.95. Dir's., ea. \$2.63, less 2%, net. **2.58**



MODEL 110-500 WATT PROJECTOR

Projects Either SINGLE 8 or DOUBLE 8 mm. Film



No Slitting or Rewinding of Films

- "Skip-Beat" Film Movement for Greater Illumination
- Interchangeable Reel Arms
- Automatically Controlled Jewelled Pilot Lamp Shutter
- Automatic Safety Shutter Prevents Blistering of Film

Designed to use either double or single 8 mm. films without attachments or gadgets. With double 8 mm. each side may be projected in turn without rewinding the film or slitting it. Fully corrected fl. 8 lens of standard 1" focal length. Built-in condensing lens 506-watt medium pre-focused lamp provides adequate illumination. Also accommodates 200, 300, or 750 watt lamps without changeover. Powerful fan assures maximum cooling. High speed two-blade shutter, assures flickerless pictures even at slowest speed. Built-in high speed geared rewind, lever-controlled. Framing easily adjusted by small lever. Built-in lever and roller tilting device assures correct 3-point contact with table. Allows for ample tilt at 10°. Easy threading. "Snap-over" reel clip assures proper position for either single or double 8 mm. reels. Powerful, silent 110 volt, AC-DC motor. Metallic wrinkled enamel with nickel-plated trimmings. Die-cast construction. No. 7872. List \$39.50. Dir's., ea. \$29.33, less 2%, net..... **2874**

Excel PROJECTORS

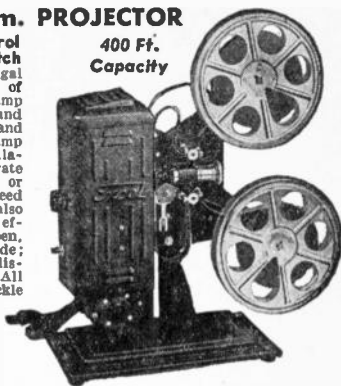
MODEL 99-16 mm. PROJECTOR

- Rheostat Speed Control
- Separate Lamp Switch

Has a powerful centrifugal fan air-blast ventilation of entire machine. Large lamp house with louvers on top and sides. Carrying handle and flared lens. Adjustable lamp socket for aligning lamp filament with aperture. Separate lamp switch. 110 volt AC or DC motor has rheostat speed control. Motor winding, also reverse action for comedy effects. At 40 ft. from screen, shows picture 5 ft. wide; larger picture at further distance. Die-cast gears. All steel construction with crackle finish and nickel trim. With 140 watt lamp, one 400 ft. reel and cord.

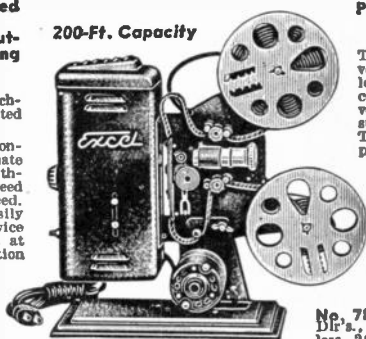
No. 7873. List \$11.90. Dir's., ea. \$6.90, less 2%, net..... **676**

400 Ft. Capacity



MODEL 96-16 mm. PROJECTOR

200-Ft. Capacity



Professional Type Barrel Shutter—2" Lens in Focusing Mount

This projector has a large, ventilated lamp house with louvers on top and sides for cool operation. Driven by 110 volt AC-DC motor with rheostat switch for speed control. Tilting device for aligning picture on screen. Motor rewind. Professional type barrel shutter gives bright, steady pictures. 2-in. flaring lens in focusing mount. Special projection bulb with built-in condenser. Shows a 3-ft. wide picture at 15 ft. from screen. 200-ft. capacity. Black wrinkle finish, nickel trim.

No. 7874. List \$8.50. Dir's., ea. \$5.10, less 2%, net..... **500**

16 and 8 mm. ROYALTY SUBJECTS



200 FT. 16MM FILM
KRAZY KAT: Tom Thumb, Busy Bus, Happy Family, Katnip of 1940, Cannibal Kapers, Krazy Kat's Waterloo, Trapeze Artist.
SCRAPPY: Toy Shop, Scrappy Trailer, Let's Ring Door Bells, Yelp Wanted.
HAL ROACH, OUR GANG: Way Out West, Shoe Makers, Baseball Champ, What a Queen, Clever Kids.
SCENICS: Rio de Janeiro, Land of Conquest, Morocco, Mexico, Blue Coast of Africa.
 No. 7679. List \$5.00. Dir's., ea. \$3.10. Lots of 6, ea. \$2.90, less 2%, net..... **2.84**

100 FT. 16MM FILM
KRAZY EAT: Frogs and Kats, Pots, Pans and Monkeys, Bundo Juggler, Fire Fighters, Cannibals.
SCRAPPY: Cliff's Edge, Stage Struck, Counted Out, Some Fight, Trail Pusher.
HAL ROACH OUR GANG: Gunpowder Goat, The Donkey Delivery Co., Oily Nick, Hobo Escape, Our Gang Xmas, Frogs and Hornets, Lion's Den, Who's a Sissy.
 No. 7680. List \$3.00. Dir's., ea. \$1.53. Lots of 6, ea. \$1.40, less 2%, net..... **1.37**

50 FT. 16MM FILM
KRAZY KAT: The Rumba, Air-planting, Bus Driver, Jitterbugs, Brlick Bats.
SCRAPPY: Cow Chasing, Magician, Scrappy and the Dwarfs, Train Caterpillar, Soap Bubbles.
HAL ROACH OUR GANG: The Bully Gets Caught, Sneezes and Sniffles, Tricky Grandma, Free for All, Spot's Capture, Horse Sense, Stolen Train, New Lodge Member, Watermelon Feast.
 No. 7681. List \$1.50. Dir's., ea. 77c. Lots of 6, ea. 72c, less 2%, net..... **71c**

100 FT. 8MM FILM
KRAZY KAT: Busy Bus, Happy Family, Katnips of 1940, Tom Thumb, Trapeze Artist, Krazy Kat's Waterloo.
SCRAPPY: Saniman Tales, Concert Kid, Let's Ring Doorbells, Toy Shop, Yelp Wanted.
HAL ROACH OUR GANG: Way Out West, Movie Makers, Turkey Trouble, Baseball Champs, Clever Kids, What a Queen, Shoe Makers.
 No. 7682. List \$3.00. Dir's., ea. \$1.53. Lots of 6, ea. \$1.40, less 2%, net..... **1.37**

50 FT. 8MM FILM
KRAZY KAT: Frogs & Kats, Pots Pans & Monkeys, Speed Demon, Stabbed in Circus, Fire Fighters, Cannibals, Traffic Troubles.
SCRAPPY: Cliff's Edge, Stage Struck, Calling on Neighbors, Some Fight.
HAL ROACH OUR GANG: Gunpowder Goat, The Donkey Delivery Co., Hobo Escape, Our Gang Xmas, Frogs and Hornets, Lion's Den, Who's a Sissy.
 No. 7683. List \$1.50. Dir's., ea. 77c. Lots of 6, ea. 72c, less 2%, net..... **71c**

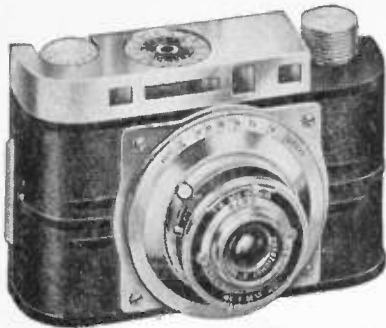
ASSORTED SUBJECTS

100 FT. 16MM FILM
CHARLEY CHAPLIN: Would Be Hero, The Knockout, In Society, The Boxer.
COMEDIES: Used Car Trouble, Bill Chaser, Lost, Strayed or Stolen, Boisterous Butler, Wrecking the Grocery, Buster and Police,erton Soda Clerk.
TOM MIX: Cyclone Tom, Double Reward, Riding for Life.
WESTERNS: Bob Burns—Cactus Kid, Outlaw Riders, He Who West, Masked Rider.
 No. 7684. List \$2.00. Dir's., ea. \$1.25. Lots of 6, ea. \$1.15, less 2%, net..... **1.13**

200 FT. 16MM FILM
WRESTLING MATCH: All Baba vs. Dick Lever, Bronco Nagurski vs. Vincent Lopez.
COMEDIES: Lunatic Escape, Aviator's Dream, Wrong Picture.
TOM MIX: Show Down, Shoot the Works, Snake Gulch.
WRESTLING MATCH: All Baba vs. Dick Lever, Bronco Nagurski vs. Vincent Lopez.
 No. 7677. List \$5.50. Dir's., ea. \$2.45. Lots of 6, ea. \$2.25, less 2%, net..... **2.20**

100 FT. 8MM FILM
COMEDY: Aviator's Dream, Wrong Picture, Kick for Cinarella, Bombs and Bums, Invisible Revenge, Lunatic Escape.
TOM MIX: Show Down, Shoot the Works, Snake Gulch.
ACTION: Chinese Smugglers, Little Forest Ranger, Broken Freight Train, Ju Jo Savages, Duty Calls.
WRESTLING MATCH: All Baba vs. Dick Lever, Bronco Nagurski vs. Vincent Lopez.
 No. 7686. List \$2.00. Dir's., ea. 86c. Lots of 6, ea. 79c, less 2%, net..... **77c**

50 FT. 8MM FILM
CHARLEY CHAPLIN: Would Be Hero, The Boxer, In Society, The Knockout.
COMEDIES: Bill Chaser, Fire for Fixit, Wrecking Crew.
TOM MIX: Kidnapped, Battle the Mexican, Riding for Life, Double Reward.
WESTERN: Gasoline Cowboy, Cactus Kid, Masked Rider, Texas Ranger.
SCENICS: Old Mexico, Mexico City, Cruising with our Navy.
 No. 7687. List \$1.00. Dir's., ea. 58c. Lots of 6, ea. 48c, less 2%, net..... **47c**



ACRO

100% AMERICAN MADE CANDID CAMERA

Built-in Range Finder and Exposure Meter

- 1/25th to 1/200th Second Shutter Speed With Bulb and Time Stops
- Built-in Iris Diaphragm Openings From F3.5 to F.18
- Hair Trigger Shutter Release
- Built-in Tripod Socket
- Calibrated Telescopic Focusing Mount—3 ft. To Infinity
- Takes 16 Pictures 1 1/2 x 2 1/2 in.
- Fully Color Corrected Triple Anastigmat Lens

The Acro has everything the amateur photographer looks for in a precision camera. Built-in rangefinder and exposure meter. Color corrected anastigmat lens assures perfect shot in colors as well as black and white. This is for colored film which will be available in the near future. Shutter speed 1/25th to 1/200 of a second with bulb and time stops. Built-in iris diaphragm opening from F3.5 to F.18, allowing for every variation of light. Hair trigger shutter release. Equipped for cable release. Built-in tripod socket. Calibrated telescopic helix focusing mount from 3 feet to infinity. Takes 16 pictures on Agfa AS (same as 127 film.)

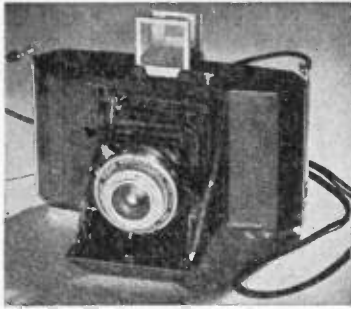
No. 7477. WITH F4.5 LENS. List \$15.00. Dir's., ea. \$9.75. Lots of 6, ea. \$9.00, less 2%, net. **882**

No. 7478. WITH F3.5 LENS. List \$18.50. Dir's., ea. \$12.02. Lots of 6, ea. \$11.10, less 2%, net. **1088**

No. 7479. Leather case for above. List \$4.50. Dir's., ea. \$2.93. Lots of 6, ea. \$2.70, less 2%, net. **\$2.65**

VOKAR FOLDICAM CAMERA

The Only Camera With "Variocoupled Control"
Automatically Avoids Over-Exposure and Under-Exposure



- Takes 12 Pictures 2 1/4 x 2 1/4"
- F:6.3 Vokar Triple Anastigmat Lens
- Shutter Speed 1/25 to 1/100 Second and Bulb
- Focusing From 3 1/2 ft. to Infinity
- Full Range View Finder
- Diaphragm Adjusts Itself in Relation to Shutter Speed

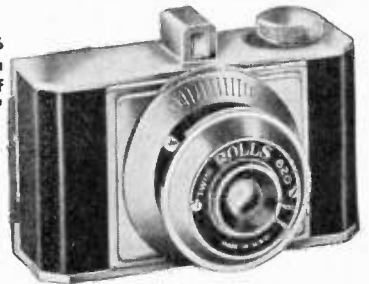
The "Variocoupled Control" self-adjusts the diaphragm in proper relation to shutter speed, resulting in good pictures every time. Has F6.3 Triple Anastigmat colored corrected 75 mm. lens. Speed range 1/25 to 1/100 and bulb. Graduated focusing from 3 1/2 feet to infinity. Focusing head is deeply recessed forming a built-in sun shade. Modern folding view finder does not distort or reduce image. Case has chrome finished fittings and trim and leather Durez covering. Complete with neck cord. Folded size 1 1/2 x 2 3/4". Takes pictures in full natural colors. Takes 12-2 1/4 x 2 1/4" pictures on an Agfa B 2 (same as 120) films.

No. 7482. List \$15.00. Dir's., ea. \$10.00. Lots of 3, ea. \$9.00. Less 2%, net. **882**

No. 7483. Eveready Carrying Case for above. List \$5.00. Dir's., ea. \$3.33. Less 2%, net. **\$3.26**

ROLLS TWIN 620 CAMERA

Takes 16 Pictures On One Roll Of Film, 2 1/4" x 1 1/8".



233
Net

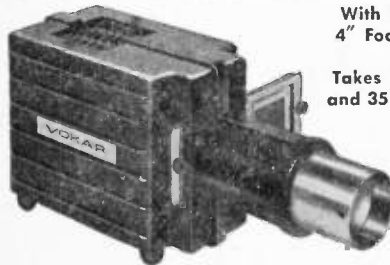
- 16 Pictures 2 1/4" x 1 1/8"
- Genuine Rollax Lens
- Built-in Eye Level Optical View Finder
- Takes Both Instantaneous and Time Exposures
- Streamlined Aluminum Case
- Built-in Tripod Socket

The "Rolls Twin" has the appearance of an expensive candid camera and takes the popular size contact prints 2 1/4" x 1 1/8". Genuine Rollax lens made of high quality optical glass. Built-in streamlined eye level optical view finder. Takes both instantaneous and time exposures. Fixed focus—no adjustment or presetting necessary. Piano hinged back. Streamlined aluminum case. Fully cushioned pressure plate. Built-in tripod socket. Takes 16 pictures on Agfa P18 20 (same as 620) film.

No. 7480. List \$5.00. Dir's., ea. \$2.38, less 2%, net. **233**

No. 7481. Eveready Case for above. List \$1.00. Dir's., ea. 60c, less 2%, net. **59c**

ACRO 100 WATT SLIDE PROJECTOR



- With F3.5 Lens
- 4" Focal Length
- Takes Both Bantam and 35 mm. Mounted Slides
- Projects a Brilliant and Sharp Screen Image

For the first time—a powerful 100 watt projector made to retail for only \$9.95. This powerful instrument with a 100 watt pre-focused lamp projects amazingly brilliant and sharp screen images. Compares very favorably with projectors selling for several times its price. Takes both Bantam and 35 mm. 2 in. glass or paper mounted slides. Slide holder is unnecessary as the insertion of second slide automatically ejects first one. Acro Special Condensers. Convection cooling. 10 ft. extension cord. Acro F3.5 lens, 4" focal length. Spherical reflector. Adjustable image tilter. Only 5" high—weighs 32 ounces.

No. 7484. List \$9.95. Dir's., ea. \$6.64. Lots of 3, ea. \$5.97. Less 2%, net. **\$5.85**

EVEREADY CAMERA CASES

Made of quality bridlo cowhide in rich brown finish. Snap fasteners make drop front readily detachable. Hand and shoulder strap. Velvet lined, waterproof and dust-proof. Combination safety screws for camera and tripod mounting.



No.	Model	List	Dir's., ea.
7485	Argus A2 or A2F Deluxe	4.00	2.40
7486	Argus C2, C3 Deluxe	5.00	3.00
7487	Kodak Duo Six-20	2.75	1.65
7488	Kodak Jiffy Six-20	2.75	1.65
7489	Eastman Cine Model 20	4.00	2.40
7490	Bell & Howell 8 MM.	3.00	1.80
7491	Eastman Kodak Deluxe 35	5.50	3.30
7492	Kodak Sr. 620 Deluxe	4.20	2.40
7493	Kodak Jr. 620 Deluxe	4.00	2.40
7494	Kodak Sr. 616 Deluxe	4.10	2.70
7495	Kodak Jr. 616 Deluxe	4.50	2.70
7496	Kodak Vigilant 616	3.20	1.92



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 Univar lens. List \$15.95. Dir's., ea. \$10.63, less 2%, net. **10.42**

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**

- Built-In Optical View Finder
- High Powered Long Running Motor

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 magnification 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**



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. \$16.67, less 2%, net. **16.34**

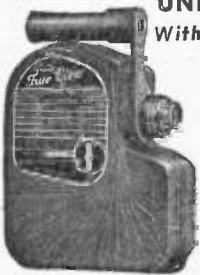
No. 7745 with F:3.5 Lens. List \$29.95. Dir's., ea. \$19.97, less 2%, net. **19.57**



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**





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. For outdoor movies under adverse light conditions, and for indoor movies. Anti-halo backed. Daylight loading.

No. 7761. 30 Ft. roll. List 85c. Dir's., ea. 71c. Lots of 12, ea. **66 1/2c**

UNIVEX FILTERS For 8mm. Cameras

These filters are manufactured of the finest ground optical glass with colors carefully graduated.

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





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**

UNIVEX SPLICER KIT

A well made professional type splicer for making splices on any 8 mm. film. Includes cutting knife, scraper, special Univex plate and bottle of high quality cement. Designed to make splices with a minimum of time or effort.

No. 7776. List \$1.00. Dir's., ea. 70c, less 2%, net. **69c**





8MM. Projectors and Accessories

For Use With All 8MM. Film

The New UNIVEX 500 Watt PROJECTOR

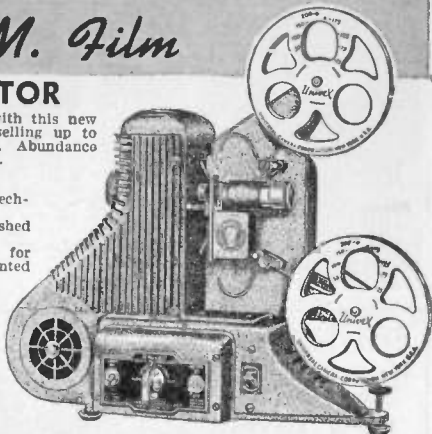
Univex again makes starting news in the field of amateur movie photography with this new 500 watt projector. Incorporates features of design found only in projectors selling up to \$125.00. Gives brilliant, theatre-quality projection of 8 mm. film up to 7½x10 ft. Abundance of light produces fine results with color film and livens 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 L.E.M.S. 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 Micarta gears for long, 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**

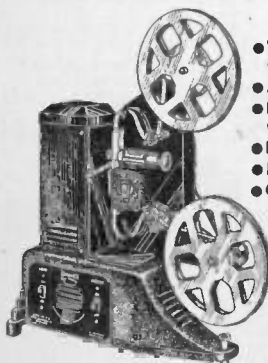


UNIVEX 8 mm. PRECISION PROJECTOR

- 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



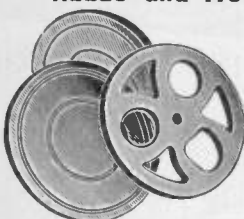
AC MODELS

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 \$30.25. 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 \$18.95. 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

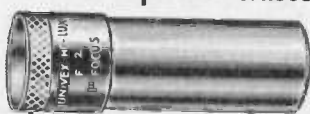


REELS. 200 ft. capacity. Will take 6 or 7, 30 ft. rolls of Univex film, spliced together. Light, sturdy aluminum construction. Will fit all 8 mm. film.

No. 7764. List 40c. Dir's., ea. **28c**

HUMIDORS. Protects film against becoming brittle and cracking. Equipped with "doughnut" type moisture pad. Absolutely air tight. All aluminum construction. Takes only 200 ft. 8 mm. reel. **No. 7765.** List 40c. Dir's., ea. **28c**

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 \$4.95. 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"x36"	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	11.47	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**

UNIVEX PROJECTOR CASES

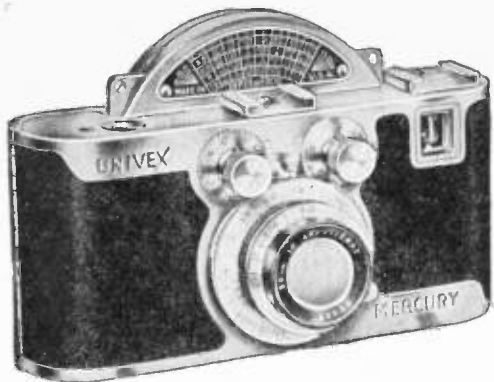
STANDARD MODEL. A handsome, sturdy, and compact case, specially constructed with compartments for a Univex projector, a Univex camera, 2—200 ft. reels in humidior cans, and an extra lamp. **No. 7779.** List \$2.95. Dir's., ea. **2.03**

DELUXE MODEL.

For 500 Watt Model

Heavier construction with water-proofed covering, locked corners. Felt-lined. **No. 7945.** List \$5.50. Dir's., ea. \$3.85, less 2%, **3.77**





Univex MERCURY

35mm. CANDID CAMERA

**Can Now Be Used With ALL
Makes of Film and Bulk Film**

Now the famous Univex Mercury Camera can be used with any make of film or even bulk film. This, by means of the Daylight Film Winder and Cartridges which are included FREE with every Mercury Camera. This added feature is bound to make the Mercury more than ever, the favorite of camera enthusiasts everywhere.

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.

With TRICOR

F:3.5 Lens
No. 7946. List \$29.75. Dir's., ea. \$19.83.
2% net. **19.43**

With TRICOR

F:2.7 Lens
No. 7694. List \$37.50. Dir's., ea. \$25.00.
2% net. **24.50**

With HEXAR

F:2 Lens
No. 7991. List \$58.50. Dir's., ea. \$39.67.
2% net. **38.88**

Interchangeable Lenses

The Mercury is available with either a Tricor 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 3 1/2 x 1 3/4". Wt. 18 oz. Uses standard 35 mm. film. Hinged snap-closing back.

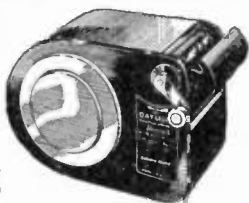
THIS \$3.45 DAYLIGHT FILM WINDER

Plus 2-60c Univex Film Cartridges

**Now Given
FREE**

With Every Univex Mercury Camera

For converting any type of 35 mm film for use with the Mercury.



UNIVEX CORSAIR No. 2-35 mm. CAMERA

- Takes Any 35 mm. Film
- F:4.5 Anastigmat Lens
- Built-In Exposure Meter
- Automatic Film Transport
- Built-In Photoflash Synchronizer
- Filmfinder Prevents Mistakes

CORSAIR No. 1

Similar to the Corsair No. 2 but for use with Univex Mercury 35 mm film only.
No. 7751. List \$16.75. Dir's., ea. \$11.72, less 2%,
net. **11.49**

The exclusive features found in the Corsair model make it easy for the amateur to get prize winning shots. Can be used with any 35 mm film cartridge. Automatic film transport prevents double exposures. Univar 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. G. E. Textolite case with chromium and aluminum trimming.

No. 7933. List \$19.75. Dir's., ea. \$13.83, less 2%, net. **13.55**
No. 7752. Eveready Case for Corsair Nos. 1 and 2. List \$2.75. Dir's., ea. \$1.93, less 2%, net. **1.89**



PHOTO FLASH UNIT

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. \$3.50, less 2%, net. **3.43**

Batteries for Above

No. 7972. Eveready No. 7.50. List 15c. Dir's., ea. **9.3c**

DAYLIGHT LOADING CARTRIDGE

With this loading cartridge, any type of bulk 35 mm. film can be used in the Mercury or Corsair camera. Cartridge is perfectly light trapped. Gate swing lock for easy darkroom loading.

No. 7753. List 60c. Dir's., ea. 42c, less 2%,
net. **41c**



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. \$3.50, less 2%, net. **3.43**

STANDARD MODEL

No. 7741. Composition construction. List \$3.50. Dir's., ea. \$2.45, less 2%, net. **2.40**

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**



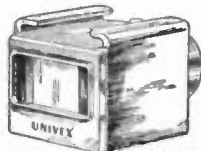
Mercury Range Finder

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. \$4.16, less 2%, net. **4.08**



Exposure Meter

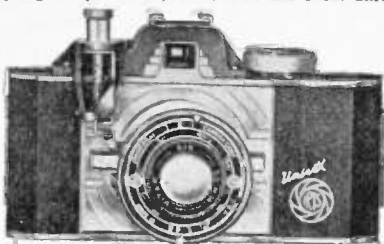


A highly accurate, easy-to-use exposure meter for quick attachment to Mercury Cameras. Compact extinction type. Assures correct exposure, thus eliminating costly guesswork.

No. 7949. List \$2.00. Dir's., ea. \$1.40, less 2%, net. **1.37**

Univex "Iris Model" Camera

Now, the popular Univex Iris is available with a built-in photoflash synchronizer attachment at slight extra cost. F:7.9 Vitar color corrected lens. 1 diaphragm stops—F:7.9, F:11, F:16 and F:22. 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" x 2 1/4" x 1 1/8".



STANDARD MODELS Black Enamel Finish

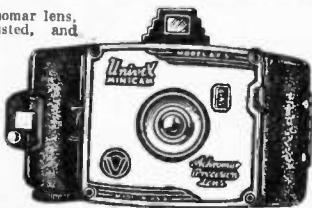
No. 7791. Without Synchronizer. List \$3.95. Dir's., ea. \$3.97, less 2%..... **3.89**
 No. 7793. With Synchronizer attachment. List \$6.95. Dir's., ea. \$4.63, less 2%..... **4.54**
Eveready Case For Above—Suede lined. Brown finish. Shoulder strap. Waterproof, dustproof.
 No. 7793. List \$2.00. Dir's., ea. \$1.40, less 2%. net.... **1.37**

DELUXE MODELS Leather Covered with Chrome Trim

No. 7792. Without Synchronizer. List \$7.50. Dir's., ea. \$5.00, less 2%..... **4.90**
 No. 7794. With Synchronizer. List \$8.50. Dir's., ea. \$5.66, less 2%, net.... **5.55**

UNIVEX "MINICAM" MODEL AF-5

Fitted with a new type Achomar lens, individually focused, adjusted, and tested. Shutter speeds for time exposures and 1/60 second snap. Negative size 1 1/2 x 1 1/4". Spy glass type view finder. 2 hand polished lenses. Self opening. Uses Univex No. 00 or No. 00-P film.



No. 7786. List \$3.50. Dir's., ea. **2.28**
 2%, net.....

No. 7787. Carrying Case For Above. List \$1.00. Dir's., ea. 70c, less 2%, net..... **69c**

UNIVEX EXPOSURE METERS For Still 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.
 No. 7762. For all movie cameras.
 List \$1.95. Dir's., ea. \$1.37, less 2%, net..... **1.34**

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 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 1/4
7953	36	.46	.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**

UNIVEX "Uniflash"

For Indoor Or Outdoor Use

- Automatic Flash Bulb Ejector
- Magni-Field View Finder
- 60 mm. Vitar Lens
- Universal Shutter

A precision built candid 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 shots. 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. **3 1/4c**
Eveready Case For Above—Suede lined, brown finish. Shoulder strap. Waterproof, dustproof.
 No. 7691. List \$1.95. Dir's., ea. \$1.37, less 2%, net.... **1.34**

UNIVEX "Zenith"

With Built-In Photo-Flash Synchronizer

- Precision F:4.5 Lens
- Shutter Speeds Up to 1/200th Second
- Optical View Finder
- Precision Focusing Mount

Precision built throughout, yet priced amazingly low, the Zenith is certain to prove immensely popular. Built-in photo flash synchronizer permits user to make sharp pictures at night. Corrected F:4.5 lens with additional stops at F:5.6, F:8, F:11 and F:16. Precision micrometer focusing mount permits focusing from 3 1/2 ft. to infinity. Brilliant optical view finder. High speed shutter speeds from 1/25th to 1/200th, time and bulb. Aluminum die cast construction. Covered with composition leather with brushed aluminum and chromium trim. Uses the famous No. 00 Utrapan film.



No. 7714

No. 7699. List \$15.00. Dir's., ea. \$10.00, less 2%, net..... **9.80**

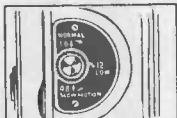
Complete With Photo-Flash Unit
 No. 7714. (As illustrated). List \$20.00. Dir's., ea. \$13.34, less 2%, net..... **13.07**

Keystone MOVIE CAMERAS 8 M.M. and PROJECTORS

KEYSTONE "K-8" 8 m.m. 3-Speed Camera

In the Keystone "K-8" the movie camera enthusiast is offered more quality features than he can get in any other camera selling at around the same price. Can be used with full 25 ft. double "8" film or single width 30 ft. Agfa film. Equipped with standard lens mount, interchangeable for Wollensack universal anastigmat f3.5, f2.7, f1.9, and 1 1/2" telephoto lens. 3 speeds—normal, low and slow motion. Shutter speeds, 12, 16, and 48 frames per second. New 2 button control feature. Direct vision viewfinder; also has additional outside long range view finder for landscape pictures. Footage indicator shows number of feet of film left. Also equipped with audible footage indicator. Exposure chart shows exactly how to adjust lens. Silent winding key. Tripod socket. 6 1/2 x 2 3/4 x 1 3/4 in. Easily fits into overcoat pocket. Leather strap handle. Finished in bronze wrinkle enamel.

- Takes Colored or Black and White Pictures
 - For Single or Double Width 8 mm. Film
 - Interchangeable Lens Equipment
 - 3 Speeds—Normal, Low and Slow Motion
- No. 7794. f3.5 Lens. List \$20.00.
Dir's., ea. \$19.88,
less 2% net..... **19.48**
- No. 7795. f2.7 Lens. List \$34.00.
Dir's., ea. \$25.50,
less 2% net..... **24.99**
- No. 7973. f1.9 Lens. List \$57.00.
Dir's., ea. \$42.75,
less 2% net..... **41.89**



Speed Regulator — Provides for Low, Normal or Slow Motion Speed.



Locking Device — Enables Operator To Take Own Picture.



Push Button Release For Taking Regular Shots.

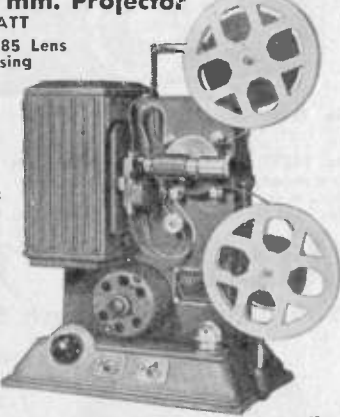


Audible and Visual Footage Indicator.

Model R8—8 mm. Projector 500 WATT

- Achromatic f.1.85 Lens
- Cast Lamp Housing
- Electric Motor
- Rewind
- Fan Cooled Ventilation
- For Color or Black and White Film

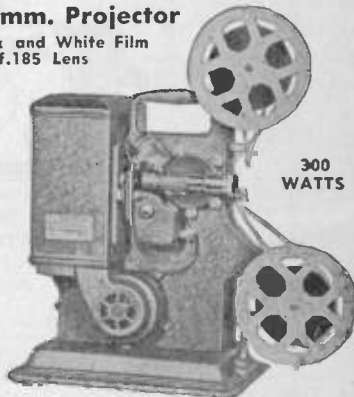
A fine, precision-built projector, designed to bring out all the tiny detail of 8 mm. film. In either color or black and white, with theater brilliancy. The illumination power, the cooling system, and ease of threading leave nothing to be desired. 500 watt bulb is cooled by strong draft directly on lamp. 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-DC.
No. 7797. List \$49.75. Dir's., ea. \$37.31,
less 2% net..... **36.56**



Model M-8—8 mm. Projector

- For Color or Black and White Film
- Fully Achromatic f.1.85 Lens
- Electric Motor
- Rewind
- Forced Draft Ventilation

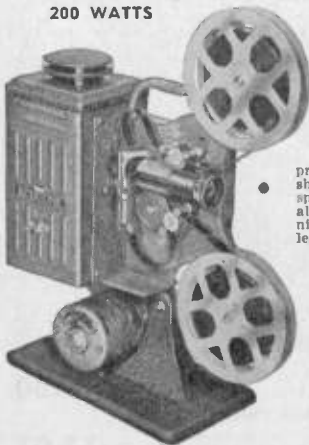
Lower in price than the Model R-8, this projector offers essentially the same precision and quality, with only a few features eliminated to bring it within the reach of the buyer who wishes to spend less for his projector. Equipped with a fully achromatic 1" focua projection lens. Sturdy construction with case base and frame. Polished reflector. Forced draft ventilation. 300 watt G. E. projection lamp. Enjoys such modern features as adjustable tilting device, electrical motor rewind, and manual framer. Roller guides assure easy threading. Polished reflector. Forced ventilation. Speed control. 115 volts AC-DC. Equipped with 200 ft. spool, with spool arms designed for 400 ft. capacity.
No. 7700. List \$39.50. Dir's., ea. \$29.63,
less 2% net..... **29.04**



MODEL D-757—8 mm. PROJECTOR 200 WATTS

- Ventilating System
- Condenser Lens
- 1" Projection Lens
- Die Cast Body

A low priced durably constructed 8 mm. projector, built with all the dependable quality which characterizes all Keystone products. Provides a 30 minute show if used with 2-400 ft. spools which will fit the machine, although 200 ft. a spool is furnished. 1" diameter projection lens. Condenser lens for added brilliancy. Efficient Ventilating system. Spring belt retainers prevent loss of belts. Speed control. Equipped with universal motor for AC or DC operation. Die cast body. Cast iron base. Separate switch for lamp. Complete with 200 watt lamp and one 200 ft. metal reel.
No. 7532. List \$16.95.
Dir's., ea. \$10.25, less 2% net..... **10.04**

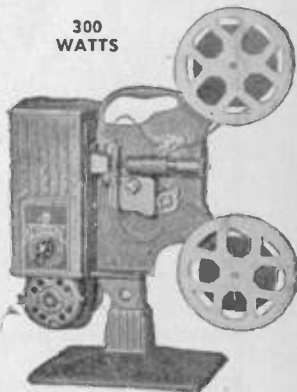


With f1.85 Achromatic Lens

300 WATTS

A precision built 8 mm. projector that will give smooth, flickerless performance on color as well as on regular black and white film. Sturdily constructed with cast frame and base. Fully achromatic f1.85 lens. Special condenser lens system. 300 watt lamp. Strong forced draft ventilation. Speed control. Separate light switch. Polished reflector. Double blade barrel shutter. Electric film rewind. Framer. Metallic ripple finish. 110 volts AC-DC motor. Arms fit 400 ft. reels of film. 200 ft. Spool furnished.

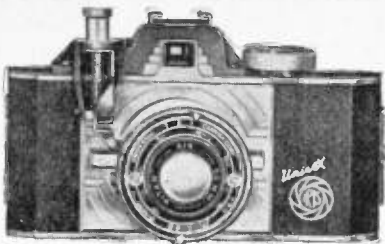
No. 7529. List \$29.75.
Dir's., ea. \$22.31, less 2% net..... **21.86**



Model C-8—8 mm. 200 Watt Projector Same as above but equipped with 200 watt lamp and f2.8 projection lens.
No. 7715. List \$24.75. Dir's., ea. \$18.50,
less 2% net..... **18.13**

Univex "Iris Model" Camera

Now, the popular Univex Iris is available with a built-in photo flash synchronizer attachment at slight extra cost. F:7.9 Vitar color corrected lens. 1 diaphragm stops—F:7.9, F:11, F:16 and F:22. 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 1½ x 1¼ pictures on roll of Univex film. Size: 5" x 2¼" x 1⅜".



- | | |
|--|---|
| STANDARD MODELS
Black Enamel Finish | DELUXE MODELS
Leather Covered with Chrome Trim |
| No. 7791. Without Synchronizer. List \$5.95. Dir's., \$3.97, less 2%..... 3.89 | No. 7792. Without Synchronizer. List \$7.50. Dir's., \$5.00, less 2%..... 4.90 |
| No. 7993. With Synchronizer attachment. List \$6.95. Dir's., ea. \$4.63, less 2%, net..... 4.54 | No. 7994. With Synchronizer. List \$8.30. Dir's., ea. \$5.66, less 2%, net..... 5.55 |
| Eveready Case For Above—Suede lined. Brown finish. Shoulder strap. Waterproof, dustproof. | No. 7793. List \$2.00. Dir's., ea. \$1.40, less 2%, net.... 1.37 |

UNIVEX "Uniflash"

For Indoor Or Outdoor Use

- Automatic Flash Bulb Ejector
- Magni-Field View Finder
- 60 mm. Vitar Lens
- Universal Shutter

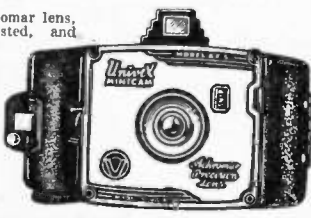


A precision built candid camera at a price that cannot be beat. The bulb is guaranteed not to flash until the shutter is in an open position. Film-frames wasted bulbs. Flash unit has tread-less socket, bulb snaps in and out automatically. Parallax corrective Magni-Field View Finder. Quality 60 mm. Vitar lens. Shutter synchronized for split-second flash shots. 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..... | 3¼c |
| Eveready Case For Above—Suede lined, brown finish. Shoulder strap. Waterproof, dustproof. | |
| No. 7691. List \$1.95. Dir's., ea. \$1.37, less 2%, net.... 1.34 | |

UNIVEX "MINICAM" MODEL AF-5

Fitted with a new type Achromat lens, individually focused, adjusted, and tested. Shutter speeds for time exposures and 1/60 second snap. Negative size 1½"x1¼". Spy glass type view finder. 2 hand polished lenses. Self opening. Uses Univex No. 00 or No. 00-P film.



- | | |
|---|-------------|
| No. 7786. List \$3.50. Dir's., ea. \$2.33, less 2%, net..... | 2.28 |
| No. 7787. Carrying Case For Above. List \$1.00. Dir's., ea. 70c, less 2%, net..... 69c | |



UNIVEX EXPOSURE METERS

For Still 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. Dir's., ea. \$1.37, less 2%, net..... | 1.34 |
|---|-------------|

UNIVEX ROLL FILM

No. 00 Ultra Chrome. A good grade of orthochromatic film for ordinary use. Fits all Univex cameras. 6—1½" x ¼" exposures. No. 7788. List 10c. Dir's., ea. 7½c. Lots of 48, ea. **7c**



No. 00-P Ultra Pan S.S. A fast panchromatic fine grade film of superior quality. 6—1½"x1¼" exposures. No. 7789. List 15c. Dir's., ea. 11¼c. Lots of 48, ea. **10½c**



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.

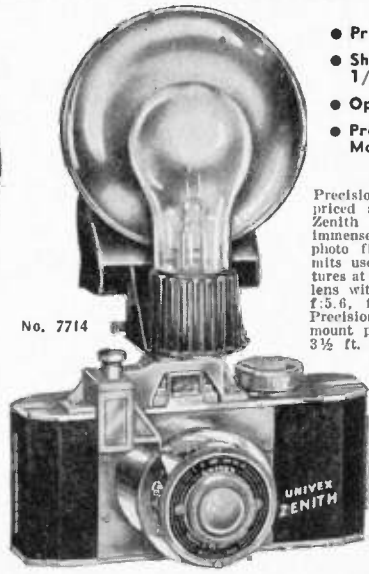
Ultrachrome—Orthochromatic, for Normal Use				
No.	Exposures	List	Dir's., ea.	12 lots ea.
7950	18	.35	.26	.24 1/2
7953	36	.48	.34	.31 1/2
MICROMATIC—Fine Grain, Medium Speed				
7951	18	.40	.30	.28
7954	36	.50	.37 1/2	.35
ULTRAPAN SS—Panchromatic—Super Speed				
7952	18	.45	.34	.31 1/2
7955	36	.55	.41	.38 1/2

DUFAY 35 mm. COLOR FILM
No. 7989. 18 Exposure Cartridge to Fit Mercury Cameras. List 95c. Dir's., ea. 71¼c. **66½c**

UNIVEX "Zenith"

With Built-In Photo-Flash Synchronizer

- Precision F:4.5 Lens
- Shutter Speeds Up to 1/200th Second
- Optical View Finder
- Precision Focusing Mount



Precision built throughout, yet priced amazingly low, the Zenith is certain to prove immensely popular. Built-in photo flash synchronizer permits user to make sharp pictures at night. Corrected f:4.5 lens with additional stops at f:5.6, f:8, f:11 and f:16. Precision micrometer focusing mount permits focusing from 3½ ft. to infinity. Brilliant optical view finder. High speed shutter speeds from 1/25th to 1/200th, time and bulb. Aluminum die cast construction. Covered with composition leather with brushed aluminum and chromium trim. Uses the famous No. 00 Utrapan film.

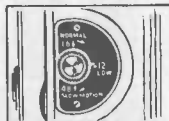
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|--|--------------|
| No. 7699. List \$15.00. Dir's., ea. \$10.00, less 2%, net..... | 9.80 |
| Complete With Photo-Flash Unit | |
| No. 7714. (As Illustrated). List \$20.00. Dir's., ea. \$13.34, less 2%, net..... | 13.07 |

Keystone MOVIE CAMERAS 8 M.M. and PROJECTORS

KEYSTONE "K-8" 8 m.m. 3-Speed Camera

In the Keystone "K-8" the movie camera enthusiast is offered more quality features than he can get in any other camera selling at around the same price. Can be used with full 25 ft. double "8" film or single width 30 ft. Agfa film. Equipped with standard lens mount, interchangeable for Wollensack universal anastigmat f3.5, f2.7, f1.9, and 1 1/2" telephoto lens. 3 speeds—normal, low and slow motion. Shutter speeds, 12, 16, and 48 frames per second. New 2 button control feature. Direct vision viewfinder; also has additional outside long range view finder for landscape pictures. Footage indicator shows number of feet of film left. Also equipped with audible footage indicator. Exposure chart shows exactly how to adjust lens. Silent winding key. Tripod socket. 6 1/2 x 2 3/4 x 1 3/4 in. Easily fits into overcoat pocket. Leather strap handle. Finished in bronze wrinkle enamel.

- Takes Colored or Black and White Pictures
 - For Single or Double Width 8 mm. Film
 - Interchangeable Lens Equipment
 - 3 Speeds—Normal, Low and Slow Motion
- No. 7794. f3.5 Lens. List \$26.00.
Dir's., ea. \$19.88,
less 2%, net. **19.48**
- No. 7795. f2.7 Lens. List \$34.00.
Dir's., ea. \$25.50,
less 2%, net. **24.99**
- No. 7793. f1.9 Lens. List \$57.00.
Dir's., ea. \$42.75,
less 2%, net. **41.89**



Speed Regulator — Provides for Low, Normal or Slow Motion Speed.



Locking Device — Enables Operator To Take Own Picture.



Push Button Release For Taking Regular Shots.



Audible and Visual Footage Indicator.

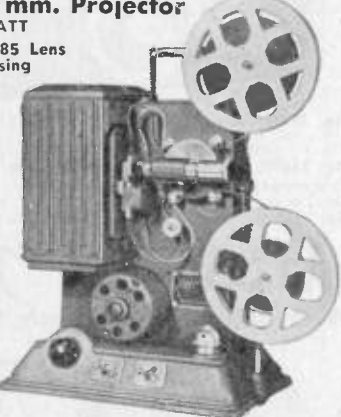
Model R8—8 mm. Projector

500 WATT

- Achromatic f.1.85 Lens
- Cast Lamp Housing
- Electric Motor
- Rewind
- Fan Cooled Ventilation
- For Color or Black and White Film

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. 300 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-DC.

No. 7797. List \$49.75. Dir's., ea. \$37.31,
less 2%, net. **36.56**

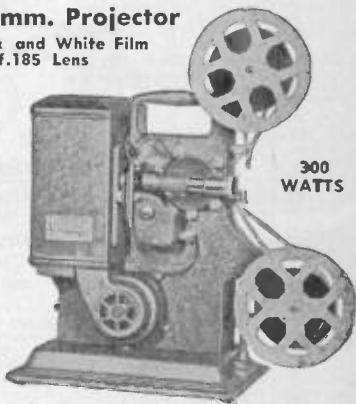


Model M-8—8 mm. Projector

- For Color or Black and White Film
- Fully Achromatic f.1.85 Lens
- Electric Motor
- Rewind
- Forced Draft Ventilation

Lower in price than the Model R-8, this projector offers essentially the same precision and quality, with only a few features eliminated to bring it within the reach of the buyer who wishes to spend less for his projector. Equipped with a fully achromatic 1" focus projection lens. Sturdy construction with case base and frame. Polished reflector. Forced draft ventilation. 300 watt G. E. projection lamp. Enjoys such modern features as adjustable tilting device, electrical motor rewind, and manual framer. Roller guides assure easy threading. Polished reflector. Forced draft ventilation. Speed control. 115 volts AC-DC. Equipped with 200 ft. spool, with spool arms designed for 400 ft. capacity.

No. 7700. List \$39.50. Dir's., ea. \$29.63,
less 2%, net. **29.04**



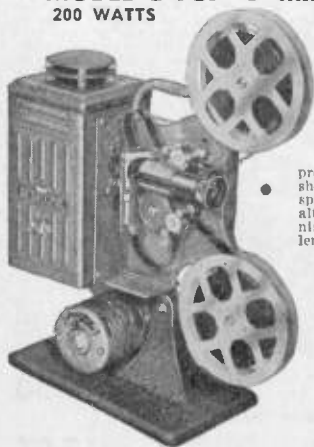
MODEL D-757—8 mm. PROJECTOR

200 WATTS

- Ventilating System
- Condenser Lens
- 1" Projection Lens
- Die Cast Body

A low priced durably constructed 8 mm. projector, built with all the dependable quality which characterizes all Keystone products. Provides a 34 minute show if used with 2-400 ft. spools which will fit the machine, although 200 ft. a spool is furnished. 1" diameter projection lens. Condenser lens for added brilliancy. Efficient Ventilating system. Spring belt retainers prevent loss of belts. Speed control. Equipped with universal motor for AC or DC operation. Die cast body. Cast iron base. Separate switch for lamp. Complete with 200 watt lamp and one 200 ft. metal reel.

No. 7532. List \$16.95.
Dir's., ea. \$10.25, less 2%, net. **10.04**



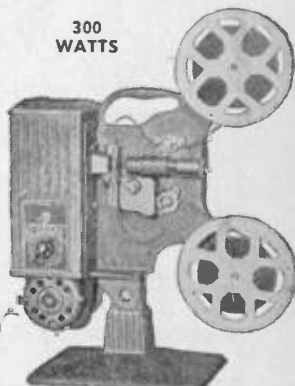
MODEL CC-8—8 mm. PROJECTOR

With f1.85 Achromatic Lens

300 WATTS

A precision built 8 mm. projector that will give smooth, flickerless performance on color as well as on regular black and white film. Sturdily constructed with cast frame and base. Fully achromatic f1.85 lens. Special condenser lens system. 300 watt lamp. Strong forced draft ventilation. Speed control. Separate light switch. Polished reflector. Double blade barrel shutter. Electric film rewind. Framer. Metallic ripple finish. 110 volts AC-DC motor. Arms fit 400 ft. reels of film. 200 ft. Spool furnished.

No. 7529. List \$29.75.
Dir's., ea. \$22.31, less 2%, net. **21.86**



Model C-8—8 mm. 200 Watt Projector
Same as above but equipped with 200 watt lamp and f2.8 projection lens.

No. 7715. List \$24.75. Dir's., ea. \$18.50,
less 2%, net. **18.13**

Keystone MOVIE CAMERAS 16 M.M. and PROJECTORS

Keystone photographic equipment is famous both among amateurs and professionals for its expert workmanship and precision materials. Sold only to established photographic goods dealers who furnish us with at least three names of photographic wholesalers or manufacturers from whom they purchase.

KEYSTONE 16 mm. Cameras Takes Full Color or Black and White Movies

Wollensak Interchangeable Lens—Universal focus and focusing mount with adjustable mechanical iris.

Visual Footage Indicator—Shows exact length of exposed film. Also has audible signal feature.

Variable Speed Regulator—From 10 to 64 frames per second according to model.

Daylight Loading—Easy to thread and load, even in broad daylight.

Direct Vision View Finder—Built right into camera.

Exposure Chart—Shows exactly how to adjust lens for bright, cloudy or rainy day.

Easy Winding—Winds like a clock.

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. Also has audible footage indicator. Uses standard 16 mm. film. Fitted with new type direct vision view finder. Size, 9x4x2 3/4 in. Tripod connection and carrying handle. Finished in wrinkled enamel with chrome trim.

Model B1—1-Speed—With F:3.5 Lens
No. 7531. List \$29.95. Dir's., ea. **22.01**
\$22.46, less 2%, net.

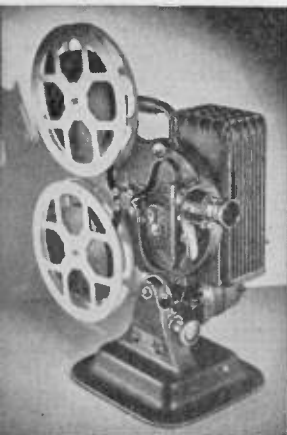
Model A3—3-Speed—With F:3.5 Lens
No. 7798. List \$35.00. Dir's., ea. **25.72**
\$26.25, less 2%, net.

Model A7—7-Speed
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**

MODEL A-75—16 mm. PROJECTOR

500 WATT



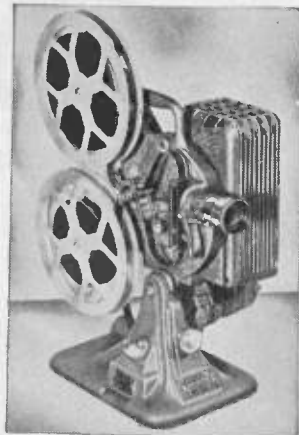
Equipped with 500 watt concentrated filament pre-focus projector lamp. Ventilating fan forces cool air through lamp house and mechanism. Finely ground and polished f.2.5—2" achromatic lens. Manual framer, 400 ft. capacity. One aluminum spool furnished. Angle projection controlled by knob on base. Pictures 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., \$41.25, ea. **40.42**, less 2%, net.

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-82—16 mm. PROJECTOR

750 WATTS
Reverse and Still Pictures

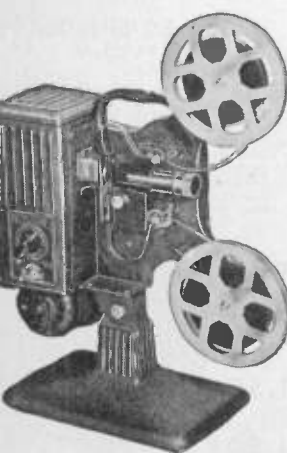


A newly designed projector by Keystone incorporating the very latest development in projector construction. The ideal projector for schools, churches and homes. Has a Wollensak F.1.6 auditorium lens. Automatic rewind. Covered reel arms—no belts to change. Reverse pictures and still pictures. 750 watt prefocus lamp. Silent finger motion. Equipped with new cooling fan. Centralized controls provide maximum ease of operation. Has tilting device manual framer and speed control. Built in carrying handle. Pilot light. Sturdy die cast construction. 400 ft. capacity. Picture size up to 14 ft. wide at distance of 75 ft. One 400 ft. aluminum spool furnished. A.C.-D.C. operation.

No. 7809. List \$74.50. Dir's., ea. \$55.88, less 2%, net. **54.76**

MODEL CC-16—16 mm. PROJECTOR

300 WATTS



A moderately priced 16 mm. projector that will give smooth, flickerless performance on both colored and black and white films. Has a cast frame and base of extra sturdy construction. Equipped with an f.2.5 fully achromatic lens. Double blade barrel shutter. Special condenser lens system. Electric film rewind. Manual framer. Forced draft ventilation. Speed control. Separate light switch. Polished reflector. Smooth, vibrationless performance. Arms fit 400 reels of film. Furnished with one 400 ft. spool. Metallic ripple finish. 115 volts AC-DC operation.

No. 7530. List \$29.75. Dir's., ea. \$22.31, less 2%, net. **21.86**

MODEL C-16 200 WATT PROJECTOR

No. 7716. Same as above except with 200 watt lamp and f.2.8 lens. List \$24.75. Dir's., ea. \$18.56, less 2%, net. **18.19**

Camera and Projector CASES

CAMERA CASES

Genuine leather equipped with adjustable straps for carrying either in hand or on shoulder.

No. 7805. For 16 mm. Cameras. List \$3.50. Dir's., ea. \$2.65. Lots of 3, ea. \$2.40, less 2%, net. **2.35**

No. 7806. For 8 mm. Cameras. List \$3.75. Dir's., ea. \$1.90. Lots of 3, ea. \$1.75, less 2%, net. **1.71**



PROJECTOR CASES

Sturdily constructed and covered with durable leatherette covering. Spindle in case holds 2-400 ft. reels. Flannel lining.

No. 7807. For 16 mm. Projectors. (Models A-82, A-75, and A-81) List \$5.00. Dir's., ea. \$2.65. 3 lots, ea. \$2.40, less 2%, net. **2.35**

No. 7808. For 8 mm. Projector for Model B8. List \$5.00. Dir's., ea. \$2.65. 3 lots, ea. \$2.40, less 2%, net. **2.35**



Agfa Cameras

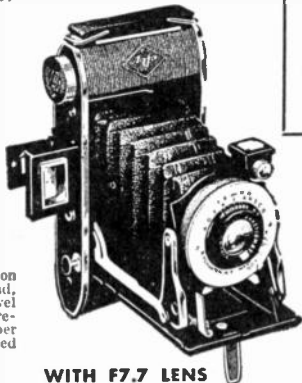
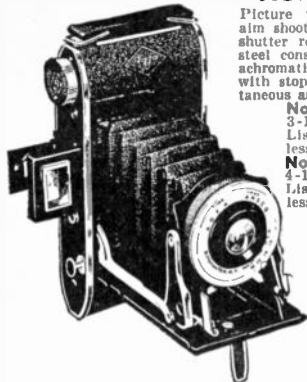
Agfa Ansco Cameras are registered under the Fair Trade Laws and may not legally be sold at the net prices shown except to dealers for resale.

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 \$9.45. Dir's., ca. \$7.09, less 2%, net. **6.95**

No. 7451. Takes 8 pictures 2-1/2"x 4-1/4" on PB 16 film (same as 616). List \$10.45. Dir's., ca. \$7.84, less 2%, net. **7.68**



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-erecting 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 \$17.50. Dir's., ca. \$13.13, less 2%, net. **12.87**

No. 7447. Takes 8 pictures 2-1/2"x4-1/4" on PB 16 film (same as 616). List \$19.50. Dir's., ca. \$14.63, less 2%, net. **14.34**

WITH F7.7 LENS

No. 7445. Takes 8 pictures 2-1/4"x 3-1/4" on PB20 film (same as 620). List \$11.50. Dir's., ca. \$10.88, less 2%, net. **10.66**

No. 7448. Takes 8 pictures 2-1/2"x4-1/4" on PB16 film (same as 616). List \$16.50. Dir's., ca. \$12.38, less 2%, net. **12.13**

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., ca. \$26.25, less 2%, net. **25.72**

No. 7439. With F4.5 lens. List \$25.00. Dir's., ca. \$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., ca. \$10.88, less 2%, net. **10.66**



Agfa CHIEF

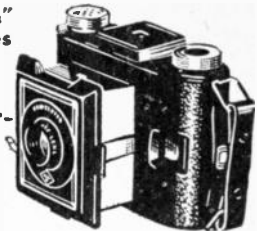
Makes clear, sharp snapshots, without any complicated adjustments. Rapid, two-zone focusing for near and far subjects. Plastic lens mount and winding knob. Built-in, yellow haze filter moves into field when camera is focused for far subjects. Direct optical view finder. Complete with carrying strap.

No. 7440. Takes 8 2-1/4"x 3-1/4" pictures on PB 20 (same as 620). List \$3.95. Dir's., ca. \$2.96, less 2%, net. **2.90**

No. 7441. Takes 8 2-1/2"x 4-1/4" pictures on PD 16 (same as 616). List \$1.45. Dir's., ca. \$3.34, less 2%, net. **3.27**

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., ca. \$3.75, less 2%, net. **3.67**

Carrying Case for Agfa Clipper No. 7433. List \$1.75. Dir's., ca. \$1.31, less 2%, net. **1.28**

AGFA CLIPPER SPECIAL F6.3 Lens



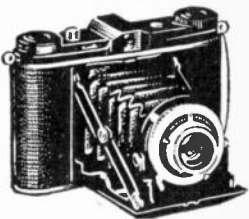
Has a F6.3 corrected anastigmat lens with speeds from 1/25th to 1/100th second, bulb and time. Optical direct view finder, shutter release guard, tripod socket, neck strap eyelets and depth of focus scale. Metal parts finished in polished metal and black lacquer. Rugged, pressed steel frame. Telescoping front. Takes 15—2-1/2x2-1/16 pictures on roll of PD-16 (same as 616) film.

No. 7459. List \$15.50. Dir's., ca. \$11.63, less 2%, net. **11.40**

Agfa SPEDEX JR.

A favorite in the Agfa line. Fully corrected fixed focus lens. Four openings from 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 12-2-1/4x2-1/4" pictures on B2 (same as 120) film.

No. 7436. List \$11.00. Dir's., ca. \$8.25, less 2% net. **8.08**



AGFA B2 SPEDEX With F4.5 Lens

Precision-built with f4.5 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 \$29.00. Dir's., ca. \$21.75, less 2% net. **21.31**



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., ca. \$1.58, less 2%, net. **1.55**

No. 7458. Takes 8 pictures, 2-1/2x4-1/4 or 16 pictures, 2-1/2x2-1/8. Uses D6 film (same as 116). List \$2.45. Dir's., ca. \$1.84, less 2%, net. **1.80**



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 Anasco 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. 7895. 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 Finopan 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. 7830. 100 ft. roll. List \$3.60. Dir's., ea. **\$3.53**
7831. 50 ft. roll. List 2.20. 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 \$4.80. Dir's., ea. **\$4.70**
7827. 50 ft. roll. List 2.60. 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**



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. 7843. 100 ft. roll. List \$6.00. Dir's., ea. **\$4.27**
7844. 50 ft. roll. List 3.25. Dir's., ea. **2.32**

16 mm. PANCHRO FINE GRAIN REVERSAL FILM
For added sharpness and better definition of colors, under ordinary conditions. No. 7845. 100 ft. roll. List \$4.50. Dir's., ea. **\$3.21**
7846. 50 ft. roll. List 2.50. Dir's., ea. **1.79**

16 mm. ORTHO REVERSAL FILM
For taking movies outdoors, under bright, daylight conditions. No. 7847. 100 ft. roll. List \$4.50. Dir's., ea. **\$3.21**
7848. 50 ft. roll. List 2.50. Dir's., ea. **1.79**

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.	Same as	No. of Exp.	Size of Picture	Dir's., ea.	Dir's., per doz.
7833	A8	127	8	1 1/2 x 2 1/4 in.	\$.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

SUPER-PAN SUPREME ROLL FILM

For indoor snapshots at night, under artificial light, Agfa Super-Pan is unexcelled. 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.	Same as	No. of Exp.	Size of Picture	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

STANDARD ROLL FILM

For ordinary picture-taking this standard roll film has proven itself thoroughly reliable.

No.	Agfa No.	Same as	No. of Exp.	Size of Picture	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

35 mm. FILM FOR CANDID CAMERAS

Ultra Speed Panchromatic. The fastest 35 mm. film ever developed. No. 7839. 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.

Gevaert No.	Same as	Size of Picture	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

PANCHROMOSA 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.

Gevaert No.	Same as	Size of Picture	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

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Sonora "TRIPLE PLAY" Portable Radios

MODEL LR-147

A thrilling new "3-way" portable in which Sonora's advanced engineering ideas are brilliantly displayed. Amazingly versatile — this new portable will play anywhere, inside or out, on AC or DC, or from a self-contained battery pack. It can be used as a second radio in any room of the house, or as a traveling radio, in automobiles, on trains, aboard ships, in hotel rooms, at the beach, in camps — practically any place at all.

No GROUND or AERIAL Required

Entirely self-contained, the Sonora Portable is ready for use at a moment's notice. Equipped with the famous Sonorascope "Air-Magnet" — no aerial or ground required. Conversion from electric to battery operation is accomplished by the simple turn of a switch. No wires to change — nothing to set up.

8 Tube Performance

While only five tubes are employed in the newly designed superheterodyne circuit, they actually achieve a degree of performance comparable with that of 8 tube receivers. Tuning from 535 to 1720 KC's is rendered exceptionally easy on the new type slide-rule dial. Equipped with full automatic volume control; 5" P. M. dynamic speaker; on-off battery AC-DC indicator.

Complete with BATTERY PACK

The Model LR-147 comes completely equipped with battery pack — there is nothing else to buy. Designed for maximum economy when battery power is being used. Battery pack is neatly contained in compartment in rear of cabinet.

Distinctive Luggage Type Cabinet

In its handsome luggage type cabinet, the Sonora Portable is about as good looking a radio as any one could wish for. Simulated leather brown covering over a basswood frame. Sturdy, leather handle provides safe, easy portability. Size: 14" wide, 9 1/2" high, 6" deep. Ship. Wt. 11 lbs. Furnished with the following tubes: 1-1A7GT, 1-1N5GT, 1-1H5GT, 1-1A5GT, and 1-35Z5GT.

Operates on 110 VOLT AC or 110 VOLT DC or BATTERY PACK



No. 9990. List \$24.95. Complete with tubes and 250 hour battery pack. Dlr's. ea. \$13.00. Lots of 3 ea. \$15.22, less 2%, net. **\$14.92**



At Home



At the Office



On Trains



Aboard Ship

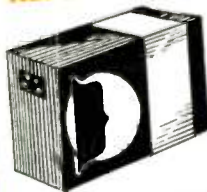


At the Beach



In Camp

REPLACEMENT BATTERY PACKS



Size 10 1/2" x 3 3/4" x 2 5/8"

For replacements on Sonora models KB-13, KB-75 and LR-147. Contains 6 volts of "A" power and 90 volts of "B" power. Guaranteed for 250 working hours.
No. 9577. List \$3.95. Dlr's., ea. \$2.33. Lots of 3, ea. \$2.24, less 2%, net. **2.20**



Size 6 7/8" x 5 3/8" x 2 1/2"

For Sonora Models PL-28, PL-29 and XL-28. 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.
No. 9578. List \$3.50. Dlr's., ea. \$2.20, less 2%, net. **2.16**

GO AFTER RADIO PROFITS
THE MODERN WAY . . .
. . . the Sonora WAY

Dealers who have taken on the Sonora line have received a pleasant surprise at the success they have had with it. But to us, who have watched Sonora grow from very humble beginnings to its present dominant position in the radio field, it is really no surprise at all. We knew that Sonora was going places when we saw how well Sonora was meeting the rapidly changing radio trends. That's the whole idea behind Sonora's success—they keep a constant finger on the pulse of public demand. Every model has a definite place in the Sonora scheme. There simply are no "duds". Let us tell you more about this fast-moving radio line. Write in and tell us "you're Sonora-conscious".

Fleur-O-Way FLUORESCENT FIXTURES



Wired Complete With Auxiliaries, Ready to Hang

Only by seeing these truly beautiful fixtures can one appreciate the amazing value they offer. Nothing is stinted—the best of materials are used throughout; in design, they answer the demand for a unit that is highly decorative—only the price was kept low so that sales on these fluorescent fixtures would be plentiful. The reflector is finished in baked-on white enamel. Cast aluminum end plates, hangers and canopy finished in satin aluminum. Approved by Underwriters' Laboratories. All units come wired complete with auxiliaries, ready to hang. Operates on 110 volts A.C. only. Priced less bulbs. All 48" fixtures are high power factor corrected.

PENDANT TYPE

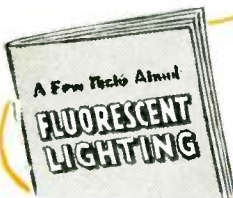
For T-12 20 Watt 24" Lamps
No. 5050. 2 light, Width 8 1/2", Height 30", List \$12.10, Dir's., ea. \$7.44, less 2%, net. **7.29**
No. 5051. 4 light, Width 11", Height 30", List \$21.00, Dir's., ea. \$12.60, less 2%, net. **12.35**

***For T-12 40 Watt 43" Lamps**
No. 5052. 2 light, Width 8 1/2", Height 36", List \$21.10, Dir's., ea. \$12.84, less 2%, net. **12.58**
No. 5053. 4 light, Width 11", Height 36", List \$36.60, Dir's., ea. \$21.96, less 2%, net. **21.52**
 *High power factor corrected.

FLUSH MOUNTING TYPE

For T-12 20 Watt 24" Lamps
No. 5054. 2 light, Width 8 1/2", Height 3 1/2", List \$10.10, Dir's., ea. \$6.06, less 2%, net. **5.94**
No. 5055. 4 light, Width 11", Height 3", List \$18.70, Dir's., ea. \$11.22, less 2%, net. **11.00**

***For T-12 40 Watt 43" Lamps**
No. 5056. 2 light, Width 8 1/2", Height 3 1/2", List \$19.10, Dir's., ea. \$11.46, less 2%, net. **11.23**
No. 5057. 4 light, Width 11", Height 3", List \$41.30, Dir's., ea. \$20.58, less 2%, net. **20.17**
 *High power factor corrected.



Send For This Manual On Fluorescent Lighting

It's all you need to go after that highly profitable fluorescent lighting business. Send for your copy today and put it right to work!

GLASS COVERED FLUORESCENT FIXTURES

In these glass covered fluorescent fixtures, all the essentials of good lighting plus modern design are cleverly combined. The use of clear molded glass produces a softly diffused lighting effect, which not only contributes to good "seeing" but lends a warm brilliance to it's surroundings.



ALL UNITS ARE WIRED COMPLETE READY TO HANG

TWO PANEL CONVERTER TYPE DIFFUSED GLASS UNIT

You merely attach this unit like a glass globe and plug into socket. Construction and design is otherwise the same as unit described on right. Fits in place of old 4" or 6" fitters. Equipped with Wilson Universal fitter attachment. Finished in enamel and brushed silver satin. Operates on 110-125 volts AC. Less lamps.

No.	Type	Lamp	List	Dir's less 2%
5077.	1 lite	T12 20 watt 24"	11.25	5.69
5078.	2 lite	T12 20 watt 24"	15.20	6.47

TWO PANEL DIFFUSED GLASS UNIT WITH DOUBLE STEM HANGERS

All the fundamentals of good lighting plus distinctive appearance are combined in this unit. Fixture ends are indirectly illuminated thus eliminating dark spots. Glass panels are easily removed for cleaning and relamping. High efficiency is obtained by use of clear, molded, diffusing glass (not frosted or opal). Hangs approximately 30 in. Finished in brushed silver satin, enameled reflectors. Operates on 110 volts AC. Special stem-shortening feature. Less lamps. 7 1/2" high, 5 1/2" wide.

No.	Type	Lamp	List	Dir's.	less 2%
5074.	1 lite	T12 20 watt 24"	11.70	6.70	6.57
5075.	2 lite	T12 20 watt 24"	18.00	7.48	7.33
*5076.	2 lite	T12 40 watt 48"	29.70	16.04	15.72

*Power Factor Corrected