

ADVERTISING MATTER

FURNISHED FREE TO OUR CUSTOMERS ON REQUEST

ORDER BY NUMBER



MOTTO SIGNS—Size 6¼ x 9¼ inches—

Beautifully lithographed and etched in several colors

No. D-1531—SHAPLEIGH'S Hope Plaque.

**CONVERSION KITS FOR CONVERTING
DIAMOND EDGE DISPLAYS TO KEEN KUTTER**

ORDER BY NUMBER

- D-C1K To convert DE52/6 Cutlery Case to *KEEN KUTTER*, consists of:
1 only 2418 Round Decals
4 only K5662 Small Strip Decals
2 only K5661 Large Strip Decals
- D-C2K To convert DE52/7 Cutlery Case to *KEEN KUTTER*, consists of:
4 only K5662 Small Strip Decals
1 only K5661 Large Strip Decals
- D-C3K To convert DE49/2 Cutlery Case to *KEEN KUTTER*, consists of:
1 only K5661 Large Strip Decal
1 only 2418 Round Decal
- D-C4K To convert DE49/4 Cutlery Case to *KEEN KUTTER*, consists of:
1 only 2418 Round Decal
- D-C5K To convert DE52/8 Cutlery Case to *KEEN KUTTER*, consists of:
1 only K5661 Large Strip Decal
- D-C6K To convert DE5820 Cutlery Case to *KEEN KUTTER*, consists of:
1 only K5661 Large Strip Decal
- D-PK7K To convert DE2400 Putty & Scraping Knife Display to *KEEN KUTTER*, consists of:
1 only K5661 Large Strip Decal
- D-T8K To convert DE341 Screw Driver Display to *KEEN KUTTER*, consists of:
1 only K5661 Large Strip Decal
1 only *KEEN KUTTER* Price Strip
- D-T9K To convert DE53-DU5 Silent Salesman Tool Display to *KEEN KUTTER*, consists of:
1 set Cut Out letters—*KEEN KUTTER*
1 set Price Tickets

DECALCOMANIAS



Multi-purpose application. For use on store doors, windows, delivery truck doors etc.

Three colors--White, red and green.

Each		Size, inches
E-KKSD/12-C	X1D00	12
E-KKSD/18-C	X1D85	18

Loose

No. D-2418—*KEEN KUTTER*



diameter
8 inches



No. D-K5661

Size 2 x 12½ inches

No. D-2482—SHAPLEIGH'S  *KEEN KUTTER*

Size 1¾ x 12½ inches

KEEN KUTTER STORES TAPE

KEEN KUTTER STORES

½ in. white tape with "Keen Kutter Stores" imprinted in red.

Rolls of 180 feet

Per Roll
S81AK X1D05

Six rolls in box. Wt. box 3 lbs.

STRING TAGS

D-Small *KEEN KUTTER*D-Large *KEEN KUTTER*

1 1/8-in. diameter

1 5/8-in diameter

Pressure Sensitive Price Labels

Cuts show actual size of adhesive backed label.
Will stick to Glass, Plastic and all Metals.

KEEN KUTTER Red on White

No. D-KK
PRESSURE
LABELS

HANGERS

KEEN KUTTER

GARDEN TOOLS



No. D-2496

These beautiful hangers are printed in three colors: Red, yellow and blue, on silver background. Have satinette cord for hanging. Size 9x14 inches.

Heavy display board

ENTER ON ORDERS

CATALOGS, BOOKLETS, CIRCULARS, MISCELLANEOUS CARDS, LISTS, Etc.

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ORDER BY NUMBER

SHAPLEIGH'S Sectional Catalogs

No. D-475—Builders Hardware Catalog.

No. D-2500—*KEEN KUTTER* Rafter Square Circulars.

No. D-2008—Mail Order Cutfits.

No. D-2483—Want Books.

No. D-1524—Oil Stove Wick Card.

No. D-1664—Standard List of Cap Screws (U. S. Standard and S. A. E. Hexagon Head).

- No. D-2387—Oval Head Brass Wood Screws.
- No. D-2388—Flat Head Iron Wood Screws.
- No. D-2389—Round Head Brass Wood Screws.
- No. D-2390—Oval Head Iron Wood Screws.
- No. D-2391—Round Head Iron Wood Screws.
- No. D-2392—Flat Head Brass Wood Screws.
- No. D-2476—Ammunition Card, Suggested Retail Prices.
- No. D-J1—Bolt Price List.
- No. D—Gary Bolt Display.

KEEN KUTTER SERVICE COATS *for STORE or OFFICE*

JUST THE THING FOR YOU AND YOUR CLERKS

Their Neat, Stylish Appearance Adds to the Distinctiveness of Your Store and at the Same Time Keeps Your Street Clothes Clean and Spotless.

They are accurately cut to fit comfortably and allow freedom of movement.

Coats are made from good quality sanforized material, Tan or Gray, guaranteed color fast. Carefully sewed and stitched to give extra wear and long service.



Regular Sizes: 34, 36, 38, 40, 42, 44, 46, 48

No Special Sleeve Lengths Available

TAN OR GRAY

Plain Back

Three button, lapel style, with three large roomy pockets and small pencil pocket sewed in upper pocket.

KEEN KUTTER emblem will be sewed on back of garment as shown on the illustration. Selling price includes the **KEEN KUTTER** emblem.

Name of individual can also be embroidered over breast pocket in script style lettering at no additional cost.

BE SURE TO SPECIFY SIZE WANTED

Each

* **E-KK367T-C** X4D00—Tan Color

* **E-KK357G-C** X4D00—Gray Color

NAME OF INDIVIDUAL, OR STORE NAME, WILL BE EMBROIDERED ON BACK OF COAT IF DESIRED

Each

Block lettering, 2 inches high, per letter D1C5

Example, **JONES HARDWARE**—13 letters @ D1C5..... X1D95

Script lettering on back of coat, not exceeding three lines.

One line	D3C5.....	} <i>John Jones Hardware Company</i>
Two lines	D7C0.....	
Three lines	X1D00.....	

KEEN KUTTER EMBLEMS

The Same Emblem Used on the **KEEN KUTTER** STORE JACKETS



Sold Separately to those Who Desire Additional Emblems

Each

E-KKEM-C X1D00

Items marked * not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., St. Louis, Mo.

GIFTS that Build Goodwill!

Keep Your Advertising Message
in sight all year 'round



Keep your name before your customers with **KEEN KUTTER** gifts such as these, each with your imprint. All items selected and approved by Shapleigh Hardware Co. Order Now while supplies are available and be assured of prompt delivery.



No. 2225 WARCO FLASHLIGHT

This compact and useful flashlight can now be put to work for you as a "light" reminder. Your ad around the barrel stands out and will be noticed often. Made of steel and finished in Black, Red or Blue enamel. It has a pre-focused bulb and is made to take two standard batteries. Size 6-1/2 inches long. Packed in individual boxes. (Batteries not furnished).

PRICES:

100 — 34c each 500 — 32c each
250 — 33c each 1000 — 31c each



No. 750 LITTER CADDY

Now you can join in America's Anti-Litter Campaign and at the same time give your customers a gift that will put your advertising message across uniquely and usefully. Useful in car, crib, bathroom, patio or kitchen. Available in White or Grey, hot stamped copy in Black or Gold, in 3 lines not to exceed 30 characters and spaces per line. Bulk packed.

PRICES:

50 — 52c each 250 — 41c each
100 — 42c each 500 — 40c each
1000 — 39c each



No. 500 RAIN BONNET

Made of permanently pleated clear waterproof polyethylene, that carries the good house-keeping seal of approval, your assurance of a superior product. Perfect protection for hair and hat from rain, snow, sleet. Ideal for use in the shower, beauty parlor and for house-cleaning. Easy to open and close. Each Rain Bonnet packed in attractive carrying case. Color of cases, White, Red, Green, Blue. Prices include 4 lines of imprint.

PRICES:

100 — 41c each 500 — 40c each
250 — 39c each 1000 — 38c each



No. 650 ZEPHYR MAGNETIC BRUSH

A gift appreciated by both men and women. Removes lint, hair, etc., like magic. Ideal for cleaning car interior, clothing and upholstery 5 3/8 x 3 1/8 inch overall. Styrene plastic bristles and plastic handle. Imprint limit, 3 lines.

PRICES:

50 — 28c each 250 — 24c each
100 — 26c each 500 — 23c each
1000 — 21c each



No. 601 PAUL BUNYAN SCRAPER

As durable as the name, the giant scraper with the extra long reach. Ideal for de-icing your deep freeze, scraping pots and pans, and scraping snow and ice from the windshield of your car. Imprint limit, 4 lines. Furnished in red plastic.

PRICES:

100 — 18 1/2c each 500 — 16 1/2c each
250 — 17 1/2c each 1000 — 15c each



No. EA 404-P ZIPPER UNDERARM CASE

The popular 11 x 15 inch case for papers, documents, samples, etc. Talon zipper slides easily and provides tight closure. Supplied in the following calf colors: Harness Tan, Black, Blue, Green or Red. Imprint in 4 or 5 lines.

PRICES:
 50 — 60c each 250 — 52c each
 100 — 54c each 500 — 49c each



No. EA 223-P AIR CUSHION

A really different gift that will win warm thanks and appreciation. Just blow it up and you have a comfortable cushion for all sporting events and outdoor or indoor activity. To deflate, just pull valve and it's ready to fold easily in its self-contained case that carries your advertising message. Give this conversation piece and you give the gift that everybody wants. Cushion is clear frosted vinyl material with colorful build-in cases of Red and Green. Your copy in 3 or 4 lines. Bulk packed.

PRICES:
 50 — 84c each 250 — 80c each
 100 — 82c each 500 — 78c each



No. EA 403-P SLIM VINYL BOUND MEMO BOOK

Outside cover made of vinyl material. Measures 3x4½ inches (closed), with replaceable note pad size 2½x4 inches. Handy for man's pocket or milady's purse. Preferred foldover design. Pad contains perforated sheets for convenient use. Prices include four lines or less of copy stamped on inside of cover.

PRICES:
 100 — 16c each 500 — 14c each
 250 — 15c each 1000 — 13c each



No. EA 214-P NO SKID MEMO PAD

Useful memo pad that will not slip or slide, vinyl foam on bottom of pad holds it in place. Holds pad 4x6 inches. Overall size of pad is 7½x5 inches. Prices include 4 lines of imprint stamped in gold. Packed bulk. 2c extra for packing in polyethylene bags.

PRICES:
 100 — 30c each 500 — 28c each
 250 — 29c each 1000 — 27c each



No. EA 409-P POCKET SECRETARY

This beautiful vinyl pocket secretary is 6-3/4 x 4 inches. It is made of Brown vinyl material that gives it a very rich and expensive look. It is constructed in the most popular style with ample space for cards, letters, notes, etc., and fitted with a memo pad. An outstanding gift value that will give years of service.

PRICES:
 50 — 30c each 250 — 26c each
 100 — 27c each 500 — 25c each



No. EA 400-P POCKET PROTECTOR

White vinyl material with white flap on front. Designed for protection from wear and stains caused by pens, pencils, rulers, etc., carried in shirt pockets. Prices include four lines or less of ad copy stamped on front flap.

PRICES:
 100 — 12½c 500 — 10½c
 250 — 11c 1000 — 10c



No. EA 218-P VINYL KEY CASE

An attractive vinyl key case with pocket for driver's license. Available in Brown, Black, Blue or Red vinyl plastic material.

Imprint limit, 3 lines.

PRICES:
 100 — 23c each 500 — 21c each
 250 — 22c each 1000 — 20c each



No. EA 228-P 5-POCKET CARD CASE

An ideal holder for carrying credit cards, passes, photos, etc. and can be tucked into any style billfold. Not bulky. Your advertising stamped in black or red in 4 or 5 lines on first pocket. Bulk packed.

PRICES:
 100 — 13c each 500 — 11c each
 250 — 12c each 1000 — 10c each



No. EA 412-P MONEY FOLD WITH METAL CLIP

Styled after expensive leather money clips, this vinyl copy keeps currency in orderly fashion and readily available. Spring clip gives firm grip but permits bills to be removed easily. Available in Harness Tan and Black Calf vinyl. Bulk packed. Copy in 4 or 5 lines on inside.

PRICES:
 100 — 16c each 500 — 14c each
 250 — 15c each 1000 — 13c each



No. EA 2908/2366 Slim Pen and Pencil Set in Clear Plastic Box

The "Best Seller" of all pen and pencil sets. A most impressive gift in this beautiful plastic box. That expensive look at a modest cost. Available with gold or chrome caps and black, red or white plastic barrels. Imprint limit, 4 lines.

PRICES:

Gold Caps	Chrome Caps
100 — 65c each	100 — 69c each
250 — 63c each	250 — 67c each
500 — 61c each	500 — 65c each
1000 — 59c each	1000 — 63c each

Extra refills 12c each.

10-15-50

A-4-C



No. EA-58 MAIL MASTER DESK SET — LETTER OPENER

This multi-purpose set will be a welcome addition to every desk. Rubber cushioned base holds dual duty pen which also serves as letter-opener. EXTRA standard length refill concealed in base. Available in Black, Red, Blue, White, Green and Maroon. Comes in gift boxes.

PRICES:

50 — 69c each	250 — 60c each
100 — 62c each	500 — 58c each



No. EA 2375/2910 PEN AND PENCIL SET IN PLASTIC BOX

This beautiful set is the best buy on the market. It has the sure action pen and sturdy mechanical pencil packed in the eye catching plastic box that looks like at least a \$1.50 pen and pencil set for the ridiculously low prices shown below. Imprint limit, 4 lines on pen and pencil.

PRICES:

Gold Caps	Chrome Caps
100 — 65c each	100 — 69c each
250 — 63c each	250 — 67c each
500 — 61c each	500 — 65c each
1000 — 59c each	1000 — 63c each

Extra refills 12c each.

Available colors: Red, Blue, Green, Black, White.



No. 319 PAPERMATE PEN

Here is America's No. 1 name in ball point pens at these unbelievable low prices. Nationally advertised PAPERMATE with refill cartridge that can be purchased in any drug store. Order now at these low prices. Prices include 4 lines of imprint on barrel. Colors:

Red, Black, White, Beige, Blue, Green, Yellow. Extra refills available for 32c each. Minimum order 50 pens. Prices include tuck end boxes.

PRICES:

50 — 58c each	250 — 48c each
100 — 49c each	500 — 46c each
	1000 — 44c each



No. EA2910 BALL POINT PEN

New push type mechanism that works from the top button. This Excellent writing pen is fitted with chrome or gold metal caps and standard length ink cartridge. Exceptionally low priced. Prices include 4 lines of imprint on barrel. Available colors: Red, Blue, Green, Black and White.

Extra refills 12c each.

PRICES:

Gold Caps	Chrome Caps
100-499 — 22c ea.	100-499 — 24c ea.
1,000 and over	1,000 and over
21c ea.	23c ea.



No. EAW-829 DIALIT-RITE TELEPHONE PEN

Attaches firmly to any telephone dial. A pen and dialer always handy on the phone. The Dialit-Rite keeps your name and phone number constantly in front of your customer in a most useful way. Available in Black, White, Yellow, Green, Blue, Red, Orange or Maroon. Your imprint in 4 lines. Individually boxed.

PRICES:

100 — 21c each	500 — 19c each
250 — 20c each	1000 — 18c each



No. LR-100 MECHANICAL PENCIL

A beautiful nationally sold pencil at an attractive price. Extra leads and eraser under cap. Metal parts are all gold plated. Three lines of type, maximum 25 characters per line, may be imprinted.

Available colors: Red, Blue, Green, Black, White.

PRICES:

50 — 50c each	250 — 42c each
100 — 44c each	500 — 40c each
	1000 — 37c each



No. EA 2366 MECHANICAL PENCIL

A brand new number to meet the demand for an attractive yet inexpensive slim pencil. Standard lead mechanism. Available with gold or chrome caps, imprint to match the cap finish. Imprint limit, 4 lines.

PRICES:

Gold Caps	Chrome Caps
100 — 32c each	100 — 33c each
250 — 31c each	250 — 32c each
500 — 30c each	500 — 31c each
1000 — 29c each	1000 — 30c each

Available colors: Red, Blue, Green, Black, White.



No. R325T TOPACTER PEN

Here is an eye-catching combination of virgin plastic and chrome. A really smooth push action mechanism. Every pen factory pre-tested for guaranteed performance. Takes standard brass refill unit. Cap colors: Red, White, Black, Blue and Green. Barrel colors: Red, Black, White, Light Blue, Dark Blue, Green. Bulk packed. Up to 5 lines of copy. Extra refills only 10c each. 150 pieces minimum.

PRICES:

150 — 18c each	500 — 16c each
250 — 17c each	1000 — 15c each



No. 500 PAPERMATE CAPRI PEN

Now you can give the nationally advertised Papermate Capri with piggy-back refill and detergent ink at less than half the advertised price. Each pen packed in beautiful plastic presentation box. Truly a quality gift at an amazingly low price. Extra Papermate refills available at 42c each. Chrome cap and choice of Red, Black or Blue barrels. Imprint stamped in Silver or Gold.

PRICES:

50 — \$1.06 each	250 — 87c each
100 — 84c each	500 — 85c each



No. EA-2375 MECHANICAL PENCIL

Point action pencil with imprint on barrel. Equipped with metal cap and trouble-free mechanism. Contains extra supply of standard diameter leads. High quality. Remember, everybody uses a pencil. Prices include four lines of ad copy printed on barrel.

PRICES:

Gold Caps	Chrome Caps
100 — 29½c each	250 — 28½c each
500 — 27½c each	

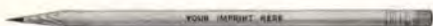
Available colors: Red, Blue, Green, Black, White.



No. 40 KEY RULE

Has 36 inch polished steel rule in opaque case with bead chain for carrying keys. Handy, compact and accurate. Imprint on one side of case in 4 lines. Limit of 20 characters and spaces per line. Trademark on other side.

PRICES:
 100 — 42c each 500 — 40c each
 250 — 41c each 1000 — 39c each



No. TP06 WOOD PENCILS

No form of advertising is more effective or more economical than your ad copy on a good pencil. Five lines of ink printing. White color with any color ink. Available with No. 2, 2½, or 3 lead.

250 — \$11.25 1000 — \$31.90
 500 — 19.40 2500 — 76.25
 5000 — \$147.25



No. EA 2908 THIN MODEL BALL PEN

A mate to the No. EA-2366 Slim Pencil. Lightweight for effortless writing. Chrome or gold caps, imprint to match finish of cap. Imprint limit 4 lines.

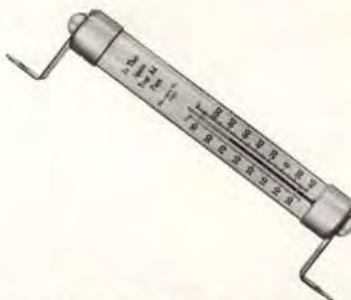
Gold Caps	Chrome Caps
100-499 — 22c each	100-499 — 24c each
1000 & over — 21c each	1000 & over — 23c each



No. EA 435P KOIN KEEPER

An ingeniously designed coin purse with features not found in any other purse. It holds a large number of coins compactly and when opened for use, coins cannot spill out due to unique construction that provides 4 sides. No groping for coins because deep well offers easy visibility. Advertising imprint stamped in gold or silver under snap fastener. Equally good for men or women. Available in Red, Black, Blue and Green Calf. Bulk packed.

PRICES:
 100 — 24c each 500 — 22c each
 250 — 23c each 1000 — 21c each



No. 1331 Tubular Outside Thermometer

An effective advertisement for you at a fine low price. Clear glass tube magnifies the thermometer's scale. Hanger permits easy installation. Over-all size 7¼ inches. Individually boxed (Box not suitable for mailing). Imprint limit, 4 lines.

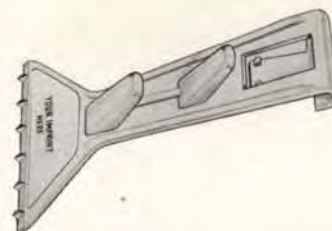
PRICES:
 100 — 31½c each 500 — 28½c each
 250 — 30c each 1000 — 26c each



No. EA 431-P POCKET SECRETARY WITH INDEX AND PEN

This medium size secretary is 5-1/2 x 3-1/4 inches when closed. It combines a useful index for names and phone numbers with a slim style ball pen. Note pad is perforated for easy removal of sheets. An excellent item for salesmen and others who depend on the phone to conduct their business. Available in Harness Tan or Black Calf. Copy limited to 2 lines if printed in space above index; 4 or 5 lines of imprint may be had if imprinting is placed under index. (Copy also available in 4 or 5 lines on front cover). Bulk packed.

PRICES:
 50 — 80c each 250 — 76c each
 100 — 76c each 500 — 72c each



No. 143Z Combination Ice Scraper and Auto Clothes Hanger

Attractive red ice scraper. Also serves as clothes hanger in car. Space for your two line imprint in white. (Up to 28 spaces per line maximum.) Minimum order 250.

PRICES:
 250 — 10c each 500 — 9c each
 1000 — 8c each



No. EA 417-P Junior Pocket Secretary and Ball Point Pen

You'll make a hit with your customers by giving this shirt pocket size secretary. It's 2-7/8 x 4-7/8 inches when closed and contains a small-sized quality pen with memo pad. Ideal for women's purses, too. Four or five lines of advertising copy is stamped on inside cover. Available in Harness Tan or Black Calf. Bulk packed.

PRICES:
 100 — 39c each 500 — 37c each
 250 — 38c each 1000 — 36c each



No. 100 TEXAS SHOE HORN

Even if the shoe fits a little help is usually needed to get it on. That's why a shoe horn is an ideal advertising gift. This one is a giant 16-1/2 inches in length, perfect for men or women. Colors are: Red, Ivory, Yellow or Blue. Copy in 3 lines with limit of 25 characters and spaces per line.

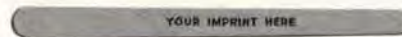
PRICES:
 100 — 16c each 500 — 14c each
 250 — 15c each 1000 — 13c each



No. P6 6 FOOT RULE

America's greatest rule value, 6 foot white tape flexible steel rule. Blade ½ inch wide. Case available in Red, White, Blue, Green. Prices include 4 lines of imprint. Minimum order 50 rules.

PRICES:
 50 — 52c each 250 — 44c each
 100 — 45c each 500 — 43c each
 1000 — 42c each



EMERY BOARDS

The old stand by that the women always enjoy receiving. Made of highest quality and imprinted with 3 lines of copy. Available in buff color.

PRICES:
 No. 52 4 5/8" Long No. FT7 7" Long
 1000 — \$13.80 per M 1000 — \$21.25 per M
 2500 — 12.00 per M 2500 — 20.50 per M
 5000 — 11.00 per M 5000 — 19.00 per M
 10000 — 9.95 per M 10,000 — 16.00 per M



No. PS1388 Indexo Telephone Index

Size 3 3/8 x 5 1/4 inches. All metal, finished with English bronze and brass trim. Pages easily removable. Operated manually and simply to provide telephone numbers at your finger tips. Four lines ink printed in one color. Packed in individual boxes.

PRICES:
 25 — \$1.25 each 100 — 85c each
 50 — 90c each 250 — 79c each



No. PS1540 MAGIC MEMO

Size 3 1/2 x 5 1/2 inches, Pad 3 x 5 inches. New attractive cover designs with ship or horse head motif in antique brass finish. Covers in English bronze. Furnished with plastic magnetic pencil. Specify design wanted. Ad copy in 3 lines in black, ink printed. Packed in individual boxes.

PRICES:
 25 — \$1.25 each 100 — 85c each
 50 — 90c each 250 — 79c each



No. 1600 MEMO BOOKS

The deluxe pocket notebook is useful to men and women, with a calendar in the front cover and the back cover. It has space for a travel log, gasoline record, addresses, memorandums and expenses. Very handy to carry in the glove compartment of your car as well as pocket. Red leatherette cover stamped in gold. 4 lines for your imprint. Size 2 3/4 x 4 1/4 inches.

PRICES:
 250 — 9 1/2c each 500 — 8 1/2c each
 1000 — 8c each



No. 625 WEATHER CHECKER

Mystery weather forecaster . . . round 3/4 inch diameter disc changes colors, pink for rain, and blue for fair and dry. Standard thermometer guaranteed for accuracy. Overall size of white cardboard 2x6 inches, with 2 1/2 inch thermometer tube. Packed in cellophane envelopes.

Prices include 4 lines of ad copy.
 PRICES:
 100 — 14c each 500 — 12c each
 250 — 13c each 1000 — 10c each



BALLOONS

Colorful, appealing, low cost — all in assorted colors.

No. 7 7 Inch Round 500 — \$13.50 1000 — 25.00	No. 8 8 Inch Round 500 — \$16.00 1000 — 29.00
No. 9 9 Inch Round 500 — \$17.00 1000 — 33.00	

No. 418 18 Inch Airship 500 — \$13.00 1000 — 24.00	No. 26 26 Inch Airship 500 — \$16.00 1000 — 29.00
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No. L-26 MAGAZINE TOOL KIT

Build good will and sales with these useful tools. Here is about the handiest tool you ever saw. Compact, well designed and well built screwdriver with interchangeable blades held firmly by aluminum chuck. Deeply fluted hollow amber plastic handle carries extra blades. Set consists of 1 medium size cabinet style screwdriver blade, 1 small size cabinet style screwdriver blade, 1 small recessed or cross point screwdriver blade for phillips screws. Imprint limit, 2 lines.

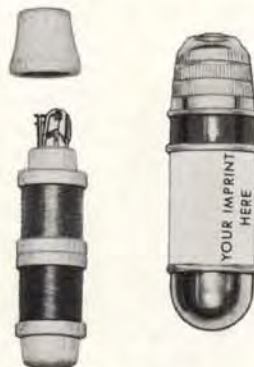
PRICES:
 25 — 73c each 100 — 48c each
 50 — 50c each 250 — 46c each
 500 and over — 44c each



No. EA-212 "QUICK CLIP" PEN

A handsome, tapered desk pen easily attached to the phone by means of a metal spiral holder that is clamped permanently to base. Eliminates misplaced pens and serves as constant reminder of your product or service. Everybody wants and needs the "Quick Clip." Your choice of the following barrel colors or combinations: Red, Blue, Black, White, Green or Yellow. Packed in cello bags with instruction card. 4 lines of imprint.

PRICES:
 100 — 28c each 500 — 26c each
 250 — 27c each 1000 — 25c each



No. 821S SEWING KIT

Just in case you snag your pants or a button comes off or milady has a run in her hose or runs into a snag herself, this little sewing kit certainly does serve in such an emergency. It is so light to carry and does not take up much space. Handy in the car. Inside the case is safety pins, needles and pins with black and white thread. Aluminum case and ad that can't wear off. Imprint limit, 3 lines.

PRICES:
 100 — 15c each 500 — 13c each
 250 — 12c each 1000 — 12c each



No. EA 490-P COMBINATION BILLFOLD AND PASS CASE

Now you can give the case that serves a double purpose. In addition to a currency pocket, it has a 5 window card holder that holds 10 cards. Bills may be pulled through slot one at a time without revealing contents. Very practical and compact. Four or five lines of copy stamped on extra card pocket in gold. Bulk packed.

PRICES:
 100 — 29c each 500 — 27c each
 250 — 28c each 1000 — 26c each

No. 261 YARDSTICKS

These yardsticks are made of select kiln dried basswood accurately sawn. The sticks are natural color with advertising copy printed with black ink. There can be a maximum of 80 letters including spaces for your advertising copy. Very useful and inexpensive for a give-a-way. Minimum order 250.

250 — \$22.00 1000 — \$64.00 100 — 15c each 500 — 13c each
 500 — 36.00 2500 — 100.00 250 — 12c each 1000 — 12c each



No. EA-435 BABY BINOCULARS

Small in size, long in power! Just the thing for sporting events, theatre and opera. Click they open — snap they close, ready to drop into pocket or purse. Precision made by optic specialists. Individually packaged in attractive gift box. No advertising imprint. Merry Christmas, Happy Birthday or Best Wishes cards signed by us with your name are available at 5c each upon request. If cards are wanted, please specify name to be signed on cards.

PRICES:
12 - 48 — \$3.49 each
49 - 100 — 3.39 each



No. EA-1880 BARGAIN SET CLOSET ORGANIZER

Who doesn't need more good clothes hangers? These quality wood hangers are made by the leader in the field and the set consists of 2 combination hangers and 4 trouser or skirt hangers packaged in a beautiful gift box. The practical gift that can't fail to be appreciated. No ad copy available, but "Merry Christmas," "Happy Birthday" or "Best Wishes" cards hand signed by us with your name are available at 5c each. If cards are wanted, please specify name to be signed on cards.

PRICES:
12 — \$3.50 each 48 — \$3.30 each
24 — 3.40 each 60 — 3.20 each



No. 6-6 POT HOLDER

Your sales message on these padded pot holders will be read many times every day. Made with colorful binding and hanger loop. Imprinted in red.

PRICES:
250 — 11½c each 500 — 11c each
1000 — 10¾c each



No. 553 SAFETY LANTERN

Here is a quality safety lantern in handsome Green enamel finish at lowest price ever. Uses standard 6 volt lantern battery with a 4-position switch control. This 6 inch high lantern is owned by few people but wanted by all. Individually boxed. No advertising copy available.

PRICES:
24 — \$1.59 each 60 — \$1.44 each
48 — 1.49 each 96 — 1.39 each



No. EA-130G WS SQUIRE, JR. CLOTHES BRUSH

Made of genuine top grain cowhide with finest quality bristles, the Squire, Jr. is compact and just right for travel. Prices include individual brown and ivory gift boxes. Individual names or sets of initials can be furnished at 30c per brush, 3 lines of imprint available at 15c each.

PRICES:
12 — \$4.50 each 48 — \$4.30 each
24 — 4.40 each 60 — 4.10 each

No. 411 METAL PAPER CLIP



This sure grip metal paper clip is highly practical for the home, office, shipping room, in cars or trucks. Plenty of space for a beautiful ad. Advertising is printed on white enamel. Ideal for the visor of your car to hold maps or loose papers and cards. Size 1¾x 2¼ inches.

100 — 24c each 500 — 18c each
250 — 21c each 1000 — 17c each



No. 2557 CLEAR CRYSTAL ASH TRAY

A handsome and practical 3½ inch ash tray with four cigarette rests. Your advertising message permanently applied in red and protected by glass.

PRICES:
144 — 18c each 576 — 16c each
8 — 18c each 0 — 16c each



No. 237 THE CORONADO GOURMET SET

A really new and useful cutlery gift! Perfect for use in preparing snacks, party trays, patio gatherings and a dozen and one every-day uses. Modern styled in beautiful stainless steel, elegantly packed in flannel wrap and gift box. Price includes your advertisement gold stamped on greeting card.

PRICES:
12 — \$3.96 50 — \$3.80
25 — 3.90 100 — 3.35



No. EA-527 CLIPNOTE MEMO PAD

Very useful around office, factory, shop or home to keep notes. Made of durable metal with positive grip paper holder. Won't scratch polished surfaces. Extra paper pads available at \$4.50 per 100, make effective follow-up to original clip note gift. Your copy in 4 lines. Clip Note is furnished in Metallic Green, Flamingo or Dove Gray.

PRICES:
100 — 32c each 500 — 30c each
250 — 31c each 1000 — 28c each



No. DS 30 PAPERMATE Jet Age Desk Set

This entirely new designed PAPERMATE Desk Set is offered at ridiculously low prices. Designed with the swept wing look. Has rubber base for weight and to prevent slipping. Extra refills for pens 32c each. Minimum order 25 desk sets.

PRICES:
25 Sets — \$1.49 ea. 250 Sets — \$1.10 ea.
50 Sets — 1.30 ea. 500 Sets — 1.08 ea.
100 — 1.16 ea. 1000 Sets — .99 ea.





No. 303P THREE BLADE POCKET KNIFE

Has beautiful white pearl handles, one large blade with sharp blade for many uses, one blade for can opener and screw driver, and one short blade. All blades hardened and tempered steel for long hard use. Imprint limit, 2 lines.

PRICES:
 50 — 43c each 250 — 36c each
 100 — 38c each 500 — 35c each



No. 400P TWO BLADE JACK KNIFE

A GOOD all purpose utility jack knife with two hardened steel blades that will keep a good edge. This is the real bargain in pocket knives. No other knife can touch it for price, and quality. Imprint limit, 2 lines. Handles white pearl.

PRICES:
 50 — 40c each 250 — 33c each
 100 — 34c each 500 — 31c each



No. JM685 TWO BLADE JACK KNIFE

Two blades fully hardened, tempered, and hand edged by experts. Foremost among various styles for general use. Overall size 3 1/8 x 5/8 inches wide, warranted to give excellent service. Imprint limit, 3 lines.

PRICES:
 25 — 75c each 100 — 59c each
 50 — 63c each 250 — 57c each
 500 — 55c each



No. 51-P/GP KNIFE WITH KEY HOLDER

Beautiful white pearl handles and chrome chain and key holder that makes ideal gift for any man. Prices include 2 lines of copy. Packed in bulk. If gift boxes are wanted add 6c each to prices.

PRICES:
 50 — 46c each 250 — 42c each
 100 — 44c each 500 — 40c each



No. 766Z PORKY PIG BANK

Porky is 4 1/2 x 2 1/4 inches. With his turned up nose and bright color he appeals to young and old alike. Fill Porky with pennies, nickles, dimes and quarters and watch your savings grow. Comes in red or yellow plastic. Printed in black with four lines of ad copy. Maximum spaces and letters 25 per line.

PRICES:
 150 — 15c each 500 — 12c each
 250 — 14c each 1000 — 10 1/2c each



No. 237-P COIN MASTER

World's most popular type plastic coin purse. Flat 3x2 inch oval rubber-like red plastic coin holder closes tight, keeps coins together and prevents pocket wear. The last word in convenience. Prices include 3 lines of advertising copy on back side.

PRICES:
 125 — 26c each 500 — 23c each
 250 — 24c each 1000 — 21c each



No. 1620 LISTO MARKING PENCIL

This is America's favorite marking pencil because it makes a clear, bold mark on any surface — even glass, plastic and cellophane! Pencil has white barrel with a choice of Red, Black, Blue or Green trim with imprint to match. Packed in cello bags, 4 lines of imprint.

100 — 23c each 500 — 20c each
 250 — 22c each 1000 — 19c each

No. 162 Refill leads—six leads to a package — 100 packages to a carton at \$10.00 per carton



No. 755-O FLY SWATTER

Made of styron plastic, this fly swatter really gets 'em. Handle has reinforced edges and your message is set down in the handle which prevents it from being worn off with constant usage. This plastic swatter will outwear the old style swatter by many years. Limit imprint to 2 lines of 30 spaces.

PRICES:
 100 — 17c each 500 — 15c each
 250 — 16c each 1000 — 14c each



No. EA 236-P COIN MASTER

The ever popular coin holder that opens with a gentle squeeze of the hand. Almost everyone has need for small coins many times daily and the Coin Master keeps them ready for use with no wear and tear on pockets and purses. Available in Red, Blue, Green and Yellow. Your copy in 3 or 4 lines. Packed in cellophane bags.

PRICES:
 125 — 26c each 500 — 23c each
 250 — 24c each 1000 — 21c each



No. 100 SAFETY CUTTER

The carbon cutter with the completely covered blade that can't cut accidentally. Every business opens cartons every day. There isn't a business that doesn't need this safety cutter. Your choice of brilliant Styron plastic in Red, Yellow or White imprinted in dark blue — 3 lines of imprint.

100 — 28c each 500 — 26c each
 250 — 27c each 1000 — 25c each



No. PS-1555 STORM KING LIGHTER

Windproof lighter comes in all Silvertone finish with engine turned design on cap. Guaranteed to give satisfaction. No charge service policy for life. Fine quality mechanism. Prices with TRADEMARK and 4 lines of the dealers imprint.

25 — \$1.02 each 100 — 79c each
 50 — 86c each 250 — 77c each
 500 — 75c each



No. EA 100 MINIATURE LIGHTER

Finest windproof lighter made near its price. Has an all brass mechanism and brush chrome case. All quality parts—trademark and copy beautifully engraved. Individually boxed. Limit copy to 2 lines.

PRICES:
 25 — \$1.70 each 100 — \$1.26 each
 50 — 1.50 each 250 — 1.18 each
 500 — \$1.01 each



No. 335 METAL DESK CALENDAR

Size 4 3/4 x 3 inches. Neat beautiful design and a very inexpensive way to make a customer think of you every day of the year. Available in silver or gold color with black ink copy. Packed in envelopes with greeting cards.

PRICES:
 100 — 17c each 500 — 12c each
 250 — 15c each 1000 — 11c each



RAIN CHECK

A wonderful instrument for measuring the amount of rain. Molded plastic in gleaming white smooth finish. Light weight, won't rust. No square or sharp edges. Especially good for farmers and others who like to know the exact amount of rainfall. You merely nail on fence post or any open place, read after rainfall. Empty tube and replace. Limit imprint to 6 lines.

No. 902 WITH PLASTIC BACK
 100 — 32c each 500 — 30c each
 250 — 31c each 1000 — 29c each

No. 830 With White Metal Back (Illustrated)
 100 — 36c each 500 — 32c each
 250 — 34c each 1000 — 29c each



No. 100 Metal Outdoor Thermometer

Size 3 1/8 x 1 1/4 inches overall. Made of heavy 22 gauge steel. 5 inch thermometer tube depressed in groove. Bulb is completely hidden and protected. Ad printed in black on white back; 2 screws furnished for mounting. Each thermometer packed in individual box.

PRICES:
 100 — 48c each 250 — 46c each
 500 — 44c each



No. L-46 LOLLY POPS

Ever had a sucker working for you? Hop on the bandwagon and let them make your business the most popular spot in town. Perfect low cost, full coverage advertising. Each lolly pop sealed in cellophane for purity and lasting qualities. Imprint limit, 3 lines.

PRICES:
 1000 — \$17.44 2000 — \$34.40
 5000 — \$79.20



No. EA-466 COLORAMIC METAL ASHTRAY

This colorful ashtray of new design effectively sets off your advertising message in 4 lines of copy around the panel. Your copy is never covered up. Lightweight but sturdy, this ashtray gives low cost advertising at its best. The available coloramic finishes are Flamingo, Apple Green, Metallic Green, Dusty Gold, Sunset Lavender and Wine Red. Colors are fire baked for permanence—will not break or crack. Imprint in Black. Bulk packed.

PRICES:
 100 — 14c each 500 — 12c each
 250 — 13c each 1000 — 11c each



No. L-116 SLIM POCKET LIGHTER

A real beauty, this slim lighter has a smooth action that lights every time and holds large amount of fluid. A new process of imprinting gives a billboard effect to advertising message in brilliant color. Individually boxed.

PRICES:
 25 — 89c each 100 — 76c each
 50 — 83c each 250 — 70c each
 500 — 65c each



No. PS-1755 NEW THIN MODEL LIGHTER

Belongs in every smoker's pocket or purse because of its lightweight aluminum construction and eye-catching slim styling. Your advertising copy is anodized right into the metal for permanency. Lifetime guarantee with each lighter. A quality lighter you'll be proud to give. Available in Black, Blue, Red or Green case with Silver imprint. American made and individually boxed. 3 lines of imprint.

PRICES:
 50 — 95c each 250 — 87c each
 100 — 90c each 500 — 83c each

Remember: Personalized Gifts keep your name where it is seen . . . win lasting customer good-will for you!

You can order your Christmas Keen Kutter Gifts NOW for delivery in September, October, November or December. Orders calling for shipment in December must be shipped earlier to insure delivery. All items will carry your imprint.

DON'T WAIT - ORDER NOW!

DIRECT ALL ORDERS TO: Shapleigh Hardware Co., 900 Spruce St., St. Louis, Missouri
 All items shipped F.O.B. factory. Write orders on Direct Shipment Order Blanks Only.

www.roseantiquetools.com

BOOK MATCHES
KEEN KUTTER



Book matches are a low-cost good will advertising medium, with wide appeal, used by many types of industry and business. These books are attractively designed in colors with Dealer's imprint in bold type on front cover. There are twenty matches to the book.

Freight prepaid on 10,000 books or more

Write Orders on Separate Order Blank

Per 1000

+ 25,000 Books	X6D30
+ 10,000 Books	X6D50
+ 5,000 Books	X6D75
+ 2,500 Books	X7D50

PRICE INCLUDES FEDERAL EXCISE TAX

KEEN KUTTER SHOPPING BAG



Dealer's imprint in large bold type.

Bleached white kraft 65 pound test with strong carrying handles.

Size 11 1/2 x 14 inches.

Per Lot	Lots of 250	Lots of 500	Lots of 1000	Lots of 2000
+KK65-H	N-X20D00	N-X28D00	N-X47D00	N-X86D00

Two-hundred fifty bags in bundle. Wt. bundle 28 lbs.

Sold Only in Full Bundles

PLASTIC KEY TAG

KEEN KUTTER



Brilliant red plastic. Tags with trademark and dealer's imprint on reverse die stamped in gold.

Minimum Order: 250 Use Special Order Blank Only

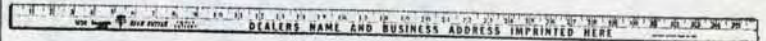
Per 100

+KK/KT	X7D50
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ADVERTISING YARD STICKS

Good quality white basswood 1 1/2 inches wide, 3/2 inch thick, 36 inches long. Sanded finish. Both sides have large figures and graduations in inches and eighths, printed in black ink on upper half. Shapleigh's **KEEN KUTTER** Advertising extreme left occupying about 6 inches on both sides. The balance is for Dealers name, both sides. These yardsticks are truly a neat job and any customer will appreciate one.

Facsimile **KEEN KUTTER**



KEEN  KUTTER

Per Lot		Lots of
+KK250-C	X15D95	250
+KK500-C	X29D95	500
+KK1000-C	X57D95	1000

Weight per 1000 about 120 lbs.

All yardstick prices F.O.B. Belleville, Ill. Shipment approximately two weeks.

Items marked + not carried in stock. Can only be furnished by shipping direct from factory, F. O. B., St. Louis, Mo.



ADVERTISING BALLOONS

WITH
DEALERS NAME, BUSINESS, ADDRESS
PRINTED ON ONE SIDE

KEEN KUTTER

ADVERTISING ON OTHER SIDE

Fun Makers — Sales Makers — Good Will Builders



No. 7RB—Round Balloon
Showing space for dealers imprint



No. 418AB—Airship Balloon
Showing space for dealer's imprint and
KK advertising.



No. 7RB—Round Balloon
with **KEEN KUTTER** Advertising

Use Them—

- For Souvenirs, during Fairs, Building Shows, Chautauquas, Carnivals and Festivals.
- For Favors for Local Banquets and Noon-day Luncheons.
- For Radio Parties.
- For Window Display and Decorations.
- For your Balloon Day.



No. 715PB—Pennant Balloon
Showing space for dealers imprint
Printed one side only with
KEEN KUTTER Advertising

There's an appeal about Balloons that makes them one of the most popular of all Advertising Novelties. And they have great advertising value—Children carry them about the streets and into their homes—bringing your name to the attention of hundreds of people in one of the most pleasing ways possible. Few Dealers have an opportunity to buy Balloons or know where to get them, so we have arranged for a large quantity in order to help you stimulate sales. Due to this arrangement we can now furnish them at an extremely low price. **KEEN KUTTER** Advertising imprinted with your firm name are an excellent means of reaching the parents through the child.

ROUND BALLOONS

Inflate approximately 8 inches

Per Lot		Lots of	Per Lot
+7RB250-C	X10D00	250	+418AB250-C
+7RB500-C	X15D00	500	+418AB500-C
+7RB1000-C	X29D50	1000	+418AB1000-C

Printing limit 3 lines. 15 letters to line.

AIRSHIP BALLOONS

Inflate to 18 inches

Lots of	Per Lot		Lots of	Per Lot
250	+418AB250-C	X8D00	250	+715PB250-C
500	+418AB500-C	X12D00	500	+715PB500-C
1000	+418AB1000-C	X23D80	1000	+715PB1000-C

Printing limit 3 lines. 25 letters to line.

PENNANT BALLOONS—Printed One Side Only

Inflate approximately 15 inches long

Lots of	Per Lot		Lots of	Per Lot
250	+715PB250-C	X18D00	250	+715PB250-C
500	+715PB500-C	X25D00	500	+715PB500-C
1000	+715PB1000-C	X45D00	1000	+715PB1000-C

Printing limit 4 lines. 25 letters to line.

BALLOON STICKS for Nos. 7RB and 418A Balloons

For attaching inflated balloons so dealer can get some display out of his advertising, especially in parades where children are taking part or at carnivals, etc. These sticks are of a special flexible wood, 18 inches long, 1/8 inch in diameter.

Per Gross
+BS18-C D8C0

Per 1000
+BS24-C X9D00

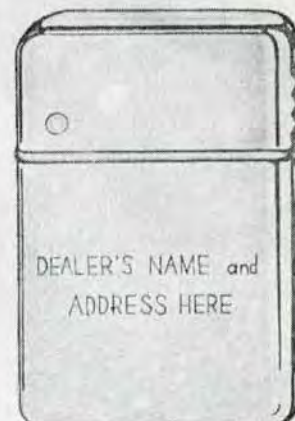
BALLOON STICKS for PENNANT BALLOONS

All Balloons are Packed in Assorted Colors

Shipment—1 Week to 10 Days

WRITE OUT YOUR BALLOONS ORDERS ON A DIRECT SHIPMENT ORDER BLANK

Items Marked + not carried in Stock, can only be furnished by Shipping Direct from Factory, F. O. B., Ravenra, Ohio

KEEN KUTTER*De Luxe
Windproof Lighter**Sensationally Low-priced -
Unconditionally Guaranteed*

Here is an ideal gift for your preferred customers — a gift that has that "come again" appeal. One that says "your business is appreciated" many times a day to each customer as he proudly uses this attractive lighter. Not only is it attractive but it is imprinted accurately and beautifully on the outer case with the dealer's name, address and telephone number. This imprint in red forms a rich contrast on the bright yellow polystyrene case.

This lighter features a large fuel capacity and space beneath the felt for spare flints. It also has the patented non-flooding design accomplished by an extra pad at the bottom of the fuel chamber, and can be filled in a jiffy by removing the insert and pouring fluid directly on the felt. The easy sparking wheel and windproof construction makes it a pleasure to use at all times, and the brilliant chrome cap is attached with the exclusive "no sag" invisible hinge to complete the streamlined effect of this fine lighter.

Shapleigh Now Offers This Sensational Lighter At A Sensationally Low Price Due To Great Quantity Purchasing Power

✱ No. KK-Y Bowers Lighters EACH
ORE \$2.50

Plus \$10.00 (EZΦ) per order for imprinting — minimum order 24 lighters. Orders for less than 24 can be accepted without dealer imprint but with KK Trademark.

Salesmen note — write separate orders marked for D/S shipment. Print customer's name, address and telephone number, and have customer sign order to indicate copy is correct and that the order is not subject to cancellation.

Each lighter is packed in an attractive gift box. They can also be packaged for remailing at a charge of 10c extra. Items marked ✱ not carried in stock. Can only be furnished by shipping direct from factory, F. O. B. St. Louis, Mo.

A NEW IDENTIFICATION STORE SIGN



This is added to our supply of Sales Helps with the express thought of looking after the interests of you - our customers.

Now you have a beautiful double face plastic sign illuminated by two (2) Slimline fluorescent lamps for a very reasonable figure - much less than the larger sign. We have spent much time in research work on signs with the final conclusion that this 2' x 4' sign with the copy spaced as shown will give you the best possible value obtainable.

The two lamps consume only a total of 80 watts, but give you a brilliantly lighted display. This sign includes the mast arm hanging equipment and, except for lamps, is guaranteed for one year against all defects.

SALESMAN NOTE: Write Separate Direct Shipment Orders. Print Copy Customer Desires on Sign and Have Customer Sign Order to Indicate Copy is Correct and that Order is not Subject to Cancellation.

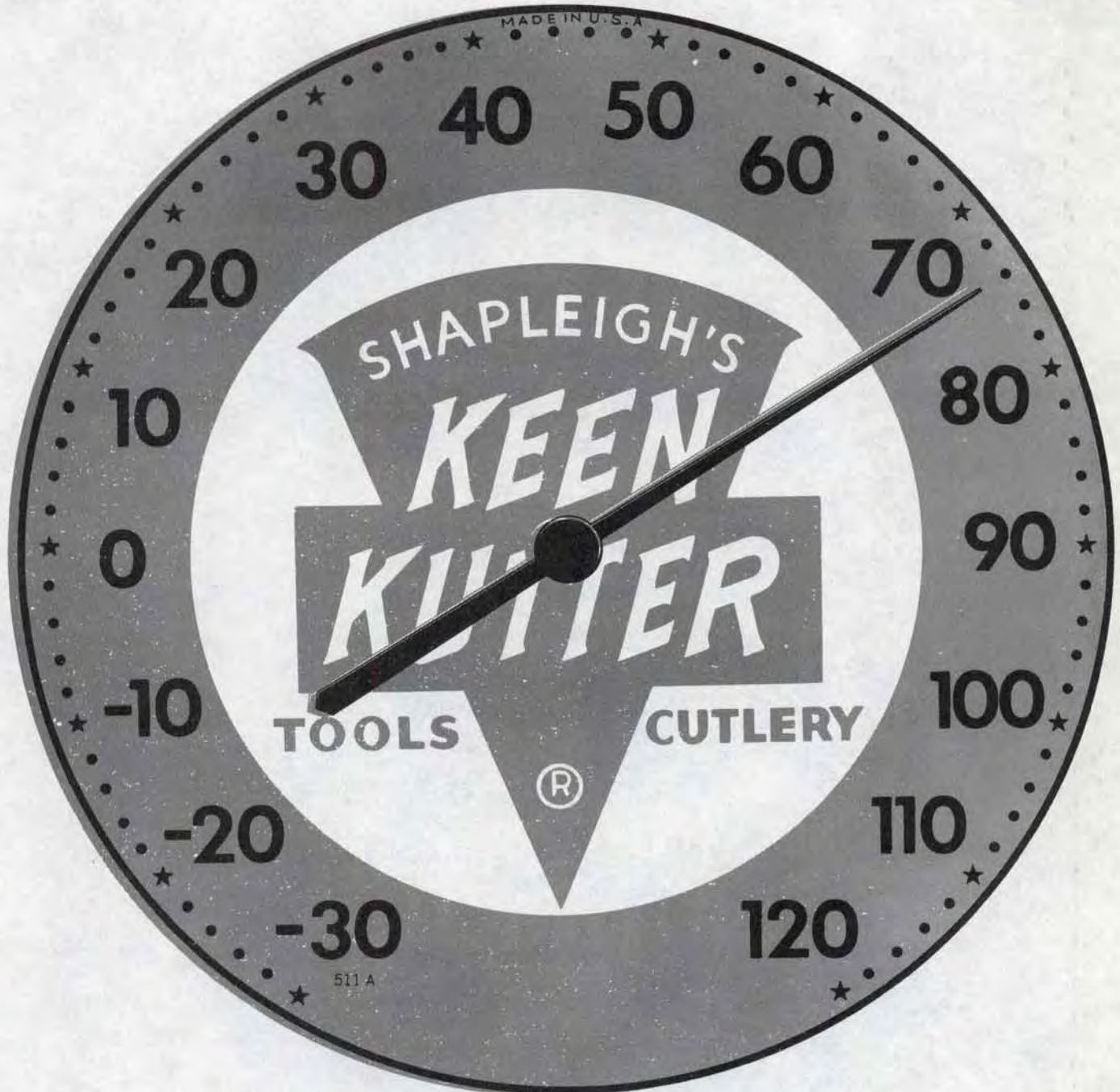
✦ **X102/2-C—Outdoor Sign** Net Wholesale Price, Each **N-\$114.00**

Shipping Wt., 100 lbs.

Prices Net Cash, F. O. B. Factory, Cincinnati, Ohio

www.roseantiquetools.com

STURDY, METAL WALL THERMOMETER



12 INCH DIAMETER

A weather proof bi-metal type thermometer of heavy construction designed for interior or exterior installation . . . Panels of heavy gauge steel, polished heavy aluminum band around edge of thermometer, convex crystal, 8" hand . . . Packed in heavy mailing container . . . Comes with attachment for hanging on wall.

NO. 0-KKT Keen Kutter Wall Thermometer

One in carton. Shipping Weight 3 lbs.

NET WHOLESALE, EACH

\$2.75

www.roseantiquetools.com

FACTORY ADVERTISING ALLOWANCES

BUYING DIVISION "A"

Ekco Products Company
1949 N. Cicero Ave.
Chicago 39, Illinois

The factory will pay 50% of the cost of newspaper advertising up to \$20.00 on Flint Carving Sets, Flint Household Cutlery, Flint Cutlery Sets, Ekco-Geneva Paring Knives and, Flint Stainless Steel Tableware provided the dealer makes request to us in advance in writing giving the cost of advertising intended, products to be advertised and the size of the mat required. After approval is granted and ad is run, tear sheet showing ad and date line together with paid invoice are to be sent to us. As soon as we receive credit from the factory, we will credit the dealer's account.

North American Philips Co., Inc.
100 East 42nd St.
New York 17, New York

The factory will allow 50% of the cost of the newspaper advertising on S241A and S240A Electric Shavers. There is no limit on the factory's participation under this arrangement. After the ad is run the dealer sends the tear sheet together with the paid invoice for the ad in to us. As soon as we receive credit from the factory, we will credit the dealer's account.

Remington Rand
Shaver Division
Bridgeport, Connecticut

Advertising allowance will be allowed as follows:

- Dealer buying 96 shavers receives \$250.00 allowance.
- Dealer buying 48 shavers receives \$100.00 allowance.
- Dealer buying 24 shavers receives \$25.00 allowance.

Sunbeam Corporation
5600 Roosevelt Road
Chicago 50, Illinois

Sunbeam also has a direct shipment advertising deal on shavers whereby dealer places a minimum order with his distributor amounting to \$440.00 dealer cost, which will be shipped direct from the factory, and this order accrues 14% advertising allowance.

(Advertising Allowance Applicable to Fair Trade States Only)

Dealers will order their ad mats with the merchandise.

TRAFFIC APPLIANCES

BUYING DIVISION "C"

The following are general rules concerning factories participation in advertising:

1. No credit will be allowed for advertising featuring any product below **factory list**.
2. All advertising must include an illustration of any product featured.
3. All requests for payment must be submitted to us within 30 days after date of run.
4. Request for advertising money should clear through us before ad is set up.

Dormeyer Corporation
Huron and Kingsbury
Chicago 10, Illinois

The factory will pay 50% of the cost of any dealer's local advertising program provided that the request has been cleared through us. After approval is granted and the ad is run, tear sheet showing ad and paid invoice are to be sent to us. As soon as credit is received from factory, we will credit the dealer's account.

Emerson Electric Mfg. Co.
8100 W. Florissant
St. Louis, Missouri

The factory agrees to share equally the cost of newspaper, radio and television advertising with any retailer provided their share does not exceed \$250.00. Write the factory for application forms.

General Electric Co

All GE advertising authorizations will be issued by the Sales Promotion Manager and such authorizations shall not exceed 5% of the dealer's GE traffic appliance purchases. The Sales Promotion Department will issue the attached advertising authorization in duplicate to the dealer and in support of his claim, he must return one copy of the authorization together with a tear sheet of the ad and the publisher's invoice. This includes GE Vacuum Cleaners and polishers.

The Sales Promotion Department will then check to see that the dealer's advertising has not exceeded the 5% figure and if it is in line, will authorize the Claim Department to issue credit memorandum.

Section 16—Page 18B
Handy Hannah Products
Standard Products
Whitman, Mass.

The factory will pay 50% of the cost of local dealers advertising program featuring these products. Write for ad mats. When the dealer has run the ad, he should send a tear sheet and the printers invoice direct to Standard Products, Whitman, Mass. They will mail a check to him covering half the cost of the ad.

Proctor Electric Company
3rd Str. and Hunting Park Ave.
Philadelphia 40, Pa.

Proctor Electric agrees to pay 50% of the newspaper lineage cost or TV and radio on any Proctor Electric appliances.

Dealer sends tear sheet and one paid copy of newspaper invoice direct to factory at above address. The customer then receives 50% of total cost.

Sunbeam Corporation
5600 Roosevelt Road
Chicago 50, Illinois

Sunbeam has an arrangement whereby the dealer can obtain advertising money on Electric Appliance as follows.

A direct shipment order for Sunbeam Appliances amounting to \$750.00 for shipment at one time, accrues \$90.00 advertising money. Or any order totaling more than this amount, accrues 12% advertising allowance. All merchandise must be ordered in standard packages; parts (beaters, bowls, etc.) are not to be included for this total. Orders should be plainly marked "Advertising Order".

Ad mats can be ordered with the merchandise.

Dealers will make their claim direct with Sunbeam and they will be reimbursed by check.

BUYING DIVISION "E"

G. N. Coughlan Company
West Orange, New Jersey

The factory will pay 50% of the cost of newspaper advertising on Chimney Sweep Soot Destroyer provided the dealer sends them tear sheets together with a copy of the paid invoice.

Rooto Corporation
17319 Wyoming Ave.
Detroit 21, Michigan

The factory will pay 60% of the cost of newspaper advertising on Rooto Sewer and Drain Pipe Cleaner provided the dealer sends them tear sheet of the ad together with a copy of the paid invoice.

BUYING DIVISION "G"

Syncro Corporation
Oxford, Michigan

The factory will pay 50% of the dealer's cost of advertising on Syncro Jig Saws and Sanders provided the dealer sends in duplicate paid invoice and tear sheet of the ad to them. This arrangement is not based on any given amount of purchases.

BUYING DIVISION "H"

Boonton Molding Company
Boonton, New Jersey

The factory will pay 50% of the cost of newspaper advertising on Boontonware through us and approval granted in advance. The dealer sends tear sheet with the paid invoice to us. As soon as we receive credit from the factory, we will credit the dealer's account.

Bridgeport Brass Co.
Bridgeport 2, Connecticut

Copperware—On Section 15—Pages 16-H and 16-II.

The factory will pay 50% of the dealer's cost of newspaper advertising on Copperware. Newspapers must be paid-circulation, English language, not to exceed one-half page in any month. Dealer must furnish factory with one tear sheet of each ad, together with the paid invoice and bill made out to the Bridgeport Brass Company.

E. L. Bruce Company
Advertising Department
Memphis 1, Tennessee

The factory will pay 50% of the cost of newspaper advertising based on the local rate on Bruce Floor Wax, Floor Cleaner and Chopping Block. Advertising intended for other than paid circulation newspapers must be approved in advance. Bruce prepared ad mats recommended for advertising. Tear sheet and paid invoice are to be sent to the factory.

Cal-Dak Mfg. Co.
1201 Lincolnway East
La Porte, Indiana

Shopping Cart Sec. 15—Page 34, Laundry Cart and Laundry Caddy Sec. 15—Page 142, Hostess Carts and Trays Sec. 20—Page 4-I to 4-M.

In towns of less than 25,000 population, the factory will pay 50% of the dealer's local newspaper lineage rate on Cal-Dak newspaper mats; (single or double column mats available) all ads on genuine Cal-Dak merchandise only. Claims must be supported by tear sheet and invoice and submitted through Shapleigh Hardware Company.

This offer is strictly on a trial basis and good until August 15, 1957.

Club Aluminum Products Co.
Chicago, Illinois

Club Aluminum Cooking Utensils.

The 50-50 Cooperative Advertising Allowance is not available at all times. Write us, giving details of planned promotion. Use prepared mats and time payment plan in newspaper advertising only. When requesting ad mats, give size of mat required.

Send one tear sheet showing date line and a paid invoice to Shapleigh Hardware Company.

Continental Scale Corporation
5701 S. Claremont
Chicago, Illinois

The factory will furnish ad mats and pay 50% of the cost of newspaper advertising on Health-O-Meter Scales. The dealer must specify the size ad mat desired. Tear sheet of the ad and paid invoice should be sent direct to the factory for credit.

Hamilton Mfg. Co.
Columbus, Indiana

Entire line Cosco Merchandise—Sec. 20—Page 2BBB through 2Y

Amount of Reimbursement. Hamilton shall pay 50% of the retailer's actual contract space cost for up to one-quarter page or six hundred (600) lines (or equivalent space), whichever is lesser, of Cosco newspaper advertising inserted during any one calendar month. Retailer must sign cooperative advertising agreement. Write your sales manager for copies.

G. N. Coughlin Company
West Orange, New Jersey

The factory will pay 50% of the cost of newspaper advertising up to \$5.00 on DeMoist, Easy Aid Oven Cleaner and Easy Aid Silver Cleaner. This advertising allowance applies on DeMoist only during the period May 15th to September 1st. Ad Mats, displays and promotional materials are available by direct request to the factory. Paid invoice and tear sheet of the ad should be sent to the factory within 30 days after the ad is run.

Ekco Products Company
1949 N. Cicero Ave.
Chicago 39, Illinois

The factory will pay 50% of the cost of newspaper advertising up to \$20.00 on Ekco Cooking Utensils, Flint Kitchen Tools, Flint Can Openers, Flint Egg Beaters and Flint Stainless Steel Cooking Utensils provided the dealer makes request to us in advance in writing, giving the cost of advertising intended, products to be advertised and size of mat required. After approval is granted and ad is run, tear sheets showing ad and date line, together with paid invoice are to be sent to us. As soon as we receive credit from the factory, we will credit the dealer's account.

Silex Co.
Third and Dauphin Sts.
Philadelphia 33, Pennsylvania

The factory will pay 50% of actual space cost of every advertisement featuring any of the following products: Silex or Enterprise Products.

This advertising must be purchased in a local newspaper by the dealer. Tear sheet of the ad and paid invoice are to be sent direct to the factory for credit.

Enterprise Mfg. Co. of Pa.
Third and Dauphin Sts.
Philadelphia 33, Pennsylvania

The factory will pay 50% of actual space cost of every advertisement featuring any of the following products:

Enterprise Food Choppers
Enterprise Lard Press
Enterprise Electric Meat Chopper

This advertising must be purchased in a local newspaper by the dealer. Tear sheet of the ad and paid invoice are to be sent direct to the factory for credit.

Glamorene, Incorporated
10 East 44th St.
New York 17, New York

The factory will pay 25% of the cost of newspaper advertising on Glamorene Rug Cleaner or Upholstery Cleaner based on the national rate (approximately 50% of the local rate). The size of the ad must not be larger than 10 inches. Mats in sizes 3, 6 and 10 inches are available from the factory upon request. Tear sheet of the ad and paid invoice are to be sent to the factory for credit.

Hanson Scale Co.
Northbrook, Illinois

Factory will pay 50% of Net Cost based on lowest contract rate up to 150 lines in any one month. Send tear sheet showing date and receipted bill to factory within 30 days. Must use Maintained Retail Price.

Judson Dunaway Corporation
Dover, New Hampshire

Expello Moth Killer Insecticide, Hangers, Large Crystals, Small Crystals.

The factory offers a 50-50 advertising allowance on ads run in standard newspapers between March 1st and July 1st. Minimum size of ad is one column, one inch and must be one of the mats supplied by the manufacturer. Mats sent upon request. Send tear sheets of ads together with invoice to Shapleigh Hardware Company for approval. Shapleigh will forward to factory for payment direct to account involved.

Kordite Corporation
Macedon, New York

The factory will pay 50% of the cost of newspaper advertising only, maximum of \$75.00 in any six month period, unless permission is granted in advance for advertising exceeding this amount. This arrangement is good for advertisement on Kordite Freezer Supplies, Clothes Line, Clothes Pins and Storage Bags. Tear sheet and paid invoice are to be sent to the factory for credit.

FACTORY ADVERTISING ALLOWANCES

BUYING DIVISION "A"

Ekco Products Company
1949 N. Cicero Ave.
Chicago 39, Illinois

The factory will pay 50% of the cost of newspaper advertising up to \$20.00 on Flint Carving Sets, Flint Household Cutlery, Flint Cutlery Sets, Ekco-Geneva Paring Knives and, Flint Stainless Steel Tableware provided the dealer makes request to us in advance in writing giving the cost of advertising intended, products to be advertised and the size of the mat required. After approval is granted and ad is run, tear sheet showing ad and date line together with paid invoice are to be sent to us. As soon as we receive credit from the factory, we will credit the dealer's account.

North American Philips Co., Inc.
100 East 42nd St.
New York 17, New York

The factory will allow 50% of the cost of the newspaper advertising on S241A and S240A Electric Shavers. There is no limit on the factory's participation under this arrangement. After the ad is run the dealer sends the tear sheet together with the paid invoice for the ad in to us. As soon as we receive credit from the factory, we will credit the dealer's account.

Remington Rand
Shaver Division
Bridgeport, Connecticut

Advertising allowance will be allowed as follows:

- Dealer buying 96 shavers receives \$250.00 allowance.
- Dealer buying 48 shavers receives \$100.00 allowance
- Dealer buying 24 shavers receives \$25.00 allowance.

Sunbeam Corporation
5600 Roosevelt Road
Chicago 50, Illinois

Sunbeam also has a direct shipment advertising deal on shavers whereby dealer places a minimum order with his distributor amounting to \$440.00 dealer cost, which will be shipped direct from the factory, and this order accrues 14% advertising allowance.

(Advertising Allowance Applicable to Fair Trade States Only)

Dealers will order their ad mats with the merchandise.

TRAFFIC APPLIANCES

BUYING DIVISION "C"

The following are general rules concerning factories participation in advertising:

1. No credit will be allowed for advertising featuring any product below **factory list**.
2. All advertising must include an illustration of any product featured.
3. All requests for payment must be submitted to us within 30 days after date of run.
4. Request for advertising money should clear through us before ad is set up.

Emerson Electric Mfg. Co.
8100 W. Florissant
St. Louis, Missouri

The factory agrees to share equally the cost of newspaper, radio and television advertising with any retailer provided their share does not exceed \$250.00. Write the factory for application forms.

General Electric Co.

All GE advertising authorizations will be issued by the Sales Promotion Manager and such authorizations shall not exceed 5% of the dealer's GE traffic appliance purchases.

The Sales Promotion Department will issue the attached advertising authorization in duplicate to the dealer and in support of his claim, he must return one copy of the authorization together with a tear sheet of the ad and the publisher's invoice. This includes GE Vacuum Cleaners and polishers.

The Sales Promotion Department will then check to see that the dealer's advertising has not exceeded the 5% figure and if it is in line, will authorize the Claim Department to issue credit memorandum.

Section 16—Page 18B
Handy Hannah Products
Standard Products
Whitman, Mass.

The factory will pay 50% of the cost of local dealers advertising program featuring these products. Write for ad mats. When the dealer has run the ad, he should send a tear sheet and the printers invoice direct to Standard Products, Whitman, Mass. They will mail a check to him covering half the cost of the ad.

Proctor Electric Company
3rd Str. and Hunting Park Ave.
Philadelphia 40, Pa.

Proctor Electric agrees to pay 50% of the newspaper lineage cost or TV and radio on any Proctor Electric appliances.

Dealer sends tear sheet and one paid copy of newspaper invoice direct to factory at above address. The customer then receives 50% of total cost.

Sunbeam Corporation
5600 Roosevelt Road
Chicago 50, Illinois

Sunbeam has an arrangement whereby the dealer can obtain advertising money on Electric Appliance as follows.

A direct shipment order for Sunbeam Appliances amounting to \$750.00 for shipment at one time, accrues \$75.00 advertising money. Or any order totaling more than this amount, accrues 10% advertising allowance. All merchandise must be ordered in standard packages; parts (beaters, bowls, etc.) are not to be included for this total. Orders should be plainly marked "Advertising Order". St. Louis marketing area not included in this plan.

Ad mats can be ordered with the merchandise.

Dealers will make their claim direct with Sunbeam and they will be reimbursed by check.

BUYING DIVISION "E"

G. N. Coughlan Company
West Orange, New Jersey
KEEN KUTTER Water Heaters.

The factory will pay 50% of the cost of newspaper advertising on Chimney Sweep Soot Destroyer provided the dealer sends them tear sheets together with a copy of the paid invoice.

Shapleigh will pay 50% of the cost of newspaper advertising on Keen Kutter Water Heaters provided the dealer sends in duplicate paid invoices and tear sheets of the ad. Ad mats can be ordered with the merchandise. Dealer should mail invoice and tear sheets to Shapleigh Hardware Company.

Roto Corporation
17319 Wyoming Ave.
Detroit 21, Michigan

The factory will pay 60% of the cost of newspaper advertising on Roto Sewer and Drain Pipe Cleaner provided the dealer sends them tear sheet of the ad together with a copy of the paid invoice.

BUYING DIVISION "G"

KEEN KUTTER Portable
Electric Tools

Shapleigh will pay 50% of the cost of newspaper advertising on Keen Kutter Power Tools provided the dealer sends in duplicate paid invoices and tear sheets of the ad. Ad mats can be ordered with the merchandise. Dealer should mail invoice and tear sheets to Shapleigh Hardware Company.

BUYING DIVISION "H"

Boonton Molding Company
Boonton, New Jersey

The factory will pay 50% of the cost of newspaper advertising on Boontonware through us and approval granted in advance. The dealer sends tear sheet with the paid invoice to us. As soon as we receive credit from the factory, we will credit the dealer's account.

**E. L. Bruce Company
Advertising Department
Memphis 1, Tennessee**

The factory will pay 50% of the cost of newspaper advertising based on the local rate on Bruce Floor Wax, Floor Cleaner and Chopping Block. Advertising intended for other than paid circulation newspapers must be approved in advance. Bruce prepared ad mats recommended for advertising. Tear sheet and paid invoice are to be sent to the factory.

**Cal-Dak Mfg. Co.
1201 Lincolnway East
La Porte, Indiana**

Shopping Cart Sec. 15—Page 34, Laundry Cart and Laundry Caddy Sec. 15—Page 142, Hostess Carts and Trays Sec. 20—Page 4-I to 4-M.

In towns of less than 25,000 population, the factory will pay 50% of the dealer's local newspaper lineage rate on Cal-Dak newspaper mats; (single or double column mats available) all ads on genuine Cal-Dak merchandise only. Claims must be supported by tear sheet and invoice and submitted through Shapleigh Hardware Company.

**Club Aluminum Products Co.
Chicago, Illinois**

Club Aluminum Cooking Utensils.

The 50-50 Cooperative Advertising Allowance is not available at all times. Write us, giving details of planned promotion. Use prepared mats and time payment plan in newspaper advertising only. When requesting ad mats, give size of mat required.

Send one tear sheet showing date line and a paid invoice to Shapleigh Hardware Company.

**Continental Scale Corporation
5701 S. Claremont
Chicago, Illinois**

The factory will furnish ad mats and pay 50% of the cost of newspaper advertising on Health-O-Meter Scales. The dealer must specify the size ad mat desired. Tear sheet of the ad and paid invoice should be sent direct to the factory for credit.

**Hamilton Mfg. Co.
Columbus, Indiana**

Entire line Cosco Merchandise—Sec. 20—Page 2BBB through 2Y

Amount of Reimbursement. Hamilton shall pay 50% of the retailer's actual contract space cost for up to one-quarter page or six hundred (600) lines (or equivalent space), whichever is lesser, of Cosco newspaper advertising inserted during any one calendar month. Retailer must sign cooperative advertising agreement. Write your sales manager for copies.

**G. N. Coughlin Company
West Orange, New Jersey**

The factory will pay 50% of the cost of newspaper advertising up to \$5.00 on DeMoist, Easy Aid Oven Cleaner and Easy Aid Silver Cleaner. This advertising allowance applies on DeMoist only during the period May 15th to September 1st. Ad mats, displays and promotional materials are available by direct request to the factory. Paid invoice and tear sheet of the ad should be sent to the factory within 30 days after the ad is run.

**Ekco Products Company
1949 N. Cicero Ave.
Chicago 39, Illinois**

The factory will pay 50% of the cost of newspaper advertising up to \$20.00 on Ekco Cooking Utensils, Flint Kitchen Tools, Flint Can Openers, Flint Egg Beaters and Flint Stainless Steel Cooking Utensils provided the dealer makes request to us in advance in writing, giving the cost of advertising intended, products to be advertised and size of mat required. After approval is granted and ad is run, tear sheets showing ad and date line, together with paid invoice are to be sent to us. As soon as we receive credit from the factory, we will credit the dealer's account.

**Silex Co.
6333 W. 65th Street
Chicago, Illinois**

The factory will pay 50% of actual space cost of every advertisement featuring any of the following products: Silex or Enterprise Products.

This advertising must be purchased in a local newspaper by the dealer. Tear sheet of the ad and paid invoice are to be sent direct to the factory for credit.

**Glamorene, Incorporated
10 East 44th St.
New York 17, New York**

The factory will pay 25% of the cost of newspaper advertising on Glamorene Rug Cleaner or Upholstery Cleaner based on the national rate (approximately 50% of the local rate). The size of the ad must not be larger than 10 inches. Mats in sizes 3, 6 and 10 inches are available from the factory upon request. Tear sheet of the ad and paid invoice are to be sent to the factory for credit.

**Hanson Scale Co.
Northbrook, Illinois**

Factory will pay 50% of Net Cost based on lowest contract rate up to 150 lines in any one month. Send tear sheet showing date and receipted bill to factory within 30 days. Must use Maintained Retail Price.

**Kordite Corporation
Macedon, New York**

The factory will pay 50% of the cost of newspaper advertising only, maximum of \$75.00 in any six month period, unless permission is granted in advance for advertising exceeding this amount. This arrangement is good for advertisement on Kordite Freezer Supplies, Clothes Line, Clothes Pins and Storage Bags. Tear sheet and paid invoice are to be sent to the factory for credit.

BUYING DIVISION "H" (Continued)

Lincoln Metal Products Corp.
136 Clifton Place
Brooklyn, New York

Any advertising on the products by this manufacturer, namely Lincoln Beautyware, should be referred to us for our approval prior to any commitments. The allowance available to us is based on our total purchases; therefore, we have only a limited amount of dollars to spend at any certain period. In most cases, however, our budget should allow up to 50% of any normal advertising.

Munising Paper Company
Subsidiary of Kimberly Clark Co.
Neemah, Wisconsin

The factory will pay 50% of cost of newspaper advertising on National line rate. Send factory tear sheet and paid invoice. Write your sales manager for copies of agreement to be signed by dealer.

Mystic Foam Corporation
2003 St. Clair Ave.
Cleveland 14, Ohio

The factory will pay 50% of the cost of newspaper and radio advertising on Mystic Foam Cleanser only to hardware, general and variety stores. Ad mats, radio copy, display and promotional material are available upon request. As soon as the ad is run, dealer is to send tear sheet of the ad together with paid invoice to us. As soon as we receive credit from the factory, we will credit the dealer.

Plas-Tex Corporation
2525 Military Ave.
Los Angeles 64, California

Section 15—Page 60GGG, 60G.

Once a month, up to twelve times per year, a factory furnished ad mat can be run in any newspaper with circulation up to \$75,000.00, on a 50/50 cooperative basis with the factory. Send tear sheet and copy of newspaper's invoice direct to factory and receive free co-op allowance in cash.

Proctor Electric Company
3rd St. and Hunting Park Ave.
Philadelphia, Pennsylvania

The factory will pay 50% of the cost of advertising featuring the No. 64B Ironing Table to hardware and general stores only, when the retailer buys six units or more. Pads and covers and Cord-Minder sets may be included in the advertising. Write us for ad mats stating the size mat wanted. After the ad is run, send tear sheet of the ad and the paid invoice to us. As soon as we receive credit from the factory, we will credit dealer's account.

Revere Copper & Brass, Inc.
Rome, New York

The factory will pay 50% of the cost of advertising on the entire line of Revere Ware. Write the factory direct for a contract and instructions.

Southern National Mfg. Co.
Hollister, Missouri

Bugmaster Shelf and Drawer Paper.

The Southern Mfg. Co. will pay 50% of the cost of advertising to the dealer. Payable upon receipt of paid invoice and tear sheet sent direct to factory.

Swing-A-Way Mfg. Co.
4128 Beck Ave.
St. Louis, Mo.

Section 15—Pages 92CC, 92DD.

The factory will pay 50% of the dealer's cost of newspaper advertising. Send paid invoice and tear sheet direct to factory or to Shapleigh Hardware Company.

BUYING DIVISION "J"

Kaiser Aluminum & Chemical Sales
10 So. Brentwood, St. Louis 5, Mo.

The factory will pay one-half of your shade screen advertising up to \$125.00 in one month and will help with mats and copy.

BUYING DIVISION "K"

Kahn Bros. Co.
4409 S. Halsted St.
Chicago 9, Ill.

The factory will pay 50% of advertising expenditures on grass seed for actual space and/or time used on Radio or TV Stations up to \$200.00. Art or production costs are excluded from contract and the dealer must use mats or scripts furnished by the factory. To seek reimbursement, dealer must furnish not later than 30 days after the appearance of this ad, tear sheets and receipted bills for his advertising. Dealer must have a signed contract approved by Kahn Bros. in order to participate.

KEEN KUTTER Power Mowers

Shapleigh will pay 50% of the cost of newspaper advertising on **KEEN KUTTER** Power Mowers provided the dealer sends in duplicate paid invoices and tear sheets of the ad. Ad mats can be ordered with the merchandise. Dealer should mail invoice and tear sheets to Shapleigh Hardware Co.

BUYING DIVISION "M"

Wrap-On Co., Mfrs.
341 W. Superior St.
Chicago 10, Ill.

10% ADV. ALLOWANCE FOR DEALERS ON HEAT CABLE & KINDRED PRODUCTS
10% of what the dealer pays his jobber for Wrap-On Products may be used for running Wrap-On ad mats over his name in his local paper. TO COLLECT the dealer sends tear sheet, ad bill and purchase data direct to the manufacturer. He will immediately receive a check for his full cost of such ads up to 10% of his Wrap-On purchases from his jobber.

Reardon Co.
7501 Page Blvd.
St. Louis, Mo.

The Factory will pay 50% of Dealer's cost of newspaper, TV or radio advertising on Reardon Products, such as Bondex, Dramex, etc.

Tear sheet of ad and paid invoice must be submitted to receive credit.

BUYING DIVISION "M" (Continued)

Sherwin-Williams Company
515 Spruce St.
St. Louis, Missouri

The factory will pay 50% of the cost of dealer advertising on Super Kemtone, Kemtone, Kemglo and Applikay in newspapers and one minute or less radio spots up to an amount equal to 2% of the dealer's total last year's purchases. New dealers may use 10% of their opening order of Sherwin-Williams Kem products or 2% of their current year purchases. Tear sheet and paid invoice of the ad are to be sent to us. As soon as we receive credit from the factory, we will credit the dealer's account.

Shox-Stok Inc.
115 Main St.
Wellington, Ohio

The factory has an advertising deal as follows:

1. The dealer requests advertising mats from the factory.
2. The dealer then contracts with his local newspaper for at least \$20.00 worth of space to run these ads with dealer's imprint at the bottom of the ad.
3. The dealer sends the factory tear sheet of each ad together with paid invoice for the ad.
4. Upon receipt of tear sheet and paid invoice the factory will send the dealer a model "D" Shox-Stok at no charge (retail value \$13.95). When the dealer sells the Fence Controller he has recovered two-thirds of his advertising cost.

KEEN KUTTER
Paint Program

15% ADVERTISING ALLOWANCE: On opening Stock Orders for **KEEN KUTTER** Paints of approximately \$500.00 or more at Dealer cost (our sell to the dealer) the factory will allow 15% of their total billing to us for such Opening Orders, which we will pass on to our dealer as his advertising allowance to promote the sale of his new **KEEN KUTTER** Paints . . . and to assist the dealer toward the liquidation of his old paints.

COOPERATIVE ADVERTISING: In addition to the 15% Advertising Allowance, the factory will allow, on a Cooperative Advertising Basis, up to 2½% of total purchases of **KEEN KUTTER** Paints to any **KEEN KUTTER** Dealer who would agree to match their 2½% with his 2½% . . . making a total of 5% for Cooperative Advertising.

AUTHORIZED FUTURES AND DATING

SELL THE FOLLOWING LINES FOR FUTURE SHIPMENT

Expiration Date For
Solicitation Of
Future Orders

FIREARMS & AMMUNITION

Sell for shipment after January 1st, 1959.
Dating May 1st, 2% June 10, 1959.

Sell for shipment after June 1st, 1959.
Dating October 1st, 2% November 10, 1959.

STOVE PIPE & SUNDRIES

July 1, 1959.

Sell for immediate shipment.
Dating Sept. 1st, 2% June 10, 1959.

TRAVELAIRE PORTABLE COOLERS

Sell for shipment after April 1st.
Dating May 1st, 2% June 10, 1959.

AXES

July 31, 1959.

Sell for shipment after July 1st, 1959.
Early order discount 5%.
Dating October 1st, 2% Nov. 10, 1959.

FACTORY CATALOGS, BOOKLETS AND CIRCULARS

All prices named in any price list sent out with these catalogs are subject to change without notice and must not be regarded as our quotations in any instance. Sometimes dealers have calls for articles which both they and we prefer not to stock. In such instances, the factory catalog is useful and we will ship special items direct from factory if available.

ORDER BY NUMBER

BUYING DIVISION A

- E-A/1—Rogers Silverware Catalog
- E-A/2—Community Silverware Catalog

BUYING DIVISION B

- E-B/1—Heddon Catalog
- E-B/2—Pflueger Catalog
- E-B/3—True Temper Catalog
- E-B/4—Shakespeare Catalog
- E-B/5—Shakespeare Reel Repair Parts Price List
- E-B/6—Bronson Fishing Reels
- E-B/7—Wright and McGill Catalog
- E-B/9—Zebco Reel
- E-B/10—Kennedy Tackle Boxes
- E-B/11—Martin Reels
- E-B/12—Johnson Reels
- E-B/13—Thommen Spinning Tackle
- E-B/14—Airex Spinning Tackle
- E-B/16—Mitchell Spinning Reels
- E-B/19—Actionrods
- E-B/23—Fred Arbogast Baits
- E-B/24—Bomber Baits
- E-B/25—L & S Baits
- E-B/27—Weber Tackle Catalog
- E-B/28—Lazy Ike Baits
- E-B/38—Uncle Josh Pork Rind Baits
- E-B/39—Helin Tackle Company Catalog
- E-B/41—Johnson's Spoons
- E-B/43—Montague Rods and Ocean City Reels
- E-B/45—Newton Lines
- E-B/46—Ashaway Lines
- E-B/48—Cortland Lines and Nets
- E-B/50—Allan Guides and Tops Catalog
- E-B/51—My Buddy Tackle Boxes and Falls City Minnow Buckets
- E-B/52—Memphis Belle Aluminum Boats
- E-B/54—Vio Holda Aluminum Boats
- E-B/56—Wilson Sports Equipment
- E-B/57—Wilson Golf Catalog
- E-B/62—Buccaneer Outboard Motors
- E-B/63—Ben Pearson Archery Catalog

BUYING DIVISION C

- E-C/1—Emerson Fans Catalog
- E-C/2—Douglas Furniture Co. Catalog
- E-C/5—Sunbeam Ad Mats and Order Form
- E-C/6—Sunbeam Catalog and Price List
- E-C/7—General Electric Ad Mats Catalog
- E-C/11—Beautytone, Rotarus and Lucky Tone Rugs.

BUYING DIVISION D

- E-D/1—Winchester Guns Catalog
- E-D/2—Savage and Stevens Guns Catalog
- E-D/3—Remington Guns Catalog
- E-D/4—Marlin Guns Catalog
- E-D/5—Mossberg Guns Catalog
- E-D/6—Smith & Wesson Guns
- E-D/7—Ithaca Gun Catalog
- E-D/8—Colts Revolvers
- E-D/9—HiStandard Automatic Pistols
- E-D/10—Winchester Ammunition Catalog
- E-D/11—Remington Ammunition Catalog
- E-D/12—Western Ammunition Catalog
- E-D/13—Peters Ammunition Catalog
- E-D/14—Weaver Scopes
- E-D/16—Redhead Hunting and Fishing Clothes Catalog
- E-D/17—Trap and Skeet Shooting Score Pads
- E-D/18—Western Trap and Skeet Equipment Manual
- E-D/19—Remington Trap and Skeet Equipment Manual
- E-D/20—Standard Short Range Target—50 Feet

BUYING DIVISION E

- E-E/1—Shirley All Steel Kitchens
- E-E/2—Shirley Retail Price List
- E-E/3—Pyrex Price List

BUYING DIVISION F

- E-F/2—American Cabinet Hardware
- E-F/3—Hager Hinge Catalog
- E-F/5—Sargent Catalog
- E-F/6—Schlage Catalog
- E-F/8—Bassick Casters

BUYING DIVISION G

- E-G/6—Cleveland Twist Drill Catalog
- E-G/7—Sargent Standard Steel Squares Booklet
- E-G/10—Stanley Tools Catalog
- E-G/11—Black & Decker Home Utility Tools
- E-G/12—Black & Decker Industrial Tools
- E-G/13—Black & Decker Portable Electric Saws

BUYING DIVISION G—Continued

- E-G/14—Stanley Electric Tool Catalog
- E-G/19—Delta Homecraft Catalog and Price List
- E-G/21—Gates V Belt Replacment Guide
- E-G/22—Gates V Belt Price List

BUYING DIVISION H

- E-H/1—Revere Ware Ad Mat Catalog
- E-H/2—Cosco Catalog
- E-H/3—Cosco Ad Mat Catalog
- E-H/4—Revere Ware Catalog and Retail Price List
- E-H/5—Griswold Cast Iron Ware
- E-H/6—Mirro Aluminum Ware Catalog and Price List
- E-H/7—Wearever Catalog
- E-H/8—Wearever Western Price List
- E-H/9—Wearever Eastern Price List
- E-H/11—Club Aluminum Retail Price List
- E-H/12—Rubbermaid Catalog
- E-H/14—Boonton-Ware Deluxe Price List
- E-H/15—Boonton-Ware Belle Price List
- E-H/16—Boonton-Ware Patrician Price List.

BUYING DIVISION K

- E-K/4—Starline Catalog

BUYING DIVISION M

- E-M/1—Susanne-Midwest Chandelier Electric Fixture Catalog.
- E-M/2—Star Light Electric Fixture Catalog Price List.

FAIR TRADE USERS

As it appeared in The Hardware Retailer, January 1953

Printed here is a list of manufacturers whose products, handled in hardware stores, are Fair Traded. Unless State names are given, the products named are covered by Fair Trade agreements establishing minimum retail prices in all of the 45 States which have Fair Trade Laws. Missouri, Texas, Vermont and the District of Columbia do not have Fair Trade Laws.

- Aluminum Cooking Utensil Co., New Kensington, Pa.**
"Wear-Ever" cooking utensils.
- Animal Trap Co. of America, Lititz, Pa.**
Steel game traps and accessories at dealer level only
- Argus Camera, Incorporated, Ann Arbor, Mich.**
"Argus" cameras, projectors and optical instruments.
- The Beacon Co., 33 Richdale Ave., Cambridge 40, Mass.**
Beacon "Quik Gloss" wax, paste wax and wax and dirt remover.
- Bissell Carpet Sweeper Co., Grand Rapids 2, Mich.**
"Bissell" sweepers.
- Borg-Erickson Corporation, 1133 N. Kilbourn Ave. Chicago 51, Ill.**
"Borg" bathroom scales.
- Boyle-Midway Inc., 22 East Fortieth St., New York 16, N. Y.**
"Aero Shave" and "Autobrite"
- Brearley Co., Rockford, Ill.**
"Counselor" bathroom scales.
- E. L. Bruce Co., 1700 Thomas, Memphis 1, Tenn.**
"Bruce" cleaners, waxes and finishes; "Bruce Doozit" applicator and polisher; "Bruce Chop Black".
- Cahil Manufacturing Co., 500 West 52nd St., New York 19, N. Y.**
"Quintuplet" can openers, "Magna-Matic" can openers and "Flip-Up" can openers.
- Cal-Dak Co., Colton, Calif.**
"Sav-Ur-Bak" clothes basket; "Cal-Dak" tray table and "Cal-Dak" hand truck.
- California Spray Chemical Corporation, Richmond, Calif.**
"Ant-B-Gon", "Appo", "Ortho", "Bug-Geta", "Rat-B-Gon" baits; "Botano", "Ortho", "Isotox", "Pest-B-Gon", "Ortho-Klor", "Flotox", "Ortho Bordo" dusts and powders; "Isotox", "Orthorix", "Ortho", "Ortho-Klor", "Extrax", "Vapotone-XX", "Volck", "Greenol", "Pest-B-Gon", insecticides and fungicides; "Ortho", "Ortho-Gro", "Ortho-Til" fertilizers and soil conditioners; "Ortho-Pet", and "Seram" pet supplies; "Ortho", "Triox", "Weed-B-Gon" weed killers; "Orthocide" soil fumigant; "Spray-Ette" and "Ortho" applicators.
- Carbide and Carbon Chemicals Co., 30 East 42nd St., New York 17, N. Y.**
"6-12" insect repellent in Arkansas, California, Colorado, Connecticut, Delaware, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, Montana, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, Pennsylvania, South Carolina, South Dakota, Tennessee, Utah, Virginia, Washington, Wisconsin, Wyoming.
- Cincy Products Co., Cincinnati 12, Ohio**
"Cincy" wallpaper cleaner in all states east of the Mississippi River.
- Clark Manufacturing Co., Spring Park, Minn.**
Metal Ironing Tables Nos. 10 and 695.
- Clean Products Co., 815 E. Mound St., Columbus 5, Ohio**
"Clean" wallpaper cleaner.
- Cleveland Cleaner & Paste Co., 7275 Neville Ave., Cleveland 2, Ohio**
"Climax" and "Walvet" wallpaper cleaners.
- Continental Scale Corporation, 5701-5721 South Claremont Ave., Chicago 36, Ill.**
"Health-O-Meter" bath scales.
- Corning Glass Works, Corning, N. Y.**
"Pyrex" ovenware, flamework and colorware, tumblers, nursing bottles, glass parts, glass covers and metal bands.
- Dazey Corporation, Warne & Carter Avenues, St. Louis 7, Mo.**
"Dazey" can openers, juicers, sharpeners, ice crushers, beaters, scales, nut crackers, jar openers and sealers, coffee dispensers, meat tenderizers, wallbrackets and gift packages.
- Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y.**
"Detecto" bathroom scales, baby scales, doctors' scales and hampers.
- Dupli-Color Products Co., 2440 South Michigan Ave., Chicago 16, Ill.**
"Dupli-Color" automotive and household touch up, car polish, spray guns, tire pumps, air compressors and air sanders, car-fix and krome-fix.
- E. I. duPont de Nemours & Co., Wilmington 98, Del.**
New Improved "Ceresan", "Ceresan" M, 2% "Ceresan", "Semesan", "Semesan Bel", Special "Semesan", "Arasan", "Arason" SF F-531, "Tersan" 75 and "Arasan" SF-X at wholesale only.
- Economics Laboratory, Guardian Building, St. Paul, Minn.**
"Soilax B" and "Electrosol".
- Eatwing Manufacturing Co., Rockford, Ill.**
"Unbreakable" tools.
- Gillette Safety Razor Co., Boston 6, Mass.**
"Gillette" razors, blades, shaving creams.
- B. F. Goodrich Co., Akron, Ohio**
"Koroseal" garden hose and play ponds in all Fair Trade states except Florida and Michigan.
- Griffon Cutlery Corporation, Griffon Building, New York 11, N. Y.**
"Griffon Tru-Pink" and "Griffon Pink-All" pinking shears, household scissors and shears.
- Hamilton Manufacturing Corporation, Columbus, Ind.**
"Cosco" metal household stools and chairs, utility tables and juvenile furniture.
- Hobart Manufacturing Co., Troy, Ohio**
"Kitchen Aid" mixers and mixer attachments.
- Huffman Manufacturing Co., Dayton 1, Ohio**
"Huffy-Mower" lawn mowers and "Huffy-Convertibles" bicycles.
- Ithaca Gun Co., Inc., Ithaca, N. Y.**
"Ithaca" guns.
- Kordite, Inc., Macedon, N. Y.**
"Kordite" clothesline, sashcord, brooms, clothespins food bags and freezer supplies.
- Lionel Corporation, 15 East 26th St., New York 10, N. Y.**
"Lionel" electric trains, model railroad equipment, transformers and construction kits.
- Magna Engineering Corporation, Menlo Park, Calif.**
"Shop Smith" and accessories.
- Marlin Firearms Co., 715 Fifth Ave., New York 22, N. Y.**
"Marlin" firearms and razor blades.
- Midwest Oil Co., 25th and Minnehaha, Minneapolis 4, Minn.**
"Ace" insecticides.
- Miller Protecto Products Co., Kalamazoo, Mich.**
"Sweet-Aire" air deodorants.
- O. F. Mosberg & Sons, 131 St. John St., New Haven 5, Conn.**
"Mosberg" rifles and shotguns, telescope sights and other accessories.
- National Pressure Cooker Co., Eau Claire, Wis.**
"Presto" cookers, cooker-canners, automatic vapor steam irons, food separators, timers and deep fryers.
- NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio**
"NuTone" door chimes and transformers.
- O-Cedar Corporation, 2246 West 49th St., Chicago 9, Ill.**
"O-Cedar" No. 76 sponge mops, No. 76 sponge mop refills and 10-oz. "Dri-Glo".
- Olin Industries, Inc., East Alton, Ill.**
"Western" ammunition and "Winchester" firearms, accessories and ammunition.
- Phoenix Table Mat Co., 1718-42 85th St., Chicago 49, Ill.**
"Aristo-Mat" stove, table and general household mats.
- Pioneer Gen-E-Motor Corporation, 5841-49 Dickens Ave., Chicago 39, Ill.**
"Pincor" 18-inch deluxe, 21-inch deluxe, 21-inch supreme, P-22 and 20-inch rotary mowers; "Pincor Sno-Mover" and electric hedge trimmer.
- Pioneer Rubber Co., Willard, Ohio**
"Ebonette" and "Bluette" household gloves.
- Plough Sales Corporation, Memphis 1, Tenn.**
"Mufti" cleaner, "Ever-Ready" oil, "Major's" cement and rubber repairing cement.
- Remington Arms Co., Inc., Bridgeport 2, Conn.**
"Remington" firearms and ammunition and "Peters" ammunition.
- Revere Copper and Brass Inc., P. O. Box 111, Rome, N. Y.**
"Revere Ware" copper-clad stainless steel utensils, stainless steel tea kettles, kitchen specialties, chromium plated tea kettles except the "Economy Leader" series.
- Savage Arms Corporation, Chicopee Falls, Mass.**
"Savage" and "Fox" rifles and shotguns.
- The Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio**
"Super Kem Tone", "Kem Tone", "Kem Glo", "Kem Glo Gloss Modifier", "Kem" plastic patch, brushes, "Kem Super Coaster Roller Koater" and "Lin-X" clear gloss varnish.
- Shox-Stok, Inc., Wellington, Ohio**
"Shox-Stok" electric fence controllers.
- Solventol Chemical Products, Inc., 15841 Second Blvd., Detroit 3, Mich.**
"Solventol" household cleaner.
- Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago 14, Ill.**
"Alemite" lubrication equipment and "South Wind" car heaters.
- Textile Mills Co., 2762-92 Clybourn Ave., Chicago 14, Ill.**
"Tex Knit" burnproof ironing board cover and cover-and-pad set.
- Warp Co., 1100 N. Cicero, Chicago 51, Ill.**
Warps Flex-O-Glass.
- Windsor Wax Co., 611-617 Newark St., Hoboken, N. J.**
"Kare-33" roach-ant killer and floor wax.
- J. Wiss & Sons Co., 11-45 Littleton Ave., Newark 7, N. J.**
"Wiss" pinking shears.
- United States Time Corporation, 500 Fifth Ave., New York 36, N. Y.**
"Ingersoll" watches and alarm clocks, character watches and "Timex" wrist watches.
- Woolcott Co. 955 Asylum Avenue, Hartford 5, Conn.**
"Easy Aid" oven cleaner, "Easy Off" grill and oven cleaner, aluminum cleaner, kitchen cleaner and chrome cleaner.
- X-Acto Crescent Products Co., 440 Fourth Ave., New York 16, N. Y.**
"X-acto" tools and handicraft sets.

FAIR TRADE USERS—Continued

As it appeared in The Hardware Retailer, January 1953

Printed here is a list of manufacturers whose products, handled in hardware stores, are Fair Traded. Unless State names are given, the products named are covered by Fair Trade agreements establishing minimum retail prices in all of the 45 States which have Fair Trade Laws. Missouri, Texas, Vermont and the District of Columbia do not have Fair Trade Laws.

- E. Ingraham Co., Bristol, Conn.**
"Sentinel" clocks, watches and self starting electric clocks
- International Silver Co., Meriden, Conn.**
"International" sterling flatware: "1847 Rogers Bros." and "Wm. Rogers & Son".
- Ithaca Gun Co., Inc., Ithaca, N. Y.**
"Ithaca" guns.
- Kellogg Brush Manufacturing Co., Westfield, Mass.**
Household and industrial brushes.
- Kordite, Inc., Macedon, N. Y.**
"Kordite" clothesline, sashcord, brooms, clothespins food bags and freezer supplies.
- Landers, Frary & Clark, New Britain, Conn.**
"Jet 99" vacuum cleaner and electric housewares—blankets, heating pads, mixers, coffemakers, table stoves, travel iron, "Leader" irons, "Mixblend", combination sandwich grills, toasters and deep fryers.
- Lincoln Metal Products Corporation, 136 Clifton Pl., Brooklyn 5, N. Y.**
"Beautycan" garbage cans and "Beauty" bread boxes.
- Lionel Corporation, 15 East 26th St., New York 10, N. Y.**
"Lionel" electric trains, model railroad equipment, transformers and construction kits.
- Magna Engineering Corporation, Menlo Park, Calif.**
"Shop Smith" and accessories.
- Marlin Firearms Co., 715 Fifth Ave., New York 22, N. Y.**
"Marlin" firearms and razor blades.
- Master Appliance Manufacturing Co., Bridge and Ontario Sts., Racine, Wis.**
"DeLuxe" hair dryers in California and New York.
- Midwest Oil Co., 25th and Minnehaha, Minneapolis 4, Minn.**
"Ace" insecticides.
- Miller Protecto Products Co., Kalamazoo, Mich.**
"Sweet-Aire" air deodorants.
- O. F. Mosberg & Sons, 131 St. John St., New Haven 5, Conn.**
"Mossberg" rifles and shotguns, telescope sights and other accessories.
- National Pressure Cooker Co., Eau Claire, Wis.**
"Presto" cookers, cooker-canners, automatic vapor steam irons, food separators, timers and deep fryers.
- NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio**
"NuTone" door chimes and transformers.
- O-Cedar Corporation, 2246 West 49th St., Chicago 9, Ill.**
"O-Cedar" No. 76 sponge mops, No. 76 sponge mop refills and 10-oz. "Dri-Glo".
- Olin Industries, Inc., East Alton, Ill.**
"Western" ammunition and "Winchester" firearms, accessories and ammunition.
- Oneida Limited, Oneida, N. Y.**
"Community", "Tudor Plate", "1881 (R) Rogers (R) Silverplate", "(O) (C) (L) Oneida Community, Ltd. Heirloom Sterling", "Oneida Community (O) (C) Sterling".
- John Oster Manufacturing Co., Racine, Wis.**
"Osterizer" liquefiers and blenders, "Oster" electric knife sharpener, hair dryer and massage instruments, electric hair clippers and "Osterett" portable mixer, in all states except Florida, Missouri, Texas and Vermont.
- Pal Blade Co., Inc., 43 West 57th St., New York 19, N. Y.**
"Pal Hollow Ground" razor blades.
- Personna Blade Co., Inc., 43 West 57th St., New York 19, N. Y.**
"Persona Precision" blades.
- Phoenix Table Mat Co., 1718-42 85th St., Chicago 49, Ill.**
"Aristo-Mat" stove, table and general household mats.
- Pioneer Gen-E-Motor Corporation, 5841-49 Dickens Ave., Chicago 39, Ill.**
"Pineor" 18-inch deluxe, 21-inch deluxe, 21-inch supreme, P-22 and 20-inch rotary mowers; "Pineor Sno-Mover" and electric hedge trimmer.
- Pioneer Rubber Co., Willard, Ohio**
"Ebonette" and "Blucette" household gloves.
- Plough Sales Corporation, Memphis 1, Tenn.**
"Mufti" cleaner, "Ever-Ready" oil, "Major's" cement and rubber repairing cement.
- Proctor Electric Co., Third St. and Hunting Park Ave., Philadelphia 40, Pa.**
"Proctor" irons, "Cordminder", ironing tables, ironing pad and cover sets, toasters, tray sets and electric blankets.
- Remington Arms Co., Inc., Bridgeport 2, Conn.**
"Remington" firearms and ammunition and "Peters" ammunition.
- Remington Rand, Inc., Electric Shaver Division, Main St., Bridgeport 2, Conn.**
"Remington" electric shavers and shaving accessories.
- Revere Copper and Brass Inc., P. O. Box 111, Rome, N. Y.**
"Revere Ware" copper-clad stainless steel utensils, stainless steel tea kettles, kitchen specialties, chromium plated tea kettles except the "Economy Leader" series.
- Rittenhouse Co., Honeoye Falls, N. Y.**
"Rittenhouse" door chimes and "Quick-Lock" doorbell and chime transformers.
- Rival Manufacturing Co., 22nd St. and McGee Trafficway, Kansas City 8, Mo.**
"Juice-O-Mats", "Can-O-Mats", "Ice-O-Mats", "Knife-O-Mats", "Jar-O-Mats", "Shred-O-Mats", "Grind-O-Mats", Rival bean slicers and pea hullers, coffee mills, speed-mixers, electric "Broil-O-Mats" and "Steam-O-Matic" irons.
- Rolls Razor, Inc., 338 Madison Ave., New York 17, N. Y.**
"Rolls" razors and accessories, shaving soap and refills and "Viceroy" electric shavers.
- Royal Lace Paper Works, 99 Gold St., Brooklyn 1, N. Y.**
"Royledge" paper shelving, "Roylies" paper doilies and "Roylining" shelf and drawer lining paper.
- Savage Arms Corporation, Chicopee Falls, Mass.**
"Savage" and "Fox" rifles and shotguns.
- Schick Inc., Stamford, Conn.**
"Schick 20", "Super" and "Colonel" electric shavers and accessories.
- The Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio**
"Super Kem Tone", "Kem Tone", "Kem Glo", "Kem Glo Gloss Modifier", "Kem" plastic patch, brushes, "Kem Super Coaster Roller Koater" and "Lin-X" clear gloss varnish.
- Shox-Stok, Inc., Wellington, Ohio**
"Shox-Stok" electric fence controllers.
- Silex Co., Hartford 2, Conn.**
"Silex" steam irons, coffemakers, coffee warmers, "Mixies" and "Silex Fresheners".
- The Skil Corporation, 5033 Elston Ave., Chicago, Ill.**
Skil electric tools and No. 512 hedge trimmer.
- Solventol Chemical Products, Inc., 15841 Second Blvd., Detroit 3, Mich.**
"Solventol" household cleaner.
- Stewart-Warner Corporation, 1826 Diversey Parkway, Chicago 14, Ill.**
"Alemite" lubrication equipment and "South Wind" car heaters.
- Sunbeam Corporation, 5600 Roosevelt Road, Chicago 50, Ill.**
"Sunbeam" household appliances, "Rain King" lawn sprinklers and hose nozzles, "Stewart" clipmaster clipping machine, "Sunbeam" hedge trimmers.
- Swing-A-Way Manufacturing Co., 4100 Beck Ave., St. Louis 16, Mo.**
"Swing-A-Way" can and jar openers, knife sharpeners, ice crushers and utility racks.
- Telechron Department General Electric Co., Ashland, Mass.**
Telechron clocks other than commercial models.
- Textile Mills Co., 2762-92 Clybourn Ave., Chicago 14, Ill.**
"Tex Knit" burnproof ironing board cover and cover-and-pad set.
- Toastmaster Products Division, McGraw Electric Co., Elgin, Ill.**
"Toastmaster" products.
- Wagner Manufacturing Co., Sidney, Ohio.**
"Magnalite" cooking utensils and "Pre-Seasoned" cast iron cooking utensils.
- Waring Products Corporation, 25 West 43rd St., New York 18, N. Y.**
"Waring Blender", "Waring" steam iron and mixer and "Durabil" folding and travel iron.
- Warp Co., 1100 N. Cicero, Chicago 51, Ill.**
Warps Flex-O-Glass.
- West Bend Aluminum Co., West Bend, Wis.**
"Flavo-matic" electric percolators, "Trig" singing tea kettle and "West Bend" baby bottle sterilizers.
- Westinghouse Electric Corporation, 240 East Fourth St., Mansfield, Ohio**
"Westinghouse" electric housewares and bed coverings.
- Windsor Wax Co., 611-617 Newark St., Hoboken, N. J.**
"Kare-33" roach-ant killer and floor wax.
- J. Wiss & Sons Co., 11-45 Littleton Ave., Newark 7, N. J.**
"Wiss" pinking shears.
- United States Time Corporation, 500 Fifth Ave., New York 36, N. Y.**
"Ingersoll" watches and alarm clocks, character watches and "Timex" wrist watches.
- Woolcott Co. 955 Asylum Avenue, Hartford 5, Conn.**
"Easy Aid" oven cleaner, "Easy Off" grill and oven cleaner, aluminum cleaner, kitchen cleaner and chrome cleaner.
- X-Acto Crescent Products Co., 440 Fourth Ave., New York 16, N. Y.**
"X-acto" tools and handcraft sets.

AUTHORIZED FUTURES AND DATING

SELL THE FOLLOWING LINES FOR FUTURE SHIPMENT

Expiration Date For
Solicitation Of
Future Orders

SCREEN WIRE CLOTH (Aluminum-Black-Bronze- Fiberglass-Galvanized)		Sell for shipment before Dec. 1, 1959, for price guaranteed against increase. For shipment after Dec. 1st, 1959, price ruling date of shipment - Early Order Discount 7½% on 10 rolls or more. Dating - March 1st 2% April 10, 1960.
KEEN KUTTER TILLERS	January 15, 1960	Sell for shipment after Dec. 1, 1959. Early Order Discount 5% Dating - April 1st, 2% May 10, 1960.
GATES GARDEN HOSE	January 1, 1960.	Sell for shipment after Dec. 11, 1959. Early Order Discount - 1000 to 2499 feet 5% 2500 to 4999 feet 7½% 5000 feet or more 10% DIRECT SHIPMENT - Full freight allowed on 200 pounds or more in full bundles only. Dating - April 1st, 2% May 10, 1960.
STEEL GOODS	December 15, 1959.	Sell for immediate shipment or mark order after Dec. 1st, 1959. Early Order Discount 5% on all grades, Keen Kutter, Klicker, etc. except Comet. Dating - March 1st, 2% April 10, 1960.
SHOVELS, SPADES & SCOOPS	January 1, 1960.	Sell for shipment after Dec. 1st, 1959. Dating - March 1st, 2% April 10, 1960.
1959 KLICKER LAWN MOWERS	December 31, 1959.	Sell for shipment before Dec. 31st, 1959, at existing catalogue prices less 15%. Dating - April 1st, 2% May 10, 1960.
1960 KLICKER POWER MOWERS	December 31, 1959.	Sell for shipment after October 1, 1959. Early Order Discount 5% Dating - April 1st, 2% May 10, 1960.
KEEN KUTTER POWER MOWERS	December 31, 1959.	Sell for shipment after October 15, 1959. Early Order Discount 5% Dating - April 1st, 2% May 10, 1960.
KEEN KUTTER HAND MOWERS	December 31, 1959.	Sell for shipment after December 1, 1959. Early Order Discount 5%. Dating - April 1st, 2% May 10, 1960.



SHAPLEIGH HARDWARE COMPANY



Established 1843

900 SPRUCE STREET

ST. LOUIS, U. S. A.

KEEN KUTTER TOOL DISPLAY CONTRACT

THIS MUST BE ATTACHED TO ORDER FOR TOOL DISPLAY WITH DEALER'S SIGNATURE OF ACCEPTANCE

We have authorized our salesmen to sell No. Tool Display upon the following terms and conditions:

This Display to be paid for on the same terms as regular merchandise.

For a period of one year, a credit of 10 per cent will be sent on all KEEN KUTTER Mechanics and Carpenters Tools when sold at regular prices.

This agreement terminates when you have purchased Tools to equal ten times the value of the Display you have purchased.

This contract does not apply to the Keen-Kutter Electric Tool Shop but will apply to open stock items. Neither does it apply to Axes, Steel Goods, Shovels, Spades and Scoops, Lawn Mowers, Cutlery, etc.

No salesman has the authority from us to vary the conditions of this offer.

We have read and fully understand the terms under which this Tool Display is sold. The display we bought is No. and is to cost us dollars, and we are to receive 10 per cent credit on our Tool purchases as defined above, until we have bought dollars worth from you, with the understanding that this agreement expires (12) months from the date of invoice for the Tool Display and that in case we have not bought full amount of Tools at that time our right to further credit on Tool purchases ceases.

FIRM NAME.....

PER.....

TOWN.....STATE.....

WITNESS.....SALESMAN

SHAPLEIGH ST. LOUIS, U. S. A.



SHAPLEIGH HARDWARE COMPANY



Established 1843

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SHAPLEIGH ST. LOUIS, U. S. A.

POST IN YOUR CATALOG AND REORDER BY PAGE NO. A30-K



Established 1843

900 SPRUCE STREET

ST. LOUIS, U. S. A.



KEEN KUTTER CUTLERY SHOW CASE CONTRACT

THIS MUST BE ATTACHED TO ORDER FOR SHOW CASE WITH DEALER'S SIGNATURE OF ACCEPTANCE

We have authorized our salesmen to sell Cutlery Cases upon the following terms and conditions:

The cases to be paid for on the same terms as regular merchandise.

For a period of two years, from the date of the invoice on which the cutlery case is billed, a credit of 10 per cent will be sent on KEEN KUTTER Cutlery and

on all Shapleigh's or Shapleigh's Old Hickory Cutlery when sold at regular price.

This agreement terminates when you have purchased Cutlery to equal ten times the value of the Case you have purchased.

No salesman has the authority from us to vary the conditions of this offer.

We have read and fully understand the terms under which these Show Cases are sold. The case we bought is No..... and is to cost us dollars, and we are to receive 10 per cent credit on our Cutlery purchases mentioned above, until we have bought dollars worth from you, with the understanding that this agreement expires (24) months from the date of invoice for the Show Case, and that in case we have not bought full amount of Cutlery at that time our right to further credit on Cutlery purchases ceases.

FIRM NAME.....
PER.....
TOWN..... STATE.....
WITNESS..... SALESMAN
SHAPLEIGH'S ST. LOUIS, U. S. A.



Established 1843

900 SPRUCE STREET

ST. LOUIS, U. S. A.



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FIRM NAME.....
PER.....
TOWN..... STATE.....
WITNESS..... SALESMAN
SHAPLEIGH'S ST. LOUIS, U. S. A.

POST IN YOUR CATALOG AND REORDER BY PAGE NO. A30-M

"SHAPLEIGH TRAFFIC BUILDERS"



The following pages are Pace Setters and Traffic Builders for your store, and should be covered by each salesman and store each week.

The Merchandise offered is a "ONE TIME OFFER" on First-Come-First-Serve Basis.

These items can create Traffic in your Stores, if they are featured as "WEEK-END-SPECIALS" or "DEPARTMENT LEADERS".

The goods offered will help you meet and beat your competitive market, and will create untold Store Traffic when featured in your Merchandising Program.

Keep a close Weekly Check on this Section, as it will be having Items added and deleted by your Buying Department.

Post these pages in your catalog in front of Section 1.

Robert A. Wolf
Robert A. Wolf
Merchandise Manager.

SHAPLEIGH'S TRAFFIC BUILDERS

SCOUT OR BELT AXES

(Section 1-Page 15)

KEEN  KUTTER



Tube of boron alloy steel shaft. Won't bend or break. Head is locked to shaft, can't fly off, can't loosen.

Thin, forged steel, mirror polished.

Sportsman's pattern with beveled driving face—handy nail slot. Rubber-fiber cushion grip. Impact of chopping and hammering is absorbed.

Bit 3 1/8 inches, Overall length 13 1/4 inches. Weight of head 1 1/4 pounds.

Colorful point-of-sale tag for each tool.

Wrapped in gift box.

With Sheath
(KSBAX)
Regular

SPECIAL PRICE
\$3.50

Each
F4761GK

One in box. 24 in ctn. Wt. ctn. 38 1/2 lbs.

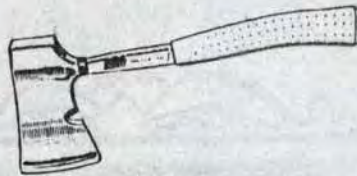
Without Sheath
(KSBA)

Regular **SPECIAL PRICE**
Price **\$2.98**

F4762GK

Four in box. 24 in ctn. Wt. ctn. 38 lbs.

TRUE TEMPER



Rocket

Tube of boron alloy steel shaft. Won't bend or break. Head is locked to shaft, can't fly off, can't loosen.

Thin, forged steel, mirror polished.

Sportsman's pattern with beveled driving face—handy nail slot. Rubber-fiber cushion grip. Impact of chopping and hammering is absorbed.

Bit 3 1/8 inches. Overall length 13 1/4 inches. Weight of head 1 1/4 pounds.

Colorful point-of-sale tag for each tool.

Wrapped in gift box.

Without Sheath
(ABA)

SPECIAL PRICE
\$3.60

Each
F4759G X4D33

Four in box. 24 in ctn. Wt. ctn. 38 lbs.



PLUMB

Fine grade forged steel. High lustre black finish body. Polished face. Ground edge. Weight of head 1 1/4 lbs. 3 1/4 inch cut. Face 2 x 3/4 inches. Length over all 14 inches. Red finish hickory, axe style, handle with red grip.

Without Sheath
(680)

SPECIAL PRICE
\$2.91

Each
F4753G X3D23

Six in box. Wt. box 10 1/2 lbs.

TOMAHAWK BELT AXES

(Section 1-Page 16)



KEEN  KUTTER

Forged tool steel head, satin smooth rustless black finish with polished bit. KEEN KUTTER trademark and "Tomahawk" die-sunk and gold bronze filled. Straight grained waxed white hickory handle fastened with SIMMONS patent wedge. Weight of head 1 3/8 lbs. Width of cut 3 1/4 inches. Length over all 14 inches.

(KTH) **SPECIAL PRICE**
\$3.09

Each
F4771GK X3D43

Each
\$5.15

Four in box. Wt. box 8 lbs.

HUNTERS' AXES

(Section 1-Page 16)



KEEN  KUTTER

Highest grade forged tool steel. Black with polished and raised edge. Select white hickory handle 14 inches long. Weight of head 1 1/4 lbs.

(KHA) **SPECIAL PRICE**
\$2.91

Each
F4767GK X3D23

Each
\$4.85

Six in box. Wt. box 10 1/2 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS HAMMERS

10-29-58 T-1

KEEN KUTTER

(Section 1-Page 61)



CARPENTERS'

Octagon neck and poll. Forged Steel. Adze eye. Polished-dull black under claw. Natural finish, octagon hickory handles.

Nail-7oz. Head (KT07)

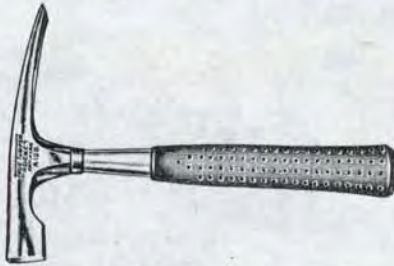
Each	Price	SPECIAL PRICE	Retail Each
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F4731GK	\$2.97	\$2.85	\$4.45
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Four in box. Wt. box 3 lbs.

TRUE TEMPER ROCKET

(Section 1-Page 65)



BRICKLAYERS'

Standard Head

Tubular steel shaft. Neoprene fibre cushion grip. Chrome-plated shaft. Mirror-polished.

Overall length 11½ inches.

24oz. Head (A12B)

Each	Price	SPECIAL PRICE	Retail Each
------	-------	---------------	-------------

F4515G	\$3.97	\$3.57	\$5.95
--------	--------	--------	--------

Four in ctn. Wt. ctn. 7 lbs.



PROSPECTING PICK

Tubular steel shaft. Neoprene fibre cushion grip. Chrome-plated shaft. Mirror-polished.

Overall length 13 inches.

24oz. Head (A20PP)

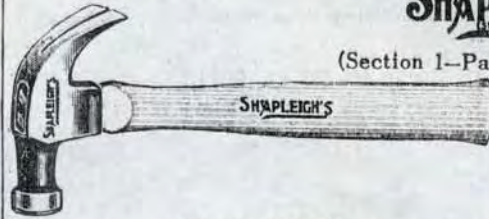
Each	Price	SPECIAL PRICE	Retail Each
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F4516G	\$3.97	\$3.57	\$5.95
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Four in ctn. Wt. ctn. 8 lbs.

SHAPLEIGH'S

(Section 1-Page 61)



CARPENTERS'

Round neck and poll. Forged steel. Adze eye. Polished-natural black under claw. Hickory handles.

Nail-13oz. Head (SN16)

Each	Price	SPECIAL PRICE	Retail Each
------	-------	---------------	-------------

F4528G	\$2.20	\$2.10	\$3.30
--------	--------	--------	--------

Six in box. Wt. box 10 lbs.



CARPENTERS'

Round neck and poll. Forged steel. Polished-brown finish under claw. Hickory handle.

Nail-16oz. Head (M2)

Each	Price	SPECIAL PRICE	Retail Each
------	-------	---------------	-------------

F3395G	1.52	1.42	2.30
--------	------	------	------

Four in ctn. Wt. 6 lbs.



CARPENTERS'

Octagon neck. Round poll. Forged steel. Semi-octagon hickory handle.

Nail

Each	Price	Regular SPECIAL PRICE	Retail Each
------	-------	-----------------------	-------------

F3394G	\$2.15	\$2.05	\$3.25
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Polished-16oz. Head (M4)

Plain-16oz. Head (M3)

F3393G	1.88	1.80	2.85
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Four in ctn. Wt. ctn. 6 lbs.



MACHINISTS' BALL PEIN

Forged steel. Polished face poll, pein and sides-balance brown. Hickory handle.

Each	Price	Reg. SPECIAL PRICE	Wt. box, lbs.	Retail Each
------	-------	--------------------	---------------	-------------

F3320G	\$1.15	\$1.10	1	\$1.70
--------	--------	--------	---	--------

8-oz. Head (M85)

12-oz. Head (M86)

F3321G	1.20	1.15	1¼	1.80
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16-oz. Head (M7)

F3397G	1.42	1.35	6	2.15
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Four in ctn.

PLUMB

(145-S)

Each	Price	SPECIAL PRICE	Retail Each
------	-------	---------------	-------------

F4643G		\$1.46	\$2.19
--------	--	--------	--------

Six in box. Wt. box 9 lbs.

**THE HOME THRIFT
145-S NAIL HAMMER**



16 oz. Lustre Black Head-Grey and Green select Hickory Handle

SHAPLEIGH'S TRAFFIC BUILDERS

HICKORY HANDLES

These Handles are Made in Accordance with Simplified Practice Recommendations 77-39. Grades AW, BW and BR are Natural Finish, Clear Lacquered or Waxed. Grade CR is White Lacquered. All are Smoothly Finished. (For Handle Grading Specifications see Section 1, Page 45)

SINGLE BIT AXE



Oval - Cedar - 30-inch.

KEEN  KUTTER —Grade AW

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-KSC1-GK	\$1.03	\$0.92	\$1.55

Twelve in ctn. Wt. ctn. 16 lbs.



Oval - Straight - 36-inch.

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-KS1-GK	\$1.07	\$0.97	\$1.60

KEEN  KUTTER —Grade AW

Twelve in ctn. Wt. ctn. 20 lbs.



Oval - Boys' Regular 28-inch.

KLICKER —Grade CR
Regular **SPECIAL**

Each	Price	PRICE	Retail
5-B428K-G	\$0.36	\$0.32	\$0.55

Twelve in ctn. Wt. ctn. 14 lbs.

DOUBLE BIT AXE



Oval - Waxed - 36-inch

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-36D-G	\$0.40	\$0.38	\$0.60

Twelve in ctn. Wt. ctn. 20 lbs.

ADZE



34-inch

SHAPLEIGH'S —Grade BW

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-SA234-G	\$0.93	\$0.84	\$1.40

Twelve in ctn. Wt. ctn. 16 lbs.

(Section 1-Page 70) PRODUCE HATCHET



12-inch

KEEN  KUTTER —Grade AW

(KHP121)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5203GK	\$0.40	\$0.35	\$0.60

Twelve in ctn. Wt. ctn. 4 lbs.

SLEDGE



Ivory Lacquered - 36-inch

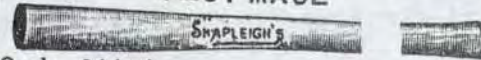
SHAPLEIGH'S

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-LS36-G	\$0.23	\$0.21	\$0.35

Twelve in ctn. Wt. ctn. 20 lbs.

POST MAUL



Oval - 36-inch

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-SPM2-G	\$0.73	\$0.66	\$1.10

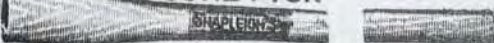
SHAPLEIGH'S —Grade BW

KLICKER —Grade CR

5-PM4K-G	.43	.39	.65
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Twelve in ctn. Wt. ctn. 21 lbs.

COAL PICK



Oval - 34-inch. SHAPLEIGH'S —Grade BW

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-SCP2-G	\$0.80	\$0.72	\$1.25

Twelve in ctn. Wt. ctn. 23 lbs.

BLACKSMITHS' HAMMER



SHAPLEIGH'S —Grade BR

Regular **SPECIAL**

Each	Price	PRICE	Retail
------	-------	-------	--------

For No 1 Hammers - 16-inch

(SBH163)

F5149G	\$0.20	\$0.18	\$0.30
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Twelve in ctn. Wt. ctn. 5 1/2 lbs.

For No. 2 Hammers - 18-inch

(SBH183)


F5151G	.23	.21	.35
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Twelve in ctn. Wt. ctn. 6 lbs.

RIVETING HAMMER



For Hammers 3, 4, - 14-inch

KEEN  KUTTER —Grade AW

(KRH141)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5195GK	\$0.39	\$0.35	\$0.60

Twelve in ctn. Wt. ctn. 3 1/2 lbs.

SLIP JOINT PLIERS

Section 1-Page 88FE



Hardened forged steel, brown finish.

Length 10 inches. (E16)

Regular **SPECIAL**

Each	Price	PRICE
F3358G	\$0.95	\$0.49

Four in ctn. Wt. ctn. 4 lbs.



Side Cutting

Hardened forged steel, polished nickel plated finish.

Length 5 1/2 inches. (E6)

Regular **SPECIAL**

Each	Price	PRICE
F3354G	\$0.80	\$0.60

Twelve in ctn. Wt. ctn. 3 lbs.



Hardened forged steel. Polished nickel plated finish. Length 10 inches.

(E3)

Regular **SPECIAL**

Each	Price	PRICE
F3351G	\$1.10	\$0.75

Twelve in ctn. Wt. ctn. 12 lbs.

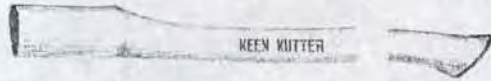
SHAPLEIGH'S TRAFFIC BUILDERS

7-23-58 T-2A

HICKORY HANDLES

These Handles are Made in Accordance with Simplified Practice Recommendations 77-39.
 Grades AW, BW and BR are Natural Finish, Clear Lacquered or Waxed. Grade CR is White Lacquered. All are Smoothly Finished.
 (For Handle Grading Specifications see Section 1, Page 45)

SINGLE BIT AXE



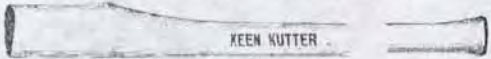
Oval - Cedar - 30-inch.

KEEN KUTTER —Grade AW

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-K5C1-GK	\$1.03	\$0.92	\$1.55

Twelve in ctn. Wt. ctn. 16 lbs.



Oval - Straight - 36-inch.

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-K51-GK	\$1.07	\$0.97	\$1.60

KEEN KUTTER —Grade AW

SHAPLEIGH'S —Grade BR



Twelve in ctn. Wt. ctn. 20 lbs.



Oval - Boys' Regular 28-inch.

KLICKER —Grade CR

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-B428K-G	\$0.36	\$0.32	\$0.55

Twelve in ctn. Wt. ctn. 14 lbs.

DOUBLE BIT AXE



Oval - Waxed - 36-inch

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-36D-G	\$0.40	\$0.38	\$0.60

Twelve in ctn. Wt. ctn. 20 lbs.

ADZE



34-inch

SHAPLEIGH'S —Grade BW

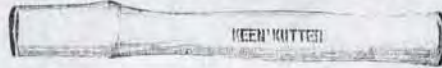
Regular **SPECIAL**

Each	Price	PRICE	Retail
5-SA234-G	\$0.93	\$0.84	\$1.40

Twelve in ctn. Wt. ctn. 16 lbs.

(Section 1--Page 70)

HALF, SINGLING, CLAW, LATHING HATCHET



Regular - Size 2 - 14-inch.

KLICKER —Grade CR

(HR144K)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5223G	\$0.16	\$0.13	\$0.25

Twelve in ctn. Wt. ctn. 6 lbs.

PRODUCE HATCHET



12-inch

KEEN KUTTER —Grade AW

(KHP121)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5203GK	\$0.40	\$0.35	\$0.60

Twelve in ctn. Wt. ctn. 4 lbs.

SLEDGE



Ivory Lacquered - 36-inch

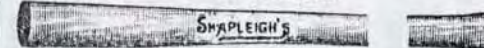
SHAPLEIGH'S

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-L536-G	\$0.23	\$0.21	\$0.35

Twelve in ctn. Wt. ctn. 20 lbs.

POST MAUL



Oval - 36-inch

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-5PM2-G	\$0.73	\$0.66	\$1.10

SHAPLEIGH'S —Grade BW

KLICKER —Grade CR

5-PM4K-G	.43	.39	.65
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Twelve in ctn. Wt. ctn. 21 lbs.

COAL PICK



Oval - 34-inch. SHAPLEIGH'S —Grade BW

Regular **SPECIAL**

Each	Price	PRICE	Retail
5-SCP2-G	\$0.80	\$0.72	\$1.25

Twelve in ctn. Wt. ctn. 23 lbs.

MACHINISTS' HAMMER



For Hammers 5/0, 7/0, - 11-inch.

KEEN KUTTER —Grade AW

(KHM111)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5154GK	\$0.39	\$0.35	\$0.59

Twelve in ctn. Wt. ctn. 1 1/4 lbs.

BLACKSMITHS' HAMMER



SHAPLEIGH'S —Grade BR

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5149G	\$0.20	\$0.18	\$0.30

For No 1 Hammers - 16-inch

(SBH163)

Twelve in ctn. Wt. ctn. 5 1/2 lbs.

For No. 2 Hammers - 18-inch

(SBH183)

F5151G	.23	.21	.35
--------	-----	------------	-----

Twelve in ctn. Wt. ctn. 6 lbs.

RIVETING HAMMER



For Hammers 3, 4, - 14-inch

KEEN KUTTER —Grade AW

(KRH141)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5195GK	\$0.39	\$0.35	\$0.60

Twelve in ctn. Wt. ctn. 3 1/2 lbs.

STRIKING HAMMERS



KEEN KUTTER —Grade AW

(KHS161)

Regular **SPECIAL**

Each	Price	PRICE	Retail
F5196GK	\$0.40	\$0.36	\$0.60

Twelve in ctn. Wt. ctn. 5 1/2 lbs.

SOLID PUNCHES

Section 1-Page 88-FF



Forged from high quality steel. Polished point.
Length 6 inches. Hexagon body 5/16 inch.
(DD88)

Each	Regular Price	SPECIAL PRICE
F3348G	\$0.27	\$0.20

Six in ctn. Wt. ctn. 1 1/2 lbs.

FIRMER CHISELS

Section 1-Page 88EE



Select chisel steel blade 4 1/2 inches long with beveled edge. Polished finish. Plastic Handle. Width 1/2 inch.
(H1)

Each	Regular Price	SPECIAL PRICE
F3372G	\$1.06	\$0.60

Six in ctn. Wt. ctn. 2 lbs.

COLD CHISELS

Section 1-Page 88FF



Nickel finish. Forged steel.

Each	Width Cut, in.	Diam., in.	Lgth., ins.	Weight Ctn., lbs.
F3381G	1/2	7/16	6	1 1/2
F3382G	5/8	1/2	6 3/8	3 3/4

Each	Regular Price	SPECIAL PRICE
F3381G (J1)	\$0.33	\$0.20

Six in ctn.

SCREW DRIVER BITS

Section 1-Page 88-GG



Forged steel, tempered. Polished blade and shank.

Each	Regular Price	SPECIAL PRICE	Width Bit, ins.	Lgth., ins.	Wt. Ctn., ozs.
F3334G	\$0.23 1/2	(B5) \$0.10	5/8	4 1/2	10 1/2
F3335G	\$0.26	(B6) \$0.10	3/8	5 1/2	12

Six in ctn.

SCREW DRIVERS

Section 1-Page 88-GG



Handle is strong, tough composition in brown color, fluted for comfortable grip. Blade is special alloy steel, forged and tempered. Length blade 3 inches. Width, bit 5/16 inch. Length overall 12 1/2 inches. (L3)

Each	Regular Price	SPECIAL PRICE
F3387G	\$0.59	\$0.30

Three in ctn. Wt. ctn. 1 1/2 lbs.



Phillips Type

Forged steel blade, tempered and polished. Blue plastic fluted handles.

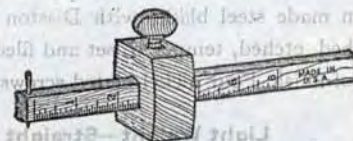
No. 2 point. Length of blade 4 inches. Over all length 7 1/4 inches

Each	Regular Price	SPECIAL PRICE
F3319G	\$0.53	\$0.30

Four in ctn. Wt. ctn. 1 lb.

MARKING GAUGES

Section 1-Page 88-HH



Hardwood. Fixed point. Graduated in 16ths for 6 inches.
(G6)

Each	Regular Price	SPECIAL PRICE
F3370G	\$0.44	\$0.35

Two in ctn. Wt. ctn. 1/2 lb.

SHAPLEIGH'S TRAFFIC BUILDERS

HAND AND RIP SAWS

DISSTON
(Section 2—Page 3)



Disston made steel blade, Disston True-taper ground, thin back polished, etched, tempered, set and filed. Full carved apple-wood handle with weatherproof finish. Five nickel plated screws.

Light Weight—Straight Back

Length 26 inches. Width at point 1½ inches. Width at butt 6 ins.

(D23/26)

Hand

Each	Regular Price	SPECIAL PRICE	Points per in.	Each
F195G	\$6.50	\$5.20	7	\$9.75

Four in box. Wt. box 7¼ lbs.



Disston made steel blade, Disston True-taper ground thin black polished, etched, tempered, set and filed. Hardwood handle with weatherproof finish. Five nickel plated screws.

(D8/26)

Rip

Each	Regular Price	SPECIAL PRICE	Points per in.	Each
F179G	\$5.84	\$5.54	5½	\$8.75

Four in box. Wt. box 7¼ lbs.



Disston made steel blade, with Disston True-taper ground, thin back. Polished, etched, tempered, set and filed. Hardwood handle with weatherproof finish. Four nickel plated screws in handle.

Light Weight—Straight Back

Length 26 inches. Width at point 1½ inches. Width at butt 6 inches.

(D7S/26)

Rip

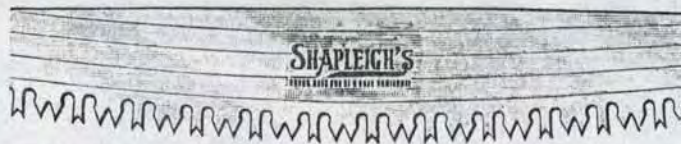
Each	Regular Price	SPECIAL PRICE	Points per in.	Each
F171G	\$6.50	\$5.20	5½	\$8.25

Four in box. Wt. box 7¼ lbs.

CROSS CUT SAWS

(Section 2—Page 25)

SHAPLEIGH'S
TRAFFIC BUILDERS



Extra quality saw steel, carefully tempered in oil, polished and etched. Ground so gauge diminishes in curves from 14 gauge at teeth to 18 gauge at back, leaving both ends stiff to prevent buckling. Teeth hand filed and set.

TUTTLE TOOTH—CURVE GRINDING

Two Cutting Teeth to Each Raker Tooth
Without Handles

Each	Regular Price	SPECIAL PRICE	Length, ft.	Width at Center, ins.	Each
5-S148-G	\$7.75	\$6.97	5½	6	\$10.

Individually paper-wrapped, with wood strip on tooth edge full length. Wt. each 5¼ lbs.

SIMONDS



Tempered, ground, sharpened, set. Polished and etched. Segment ground.

Crescent ground. Narrow width felling blade. Four cutting teeth to one raker tooth. 14x17 gauge.

Without Handles

Each	Regular Price	SPECIAL PRICE	Length, Ft.	Width, at Center in.	Each
5-325/6-G	\$16.75	\$15.07	6	4½	\$25.

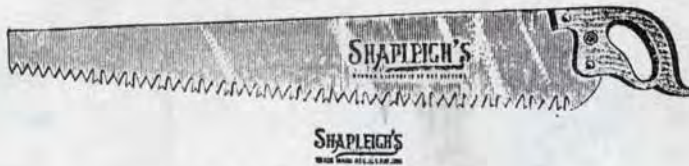
Wood stripped on cutting edge. Wt. each 6 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

10-29-58 T-4A

ONE MAN CROSS-CUT SAWS

(Section 2-Page 26)



CHAMPION TOOTH

Extra quality saw steel blade, polished and etched. Oil tempered Carefully ground, sharpened and set.

Flat Ground

Beechwood handle, lacquered. Three brass screws, nickel plated.

Each	Regular Price	SPECIAL PRICE	Lgth., ft.	Each
5-5302/3-G	\$6.25	\$5.65	3	\$9.40

Individually paper-wrapped with wood strip on tooth edge the full length. Wt. each 3 1/4 lbs.

NEST OF SAWS

(Section 2-Page 10)

DISSTON



High grade tempered and polished steel blade. Hardwood handle with polished edges. Nickel plated fastener. Nest consists of: one handle, one 10-inch keyhole blade, one 14-inch compass blade and one 16-inch pruning blade.

Regular (3NS) SPECIAL

Per Nest	Price	PRICE	Per Nest
F334G	\$3.67	\$3.25	\$5.50

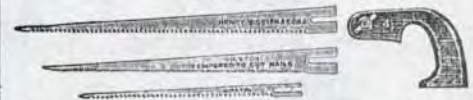
Four nests in box. Wt. box 2 1/2 lbs.

EXTRA PARTS Regular SPECIAL

Each	Price	PRICE	Each
Handles and Tighteners			
F5237G	\$0.97 (3C)	\$0.87	4 \$1.45
Keyhole Blade			
F790G	.67 (3KB)	.60	1/2 1.00
Compass Blade			
F789G	.87 (3CB)	.78	2 1.30

Twelve in box

DISSTON



Blades are tempered and polished steel. Hardwood handle with varnished edges. Nest consists of: one handle, one 10-inch keyhole blade, one 14-inch plumbers' compass blade, one 14-inch compass blade; plumbers' blade is for cutting wood in which nails may be imbedded, lead pipe and the class of work encountered in the ordinary course of plumbing.

(7NS)

Regular SPECIAL

Per Nest	Price	PRICE	Per Nest
F337G	\$3.51	\$3.15	\$5.25

Four nests in box. Wt. box 2 1/4 lbs.

COPING SAW BLADES

(Section 2-Page 11)

KEEN KUTTER STANDARD



Loop End Pattern

Length 6 inches, 16 teeth per inch. Black wire steel, tempered cut teeth. For coping saws Nos. 101, 10FCK. .021" thick x .050" wide.

Per Envelope	Regular Price	(S6) SPECIAL PRICE	Per Envelope
F845G	\$0.15	\$0.12	\$0.25

12 in envelope, 144 in box. Wt. box 1/2 lb.

HACK SAW BLADE DISPLAY KEY HOLE HACK SAWS

G. W. GRIFFIN
(Section 2-Page 18)



Double Edge-Metal Cutting edge for general heavy use, such as bolts, pipe and rods. 24 teeth on other edge for cutting thin sections such as sheet metal, light tubing, thin wall conduit, etc. Individually carded.

(DF1218/24)

Per Display	Regular Price	SPECIAL PRICE	Per Blade
F962G	\$10.00	\$9.00	\$0.30

Fifty blades in box. Wt. box 3 lbs.

(Section 2-Page 14)

PARKER



Cuts wood, steel, plaster, tubing and plastic. Tungsten spring steel blade, easily replaced. Genuine hard rubber form fitting handle. Will hold standard hack saw blades. Complete with one 7 1/2-inch blade.

(03)

Regular SPECIAL

Each	Price	PRICE	Each
F331G	\$0.44	\$0.37	\$0.66

Twelve in box. Wt. box 3 1/4 lbs.

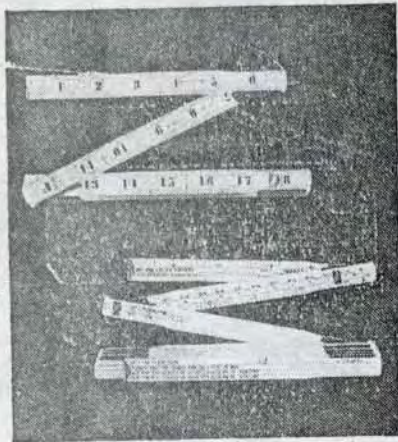
Extra Blades (EB300)

Each	Price	PRICE	Each
F936G	.09	.07	\$0.15

Twelve in bundle. Wt. bundle 1/2 lb.

OLDING RAFTER RULES

MASTER
(Section 3—Page 56A)



Takes place of framing square, protractor, engineers' scale and all purpose wood rule. In seconds figure not only lengths and cuts of common rafters but also hip and valley rafters, jack rafters, side cuts, hexagon and octagon cuts.

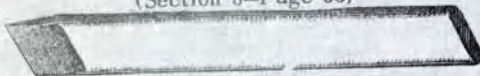
Convert figuring from 100ths to inches and accurately mark any angle of degree.

Each	Regular Price	SPECIAL PRICE
F4124G	\$1.97	\$1.55

Six in display pkg. Wt. pkg. 2 1/4 lbs.

METAL WORKERS' CRAYONS

B. & S.
(Section 3—Page 66)



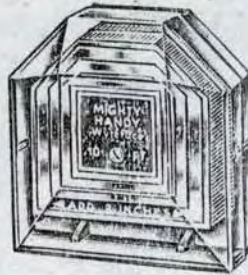
Will make a white mark which will not burr off on any metal. Made from natural talc pulverized, refined and pressed into shape. Size 3x1/2x1/4 inch.

Per Box	Regular Price	SPECIAL PRICE
F4667H	\$1.50	\$0.88

144 in box. Wt. box 5 lbs.

STEEL RULES MIGHTY HANDY

(Section 3—Page 58)



Wyteface

Extra rigid curved 3/4 inch wide blade 10 feet long, in a pocket metal case.

Graduated on one edge in continuous inches (1 to 120) and 1/16ths; on other edge in feet, inches and 1/16ths.

Removable blade changed in a moment. Black markings are on a white background. Sliding end hook for inside and outside measurements.

Each tape is in a handsome transparent box.

(7415)

Each	Regular Price	SPECIAL PRICE
F4993G	\$1.60	\$1.35

Six in counter display box. Wt. box 3 lbs.

STEEL TAPE LINES

(Section 3—Page 60B)



Wyteface—Rigtape

Rigid curved, replaceable blade 1/2 inch wide. Foot numbers in red, repeated in red at every inch. Adjustable end hook for accurate inside and outside measurements.

Hard wearing, grey plastide cover on welded steel case. Long winding handle for greater leverage.

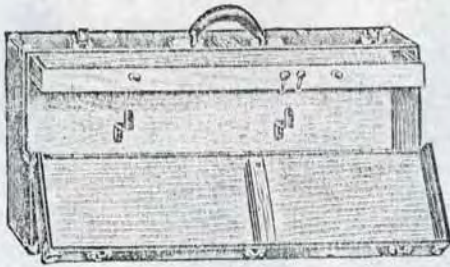
Graduated in Feet, Inches and 8ths.

Each	Regular Price	SPECIAL PRICE	Length ft.	Wt. Each ozs.
F4912G	\$2.33	\$1.60	(7419) 16	10
F4913G	\$2.59	\$2.33	(7420) 20	11

One in display box.

CARPENTERS' TOOL BOXES

Section 3 Page 80
STAR



Drop Front

For carpenters, plasterers, auto mechanics, and home work shop.

Made of sturdy plywood and covered with black crystalline finish sheet steel. Nickel plated hardware, securely riveted. Comfortable carrying handle. Equipped with a full length tray, saw and level bracket. Will accommodate a 2 foot square.

Length 32 inches. Height 16½ inches. Width 7 inches.

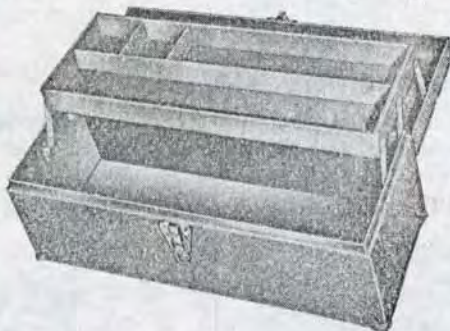
Each	REGULAR PRICE	SPECIAL PRICE	Retail Each
81-816M-G	\$10.50	\$9.45	\$15.75

One in ctn. Wt. in ctn. 23 lbs.

TOOL BOXES

Section 3 Page 77 —

UNION



Cantilever Tray

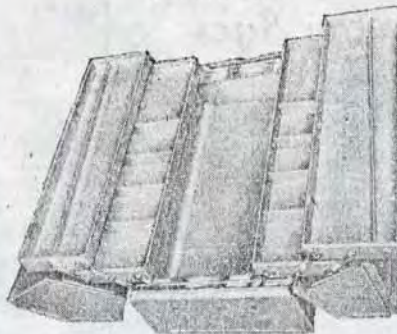
Opens wide to allow full access to tray and box. All steel construction double lock seams. Reinforced bottom corners. Rounded cover with embossed stripes. Heavy duty drawbolt with built-in padlock eye. Full length, piano type hinge. Indestructible rust-proof steel handle. Hard baked blue enamel interior finish. Exterior finish scuff-resistant silver detone. Two coat finish on outside.

Each	REGULAR PRICE	One Tray	SPECIAL PRICE	Retail Each
81-6319-G	\$4.65	—Size, in.— Box Tray 19x7x7 17½x6x1½	\$4.25	\$7.00

One in ctn. Wt. ctn. 8 lbs.

TOOL BOXES

Section 3 Page 81
HAMILTON



Mechanics—Double Cantilever

Light model, but strong. Hip roof design. Molded graceful lines. No sharp corners. Cantilever trays open up extremely wide and makes box easily accessible.

Made of steel with sparkling green hammer-oid finish. Roto polished cast aluminum handle.

Size box—16x8½x7½ inches.

Four retracting trays, 14 compartments, including 2 socket dividers.

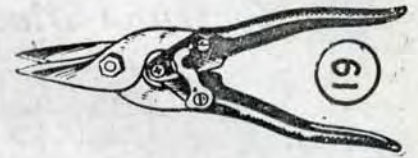
Two full length piano hinges and 2 skid rails.

Each	REGULAR PRICE	SPECIAL PRICE	Retail Each
81-JL46-G	\$8.00	\$7.20	\$12.00

One in ctn. Wt. ctn. 11 lbs.

TINNERS' SNIPS

Section 4—Page 41



Normal Duty Combination

Double bevel blade — right and left cut.

Makes ¼ inch short cut up to 1¼ inches.

Length overall 8 inches Retail Each \$2.25

Each	Regular Price	SPECIAL PRICE
F7450G	\$1.20	\$1.12

One in ctn. Wt. ctn. ¼ lb.

ADJUSTABLE WRENCHES

Section 4 Page 15



MALLEABLE

Aluminum lacquered handle. Polished head 8-Inch

Each	SPECIAL PRICE	RETAIL EACH
F-7889-G	\$0.63	\$0.98

One in box. Wt. box ¾lb.

HEX-NUT WRENCHES

YONKERS INDUSTRIES

(Section 4--Page 21)

American Made—American Sizes



VICTOR

Made of Zamak with a tensil strength of 41,000 P.S.I.

Chrome plated — guaranteed against rust and breakage. Size 4x1 inch.

10 Sizes in One Tool.

Day-Glo counter display card holding 12 wrenches.

Per Card

(12)

F8041G

Regular Price

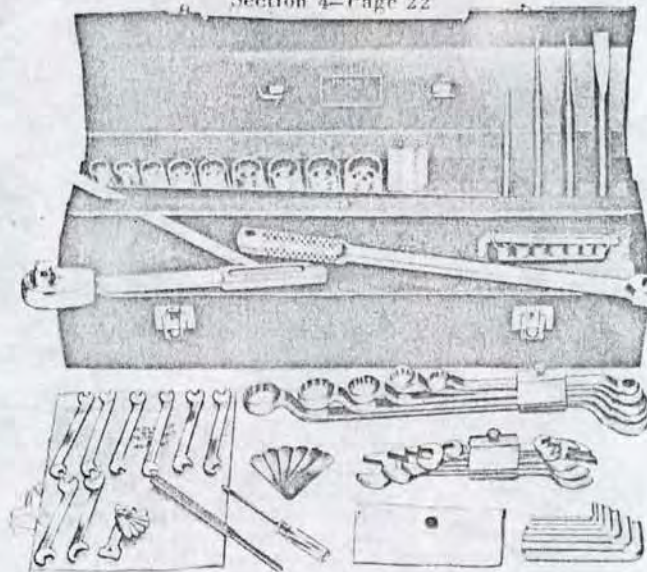
\$4.96

SPECIAL PRICE

\$4.39

HUSKY SOCKET SET

Section 4--Page 22



COMPLETE 54-PIECE HUSKY SOCKET SET

A most complete set for the home mechanic. 1/2" Square Drive includes ten 12-point sockets from 7/16 to 1" (by sixteenths). Also reverse ratchet, 15" flex handle, 8" cross bar. 1/4" Hex Drive with 1/4", 5/11/32", 3/8", 7/16" and 1/2" 6-point sockets. Also, internally-kn socket, 4 3/4" Ell handle. 5 box end, 5 open end wrenches, 1/2" chisel, 3 punches, 7-pc. hex-key set. 12-pc. ignition set. In tool 19"x6"x4 1/2", with carrying tray.

Each

FX-030559-G

Regular Price

\$20.00

SPECIAL PRICE

\$18.48

Regular Retail

\$29.95

SPECIAL RETAIL

\$24.95

ELECTRIC UTILITY TOOLS

BLACK & DECKER

Section 4--Page 166A

An entirely new group of tools and accessories, expertly built of good quality material, designed for lighter service. For the home, hobby shop, farm, tool house, service shop, work bench and any repairman's kit.

POWER KIT WITH SAW



It's a Saw—It's a Drill

No. U3, 1/4 in. electric drill teamed up with No. U1013 saw attachment.

Saw attachment has Rip Fence and 5 in. combination blade. U3 drill, with geared chuck, efficiently handles drilling jobs and fits other Black and Decker Accessories.

Reg. Price

\$26.94

Retail \$44.90

SPECIAL PRICE

\$24.80

Each

FX-U1113-G

One in ctn. Wt. ctn. 8 lbs.

POWER KIT WITH JIG SAW



It's a Jig Saw—It's a Drill

Includes No. U3, 1/4 in. electric drill and U1017 jig saw attachment. Curved, straight and irregular cuts can be made in wood, metal or plastic, etc. while exclusive blower keeps guideline clean. No. U3 drill with geared chuck fits many other Black and Decker Accessories.

Reg. Price

\$29.94

Retail \$49.90

SPECIAL PRICE

\$27.55

Each

FX-U1117-G

One in ctn. Wt. ctn. 8 lbs.

POWER KIT WITH SANDER



It's a Sander—It's a Drill

Combination of No. U3, 1/4 in. drill and U1016 orbital sanding attachment. Will satin smooth finish to wood or metal surfaces. U3 drill with geared chuck, fits many Black and Decker Accessories.

Reg. Price

\$28.14

Retail \$46.90

SPECIAL PRICE

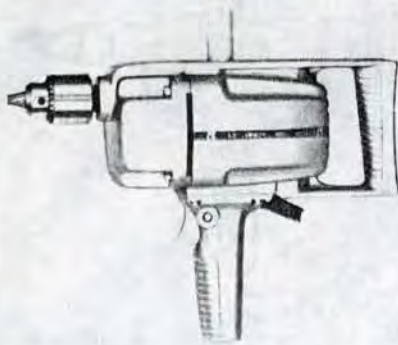
\$25.95

Each

FX-U1116-G

One in ctn. Wt. ctn. 6 3/4 lbs.

ELECTRIC DRILLS
(Section 4—Page 136-II)
KEEN KUTTER



1/2-inch

Popular among mechanics, repair men, home-craftsmen and farmers.

Aluminum alloy die castings for housing and handles combine strength and light weight. The low weight-to-power ratio provides comfortable handling without fatigue. Removable side handle permits close-quarter drilling. Precision, dynamically balanced armature, heat treated alloy steel gears in grease tight housing, oil-retaining bronze bearings with ball thrust bearing on the spindle, blower type ventilation are features that assure smooth, quiet, efficient running and long life. Instant-release, lock-type trigger switch built into the side handle provides safety and convenience in operation.

Complete with 1/2 inch capacity, 3-jaw precision gear-type chuck, satin finish. Universal motor AC-DC, 115 volts, up to 60 cycles. 7-foot rubber-covered, 3-wire (ground wire) cord with 3-prong plug, plug adapter and molded strain relief.

Specifications:

- Speed—No-load, 450 R.P.M.
- Full Load, 300 R.P.M.
- Capacity—1/2 in. in steel,
1 inch in hardwood
- Overall Length, inches—13 1/4 in.

(KK245)

Retail—Regular \$37.95, Special \$35.95

Each	Regular Price	SPECIAL PRICE
\$24.50	\$25.25	\$24.00

One in box, Wt. box 10 1/2 lbs.

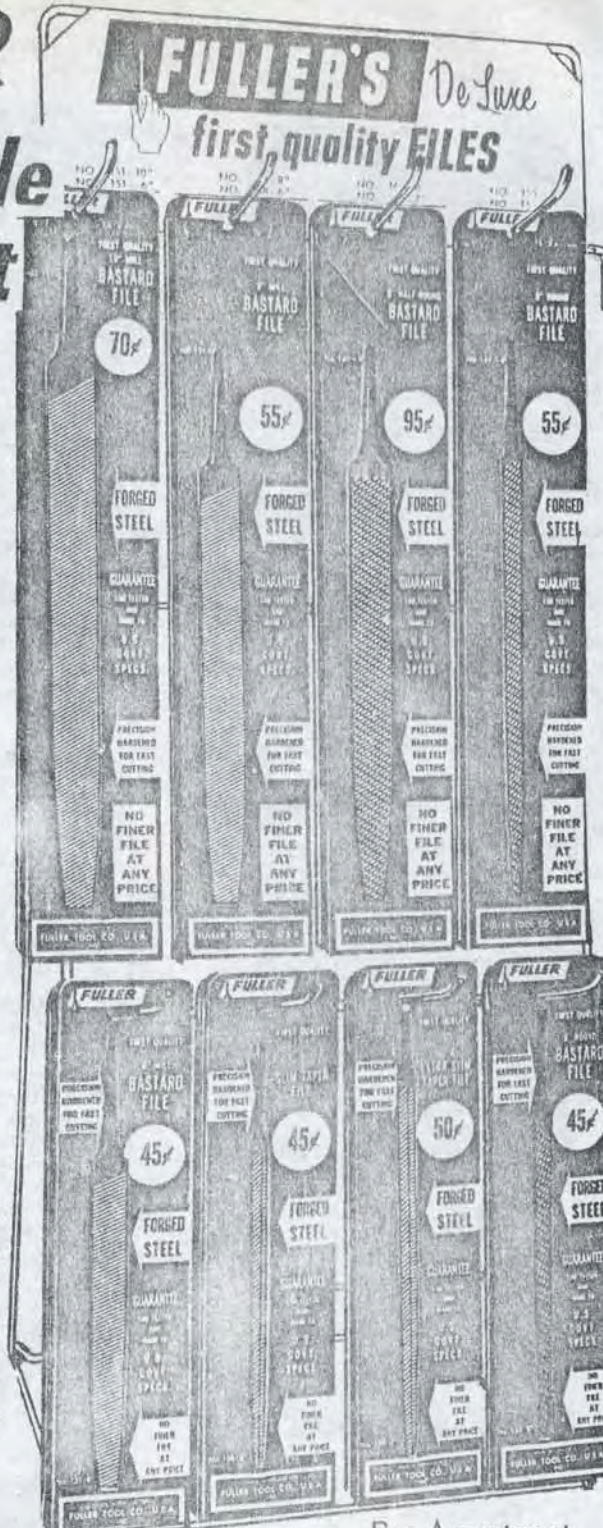
FULLER
MADE IN PORTUGAL
No. 150 File Assortment

(Section 4 Page 221)

- ✓ Made to U.S. Govt. Specs.
- ✓ High Carbon Steel of Special Analysis
- ✓ Hot Forged
- ✓ Precision Hardened for Rapid Cutting
- ✓ No Better File at any Price
- ✓ Each File Cored and Pre-Priced

COUNTER DISPLAY ALSO HANGS ON WALL OR PEG BOARD, OR SWIVELS OVER SHELF

METAL RACK FREE!



ASSORTMENT No. 150 CONSISTS OF:

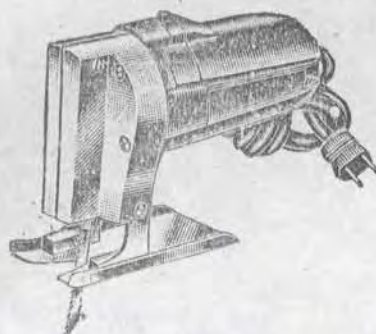
QUANT.	CATALOG NO.	TYPE	SIZE	RETAIL LIST	TOTAL LIST
3	151-6"	Mill Bastard	6"	45¢	\$1.35
3	151-8"	Mill Bastard	8"	55¢	1.65
3	151-10"	Mill Bastard	10"	70¢	2.10
3	155-6"	Round	6"	45¢	1.35
3	155-8"	Round	8"	55¢	1.65
3	158-6"	Extra Slim Taper	6"	45¢	1.35
3	159-7"	Double Extra Slim Taper	7"	50¢	1.50
3	160-8"	1/2" Round Bastard	8"	95¢	2.85

Per Assortment
FX-150-G
SPECIAL SELLING \$7.39
SPECIAL LIST \$13.80

Ass't Weighs 7 lbs.
Each Assortment in Shipping Carton
Master Pack 8 Ass'ts.

ELECTRIC JIG SAWS

Section 4-Page 136-J



Ideal for cabinet shop—display builders, pattern shop, electricians, plumbers and radio men.

Does work of rip saw—jig saw—bsnd saw. Operates as: coping saw, crosscut, scroll saw, hack saw and keyhole saw. Makes own starting hole on inside cuts—saw cuts wood, plastics, metals, composition board, rubber and leather.

Makes all type cuts—straight lines—curves—circles—intricate designs.

Air stream blows sawdust off guide line. Easy grip cool operating handle. Well balanced, minimum vibration.

Over-all length 6 3/4 inches. Over-all Height less blade 5 inches.

Specifications

Motor—115 volts, A. C., D. C. 1.8 ampere rating.
Switch—U. L. approved heavy-duty slide.
Load Strokes per Minute—2650.
Length of Stroke—5/8 inch.
Finish—Beautiful metallic gray.
Cord—6 foot. Heavy rubber molded plug. U. L. approved.

Each	SPECIAL PRICE	Retail Price
F102GK	\$17.85	\$26.95

One in ctn. Wt. ctn. 4 lbs.

JIG SAW BLADES

Section 4-Page 136J

For Jig Saw F102GK

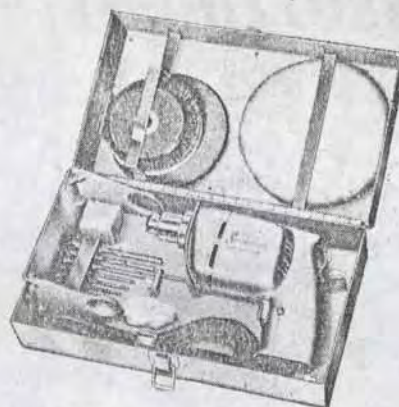
Per Pkg.	SPECIAL PRICE	Teeth Per inch	No. in Pkg.	Each
F856GK	\$0.70	7	3	\$1.00
F857GK	\$0.70	10	3	1.00
High Speed Metal Cutting				
F858GK	\$1.20	18	3	1.80

Wt. pkg. 3 ozs.

ELECTRIC DRILL KITS

SUNBEAM

Section 4-Page 137



DRILLMASTER DELUXE

Includes powerful drill and various attachments. Convenient key slot in back for mounting this sturdy steel kit on work shop wall or bench. Saves space. Horizontal stand for stationary bench work. Easy-to-use—simply snap into position.

Complete with

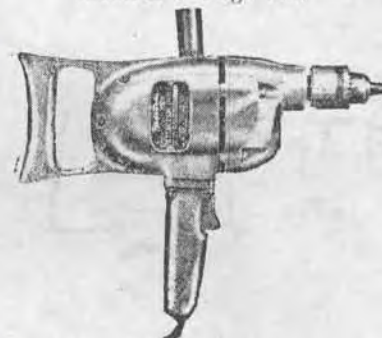
- Key for geared chuck.
- Horizontal drill mounting stand.
- Set of 10 drills made of finest high-speed tool steels. Sizes: 1/16, 5/64, 3/32, 1/8, 5/64, 3/32, 7/16, 1/2 and 5/8 in.
- 5 1/2 in. Highest quality wool polishing bonnet.
- Polishing compound.
- 3 in. Norton grinding wheel.
- 4 in. Solid banded wire wheel brush.
- 3 in. Reinforced cotton buffing wheel.
- 5 in. Rubber backing pad with steel insert.
- 3 Adolox sanding discs. 5 in. (3 medium, 3 fine).
- Washers, screws, nuts and arbor for use with accessories.

Each	Reg. Price	SPECIAL PRICE
FX-SB71-G	\$31.71	\$26.70
	Retail \$49.95	

One in ctn. Wt. ctn. 14 lbs.

ELECTRIC DRILLS

BLACK & DECKER
(Section 4—Page 166)



1/2-inch

Practical all purpose drilling in all kinds of material, sizes up to 1/2-inch. Wood auger up to 7/8-inch and hole saws up to 2 1/2 inches.

For farm, work shop, on the job, for installation, maintenance and repair work.

Specifications:

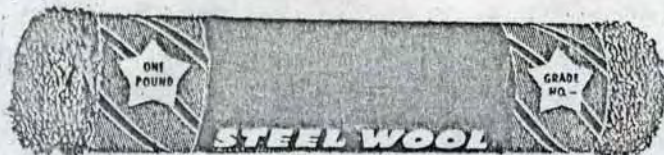
- Drilling Capacity**—In steel 1/2 inch.
- Speed**—No-load 375 R. P. M.
- Length**—15 5/8 inches. **Weight**—9 1/2 lbs.
- Standard Equipment**—Fast operating chuck. Holds any shank up to 1/2-inch. Instant release trigger switch, can be locked on if desired. Three wire electric cord, third wire for ground connection. Universal motor.
- Standard Voltage**—110 volts, A. C. or D. C.

With Geared Chuck

Each	Regular Price	SPECIAL PRICE	Retail
F96G	\$33.56	\$31.50	\$47.50
One in ctn. Wt. ctn. 9 1/2 lbs.			

STEEL WOOL

Universal
(Section 4-Page 204)



Per Roll	Regular Price	SPECIAL PRICE
F20G (UF) Fine	\$0.34	\$0.21
FX20G (Case lots 50)	.31	.19
F135G (UM) Medium	.32	.21
FX135G (Case lots 50)	.29	.19

50 in ctn. Wt. ctn. 52 lbs.

HAND TRUCK

HAAKE

(Section 5 Page 73)

Built to carry easily and safely, boxes, cartons, refuse cans, barrels, etc.

Carrying capacity 400 pounds. Nose plate size 14x6 inches. Height 40 inches.

One piece 1 inch tubular steel frame 17 inches wide. Rolls along on 5 inch diameter steel wheels with solid rubber tires.

Bright orange finish.



Each
0-6915-K

Regular Price	SPECIAL PRICE
\$3.00	\$2.80

Loose. Wt. each 10 lbs.

COTTON HOES

Section 5-Page 43

KLICKER



Regular Shank Pattern

Solid forged. One piece rolled planished blade.

1/2-inch shank. Blade 5x6 inches. 4 1/2-ft smooth, clear lacquered handle.

Repair handle No. CF5K

Takes No. DHK series handle

Each	Regular Price		SPECIAL PRICE		Retail	
	Zone 1	Zone 2	Zone 1	Zone 2	Zone 1 Each	Zone 2 Each
3-106K 1/2-K	\$1.81	\$1.89	\$1.65	\$1.68	\$2.70	2.85

Six in bundle.

Wt. bdl. 16 1/2 lbs.

SNOW SHOVELS

TRUE TEMPER

(Section 5 Page 13)

Ideal for children and may also be used by adults.



Little Giant
Junior Size

Smaller size aluminum alloy blade with fire-hardened ash handle. Handle socket firmly riveted on back. Ribbed for added strength.

Aluminum socket riveted to back of blade.

Size of blade 12x12 inches. Length over all 34 1/2 inches.

Each	Regular Price	SPECIAL PRICE
3-12A-K	\$1.20	\$1.07

Six in bdl. Wt. bdl. 6 lbs.



Little Giant
Junior Size

24 gauge cold-rolled steel for long service. Ribbed for extra strength. Handle socket riveted to back of blade for a strong connection between handle and blade. Round ash handle, clear-acquered for smooth feel. Red and gold imprint. Steel D handle top, painted red.

Blade size—12 inches wide by 10 inches deep. Over all length 34 1/2 inches.

Each	Regular Price	SPECIAL PRICE
3-112-K	\$0.80	\$0.72

Six in bdl. Wt. bdl. 10 1/4 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

POWER LAWN MOWERS

LAZY BOY

Section 7—Page 7

Gas Rotary

Briggs and Stratton 4-cycle engines. Recoil starters, silent mufflers. Engine throttle on handles. Safety-styled trimmer bases. Side ejection of cuttings. Ground sharpened blades.

Finish—Slate gray deck, red engine, yellow trim and red plastic grip.



**2 H.P. Briggs and Stratton 4 Cycle Engine
Permanent Mold Aluminum Base**

Staggered-set wheels assure smooth, no-scalp mowing. Easy cutting height adjustment and front guard for extra safety. Nylon bearings. Semi-pneumatic tires—front 6x1.50, rear 8x1.75.

Width of Cut 21 Inches—Belt Drive

Regular Price **\$93.38** **SPECIAL PRICE**

Each ~~21-B400/7-K~~ ~~\$82.50~~ Retail Each ~~\$124.50~~

One in ctn. Wt. ctn. 82 lbs.



Briggs and Stratton 4 Cycle Engine—Stamped Steel Base

Front wheels 6x1.50, rear 8x1.75, all with nylon bearings. Shockproof clutch protects blade.

Width of Cut 19 Inches—Direct Drive

Regular Price **\$70.87** **SPECIAL PRICE**

Each **21-VS301/7-K** **\$60.95** Retail Each **\$94.50**

One in ctn. Wt. ctn. 55 lbs.

KEEN  KUTTER

Gas Rotary

Section 7—Page 4



Engine—Clinton 4 cycle, direct drive.

Starter—Rope starter only.

Controls—Throttle control on handle.

Deck—Tough aluminum alloy. Grass chute can be used open or closed. No extra leaf mulcher needed.

Handle—Steel. Floating. Locks in operating or storage position.

Wheels—8 inch diameter. Semi-pneumatic tires. Nylon bearings.

Cutting Heights—1, 1½, 2¼ or 3 inch adjustment made by raising or lowering wheels.

Blade—One piece. Air lift or suction design.

Finish—Red enamel with cream trim.

Regular Price **\$62.95**

2 H.P.—Width of Cut 18 inches

Each **21-KK518-KK**

SPECIAL PRICE
\$52.95

One in ctn. Wt. ctn. 61 lbs.

Retail Each **\$83.95**

HOSE NOZZLES

LAFAYETTE

(Section 7—Page 29)

Crown Lever Spray

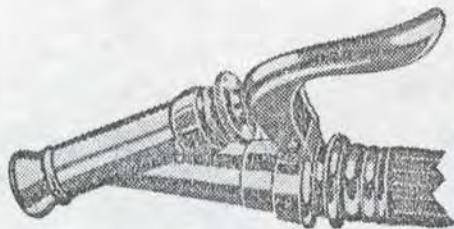
Self-closing nozzle for mist, spray, stream or gush action. Lock nut adjustment for continuous stream. Leakproof shut-off with brass seat, Neoprene rubber gasket and stainless steel spring. Rust-proof stainless steel handle. Polished chrome plated with hose washer.

Retail - Regular \$1.20, Special \$1.10

(A4624)

Each	Regular Price	SPECIAL PRICE
F1990K	\$0.80	\$0.72

Six in ctn. Wt. ctn. 4 lbs.



LAWN SPRINKLERS

Section 7—Page 32A

RESINITE



Square-Spray

Gives square water pattern, made of rugged colorful vinyl plastic. Won't rust, rot, dent or break.

Efficient low pressure sprinkler. Gentle soaking spray—no run off.

Self-service tray holds 10 boxes.

Regular Price	SPECIAL PRICE	Retail Each
\$1.59	\$1.40	\$2.39

Each 4-SS-K

\$1.40

Ten in display box. Wt. box 5 lbs.

GATES

Section 7—Page 32B



Made of strong seamless green vinyl plastic. Hundreds of water openings drilled around tube produce rain-like spray.

Coupled one end with brass premium coupling crimped four times. Removable cup at other end for freeing of dirt and mineral deposits.

Regular Price	20 ft. Lengths SPECIAL PRICE	Retail Each
\$1.18	\$1.00	\$1.59

Each 4-3742/20-K

One coil in pkg. 12 pkgs. in ctn. Wt. ctn. 10 lbs.

LAWN SPRINKLERS

Sunbeam

Section 7—Page 32-C



Double barreled sprinkling action waters long strips, rectangular or irregular areas. Can be used as sprinkler or soaker.

Withstands higher pressure and thick sturdy sidewalls resist tears, punctures, etc.

Scientifically placed pinhole openings provide uniform flow and better coverage of water. Made of heavy duty vinyl flexible plastic. Will not rot or mildew.

25 Foot Lengths

Each	Regular Price	SPECIAL PRICE
4-X25-K	\$2.00	\$1.25

Carton of 10 - \$1.10

Ten in ctn. Wt. ctn. 20 lbs.

LAWN SPRINKLERS

(Section 7—Page 32C)

RESINITE

Wide design—lays flat for better appearance. Perforated pattern covers every square inch with a soaking gentle spray.

Rich weather resistant vinyl plastic. Bright green color. Nickel plated brass "positive-seal" coupling at each end with end cap.



Twin Spray

Sprays pattern up to 20 feet wide for the entire length.

Each	Length 25 ft. SPECIAL PRICE	Retail Each
4-R225-K	\$1.25	\$2.00
Carton of 10	1.10	

Ten in ctn. Wt. ctn. 17½ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

LAWN SPRINKLERS

SUNBEAM RAIN KING

(Section 7—Page 31)



Sprinkles up to 50 feet in diameter. Solid brass nozzles, arms and hose coupling. All chrome plated. Each nozzle adjustable from a mist to downpour.

Can be set for revolving or stationary watering of large or small areas. "Slide-easy" all metal base. Water-cushioned oilless bronze bearings.

Regular **SPECIAL**

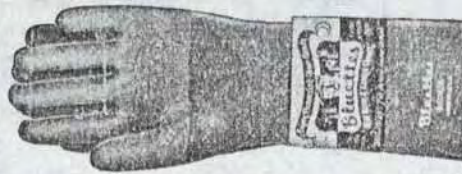
Each	Price	PRICE	Retail, Each	Reg. Spec.
4-RKE-K	\$3.85	\$3.46	\$5.50	\$4.95
12 or more	3.71	3.30		

One in ctn. Wt. ctn. 4 lbs.

RUBBER GLOVES

Section 7—Page 44

PIONEER-BLUETTES



Double duty for hand soiling jobs all around the home and garden. Slide on and off easy. Hold wet, slippery objects.

Made of liquid-light DuPont Neoprene over a soft moisture absorbent elastic knit lining that insulates against heat and rubber. Designed short curved fingers to fit the hand snug to fingertips. Tough and durable.

Small, Medium and Large in Display Carton

Regular Price	SPECIAL PRICE	Retail Per Pair
\$5.84	\$5.25	\$1.49

Per Ctn.
F.137K-B5

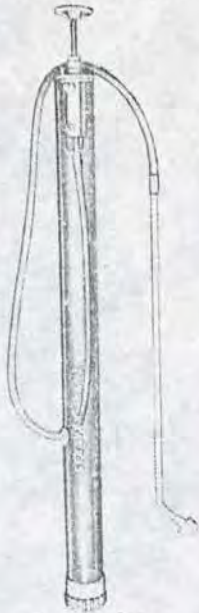
PRICE
\$5.25

Six pairs — 1 small, 3 medium and 2 large in counter display carton. Weight carton 2¼ lbs.

Sold Only in Full Cartons

SPRAYERS

Section 8—Page 45
DONALDSON



Sprayer Kane

Can be used for liquid fertilizer, insecticides and weed killers. No tank to pump up—no pack to carry. Just release and it sprays.

Cover all parts of plant from ground level to 10 feet high. Right angle turn at tip of wand enables operator to cover underside of leaves without stooping or walking to flower bed.

Transparent plastic tube holds one-half gallon of spray solution. Pump is at bottom of tube with its piston shaft protruding from lower end.

Each	Regular Price	SPECIAL PRICE	Retail Each
K3971K	\$3.46	\$3.00	\$4.95

Four in display box. Wt. box 7 lbs.



Automatic

Keeps fresh water before the cow at all times. Works under any pressure. Tested under 70 lbs. pressure. Easy to keep clean.

Hot galvanized pressed steel bowl. Slanting valve lever. Non-corrosive brass valves. Pressure regulator. Standard 1 inch pipe attaches from above or below. Gray enamel finish on working parts. Complete with clamp for attaching. Easy to install. Diameter 10 inches. Depth 4½ inches.

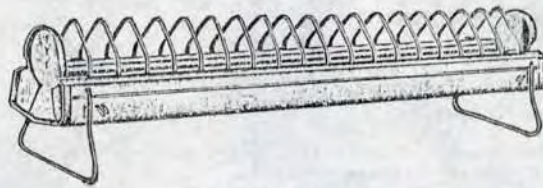
Each	Reg Price	SPECIAL PRICE	Retail Each
4-1000W-K	\$6.00	\$5.40	\$7.95

Loose Wt. each 10 lbs.

POULTRY FEEDING TROUGHS

(Section 8—Page 23)

SHAPLEIGH'S
DEFIANCE



Adjustable Wire Legs

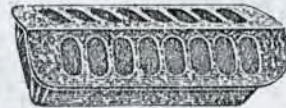
26 gauge galvanized iron trough with V bottom and large feeding lip which prevents waste of feed. Spot welded hinged single wire grill having two-inch openings. Width 6¾ inches. Depth 3 inches. For growing chicks and broilers.

Length 60 inches.

Each	Regular Price	SPECIAL PRICE	Retail Each
61-D363-K	\$2.17	\$2.00	3.25

Four in ctn. Wt. ctn. 35 lbs.

SOLD ONLY IN FULL CARTONS



Made from best quality prime galvanized steel. No sharp edges to injure the chicks.

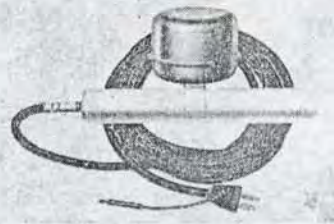
Each	Regular Price	SPECIAL PRICE	No. of Holes	Length, ins.	Wt. Ctn., lbs.	Retail Each
61-D212-K	\$0.21	\$0.19	16	12	8¼	\$0.35
61-D218-K	.27	.25	26	18	11	.40
61-D224-K	.33	.30	34	24	15	.50

Twelve in ctn.

SOLD ONLY IN FULL CARTONS

STOCK WATER WARMERS

SMITH-GATES
(Section 8—Page 40-B)



Rustproof floating type heater with a snap action thermostat. Maintains temperature of water at 50° when weather temperature drops below zero. Copper float keeps unit below surface and 500 watts of heat is most effective with the least amount of electricity. Length 9½ inches, diameter 1¼ inches. Supplied with 10 ft. neoprene cord.

Plugs into 120 Volt A. C. outlet and is rated at 500 watts.

Each	Regular Price	SPECIAL PRICE
6-FG50050-M	\$7.30	\$6.49

One in ctn. Wt. ctn. 1¾ lbs.



Made from No. 26 gauge galvanized iron sheets. Wire hinged. Grill prevents chicks from getting into feed. Wide lip on each side to prevent waste. Width 4 inches. Depth 2 inches. Made from a one-piece stamping therefore may be used for water as well as feed.

Length 36 inches

Each	Regular Price	SPECIAL PRICE	Retail Each
61-D306-K	\$0.77	\$0.72	1.25

Twelve in ctn. Wt. ctn. 60 lbs.

SOLD ONLY IN FULL CARTONS

HEDGE TRIMMER

ROVTAR
(Section 8 - Page 7)



Hedge Klipper

Side trims, edges and shapes. Manual, but with electric trimmer performance.

Parallel blades eliminate jolts, reduce noise, give smooth clean cut. Arm bar assists in cutting heavy branches, prevents arm ache.

Twin 12 3/4 inch long blade resists chipping.

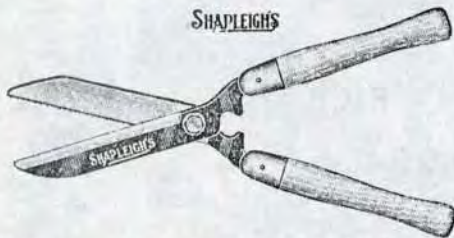
All metal, rust proof cadmium plated.

Each	Regular Price	SPECIAL PRICE
3-HK-K	\$3.30	\$2.99

One in ctn. Wt. ctn. 2 1/2 lbs.

HEDGE SHEARS

(Section 8-Page 8)



Finest quality hedge shear steel blades, forge finish. Bevel and inside of blades polished. Lower blade serrated. Patented hinge bolt and nut insures close and positive adjustment and eliminates wear or friction. Hardwood handles with bright red ferrules, pinned.

6-inch blade, overall 17 inches.

Retail-Regular \$2.85, Special \$2.55

Each	Regular Price	SPECIAL PRICE
F2381K	\$1.85	\$1.69

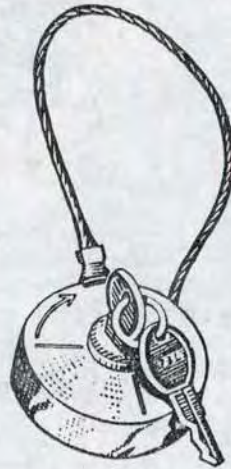
FX2381K (Case lots 6)

Six in ctn. Wt. ctn. 8 1/2 lbs.

FLEXIBLE SHACKLE PADLOCK

GOSSNER

Section 9-Page 40-A



LOCK WITH A HUNDRED USES

Perfected airplane steel cable opens revolutionary padlock field.

From 1 to 30 inch extra cable. Cable pulls out and winds back in lock.

Some of suggested uses: Baby buggies, bicycles, golf carts and bags, tools, outboard motors and boats, automobile steering wheels, etc.

Specifications:

Pocket size—Width only 2 inches.

Lock—Wafer tumbler. Case steel and brass.

Plating—Cadmium plated—chrome and zinc flashed for non-corrosion.

Each	Regular Price	SPECIAL PRICE
L1123F	N-\$2.65	N-\$2.35

One in box, 6 in display ctn. Wt. ctn. 2 lbs.

WOOD SCREWS

(Section 9-Page 231)



For the Home Workshop

A well selected assortment of flat and round head cadmium plated screws in an attractive heavy plastic hinged box with nine compartments for various sizes.

Size of box 3 1/2 x 7 x 1 1/4 inches.

Approximately 200 Screws in Box (200)

Per Box	Regular Price	SPECIAL PRICE
F3126F	\$1.20	\$0.80

Five boxes in ctn.

Wt. ctn. 5 lbs.

TUBULAR DOOR LATCHES

KWIKSET

Specifications:

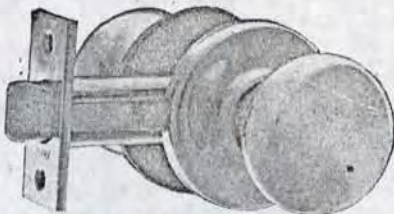
Latch Case—Zamak. $5\frac{3}{4} \times \frac{7}{8} \times 3\frac{1}{4}$ inches.
Latch Front—Brass. $2\frac{1}{4} \times 1$ inches.
Latch Strike—Brass. $2\frac{1}{4} \times 1\frac{3}{4}$ inches.

Knobs—Brass. $1\frac{5}{8}$ inches.
Roses—Brass. $2\frac{1}{4}$ inches.
Reversible—Yes.

Backset— $2\frac{3}{8}$ inches.
For Doors— $1\frac{3}{8}$ to $1\frac{3}{4}$ inches.

PASSAGE LATCH SET

(Section 9 Page 12)



No Locking

OUTSIDE—POLISHED BRASS
INSIDE—POLISHED CHROME
 (200/3x26)

Set	Regular	SPECIAL	Retail
L350F			
	Price	PRICE	Set
	\$2.13	\$1.75	\$3.20

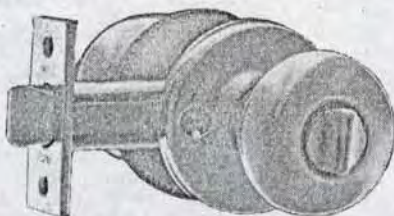
POLISHED CHROME
 (200/26x26)

Set	Regular	SPECIAL	Retail
L337F			
	Price	PRICE	Set
	\$2.27	\$1.97	\$3.40

One in box; Wt. box 1 lb.

PATIO LATCH SET

Section 9 Page 13



Locking Inside—Thumb Turn in Knob
 Outside—No Emergency Entrance

POLISHED BRASS
 (100/3)

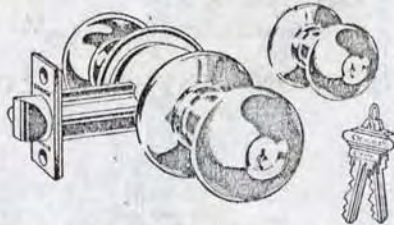
Set	Regular	SPECIAL	Retail
L325F			
	Price	PRICE	Set
	\$2.40	\$2.04	\$3.60

STORE DOOR LOCKS

SCHLAGE "D" LINE

Section 9 Page 24

Pin Tumbler



Plymouth Design

Full turn with key in either knob locks or unlocks both knobs simultaneously. Latchbolt automatically deadlocks when door is closed.

POLISHED BRASS FINISH

(D66PD/PLY/3)

Per Set	Regular	SPECIAL	Retail
L211F			
	Price	PRICE	Per Set
	\$25.58	\$22.15	\$38.36

One in box with screws
 Ten in case. Wt. case 30 lbs.

PUSH AND PULL BARS

(Section 9 Page 55)

ALUMILITED ALUMINUM

Will Not Turn Dark

36 inch bars—For door up to 42 inches wide



Solid bar stock $\frac{3}{8} \times 1$ inch with cast ends. Bases $1\frac{3}{8} \times 2\frac{1}{8}$ inches. Projection of bar $\frac{7}{8}$ inch. Projection of pull $2\frac{3}{8}$ inches.

Single Bars

Each	Regular	SPECIAL	Retail
LX-2217S-F			
	Price	PRICE	Each
	\$4.45	\$4.00	\$7.00

Six in box. Wt. box $8\frac{3}{4}$ lbs.

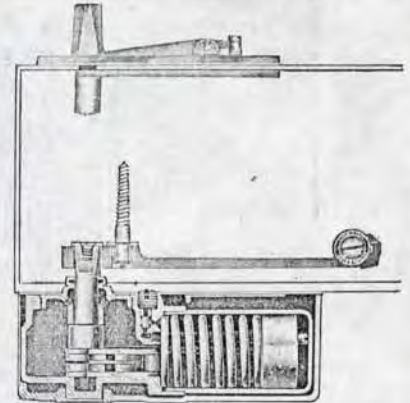
FLOOR DOOR CHECKS

RIXSON

(Section 9 Page 57)

DOUBLE ACTING

For Interior Doors Only



Specially designed for light inside doors. Permits door to swing in either direction—yet brings it quietly to rest at center without unnecessary swinging. Will hold door open automatically at 90 degrees.

Checking action regulated by needle valve reached through floor plate.

For Doors $1\frac{3}{8}$ to $1\frac{3}{4}$ inches Thick

DULL BRASS FINISH

For Doors Up to 2 feet 8 inches Wide

(JR)

Each	Regular	SPECIAL	Retail
L3482F			
	Price	PRICE	Each
	\$14.65	\$13.25	\$22.00

CEMENT BOXES

(Section 9 Page 57)

For use with floor door checks when set in masonry floors.

For No. 10 and 15 Checks

(1015)

Each	Regular	SPECIAL	Retail
L3486F			
	Price	PRICE	Each
	\$2.20	\$1.80	\$3.35

Loose. Wt. each $3\frac{1}{4}$ lbs.

SCREEN DOOR GUARDS

(Section 9 Page 55)



Light Weight

For storm and screen doors. Drawn aluminum tubing $\frac{5}{8}$ inch square. No brackets required. Uses two screws $\frac{3}{4}$ by No. 8 round head. Can be used single, double or triple. Length 30 inches.

(113/AL/30)

Each	Regular	SPECIAL	Retail
L1314F			
	Price	PRICE	Each
	\$0.70	\$0.60	\$1.10

Six in box. Thirty-six in ctn. Wt. ctn. $7\frac{1}{2}$ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

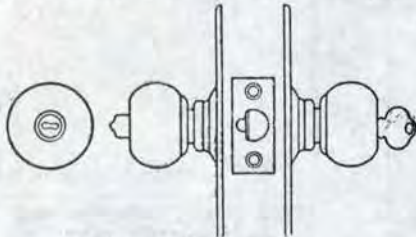
SARGENT LOCKS AND LATCHES

Section 9 Page 16A
SENTRYLOCK

For doors 1 3/8 to 1 3/4 inches thick.

Case—Steel, zinc-dichromate plated 3/32x3 3/4 in.
Front—Brass, 2 1/4x1 in.
Strike, Curved Lip—Brass, 2 3/4x1 1/8 in.
Hand—Reversible, right or left hand.

FRONT ENTRANCE LOCK



Guarded Latch Bolt

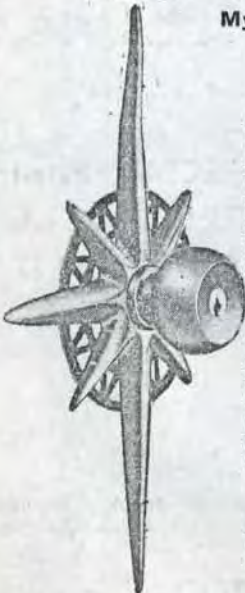
From inside by knob at all times. From outside by knob except when outside knob is locked by button in inside knob, then by key in outside knob. Pushing turn button in inside knob locks outside knob when door is in closed position (preventing accidental lockout). Key or inside knob releases button. However if button is turned while in depressed position button is not released by key or inside knob. Guard bolt dead locks latch bolt.

Polished Brass		Retail
Per Set	(B6G08DS)	Per Set
L226F	Regular SPECIAL	\$13.80
	Price PRICE	
	\$8.72 \$7.45	
	Keyed Alike in Pairs	
	(B6G08DSKA2)	
L227F	\$8.72 \$7.45	\$13.80

One set in box. Wt. box 1 5/8 lbs.

FRONT ENTRANCE LOCKS

Mystic Design



Guarded Latch Bolt

From inside by knob at all times. From outside by knob except when outside knob is locked by button in inside knob, then by key in outside knob. Pushing turn button in inside knob locks outside knob when door is in closed position (preventing accidental lockout) key or inside knob releases button. However if button is turned while in depressed position button is not released by key or inside knob. Guard bolt dead locks latch bolt.

Polished Brass

Star height 11 1/2 inches. Width 7 3/4 inches. Back plate with 5 inch backset 4 1/4 in.

Polished Brass		Retail
Per Set	(B6G08-NDX551)	Per Set
L246F	Regular SPECIAL	\$24.15
	Price PRICE	
	\$15.25 \$12.70	
	One in box. Wt. box 3 1/2 lbs.	

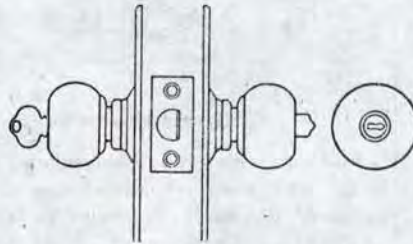
Laton Bolt—Brass.

Aligning Tube—High pressure formed aluminum.

Keys—Two No. 267.

Cylinder—Brass, bronze 5 pins.

FRONT ENTRANCE LOCKS



By knob from either side, except when outside knob is locked by turn button in inside knob. Lock may be operated by key or inside knob when outside knob is locked. Turn button must be manually operated to lock or release outside knob.

Polished Brass

(B6U05DS)

Polished Brass		Retail
Per Set	(B6U05DS)	Per Set
L231F	Regular SPECIAL	\$11.90
	Price PRICE	
	\$7.53 \$6.40	
	Keyed Alike in Pairs	

Keyed Alike in Pairs

(B6U05DSKA2)

L233F	\$7.53 \$6.40	11.90
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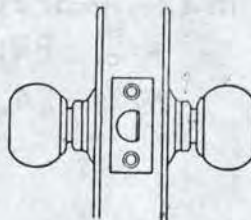
Keyed Alike in Threes

(B6U05DSKA3)

L234F	\$7.53 \$6.40	\$11.90
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One set in box. Wt. box 1 5/8 lbs.

PASSAGE LATCHES



From both sides by knobs.

Polished Brass

(B6U15DS)

Polished Brass		Retail
Per Set	(B6U15DS)	Per Set
L224F	Regular SPECIAL	\$5.10
	Price PRICE	
	\$3.22 \$2.75	
	Outside—Polished Brass	

Outside—Polished Brass

Inside—Chrome

(BXC6U15DS)

L235F	\$3.41 \$2.85	5.40
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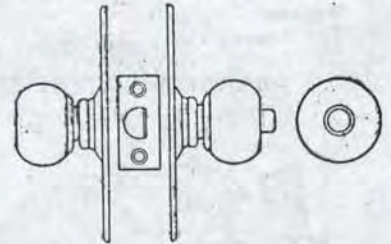
Chromium Plated (CM6U15DS)

Roses—Wrought brass, 2 1/4 in.

Knobs—Wrought brass, 2 in.

Projection—From 1 3/4 inch door is 2 3/4 inches.

BEDROOM LOCK



From outside by knob except when locked by push button in inside knob. From inside by knob at all times. Auto-release unlocks outside knob and releases button when inside knob is turned or when latch contacts strike as door closes. Emergency entrance features: Slotted button in outside knob may be turned with coin or other flat object to release knob and inside button.

Polished Brass

(B6U65DS)

Polished Brass		Retail
Per Set	(B6U65DS)	Per Set
L225F	Regular SPECIAL	\$5.90
	Price PRICE	
	\$3.75 \$3.20	

One set in ctn. Wt. ctn. 1 3/4 lbs.

BATHROOM SET

Outside—Polished Brass

Inside—Chrome

(BXC6U65DS)

Polished Brass		Retail
Per Set	(BXC6U65DS)	Per Set
L238F	Regular SPECIAL	\$6.20
	Price PRICE	
	\$3.95 \$3.35	

One in set. Wt. set 1 3/4 lbs

PATIO LOCKS

From outside by knob except when locked by push button in inside knob. From inside by knob at all times. Auto-release unlocks outside knob and releases button when inside knob is turned or when latch contacts strike as door closes. Prevents accidental lockouts.

Polished Brass

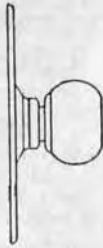
(B6U64DS)

Polished Brass		Retail
Per Set	(B6U64DS)	Per Set
L239	Regular SPECIAL	\$5.90
	Price PRICE	
	\$3.75 \$3.20	

One in box. Wt. box 1 3/4 lbs.

DUMMY KNOBS For Sentrylocks

(Section 9—Page 16-B)



Knobs and roses only, attached by through bolt and wood screws from inside.

(B6U93DS)

Each	Regular Price	SPECIAL PRICE	Retail Each
L241F	\$1.34	\$1.12	\$2.10

One in box. Wt. box 3/8 lbs.

LATCH BOLTS For Sentrylocks Polished Brass 5 Inch Backset

(B0B0X5)

Each	Regular Price	SPECIAL PRICE	Retail Each
L242F	\$3.10	\$2.35	\$4.25

One in box. Wt. box 3/8 lb.

DOOR KNOB SPINDLES (Section 9—Page 31)



For Mortise Front Bit Key Door Locks,
Drilled and Tapped.
Size 5/8 inch—Length 4 1/2 inches.

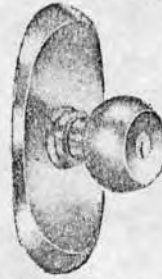
(56/S)

Retail—Regular \$0.55, Special \$0.50.

Each	Regular Price	SPECIAL PRICE
L1408F	\$0.37	\$0.34

Loose. Wt. about 2 ozs.

ESCUTCHEONS For Sentrylocks (Knob not included)



Polished Brass
Size 5 7/8 x 3 1/8 Inches

(BK)

Each	Regular Price	SPECIAL PRICE	Retail Each
L243F	\$2.67	\$2.25	\$4.00

Two in box. Wt. box 11 ozs.



Polished Brass
5 3/4 Inches

For use with 5 inch backset.

(BT)

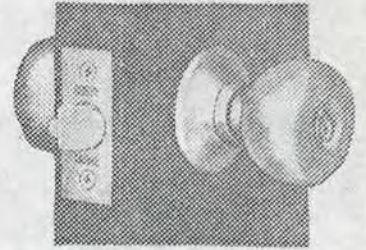
Each	Regular Price	SPECIAL PRICE	Retail Each
L245F	\$1.65	\$1.45	\$2.50

Two in box. Wt. box 1 lb.

CYLINDER LOCK SETS

Section 9 Page 35

SARGENT DUALOCK



AA—Allerton Design.
For right or left hand doors.
1-3/8 to 1-3/4 inches thick.
Backset 2-1/2 inches.

Case—Seamless steel zinc plated,
Cronak dipped.
Diameter 1 inch, 3 1/4 inches long.
Front—Brass, 2 1/2 x 1 1/16 inches.
Box Strike—Brass, 2 1/2 x 1 inch.

Latch Bolt—Brass, 3/4-inch diameter,
1-inch throw.

Stub—Brass.

Aligning Tube—High pressure formed
aluminum casting.

Knobs—Brass, 2-inch diameter.

Roses—Brass, 2-1/8 inch diameter.

Five pin brass cylinder with guarded latch
bolt. Opens by key from outside. Outside
knob set by locking button in center of in-
side knob. Latch bolt automatically dead-
locked by guard bolt when door is closed.
Two No. 267 aluminum keys.

Polished Brass Outside
Polished Nickel Latch Bolt
and Inside trim

(BXN4505 1/2 AA)

Per Set	SPECIAL PRICE	Retail Per Set
L296F	\$6.20	\$13.76

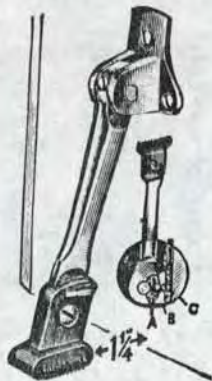
B-L296F \$5.90 (Case Lots 6)

One set in box. Wt. box 1 1/2 lbs.

DOOR HOLDERS

Section 9 Page-69

GRAND



Master

For busy entrance doors or for interior service. Made in 4 level lengths with patented ball-bearing hold-up feature.

1/4 inch adjustment—up or down.

Equipped with clinch spring that holds door when door stop is not in use.

Extra hard solid cast bronze. Polished bronze finish.

Lever Length 5 ins.

For Doors 1/2 to 4 ins. from Floor

(5M)

Each	Regular Price	SPECIAL PRICE	Retail
L1916F	\$2.97	\$2.10	\$4.85

One in bag. Wt. bag 1 1/4 lbs.

DOOR PULLS.

Section 9 Page-72



Extra Heavy

For heavy entrance doors; Length over-all 7 1/2 inches. Grip 4 5/8 x 3/8 inches. End plates 2 inches in diameter.

ALUMINUM

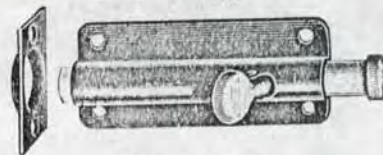
ALUMILITED ALUMINUM FINISH (AL185)

Each	Regular Price	SPECIAL PRICE	Retail
L1748F	\$2.10	\$1.80	\$3.25

One in box. Wt. box 1/2 lb.

FOOT BOLT

Section 9 Page-76



Extra Heavy

Positive Action—Bolt is locked by pressing down on cap and released by pressure on lever. Bolt need not be thrown to extreme position before it will hold, as it holds in any position.

Wrought steel one-piece base plate, with floor plate. Wrought steel Sherardized bolt with cap and foot lever.

Length 6 inches.

JAPANNED FINISH

(1401J/6)

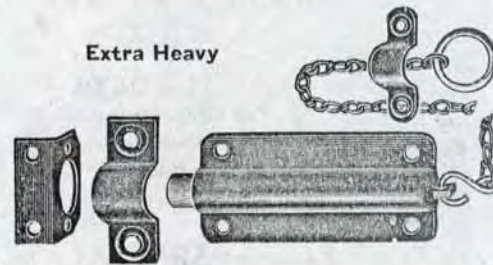
Each	Regular Price	SPECIAL PRICE	Retail
L2986F	\$0.95	\$0.87	\$1.45

Two in cardboard box, with screws
Forty-eight in ctn. Wt. ctn. 42 lbs.

CHAIN BOLTS

Section 9 Page-76

Extra Heavy



Reversible by removing bolt from case and turning it over.

Wrought steel one-piece case, with chain guide, rim and angle strikes. Sherardized finish bolt and chain. Chain 24 inches long.

Length 8 in. with screws.

JAPANNED (1400J/8)

Each	Regular Price	SPECIAL PRICE	Retail
L2984F	\$1.80	\$1.65	\$2.70

Three in box. Wt. box 4 1/4 lbs.

DOOR KNOCKER

Section 9 Page-78

Each	Regular Price	SPECIAL PRICE	Retail
(2101) L1524F	\$2.50	\$1.60	\$3.75
(2110) L1525F	\$2.68	\$1.80	\$4.00
(2114) L1530F	\$3.42	\$2.20	\$5.00

FOOT BOLTS

Section 9 Page-75



Spring Action

Operated by pressure of foot on cap and released by pressure on trip, when released the bolt is actuated by heavy music wire spring.

Wrought steel one-piece base plate, with floor plate. Iron bolt, with cap and trip lever.

Length 3 in. Width 1-9/16 in. with screws.

JAPANNED FINISH

(1056J/3)

Each	Regular Price	SPECIAL PRICE	Retail
L2949F	\$0.88	\$0.83	\$1.30

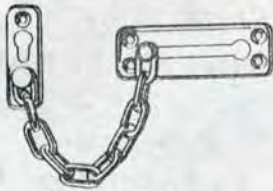
Six in box. Wt. box 1 1/4 lbs.



CHAIN DOOR FASTENERS

SHELBY

(Section 9-Page 77)



Narrow Design

Permits door to be opened 4½ inches—ventilation with safety. Can be installed on narrow wood or metal jams. Welded chain—1,000 lbs. tensile strength. Wrought steel—bright brass finish, with wood screws.

Door plate 1¾x3¾ inches. Jamb plate ¾x2¾ inches. Length chain 6¼ inches.

SPECIAL SPECIAL

Each **PRICE RETAIL**

L4030F (7-22-1) **\$0.28 \$0.45**

Twelve in ctn. Wt. ctn. 3 lbs.

SCREEN DOOR CLOSERS

YALE & TOWNE

(Section 9-Page 67)



507 Pneumatic

For between door application—minimum space 2¼ inches. Reversible for either hand door. Permits door to open 100 degrees. Hold-open plate holds door in any position. Auxiliary buffer spring protects closer when door is opened beyond normal position. Regulating screw controls closing speed.

Concealed spring mechanism. Factory-set spring power—no adjustment required. Closer mounts on jamb between doors. With template-marker and directions.

SPECIAL SPECIAL

Each **PRICE RETAIL**

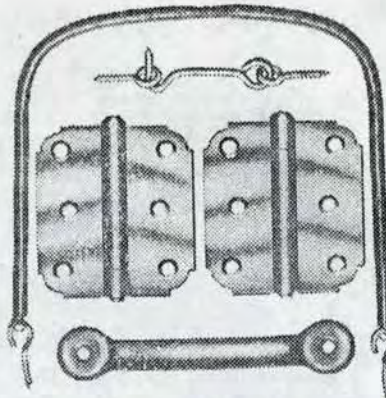
L865F (507) **\$1.00 \$1.50**

One in ctn. Wt. ctn. 3 lbs.

SCREEN DOOR SETS

STANDARD

(Section 9-Page 91)



With Hinges and Coil Springs

Set consists of one pair wrought steel loose pin hinges 3x2¾ inches, one perfection door spring, one door pull and one 2½ inch wire hook and eye.

JAPANNED FINISH
With No. 3 Door Spring
(2750J)

Retail Per Set
\$0.85

SPECIAL

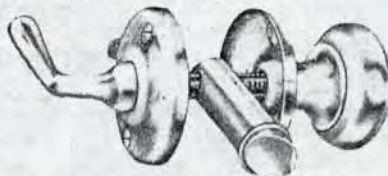
Regular **PRICE**

Per Set **\$0.56 \$0.47**
L3948F

One set in box with screws
Seventy-two sets in ctn. Wt. ctn. 73 lbs.

SCREEN AND STORM DOOR LATCHES
SAFE

(Section 9-Page 88)



For Doors 7/8 to 1¼ inches Thick

Locked by slide stop on inside rose. Diameter tube ¾ inch. Length tube 2 1/16 inches. Backset 1¼ inches. Bolt throw 5/16 inch. Knob 1 7/8 inches. Lever handle 1 5/8 inches. Projection 1 9/16 inches.

STEEL
(05005/4)

Retail Per Set
\$1.55

SPECIAL

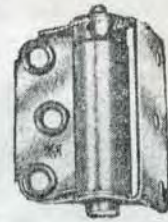
Regular **PRICE**

Per Set **\$1.07 \$0.95**
L648F

One in box. Sixty in ctn. Wt. ctn. 50 lbs.

SCREEN DOOR HINGES

(Section 9-Page 92)



Half Surface

DULL BRASS FINISH
(12½DB)

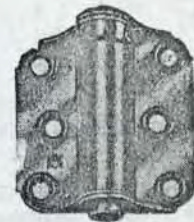
Retail Per Pair —
\$1.50

SPECIAL

Regular **PRICE**

Per Pair **\$1.00 \$0.74**
L3496F

One pair in box with screws. Seventy-two pairs in ctn. Wt. ctn. 60 lbs.



Full Surface

Single Acting

Adjustable tension. Non-hold back. Wrought steel. Enclosed tempered coil spring. Removable pin. Size 2¾x2¾ inches.

JAPANNED FINISH
(12J)

Retail Per Pair
\$1.35

SPECIAL

Regular **PRICE**

Per Pair **\$0.91½ \$0.64**
L3491F

One pair in box with screws. Seventy-two pairs in ctn. Wt. ctn. 60 lbs.

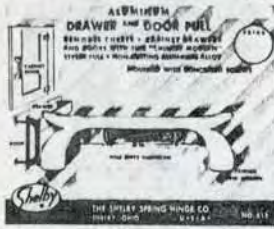
SHAPLEIGH'S TRAFFIC BUILDERS

PLASTIC COATED CARDED HARDWARE

Shelby's Plasti-Coat
(Section 9—Page 97)

Hardware and card face entirely sealed in plastic—no dirty cards—no discolored hardware. Cards designed to emphasize hardware rather than card.

DRAWER or DOOR PULLS



Aluminum—Satin Finish
Width between holes 3 3/4 in.
With Screws

SPECIAL PRICE
(C613AL) Regular Price \$0.37
Per Card L912F **\$0.31**

One on card, ten cards in box.
Wt. box 1 1/4 lbs.



Aluminum—Satin Finish
Width between screws 2 1/4 in.
Width Screws

SPECIAL PRICE
(C614AL) Regular Price \$0.47
Per Card L913F **\$0.39**

One on card, ten cards in box.
Wt. box 3 lbs.



Aluminum—Satin Finish
With Screws
Width between screws 2 3/4 in.

SPECIAL PRICE
(C615AL) Regular Price \$0.48
Per Card L914F **\$0.39**

One on card, ten cards in box.
Wt. box 3 1/2 lbs.

DRAWER or DOOR PULLS



Aluminum—Satin Finish
Length 3 3/4 in. Projection 1 in.
Width between screw holes 3 3/4 in.
With Screws

SPECIAL PRICE
Regular Price \$0.37
Per Card L911F (C612AL) **\$0.31**

One on card, ten cards in box.
Wt. box 1 1/4 lbs.

SCREEN DOOR HINGES



Full Surface
Wrought Steel - Dull Brass Finish
2 1/2 x 2 1/2 in.

SPECIAL PRICE
Reg. Price \$0.35 With Screws
Per Card L917F (C805-26) **\$0.29**

One on card, five cards in box.
Wt. box 2 lbs.



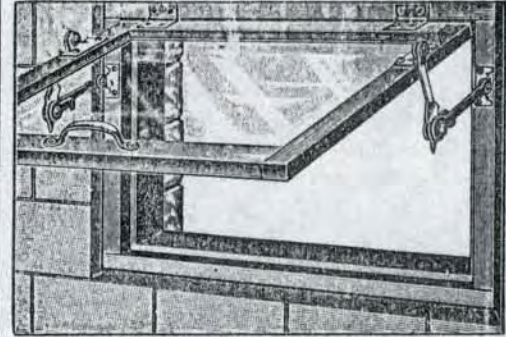
Full Surface
Wrought Steel—Dull Brass Finish.
3x3 inches.
SPECIAL PRICE
Reg. Price \$0.51 With Screws
Per Card L918F (C807-26) **\$0.42**

One on card, 11ve cards in box.
Wt. box 3 lbs.

Sold Only in Full Boxes

BASEMENT OR TRANSOM WINDOW OPERATORS

Section 9—Page 108
WRIGHT
SILENT-NITE



Holds Windows or Transoms Open at Any
Desired Angle and Locks Them Securely
When Closed—Operated with One Hand

Set consists of right and left operators. Win-
dow pull and screws.

Wrought steel, with moisture-proof friction
washers at joints. Each arm 4 inches long. Com-
plete with screws and directions for applying.

CADMIUM PLATED FINISH

SPECIAL PRICE
Regular Price \$0.48 (42)
Per Set L755F **\$0.42** Retail Per Set \$0.75

Twelve in case. Wt. case 5 1/2 lbs.
One set in sealed env. with screws

SASH LIFTS

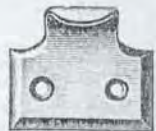
Section 9 Page 105



CAST IRON
Size 5x1 3/8 inches.
DULL BRASS FINISH
(EA3296)

Each	Regular Price	SPECIAL PRICE	Retail
L4486F	\$0.16	\$0.14 1/2	\$0.25

144 in ctn. Wt. ctn. 36 lbs.



WROUGHT STEEL
Beveled Edge
Size 1 3/8 x 1 5/8 inches.

POLISHED NICKEL FINISH

Each	Regular Price	SPECIAL PRICE	Retail
L4467F	\$0.05	\$0.04	\$0.10

Thirty-six in box with screws. Wt. box 2 1/4 lbs.



SARGENT ALUMINUM
Section 9 Page 106

1x4 1/8 inches long. 3 3/8 inches from screw hole center.

ALUMINUM FINISH
(AL415)

Each	Regular Price	SPECIAL PRICE	Retail
L4002F	\$0.10	\$0.08 1/2	\$0.15

Twelve in box. 288 in ctn. Wt. ctn. 25 lbs.

SASH LOCKS

Section 9 Page 105

McKINNEY FITCH PATTERN



WROUGHT STEEL
Size 1-5/8x1 1/4 inches, with spring
Dull Brass Finish
(27620B)

Each	SPECIAL PRICE	Retail
L3968F	\$0.06 1/2	\$0.25

288 in ctn. Wt. ctn. 48 lbs.

SASH FASTENERS

Section 9 Page 106



SARGENT ALUMINUM

Strike—5/8x2 1/2 inches, 5/16x2 1/2 inches.

ALUMINUM FINISH
(AL151)

Each	Regular Price	SPECIAL PRICE	Retail
L3993F	\$0.20	\$0.16	\$0.30

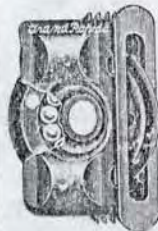
Twelve in box. 288 in ctn. Wt. ctn. 31 lbs

SASH PULLEYS

Section 9 Page 111

GRAND RAPIDS

Saw Tooth Fastening



Weatherproof finish. Wheel 2 inches diameter. Face 1 1/16 x 2 1/16 inches. Requires mortise 1x2 1/2 inches. (Bore three 1 inch holes or use pulley mortising bit No. 11).

WROUGHT STEEL

Plain or Cone Bearing

GALVANIZED

Each	Regular Price	SPECIAL PRICE	Retail
L4045F	\$0.08	\$0.07	\$0.15

1200 in ctn. Wt. ctn. 153 lbs.



Weatherproof finish. Wheel 2 inches diameter. Face 3x1 inches. Requires mortise 1 3/16 x 2 1/16 inches. (Bore four 1 3/16 inch holes or use pulley mortising bit No. 12).

WROUGHT STEEL

Plain or Cone Bearing

GALVANIZED

(110G)

Each	Regular Price	SPECIAL PRICE	Retail
L4046F	\$0.08	\$0.07	\$0.15

1200 in ctn. Wt. ctn. 154 lbs

CABINET LATCHES

Section 9 Page 119

AMEROCK STREAMLINE



Reversible for right or left hand doors up to 1 1/2 inch thick, flush or overlapping.

Precision winged latch bolt mechanism. Two strikes. Length over all 4 3/4 inches. Distance between centers 2 3/4 inches.

BRASS, POLISHED BRASS FINISH
(AO9423/3)

Each	Regular Price	SPECIAL PRICE	Retail
L2145F	\$0.90	\$0.85	\$1.50

Ten in box. 50 in ctn. Wt. ctn. 14 1/2 lbs.

DOOR PULLS

Section 9 Page 119

STEEL

CHROMIUM PLATED

Length 4 5/16 inches.

Between centers 2-3/4 inches.

(E314)

Each	SPECIAL PRICE	Retail
L1762F	\$0.21	\$0.40

144 in ctn. Wt. ctn. 16 lbs.



DRAWER PULLS

Section 9 Page 133



SOLID BRASS
Length 3 1/4 inches. Distance between centers 3 inches. For 7/8 inch wood.

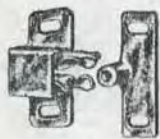
POLISHED BRASS FINISH
(A179)

Each	Regular Price	SPECIAL PRICE	Retail
L1743F	\$0.45	\$0.40	\$0.65

Twelve in box with washer head screws
Wt. box 2 1/2 lbs.

FRICTION CATCHES AMEROCK

For Cupboards, Wardrobes, Kitchen Cabinets, Medicine Cases and Screens



Velva-Grip

Floating fingers with lifetime conical spring action. Prongs locate strike automatically on door.

STEEL-CADMIUM PLATED

Size 1 3/8 x 1 inches
(A9708)

Each L2149F D1C4 Each \$0.23

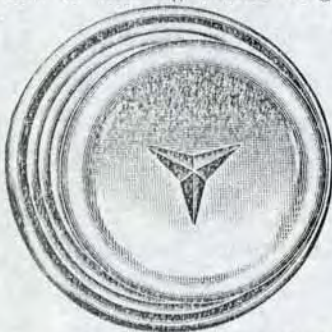
One in an envelope, with screws.
Twelve in box.
Seventy-two in ctn. Wt. ctn. 5 lbs.

(Section 9-Page 117)

Each **SPECIAL PRICE** Spec. Retail
L2149F **\$0.12 1/2** \$0.19

CABINET KNOB AND PLATE AMEROCK

Die cast concave decorator knobs for built-in cabinets in the home. Extra heavy plating and special care in finishing assures long lasting beauty.



Satin Copper Finish Knob with Polished Brass Ornament and Back Plate

Each	Dia., ins.	Dia., Knob ins.	Dia., Plate ins.	Wt. Ctn. lbs.	Each
L1690F	D6C0	2	2 3/4	12 1/2	\$1.00
L1692F	D6C9	2 1/2	3 3/8	15 1/4	1.15

Ten in box

Satin Chromium Knob with Ebony Black Ornament and Polished Chromium Back Plate

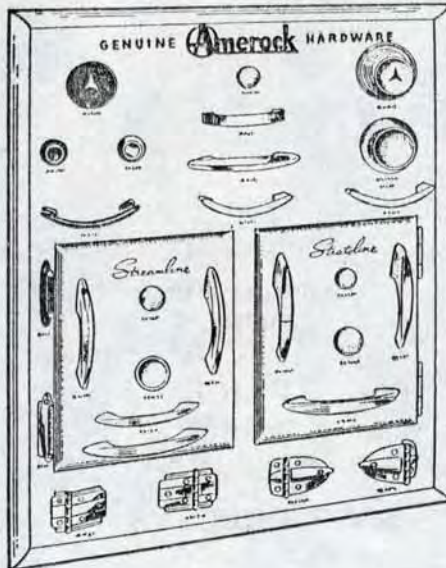
Each	Dia., ins.	Dia., Knob ins.	Dia., Plate ins.	Wt. Ctn. lbs.	Each
L1691F	D6C0	2	2 3/4	12 1/2	\$1.00
L1693F	D6C9	2 1/2	3 3/8	15 1/4	1.15

Ten in box.

(Section 9-Page 119)

Each **SPECIAL PRICE** Spec. Retail
L1690F **\$0.54** \$0.80
L1692F **.62** .95
L1691F **.54** \$0.80
L1693F **.62** .95

CABINET HARDWARE DISPLAY



Chromium and Brass

Two operating doors. Light blue finish. With picture frame moulding. Easel for standing, hinges for hanging.

Complete with natural wood frame, easel, mounting hinges and price-card holder.

Fits standard NRHA fixtures when frame is removed. Size with frame 19 1/8 inches wide, 23 inches high.

Extra hardware for resale included with each display.

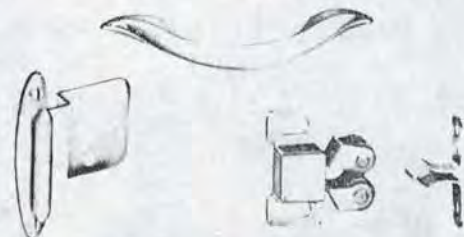
Qty.	No.	Item	Total Retail Value
20 Pieces	A9700	Catch	\$5.00
10 Pair	A7638-26	Hinge	7.30
10 Pieces	A326-26	Pull	4.00
10 Pieces	A104-26	Pull	4.00
10 Pieces	A419-26	Pull	5.00
Each	O-700EH-F X24D00		Each \$40.00

One in ctn. Wt. ctn. 21 lbs.

(Section 9-Page 120)

Each **SPECIAL PRICE** Spec. Retail
O-700EH-F **\$22.00** \$33.00

CABINET HARDWARE DISPLAY AMEROCK



Display includes pulls, hinges and catches in attractive display box as follows:

Qty.	No.	Item
20	(A331/26)	Chromium plated pull, 4 1/2 inch overall, 2 3/8 inch centers.
10	(A7636/26)	Chromium plated semi-concealed hinge for 3/8-inch inset doors.
20	(A9714-2G)	Double-roller catch, Perman-brite zinc-plated finish. (H58V)

Each L1694F X10D50 Each \$17.50
One in ctn. Wt. ctn. 5 lbs.

(Section 9-Page 118)

Each **SPECIAL PRICE** Spec. Retail
L1694F **\$9.85** \$15.00

SHAPLEIGH'S TRAFFIC BUILDERS

COLONIAL CABINET HARDWARE

7-23-58

T-24A

DOOR AND DRAWER PULLS



Square End

Length over all $4\frac{1}{4}$ inches. Distance between centers $3\frac{1}{4}$ inches.

COLONIAL BLACK FINISH

Each L1779F D2C4 (A488CB) Each \$0.40
 Ten in box, 100 in ctn. Wt. ctn. $11\frac{3}{4}$ lbs.

SPECIAL PRICE

Each L1779F \$0.21½

AMEROCK HINGE STRAPS



L STRAP

For converting II hinges to III hinges. For right or left hand applications. Complete with screws and pins. Length $2\frac{1}{4}$ inches. Width $\frac{1}{2}$ inch.

COLONIAL BLACK FINISH

Per Pair L3618F D6C (A1604CB) Per Pair \$0.10

SWEDISH IRON FINISH

Per Pair L1626F D6C (A1604SI) Per Pair \$0.10

Twelve pairs in box, 144 pairs in ctn.

Wt. ctn. 13 lbs.

(Section 9—Page 126)

SPECIAL PRICE

Each L3618F \$0.05½
 Each L1626F .05½

SQUARE END "H" HINGES



FOR FLUSH DOORS

Height over all 3 inches.
 Width $1\frac{5}{8}$ inches.

COLONIAL BLACK FINISH

Per Pair L3623F D4C5 (A1650CB) Per Pair \$0.75

For Offset doors

Height over all 3 inches. Width $1\frac{5}{8}$ inches

COLONIAL BLACK FINISH

Per Pair L3624F D4C8 (A1652CB) Per Pair \$0.80

Ten pairs in box, 100 pairs in ctn.

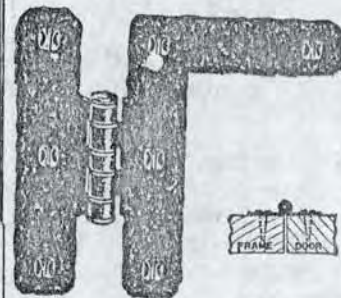
Wt. ctn. $23\frac{1}{2}$ lbs.

(Section 9—Page 126)

SPECIAL PRICE

Per Pair L3623F \$0.45
 Per Pair L3624F .48

SQUARE END "H-L" HINGES



FOR 3/8 INCH FLUSH DOORS

Height over all 3 inches.

Width $3\frac{1}{8}$ inches.

COLONIAL BLACK FINISH

Per Pair L3625F D5C4 (A1654CB) Per Pair \$0.90

Ten pairs in box, 100 pairs in ctn.

Wt. ctn. $26\frac{1}{4}$ lbs.

FOR 3/8 INCH OFFSET DOORS

Height over all 3 inches. Width $3\frac{1}{8}$ inches.

COLONIAL BLACK FINISH

Per Pair L3626F D5C7 (A1656CB) Per Pair \$0.95

Ten pairs in box, 100 pairs in ctn.

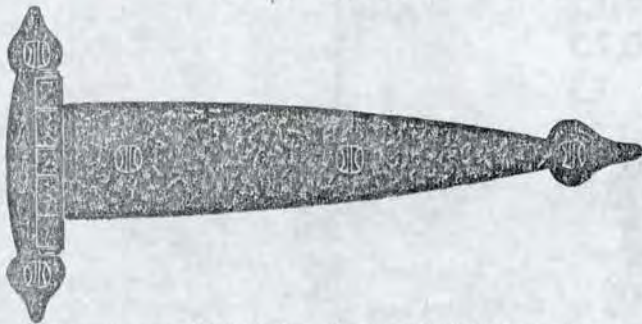
Wt. ctn. $26\frac{1}{4}$ lbs.

(Section 9—Page 126)

SPECIAL PRICE

Per Pair L3625F \$0.54
 Per Pair L3626F .57

STRAP HINGES



Length over-all $6\frac{1}{2}$ inches. Frame wing $3\frac{1}{4} \times \frac{1}{2}$ inches.

For Flush Doors SWEDISH IRON FINISH (A1600SI)

Per Pair L1623F D9C0 Per Pair \$1.45

Ten pairs in box. One-hundred pair in ctn. Wt. ctn. 36 lbs.

(Section 9—Page 127)

SPECIAL PRICE

Per Pair L1623F \$0.81

For 3/8 inch Offset Doors SWEDISH IRON FINISH (A1605SI)

Per Pair L1624F D8C7 Per Pair \$1.45

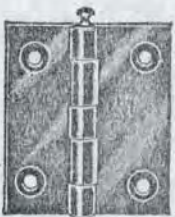
SPECIAL PRICE

Per Pair L1624F \$0.78

BUTT HINGES

Loose Pin

Size $2 \times 1\frac{3}{32}$ inches.
 (A4902)



Per Pair L3640F D3C0 Per Pair \$0.50

Ten pair in box. Fifty in ctn. Wt. ctn. $11\frac{3}{4}$ lbs.

(Section 9—Page 127)

SPECIAL PRICE

Per Pair L3640F \$0.27

SHAPLEIGH'S TRAFFIC BUILDERS COLONIAL CABINET HARDWARE

AMEROCK

SEMI-CONCEALED HINGES



For Overlapping Doors
No Inset

Frame wing $3\frac{1}{4} \times 1\frac{1}{2}$ inches.
Door wing $1\frac{3}{4} \times 1\frac{1}{8}$ inches.
Raised 5 knuckle joint per-
mits full back swing of doors.

COLONIAL BLACK FINISH
(A1680CB)

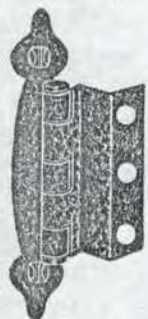
Per Pair
L3672F D4C5

Per Pair
\$0.75

One pair in envelope. Ten pairs in ctn.
Fifty pairs in case. Wt. case 11 lbs.

(Section 9—Page 126)

Per	SPECIAL	Special
Pair	PRICE	Retail
L3672F	\$0.40 1/2	\$0.60



FOR OVERLAPPING
DOORS

with $\frac{3}{8}$ inch or more inset

Frame wing $3\frac{1}{4} \times 1\frac{1}{2}$ inches.

Door wing $1\frac{3}{4} \times \frac{1}{16}$ inches.

Raised 5 knuckle joint per-
mits full back swing of door.

COLONIAL
BLACK FINISH

Per Pair
L3615F D4C5 (A1610CB)

Per Pair
\$0.75

Ten pairs in box. 50 pairs in ctn.
Wt. ctn. $9\frac{3}{4}$ lbs.

(Section 9—Page 126)

Per	SPECIAL	Special
Pair	PRICE	Retail
L3615F	\$0.40 1/2	\$0.60



FOR FLUSH DOORS

Frame wing $3\frac{1}{4} \times 1\frac{1}{2}$ inches.

Door wing $1\frac{3}{4} \times 1\frac{3}{64}$ inches.

Raised 5 knuckle joint per-
mits full back swing of door.

COLONIAL
BLACK FINISH

Per Pair
L3622F D4C5 (A1640CB)

Per Pair
\$0.75

Ten pairs in box. 100 pairs in ctn.
Wt. ctn. $20\frac{3}{4}$ lbs.

(Section 9—Page 126)

Per	SPECIAL	Special
Pair	PRICE	Retail
L3622F	\$0.40 1/2	\$0.60

LATCHES



Magnetic
For Flush Doors

COLONIAL BLACK FINISH
(A8550CB)

Each	D8C1	Each
L2140F	D8C1	\$1.35
LX2140F	(Case lots 50)	

For $\frac{3}{8}$ inch Offset Doors
(A8555CB)

Each	D8C1	Each
L2141F	D8C1	\$1.35
LX2141F	(Case lots 50)	

Fifty in ctn. Wt. ctn. 11 lbs.

(Section 9—Page 127)

SPECIAL	Special
----------------	---------

Each	PRICE	Retail
L2140F	\$0.73	\$1.10
L2141F	.73	1.10



Self Latching
For Flush Doors

COLONIAL BLACK FINISH
(A8572CB)

Each	D4C5	Each
L2142F	D4C5	\$0.75
LX2142F	(Case lots 50)	

For $\frac{3}{8}$ inch Offset Doors
(A8574CB)

Each	D4C5	Each
L2143F	D4C5	\$0.75
LX2143F	(Case lots 50)	

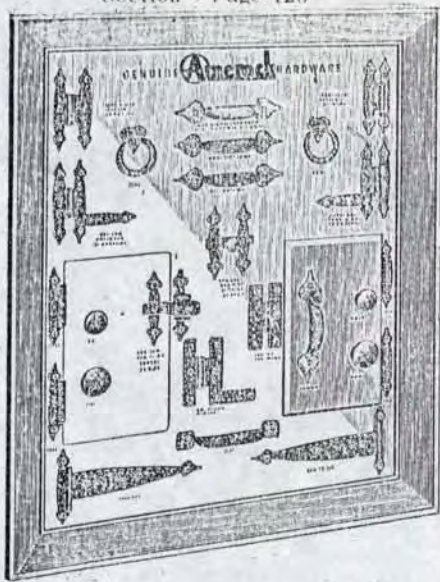
One in envelope. Ten in display box.
Fifty in ctn. Wt. ctn. $8\frac{1}{4}$ lbs.

(Section 9—Page 127)

SPECIAL	Special
----------------	---------

Each	PRICE	Retail
L2142F	\$0.40 1/2	\$0.60
L2143F	.40 1/2	.60

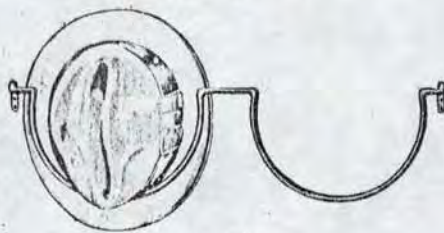
**CABINET HARDWARE
DEMONSTRATOR
AMEROCK COLONIAL
Section 9 Page 126**



Picture Frame Display panel with two operating doors - Free with Amerock Colonial hardware displayed. 18 5/16x22 1/16 inch, natural birch and light blue panel.

Each	Regular	SPECIAL	Retail
0-725F-F	Price	PRICE	Each
	\$10.80	\$10.50	\$18.00
One, in ctn. Wt. ctn. 11 lbs.			

**HAT RACKS
K-VENIENCE
Section 9 Page 161**



Double

In closets where space is a special premium this rack holds two hats carefully and securely against the wall or closet door.

Over all width 22 inches.

**STEEL-CHROME PLATED
(1125)**

Each	Regular	SPECIAL	Retail
L6836F	Price	PRICE	Each
	\$0.59	\$0.51	\$0.98

Twelve in ctn. Wt. ctn. 6 lbs.

TROUSER HANGERS

Section 9 Page 160A



Accommodates up to four garments. Trousers and skirts keep their press. Trousers are hung full length by their cuffs.

STEEL-CHROME PLATED

(5)

Each	Regular	SPECIAL	Retail
L6785F	Price	PRICE	Each
	\$0.59	\$0.54	\$0.98

Twelve in ctn. Wt. ctn. 12 lbs.

PEG BOARD ASSORTMENT AND MERCHANDISER

E-Z HANGER

Section 9 Page 182B

Make idle space useful. Store hose, yard chairs, scrap bags. Handy for shoes, ties, hats, inside closet.

All boards are 1/8 inch with 3/16 inch holes, one inch centers. Hooks on attractive "Skin Pack" cards.

Consists of:

Quantity	No.	Item	Retail
2	1232	12x32 in. E-Z Hanger Board Kits.....	\$3.96
2	824	8x24 in. E-Z Hanger Board Kits.....	1.96
2	620	E-Z Hanger Boards	1.58
10	100	Hooks (with stabilizers)	2.90
10	175	Hooks (with stabilizers)	2.90
10	200	Hooks	2.90
10	600	Hooks (with stabilizers)	2.90
10	650	Assorted Hooks	2.90

Total Retail \$24.90 - Less 40% - Total Selling X14D95

FREE MERCHANDISE

Quantity	No.	Item	Retail
1	1232	E-Z Hanger Board Kit	\$1.98
1	824	E-Z Hanger Board Kit98
1	620	E-Z Hanger Board Kit79

Total Free \$3.75

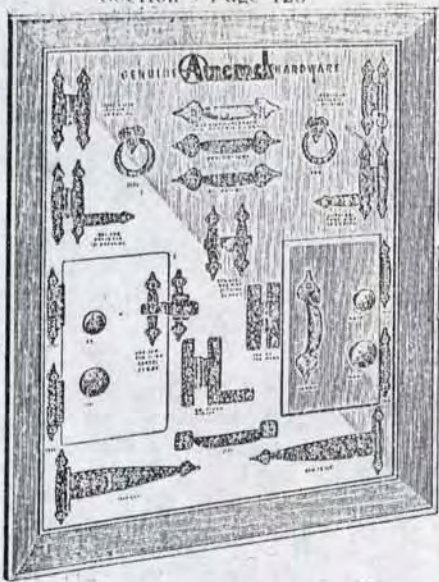
To help sell E-Z Hanger-Board kits and hooks, a self containing display unit including eye-catching sign, supporting easels, hooks for hanging the packages on, and a sturdy natural base.

Per Asst. O-2865-F

One assortment in carton. Wt. carton 3 lbs.

Regular	SPECIAL
Price	PRICE
\$14.95	\$13.20

**CABINET HARDWARE
DEMONSTRATOR
AMEROCK COLONIAL**
Section 9 Page 126



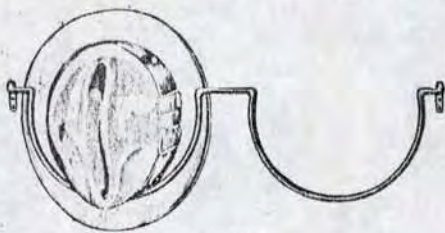
Picture Frame Display panel with two operating doors - Free with Amerock Colonial hardware displayed. 18 5/16X22 1/16 inch, natural birch and light blue panel.

Each	Regular	SPECIAL	Retail
0-725F-F	Price	PRICE	Each
	\$10.80	\$10.50	\$18.00
One, in ctn. Wt. ctn. 11 lbs.			

HAT RACKS

K-VENIENCE

Section 9 Page 161



Double

In closets where space is a special premium this rack holds two hats carefully and securely against the wall or closet door.

Over all width 22 inches.

STEEL-CHROME PLATED
(1125)

Each	Regular	SPECIAL	Retail
L6836F	Price	PRICE	Each
	\$0.59	\$0.51	\$0.98
Twelve in ctn. Wt. ctn. 6 lbs.			

TROUSER HANGERS

Section 9 Page 160A



Accommodates up to four garments. Trousers and skirts keep their press. Trousers are hung full length by their cuffs.

STEEL-CHROME PLATED

(5)

Each	Regular	SPECIAL	Retail
L6785F	Price	PRICE	Each
	\$0.59	\$0.54	\$0.98

Twelve in ctn. Wt. ctn. 12 lbs.

PEG BOARD ASSORTMENT AND MERCHANDISER

E-Z HANGER

Section 9 Page 182B

Make idle space useful. Store hose, yard chairs, scrap bags. Handy for shoes, ties, hats, inside closet.

All boards are 1/8 inch with 3/16 inch holes, one inch centers. Hooks on attractive "Skin Pack" cards.

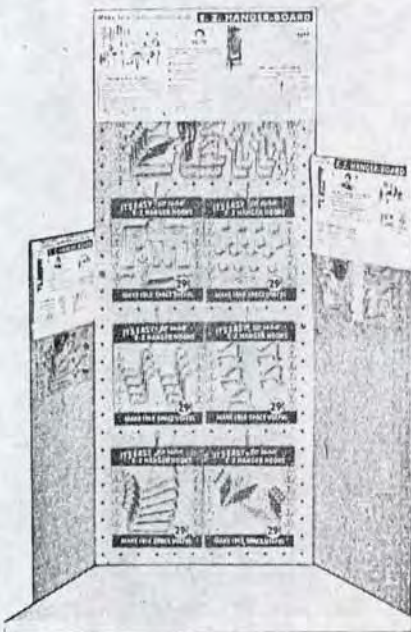
		Consists of:	
Quantity	No.	Item	Retail
2	1232	12x32 in. E-Z Hanger Board Kits.....	\$3.96
2	824	8x24 in. E-Z Hanger Board Kits.....	1.96
2	620	E-Z Hanger Boards	1.58
10	100	Hooks (with stabilizers)	2.90
10	175	Hooks (with stabilizers)	2.90
10	200	Hooks	2.90
10	600	Hooks (with stabilizers)	2.90
10	650	Assorted Hooks	2.90

Total Retail \$24.90 - Less 40% - Total Selling X14D95

FREE MERCHANDISE

Quantity	No.	Item	Retail
1	1232	E-Z Hanger Board Kit	\$1.98
1	824	E-Z Hanger Board Kit98
1	620	E-Z Hanger Board Kit79

Total Free \$3.75



To help sell E-Z Hanger-Board kits and hooks, a self containing display unit including eye-catching sign, supporting easels, hooks for hanging the packages on, and a sturdy natural base.

Per Asst.
O-2865-F

One assortment in carton. Wt. carton 3 lbs.

Regular	SPECIAL
Price	PRICE
\$14.95	\$13.20

SHAPLEIGH'S TRAFFIC BUILDERS

8-6-58 T-25

Section 9 Page 186A

SLIDING DOOR TRACK WASHINGTON

Section 9 Page 189

Fits both 3/4 inch and 1 3/8 inch doors.

Doors can be taken off without removing hangers. Anti-jump and self-cleaning "V" groove. For ball bearing or axle bearing hangers.

Without Hangers



Steel

Each	Regular Price	SPECIAL PRICE	For Opening Ft.	Wt. Box lbs	Retail Each
4-611/5-F	\$1.47	\$1.37	5	18	2.45
4-611/6-F	\$1.74	\$1.64	6	22	2.90



Aluminum

Each	Regular Price	SPECIAL PRICE	For Opening Ft.	Wt. Box lbs.	Retail Each
4-645/4-F	\$1.68	\$1.40	4	11	2.80
4-645/5-F	\$2.10	1.75	5	14	3.50
4-645/6-F	\$2.52	2.10	6	17	4.20
4-645/8-F	\$3.36	2.80	8	20	5.60

Six in box

For By-Passing Doors From 5/8 to 3/4 inch Thick

Extruded aluminum valance track—built-in valance becomes a part of the door frame. Saves time and labor. Eliminates need for wood trim. Track is etched to a beautiful satin finish which also provides a perfect bond for paint if desired. Bevel bearing surface on track and hangers assures even wear and straight hanging doors.



(Use B666N hanger for doors up to 100 lbs. or B662N, A662N single wheel hangers for doors up to 60 lbs.)

Each	Regular Price	SPECIAL PRICE	Length ft.	Wt. Ctn. lbs	Retail Each
4-640/4-E	\$2.40	\$2.00	4	16	\$4.00

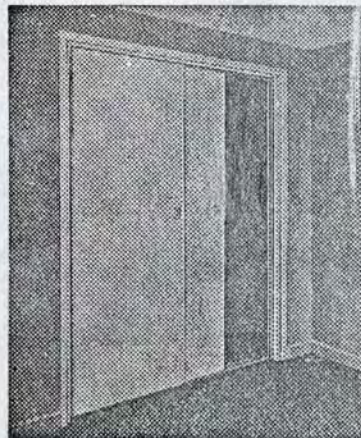
Six in ctn.

SLIDING CLOSET DOOR SETS

(Section 9 Page 190)

AMWELD

Designed for use in commercial, industrial, educational buildings, hospitals, institutions, hotels, apartments and residences.



Doors are of 20 and frames of 18 gauge steel. Primed for painting. Doors are formed on four edges and fitted with finger pulls. Two heavy duty ball bearing sheaves. Two adjustable heavy felt compression guides at top of each panel for quiet trouble free operation. Aluminum floor sill with tracks integrally formed welded

into the frame. Jambs formed to conceal edges of both panels.

With Side Jambs

Complete with Two Panel Doors

Height 81 1/2 ins. Side Jamb 3 1/8 ins. Wide

Doors 1 inch Thick

Opening 5 Feet

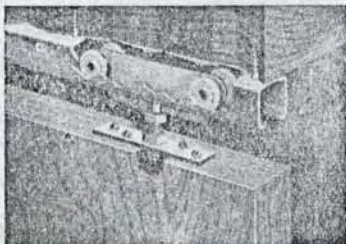
Per Set	Retail
11-CD5-F SPECIAL PRICE \$19.95	\$34.00

One set in ctn. with all necessary hardware.

KENNATRACK

For 1 1/8 in closed pocket door.

Section 9 Page 192-A



Adjustable nylon wheel hangers with popular 300A Track. Requires 1 1/8 in. minimum headroom, 8 nylon wheels per door. No 1203 nylon guide set included.

Length track 48 inches

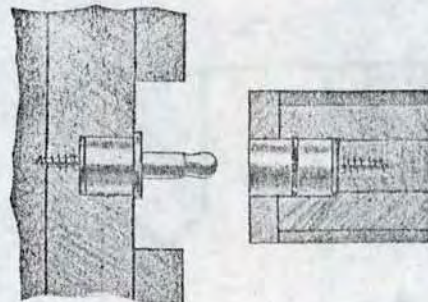
Per Set	Regular Price	SPECIAL PRICE	Lgth. Track In.	Wt. Ctn. lbs.	Per Set
4-350/48F	\$4.20	\$3.70	48	2	\$7.00
4-350/48F	4.80	4.25	64	2	8.00
4-350/72F	5.10	4.50	72	3	8.50

One set in ctn. Wt. ctn. 2 lbs.

SLIDING DOOR

COMBINATION GUIDE AND FRICTION LATCH

Section 9 Page 192



The purpose of this guide is to bring the sliding doors into alignment so that the lock may engage. It also serves as a latch.

Size 1/2 x 1 1/4 inch

POLISHED BRASS FINISH (302/3)

Each	Regular Price	SPECIAL PRICE	Each
L4514F	\$0.30	\$0.27	\$0.50

Twelve in box. Wt. box 1 1/2 lbs.

SLIDING DOOR

FINGER PULLS

Section 9 Page 193

KENNATRACK

For cabinet and wardrobe doors. For 3/4 inch size hole, 1/4 inch deep.

Face size 1 1/8 inch.

(10/14)

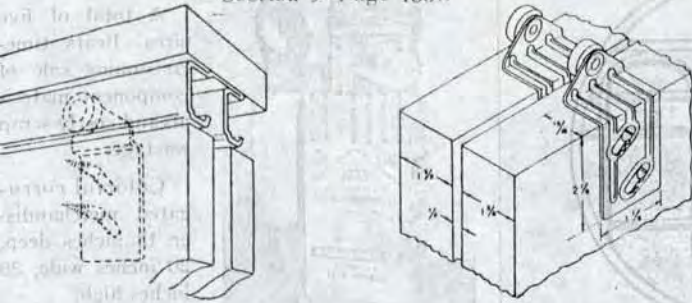
POLISHED BRASS FINISH

Per. Env.	Regular Price	SPECIAL PRICE	Per. Env.
L4511F	\$0.48	\$0.43	\$0.80

Twelve in env. Wt. env. 7/8 lb.

SLIDING DOOR HARDWARE SETS

GRANT-ROCKFT
Section 9—Page 186B



For by-passing 1 3/8 inch doors. Tracks act as fascia.

Four No. 1013 carriers, one No. 112 floor guide, four finger pulls
crews and installation instructions.

Mounting—Side.

Adjustment—1/4 inch vertical.

Door Thickness—1 3/8 inches.

Leadroom—1 1/16 inches minimum.

Application—By-passing.

Track—.040 inch Ezpcrs*.

Roller—Nylon (DuPont FM10001).

Stud—Cold rolled steel.

Carrier Housing—.078x1 1/2 inches Ezpcrs*.

Floor Guide—Nylon (DuPont FM10001) 3/4x2x4 1/4 inches.

Length of Track—4 feet.

	Regular Price	SPECIAL PRICE	Retail Per Set \$4.10
Per Set	\$2.56	\$2.20	
4-1040-F			
Lots of 12 sets	2.30	2.11	

Twelve sets in ctn. Wt. ctn. 49 lbs.

*Electro-zinc plated cold rolled steel.

ANCHORING COMPOUND

New England Carbide

Section 9—Page 222



Philplug

A blend of asbestos and cementitious powders.

For attaching fixtures using screws or nails to brick, tile, plaster, cement or any material. Takes full weight immediately. Accuracy of holes not important — screw need not be dead center. Forms firm thread and screws may be removed and replaced indefinitely. Protects screws and nails from corrosion. Immune to water, steam, fire, cold, vibration and vermin.

Three color counter display — width 8 1/4 in., depth 5 1/2 in., height 9 in.

Contains 12 Junior cartons each with enough to fix approximately 25 screws.

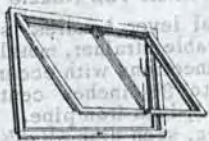
	Regular (156B) Price	SPECIAL PRICE	Retail Per Box \$0.59
Per Ctn. (12 Boxes) L52F	\$4.72	\$4.00	

Twelve boxes in display ctn. Wt. ctn. 1 3/4 lbs.

Sold Only in Full Cartons

STEEL BASEMENT SASH
STEEL CRAFT CUSTOM BUILT
WILL NOT ROT, WARP OR SWELL
Standard Sizes Approved by Metal Window Institute

Section 9—Page 195



Welded corners on both frame and ventilator. Double contact between frame and vent sections make them absolutely weather and water tight.

Ventilators tilt in from top. Vents can easily be removed for cleaning. Hook welded securely to mounting bar. Keeper lanced in top center frame member. Bonderized plus baked on prime coat.

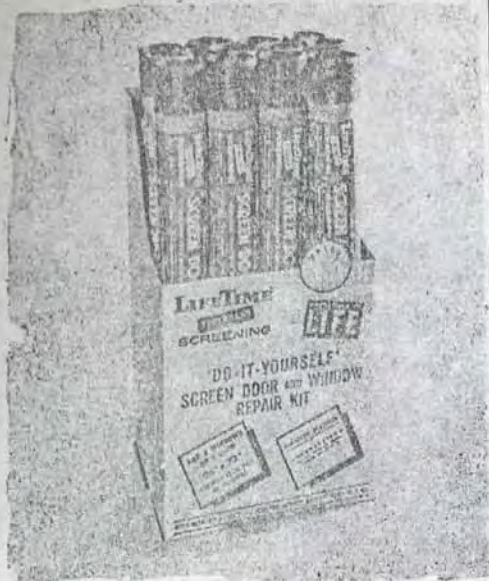
Two-Light—Unglazed

	Regular Price	SPECIAL PRICE	Size Lights, ins.	Size Over-all, ins.	Wt. Each, lbs.	Retail Each
4-1516-F	\$4.22	\$3.75	15x16	33 1/2 x 18 1/2	11	\$6.30
4-1520-F	4.37	3.90	15x20	33 1/2 x 22	12	6.50

WINDOW SCREEN KIT

Section 9 Page 284

FIBERGLAS

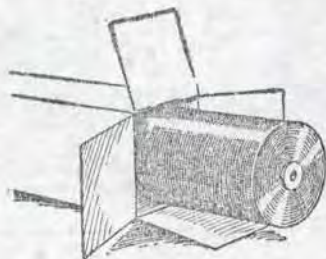


Per Ctn. (12)	Regular Price	SPECIAL PRICE	Wt. Ctn. lbs.
3-FG2672J	\$18.00	\$14.97	8
3-FG3272J	22.00	17.97	10

Twelve kits in ctn. Sold Only in Full Cartons.

FIBERGLAS SCREENING

Section 9 Page 281

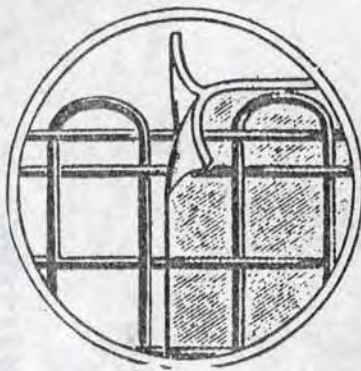


.015 Gauge - 18x14 Mesh
100 Lineal Foot Rolls - Gray

Per Roll	SPECIAL PRICE	Wt. Roll, lbs.	Retail Sq. Ft.
3-224JX	X13D12	11	\$0.12
3-228JX	X15D31	13	.12
3-232JX	X17D49	15	.12
3-236JX	X19D68	16	.12

WINDOW MATERIAL

Section 9 Page 287



Transolome

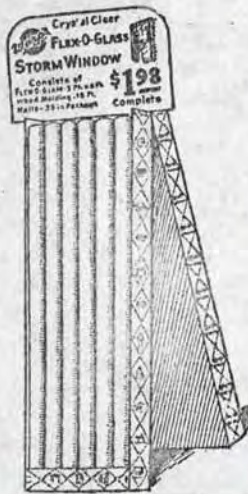
1/4 inch aluminum wire mesh, fused between two layers of transparent plastic film. Provides corrosion-proof flexibility and greatest transparency.

Per Roll	Regular Price	SPECIAL PRICE	Retail Per Roll
3-TL50-J	\$36.00	\$23.97	\$54.00

Clear
36 inches Wide-80 yard Rolls
Size Mesh 1/4x1/4 inch
One roll in ctn. Wt. ctn. 14 lbs.

STORM COVERS WARPS FLEX-O-GLASS

Section 9 Page 288



Window

One sheet 36x72 inches crystal clear Flex-O-Glass, 18 lineal feet of select grade wood moulding and a package of about 35 nails, all in one neat, ready to sell tube, complete with instructions.

One dozen in a sturdy carton that unfolds to make a two sided display stand.

Each	Regular Price	SPECIAL PRICE	Retail
61-F5W12-J	\$1.32	\$1.08	\$1.98

Twelve in display ctn. Wt. ctn. 14 lbs.

Sold Only in Full Cartons

SCREEN KIT

Section 9 Page 284



HOMESHIELD

A total of five sizes. Beats time-consuming sale of component materials and costly scrap wastage.

Colorful corrugated merchandiser 13. inches deep, 20 inches wide, 29 inches high.

Each kit contains:

Aluminum frame 2 5/8 inches wide, 3/16 inches deep. Fiberglas screening cloth, aluminum gray, mesh 18x14 inches.

Each kit can be assembled to make a screen up to and including size shown.

Contains 28 Kits For Full Screens

Quantity Kits	No.	Type and Size Screen ins.	Retail per Kit
4	F2448	Small Up to 24 1/2 x 48	\$4.58
4	F2256	Medium Up to 32 1/2 x 56	5.78
4	F3656	Medium-Large Up to 36 1/2 x 56	6.18
4	F3672	Large Up to 36 1/2 x 72	7.62
For Sliding Half Screens			
4	H2828	Small Up to 28 1/2 x 28 1/2	3.82
4	H3232	Medium Up to 32 1/2 x 32 1/2	4.42
4	H3636	Large Up to 36 1/2 x 36 1/2	5.00

Per Pkg. 4-1-J

Regular Price \$99.74
SPECIAL PRICE \$84.44

One in ctn. Wt. ctn. 79 lbs.

SINK FAUCETS

(Section 11-Page 14)

Double-Quick Compression Mixing Faucet



Chromium Finish Top Nozzle

Cast bronze, metal lever handles, swinging spout with removable strainer, metal soap dish, has female connections with eccentrics to fit spacing 7 3/4 to 8 1/4 inches center to center. Threaded for 1/2-inch iron pipe. Spout 6 inches long, soap dish 5 1/4 x 3 3/8 ins.

Streamlined Design (4008)

Each	REG. PRICE	SPECIAL PRICE
L6235E	\$7.85	\$6.30

One in ctn. Wt. ctn. 5 lbs.

RELIANCE BRISTLE BRUSHES

Section 12 Page 3

Brushes—Are custom made of finest imported black bristle, 100% pure.

Brushes—Master craftsmen have proper know-how in blending bristles to hold full load of paint—Your guarantee for perfect performance.

Brushes—Bristles are vulcanized in rubber then locked in heavy duty rust resistant ferrules for longer service.

Brushes—Handles are of hard woods in bright colors or natural.

Brushes—All Length Out specifications subject to plus or minus $\frac{1}{16}$ inch tolerance.

SHASTA TYPE VARNISH OR ENAMEL



One of the finest, most attractive brushes made. Special Shasta style handle and steel bound ferrule. Clear finish handle with red stripe shank.

Regular SPECIAL

Each	Regular Price	SPECIAL PRICE	Trade Number	Size, ins.	Thick., in.	Bristle Length (Out), ins.
F3253M	\$1.50	\$1.29	4	2½	¾	2¾

Twelve in Ctn. Wt. 4 lbs.

VARNISH OR ENAMEL

RELIANCE

Section 12—Page 3



Flows material on smoothly and evenly. Double XX thickness. Red and blue onyx hardwood handle. White stamping. Envelope wrapped

Regular Price

\$0.28

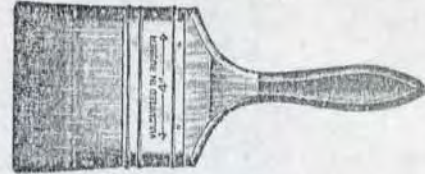
SPECIAL PRICE

\$0.20

Each	Size, ins.	Thickness, in.	Bristle Length (Out), ins.	Retail Each
F3225M	1	7/16	2¼	\$0.45

Twelve in ctn. Wt. ctn. 1 lb.

WALL BRUSHES RELIANCE



A high quality brush for general painting and enameling jobs around the home. Double row of bristle. Blue and clear Peerless hardwood handle. White stamping.

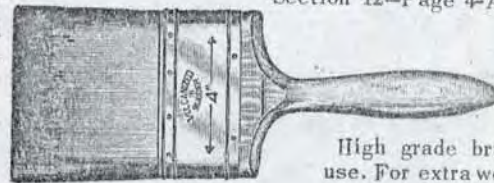
Regular SPECIAL

Each	Regular Price	SPECIAL PRICE	Size, ins.	Thickness, in.	Bristle Length (Out), ins.
F3272M	\$1.15	\$0.95	3	7/8	2½

Six in ctn. Wt. 2 lbs.

RELIANCE

Section 12—Page 4-A)



High grade brush for professional use. For extra workman ship and long service. Double row of bristle. Beavertail handle. Clear with black stamping.

Regular SPECIAL

Each	Regular Price	SPECIAL PRICE	Size, ins.	Thickness, in.	Bristle Length (Out), ins.	Wt. Carton, lbs.
F3456M	2.50	\$2.15	3½	7/8	3¼	3

Packed six brushes of size in ctn.

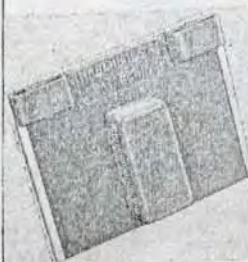
PAINT TRIMMERS

SHUR-LINE

Section 12 Page 4-C

For Sash or Ceiling

Dip in tray, wipe off excess paint on edge of tray. Place to wall with wheels against ceiling. Use with any kind of paint.



Each	Regular Price	SPECIAL PRICE
54-10PT-M	\$0.60	\$0.50

Twelve in display ctn. Wt. ctn. 1½ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

LATEX SATIN

Section 12—Page 27

SIMMONS GUARANTEED



100% Latex Interior Paint

A 100% latex base paint for interior walls, ceilings, woodwork. Excellent for masonry, interior plaster, porous wallboards, acoustical tile, wallpaper. The ideal latex paint for schools, hospitals, residences, offices, motels, hotels, apartments, housing projects, etc. Extremely fast, easy application; self priming, cuts painting time in half. No disagreeable odor. Guaranteed washable.

Application—Brush, roller, spray.

Drying Time—20 minutes; may be recoated in 4 hours.

Thinner—Water

Coverage—Up to 500 square feet per gallon over most surfaces.

Decorator White

Regular Price **SPECIAL PRICE**

Per Can	\$3.84	\$3.50	Size Can
54-3418G-M			Gallon

Four cans in case. Wt. case 50 lbs.

54-3418Q-M	1.20	1.05	Quart
------------	------	-------------	-------

Six cans in case. Wt. case 20 lbs.

SUPER KEM-TONE

Section 12—Page 38

THE DE LUXE WALL PAINT

One Finish for All—Both Woodwork and Wall

Super Kem-Tone Leads Because:

1. Apply over paint, plaster, wallpaper, wallboard, metal.
2. Ready to use, just stir and apply.
3. One quick coat covers most surfaces.
4. Easy to apply.
5. Dries in one hour.
6. A smooth, rubber-tough, wear-resisting finish.
7. Guaranteed washable—actually scrubbable.
8. Easy clean-up, just wash roller or brush in warm soapy water.
9. Color matched with Kem-Glo.

One Gallon Does an Average Room

Quart Cans

Color—Chartreuse

Regular Price **SPECIAL PRICE**

\$1.32

\$1.19

54-K7G28Q-M

Six in ctn. Wt. ctn. 20 lbs.



ROTARY PAINT SPRAYER

ROGERS "MAGIC PAINTER"

(Section 12—Page 9)



Nozzles, needles, valves, compressors and complicated equipment have been eliminated; clogging, fogging, overspray and splatter are no longer a problem.

A nylon screw is used in the paint tube to deliver the paint to the impeller with a forced feed action; a valve with positive adjustment screw is readily adjusted from the side of the paint gun to allow the correct amount of paint to be delivered to the wall or surface to be painted.

Works with any kind of paint—gloss, enamel, waterbase or flat.

Powerful Westinghouse 3 speed motor. Thumb action, position switch. Rotor blades spin paint at 7,000, 10,000 or 15,000 r.p.m. Non-filtering, deep draw pipe. Quart can twists on easily.

All aluminum construction with attached cord.

Regular Price **SPECIAL PRICE**

Each	\$31.47	\$29.95
54-1101-M		

One in ctn. Wt. ctn. 3 lbs.

HOUSEHOLD STAPLERS

SPEED PRODUCTS CO.

Section 13 Page 19

Swingline

Hundreds of uses in kitchen, for mending jobs, arts and crafts, party decorations and favors, etc.

Chrome plated 4½ inches long, ⅛ of an inch wide and 1⅝ inches high.

Operates with any brand of standard size staples. Wall bracket for mounting approximately 6 inches long, 2 inches wide and ⅜ of an inch deep.

Includes two mounting screws and 1,000 chisel pointed staples.

Beautifully displayed on counter card.



(KS77B)

Each	Regular Price	SPECIAL PRICE
K2578H	\$1.97	\$1.45

Twelve in ctn. Wt. ctn. 10 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

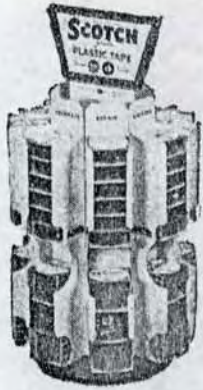
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T-31

PLASTIC TAPE DISPLAY

(Section 13--Page 17)

SCOTCH



For mending, decorating, protecting and sealing. Tough, waterproof, super-thin vinyl plastic tape. Sturdy revolving metal stand takes up less than one square foot of counter space.

Assorted colors—Yellow, blue, red, black, green, white, brown and clear.

Contents:

48— $\frac{3}{4}$ x 108 in. rolls (6 rolls each color)
24—1 $\frac{1}{2}$ x 108 in. rolls (3 rolls each color)

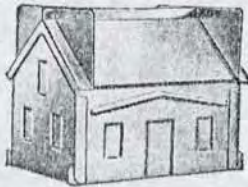
Per Display	Regular Price	SPECIAL	Retail
SX-CP3-A	\$15.12	\$14.25	Per Display \$24.00

One in ctn. Wt. ctn. 11 lbs.

ALUMINUM HOUSE MOLDS

(Section 15--Page 14-T)

ALUMODE



Party House

Cake houses can be created for birthdays, special parties, and every holiday throughout the year.

Takes $\frac{1}{2}$ box of cake mix.

(337)

Retail --- Regular \$1.00 SPECIAL \$0.69

Each REGULAR PRICE SPECIAL PRICE

K4539H \$0.67 **\$0.54**

KX4539H .60 (Case lots 72)

Seventy-two in ctn. Wt. ctn. 36 lbs.

ROUND DISH PANS

Section 15--Page 4

BELMONT DE LUXE



Blue White Enameled -- Glossy Black Trim
Capacity 12 quarts. Diameter of top 16 inches.
Depth: $\frac{5}{4}$ inches.

Each	Reg. Price	Each	Retail	SPECIAL
61-B414H	\$1.07	\$1.59		PRICE
				\$0.88

Six in ctn. Wt. ctn. 18 lbs.

ALUMINUM FRY PANS

WEAREVER

(Section 15--Page 9)



Square--Warp Proof

Deep. Holds 20% more than round pans.
Thick sheet aluminum body. Oven-proof Black bakelite handle with ring for hanging.

Complete with Cover

10 inches Square

	Regular	SPECIAL	Retail	Retail
Each	Price	PRICE	Regular	Special
61-2500-H	\$5.13	\$4.89	\$7.95	\$7.35

One in ctn. Wt. ctn. 3 $\frac{1}{2}$ lbs.

ALUMINUM BACON GRIDS

WEAREVER



Square

Fits square frying pan. Holds bacon flat in pan so it fries crisp and brown without tedious turning.

Heavy perforated sheet aluminum with black bakelite knob.

7 $\frac{1}{2}$ inches Square
(2807)

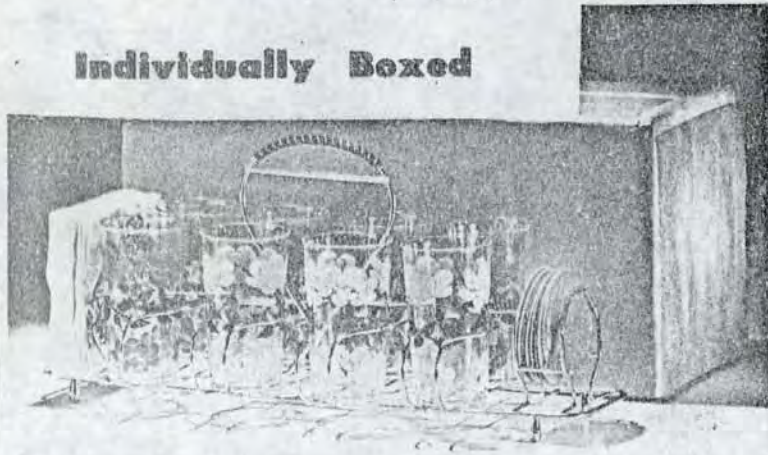
	Regular	SPECIAL	Retail	Retail
Each	Price	PRICE	Regular	Special
K5107H	\$0.63	\$0.59	\$0.95	\$0.90
	.60	.56	(Case lots 6)	

Six in ctn. Wt. ctn. 2 $\frac{1}{2}$ lbs.

**PARTY CADDY
ARTISTIC WIRE**

Section 15 Page 16JJJJ

Individually Boxed



Lustre bright brass finish tote caddy 18x8x7 1/4 ins.
 8 - crystal clear 10 ounce decorated plastic tumblers.
 8 - 3 1/2 in. diameter plastic coasters.
 1 - cellophane wrapped package of matching cocktail napkins.

Each	SPECIAL	Retail
61-26-11R-H	PRICE	Price
	\$2.98	\$4.98

Six in bx. Wt. bx. 21 1/2 lbs.

**PLASTIC TUMBLERS
FEDERAL**
(Section 15-Page 60CC)



Soft, sanitary flexible Polyethylene.

Capacity 8 ozs.

Per Ctn 72, 61-731A-H	Regular Price \$4.80	SPECIAL PRICE \$2.88
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Seventy-two in ctn. Wt. ctn 3 1/2 lbs.

**COUNTRY CLUB
INSULATED**
(Section 15-Page -60-I)



Keeps drinks hot or cold for hours.
 Plastic shell and liner—sweetproof, shatterproof. Leaves no rings.
 Assorted colors.

Retail Each - \$0.39	
Per ctn. (24)	SPECIAL PRICE
61-701PB-H	\$7.20
24 in ctn. Wt. ctn. 7 lbs.	

CLOTHES BASKETS

LOMA

Section 15 Page 60 JJJ



Carry-All

Flexible virgin polyethylene. No liner necessary and it is rust-proof, moistureproof. Can't retain odors. Many uses—bathing baby, storing, etc.

Size 27x19 3/4 inches. 11 1/4 inches high.
 One each assorted—red, yellow and pink.

Each	Regular	SPECIAL
61-837A-H	Price	PRICE
	\$2.99	\$2.69

Three in ctn. Wt. ctn. 10 1/2 lbs.
 Sold Only in Full Cartons

**RANGE SETS
HELLER**
(Section 15, Page 16-B)



Hostess Ware Copperama

Aluminum

Rust-proof satin finished aluminum with beautiful life-time copper color trimmings.

Grease container with easy-handling black ring on cover. Salt and pepper shaker.

Three Piece Set

Retail, Set—Regular 2.69, Special \$2.20

Per Set	Regular Price	SPECIAL PRICE
61-8023-H	\$1.79	\$1.45

Twelve in ctn. Wt. ctn. 10 lbs.

**PLASTIC PICNIC SET
DISPLAY**

FEDERAL

(Section 15—Page 60-III)



Includes 24 sixteen-piece plastic picnic sets (four each tumblers, plates, spoons, forks) in assorted colors plus free polyethylene basket, shipper display and display card.

Retail—Regular \$26.40, Special \$20.65.

Per Display	Regular Price	SPECIAL PRICE
61-364A-H	\$17.55	\$15.50

One display in ctn. Wt. ctn. 17 lbs.

POURING PAILS (Section 15--Page 60-GG) PLAS-TEX



Flexible Polyethylene 2½ Gallon Capacity. Marked for easy measuring. Six in assortment—two each yellow, pink and turquoise.

Retail Each - Regular \$2.98 Special \$1.88

Per Asst.	Regular Price	SPECIAL PRICE
61-4650-H	\$10.80	\$7.70

Six in ctn. Wt. ctn. 8 lbs.

ICE BUCKET AND WINE CHILLER (Section 15--Page 60-HH) PLAS-TEX



Flexible Polyethylene 6¼ Quart Capacity. Fiberglass insulation, chrome bail and lid pull. Six in assortment - one each red, yellow white, pink, turquoise and black.

Retail Each - Regular \$6.95 Special \$4.99

Per Asst.	Regular Price	SPECIAL PRICE
61-4505-H	\$25.02	\$19.98

Six in ctn. Wt. ctn. 17 lbs.

IRONING BOARD COVERS AND PADS

(Section 15--Page 150)



Milium "Miracle Cloth" Covers

This new heat reflecting fabric reduces ironing time to a minimum. Fits all standard ironing tables.

Retail - Regular \$1.20 Special \$0.98

Each	Regular Price	SPECIAL PRICE
61-410E-H	\$0.70	\$0.63

Twelve in ctn. Wt. ctn. 3 lbs.
SOLD ONLY IN FULL CTNS.



Tex-Knit Good-Better-Best Display Assortment

Includes 2 cover and pad sets plus 3 covers in Golden Crown, Perma Gold and Burnproof plus 3 extra covers in Golden Crown—total 6 sets and 12 covers. Adjustable.

Retail-Regular \$54.85, Special \$44.75

Per Asst.	Regular Price	SPECIAL PRICE
61-TA-H	\$32.91	\$29.50

One Asst. in Ctn. Wt. ctn. 12 lbs.

OVEN CLEANER

G. N. COUGHLIN

Section 15 Page 139



Whisks on, whisks off. Creamy white formula dissolves grease like magic. No scraping and no scouring with steel wool. No caustics, lyes or harmful fumes.

Handy cleaning mitt for oven cleaning can be used for cleaning anything from windows to woodwork.

Size 10 oz.

Each	Regular Price	SPECIAL PRICE	Retail Each
54-T10-H	\$1.00	\$0.78	\$1.29

Twelve in ctn. Wt. ctn. 11 lbs.

BREAD BOARDS

(Section 15--Page 90A)



Select Maple Round corners, rolled edges, smoothly finished. Large 10x14 inch size.

Per Ctn.	SPECIAL PRICE	Retail Each
61-14BB-H	\$9.60	\$1.19

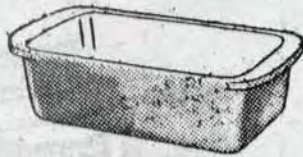
Twelve in ctn. Wt. ctn. 27 lbs.

We do not break cartons.

COLORED PYREX WARE

(Section 15--Page 74II)

BAKING DISHES



1½-Quart Capacity

Inside dimensions 8½x4½x2½ inches.

Lime Color

Regular Price

SPECIAL PRICE

\$0.75

\$0.40

Each
4-913/7-E

Six in Ctn. Wt. ctn. 15 Lbs.
Sold only in Full Ctns.

NOTE: Freight equalized with other jobbing points not to exceed X3D00 per cwt.

DECORATED JUICE OR SERVER SET

Section 15 Page 78

5 Piece

Four Gold Band with colored base.

Juice Container 36 oz.

Glasses 5 oz.



Per Case
12 Sets
7-3102-E

Regular Price

\$9.25

SPECIAL PRICE

\$8.00

12 Sets in case. Wt. case 20 Lbs.

GLASSWARE

STEMWARE

Section 15 Page 82

FEDERAL

All-purpose low footed crystal glass in simple colonial design. Harmonizes with traditional or modern surroundings.

COCKTAIL



Capacity 3½ ounces.

Per Ctn. (36)
81-101C-E

Regular

SPECIAL

Price

PRICE

N-\$3.60

N\$3.05

Thirty-six in ctn. Wt. ctn. 12 lbs.

SHERBET



Capacity 6 ounces.

Per Ctn. (36)
81-103S-E

Regular

SPECIAL

Price

PRICE

N-\$3.60

N\$3.14

Thirty-six in ctn. Wt. ctn. 16 lbs.

JUICE



Capacity 5 ounces.

Per Ctn. (36)
81-102J-E

Regular

SPECIAL

Price

PRICE

N-\$3.60

N\$3.05

Thirty-six in ctn. Wt. ctn. 14 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

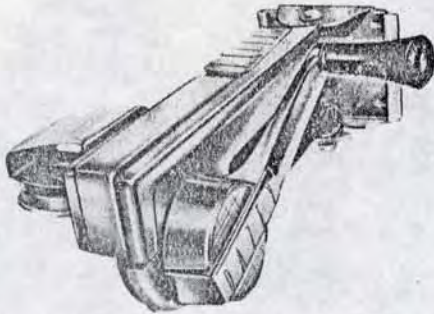
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T-36A

CAN OPENERS

DAISY CANARAMIC

Section 15—Page 94



Highly stylized in decorator colors for the modern kitchen. Folds against the wall.

With Magnetic Lid Lifter

SPECIAL PRICE
\$3.75

Each	(85M) Finish		Each
K2848H	X4D63 Red Enamel		15
KK2848H	X4D17—(Case lots 12)		
K2858H	X5D30 Red Enamel and Chrome	4.29	7.95
KK2858H	X4D77—(Case lots 12)		
K2865H	X5D30 White Enamel and Chrome	4.29	7.95
KK2865H	X4D77—(Case lots 12)		
K2875H	X5D30 Yellow Enamel and Chrome	4.29	7.95
KK2875H	X4D77—(Case lots 12)		
K2844H	X5D30 Pastel pink, richly accented in chrome and black.	4.29	7.95
KK2844H	X4D77—(Case lots 12)		
K2850H	X5D30 Turquoise blue, accented in chrome and black.	4.29	7.95
KK2850H	X4D77—(Case lots 12)		
K2892H	X5D97 All Chrome	4.83	8.95
KK2892H	X5D37—(Case lots 12)		
K2893H	X6D63 Black Enamel with Copper Trim	5.37	9.95
KK2893H	X5D97—(Case lots 12)		

Without Magnetic Lid Lifter

(85)

K2896H	X3D97 Red Enamel	3.21	\$5.95
KK2896H	X3D57—(Case lots 12)		
K2900H	X4D63 Red Enamel and Chrome	3.75	6.95
KK2900H	X4D17—(Case lots 12)		
K2902H	X4D63 White Enamel and Chrome	3.75	6.95
KK2902H	X4D17—(Case lots 12)		
K2910H	X4D63 Yellow Enamel and Chrome	3.75	6.95
KK2910H	X4D17—(Case lots 12)		
K2911H	X5D30 All Chrome	4.29	7.95
KK2911H	X4D77—(Case lots 12)		

One in box. Twelve in ctn. Wt. ctn. 22 lbs.

BOTTLE OPENERS

DAISY

Section 15—Page 94AA



Magnetic

Opens any crown cap or can with no effort and will fit any Dazey wall bracket. There is no damaging or distorting cap and bottles can be recapped with hand pressure.

Permanent magnet holds bottle cap from dropping on floor. Gay decorated colors.

(450)

Red

SPECIAL PRICE

\$1.35

Each
K2906H X1D66.
Lots of 6 X1D49

Each
\$2.49

One in box. Six in ctn. Wt. ctn. 4 lbs.

ICE CRUSHERS

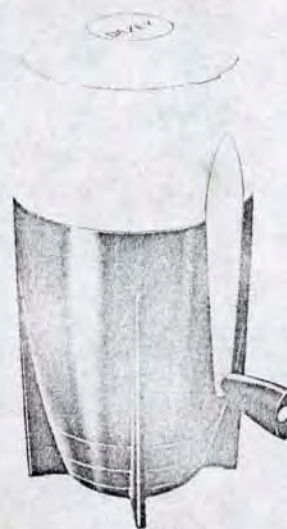
DAISY ICERAMIC

Section 15—Page 94BB

TAB L-TOP MODEL

Crushes ice fine or coarse on forward or backward motion of handle. Crank, body and lid zinc die castings. Heavy gauge stainless steel cutting teeth. Plated bearings. Protective rubber disc on bottom. Body, lid and handle in white chip-resistant enamel.

Holds 2½ lbs. Crushed Ice.



SPECIAL PRICE

Each K2814H	\$5.90	Ice Cup Color Red	Retail Each \$10.95
K2815H	5.90	Yellow	10.95
K2816H	5.90	Black	10.95

Six in ctn. Wt. ctn. 28 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

ICE CRUSHERS

DAISY

Section 15—Page 94BB



A smart colorful stream-lined device that crushes ice to three sizes—adjusts to fine, medium or coarse by the flick of the finger.

Body and crank zinc die cast, all working parts stainless steel. Lifetime oilless bearings. Self-closing lid. Plastic ice cup. Fits standard Dazey wall brackets.

(160)

Body and Crank Polished Chrome

SPECIAL PRICE

Each		Color		Each
K2868H	X7D97	Black	\$6.45	\$11.95
KK2868H	X7D17—(Case lots 6)			
K2822H	X7D97	Red	6.45	11.95
KK2822H	X7D17—(Case lots 6)			
K2823H	X7D97	Yellow	6.45	11.95
KK2823H	X7D17—(Case lots 6)			
K2869H	X7D97	Green	6.45	11.95
KK2869H	X7D17—(Case lots 6)			

Body and Crank White Enamel

K2835H	X6D53	Black	5.37	\$9.95
KK2835H	X5D97—(Case lots 6)			
K2817H	X6D63	Red	5.37	9.95
KK2817H	X5D97—(Case lots 6)			
K2818H	X6D63	Yellow	5.37	9.95
KK2818H	X5D97—(Case lots 6)			
K2867H	X6D63	Green	5.37	9.95
KK2867H	X5D97—(Case lots 6)			

Body and Crank Copper

K2920H	X9D30	Black	7.53	\$13.95
KK2920H	X8D37—(Case lots 6)			
One in display box. Six in ctn. Wt. ctn. 18 lbs.				

Pink Body, Chrome Trim
Black Plastic Ice Cup

K2870H	X6D63		5.37	\$9.95
KK2870H	X5D97—(Case lots 6)			

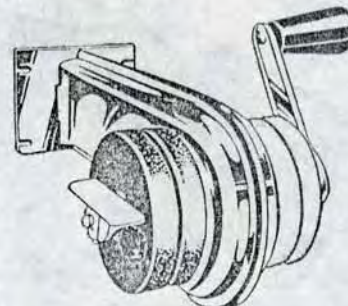
Turquoise Blue Body, Chrome Trim
Black Plastic Ice Cup

K2872H	X6D63		5.37	\$9.95
KK2872H	X5D97—(Case lots 6)			
Six in ctn. Wt. ctn. 20 lbs.				

KNIFE SHARPENERS

DAISY

Section 15—Page 94BB



Twin Sharpit

Twin sets of sharpening wheels. One set for sharpening and one set for honing. Sharpens scissors, knives and other edged tools to keen edge.

Sturdy steel frame with round front. Steel crank with wood grip. Dual grinding wheels with groove. Scientifically designed angle scissors sharpening guide. Die cut stamped gears, 4 to 1 ratio. Complete with wall brackets and screws.

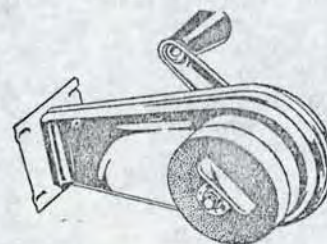
Length including wall bracket 5½ inches.

(910)

SPECIAL PRICE

Each			Each
F5512H	X3D30	\$2.67	\$4.95
FX5512H	X2D97—(Case lots 6)		
One in box, six in case. Wt. case 8 lbs.			

Section 15—Page 94BB



Sharpit

Sharpens knives, scissors and small tools quickly and easily. Sturdy steel frame with round front, smoothly finished. Steel crank with wood grip. Dual grinding wheels with groove and scientifically designed angle scissors sharpener guide. Die cut stamped gears, 4 to 1 ratio. Complete with wall bracket and screws. Will fit any Dazey wall bracket. Length including wall bracket 5½ inches.

(900)

All Chrome—Black Knobs

SPECIAL PRICE

Each			Each
F5511H	X3D97	\$3.21	\$5.95
12 or more	X3D57		

One in box. Wt. box 1 lb.

SHAPLEIGH'S TRAFFIC BUILDERS

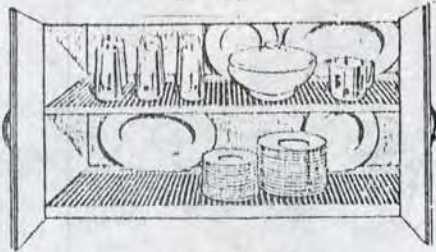
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T-36C

RUBBERMAID HOUSEWARES WOOSTER RUBBER CO.

SHELF KUSHIONS

Section 15—Page 100D



For Wall Cabinets

Size 11 $\frac{3}{4}$ x36 inches (1617)		Regular Price	SPECIAL PRICE	Color	Each
Less than Case Lots	Case Lots			Red	\$0.98
K5510H	KX5510H	\$0.65	\$0.55		
K5501H	KX5501H	.65	.55	Pink	.98
K5509H	KX5509H	.65	.55	Turquoise	.98

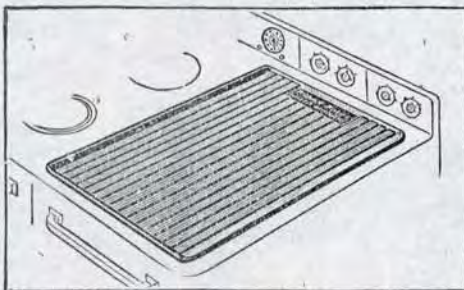
Three in case. Wt. case 6 lbs.

For Base Cabinets		Regular Price	SPECIAL PRICE	Color	Each
Case Lots				Red	\$1.98
61-1627R-H		\$1.32	\$1.11		
61-1627Y-H		1.32	1.11	Yellow	1.98
61-1627P-H		1.32	1.11	Pink	1.98
61-1627T-H		1.32	1.11	Turquoise	1.98

Three in shipping container. Wt. container 10 lbs.

STOVE MATS

Section 15—Page 100CCC

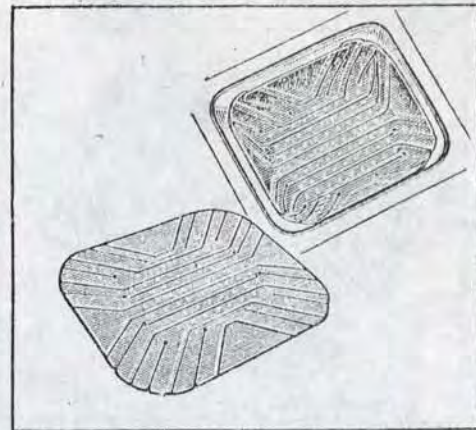


DeLuxe Solid Style		Regular Price	SPECIAL PRICE	Color	Each
Case Lots				Red	\$1.29
61-1301R-H		\$0.86	\$0.72		
61-1301B-H		.86	.72	Black	1.29
61-1301Y-H		.86	.72	Yellow	1.29
61-1301G-H		.86	.72	Green	1.29
61-1301P-H		.86	.72	Pink	1.29
61-1301T-H		.86	.72	Turquoise	1.29

Three in shipping container. Wt. container 3 $\frac{1}{2}$ lbs.

SINK LINER MATS

Section 15—Page 100—CCC



Slotted overlapping corners assure perfect fit for small mat in double bowl sink — large mat in single bowl sink.

Size 18x20 inches (1218)

		Regular Price	SPECIAL PRICE	Color	Each
Less than Case Lots				Red	\$2.49
K5499H	KX5499H	\$1.66	\$1.40		
K5500H	KX5500H	1.66	1.40	Yellow	2.49
K5507H	KX5507H	1.66	1.40	White	2.49
K5551H	KX5551H	1.66	1.40	Green	2.49
K5557H	KX5557H	1.66	1.40	Marbleized Black	2.49
K5558H	KX5558H	1.66	1.40	Pink	2.49
K5640H	KX5640H	1.66	1.40	Turquoise	2.49

Three in case. Wt. case 5 $\frac{1}{4}$ lbs.

Size 20 $\frac{1}{2}$ x24 in. (1219)

		Regular Price	SPECIAL PRICE	Color	Each
Less than Case Lots				Red	\$3.29
K5645H	KX5645H	\$2.19	\$1.84		
K5646H	KX5646H	2.19	1.84	Yellow	3.29
K5647H	KX5647H	2.19	1.84	White	3.29
K5648H	KX5648H	2.19	1.84	Green	3.29
K5656H	KX5656H	2.19	1.84	Marbleized Black	3.29
K5657H	KX5657H	2.19	1.84	Pink	3.29
K5667H	KX5667H	2.19	1.84	Turquoise	3.29

Three in case. Wt. case 7 lbs.

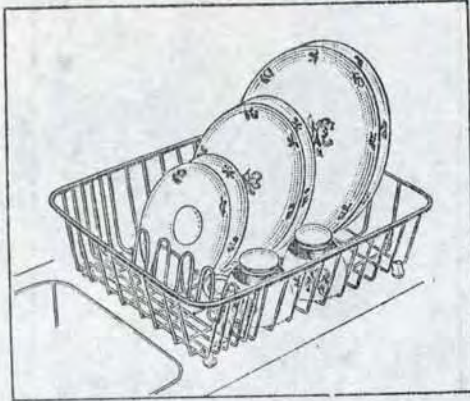
SHAPLEIGH'S TRAFFIC BUILDERS

RUBBERMAID HOUSEWARES

WOOSTER RUBBER CO.

DISH DRAINERS

Section 15, Page 100H



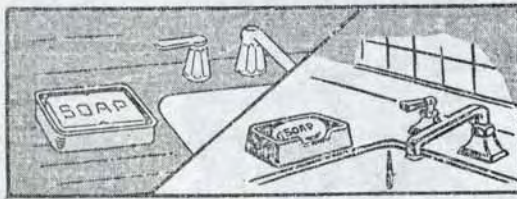
Size 13x15 $\frac{1}{4}$ x4 $\frac{1}{2}$ Inches

(6012)

Less than Case Lots	Case Lots	Regular Price	Color	SPECIAL PRICE	Each
K5328H	KX5328H	\$1.32	Red	\$1.23	\$2.19
K5329H	KX5329H	1.32	White	1.23	2.19
K5330H	KX5330H	1.32	Yellow	1.23	2.19
K5333H	KX5333H	1.32	Green	1.23	2.19
K5334H	KX5334H	1.32	Pink	1.23	2.19
K5393H	KX5393H	1.32	Turquoise	1.23	2.19

Three in shipping container. Wt. container 6 $\frac{1}{2}$ lbs.

SOAP DISHES



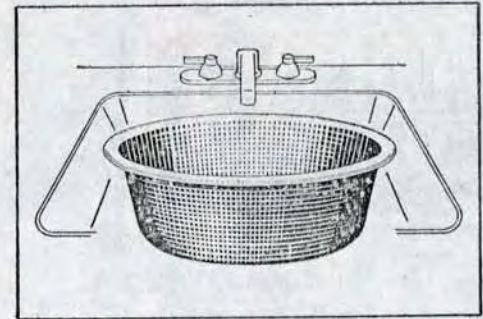
Reversible - 3x5 Inches

(2270)

Less than Case Lots	Case Lots	Regular Price	Color	SPECIAL PRICE	Each
K5658H	KX5658H	\$0.26	Red	\$0.22	\$0.39
K5660H	KX5660H	0.26	Yellow	.22	0.39

Six in shelf pkg. 72 in shipping container. Wt. container 23 lbs.

DISHPANS



Size 13 $\frac{1}{2}$ inches Diameter, 4 $\frac{3}{4}$ inches Deep (2949)

Less than Case Lots	Case Lots	Regular Price	Colors	SPECIAL PRICE	Each
K5470H	KX5470H	\$1.13	Red	\$0.95	\$1.69
K5471H	KX5471H	1.13	Yellow	.95	1.69
K5474H	KX5474H	1.13	White	.95	1.69
K5491H	KX5491H	1.13	Pink	.95	1.69
K4670H	KX4670H	1.13	Turquoise	.95	1.69

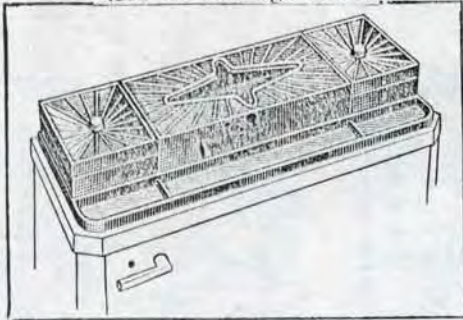
Six in case. Wt. case 6 $\frac{1}{2}$ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-37

RUBBERMAID HOUSEWARES

VANITY TRAY (Section 15--Page 100JJ)



Non-skidding, will not mar furniture surfaces. Center compartments on tray holds combs—smaller compartment for bobby pins, lipstick. Tissue box lid raises and lowers to fit all tissue cartons. Matching side containers perfect for bath and face powders, bath salts, hair curlers, etc.

Size: 19 1/4 x 7 1/2 x 2 1/2 in.
(8870)

Less than	Regular	SPECIAL	Retail
Case Lots	Case Lots	Price	PRICE
K5552H	KK5552H	\$2.65	\$2.28
K5555H	KK5555H	2.65	2.28
K5556H	KK5556H	2.65	2.28
K5559H	KK5559H	2.65	2.28

Three in shipping container. Wt. container 7 lbs.

(Section 15--Page 100JJ)



COASTERS

Diamond design, holds condensed moisture. Rubber cushioning prevents glass breakage or damage to table or furniture surfaces. Will not break, chip or peel.

In Sets of 8

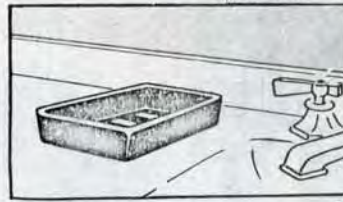
Two each red, blue, green and yellow.

(8810)

Less than	Regular	SPECIAL	Retail
Case Lots	Case Lots	Price	PRICE
K5641H	KK5641H	\$0.67	\$0.57

Twelve sets in case. Wt. case 7 lbs

SOAP DISHES (Section 15--Page 100F)



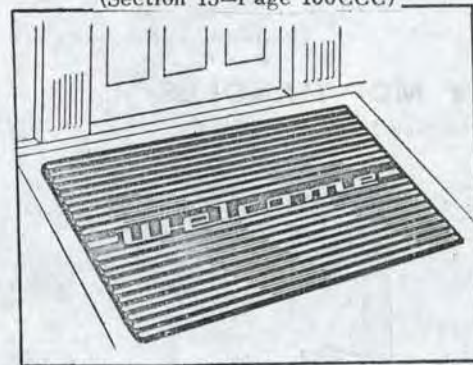
Ridged surface to allow soap to drain dry. Will not mark surfaces. Colorful colorfast rubber compounds, will not warp, crack, peel or chip.

(2202)

Less than	Regular	SPECIAL	Retail
Case Lots	Case Lots	Price	PRICE
K5654H	KK5654H	\$0.13	\$0.11
K5655H	KK5655H	.13	.11

Twelve in shelf box. Seventy-two in shipping container. Wt. container 12 lbs.

DOOR MATS (Section 15--Page 100CCC)



Large size, extra heavy duty. Tapered top ribs are self-draining and ridges on bottom prevent water trapping under mat. Top rib design scrapes off dirt and mud and is easily swept clean.

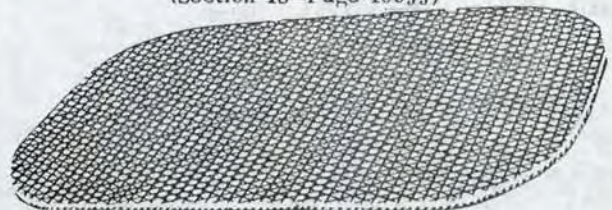
Size 17 1/2 x 28 inches **SPECIAL**

Case Lots	Regular Price	Color Grey	SPECIAL PRICE	Each
61-1409G-H	\$2.65		\$2.28	\$3.98

Three in case. Wt. case 17 lbs.
Sold Only in Full Cases

FATIGUE MATS

(Section 15--Page 100JJ)



Ideal for use in front of sink. Easy on feet.

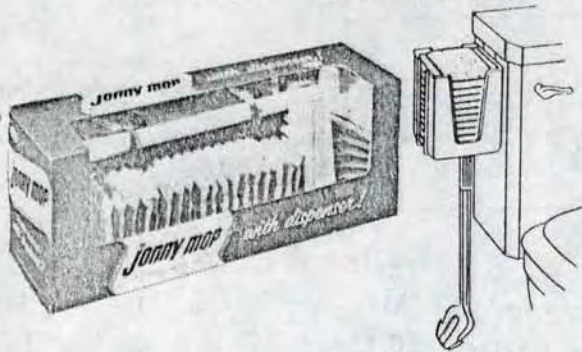
Foam Rubber
Size 18x30 In.
(1652)

Per Assortment	Regular	SPECIAL
(12)	Price	PRICE
5-RR1830-H	\$15.50	\$11.00

One assortment in carton. Wt. Ctn. 25 lbs.

TOILET BOWL MOPS PERSONAL PRODUCTS

Section 15 Page 115



Deluxe Jonny Mop

Attaches easily to toilet or wall. Keeps pads neat and handy with a convenient hook for handle. Pad has foaming action agitate that deodorizes as it cleans. Just press button on white plastic handle to release pad. Complete with twelve pads and dispenser.

Each
6-635-H

Regular
Price
\$1.62

**SPECIAL
PRICE**
\$1.15

Retail
Each
\$2.45

One in box, twelve boxes in ctn. Wt. ctn. 19 lbs.

JONNY MOP HANDLES

Section 15 Page 115



(606)

Each
K3245H

Regular	SPECIAL	Retail
Price	PRICE	Each
\$0.73	\$0.56	\$1.10

One in cellophane bag, Twelve in ctn. Wt. ctn. 1 3/4 lbs.

REFILL PADS

Section 15 Page 115



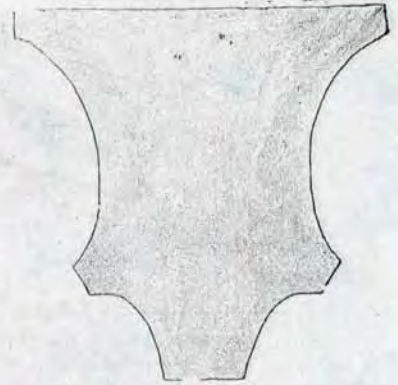
For Jonny Mops K3246H-635 and K3245H-606 Handle

Per Ctn.
(24 Pkgs.)
6-611-H

Regular	SPECIAL	Retail
Price	PRICE	Per Pkg.
\$5.20	\$4.40	\$0.29

Ten in pkg., twenty-four pkgs. in ctn. Wt. ctn. 5 1/2 lbs.

CHAMOIS Section 15 Page 126D



Fine quality, big size chamois carefully prepared 2nd treated.

Regular	SPECIAL
Price	PRICE
\$564A	\$1.44

Each

Price

PRICE

Twelve in pkg. Wt. pkg. 1 lb.

PRO-CEL CELLULOSE SPONGES

Section 15 Page 157



For window, wall, car washing and the home. Your choice pink, blue, green, yellow and natural.

PC10	SPECIAL
Regular	PRICE
Each	Price
K3736H	\$0.43
	Lots of 12
	\$0.46
	Lots of 72
	\$0.43

72 in carton, Weight 17 3/4 lbs.

SPECTACULAR OFFER! LIMITED TIME ONLY!

SAVE!

Shetland
TWIN-BRUSH

Section 15--Page 132-DD)

ELECTRIC

**POLISHER
SCRUBBER
RUG CLEANER**

GUARANTEED QUALITY OF SERVICE BY MEMBER
**Guaranteed by
Good Housekeeping**
NOT AN ADVERTISED FEATURE



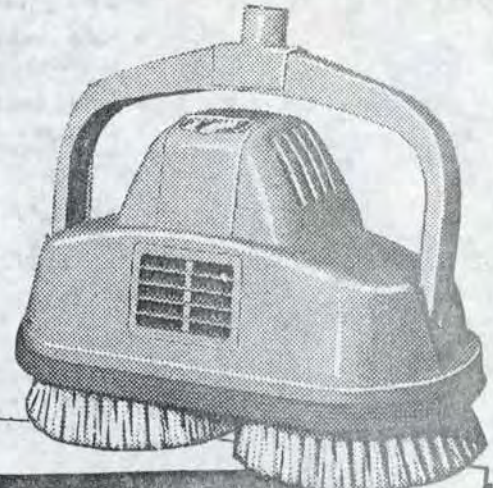
**THE Complete
FLOOR AND RUG CONDITIONER**

SCRUB, WAX AND POLISH Every Floor in your home. And - clean every rug on your floors, bring back their original colors and make them new-like and beautiful. And - you can do it all without drudgery as the Shetland does the hard work for you - you just guide it over the floor. You'll get the same deep down professional finish on your floors that is used on the heavy-traffic floors of hospitals and office buildings all over the country - a finish that lasts and lasts, instead of just a mere surface gloss. You'll do your floors less often and you'll avoid disappointments from the so-called "self-polishing" waxes. You'll save money too!

ONE ROUND OF RUG CLEANING IN THE AVERAGE HOME PAYS THE ENTIRE COST OF THE SHETLAND

COME IN TODAY OR PHONE FOR DEMONSTRATION

110Volts A.C. D.C.



LOOK! WHAT YOU GET!

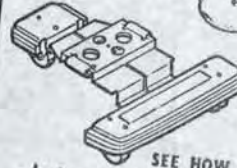
2 Scrubbing Brushes



2 Polishing Brushes



2 Felt Buffers



THE EXCLUSIVE SHETLAND RUG CLEANER which automatically adjusts itself to any rug.

SEE HOW SIMPLE IT WORKS

Just spread rug cleaning preparation on your rug as directed . . . snap rug cleaning attachment on Shetland Polisher . . . and work preparation into rug . . . it's so easy, it's fun . . . now once over with your vacuum . . . and the bright original colors of your rug are restored.



Waxes & Polishes



Scrubs



Cleans Rugs



Bufs Counters, Furniture, etc.



Steel Wools

Each

Regular Price

SPECIAL PRICE

81-T-7PB8-C

\$49.95

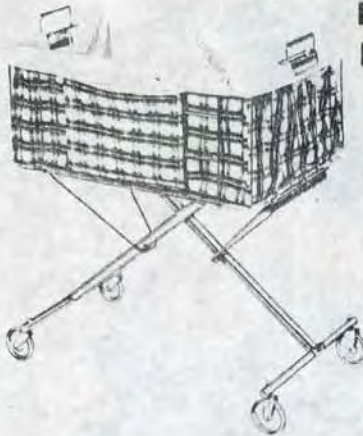
\$32.47

One in ctn. Wt. ctn. 19 1/4 lbs.

www.roseantiquetools.com

LAUNDRY CART

(Section 15—Page 142)



**Features: ALL-STEEL
Frame Construction
with Exclusive
Chrome Plating
for Lasting Beauty**

- Double safety lock —can't collapse
- 3 height positions
- Side drops to form work shelf
- Folds for easy storage

Each
81-SLC-C

**SPECIAL PRICE
\$6.00**

One in ctn. Wt. ctn. 12½ lbs.

CLOTHES HAMPERS

(Section 15—Page 150AA)

**VULCOT
Princess Line**

Lots of 6 assorted—List less 14C0%

Exceptionally light vulcanized fibre. Scuff resistant, will not mildew, corrode or rust. Molded plastic rings. Glass smooth inside to protect most delicate lingerie. Ventilated to end odor.

OVAL



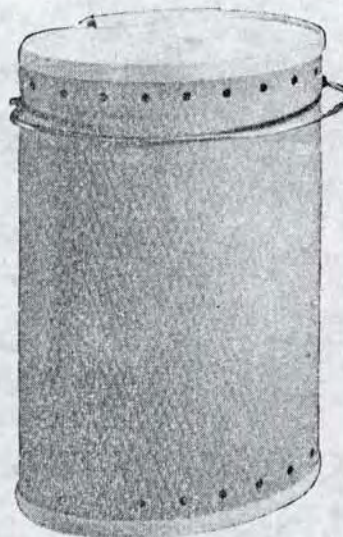
Handle can also serve as towel rack.
Height 26½ in. x 13¾ x 8¾ in.

Retail — Regular \$9.95, Special \$8.40

Each	Reg. Price	SPECIAL PRICE
7-507W-H White	\$6.64	\$5.60
7-507Y-H Yellow		
7-507P-H Pink		

One in ctn. Wt. ctn. 4¼ lbs.

FAMILY SIZE OVAL



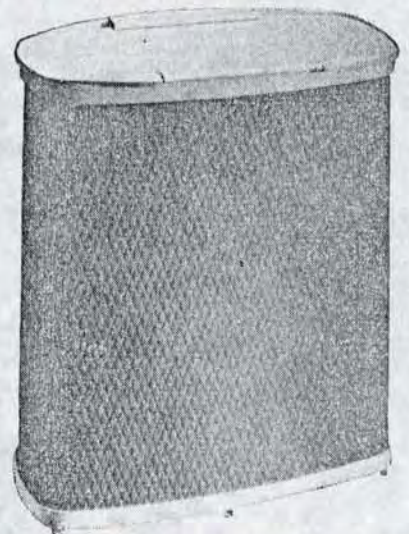
Handle also serves as towel rack.
Height 26½ in. x 18¼ x 11½ in.

Retail — Regular \$12.95, Special \$10.95

Each	Reg. Price	SPECIAL PRICE
7-509W-H White	\$8.63	\$7.30
7-509Y-H Yellow		
7-509P-H Pink		

One in ctn. Wt. ctn. 4 lbs.

JUMPO



Hinged top. Height 26½ in. x 24½ x 13½ in.

Retail — Regular \$14.95, Special \$12.60

Each	Reg. Price	SPECIAL PRICE
7-510W-H White	\$9.97	\$8.40
7-510Y-H Yellow		
7-510P-H Pink		

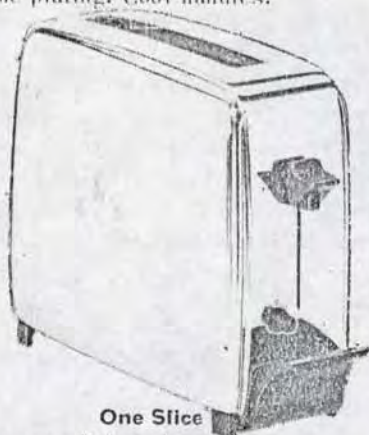
One in ctn. Wt. ctn. 6¼ lbs.

TOASTMASTER ELECTRIC HOUSEWARES

AUTOMATIC TOASTERS

(Section 16-Page 2)

Fully automatic--just drop in bread and press handle down. Set the toast control knob for light, dark or in-between toast. Superflex Timer assures uniform toasting. Long-lasting elements. Hinged crumb tray--press button to open for easy cleaning. Durable, easy-to-clean chrome plating. Cool handles.



One Slice

For small family, or person living alone.

Operates on 110-120 volts A.C. only, 60 cycles, 550 Watts.

Each	Regular Price	SPECIAL PRICE
81-1A6-C	\$11.17	\$9.00

Three in ctn. Wt. ctn. 10 $\frac{3}{4}$ lbs.

AUTOMATIC STEAM AND DRY IRON TOASTMASTER

(Section 16-Page 2A)



Uniform heat control with finger-tip steam control. Fabric selector dial. Top capacity water chamber holds 8 oz. of tap water.

Lift "tap-fill" cap on handle. Tubular cast-in element. Aluminum sole plate. Cool bakelite handle. 9 steam vents.

Complete with 7 ft. cord.

Operates on 110 to 120 Volts A.C. only, 100 Watts, 60 cycles

(4B1)

Each	Regular Price	SPECIAL PRICE
K11C	\$11.44	\$9.50

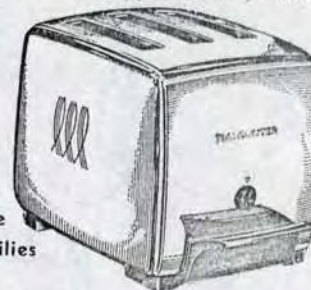
Six in ctn. Wt. ctn. 28 $\frac{1}{2}$ lbs.

POWERMATIC TOASTERS

(Section 16-Page 2-AA)

No levers to push--powerful electric motor lowers bread and starts it toasting, then serves it up fast. Easy to clean, push button operated hinged crumb tray. Beautifully styled in chrome with cool, brown handles.

Bread is lowered, toasted, served up automatically. Toasts one slice in any slot. Set toast control dial for any color toast desired. Exclusive Superflex timer toasts fast when cold--faster when hot. Toasting action can be stopped at any time by pressing Toast Control Dial.



3-Slice
For Big Families

Length 11 $\frac{3}{8}$ inches. Height 7 $\frac{1}{4}$ inches. Width 7 $\frac{1}{8}$ inches.

Guaranteed for one year against defects in material or workmanship.

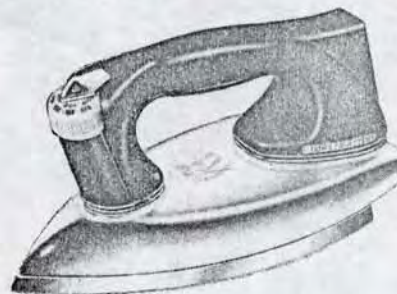
Operates on A. C. only, 110 to 120 volts. 1380 watts.

Each	Regular Price	SPECIAL PRICE
81-1C4-C	26.62	\$23.00

One in ctn. Wt. ctn. 7 $\frac{1}{4}$ lbs.

ELECTRIC IRON TOASTMASTER

(Section 16-Page 2A)



Guaranteed for One Year

Mica wound element $\frac{1}{8}$ inch from ironing surface, is equally distributed throughout sole plate.

Temperature is same in heel as in toe. Steel sole plate with hard chromium finish designed for durability and to maintain smooth ironing surface. Eliminates scratching.

Temperature control dial located far away from hot parts and always remains cool. Settings for rayon, nylon, silk, wool, cotton and linen. Settings can be easily changed without removing hand from handle. Sturdy heel rest.

Handles always cool. Complete with 7 foot cord.

Specifications:

115 volts, A.C. only, 1000 watts, 8.7 amperes.

(4A2)

K12C	Regular Price	SPECIAL PRICE
	\$8.73	\$7.50

One in ctn. Wt. ctn. 3 $\frac{1}{2}$ lbs.

NEW Sunbeam **MODEL 11 AUTOMATIC MIXMASTER**

(Section 16--Page 2-B)

Has Every Exclusive Mixing Advantage



The model 11 Sunbeam Mixmaster gives the user New, Larger, Bowl Fit Beaters that are shaped to fit both side and bottom of bowl. New, larger, heat resistant bowls revolve automatically. User's hands are always free to add ingredients. Automatic juice extractor with oscillating strainer that automatically joggles the juice out of the pulp. Has famous, Mix-Finder Dial with the correct mixing speeds right at user's fingertips. Nylon control button on beaters automatically keeps beater speed and bowl speed uniform. Powerful governor controlled motor. Operates on 100-120 volts A. C. or D. C. Complete with attached cord.

Each Regular Price **SPECIAL PRICE**

Turquoise Enamel—Without Juicer

81-11WT-C \$30.72 **\$25.89**

Three in ctn. Wt. ctn. 57 lbs.

ELECTRIC MIXERS
GENERAL ELECTRIC
(Section 16--Page 6)



Beats and blends batters to smooth, ready for baking perfection. Whips potatoes and other vegetables. Can be used with one or two beaters. Cool plastic handle and trim, baked enamel finish. Fingertip control. Two speeds. Rubber base guard permits resting on mixing bowl while in operation without injury to bowl. Rubber guard and handle specially shaped to form a heel rest. Compactly designed. Specially designed full size beaters. Special key-hole slot just above beater hole for hanging on wall. Long life rubber cord and molded plug permanently attached. Operates on A. C. only, 115 volts, 100 watts.

Three Speeds (M17)

Each	Regular Price	Color	SPECIAL PRICE
K80C	13.27	Pink	11.88

One in box, three in ctn. Wt. ctn. 12 lbs.

ELECTRIC MIXERS

DORMEYER
(Section 16—Page 10)



Silver Dormey
Chrome Plated

5 full powered speeds. Fingertip beater release. Large size beaters. Recipe tested dial selector. Stands on end for draining or storage. One hand operation. Lighter weight only 3¼ pounds. Six foot rubber covered cord and plug.

Operates on AC or DC 110 to 120 volts.

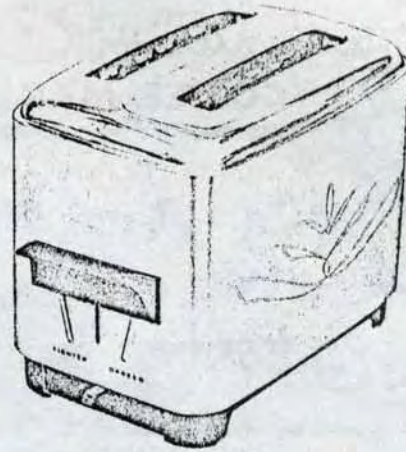
(7600)

Each	Regular Price	SPECIAL PRICE
K18C	\$14.46	\$12.50

One in ctn. Wt. ctn. 4 lbs.

ELECTRIC TOASTER

(Section 16—Page 18-D)
PROCTOR



AUTOMATIC DELUXE

Fully thermostatic Magic color control—no need to reset even for frozen bread—reheats without burning. Wheel in base adjusts for further refinement. Easy-clean crumb tray. Rich chrome. Up-swept handles.

110-120 Volts AC—1050 Watts

Each
81-1474C

SPECIAL PRICE
\$8.54

Retail
Each
\$12.75

One in ctn. Wt. ctn. 4½ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

HALL CHINA *Automatic Electric* COFFEE MAKERS

(Section 16, Page 8-AA)



Each
81-5200/3-C

Regular
Price
\$13.30

**SPECIAL
PRICE
\$10.00**

Each
81-5200/2-C

Regular
Price
\$13.00

**SPECIAL
PRICE
\$10.00**

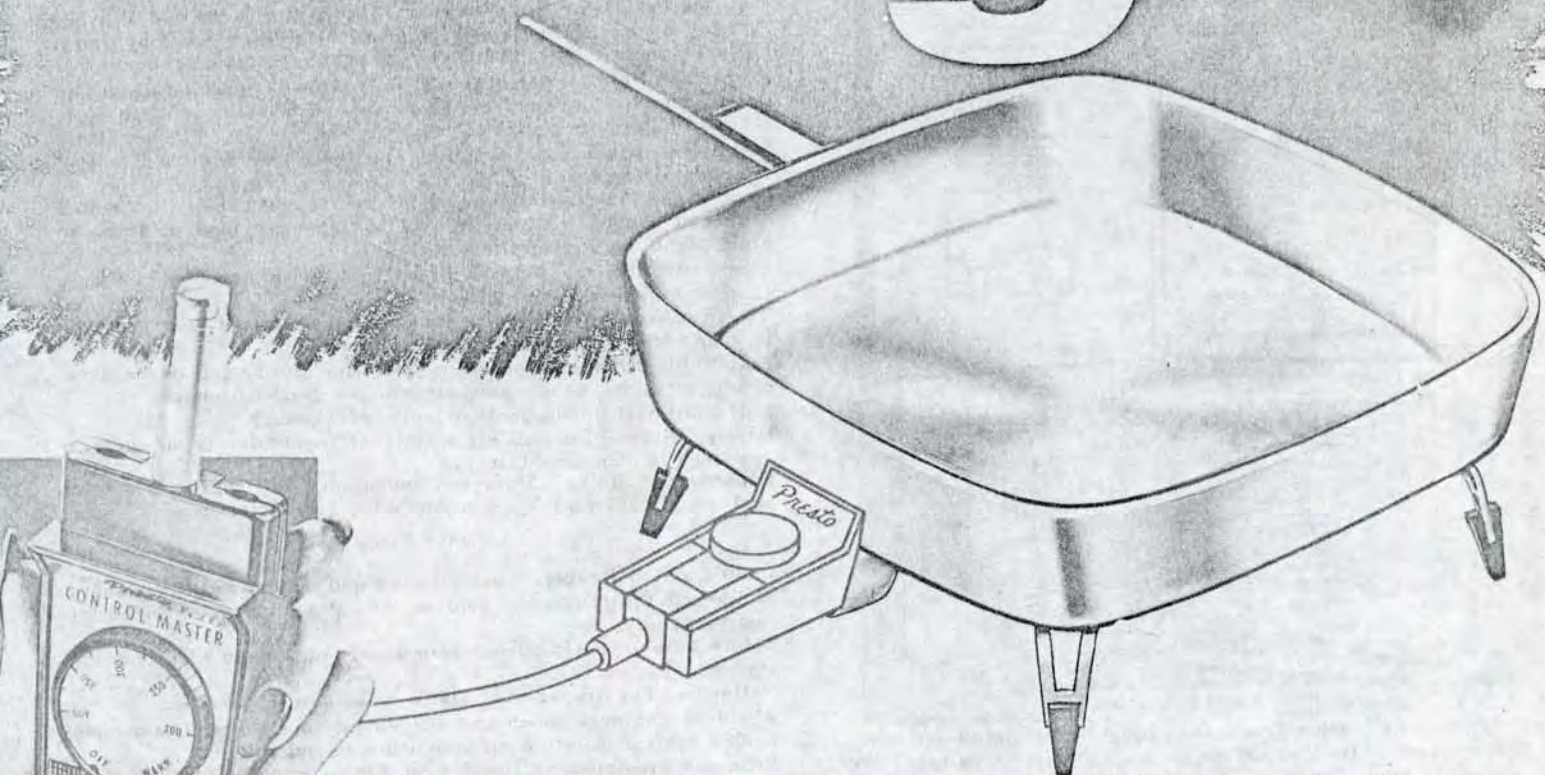
5200-2
Dogwood Pattern

These 8-cup coffee makers are made of tasteless, craze-proof china, beautifully and permanently decorated in full color. The easily cleaned glazed china surface can be kept free of old coffee residue and deposits that affect the quality of subsequently brewed coffee.

The coffee makers are fully automatic—start operating quickly after connection—pass water at perfect brewing temperature through the coffee—stop when coffee is done—hold coffee at drinking temperature indefinitely.

450-45 watts, 115 volt A. C. only. One year guarantee.

PRESTO®
\$9⁹⁵



**Special Traffic-Building Price
 Promotion Won't Cost YOU a Cent!**

Fry Pan Size - 11 inches

Feature and display the famous \$12.95 Presto Control Master Fry Pan at a 25% reduction—and stand back for action! Your customers know the regular price of this fry pan, because it's nationally advertised at \$12.95 in all the big magazines. That's why you'll sell plenty and sell 'em fast. Order today.

Section 16 Page 12-A

\$6⁹⁵
 ONE CONTROL MASTER RUNS THIS FRY PAN AND 6 OTHER APPLIANCES

	Regular Price		SPECIAL PRICE		Retail Each	
	1 to 5	6 or more	1 to 5	6 or more	Regular	Special
81-SS32-C	\$8.74	\$8.16	\$6.97	\$6.72	\$12.95	\$9.95
One in ctn. Wt. ctn. 5 1/4 lbs.						
GLASS COVER						
81-99/161-C,			1.52	1.42	2.25	
One in ctn. Wt. ctn. 4 1/8 lbs.						
METAL COVER						
81-99/164-C			2.19	2.05	3.25	
One in ctn. Wt. ctn. 1 1/2 lbs.						
K-30-C						6.95

SHAPLEIGH'S TRAFFIC BUILDERS

ELECTRIC REFRIGERATORS

MARQUETTE

Section 16-Page 36

Approved by Underwriters' Laboratories, Inc.

Both Separately refrigerated and separately insulated. Magic Matic

Giant True "Zero Zone" Food freezer stores fresh frozen foods up to a year.

"Moist Cold" Refrigerator with complete automatic defrosting. Safe refrigerated temperatures and moist cold are maintained by second cooling system so foods don't dry out even when uncovered.



Freezer Section

True "Zero-Zone" Home Freezer--Completely insulated and sealed from the rest of the cabinet on all six sides. Frozen foods are automatically kept Zero-Zone safe behind its separately sealed door.

Really Big Family-sized Capacity--Holds 176 lbs. About 200 packages and can of fresh frozen foods.

Glide-Out Basket--Ideal for irregular and hard to store items. Eliminates "Bending Effort" when removing food from lower section. Glides smoothly on life-time nylon rollers.

Book Shelf storage in the door--New shelf design permits positioning all vegetable packages for immediate selection. Easy as taking a book off the shelf.

Juice Can Rack--Juice of your choice always up front.

Three Ice Cube Trays--Freeze ice cubes faster because the freezer section is much colder than a regular refrigerator.

Requires no frequent defrosting--Like a large home freezer just remove the frost by scraping once or twice a year.

Five Year Warranty--A written warranty covering the complete Refrigerator and freezer for one year and an additional four-year replacement contract on sealed mechanism.

Specifications:

Gross Capacity--15 cu. ft.
Net Capacity--14.3 cu. ft.
Freezer Cap--5.04 cu. ft.
Freezer Cap--176 lbs.
Refrigerator Capacity--9.26 cu. ft.

Shelf Area:
Refrigerator--14.2 sq. ft.
Freezer--8 sq. ft.
Automatic Defrost--100%
Defrost Water Displ.--Auto.

Crispers--Two, 27 quarts
Flip-Flex Shelves--Two
Height--68 $\frac{5}{8}$ in.
Width--30 $\frac{3}{4}$ in.
Depth (less hardware) 29 $\frac{3}{4}$ in.

Each
21-14TH-C

One in ctn.

SPECIAL PRICE

N - \$315.00

www.roseantiquetools.com

Refrigerator Section.

Carefree Defrosting--Frost banished like magic at the end of every freezing cycle. Defrost water automatically disposed of by draining to pan under cabinet where it evaporates by heat from compressor.

Moist Cold Refrigerator--The entire section keeps food moist and fresh without being covered. The cold and humidity automatically are kept in balance so foods won't dry out.

Self-Service shelves that glide out--No more "hide and seek" with back-shelf foods.

Lots of "Specialized storage" in door--A deep door that stores more and assures convenience of having more food up front, in plain sight and at fingertips.

Butter and Cheese "Dairy Bar"--Hold 4 lbs. of butter and cheese. Counter balanced tilt-back door.

Two Removable Egg Trays--Just pick them out of door and take to your work counter. Each holds a dozen eggs.

Full Width Utility Compartment--Ideal for storing left overs, jars, candy, vitamins, yeast, sandwiches, etc. Door tilts back.

Full Width tall Bottle Shelf--Plenty of capacity.

Roomy Crisper--Keeps a big supply of vegetables crisp and garden fresh in humid-cold zone.

Expandable Bulky Storage--Convenient "Flip-Flex" quarter shelves adjust in a jiffy. Provide bulky goods storage.

Cabinet Features

Long Lasting Beauty--Steel cleaned and bonderized. Two coats of DuPont Dulux Enamel applied for extra high gloss baked for lasting beauty.

Safety Latch--Easily opened from inside to prevent a child being trapped.

Roller Bearing Hinges--Adjustable in and out-up or down.

All Steel Cabinet--Fused and welded into one piece. Outer case sealed against moisture-rust-proof inside and out.

Efficient Insulation--All sides of food cabinet blanketed with average 3 in. thickness of efficient glass fibre. Refrigerator and freezer section insulated from one another by High-Density fibre glass enclosed in polyethylene bags so as to be 100% free of any moisture penetration.

Porcelain Enameled Interior--Acid-resistant Titanium porcelain food liner.

Automatic Light--Floodlights every corner of interior.

Leveling Guides--Provided on all four corner.

Tecumseh Hermetic Compressor--Protected for life against air, moisture and dirt. Moving parts virtually float in fine film of lubrication. $\frac{1}{4}$ H.P. size and using Freon 12.

Shell Cooled Condenser--Assures greatest efficiency, quietness of operation and a dry cabinet exterior. No fan no oiling, no noise.

SHAPLEIGH'S TRAFFIC BUILDERS 4-1-58 T-47

ELECTRIC REFRIGERATORS

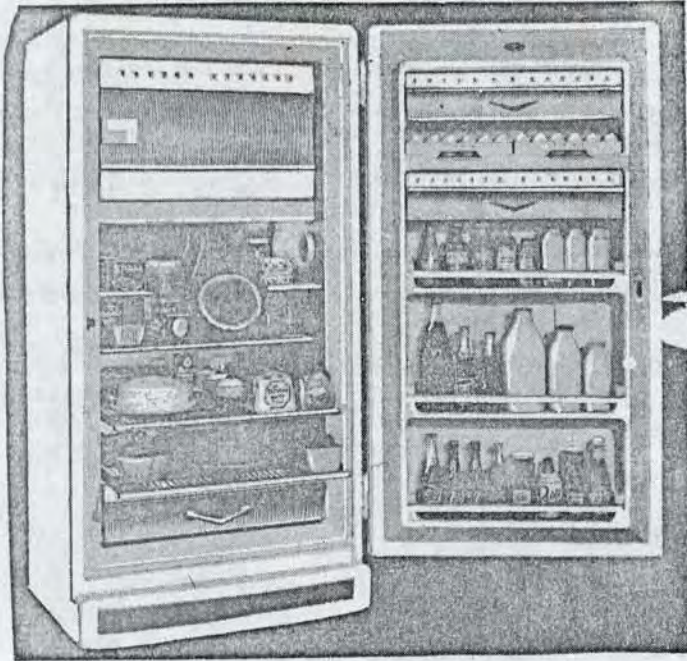
Section 16—Page 36A

MARQUETTE

Approved by Underwriters' Laboratories, Inc.

Magic Matic

"Zero Zone" food freezer stores up to 80 packages and cans of fresh frozen foods.
True "Moist Cold" refrigerator with completely automatic defrosting.



Carefree Defrosting—Frost is banished like magic at the end of every freezing cycle. You are freed from clocks, timers, heaters and pans to empty—it's completely automatic.

Separate Food Freezer—The BIG 80 pound freezer is completely insulated and sealed from rest of cabinet—frozen foods are automatically kept Zero Zone Safe behind the sealed door.

Self-Service Shelves—They glide out all the way. No more "hide and seek" with back-shelf foods.

Lots of "Specialized Storage" in door—New deep recessed shelves, butter-cheese keeper, two eggs each, plus utility storage.

Moist Cold Refrigerator Compartment—The entire refrigerator section keeps foods moist and fresh without being covered. Automatically the cold and humidity are kept in balance so foods don't dry out.

Roomy Crisper—Holds almost a bushel of fresh fruits and vegetables. Keeps them garden-fresh in humid-cold zone.

Expandable Bulky Storage—Convenient "Flip-flex" quarter shelves adjust in a second—provide more bottle area or bulky goods storage in a jiffy.

Cabinet Features:

Long Lasting Beauty—Steel cleaned and bonderized. Two coats of Dupont Dulux enamel applied for extra high gloss, baked for lasting beauty.

Safety Latch—A new mechanism permitting children to quickly and easily release door if trapped inside.

"Roller Bearing" Hinges—Adjustable in and out—up and down for perfect door alignment.

All Steel Cabinet—Fused and welded into one piece. Outer case sealed against moisture. Rust-proofed inside and out.

Refrigerator and freezer section—Insulated from one another by High-Density fibreglas enclosed in Polyethylene bags so as to be 100% free of any moisture penetration.

Porcelain Enameled Interior—Acid-resistant Titanium porcelain food liner.

Automatic Light—Floodlights every corner of interior.

Leveling Guides—Provided on all four corners for use on uneven floors.

Tecumseh Hermetic Compressor—Protected for life against air, moisture and dirt. Moving parts virtually float in fine film of lubrication. Features latest type internal spring mountings for noiseless and vibrationless operation. $\frac{1}{5}$ H.P. size. Freon 12 refrigerant.

Specifications

Gross Capacity.....	13.74 cu. ft.
Net Capacity.....	12.08 cu. ft.
Food Freezer Capacity.....	80 lbs.
Refrigerator Section Capacity.....	9.8 cu. ft.
Shelf Area.....	15.25 sq. ft.
Automatic Defrosting.....	Yes—100%
Defrost Water Disposal.....	Automatic
"Flip-Flex" Shelves.....	2
"Roll-out" Shelves.....	2
Door Shelves.....	6
Full Width Crisper.....	22 Ots.
Dimensions—Height.....	61½ in.
Width.....	30¾ in.
Depth.....	26¼ in.

Five-Year Warranty: A written warranty covering the complete refrigerator for one year and additional four-year replacement contract on sealed mechanism.

12.08 Cubic Feet

Each
21-12TH-C

SPECIAL PRICE

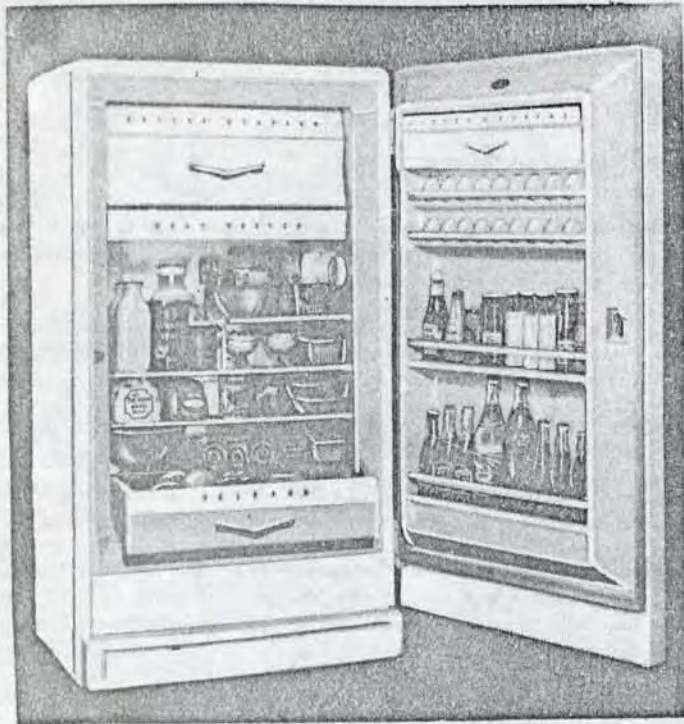
N - \$235.00

One in ctn. Wt. ctn. 330 lbs.

ELECTRIC REFRIGERATORS

Section 16—Page 36B

MARQUETTE



Long-Lasting Beauty—Steel cleaned and bonderized. Two coats Dupont Dulux enamel applied for high gloss—baked for lasting beauty.

Safety Latch—Easily opened from inside to prevent child from being trapped within.

All Steel Cabinet—Fused and welded into one-piece construction. Outer case vapor-sealed against moisture—rust-proofed inside and out. One-piece wrap-around construction.

Insulating Door Trim and Seal—New molded breaker strip provides a streamlined finish. Balloon gasket seals cold air in and heat out.

Efficient Blanket Insulation—All sides of food cabinet are blanketed with efficient Glass-Fibre—won't pack, settle or absorb food odors.

Porcelain Enameled Interior—Gleaming white food liner finished throughout with acid-resistant Titanium porcelain enamel.

Automatic Light—Floodlights entire interior when door is opened.

Leveling Guides—Another convenience provided to keep cabinet level where floor is uneven.

"Sealed-in-Steel" Compressor—Tecumseh hermetically sealed unit protected for life against air, moisture and dirt. Moving parts virtually float in fine film of lubrication. Features latest type internal spring mountings for noiseless and vibrationless operation. 1/8 h.p. size. Equipped with overload protection relay.

FREON 12 REFRIGERANT

Full-Width Frozen Food Chest—Freezes and stores food and ice cubes. Freezer door insulated to maintain lower temperatures.

Full-Width Chiller Tray—Ideal for chilling beverages, salads and storing flat meat cuts for short periods of time. Serves as defrosting tray. 14 lb. capacity.

Generous Shelf Area—Strong steel shelves with a rust and corrosion-proof finish provide 18.1 cubic feet of storage.

Bonus Door Shelves—New recessed-in-the-door shelves hold an abundance of food. All so easy to see and reach. Two shelves hold 1 1/2 doz. eggs. Two other shelves accommodate tall bottles and jars.

Built-In Dairy Bar—Designed to provide a special place to store 4 lbs. of butter and cheese. Counter balanced tilt-back door.

Roomy 22 qt. Crisper—Full-width crisper holds 2/3 bushel. Keeps fruit and vegetables crisp and garden-fresh.

Flexible Interior—Plenty of spacious bottle storage. Half shelf is removable to permit use of space for bulky storage.

Soft Color-Tone Styling—The soft lime tone of the interior, accented with sunset gold trim will harmonize beautifully with any kitchen.

Specifications:

Gross Capacity.....	11.74 cu. ft.
Net Storage.....	10.6 cu. ft.
Frozen Food Capacity.....	49 lbs.
Shelf Area.....	18.1 sq. ft.
Dimensions—Height.....	58 1/4 in.
Depth.....	26 1/4 in.
Width.....	30 3/4 in.

Five-Year Warranty: A written warranty covering the complete refrigerator for one year and an additional four-year replacement contract on the sealed "Thrifty-Power" mechanism.

Each
21-10BH-C

SPECIAL PRICE N - \$179.00

One in ctn. Wt. ctn. 295 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-49

ELECTRIC REFRIGERATORS

MARQUETTE

Section 16--Page 36C



Safety Latch--Easily opened from inside to prevent child from being trapped within.

Long-Lasting Beauty--Steel cleaned and bonderized. Two coats DuPont Dulux enamel applied for high gloss--baked for lasting beauty.

All Steel Cabinet--Fused and welded into one-piece construction. Outer case vapor-sealed against moisture--rust-proofed inside and out. One-piece wrap-around construction.

Insulating Door Trim and Seal--New molded breaker strip provides a streamlined finish. Balloon gasket seals cold air in and heat out.

Efficient Blanket Insulation--All sides of food cabinet are blanketed with efficient Glass-Fibre--won't pack, settle or absorb food odors.

Porcelain Enameled Interior--Gleaming white food liner finished throughout with acid-resistant Titanium porcelain enamel.

Automatic Light--Floodlights entire interior when door is opened.

Leveling Guides--Another convenience provided to keep cabinet level where floor is uneven.

"Sealed-in-Steel" Compressor--Tecumseh hermetically sealed unit protected for life against air, moisture and dirt. Moving parts virtually float in fine film of lubrication. Features latest type internal spring mountings for noiseless and vibrationless operation. $\frac{1}{8}$ h.p. size. Equipped with overload protection relay.

Freon 12 Refrigerant

Full-Width Frozen Food Chest--Freezes and stores up to $31\frac{1}{2}$ lbs. of food and ice cubes. Freezer door insulated to maintain lower temperatures.

Full-Width Chiller Tray--Ideal for chilling beverages, salads and storing flat meat cuts for short periods of time. Serves as defrosting tray. $13\frac{1}{2}$ lb. capacity

Generous Shelf Area--Strong steel shelves with a rust and corrosion-proof finish provide 15.4 cubic feet of storage.

Bonus Door Shelves--New recessed-in-the-door shelves hold an abundance of food. All so easy to see and reach.

Roomy 20 qt. Crisper--Full-width crisper. Keeps fruit and vegetables crisp and garden-fresh.

Spacious Bottle space--Has head room for tall quart bottles, $\frac{1}{2}$ gallon and gallon jugs. Plenty of bulk storage room.

Soft Color-Tone Styling--The soft lime tone of the interior, accented with sunset gold trim will harmonize beautifully with any kitchen.

Specifications:

Gross Capacity.....	9.6 cu. ft.
Net Storage.....	9 cu. ft.
Frozen Food Capacity.....	31 lbs.
Shelf Area.....	15.4 sq. ft.
Dimensions--Height.....	55 $\frac{1}{8}$ in.
Depth.....	25 $\frac{15}{16}$ in.
Width.....	24 in.

Five-Year Warranty: A written warranty covering the complete refrigerator for one year and an additional four-year replacement contract on the sealed "Thrifty-Power" mechanism.

Each
21-9BH1-C

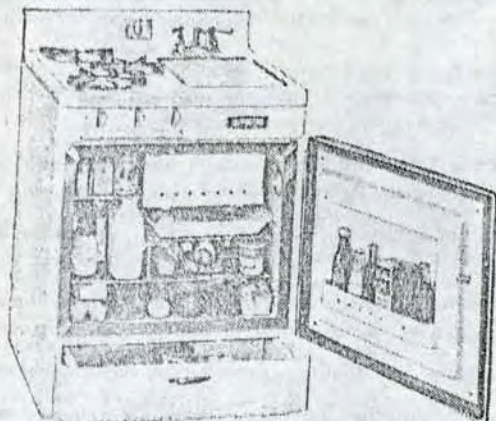
SPECIAL PRICE N - \$146.00

One in ctn. Wt. ctn. 245 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

GENERAL RANGE, REFRIGERATOR AND SINK

Five Year Written Guarantee
(Section 16—Page 38A)



Combines three gas burners with adjustable valves for natural, L-P or manufactured gas, sink, refrigerator and storage drawer.

One piece porcelain steel top, balance of exterior finished in DuPont Delux enamel. Powered with hermetically sealed Tecumseh compressors. Horizontal freezer and inner door shelf. Convenient two-phase timer and drip tray for easy cleaning.

Four Plus Cubic Feet

Width 27½ inches. Depth 23 inches. Height 36 inches.

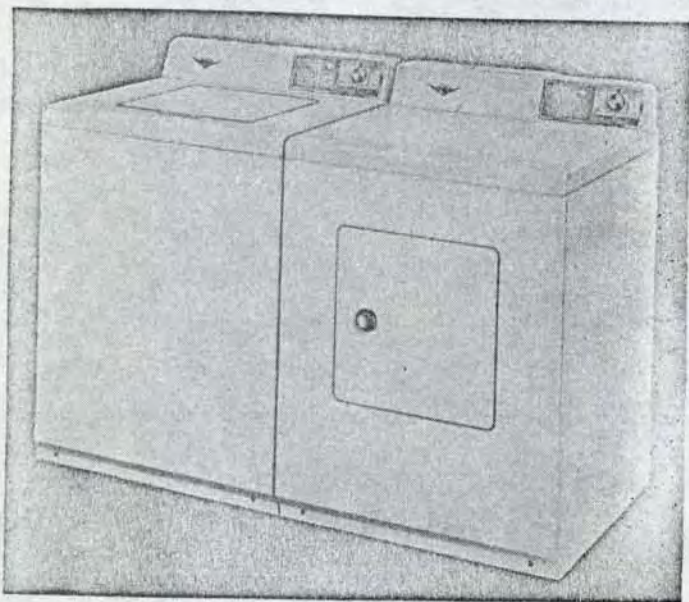
Each	Regular Price	SPECIAL PRICE
21-R520-C	\$273.95	\$225.00

One in crate. Wt. crate 210 lbs.

AUTOMATIC ELECTRIC WASHER

MARQUETTE

(Section 16—Page 40)



WASHER ONLY

WASHER

Fluid drive transmits power evenly and absorbs shocks. Smooth silent operation.

Illuminated Control Dial—Easy to set—easy to read—unmatched beauty and design for your new kitchen or laundry.

Fingertip Water Temperature Selector—Controls "Hot" or "Warm" water automatically.

Automatic Filling—Simply set dial for normal or low water pressure.

Automatic for Partial Loads—Permits washing ½ or ¾ load of clothes with corresponding amount of water without wasting hot water.

Porcelain Bowl Shaped Inner Tub—For greatest possible water action. Outer drain tub is also porcelain enamel for lifetime protection against rust.

Surgamatic Water Action—Gets clothes cleaner, faster and safer.

Four Cleansing Rinses—Assures white washes. Three spin rinses plus deep overflow rinse removes suds, film and soil over top of tub.

Dimensions—27¼x25¼x36 inches.

Each	Regular Price	SPECIAL PRICE
21-M35G-C	\$194.95	\$169.95

One in ctn. Wt. ctn. 275 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-51

GENERAL ELECTRIC
(Section 16-- Page 31)

ELECTRIC HEATERS

GENERAL ELECTRIC
(Section 16--Page 31)

Approved by Underwriters' Laboratories Inc.



DeLuxe

Handsome two-tone case harmonizes with the traditional or modern. Large copper parabolic reflector enhances appearances and assures steady flow of warmth. Fan circulates penetrating heat.

Two heats--Select own heat. 1320 watts or 1650 watts. Built-in mercury switch automatically turns heat off if tipped in use. Adjustable base, elevation to 5° for perfect comfort, red signal light glows when heater is on.

Built-in thermostat, 5 position control. Turns on when room temperature drops--off when room temperature rises.

Portable--use anywhere in house.

Tuckaway handle. Complete with 9 foot cord set.

Height 16¾ inches. Width 17¾ inches. Depth 9½ inches.

110-120 volts A. C. only 1650-1320 watts.

Each	Regular Price	SPECIAL PRICE
81-H2-C	\$26.57	\$24.50

One in ctn. Wt. ctn. 13 lbs.



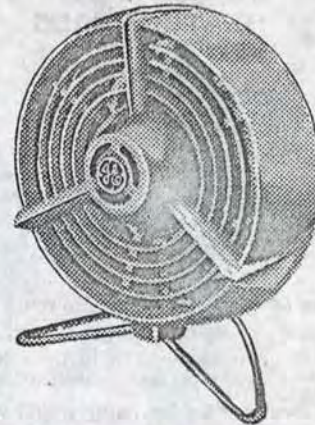
Beauty with rugged effectiveness. Safety-designed, easy to carry, with automatic thermostat and mercury tip-over switch. Warms whole room with gentle fan-forced circulating warm air. Portable rubber feet.

Complete with 9 ft. cord set.

Height 14 inches. Width 14 inches. Depth 7 inches.

110-120 Volts A.C. Only, 1320 Watts		
Each	Regular Price	SPECIAL PRICE
81-H3-C	\$17.47	\$16.00

One in ctn. Wt. ctn. 8½ lbs.



Enhances the decor of any room.

Automatic built-in thermostat with positive control. Set to desired heat and forget it.

Safety style grill protects fingers. Tuck-away carrying handle tucks out of sight when not in use.

Fan has dependable quiet motor oiled for years. Complete with 9 foot cord set.

Height 10½ inches. Depth 6½ inches. Width 9¾ inches.

110-120 volts A. C. only, 1320 watts.

Each	Regular Price	SPECIAL PRICE
81-H1-C	\$12.51	\$11.88

One in ctn. Wt. ctn. 5½ lbs.

EMERSON
Section 16 Page 29
One Year Guarantee



Fan Type

Nile green enamel with chrome plated front blends with every decor. High heat capacity with deep penetrating heat control. Safety grilles front and back prevent contact with heating elements. Safety switch turns off heater in case of upset. Does not interfere with TV reception.

Heater elements formed of coiled nickel-chrome alloy wire. Four rubber base pads and six-foot heater extension cord and plug.

Compact Size--Base measures 13¼x6 inches. Over all height 11½ inches.

Operates on 115 volts, 60 cycles A.C. only.

		SPECIAL PRICE		
Each	Regular Price	PRICE	Output	
81-165-C	\$13.37	\$11.77	Watts	C.F.M.
81-132-C	13.37	\$11.77	1650	90
			1320	90
				B.T.U.
				5635
				4510

One in ctn. Wt. ctn. 11 lbs.

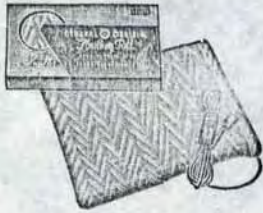
SHAPLEIGH'S TRAFFIC BUILDERS

GE COMFORT APPLIANCES

(Section 16—Page 26A1)



HEATING PADS



Features of All G.E. Heating Pads

Four Thermostats—Three of the thermostats are designed to turn current ON or OFF, maintaining one of three uniform heat levels. The fourth is a stand-by to prevent over-heating.

Removable Outer Covers—Can be removed and washed.

Size—12 inches by 15 inches.

Rating—60 watts, 115 volts, A. C. and D. C.

Cord—8-foot colored cord with attractive ivory-colored switches and ivory-plastic plugs.

Approved by Underwriters' Laboratories, Inc.

Three Fixed Heats—Dry Only ..

**Green Cover
(PS9A7)**

Each	Regular Price	SPECIAL PRICE
K681C	\$5.17	\$4.50

One in box. Wt. box 1 $\frac{3}{4}$ lbs.

WINDOW FANS

Section 17 Page 2N

GENERAL ELECTRIC



Snap Out Fan—See Thru Plexiglas Panel

Can be used to cool and ventilate by reversing Snap out fan. Snap out feature also has application as a table, floor or wall fan.

Quiet blade mounted on patented rubber hub. Handy in line switch. Aluminum panel frame and fan port. Spring locking panel slides. Motor oiled for years of service. No interference to radio or TV. Eight foot cord.

Dimensions: Fan—11 $\frac{1}{4}$ x11 $\frac{1}{4}$ x7 $\frac{1}{4}$ inches.

Panel—24 $\frac{5}{8}$ x12 $\frac{1}{4}$ x1 $\frac{1}{2}$ inches.

Panel extends to 36 inches. Mounting hanger packed with fan for casement window installation.

Air Delivery—Ventilating 500 C. F. M.

Circulating 850 C. F. M. Velocity 1450 F. P. M.

G-E 5-- Year written guarantee
Listed by underwriters' laboratories, Inc.

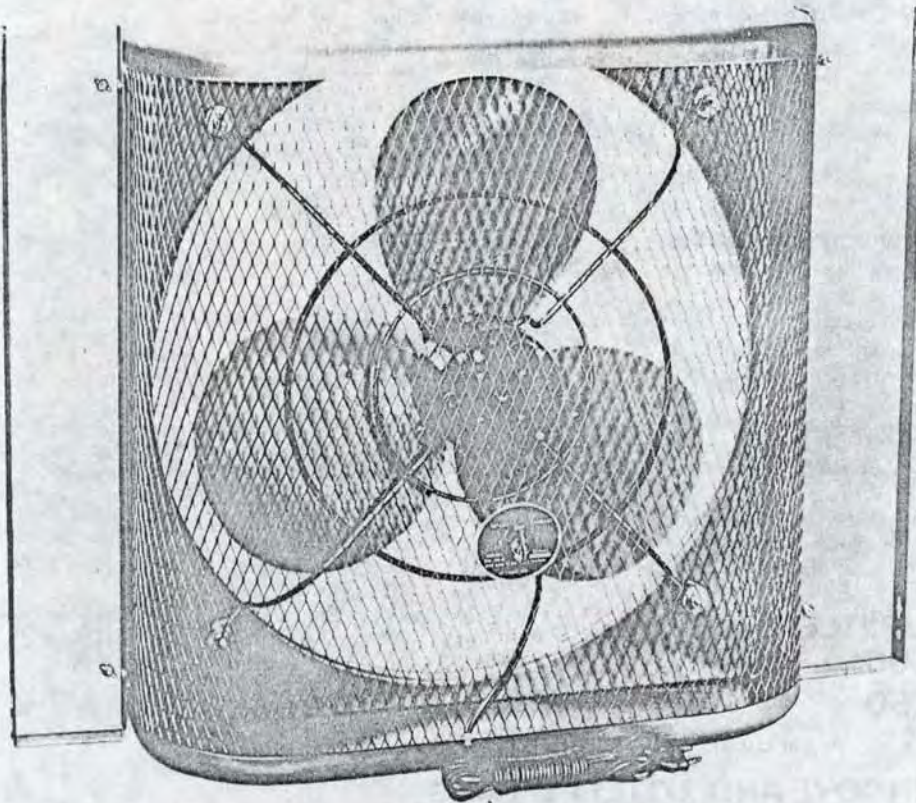
Each	SPECIAL PRICE	Retail Each
5--W21--C	\$19.93	\$29.95
3 or more	\$19.06	

One in ctn. Wt. ctn. 14 lbs.

SHAPLEIGH'S BIG "20"

1957 Model Electric Reversible Window Fan

Section 17 Page 2AA



Removes Hot, Stale
Air by Day!

Brings in Fresh
Cool Air by Night!

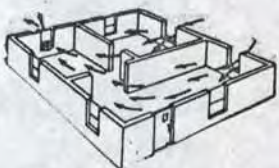
WITH THE FLICK OF A SWITCH
Features

The BIG Shapleigh Window Fan features Modern Design, Rugged Construction and Attractive Shapleigh Cool Gray Baked Enamel Finish to Blend with Any Color Scheme.

Powerful . . . Easily Installed . . . Guaranteed . . . Heavy-Duty Construction . . . Safety Grille. Adjustable Side Panels to Fit Any Standard Window.

"IN or OUT" CIRCULATION in SECONDS

Because it is **REVERSIBLE**, you can select the type of Ventilation that is most efficient day or night . . . High or Low 2-Speed Control.



For Bringing Cool Air in, just turn the switch to "Intake" and draw in Refreshing Air and Recirculate it throughout the rooms.

For Exhausting Air, place the switch in the "Exhaust" position. The hot, stale air will be exhausted and replaced with Fresh, Cool Air.



3500 C.F.M. N.E.M.A. FREE AIR TEST
SPECIFICATIONS

	Blade	Voltage	Cycle	Amps	Speeds	ShipWt.Lbs.	Hgt.	Width	Extended
5-620R-C	20"-3	115	60	3.4	2	40	24"	24"	38"

REVERSIBLE

Each		
5-620R-C Regular	SPECIAL	Retail
Price	PRICE	Each
\$27.95	\$21.80	\$39.95

SHAPLEIGH HARDWARE COMPANY

ESTABLISHED 1843

900 SPRUCE STREET

www.roseantiquetools.com

ST. LOUIS 2, MO., U. S. A.

SHAPLEIGH'S TRAFFIC BUILDERS

EMERSON REVERSIBLE WINDOW FANS

(Section 17—Page 2F)



Guaranteed Five Years by Maker

The design of these electrically reversible fans has combined attractive appearance, sturdy construction and maximum performance. Fans can be used to draw outdoor air into the home or to exhaust hot, stagnant air.

SPECIFICATIONS:

- Motor**—Current-saving capacitor motor, will not interfere with radio or television reception.
- Shaft**—Solid steel, $\frac{3}{8}$ inch diameter through bearings.
- Bearings**—Oversize sleeve bearings, grooved to distribute the oil evenly.
- Lubrication**—Large reservoirs, wool-packed. Oiling once a season is usually sufficient.
- Blades**—Four blades, designed for maximum air delivery and extreme quietness of operation. Formed from sheet aluminum and mounted on cast aluminum hub, of streamline design.
- Enclosure**—Enclosure only $7\frac{1}{2}$ inches deep—suitable for mounting in windows with a minimum opening 16 inches wide by 18 inches high for the 16-inch fan and 20 inches wide by 22 inches high for the 20-inch fan. Mounting panels permit adjusting for windows from $29\frac{1}{8}$ inches to 36 inches in width, between window stops. Mounting chains are supplied for installation in openings smaller than $29\frac{1}{8}$ inches and larger than 36 inches in width.
- Switch**—Two-speed pull switch and separate reversing switch recessed in cabinet.
- Cord and Plug**—Eight-foot rubber-covered cord and soft rubber plug—approved by Underwriters.
- Finish**—Two-tone, Falcon Brown and Beige, baked enamel finish, trimmed with old gold horizontal bands.

Each	Regular Price	Size, ins.	SPECIAL PRICE	Switch	R. P. M. and Watts	Air Delivery C. F. M.	Weight Each, lbs.
5-76648/R3-C	\$36.55	16	\$33.00	2-Speed	{ 1050-125 } { 700- 75 }	2000 1350	48
5-76310/R3-C	\$51.80	20	\$42.50	2-Speed	{ 1025-212 } { 525- 65 }	3200 1170	55

One in ctn.

EMERSON WINDOW AND UTILITY FANS



Guaranteed Five Years by Maker

A convenient two speed turnabout. Use it as a window fan for exhaust or intake and as a floor fan. Blends well with all color schemes. Hush treated for quiet operation.

SPECIFICATIONS:

- Motor**—Specially wound, fan-duty type, will not interfere with radio or television reception. Quiet and economical to operate.
- Shaft**—Solid steel, $\frac{1}{2}$ inch diameter through bearings.
- Bearings**—Sleeve bearings, grooved to distribute the oil evenly.
- Lubrication**—Large reservoirs, wool-packed. Oiling once a season is usually sufficient.
- Blades**—Four blades, designed for maximum air delivery and extreme quietness of operation. Formed from sheet aluminum and mounted on streamlined cast-aluminum hub.
- Enclosure**—Mounting panels permit adjustment for windows from $29\frac{1}{4}$ to 38 inches in width, between window stops. Steel cabinet with removable guards, front and back.
- Switch**—Two-speed rotary switch on top of enclosure.
- Cord and Plug**—Six-foot rubber-covered cord and soft rubber plug—approved by Underwriters.
- Finish**—Two-tone, Falcon Brown and Beige, baked enamel finish, trimmed with old gold trim bands and bright cadmium-plated guards.

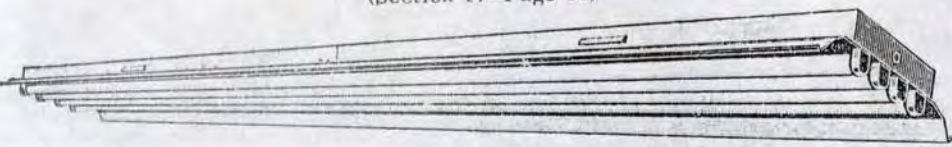
Each	Regular Price	Size, ins.	SPECIAL PRICE	Switch	R. P. M. and Watts	Air Delivery C. F. M.	Weight Each, lbs.
5-746410/R-C	\$35.00	20	\$29.76	2-Speed	{ 1050-180 } { 900-130 }	3000 2575	43

One in ctn.

FLUORESCENT LIGHTING FIXTURES

UNDERWRITERS APPROVED—110-125 Volts, 60 Cycles, A.C.

Tubes Not Included.
(Section 17—Page 10)



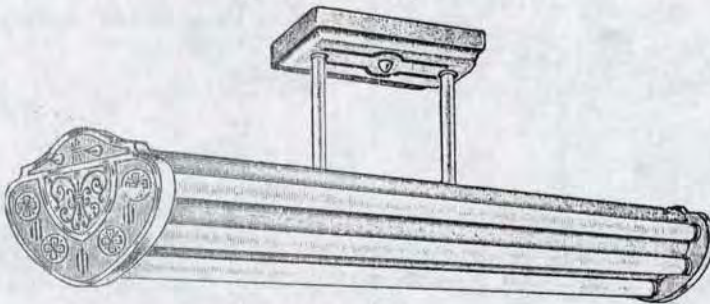
AURORA SLIMLINE
Industrial Type — For Two 96-Inch T12 Tubes

Heavy duty, full size units with deep reflectors providing side shielding of 13 degrees. Lamp-holders spaced on 5-inch centers on two-lamp units and 2½-inch centers on three and four-lamp units. Units are finished in durable electrically baked enamel with reflecting surface in white and exterior portions in gray. A quarter turn of captive fasteners releases reflectors for maintenance on two and three-lamp units. Channel is equipped with sufficient knockouts and fittings for chain, stem, conduit, surface and continuous mounting.

Each	Regular Price	SPECIAL PRICE	Special Retail	Regular Retail
7-F2961-M	\$21.00	\$18.95	\$28.45	\$31.50

One in ctn. Wt. ctn. 42 lbs.

(Section 17—Page 11)



AURORA

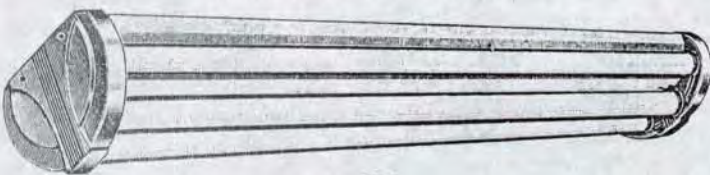
The Expedite Pendant—For Four 40-Watt Tubes

Body 49x11½ inches. Standard over all drop from ceiling 36 inches.
Ceiling plate 12½x4½ inches.

Cast glass ends. Ballasts guaranteed for two years against defective workmanship and materials. Regular high power.

Each	Regular Price	SPECIAL PRICE	Special Retail	Regular Retail
7-F84/40G-M	\$20.00	\$17.75	\$26.65	\$33.50

One in ctn. Wt. ctn. 36 lbs.



AURORA

Flush Ceiling Type—For Two 40 Watt Lamps

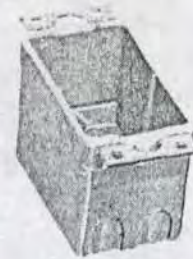
Same as pendant type except with satin aluminum ends. Less hanger stems. Ballasts guaranteed for two years against defective workmanship and materials. Regular high power factor.

Each	Regular Price	SPECIAL PRICE	Special Retail	Regular Retail
7-F82/40M-M	\$11.50	\$9.95	\$14.95	\$19.25

One in ctn. Wt. ctn. 22 lbs.

SWITCH BOXES

(Section 18—Page 11)
P. P. INC.



Fiber Glass

Made of fiber glass and reinforced with reinforced Polyester. Resist corrosion or deterioration. Ideal for farm buildings, seacoast locations, industrial plants, anywhere rust or corrosion is a problem. Protects against short circuits and eliminates grounding box because it is an excellent insulator itself.

Clamps hold cables securely without damage to insulation. All knockouts easily accommodate standard wire sizes and are quick and simple to remove.

With mounting ears for old work.

(9311E)

Retail — Regular \$0.45, Special \$0.40

Each	Regular Price	SPECIAL PRICE
K55M	\$0.31	\$0.25
KX55M	.28 (Case lots 50)	.24

Fifty in std. pkg. Wt. pkg. 17 lbs.

PULL CHAIN SOCKETS

Listed by Underwriters' Laboratories, Inc.
(Section 18—Page 47)

EAGLE

Competitive Grade



Pull Chain Type—Standard size, bakelite interior mechanism improves mechanical operation of socket and helps to greatly reduce breakage so prevalent with porcelain bodies. Medium base.

250 Watts; 250 Volts

Aluminum Shell and Cap
Dipped Brass Finish

⅛ inch Screw Cap
(960ABD)

Retail — Regular \$0.45, Special \$0.40

Each	Regular Price	SPECIAL PRICE
K741M	\$0.30	\$0.25 1/2
KK741M	.28	.24 1/2

(Case lots 250)

Twenty-five in ctn, 250 in case. Wt. case 39 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

SQUARE D TYPE X0 CIRCUIT BREAKERS

(Section 18-Page 30)

Listed by Underwriters' Laboratories, Inc.

New Square D X0 (circuit breaker) Load Center, 120/240 volts, A. C. only—Insulated Groundable Neutral.

X0 unit type breaker provides extreme simplicity in stocking and installation. Single pole units are only 1/2 inch wide and are rated 15 and 20 amperes. Double pole breakers are 1 1/2 inches wide and are rated 15, 20, 30, 40, and 50 amperes. X0 unit type breakers are quick-make, quick-break with positive operation containing both ambient temperature compensation as well as Thermal-Magnetic protection incorporating automatic reset. They utilize plug in mounting with tight grip on rounded edge bus bars which are mounted on insulated supports. The X0 type unit breaker is also shock resistant with individual trip characteristics. Finish: Blue Gray Enamel.

Devices Consisting of Box, Interior and Cover—Order Breakers Separately

1 Phase—2 or 3 Wire, Insulated Groundable Neutral



Each	Regular Price	Max. No. Circuits S.P. D.P.	Mains	Type	Box Mounting	Quantity in Std. Pkg.	Weight Pkg., lbs.	SPECIAL PRICE	
K303M	\$3.00	3 1	50 A. Lugs	X02 Gen. Purpose	Surface	10	30	\$2.50	
KK303M	2.70	(Case lots 10)							2.25

FLUSH TOGGLE SWITCHES

Listed by Underwriters' Laboratories, Inc.

MONOLOCK
(Section 18-Page 42)



T rated. No binding screws. Simply strip wire and push into pressure-lock terminals. Break-off plaster ears.

5 Amperes—250 Volts
10 Amperes—125 Volts
Three Way, Ivory Handle
(1330/2)

Each	Regular Price	SPECIAL PRICE
K1420M	\$0.43	\$0.32
Three Way, Brown Handle (1330/1)		
K1419M	.40	.29
One on instruction display card, ten in ctn., 100 in std. pkg. Wt. pkg. 16 lbs.		

ELECTRIC SWITCHES ARROW HART

(Section 18-Page 44)



Lockette

Control the use of your power tool outlet and protect children from high speed blades and cutting edges of workshop. Eliminates dryer, wringer and washer hazards. Operates like the ignition switch in car. When key is turned to off, electricity is turned off. Remove key and the switch has to be off. Curious probing in empty key slot cannot result in electric shock or blown fuses.

Easy to install in a few minutes.

Consists of:

- 4 No. K1411M-71520 Lockettes
- 1 Counter Display Card

Per Deal	Regular Price	SPECIAL PRICE
61-71522-M	\$12.35	\$7.95
One deal in ctn. Wt. ctn. 7 lbs.		
OPEN STOCK (71520)		
K1411M	\$3.32	\$1.99
Four in box, with merchandising instruction tag. Ten in ctn. Wt. ctn. 10 1/2 lbs.		

FLUSH RECEPTACLES

(Section 18-Page 57)

Listed by Underwriters' Laboratories, Inc.



LEVITON

For use with Air Conditioners, Fans, Tools, etc. 3-wire. Black bakelite body. Polarized. Side wired, mounted on a 4-inch steel plate.

20 Amperes—250 Volts

(5034)

Each	Regular Price	SPECIAL PRICE
K387M	\$1.10	\$0.95

Ten in ctn. 100 in case. Wt. case 27 lbs

WHITE FRICTION TAPE

SI BRAND

(Section 18-Page 36)



A white friction tape that can be used to repair white and ivory colored lamp cord and for countless other uses. Wrapped in cellophane.

White—3/4-inch Wide

(4W)

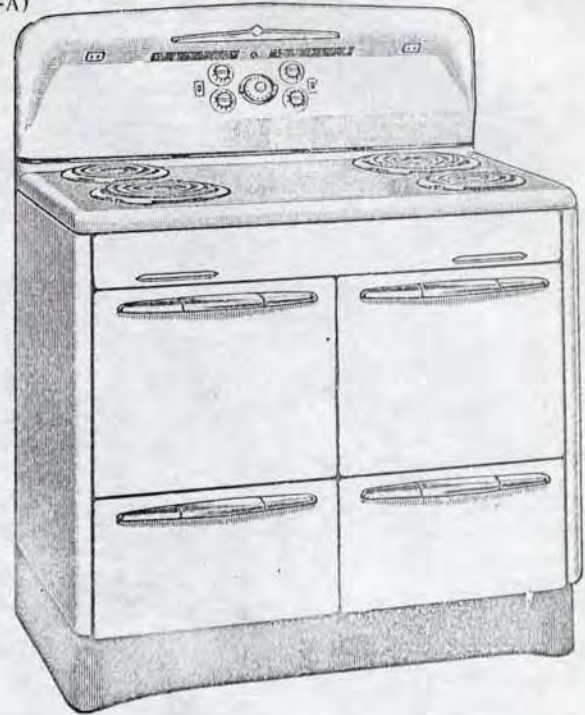
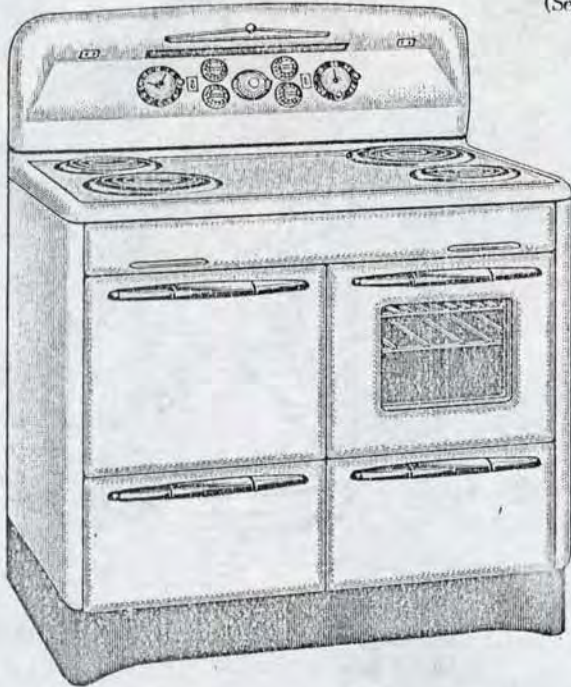
Per Carton	Reg. Price	Minimum Length per Roll Feet	SPECIAL PRICE
K636M	\$2.50	30	\$1.95

Twelve rolls in ctn.
22 ctns. in shipping case
Approximate weight per case 60 lbs.

ELECTRIC RANGES

SHAPLEIGH'S

(Section 19—Page 10-A)



Backguard—Streamlined, functional back panel provides soft, diffused light over entire work top. "Tru-Time" International clock and 3 hour-60 minute electric minute minder, 2 convenient electric appliance outlets, one of which is "time controlled" like the oven. Jewel signal lights to indicate when current is "on". Wilcolator thermostat with automatic "pre-heat" arrangement. Seven-heat rotary switches.

Work Top—Divided top with 4 T.K. quick heat, flat top "swivel action" surface units, 2 giant (2100 watts), 1 standard (1250 watts), 1 Hi-Speed (1450 watts). Porcelain enameled drip and reflector bowls with bright chrome rings. One piece "waterfall" top, free from grease catching crevices, easily cleaned.

Oven—Balanced heat, economy oven 19x16x16 $\frac{1}{4}$ inches (4940 cu. in.)—large enough for all family requirements yet uses low current input. Oven made of one piece, seamless, porcelainized steel with rounded corners for easy cleaning and is thoroughly insulated with thick blanket of Fibreglass. Oven heating element rated at 2000 watts. Two nickel plated, rust-proof racks with positive stop positions. Oven door hermetically sealed, high tempered, double glass window, guaranteed not to "fog". Electric light in oven. Oven may be controlled manually or by electric clock. Oven will turn itself on at the right time, maintain selected temperature and turn itself off at the time selected.

Broiler—Broiler in oven provides even "Charcoal-like" broiling over 12 inch area and has 2-piece "smokeless" porcelain enameled, easily cleaned pan and grill. Broiler element rated at 3000 watts.

Storage Area—Large storage compartment and 2 capacious storage drawers, all porcelain enameled. Drawers glide smoothly on plastic roller bearings.

Dimensions—Floor to top of backguard 45 $\frac{3}{4}$ inches. Back to front 25 inches. Floor to cooking top 36 inches. Length 36 inches.

Maximum Connected Wattage—13,220.

Fully inspected and listed under the extremely exacting safety standards of Underwriters' Laboratories.

Each	Regular Price	SPECIAL PRICE	Each
21-S56GAL-C	N-\$177.95	N-\$155.00	\$266.95

One in crate. Wt. crate 245 lbs.

Backguard—Streamlined, functional back panel provides soft, diffused light over entire work top. Two convenient appliance outlets. Jewel signal light indicates when surface units are "on". Wilcolator thermostat oven and broiler switch has "pre-heat" arrangement and signal lights. Seven heat rotary switches.

Work Top—Divided top with 4 T.K. quick heat, flat top "swivel action" surface units, 2 Giant (2100 watts), 1 Standard (1250 watts), 1 Hi-Speed (1450 watts). Porcelain enameled drip and reflector bowls with bright chrome rings. One piece "waterfall" top, free from grease catching crevices, easily cleaned.

Oven—Balanced heat, economy oven 19x16x16 $\frac{1}{4}$ inches (4940 cu. in.)—large enough for all family requirements yet uses low current input. Oven temperature rises quickly to desired "pre-heat" level and is maintained to close tolerance by accurate Wilcolator thermostat. Oven made of one piece, seamless, porcelainized steel with rounded corners for easy cleaning and thoroughly insulated with thick blanket of Fibreglass. Oven heating element rated at 2000 watts. Two nickel plated, rust-proof racks with positive stop positions.

Broiler—Broiler in oven provides even "charcoal-like" broiling over 12 inch area and has 2-piece "smokeless" porcelain enameled, easily cleaned pan and grill. Broiler element rated at 3000 watts.

Storage Area—Large storage compartment and 2 capacious storage drawers, all porcelain enameled. Drawers slide smoothly on plastic roller bearings.

Dimensions—Floor to top of backguard 45 $\frac{3}{4}$ inches. Back to front 25 inches. Floor to cooking top 36 inches. Length 36 inches.

Maximum Connected Wattage—13,220.

Each	Regular Price	SPECIAL PRICE	Each
21-S53L-C	N-135.95	N-\$119.00	\$203.95

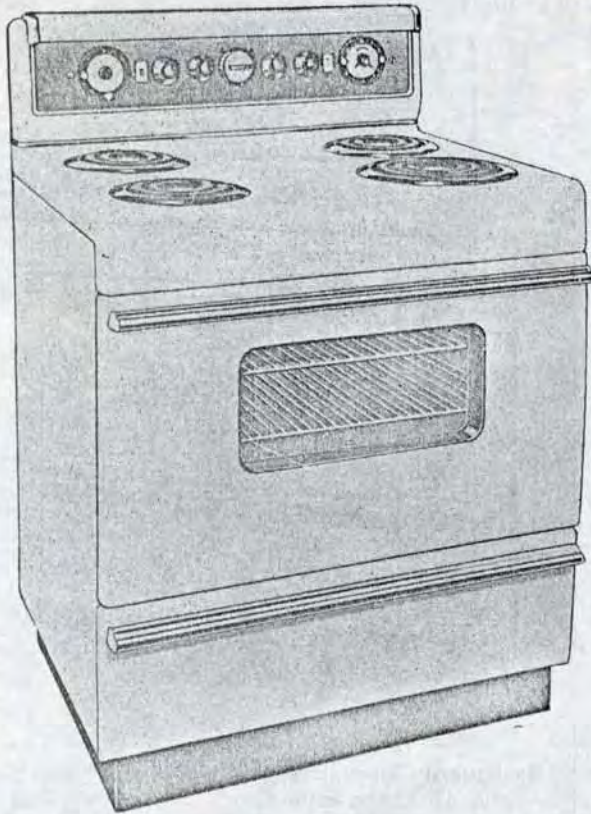
One in crate. Wt. crate 245 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

ELECTRIC RANGES

(Section 19—Page 10-B)

SHAPLEIGH'S



Custom-built. Fiberglass insulation and welded steel body. Stainless porcelain enamel finish. Flowing "waterfall" top. Porcelain drip bowls. Smokeless broiler pans and large storage drawer.

Full Automatic—Electric clock controlled oven. Also controls one appliance outlet. Signal light. Light in oven and top lamp. Controls on backguard. Copper and chrome trim.

Surface Units—One giant 2100 watt. 3 standard each 1250 watts.

Oven Units—Top (broil) 3000 watts. Bottom (bake) 2400 watts. Pre-heat (top and bottom) 5400 watts. Maximum connected load 12 KW. Wired for 115/230 volt, 60 cycles. 3 wire single phase service for AC current only.

Dimensions:

Width 30 inches. Depth 24½ inches. Height to cooking top 36 inches. Height to top of backguard 45 inches.

Oven—23½x19x14 inches. Fully inspected and listed under the extremely exacting safety standards of Underwriters' Laboratories.

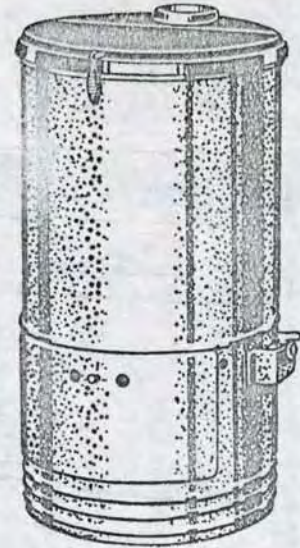
Each	Regular Price	SPECIAL PRICE	Each
21-S31GAL-C	N-\$169.95	N-\$145.00	.\$254.95

One in crate. Wt. crate 220 lbs.

INCINERATORS

MARTIN

(Section 19—Page 98)



Safe, clean and silent disposal of wet or dry garbage. Constant burning pilot dries and ignites most garbage with low input of gas.

Constructed of heavy sheet steel and cast iron. Top feed door with cool coiled wire handle. Labyrinth sealed door and tight construction will not admit odors into the house. Cast iron torch type burner. Self cleaning cast iron 14 inch stationary grate. Ash pan 16x12x3¼ inches

Finish—Green baked enamel.

Capacity 1.1 bushel. Top opening 7½x13½ inches. Flue connection 4 inches. Height 13½ inches. Diameter 16 inches.

For Bottled Gas

With special controls.

Each	Regular Price	SPECIAL PRICE	Retail Each
7-30165-E	\$43.30	\$32.44	\$69.95

One in crate. Wt. crate 85 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-61

KITCHEN STOOLS

(Section 20--Page 2-D)



Posture

Tubular steel construction. Seat, 24 1/4 inches high. Slopes 1/2 inch to rear.

Chromium Plated Legs

Upholstered in red, yellow, and charcoal.

Specify Color

Each	Regular Price	SPECIAL PRICE
5-9G-H	\$9.30	\$8.37

Black Legs

Upholstered in charcoal, chartreuse, pink.

Specify Color

Each	Regular Price	SPECIAL PRICE
5-9GB-H	\$9.30	\$8.37

One in ctn. knocked down. Wt. ctn. 17 lbs.

KITCHEN STOOLS

(Section 20--Page 2-B)

COSCO



Special

Semi-tubular steel construction. Seat, 24 inches high, chromium plated legs. Upholstery in red, yellow or charcoal.

Specify Color

Each	Regular Price	SPECIAL PRICE
5-2D-H	\$6.63	\$5.97

One in ctn. knocked down. Wt. ctn. 11 lbs.

UTILITY STOOL



Tubular steel construction. Seat, 10 1/2 inches high. Black legs. Gray trim. Black rubber tread.

Each	Regular Price	SPECIAL PRICE
5-5E-H	\$2.30	\$2.07

One in ctn. knocked down. Wt. ctn. 4 1/2 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS



UTILITY CARTS AND TABLES

Section 20, Page 2-E



DeLuxe

Drop Leaf Utility Cart: 29½ inches high. Top, leaves down and shelf 16½x23½ inches. Top, leaves up 23½x40½ inches. 17 inch shelf clearance. Tubular steel legs, extended to form convenient handles. 3 inch casters. Coscoat finish in blonde, gray, and charcoal.

Specify Color
Chromium Legs

Each
5-8T-H

Regular Price
\$13.97

SPECIAL PRICE
\$12.57

One in ctn. knocked down. Wt. ctn. 29 lbs.

(Section 20—Page 2-F)



DeLuxe

Tray Cart: 29½ inches high. Top and shelves 16½x23½ inches. Shelf clearances: top 9 inches; bottom 14 inches. Top lifts off for use as serving tray. Tubular steel legs, extended to form handles. 3 inch casters. Coscoat finish in green

Chromium Plated Legs

Each
5-8W-H

Regular Price
\$10.63

SPECIAL PRICE
\$9.57

One in ctn. knocked down. Wt. ctn. 23 lbs.

BATH STOOLS (Section 20—Page 2-C)



DeLuxe

Tubular steel construction. Deep-padded seat, 17 inches high. Chromium finish. Waterproof Duran upholstery in rose, green or charcoal.

Specify Color

	Regular	SPECIAL
Each	Price	PRICE
5-5B-H	\$7.17	\$6.45

One in ctn. set up. Wt. ctn. 10 lbs.

YOUTH CHAIR Section 20, Page 2-H



Chromium Plated Legs. Upholstered in Pink. Seat 21½ inches high, 33¼ inches over-all. Tubular steel legs. Duran upholstery.

	Regular	SPECIAL
Each	Price	PRICE
5-14A-H	\$7.30	\$6.57

One in ctn. knocked down. Wt. ctn. 14 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

11-12-58 T-63

CAL-DAK TRAY TABLE SETS

Five Pieces—Four Tray Tables and Storage Rack
Tubular Steel Frame—Plastic-Tipped Legs

FLORENTINE BRASS—King - Size

(Section 20—Page 4-K)



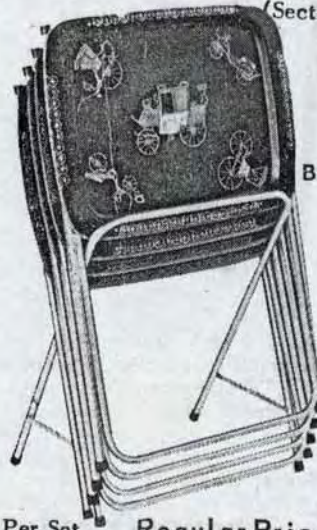
Brass plated, clear baked enamel finish
20½x16-inch Trays

Per Set	Regular Price	SPECIAL PRICE	Retail Per Set
5-49/430-H	\$13.00	\$12.00	\$19.95
		Golden Fruit Design	
		White Marble Design	
5-49/460-H	\$13.00	\$12.00	\$19.95

One set in ctn. Wt. ctn. 18 lbs.

FLORENTINE BRASS—Queen-Size

(Section 20—Page 4-L)



Carriage Design
Brass-plated, clear baked enamel finish
18½x13½-inch Trays

Per Set	Regular Price	SPECIAL PRICE	Retail Per Set
5-47/310-H	\$9.30	\$7.80	\$13.95

One set in ctn. Wt. ctn. 13½ lbs.

BLACK MODERN—Queen Size

(Section 20—Page 4-J)



Country Auction Pattern
Black baked enamel finish
18½x13½-inch Trays

Per Set	Regular Price	SPECIAL PRICE	Retail Per Set
5-44/120-H	\$7.30	\$6.60	\$10.95

One set in ctn. Wt. ctn. 13½ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

FOLDING TABLES

(Section 20-Page 2-1)



PLAY TABLES



Electrically welded tubular steel: legs 7/8 inch. frame 1 1/8 in. Heavy-gauge, non-sagging pressed wood top. Plastic tips on legs. 21 inches high, 24 1/4 inches square. Tubular steel legs and frame, with bonderized baked-on enamel finish. Duran upholstery in smart nubby-weave pattern.

Black Legs—Upholstery in Red or Charcoal

	Specify Color	
Each	Regular Price	SPECIAL PRICE
5-55E-H	\$6.63	\$5.97

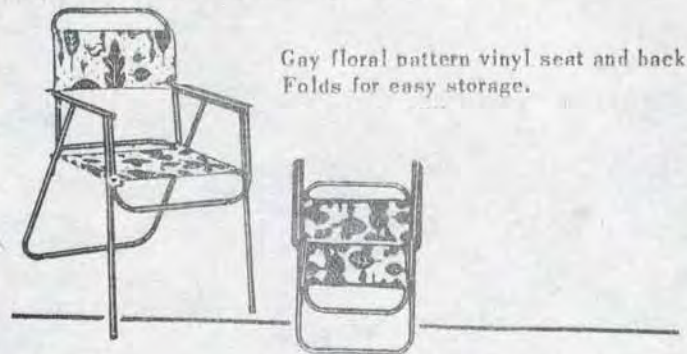
Desert Sand Legs—Upholstery in Beige.

5-55S-H	6.63	5.97
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One in ctn. folded. Wt. ctn. 13 lbs.

PORCH & LAWN CHAIRS

(Section 20-Page 4-III)



Gay floral pattern vinyl seat and back. Folds for easy storage.

Frame - 7/8 in. O. D. Tubing
 Height - 31 in.
 Width - 23 1/4 in.

Steel Frame in Red or Green

Each	Regular Price	SPECIAL PRICE
5-S7-C	\$4.50	\$3.88

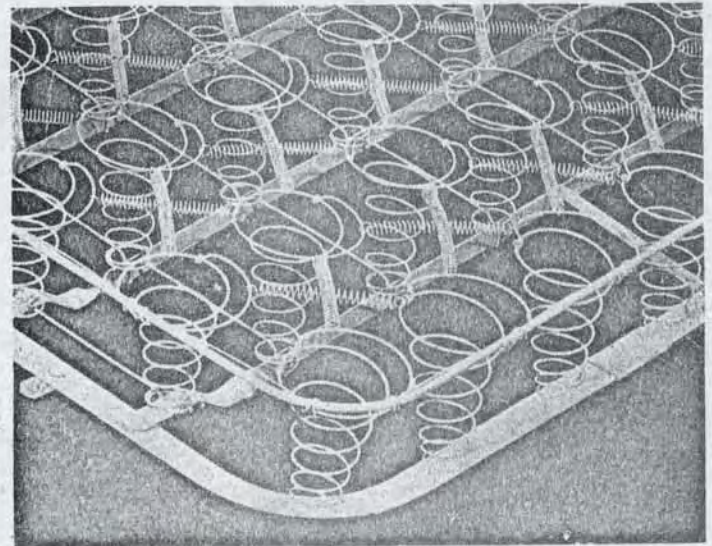
Aluminum Frame

5-A07F-C	4.85	\$4.50
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Four in ctn. Wt. ctn. 20 lbs. Sold only in full ctns.

COIL WIRE BED SPRINGS

(Section 20-Page 16-A)




TRIPLE CONE COILS, full double deck construction. Round top borders Continuous angle frame. Each coil has three turns at the top surface to give the mattress better support. Two wrap cross helical tied tops. Flattened center wire which cross and interlock at each springs. Two stay wires which act as border braces minimizes sidesway and maintain the original shape of the spring.

For Use on Metal or Wood Beds

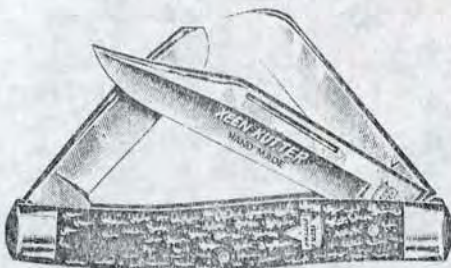
Adaptable for Use with Felt and Inner Spring Mattress

	SPECIAL PRICE	Width	No.	No. in	Wt. Each,
Each		ft. in.	Coils	Crate	lbs.
4-261/3/3-C N-	14.00	3 3	60	2	48

HAND MADE POCKET KNIVES

KEEN  KUTTER

(Section 21-Page 34A)



Kon-Kav—Hollow Ground

Three blades: large clip, small spey and sheep-foot. Nickel silver bolsters, shield and back. Brass lining. Length 4 inches.

Grey Celluloid Handles

Each	Regular Price	SPECIAL PRICE
\$1093AK	\$2.70	\$2.35

Six in box. Wt. box 1½ lbs.



Kon-Kav—Hollow Ground

Three blades: clip, sheepfoot and pen. Nickel silver bolsters, shield and back. Milled brass lining. Length 2¾ inches.

Each knife in individual gift box, complete with purse.

Regular SPECIAL

Each	Handle	Price	SPECIAL PRICE
\$949AK	Bone Stag	\$2.70	\$2.25
\$950AK	Yellow Celluloid	\$2.70	\$2.25

Six in box. Wt. box 1 lb.

POCKET KNIVES

IMPERIAL

(Section 21-Page 46)



One Blade Midget

High Carbon Cutlery Steel Blades

Assorted handles of simulated pearl, colors and simulated stag and sizes—(measure 1¼ to 2½ inches long) all with chains.

Twelve assorted in green metal finish pocket tackle box 6¼x¾x1¼ inches.

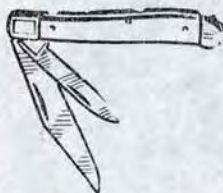
Price card in lid of box.
(FT2)

Per Asst.	Regular Price	SPECIAL PRICE
\$1106A	\$8.00	\$6.75

Twenty-four in box. Wt. box 1½ lbs.

CAMCO

(Section 21-Page 47)



Two-Blade Assortment

High carbon steel blades. Fully polished nickel steel bolsters and brass linings. Celluloid handles.

Twelve individually-boxed knives - assorted shapes, colors and lengths (2¾ to 3¼ inch) in carton.

Per Asst.	Regular Price	SPECIAL PRICE
\$1087A	\$9.95	\$7.85

One asst. in ctn. Wt. ctn. 1 3/8 lbs.

POCKET KNIVES

(Section 21-Page 48)

DAVY CROCKETT



Tomahawk

A miniature tomahawk, spear blade with shackle and chain.

Full nickel type bolster. Davy Crockett design on handle. Length 3¼ inches.

Twelve Mounted on Display Card

Per Card	Regular Price	SPECIAL PRICE
\$1037A	\$5.40	\$4.75

One card in box. Wt. box 1 lb.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58

T-69

POCKET KNIVES

WHALE

(Section 21-Page 48)

Made in Germany



Patterned After Swiss Army Knife

Spear blade, can opener, bottle cap lifter, punch and cork screw. Eight red plastic handles and four plastic stag handles. Length 3½ inches.

Twelve on a Card

(517)

Per Asst.	Regular Price	SPECIAL PRICE
S1050A	\$7.20	\$6.75

Twelve on card. Wt. card 3 lbs.

ELECTRIC HAIR CUTTING SETS

RAYCINE

(Section 21-Page 112)



Lightweight with a shockproof bakelite housing and size 000 cutting blade. Complete with cord and plug. Consists of:

- Electric Clipper
- Barber Shears
- Comb
- Butch Haircut Attachment
- Instruction Booklet on home hair cutting made easy
- Fully guaranteed and Underwriters approved

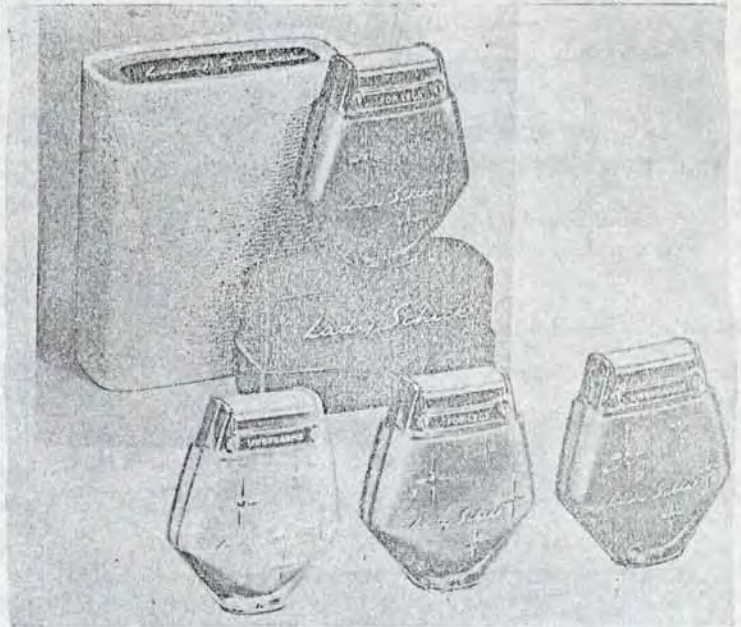
Per Set	SPECIAL PRICE	Retail Per Set
S317A	\$5.97	\$8.95

One set in counter display on. Wt. on. 2 lbs.

LADY SHAVERS

SCHICK

(Section 21-Page 103)



Specially designed for legs and underarms. Gentle-action head. One side for smooth underarm shaving. One side for close leg shaving.

Dainty palm size—is small and perfectly balanced. Stands on own base.

Fashioned from inlaid lucite. Complete with 7 ft. cord.

Operates on 110 volts. A.C., 60 cycle.

Finished in lustrous silver and gold colors.

Classic
(11C)

Each	Regular Price	SPECIAL PRICE
S502A	\$13.34	\$12.00

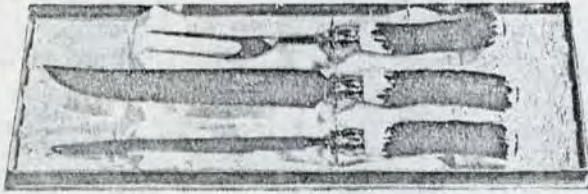
One in box. Wt. box 1¼ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

CARVING SETS

(Section 22--Page 3)

ONTARIO TRU-EDGE



Stainless steel forged blade, fork and steel. Genuine stag handles. Nickel silver ferrules and caps.

3 Piece Set

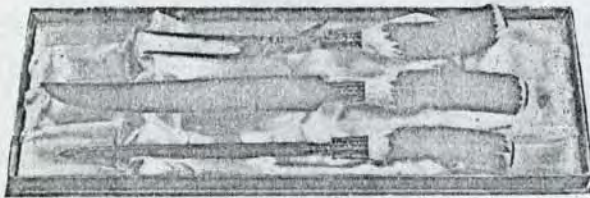
Carving Knife—8 inch blade.

Fork—Two curved 4 inch tines.

Steel—7 inch sharpening surface.

Per Set	Regular Price	SPECIAL PRICE
S597A	\$6.00	\$3.95

One set in box. Wt. box 2 lbs.



Stainless steel, forged blade, fork and steel. Black stag plastic handles. Nickel silver ferrules and caps.

3 Piece Set

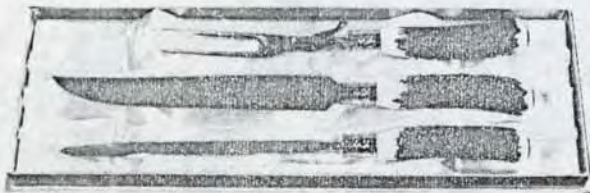
Carving Knife—8 inch blade.

Fork—Two curved 4 inch tines.

Steel—7 inch sharpening surface.

Per Set	Regular Price	SPECIAL PRICE
S600A	\$6.00	\$3.95

One set in box. Wt. box 2 lbs.



3 Piece Set

Carving Knife---8 inch blade.

Fork---Two curved 3 inch tines, with guard.

Steel---7 inch sharpening surface.

Pet	Regular Price	SPECIAL PRICE
Per Set	\$6.00	\$3.95
S610A		

One set in attractive silver box.

Wt. box. 2¼ lbs.



Stainless steel, forged blade, fork and steel. Genuine stag handles. Nickel silver ferrules and caps.

3 Piece Set

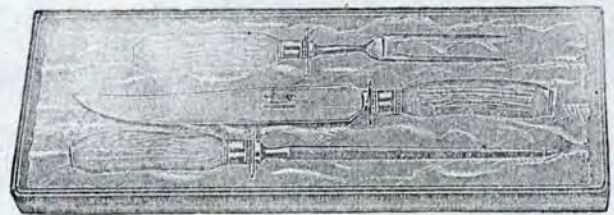
Carving Knife—8 inch blade.

Fork—Two straight 4 inch tines.

Steel—7 inch sharpening surface.

Per Set	Regular Price	SPECIAL PRICE
S598A	\$6.00	\$3.95

One set in ctn. Wt. ctn



Stainless steel, forged blade, fork and steel. Pakkawood handles. Nickel silver ferrules.

3 Piece Set

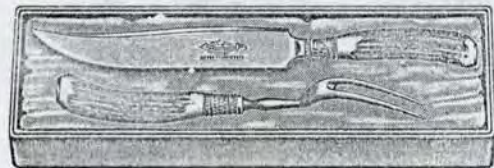
Carving Knife—8 inch blade.

Fork—Two straight 4 inch tines.

Steel—7 inch sharpening surface.

Per Set	Regular Price	SPECIAL PRICE
S599A	\$6.00	\$3.95

One set in box. Wt. box 2 lbs.



Game Carver---Two Piece Set

Carving Knife---6 inch hollow ground blade.

Fork---Two curved 2½ inch tines.

Per Set	Regular Price	SPECIAL PRICE
S611A	\$6.00	\$3.95

One set in attractive box. Wt. box 1 lb.

CUT and SLICE SAVINGS

KEEN KUTTER CUTLERY SET

(Section 22-Page 3)



Keen Kutter trade mark. Three piece set—slicing knife with 8 inch blade, 6 inch blade utility knife and utility fork. Stainless steel blades, one piece rosewood handles.

Each	Regular Price	SPECIAL PRICE
S660AK	\$1.75	\$1.00

KEEN KUTTER

(Section 22-Page 18-C)

UTILITY KNIVES

Hollow ground fine stainless steel blades, keenly tempered and beautifully polished. Half tang. Handles of genuine Stratawood, a plastic impregnated wood that will not lose its color, shrink or absorb water and is flame-proof. Fastened with two brass pins. Each blade protected with a heavy paper sheath.



Length of blade 4 5/8 inches.

Each	Regular Price	SPECIAL PRICE
S1322AK (032)	\$1.25	\$1.10

Twelve in box. Wt. box 1 1/4 lbs.

STEAK KNIFE SET REGENT - SHEFFIELD

(Section 22-Page 23)

Six pieces consisting of: 6 hi-carbon true concave hollow ground stainless blades.

Micro ground serrated edges and heavy duty guard holsters.

Matching end caps.

Lustrex Ivory handles withstand boiling water.

Packed in permanent Wall Holster-Drawer-Storage Chest.

Per Set
S633A

Special Price
\$2.00

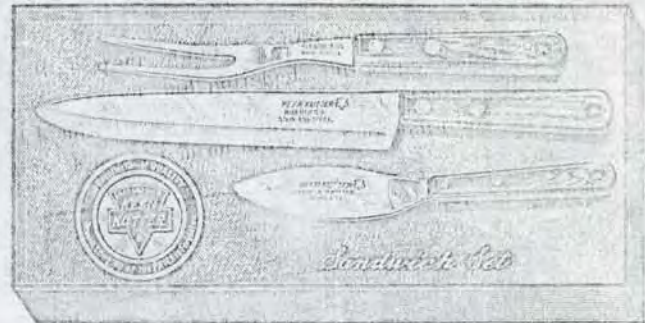
One set per ctn. - wt. ctn. 1 lb.

GIFT SETS

KEEN KUTTER

(Section 22-Page 22-A)

High grade stainless steel blades and tines, highly polished. Blades ground and polished. Half tang. Smooth rosewood, round end handles with hole for hanging, fastened with two large brass rivets. Each set in an attractive cardboard box.



3-Piece Set—Consists of cooks knife with 8 inch blade, two-tine carving fork with shank and tines 5 1/2 inches long and Willow Leaf offset sandwich spreader, blade 4 1/4 inches long, 1 1/4 inches wide with tapered point.

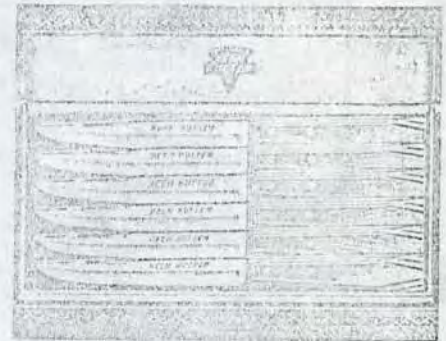
(K63)

Per Set	Regular Price	SPECIAL PRICE
S636AK	\$4.50	\$3.25

One set in cardboard sieve, wt. 1 1/2 lbs.

STEAK KNIFE SETS

(Section 22-Page 22)



Handles of Two-tone Genuine Stratawood

Attractive green leatherette covered hinged box with gilt trim. Red velveteen lined rack.

Knives—Bevel ground 4 3/8 inch blade. Over all length 8 3/4 inches.

Set of Six
(SK2)

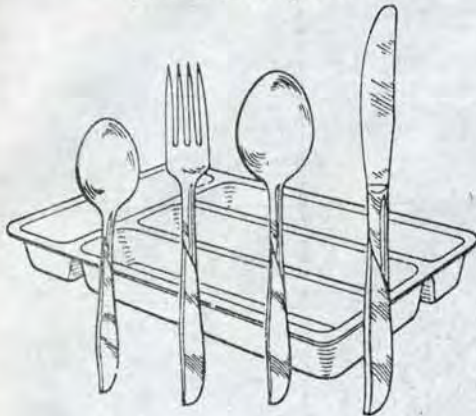
Per Set	Regular Price	SPECIAL PRICE
S644AK	\$7.50	\$6.75

One set in box. Wt. box 1 1/4 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

STAINLESS STEEL TABLEWARE SETS

(Section 22—Page 43)



With Cutlery Tray

24-piece, 6-place set of contemporary design tableware—knife, fork, soup and coffee spoon. With plastic tray.

Per Set	Regular Price	SPECIAL PRICE
S1607A	X3D70	\$3.20

One set in ctn. Wt. ctn. 4 lbs.

STAINLESS STEEL HOSTESS SET

Made in Japan
(Section 22—Page 39)



DeLuxe Hostess Set—4 Piece Paradise Pattern

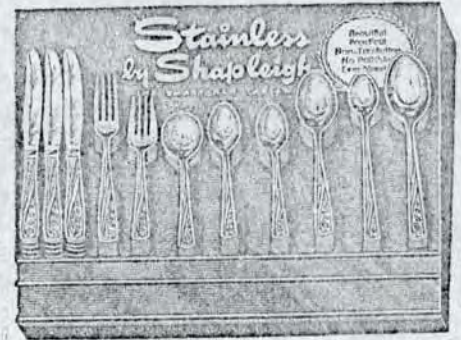
Heavy graded stainless steel. Set consists of 1 cake server, 1 large serving spoon, 1 large serving fork, and 1 ladle. Beautifully gift packaged.

Per Set	Regular Price	SPECIAL PRICE
S1647A	\$3.00	\$2.45

One set in box. Wt. 1 1/4 lbs.

STAINLESS STEEL TABLE WARE

(Section 22—Page 39)
SHAPLEIGH'S



Felicity Pattern

Attractive self-selection display, permits orderly presentation of complete line, simplifies stock control and storage problems.

Display made of metal with steel pins and rack to hold table ware. Finished in green with silver trim. Size 14 1/4 x 16 1/2 inches.

Durable stainless steel ware, gracefully balanced, fully graded and deeply embossed. Exquisite scroll decoration on handles.

Complete Assortment 90 Pieces

Qty.	Item	Dealers		
		Cost Each	Total Cost	Retail Each
12	Knives	\$0.73	\$8.76	\$1.10
12	Forks	.39	4.68	.60
12	Salad Forks	.39	4.68	.60
6	Cream Soup Spoons	.39	2.34	.60
24	Tea Spoons	.32	7.68	.48
12	Table Spoons	.39	4.68	.60
6	Iced Tea Spoons	.39	2.34	.60
6	Serving Spoons	.60	3.60	.90

\$38.76

Per Ass't.	Regular Price	SPECIAL PRICE
SX-S1-A	\$38.00	\$35.00

One asst. in ctn. Wt. ctn. 12 lbs.

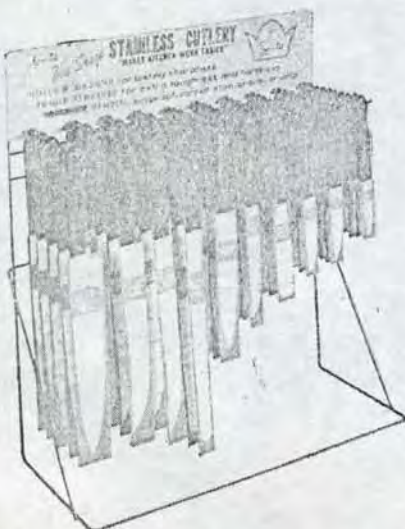
OPEN STOCK

Each	Price	Items	Regular		No. in Pkg.	Wt. lbs.
			PRICE	SPECIAL PRICE		
S1693A	\$0.73	Knives	\$0.62		12	2 1/2
S1694A	.39	Forks	.33		12	1
S1696A	.39	Salad Forks	.33		12	1
S1704A	.39	Cream Soup Spoons	.33		6	1/2
S1692A	.32	Tea Spoons	.27		24	1 1/2
S1695A	.39	Table Spoons	.33		12	3/4
S1706A	.39	Iced Tea Spoons	.33		6	1/2
S1712A	.60	Serving Spoons	.50		6	3/4

CUTLERY ASSORTMENT

IMPERIAL

(Section 22—Page 23)



High carbon stainless steel, fully heat treated, tempered and deep frozen blades. Boilproof Wondawood handle. Cannot stain, chip or crack.

Sturdy wire rack. Height 18 inches. Width 15 1/4 inches. Depth 6 1/4 inches.

Quantity	No.	Item	Length in.
10	223	Stubby Paring Knife	7 3/4
20	224	Regular Paring Knife	7 1/2
8	220	Steak Knife	8 3/4
8	226	Small Spatula	8
8	229	Sandwich Knife	10
5	227	French Cook's Knife	12 1/2
5	228	Roast Slicer	12 1/4
5	222	Narrow Blade Slicer	12 1/2
5	232	Ham Slicer	13 1/2

Per Assortment	Regular Price	SPECIAL PRICE
SX-WW200-A	\$33.35	\$26.95

One in ctn. Wt. ctn. 10 1/2 lbs.

VACUUM BOTTLES

Section 22 Page 80A



UNIVERSAL

(Section 22--Page 81)

Dubonnet and gray lithographed ribbed metal case. Aluminum shoulder. Dubonnet Roc-Lite No-Loc cup. Replaceable glass filler. Cradle shock absorbers. Large firm cork.

(VB3316)

Each	Regular Price	Size	Wt. box lbs.	SPECIAL PRICE
\$2757A	\$1.63	Quart	2 1/4	\$1.49

One in ctn.



UNIVERSAL

(Section 22--Page 81)

Blue and gray lithographed metal case with polished aluminum No-Loc screw cap. Aluminum shoulder. Replaceable glass filler. Spring shock absorber. Large firm cork stopper.

(VB3315)

Each	Regular Price	Size	Wt. Box lbs.	SPECIAL PRICE
\$2741A	\$1.32	1 qt.	1 1/4	\$0.98

One in box. Wt. Box 1 1/4 lbs.

THERMOS



Black with Gold Stripe

Durable and modern heavy metal case. Highly polished aluminum shoulder. Atherlite cups.

Temperature tested filters. Any point pouring lip. Polly Red Top insulated stopper safetyguard tip protector.

One Pint (2234)

Each	REGULAR PRICE	SPECIAL PRICE	RETAIL PRICE EACH
\$2733A	\$1.13	\$1.05	\$2.15

Twelve in box, Wt. box 12 lbs.

THERMOS-ICY-HOT



Heavy metal case. Striking red eggshell finish with black striping. Aluminum shoulder. Strong vacuum glass interior, tested for efficiency. With Polly Red Top stopper and red heat-resistant plastic pouring lip.

Spoon Mouth With Plastic Cup (3490)

One Pint

Each	REGULAR PRICE	SPECIAL PRICE	RETAIL PRICE EACH
\$619A	\$1.90	\$1.74	\$2.95

Ten in box. Wt. box 30 lbs.

LUNCH KITS

Section 22 page 83

ICY-HOT



Assorted red, blue or green with silver gray center sections. All sanitary rounded corners. Air vents. Rust-proof metal handle and snap fastener. Vacuum bottle held by special clip.

Complete with S 624 A-3190 vacuum bottle

10 oz. Bottle

(6590)

Each	REGULAR PRICE	SPECIAL PRICE	RETAIL PRICE EACH
\$620A	\$2.05	\$1.76	\$4.10

Ten in ctn. Wt. ctn. 28 lbs.

SCHOOL LUNCH KITS

THERMOS



Roomy with Airvents

White lacquered interior. Rounded corners for easy cleaning.

Rust-resistant metal handle and cover fastener. Wire fastener for holding No. S 2734 A-2084 vacuum bottle snugly in place.

Assorted colors blue, red or green center sections with silver-gray top and bottom.

(6584)

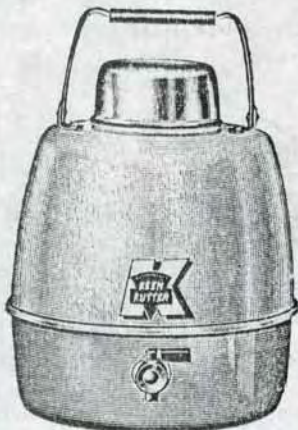
Each	REGULAR PRICE	SPECIAL PRICE	RETAIL PRICE EACH
\$2791A	\$2.05	\$1.76	\$3.30

Ten in ctn. Wt. ctn. 20 lbs.

INSULATED JUGS

(Section 22—Page 86-B)

KEEN  KUTTER



BRASS FAUCET

Double coated white porcelain interior. New snap tite adjustable stopper. Thick rock wool insulation. Handles covered with white rubber. Aluminum cap.

Two-tone green enamel.

Cap.	Wt.	Regular	Special
Gal.	lbs.	Retail	Retail
2	6½	\$10.95	\$10.35
1	4½	7.75	6.90
		REGULAR	SPECIAL
Each	Gal.	PRICE	PRICE
61-9200-AK-2	2	\$7.23	\$6.75
61-9202-AK-1	1	5.12	4.60

One in ctn.
POLORON



Flamingo

Flex-Rock tempered glass lined Twist lock spout plastic covered handle.

One Gallon

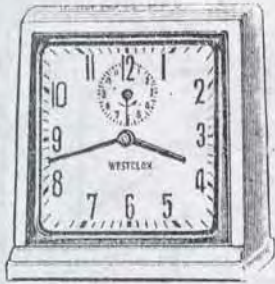
RETAIL:—Regular \$3.90, Special \$3.35.

Each	Regular	SPECIAL
	Price	PRICE
4-727-A	\$6.65	\$2.25

One in ctn. Wt. ctn. 6 lbs.

ALARM CLOCKS

WESTCLOX
(Section 22-Page 105) **Mascot**



Plastic case and base. Square dial with large numerals. Attractive hands. Heavy glass convex crystal with polished brass bezel. Precision movement with quiet tick. Pleasant bell alarm. Cushioned base.

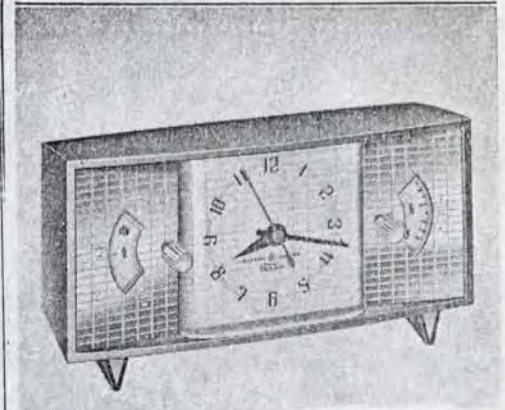
Height 3½ inches. Width at base 3¼ inches. Depth at base 1¾ inches.

		Plain Dial		
Each	Regular Price	Color		SPECIAL PRICE
S1550A	\$3.47	(W361) Maroon		\$3.15
		Luminous Dial		
S1552A	\$4.17	(W370) Ivory		\$3.60

One in box. Wt. box ¾ lb.

ELECTRIC FEATURE CLOCKS

GENERAL ELECTRIC
Telechron
(Section 22-Page 107)



Video Clock

Television and radio timer. Automatically turns on and off radio or TV sets. Makes it easy to regulate children's TV viewing time, plus accuracy of electric time. Height 3¾ in. Width 7 in. Depth 2¾ in.

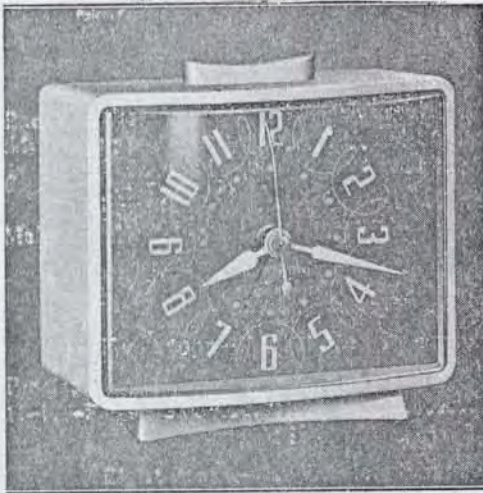
Brown Case
(8S69)

Each	Regular Price		SPECIAL PRICE
S2441A	\$8.97		\$7.95

One in box. Wt. box 2¼ lbs.

ELECTRIC ALARM CLOCKS

GENERAL ELECTRIC
Telechron
(Section 22-Page 106D)



Snooz-Alarm

Get the extra "40" winks. Wake up and be called and then be called again. Alarm may be shut off permanently after any of three calls. Height 4¼ in., Width 4¼ in., depth 2¾ in.

Luminous Dial
Gray
(7H241L)

Each	Regular Price	SPECIAL PRICE
S2495A	\$4.35	\$3.70

One in box. Wt. box 1¼ lbs.

(Section 22-Page 108AA)



Assortment

Attractive display stand 15 inches wide, 14 inches high and 4 inches deep. Displays two clocks and has switch to light up the clocks.

Includes Four Clocks

Two ivory, one beige and one aqua green.

Per Asst.	Regular Price	SPECIAL PRICE
SX-W1050-A	\$23.28	\$19.75

One asst. in box. Wt. box 5½ lbs

ELECTRIC WALL CLOCKS

GENERAL ELECTRIC
(Section 22-Page 108-CC)



Diameter

Brushed finish metal cases stay bright and shining. Three dimensional numerals encircle white dial.

Diameter 9¼ inches. Depth 2¼ inches. Dial 4 inches. (2H101)

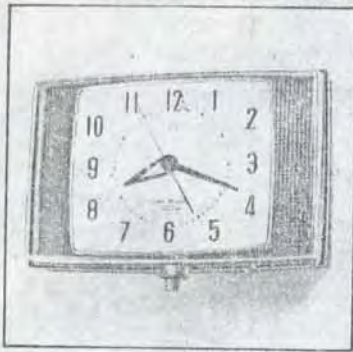
Each	Regular Price	Color	SPECIAL PRICE
S1378A	\$8.97	Brass	\$8.25
S1379A	\$8.97	Chrome	\$8.25

One in box. Wt. box 1¾ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

ELECTRIC WALL CLOCKS

(Section 22—Page 108—DD)



Illusion

Smart, easy to read dial "floats" against textured backdrop.

Height 6 $\frac{7}{8}$ inches. Width 9 $\frac{1}{2}$ inches. Depth 2 $\frac{1}{2}$ inches.

SPECIAL PRICE

Each	Regular Price	Color	SPECIAL PRICE
S2673A	\$5.57	Red	\$5.15
S2674A	\$5.57	Yellow	\$5.15

One in box. Wt. box 2 $\frac{1}{2}$ lbs.

Telechron

(Section 22—Page 108—DD)

Swirl.



Cut-out numerals create three dimensional effect. Device for storing excess cord in back of clock.

Diameter 6 $\frac{1}{2}$ inches. Depth 3 $\frac{1}{2}$ inches. Dial 3 $\frac{1}{4}$ inches.

Chrome Color Numerals

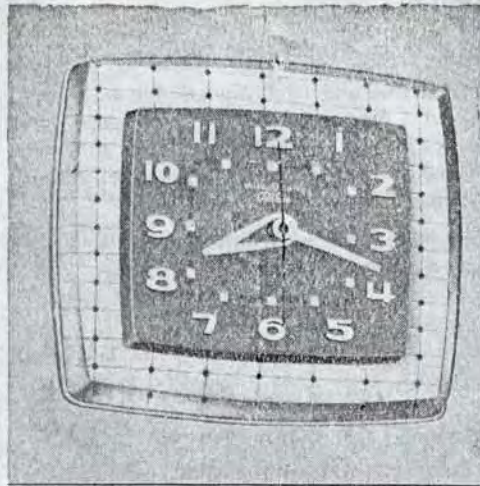
Outer Bezel on Red

SPECIAL PRICE

Each	Regular Price	SPECIAL PRICE
S2498A	\$3.71	\$3.43

6 or more X3D24★

One in box. Wt. box 1 $\frac{1}{4}$ lbs.



Tac-Toe

Full vision crystal over neat web background

Colored dial with matching case of white.

Height 6 $\frac{3}{4}$ in. Width 7 $\frac{1}{2}$ in., depth 2 $\frac{5}{8}$ in.

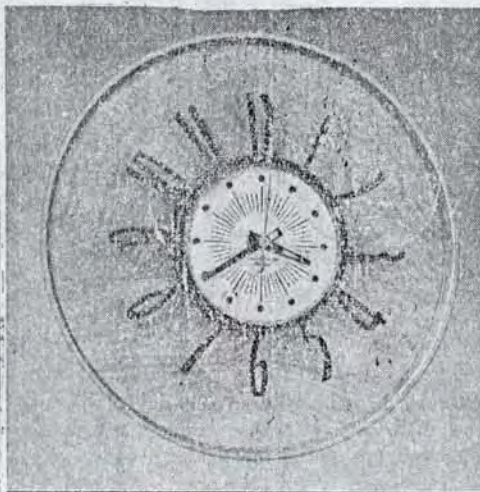
(2H108)

SPECIAL PRICE

Each	Regular Price	Color	SPECIAL PRICE
S2440A	\$4.33	Yellow	\$4.00

One in box. Wt. box 2 $\frac{1}{4}$ lbs.

(Section 22—Page 108—CC)



Wallwood

A beauty in natural wood. Floating numerals and bezel. Diameter 8 $\frac{3}{4}$ in., depth 2 $\frac{1}{2}$ in., dial 3 $\frac{1}{4}$ in.

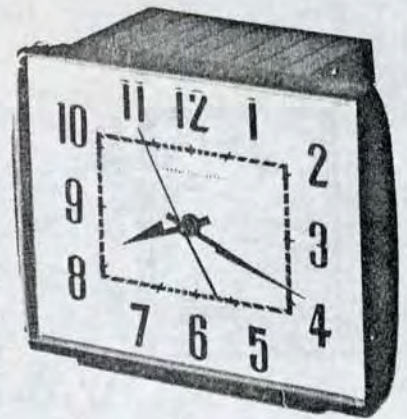
(2H59)

Black Bezel and Numerals

SPECIAL PRICE

Each	Regular Price	SPECIAL PRICE
S2470A	\$6.19	\$5.72

One in box. Wt. box 1 $\frac{1}{4}$ lbs.



G-E TELECHRON Cupboard

Best-selling tailored wall clock in a bright color selection. Large easy to read dial with full vision crystal. Stands or hangs.

New Low Price!

Height 5 $\frac{1}{4}$ "', Width 6 $\frac{1}{4}$ "' and Depth 2 $\frac{3}{4}$ "'.

(2H103)

Each	Color
S1261A	Brown
S1258A	Red
S1259A	Yellow

SPECIAL PRICE

Less than 6...	6 or More...
\$3.14	\$2.92

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-77

HIGH POWER SLIDE ACTION RIFLES

(Section 23—Page 9)



REMINGTON MODEL 760 "GAMEMASTER"—5 SHOT

The only slide action high power rifle made. Designed for maximum strength with the most powerful sporting cartridges.

Stock—Pistol grip stock and semi-beavertail fore-end of American walnut.

Sights—White metal bead front sight mounted on matted ramp. Step adjustable semi-buckhorn sporting rear sight.

Safety—Cross bolt safety.

.257 Caliber — 4 Shot Magazine Capacity — Overall Length 42½ inches.

Each Regular Price

SPECIAL PRICE

Retail Each

T760257D

\$84.35

\$75.90

\$112.45

One in box. Wt. each 7½ lbs.



REMINGTON MODEL 760ADL "GAMEMASTER"—5 SHOT

Same specifications as Model 760 except as follows: Checkering on stock and fore end. High comb, designed for mounting a telescope sight. Grip cap. Sling strap swivel. Receiver is tapped and drilled for telescope mounts.

.257 Caliber — 4 Shot Magazine Capacity — Overall Length 42½ inches.

Each Regular Price

SPECIAL PRICE

Retail Each

T760ADL257D

\$96.95

\$87.25

\$129.25

One in box. Wt. each 7½ lbs.

AUTOMATIC PISTOLS

(Section 23—Page 34-D)

WHITNEY

Safety Features:

.22 Caliber Long Rifle

Wolverine Regular or Hi-Speed

Contoured modern design fits hand naturally. Duraluminum alloy makes for superb balance and aerodynamic featherweight.

Stocks—High quality checkered plastic. Natural walnut finish.

Grooved trigger pull—2¾ to 4 lbs.

Sights: Front Sight—Partridge type ¼ inch blade.

Sighting plane—Anti-glare full length. Ser-rated satin finish raised rib.

Rear Sight—Shadow outline. Adjustable.



Wolverine

Magazine capacity 10 Cartridges

1. Visible safety Hammer.
2. Half-cock with slip safety.
3. Automatic disconnecter when magazine is removed.
4. Dual function thumb safety.
5. Hand safety guard.
6. Take-down magazine.

Magazine: Tool-less take-down for cleaning.

Length of barrel 4½ inches. Overall length 9 inches. Height 5 inches.

Nickel Finish

Each Regular Price

SPECIAL PRICE

Retail Each

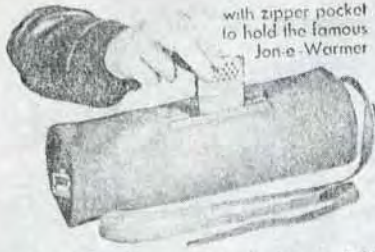
TR100D

\$32.65

\$29.40

\$43.95

One in box. Wt. box 23 ozs.



with zipper pocket to hold the famous Jon-e Warmer

MUFFS

(Section 23—Page 82)

JON-E

A cold weather natural. Especially designed for active sports people. Smartly styled for outdoor spectators. Holds a standard size hand warmer. Can be hung around the neck or buckled around the waist.

Made of water repellent wind-proof neutral poplin with soft, warm 100% wool lining. Built-in pocket with five inch brass zipper holds hand warmers. Heavy duty 1/2 inch webbing strap with nickel plated buckle.

Without Hand Warmer

	Regular Price	(JM350) SPECIAL PRICE	Retail Each
Each			
G4304B	\$2.10	\$1.90	\$3.50

One in box. Wt. box 3/4 lb.

FLASHLIGHTS

KEEN KUTTER

(Section 23—Page 100-E)



PREFOCUSED

Copper clad steel case, Fluted body. Double nickel and chrome body. Lens diameter 1-7/8 inches.

Three-Cell (Without Batteries)
Uses Size D Batteries with No. PR3 Lamp

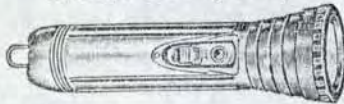
Each	SPECIAL PRICE	Retail Each
G88BK	\$1.12	\$2.10

One in box. Wt. box 1 lb.

FLASHLIGHT AND BATTERY DEAL

OLIN

(Section 23—Page 101)



Two Lights in One

Two-cell spotlight with red lens ring for danger. Chromium plated brass case. Fixt-focus bulb. Shock absorber, 3-way lock switch, ring hanger end cap.

Uses Size D Batteries with No. PR2 Lamp.

(X2440)

Each	Regular Price	SPECIAL PRICE	Retail Each
G90B	\$0.80	\$0.70	\$1.25

One in box. Wt. box 1/2 lb.

FLASHLIGHT DEALS

(Section 23—Page 102-1)

50th Anniversary



Colorful counter display, 10x16 1/2 inches, of the regular size, chrome-plated steel, pre-focused spotlight.

Two Cell (Without Batteries)

Use Size D Batteries with No. PR2 Lamp.

Consists of:

6 No. J22R Flashlights

Per Deal	Regular Price	SPECIAL PRICE
GX-M285-B	\$3.72	\$3.35

One in ctn. Wt. ctn. 2 lbs.

FLASHLIGHTS

OLIN

(Section 23—Page 101)

Without Batteries



Aluminum case with enamel trim. Two position slide switch. Lacquer finish zinc reflector. Glass lens. No. PR2 Lamp. Length overall 7 3/16 in.

Two Cell Spotlight
Uses Size D Batteries
Night Pilot

Radiant plastic lens ring glows in the dark for hours if exposed previously to normal light.

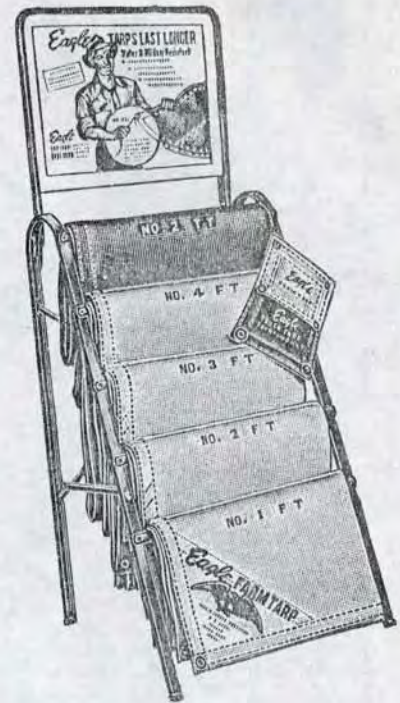
(2129)

Each	SPECIAL PRICE
G80B	\$0.59

One in box, 72 in ctn. Wt. ctn. 15 lbs.

TARPAULINS

EAGLE BRAND—ALUMINUM TREATED



Amazing new tarpaulin, far superior to any tarpaulin ever made for the farm and industrial market.

New water and rot resistant treatment. A scientific compounding of aluminum and Elastiseal (patent pending), so superior to water resistancy that it exceeds government requirements or 12 oz. army canvas, and for rot resistancy to comply with Soil Burial Requirements of U. S. Army. Easier to handle, more flexible in cold weather. When ordinary tarps become stiff and brittle Eagle remains flexible. Reflects 90% of sun and heat rays. Ordinary tarps absorb heat. Greater strength patented rope and hemp construction places the stress on the rope instead of the canvas, preventing grommets from pulling out and rips and tears from starting.

Farm Tarps—For General Farm Use

SPECIAL PRICE

Each			Size ft.	Weight Each, lbs.	Each
5-T712-B	X9D00	\$8.10	7x12	10	13.50
5-T1016-B	X16D75	15.00	10x16	20	25.10
5-T1216-B	X20D05	18.00	12x16	24	30.10

Truck Tarps—For Heavy Duty Use

Each			Size ft.	Weight Each, lbs.	Each
5-HD810-B	X10D55	9.50	8x10	12	\$15.80
5-HD1012-B	X15D75	14.15	10x12	17	23.60
5-HD1016-B	X20D90	18.75	10x16	21	31.40
5-HD1216-B	X25D10	19.25	12x16	24	37.65
5-HD1218-B	X28D25	25.50	12x18	27	42.40

One in box

A complete aluminum treated tarpaulin department in a profit making display rack. Saves floor space and selling time. Requires only three square feet of floor space.

Contains:

Quantity	No.	Item	Size, feet	Each
1	T68	Farm Tarp	6x8	\$7.60
1	T810	Farm Tarp	8x10	12.80
1	T1012	Farm Tarp	10x12	18.90
1	T1014	Farm Tarp	10x14	21.95
1	HD810	Truck Tarp	8x10	15.80

Free Display Rack

SPECIAL PRICE

Per Asst. 5-ETA-B X51D40. **\$45.00** Per Asst. \$77.05
One asst. in ctn. Wt. ctn. 65 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

CAMP STOVES

(Section 23—Page 128-F)



Kamp Kook
Fully Automatic
Instant Lighting
Storm-Proof

Green enameled steel case with hinged cover, folding wind baffles, carrying handle and catch. Heavy steel bright plated removable grate, handles 12 inch skillet or pot. Single burner. Double shut-off with positive control. Bright tin plated reflector. Full direction on wind baffle.

Uses replaceable self pressurizing K-Fuel container which gives hours of service. Size 14x11x4 inches.

Without Fuel Container

Each	Regular Price	SPECIAL PRICE
81-KFS1B-E	\$6.63	\$4.95

One in ctn. Wt. ctn. 8 lbs.

LANTERNS

(Section 23—Page 128-CC)



Kamplite
Fully Automatic
Instant Lighting
Storm-Proof

Finest quality workmanship and material. Precision parts are machined to jeweler's standards. Self cleaning generator. Single mantle. 300 candle power. Uses replaceable self pressurizing K-fuel container which gives 5 to 7 hours continuous light.

Height 14 inches. Diameter base 5 1/2 inches.

Without Fuel Container

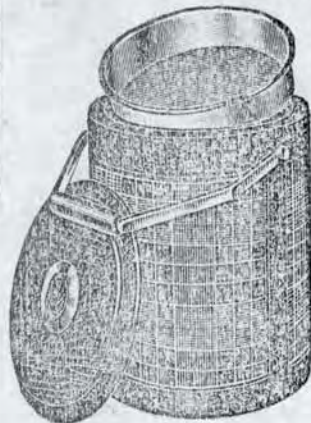
Each	Regular Price	SPECIAL PRICE
81-KFL/1-E	\$7.98	\$6.48

One in ctn. Wt. ctn. 5 lbs.

PORTABLE COOLERS

(Section 23—Page 133)

POLORON



Tartan Toters

Heavy steel walls. Double thickness fiber-glas insulation and trouble-free steel fittings. Includes a luminum dry-pak tray for foods, frozen desserts, etc.

Lithographed yellow, black and brown Scotch plaid. Brown alligator skin effect on top and bottom.

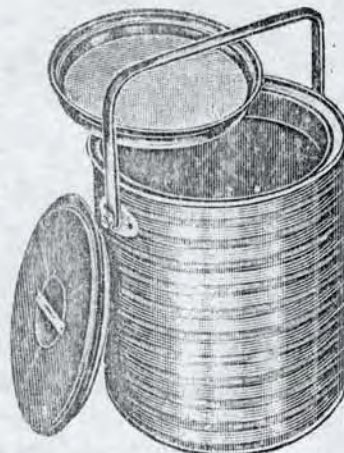
Capacity 4 Gallons

RETAIL: Regular \$6.85, Special \$5.95

Each	Regular Price	SPECIAL PRICE
4-711-A	\$4.55	\$3.95

One in ctn. Wt. ctn. 11 lbs.

SCHLUETER



Patio Cooler

Corrugated aluminum body. Polished aluminum cover. One-piece drawn aluminum tray. Hot dipped galvanized inset. Hermetically sealed. Fully insulated.

Outside 14x11 1/4 inches, inside 12 1/2x10 ins.

Four—Gallon

Each	Regular Price	SPECIAL PRICE
4-4X-A	\$3.50	\$3.00

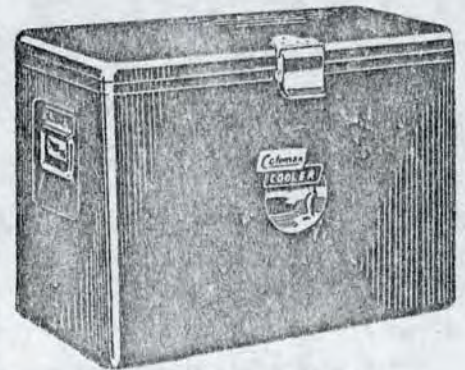
One in ctn. Wt. ctn. 9 lbs.

REFRIGERATOR BOXES

COLEMAN

(Section 23—Page 133)

Hammerloid finish. "Spintex" insulation. Curved inside construction. Refrigerator-type lid latch locks automatically.



DeLuxe Service Model

Especially suited for large groups. Flexible adjusto-tray adjusts to five different positions to provide wet or dry cold compartments. Recessed ammunition chest type handles and a large drain cap, recessed to prevent sagging.

Inside Dimensions: 11 1/2 inches wide, 20 1/2 inches long, 14 1/2 inches high.

Outside Dimensions: 13 inches wide, 22 inches long, 16 inches high.

Retail, — Regular \$21.95, Special \$20.25.

Capacity—4600 Cubic Inches

Each	Regular Price	SPECIAL PRICE
4-633-B	\$14.64	\$13.50

One in ctn. Wt. ctn. 28 lbs.



Family Model

A dependable, portable unit sized right for family needs.

Rigid Adjusto-tray adjusts to four positions to provide wet and dry cold compartments. Recessed drain cap.

Heavy galvanized steel lining specially treated for rust and corrosion resistance.

Inside Dimensions: 9 inches wide, 16 5/8 inches long, 12 3/8 inches high.

Outside Dimensions: 10 1/2 inches wide, 18 inches long, 13 1/2 inches high.

Retail, — Regular \$14.95, Special \$13.35.

Capacity—2550 Cubic Inches

Each	Regular Price	SPECIAL PRICE
4-632-B	\$9.97	\$8.75

One in ctn. Wt. ctn. 21 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

5-22-58 T-81

TUBULAR GLASS FLY RODS

Section 24—Page 1



Three Piece De Luxe

Recommended Line HCH or D

A perfect blend of balance and feel. Natural finish tubular glass shaft, wound with red and yellow spiral nylon wrappings. Wrapped at each ferrule with red and yellow nylon. Four chrome guides on the tip section, three guides on the mid section and a stripper guide on the butt section. Brown anodized ferrule and reel seat. Comfortable grip made of finest specie cork handle.

Length 9 feet

Trout or Light Action

SPECIAL

PRICE

Regular Price
\$8.97

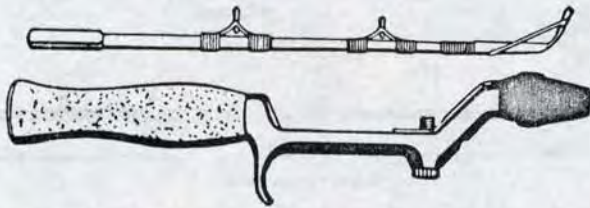
\$8.00

Each
\$14.95

Each
G367BK

SHAPLEIGH'S SOLID GLASS CASTING RODS

(Section 24—Page 5)



Clear colored shaft—2 guides, copper wire wound with brown decorative stripe. Bright handle with reel slip and screw, natural cork grip with metal butt plate. Brown chuck lock.

Length 5 Feet

(SH101)

Each	Regular Price	SPECIAL PRICE	Retail Each
G412B	\$1.80	\$1.60	\$3.00

One in kraft bag. Wt. each 8½ oz.



Bamboo grain colored shaft—3 guides, brown and gold spiral windings, ivory hosel, brass ferrule, brown handle with brown lock nut.

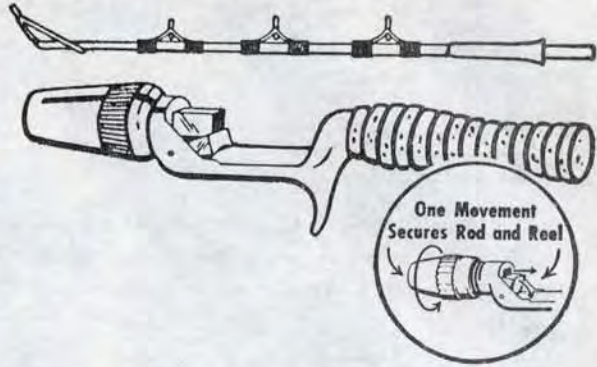
(SH102)

Each	Regular Price	Length	Wt. Each,	SPECIAL PRICE	Retail
		ft.	oz.		Each
G413B	\$2.40	5	8	\$2.15	\$4.00
G424B	2.40	5½	8½	2.15	4.00

One in polyethylene bag.

SHAPLEIGH'S SOLID GLASS CASTING RODS

(Section 24—Page 5)



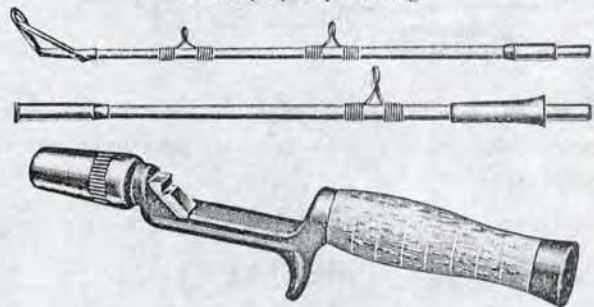
One Movement
Secures Rod and Reel

Black and white grain colored shaft—3 guides, brown and gold spiral windings, brown quick-lock handle and nut, salmon rubber grip.

(SH104)

Each	Regular Price	Length	Wt. Each,	SPECIAL PRICE	Retail Each
		ft.	oz.		
G426B	\$3.00	5	9	\$2.70	\$5.00
G436B	3.00	5½	9½	2.70	5.00

One in polyethylene bag



Tubular glass shaft, beautiful charcoal finish, white nylon windings with red decorative stripings, black aluminum ferrule, ivory hosel. Equipped with die cast aluminum handle, positive reel screw-type reel lock with clip. Formfit natural cork grip with black plastic butt cap, closeal covering over cork. Guides are "V" type stainless steel graduated spinning guides.

One Piece—Length 6 feet

(SH109)

Each	Regular Price	SPECIAL PRICE	Retail Each
G449B	\$4.17	\$3.75	\$6.95

One in polyethylene bag. Wt. bag 4½ oz.

Two Piece—Length 6½ feet

(SH110)

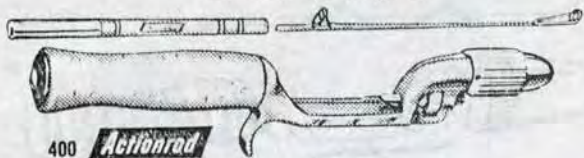
Each	Regular Price	SPECIAL PRICE	Retail Each
G450B	\$4.77	\$4.30	\$7.95

One in polyethylene bag. Wt. bag 5 oz.

SHAPLEIGH'S TRAFFIC BUILDERS

SOLID GLASS CASTING RODS

ORCHARD—ACTIONGLAS
(Section 24—Page 5)



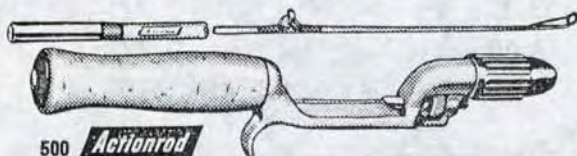
One piece solid round Actionglas tip with pearlescent finish. Gray enamel finish on collet type chuck handle and blue aluminum foregrip. Cork grip. Best stainless steel guides and tip. Blue wrap. Name plate disc.

Three Guides

Length 5 feet, 1 inch — 8½ oz.
(400)

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G329B	\$6.57	\$5.92	\$10.95	\$8.90

One in water resistant canvas case with rod protector

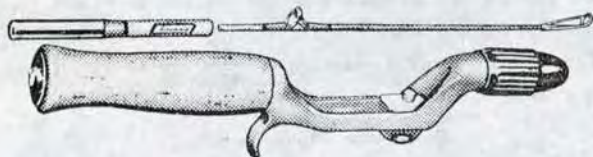


Pearlescent glass blade with large butt section. Chuck handle with screw locking reel lock. Wire frame stainless steel guides and tip top. Specie cork grip.

Length 5 feet, 1 inch — 8 oz.
(500)

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G320B	\$5.37	\$4.84	\$8.95	\$7.25

One in bag.



Solid clear glass blade with chrome ferrule polished chuck handle. Clamp type reel lock with self-centering plate. Nylon collet, specie cork grip. Guides and tip top are wire frame stainless steel. Orange and black color combination.

Two Guides

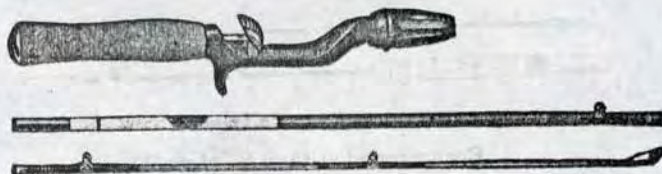
Length 5 feet, 1 inch — 7½ oz.

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G348B	\$4.17	\$3.76	\$6.95	\$5.65

One in heavy polyethylene bag.

TUBULAR GLASS CASTING RODS

TRUE TEMPER
Section 24—Page 4



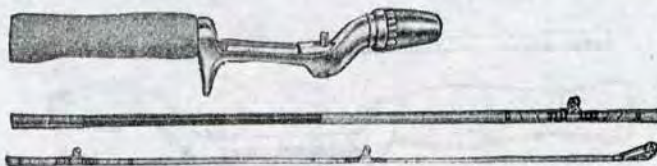
Trophy

Tip reinforced at butt with fast action, has clear enamel finish and 5 inch white lacquer sheath at butt. Chrome plated stainless steel guides and tip top. Red nylon spiral windings with black trim at guides, butt sheath and tip top. Offset aluminum handle and aluminum screwchuck foregrip have black baked enamel finish. Lightning plunger attaches reel instantly. Select ring cork grip with aluminum butt cap.

One Piece—Super Light Action
(804SL)

Each	Regular Price	Length ft.	Wt. each, ozs.	SPECIAL PRICE
G448B	\$5.97	6	7¼	\$5.00

One in transparent vinyl case



American Ace

Tip with reinforced butt and faster action has clear enamel finish and 5 inch white lacquer sheath at butt. Chrome plated stainless steel guides and tip top. Coppertone nylon spiral windings with gold lacquer rim at guides, butt sheath and tip top. Offset aluminum foregrip are finished in Sierra gold baked enamel. Screw clamp reel seat. Ring cork grip with aluminum butt cap.

One Piece — Super Light Action
Length 5 feet, — 7½ oz.
(803SL)

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G325B	\$4.77	\$4.30	\$7.95	\$6.45

One in transparent vinyl case.

SHAPLEIGH'S TRAFFIC BUILDERS

5-22-58

T-83

TUBULAR GLASS SPIN-N-CAST RODS

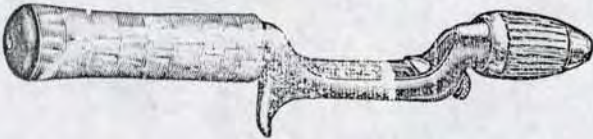
Specially Designed for Use with Zebco, Holiday, Johnson and Bronson or any Closed Type Spinning Reel.

HEDDON

(Section 24—Page 10)



(With Spinning Guides)



Mono-Spin "Pal"

Designed especially for use with reels using Monofilament line, particularly reels with enclosed spools, a light tackle man's rod—a wide range of lure weights can be cast.

Durable brown Polystyrene handle with mottled brown and buff. Tenite chuck foregrip. Graduated chrome spinning guides and tip-top. Patented screw locking reel seat. Brown and buff winding. Specie cork grip. Distinctive red butt cap.

**One-Piece Tip
Light Action—Length 6 feet
(211)**

Each	Regular Price	SPECIAL PRICE
G377B	\$6.57	\$5.50

One in cloth bag. Wt. each 4½ ozs.

ORCHARD ACTIONROD

(Section 24—Page 10)



2167 SERIES

Natural clear cloth finish. Made for spinning reels used on offset-type casting handle. Brilliantly trimmed in green and white polished aluminum chuck handle and green lacquered nose piece. Nylon collet, clamp type reel lock, specie cork grip. In heavy polyethylene bag.

Length 6 ft.

**Two Piece
(2167)**

Each	Regular Price	SPECIAL PRICE
G405B	\$7.17	\$6.00

One in bag. Wt. Bag 4½ ozs.

TUBULAR GLASS SPINNING RODS

(Section 24—Page 14)

ORCHARD



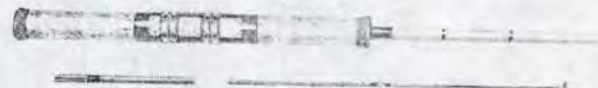
Natural tubular glass, cloth finish. Stainless steel guides and tip top. Anodized aluminum ferrule and ring locking reel seat. Specie cork grip.

**Two Piece Tubular Glass
(2100)**

Each	Regular Price	SPECIAL PRICE	Lgth. ft.	Wt. oz.	Regular Retail	Special Retail
G415B	\$7.77	\$7.00	6½	4½	\$12.95	\$10.50
G416B	7.77	7.00	7	4¼	12.95	10.50

One in bag.

CONOLON



Light Action

Two piece tubular fiberglass for fresh water, with medium tip and butt action. Balanced power and weight for longer casts with rifle precision. 12 inch selected cork handle, fitted with skeloronized blue anodized aluminum sliding reel seat, natural finish. Blue rubber winding check. Chromed spin guides and tip-top. Keeper ring. Advanced styling in King's blue winds and fire red striping.

**Two Piece—Lures to ¾ oz.
Length 7 Feet—4 oz.
(6303N)**

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G372B	\$8.97	\$8.09	\$14.95	\$12.15

One in divided cloth bag and fiber case.

Medium Action

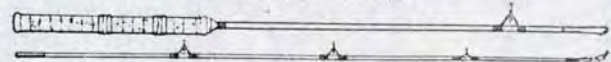
Two-piece tubular fiberglass, chrome center ferrule, chrome spinning guide, 12 inch quality cork handle fitted with matched metal tapered rings for easy locking of reel at any desired position. Brilliantly style in maroon and white wraps. Metallic green color.

**Two-Piece
Length 6½ Feet—3 Oz.
(5301MG)**

Each	Regular Price	SPECIAL PRICE	Regular Retail	Special Retail
G364B	\$5.97	\$5.38	\$9.95	\$8.05

One in divided cloth bag.

GREAT LAKES



Otter

Two piece blue tubular glass shaft has bright plated mid ferrule. Four spin guides wound in blue and white cluster nylon. Handle is twelve inch natural cork with aluminum rings and 2 blue butt caps. Decorative blue throat and cluster wind at base of rod.

**Two Piece
Length 7 Feet—4¼ oz.**

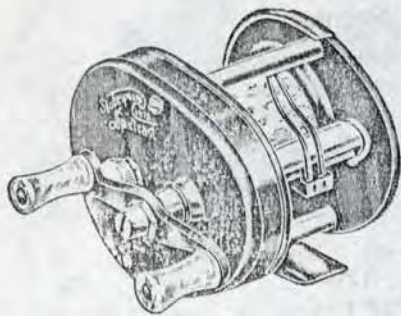
Each	Regular Price	SPECIAL PRICE (TL)	Regular Retail	Special Retail
G536B	\$4.77	\$4.30	\$7.95	\$6.45

One in polyethylene bag.

SHAPLEIGH'S TRAFFIC BUILDERS

CASTING REELS

SHAKESPEARE
(Section 24—Page 25)



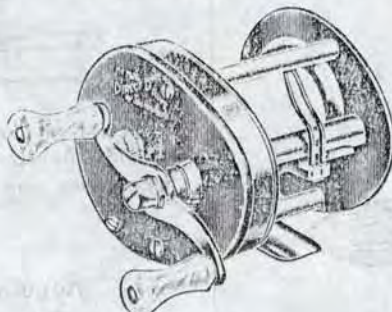
Sportcast

Forest green anodized aluminum frame. Tear drop design. Two gear direct drive. Nylon gears. Carboly bushings. Balsa wood arbor. Chrome plated palm rest. Spool diameter 1½ inches. Pillar length 1¾ inches.

Level Winding—Quadruple Multiplying
Capacity 50 Yards
(1973D)

Each	Regular Price	SPECIAL PRICE	Retail Each
G195B	\$10.25	\$9.25	\$17.00

One in box. Wt. box 5 ozs.



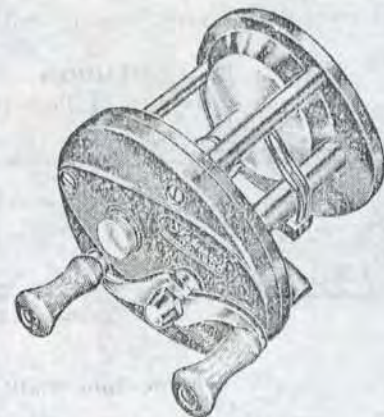
Direct Drive

Green anodized aluminum end plates. Stainless steel bearings. Phosphor bronze bushings. Nylon gears. Hardened steel sliding click. Automatic thumb tail spool cap drag. Chromed brass mono pawl. Aluminum spool flange, 1½ in. diameter. Adjustable steel spool cap. Chromed brass crank. Bell shaped grips.

Level Winding—Quadruple Multiplying
Capacity 50 Yards
(1926)

Each	Regular Price	SPECIAL PRICE	Retail Each
G183B	\$8.10	\$7.30	\$13.50

One in box. Wt. box 6 ozs.



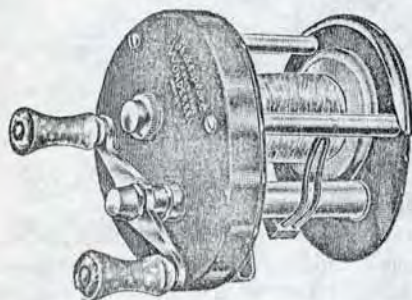
GLASKYD Direct Drive of Super Strength Glass.

A newly designed 3 unit, 2 gear direct drive reel with spool and end plates of miracle GLASKYD, a new glass reinforced material. Pillars are heavily chrome plated brass. Can be used for bait casting or trolling with braided Nylon or Monofilament in fresh or salt water. Has stainless steel bearings, phosphor bronze bushings and gears of the finest brass; automatic thumb tail spool cap drag and adjustable front spool cap. Crank is of chromed brass with bell-shaped grips. Chromed brass level wind.

Level Winding. Capacity 200 yds. 10 lb. test Monofilament Line.

Each	Regular Price	Retail Each	SPECIAL PRICE
G228B	\$7.20	\$12.00	\$6.48

One in box. Wt. box 8 ozs.



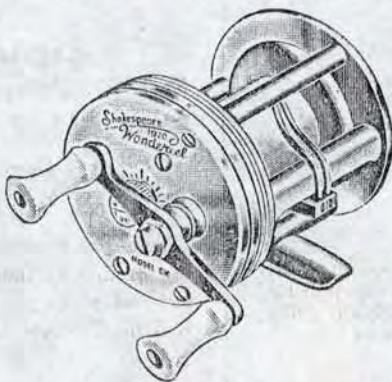
Wondereel Direct Drive

Green anodized aluminum frame. Stainless steel bearings. Phosphor bronze bushings. Adjustable brass spool cap. Nylon gears. Chromed brass crank nut. Hardened steel sliding click. Spool cap adjustment drag. Chromed brass mono-pawl. Aluminum spool flange. Chromed brass crank with bell-shaped grips.

Level Winding
Capacity 100 Yards
(1921D)

Each	Regular Price	SPECIAL PRICE	Retail Each
G101B	\$8.40	\$7.55	\$14.00

One in box. Wt. box 6 oz.



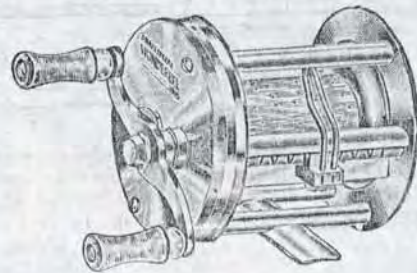
Wondereel

Chrome plated brass frame. Stainless steel bearings. Phosphor bronze bushings. Brass gears. Hardened steel sliding click. Spool cap adjustment drag. Chrome brass mono pawl. Aluminum spool flange, 1½ inch diameter. Adjustable steel spool cap. Chromed brass crank. Bell shaped grips.

Level Winding—Quadruple Multiplying
Capacity 50 Yards
(1920)

Each	Regular Price	SPECIAL PRICE	Retail Each
G182B	\$7.80	\$7.00	\$13.00

One in box Wt. box 9 ozs.



Wondereel

Chrome plated brass frame. Stainless steel bearings. Phosphor bronze bushings. Adjustable brass spool cap. Brass gears. Nickered brass crank nut. Hardened steel sliding click. Spool cap adjustment spool control. Aluminum spool flange. Chromed brass crank with easy grips.

Each	Regular Price	Retail Each
G247B	\$6.00	\$9.95

SPECIAL PRICE

\$5.40

One in box. Wt. box 8 oz.

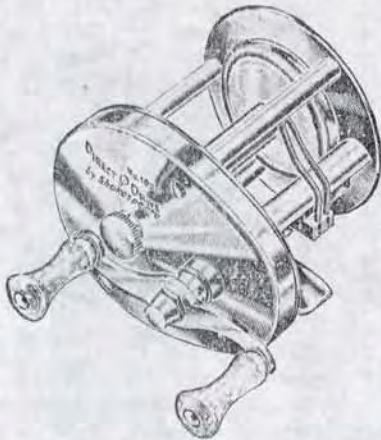
SHAPLEIGH'S TRAFFIC BUILDERS

6-19-58 T-85

CASTING REELS

SHAKESPEARE

Section 24—Page 25



Direct Drive

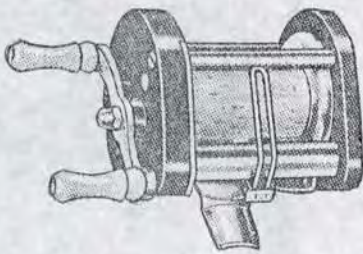
Chrome plated brass frame. Stainless steel bearings. Phosphor bronze bushings. Adjustable brass spool cap. Brass gears. Nickered brass crank nut. Hardened steel sliding click. Automatic thumb tail spool cap drag. Chrome brass mono-pawl. Nickered brass spool flat eye. Chrome brass crank with bell-shaped grips.

Level Winding
Capacity 100 Yards

(1950)

Each	Regular Price	Retail Each	SPECIAL PRICE
G186B	\$6.00	\$9.95	\$5.40

One in box. Wt. box 9 oz.



Baitcaster

Streamline design. Smooth running. Strong frame. Smooth gears with spool and all exterior metal parts heavily plated. On-off click. Removable split cork arbor. Gear ratio 4 to 1. Copper metallic finish.

Plate diameter 2 1/4 inches. Pillar length 1 25/32 inches.

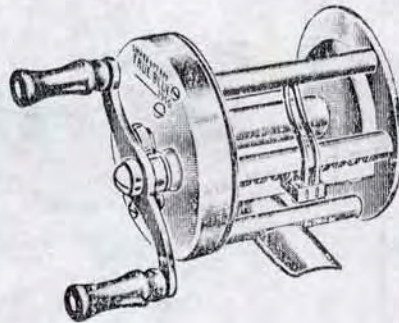
Level Winding—Quadruple Multiplying

Capacity 100 Yards

(1581)

Each	Regular Price	Retail Each	SPECIAL PRICE
G171B			\$2.10

One in box. Wt. box 6 1/4 ozs.



True Blue

Chrome plated brass frame. Steel bearings. Phosphor bronze bushings. Brass gears. Hardened steel sliding click. Automatic thumb tail spool cap drag. Chrome brass mono-pawl. Chromed spool flange, 1 1/2 inch diameter. Adjustable steel spool cap. Chromed brass crank. Medium grips.

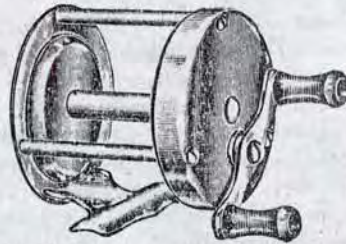
Level Winding—Quadruple Multiplying

Capacity 100 Yards

Each	Regular Price	Retail Each	SPECIAL PRICE
G190B	\$5.10	\$8.50	\$4.60

One in box. Wt. box 8 ozs.

OCEAN CITY



Sturdily built metal reel, with a heavy nickel plated finish. Back sliding click. Tenite handle knobs. Inexpensive and serviceable.

Double Multiplying
Capacity 80 Yards

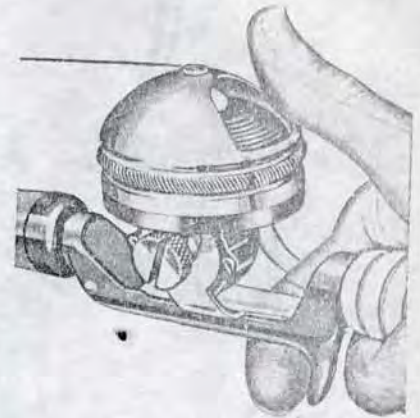
Each	Retail Each	SPECIAL PRICE
G138B-20	1.35	\$0.73

One in box. Wt. box 7 oz.

SPIN-N-CAST REELS

Section 24 Page 30

GREAT LAKES



Gold—Holiday "98"

No backlash—positive silent anti-reverse. Aluminum spool. Die cast spinner. Carboly pickup fingers. Oilite bearings. Thumb control. Adjustable for forward or backward tilt. External anchored drag adjustment.

Complete with 100 yards, 8 pound test, monofilament line and practice plug.

(98)

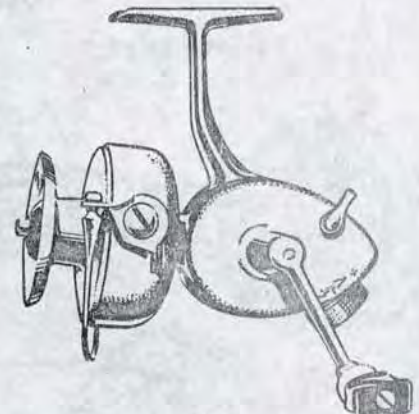
Each	Regular Price	SPECIAL PRICE	Each
G169E	\$7.17	\$6.45	\$11.95

One in box. Wt. box 6 ozs.

SPINNING REELS

(Section 24—Page 33)

GARCIA



Abu

Full bail stainless steel pickup and counter-sunk line roller. Bottom-mounted drag adjustment. Easily operated anti-reverse control. Rapid aluminum alloy spool change. Rigidly balanced rotating head. Bail and handle fold back. Serrated reel foot. Pearl grey and chrome.

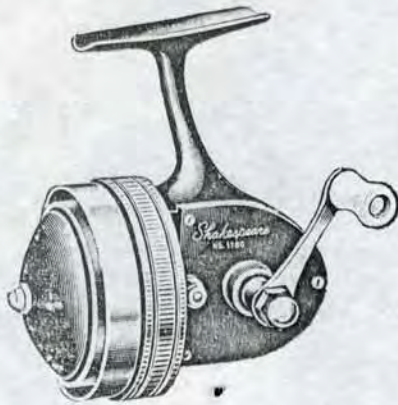
Capacity 200 Yards
(310)

Each	Regular Price	SPECIAL PRICE	Each
G241B	\$14.97	\$12.99	\$24.95

One in box. Wt. box 11 ozs.

SHAPLEIGH'S TRAFFIC BUILDERS

SHAKESPEARE



"Open face" with release and pick-up controlled by crank. Aluminum alloy frame with green baked enamel finish. Zinc alloy gears. Pick-up pin is chromed hardened steel. Has click control for "Free" or non-reversing crank. Knurled ring turns for drag.

Comes with 150 Yards No. 6 Monofilament on Reel

(1780)

Each	Regular Price	SPECIAL PRICE	Retail
G252B	\$11.37	\$10.25	Each \$18.95

One in box. Wt. box 11 ozs.

SPINNING REELS

(Section 24—Page 34)

SHAKESPEARE



Cast-or-Spin
Four Stop Release

All purpose. For use on casting fly or spin rods. Makes casting easy and simple. Green anodized aluminum frame.

Brass gears, chromed hardened steel pick-up pin and mechanical drag. Aluminum spool, 2 inch diameter. Click alarm for live bait fishing.

Comes Loaded with 150 Yards

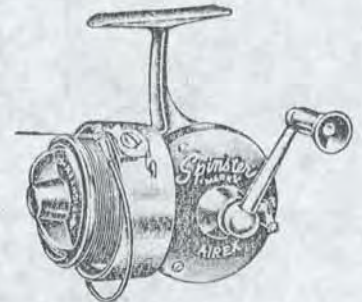
No. 6 Monofilament on Reel

(1770)

Each	Regular Price	SPECIAL PRICE	Retail
G253B	\$8.10	\$7.30	Each \$13.50

One in box. Wt. box 6 1/2 ozs.

AIREX



Spinster Mark V

Beautiful modern streamlined design prevents line catching behind cup or other parts. All parts of Monel stainless steel. New type fully expanding internal brake system. New, easily controlled, anti-reverse lock. New design pick-finger. Oilite type bushings throughout. New design line spool with free casting front lip. High gear ratio 3.66 to one. New design streamlined wing nut brake.

Full Bail

Capacity 200 Yards

(316)

SPECIAL

PRICE

\$7.50

Each
G161B

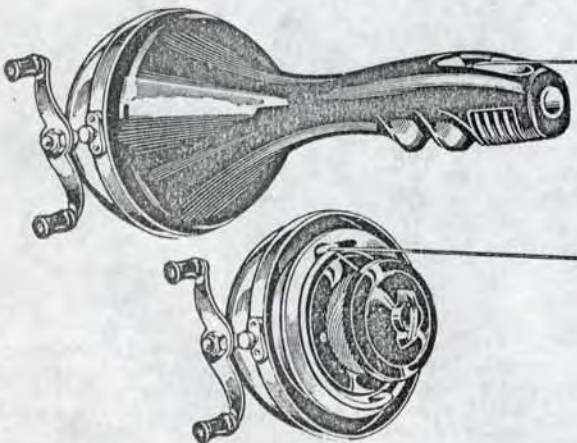
Reg. Price
\$8.97

One in box. Wt. box 8 ozs.

FISHING LINES
(Section 24—Page 44)

SPINNING ROD AND REEL COMBINATION

GREAT LAKES
(Section 24—Page 36)



"Whirlaway 75"

Unit construction—reel is in line with the shaft. Dynamic balance of reel and shaft for true cast and positive line control. Automatic action and anti-reverse. Sturdy construction. **Reel**—Stainless steel full bail pickup. Sturdy phenolic stationary spool. All motor parts are stainless steel, dichromated aluminum and bronze. Complete with 50 yards 6 lb. test monofilament line 5/8 ounce plastic practice plug. Rubber foot.

Rod—Dynamic balanced superior action fiberglass shaft. Four chrome stainless steel graduated spin guides and tips. Colorful winding. Decorative plastic hosel and full brass ferrule.

Decorative Aluminum Ferrule

One-Piece Tubular Shaft

Length 5 1/2 Feet.

Retail—Regular \$19.75, Special \$17.80

Each	Regular Price	SPECIAL PRICE
GX-75/T25 1/2-B	\$13.17	\$11.86

One in box. Wt. box 1 1/4 lbs.



SILVER KING

Long fibre flax—strong and fine in texture. Will not kink or swell in fresh or salt water. Hard glazed finish. Flexible and free-running.

Color Ecru

50 Foot Cards 6 Connected

27—lb. Test

(SK09)

Per Box (12)	Regular Price	SPECIAL PRICE	Each
G1183B	\$2.85	\$2.60	\$0.4

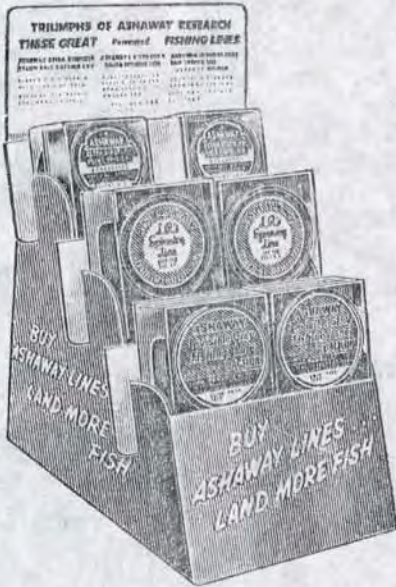
12 in box. Wt. box 1/4 lb.

WE DO NOT BREAK BOXES

CASTING LINE DISPLAYS

Section 24-Page 38

ASHAWAY



Contains one spool each:

100 yd. 15 and 20 lb. test invisible grey Dacron
100 yd. 12½ and 15 lb. test extra strength, black
200 yard 6 and 8 lb. test L.R. spinning line

Attractive display stand for easy selection and fast sale of lines. Retail Value \$20.16.

Per Display	Reg. Price	SPECIAL PRICE
GX-AD-B	\$12.10	\$10.50

One display in ctn. Wt. ctn. 2½ lbs.

NYLON CASTING LINES

Section 24-Page 39

GLASSING

FIB'R-LUBED



Invincible

Heat set nylon hard braid. When used with surface lures it floats. When used with sinking lures it sinks extending straight from rod tip to lure. Fib'r-Lube lubricates every fibre and thread to eliminate friction. Line flows easier through guides. Mildew and waterproof.

50 Yard Spools, 2 Connected,

In a Plastic Box
Color-Camouflage

Per Box (2)	Reg. Price	(9)	SPECIAL PRICE	Test, lbs.
G863B	\$1.50	(9)	\$1.25	9
G864B	1.61	(12)	1.30	12

Two spools in box. Wt. box 2

SPINNING LINES

Section 24-Page 40

GLASSING



Invincible

Measured to fill closed face reels. Last twenty yards bright red to warn end of line is being reached. Special spool in plastic dispenser.

Per Spool	Reg. Price	(CFI) SPECIAL PRICE	Yds. Per Spool	Test, lbs.
G1120B	\$2.28	\$1.90	170	4½
G1121B	1.65	1.40	120	6
G1122B	1.44	1.20	100	9

One in plastic box. Wt. box 2 ozs.

NYLON MONOFILAMENT SPINNING LINES

(Section 24-Page 41)

NEWTON



German Monofilament

For fresh or salt water fishing.

Soft monofilament. For long, smooth, easy casts. Does not balloon off reel in layers. Correctly calibrated—small diameter with smooth even finish. Unsurpassed strength throughout.

Color—Green

100 Yard Spools—Two Connected in
Twin-pak Plastic box
10-lb Test

Per Box	Regular Price	SPECIAL PRICE	Each
G1070B	\$2.40	\$2.16	\$2.00

Two spools in box. Wt. box ½ lb.

NYLON MONOFILAMENT SPINNING LINES

Section 24-Page 40

GLEN L. EVANS



Monofilament

A smooth small diameter limp type Dupont nylon, not braided. For use on fixed spool spinning reels of all makes.

Color—Mist
100 Yard Spools, 2 Connected
(MSL)

Per Box	Reg. Price	SPECIAL PRICE	Test, lbs.
G1041B	\$1.02	\$0.85	4
G1042B	1.14	0.95	6
G1043B	1.32	1.10	8
G1044B	1.62	1.35	10

Two in window box. Wt. box ¼ lb.

WRIGHT & MCGILL

Section 24-Page 40



Heat processed to expand line and thus permits softening agent to penetrate clear through line—smoothness will not wipe off.

Causes less wear on line guides, casts farther with less tangles; For closed spool and open spool reels. Popular for casting for both fresh and salt water fishing.

Color—Blue Mist

(P200)

Two 100 yd. Spools connected.

Per Box (2)	Reg. Price	SPECIAL PRICE	Test, lbs.
G1073B	\$1.14	\$0.95	6
G1074B	1.26	1.05	8
G1077B	3.60	3.02	30

Two in box. Wt. box ¾ lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

BROOKS

(Section 24—Page 58)



Jointed Reefer

Crawling, rolling movement with jointed tail providing a wider action.

Retrieve or troll slowly. To fish deep attach sinker a foot or more above bait.

Two treble hooks.

Length 4 inches. Weight $\frac{3}{8}$ ounce.

Each	Reg. Price	Colors	SPEC. PRICE
G1258B	.81	(J604) Shiner	\$0.68
G1260B	.81	(J605) Perch	.68
G1261B	.81	(J606) Red Head	.68

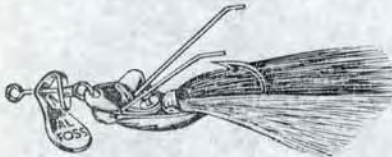
One in box.
Assortment of 6
(J600A)

Per Asst.	Regular Price	SPECIAL PRICE
G1264B	\$4.86	\$4.00

One asst. in box. Wt. box 1 lb.

TRUE TEMPER

(Section 24—Page 68)



Dixie Wigglers

A bait that is practically weedless. Hook rides upright in the water. New designed figure 4 spinner practically cuts its way through the weeds, making a clear passage. Brass nickel plated body with painted eyes. Button for attaching pork rind. Patented nickel plated spinner. Assorted colors bucktail.

(DW)

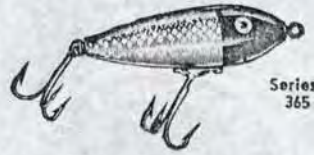
Each	Reg. Price	Size Hook	Wt. Ea., ozs.	SPEC. PRICE
G1930B	\$0.81	3/0	$\frac{1}{2}$	\$0.68
G1931B	.81	1/0	$\frac{3}{8}$.68

Six in display ctn.

CASTING LURES

HEDDON

(Section 24—Page 58)



Baby Zara Spook

All the lively dash, dart and bounce of an injured minnow frantically seeking safety, when manipulated by short, quick jerks of rod tip. For all game fish, both fresh and salt water, especially bass, walleyes, trout, pike and white bass.

Two No. 2 treble hooks.

Length $2\frac{7}{8}$ inches. Weight $\frac{3}{8}$ ounce.

Colors: Bull Frog White, Red Head Yellow Shore Minnow Spinner Scale, Red Head Silver Flitter.

Black and White Shore Minnow.

Assortment of 12
(365)

Per Asst.	Regular Price	SPECIAL PRICE	Each
G1465B	\$9.72	\$8.75	\$1.35

One assortment in box. Wt. box 5 ozs.

SHAPLEIGH'S

(Section 24—Page 58)



Top Water Popper

A bobbling, fussing rascal with a kerplunking sound. Sure to get the whoppers.

Two treble hooks. Line ring in head.

Length 3 inches. Weight $\frac{3}{4}$ oz.

Card of 12—3 Each:

Yellow perch, white with red head, pike scale and frog.

Per Card	Regular Price	SPECIAL PRICE	Each
G1392B	\$4.97	\$4.48	\$0.69

One card in box. Wt. box 1 lb.

HEDDON

(Section 24—Page 58)



Heddon "Go Deeper River Run"

(Deep Diving)

Sinker

Length body including large lip $3\frac{1}{4}$ inches
Treble hooks. Weight $\frac{5}{8}$ oz.

Color, Yellow Perch

(D9010)

Each	Regular Price	SPECIAL PRICE	Each
G1895B	\$0.90	\$0.81	\$1.50

One in box. Twelve in ctn. Wt. ctn. $1\frac{1}{2}$ lbs.

HELIN

(Section 24—Page 63)



Flatfish

Curved lure of light weight wood, enameled to imitate live food for game fish. Hooks attached to metal arms extending from body.

Lifelike swimming action, excellent for trout and larger game fish. Can be trolled or cast with a fly rod. Floats when at rest.

Series F6—Two Treble Hooks
Length 2 inches—Weight $1\frac{1}{13}$ ounce

Each	Regular Price	Colors	SPEC. PRICE
G2158B	\$0.72	Alum. Scale Finish	\$0.60

Series X5—Three Treble Hooks
Length $2\frac{3}{4}$ inches—Weight $\frac{3}{8}$ oz.

G2593B	.90	Silver Plated	.75
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One in box.

BAIT RIGS

Section 24 Page 72

DURA-PAK



Adjustable for use with all types of live bait and pork rinds. Easily adjusted to correct length of bait by moving sleeve to desired position. Holds bait in natural position and is most effective for catching all types of game fish.

With Spinners

Nylon material. Hook size No. 4 nickel, blade size No. 2 nickel. Length 5 inches.

(32)

Per Card (12) G2167B	Regular Price	SPECIAL PRICE	Retail Each \$0.50
	\$3.60	\$3.25	

Twelve on card. Wt. card 1/2 lb.

PORK RIND STRIPS

Section 24 Page 73

TRUE TEMPER



Effective clear white color. Air tight jars with screw lid.

Per ctn.	Regular Price	SPECIAL PRICE	Strips in jar
Bass-Size 43/8x1/2 in.			
GX-BS-B (BS)	\$4.32	\$3.60	12
Fly-Size 2x1/4 in.			
GX-FS-B (FS)	4.32	3.60	24

Twelve jars in ctn. Wt. ctn. 5 1/2 lbs.

PORK RIND STRIPS

(Section 24—Page 73)

UNCLE JOSH



Bass Strip

Length 4 inches. Width 3/8 inch.

Regular SPECIAL

Per Ctn.	Price	PRICE	Colors	Per Jar
GX-53-B	\$4.34	\$3.91	Yellow	\$0.60
GX-54-B	4.34	3.91	Black	.60

Twelve strips in jar

Twelve jars in ctn. Wt. ctn. 5 lbs.



Spinning Size

Thin and uniformly flexible—alive with fascinating wiggly, wavy action that needs no special manipulating.

BLACK

Length 2 1/4 inches. Width 5/8 inch.

Regular SPECIAL

Per Ctn.	Price	PRICE	Per Jar
GX-150-B	\$4.34	\$3.91	\$0.60

Twelve strips per jar. Twelve jars in ctn.

Wt. ctn. 5 lbs.



POLLY WOGGLER

Fashioned solid white pork body resembling a Pollywog. Distinctive features are bright red flannel side whiskers.

Length 2 3/4 inches. Width 3/4 inch. Weight each 1/8 oz.

Regular SPECIAL

Per Ctn.	Price	PRICE	Per Jar
GX-30-B	\$5.40	\$4.86	\$0.75

6 baits in jar
Twelve jars in ctn. Wt. ctn. 5 lbs.



Fly Strip

Thin, white, uniformly shaped, flexible rind.

Length 1 1/2 inches.

Width 5/16 inch.

Regular SPEC.

Per Ctn.	Price	PRICE	Colors	Per Jar
GX-63-B	\$4.34	\$3.91	Yellow	\$0.60
GX-64-B	4.34	3.91	Black	.60

24 strips in jar
Twelve jars in ctn. Wt. ctn. 3 lbs.



FLY STRIP

A paper thin pork rind strip for fly fishing Length 1/2 inch. Width 1/8 inch. White.

36 Strips in a Jar
Regular SPECIAL

Per Ctn.	Price	PRICE	Per Jar
GX-90-B	\$3.60	\$3.24	\$0.50

Twelve jars in ctn. Wt. ctn 3 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

HEDDON



Fidget (Sinking)

Jointed and balanced to swim with the lip up-side down, giving the lure an energetic, lifelike action as it "fidgets" through the water. Deadly for largemouth and smallmouth bass, white bass, crappies, trout, walleyes, northern pike and large panfish. Casts like a bullet and runs at moderate depth on regular retrieve, deeper on slow retrieve. Fine for spinning or light bait casting.

Assortments contain 12 assorted colors on an attractive display card.

One No. 6 treble hook. Length 2 1/8 in. Wt. 3/8 oz.

(400DCA)

Regular SPECIAL

Per Asst.	Price	SPECIAL PRICE	Each
G1731B	\$9.00	\$8.10	\$1.25

One asst. in box. Wt. box 2 1/2 lbs.

SENECA



Wob-L-Rite

Flashy rocking wobbling action. Wobbles alternately on a vertical and horizontal plane. Does not revolve in water—will not twist line.

Tie directly to line. The use of a snap or swivel destroys much of its action.

Heavy gauge metal, combining maximum weight with minimum surface area, this eliminates air resistance.

High grade hook. Weight 1/4 oz.

Assortment of 12 on a card—6 brass, 3 copper and 3 nickel.

(W100A)

Regular SPECIAL

Per Asst.	Price	SPECIAL PRICE	Each
G1285B	\$3.96	\$3.57	\$0.55

One asst. on card. Wt. card 6 ozs.

Sold Only On Full Cards

SPINNING LURES

(Section 24—Page 76)
ROCKLAND



C. P. Swing

Acclaimed one of the very best for all fresh water game fish. Blade revolves at all speeds. Highest quality French wire hooks. Beads machined from solid brass.

Assortment of 12 on a Card
9 Brass and 3 Nickel Blades

Per Asst.	Regular Price	SPECIAL PRICE	Each
G2835B	\$4.68	\$4.22	\$0.65
G2836B	5.04	4.54	.70

One asst. in box. Wt. box 1/2 lb.

WRIGHT & MCGILL



"Paymaster"

High lustre for flash. Weight each 1/4 ounce.

Plain Treble Hook

Assortment of 12—2 each: white with black wings and eyes (red pupils), black with white wings and eyes (red pupils), yellow with black wings and eyes (red pupils), black with yellow wings and eyes (red pupils), white with red wings and eyes (black pupils), white with green wings and eyes (black pupils).

Per Assortment	Regular Price	SPECIAL PRICE
G2155B	\$3.60	\$3.00

One display on card. Wt. card 6 ozs.

PFLEUGER



O'Boy

Highly polished thick metal. Hammered pattern increases flashing action. Compact, easy to cast. Yellow feather treble hook. Weight 1/4 ounce.

Six chrome finish and six gold finish on card.

Assortment of 12

(4983)

Regular SPECIAL

Per Asst.	Price	SPECIAL PRICE	Each
G1469B	\$3.96	\$3.57	\$0.65

One assortment in box. Wt. box 5 ozs.

HEDDON



Fidget Feather (Sinking)

Feathered minnow type lure. Hook rises upright making it practically weedless, but a deadly hooker. Can be used with pork strip, if desired. For largemouth and smallmouth bass, white bass, perch, crappies, trout, walleyes, northern pike and larger panfish. Also excellent for saltwater trout, barracuda and mackerel. Runs moderately deep on regular retrieve, deeper on slow retrieve. Casts easily and accurately. Equally good for spinning or light bait casting.

Assortments contain 12 assorted colors on an attractive display card.

One No. 1 single hook. Length 2 in. Wt. 3/8 oz.

(402DCA)

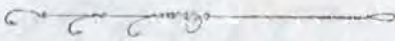
Per Asst.	Regular Price	SPECIAL PRICE
G1733B	\$9.00	\$7.50

One asst. in box. Wt. box 2 1/2 lbs.

CRAWLER HARNESS

(Section 24—Page 88)

PFLUEGER



Flashspin

For night crawler and worm harness. Nylon snell. Salmon colored heads. Flashing nickel plated spinner blades, turn freely.

Single Spinner Blade

Size 10 Hook
(940)

Per Card (24)	Regular Price	SPECIAL PRICE	Each
G1481B	\$5.04	\$4.54	\$0.35

One in plastic envelope, 24 on card.

Sold Only on Full Cards.

SPINNERS

(Section 24—Page 89)

MC DONALD



Highly polished blades are mirror bright and flash vividly in the water.

Tear Drop Assortment, Hammered Brass—Rigidized, Nickel Finish.

Contains 72 Spinners

Quantity	No.	Quantity	No.
18	00-TD	18	1-TD
18	0-TD	18	2-Colo.

(E1004)

Regular SPECIAL

Per Asst.	Price	SPECIAL PRICE	Per Asst.
G2135B	\$5.40	\$4.86	\$9.00

Wt. per Asst. 1/2 lb.

FLY ROD BAITS

(Section 24—Page 94)

MARATHON



Bluegill Pup
Cork Body

A snappy little dry fly, dressed exactly the same as the Crappie-Houn on size No. 6 model perfect hooks. This little fly makes a big hit with fishermen as it not only takes pan fish fast, but bass up to five pounds have been landed with it. It's great sport to be fishing for bluegills or rock bass with a bluegill pup, when—smash, and you are hooked to a 3 or 4 pound bass.

Assorted Colors

(600BP)

Per Asst. (12)	Regular Price	SPECIAL PRICE	Each
G1546B	\$4.32	\$3.89	\$0.60

One asst. in box. Wt. box 1/4 lb



Bass Houn
Cork Body

These dry bass flies are easy floaters and easy to cast. They settle in the water upright, ready for the strike. Wings and tail are

genuine specially selected bucktail. Body is covered with attractive chenille. It is dressed on highest quality imported and sharpened hooks, size 2.

Assorted Colors

(200BH)

Per Asst. (12)	Regular Price	SPECIAL PRICE	Each
G1467B	\$4.68	\$4.22	\$0.65

One Asst. in box. Wt. 1/4 lb.

FLY ROD BAITS

(Section 24—Page 94)



Grasshopper

Tempting, brilliant and long lasting. Holds natural position in water when submerged and pulled to surface Rides up leader when fish hits. Ready for fishing and can be used over and over

Processed in strong flexible plastic. Size 12 Kirby hook tied on. 7 inch leader.

One in a round clear plastic box with cover.

(H25)

Per Card	Regular Price	SPECIAL PRICE
G1999B	\$3.60	\$2.60

Twelve on display card. Wt. card 4 ozs.

Sold Only in Full Cards

LEADER MATERIAL

(Section 24—Page 109)



Limp Nylon—Type 5L

Mist Color

Yank Leader Wheel Assortment

Limp Nylon monofilament type 5L, coiled on small size yank wheels. Superior to other types of nylon. Smoother, softer and stronger.

Refill Wheels

For No. 15B Assortment

Per Ctn.	Regular Price	(Y) Test lbs.	Yards	SPECIAL PRICE
G3295B	\$1.80	2	20	\$1.50
G3296B	1.80	4	20	1.50
G3298B	1.80	8	10	1.50

Twelve in ctn Wt. ctn. 3 3/4 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

SNELLED FISH HOOKS

(Section 24—Page 105)

Mizzou,

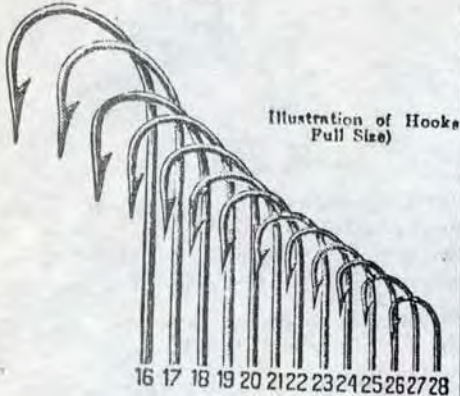


Illustration of Hooks
Pull Size

16 17 18 19 20 21 22 23 24 25 26 27 28

CINCINNATI BASS

Tempered spring steel—bright whipped with silk and waterproofed. Genuine nylon shells. Double gut.

Spear Point — Marked Shank

Per Folder	Regular Price	SPECIAL PRICE	Size Hook
G3566B	\$0.18	\$0.15	23
G3578B	.18	.15	3

Six on perforated card folder.
144 hooks in box. Wt. box 1-1/8 lbs.

SNAPS BRAND



Special bend places point in direct line of pull. Tempered, hand-forged steel wire. Long, sharp, claw-like points. Turned down eye. monofilament mist-colored nylon—7 inches long, including 1/4-inch loop.

Compact Vest Pocket Cards

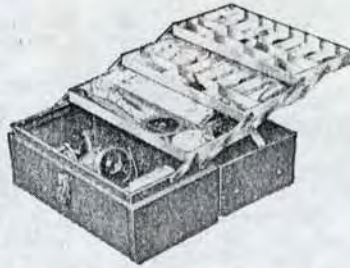
Per Box (24) Folders	Reg. Price	SPECIAL PRICE	Size Hook	Per Folder
Plain Shank (702)				
G3641B	\$2.00	\$1.80	6	\$0.19
G3644B	2.00	1.80	1	.19
G3645B	2.15	1.94	1/0	.19
Barb Shank (701)				
G3634B	2.10	1.80	6	.19

Six hooks on folder
144 hooks in box. Wt. box 1-1/8 lbs.

TACKLE BOXES

(Section 24—Page 119)

KENNEDY



Compact and light in weight. Primarily designed for spinning tackle but will also accommodate other types of reels and baits. Lid opens to expose top tray before trays are swung from box, thus making favorite lures available without opening box to full extent. One blank tray for leaders, snelled hooks, etc. Two divided trays with bait compartments capable of holding smallest to largest of spinning lures. Removable partition in bottom tray.

All Aluminum

Four outstanding features:

1. Trays rest solidly on ledge supporting them.
2. Levers ride on bronze bushings over rivets—not on raw rivets.
3. Nickel plated draw bolt hasp and staple.
4. Full length piano type hinge adds to appearance and strength.

Finished in brown ripple enamel with natural aluminum trays.

Size 13 x 7 x 8 inches.

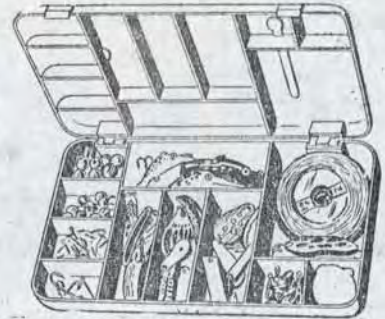
Each	Regular Price	SPECIAL PRICE	Each
81-613AL-B	\$8.85	\$7.97	\$14.75

Six in ctn. Wt. ctn. 27 lbs.

TACKLE BOXES

LUCKY LADY

(Section 24—Page 117)



All rounded, shaped to fit the pocket. Molded of high impact styrene. Will hold all tackle needed for fishing: lures, hooks, leaders, sinkers, swivels, snaps, plugs, clippers, floats, etc.

Tight fitting lid seals each compartment, no tackle can spill from one section to another.

Bonus features molded into lid of box:

1. Accurate compass
2. Fahrenheit thermometer
3. Handy hook hone
4. 6-inch ruler to measure fish.

Molded on bottom of box:

1. Miniature checker board (Use split shot or pebbles for checkers).
2. Diagrams showing how to tie two most useful spinning knots.

Size 4x7x1 1/8 inches.

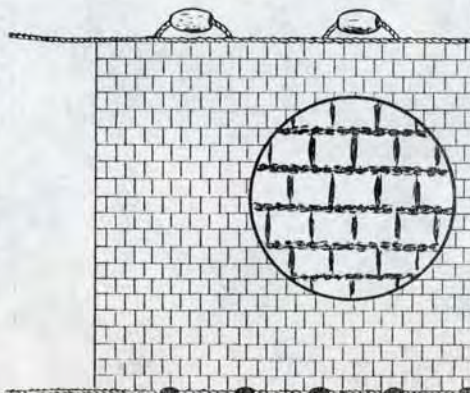
Assorted Colors—Red, Green, Grey

Each	Regular Price	SPECIAL PRICE
G4656B	\$1.17	\$0.98

Twelve in box. Wt. box 3 lbs.

MINNOW SEINES

(Section 24—Page 55)



DAVIS

Regent Style

Lightweight, odorless nylon. Will not pull scales off minnows. Complete with floats, sinkers, nylon cord, etc.

1/4-inch Mesh

Each	Regular Price	SPECIAL PRICE	Each
8x4-Foot			
G622B	\$4.32	\$3.56	\$7.20
12x4-Foot			
G628B	6.61	5.45	10.80

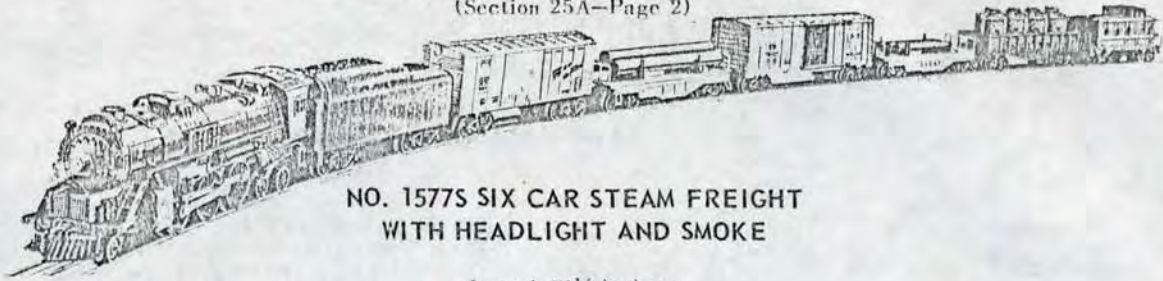
Wt. approx. 1 lb. per 20 sq. ft.

SHAPLEIGH'S TRAFFIC BUILDERS

4-23-58 T-92A

LIONEL "O27" TRAIN SETS

(Section 25A—Page 2)



**NO. 1577S SIX CAR STEAM FREIGHT
WITH HEADLIGHT AND SMOKE**

Length 71½ inches.

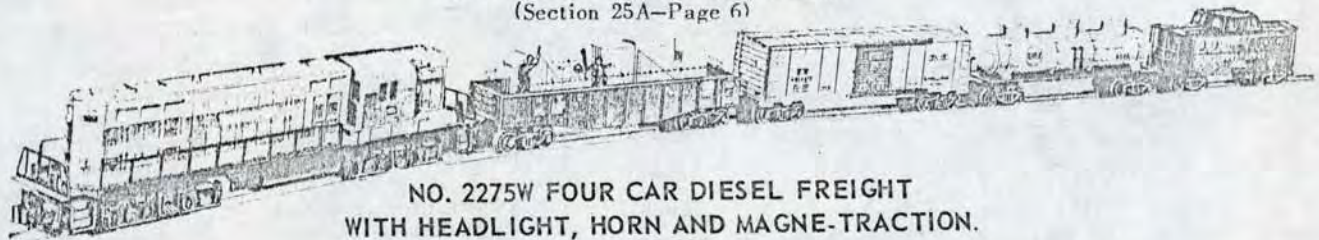
Each	Regular Price	SPECIAL PRICE
R-1577S-B	\$25.00	\$19.85

Three in ctn. Wt. ctn. 44 lbs

Retail Each	\$37.50	Set Comprises:
No. 2018LT - 2-6-4 Locomotive with smoke		8 Sections No. 1013 Curved Track
No. 1130T Tender		3 Sections No. 1018 straight track
No. 6014 Box Car		No. 6029 Uncoupling track section
No. 6121 Flat Car with Pipe		No. 1015 45-watt transformer
No. 6464-475 New Boston & Maine Box Car		Lockon
No. 6111 New Flat Car with Logs		Lubricant
No. 6112 Gondola with Canisters		Smoke Pellets
No. 6017 Caboose		Instruction Sheet

LIONEL "O" TRAIN SETS

(Section 25A—Page 6)



**NO. 2275W FOUR CAR DIESEL FREIGHT
WITH HEADLIGHT, HORN AND MAGNE-TRACTION.**

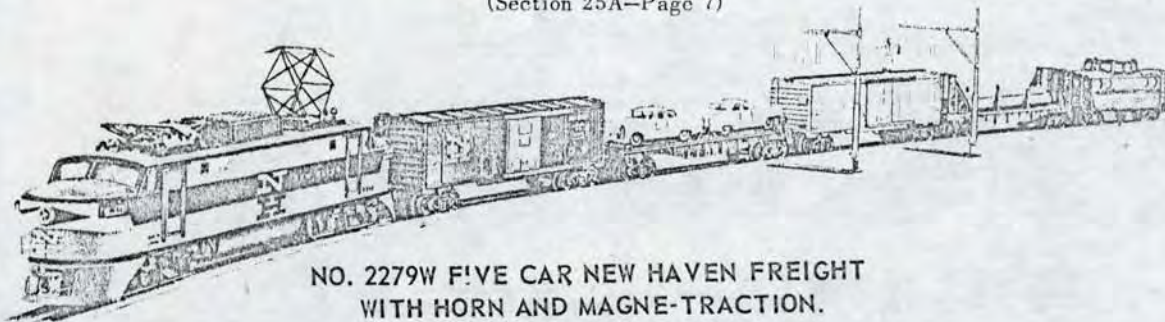
Length 53 inches.

Each	Regular Price	SPECIAL PRICE
R-2275W-B	\$33.34	\$26.50

Two in ctn. Wt. ctn. 27 lbs.

Retail Each	\$50.00	Set Comprises:
No. 2339 Blue, gray & white "Wabash" GP7 Diesel		No. 6427 Illuminated Caboose
No. 3444 Operating Gondola car (Railroad policeman chases tramp all around the car)		8 Sections OC Curved track
No. 6464-475 Boston & Maine Box Car		5 Sections OS Straight track
No. 6425 "Gulf" Tank Car		UCS Remote Control Track Set
		Lockon
		Lubricant
		Instruction Book

(Section 25A—Page 7)



**NO. 2279W FIVE CAR NEW HAVEN FREIGHT
WITH HORN AND MAGNE-TRACTION.**

Length 66½ inches.

Each	Regular Price	SPECIAL PRICE
R-2279W-B	\$37.50	\$29.75

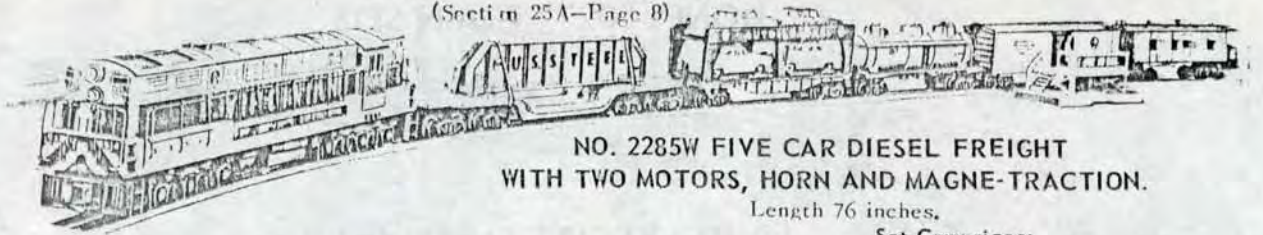
Two in ctn. Wt. ctn. 31 lbs.

Retail Each	\$56.25	Set Comprises:
No. 2350 New Haven Electric		7 Section OS Straight Track
No. 6464-425 New Haven Box Car		UCS Remote Control Track Set
No. 6424 Flat Car with 2 autos		Lockon
No. 3424 Operating Brakeman car		Lubricant
No. 6477 Miscellaneous car with pipes		Instruction book
8 Section OC Curved Track		

SHAPLEIGH'S TRAFFIC BUILDERS

LIONEL "O" TRAIN SETS

(Section 25A-Page 8)



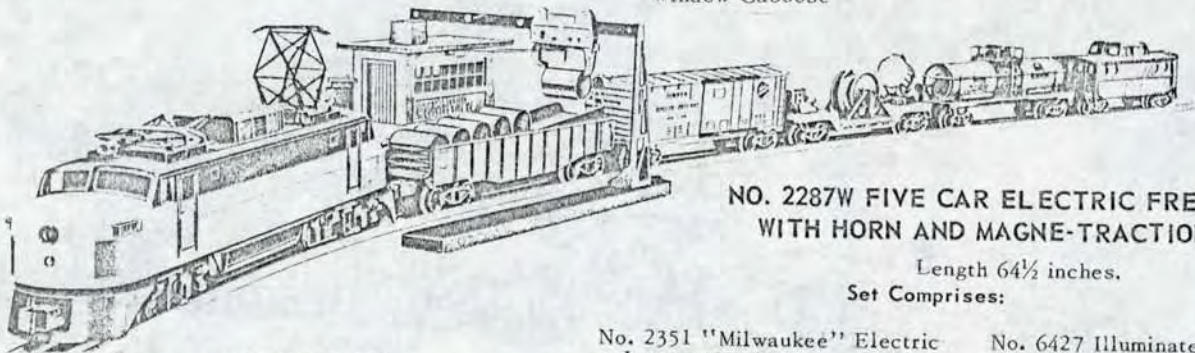
NO. 2285W FIVE CAR DIESEL FREIGHT WITH TWO MOTORS, HORN AND MAGNE-TRACTION.

Length 76 inches.

Set Comprises:

Each	Regular Price	SPECIAL PRICE	Retail Each	No. 2331 Twin-motor Fairbanks-Morse "Virginian" Diesel	8 Section OC Curved track
R-2285W-B	\$45.84	\$36.50	\$68.75	No. 6418 "U.S. Steel" Girder Car	UCS Remote Control Track Set
				No. 6414 Auto-Loader car with 4 automobiles	Lockon
				No. 6425 "Gulf" Tank Car	Lubricant
				No. 3662 Operating Milk Car	Instruction book
				No. 6517 Illuminated Bay Window Caboose	

Two in ctn. Wt. ctn. 40 lbs.



NO. 2287W FIVE CAR ELECTRIC FREIGHT WITH HORN AND MAGNE-TRACTION.

Length 64½ inches.

Set Comprises:

Each	Regular Price	SPECIAL PRICE	Retail Each	No. 2351 "Milwaukee" Electric Locomotive in blue, yellow, mahogany	No. 6427 Illuminated Car Caboose
R-2287W-B	\$45.84	\$36.50	\$68.75	No. 342 Culvert Loader & Car	8 Section OC Curved Track
				No. 3650 Operating Cable Light Car	9 Sections OS Straight track
				No. 6315 "Gulf Chemical Car	UCS Remote Control Track Set
					Lockon
					Lubricant
					Instruction book

Two in ctn. Wt. ctn. 41 lbs.

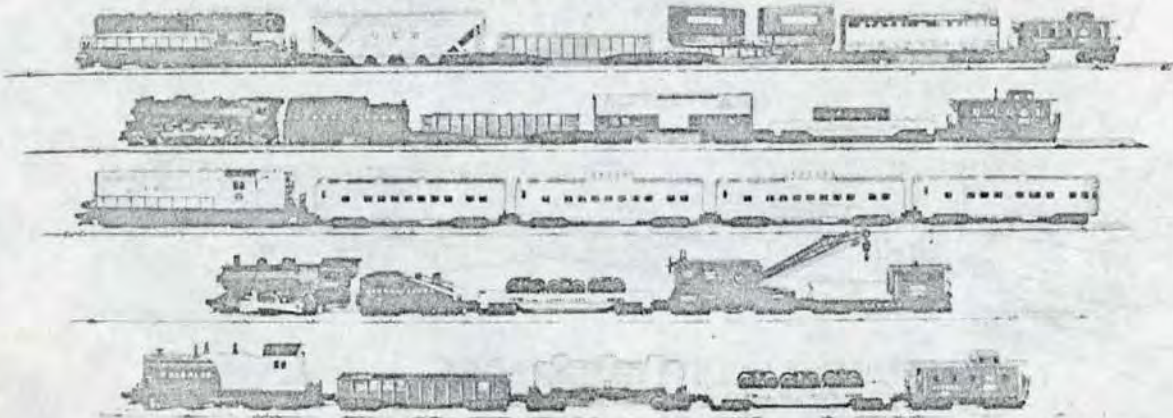
LIONEL TRAIN SET DISPLAY

(Section 25A-Page 42B)



MAGNE-TRACTION
HORN WHISTLE
PUFFING SMOKE
KNUCKLE COUPLERS

LIONEL



All the selling features listed—Magne-Traction, horn, whistle, puffing smoke, knuckle couplers.

An effective and inexpensive 4-step heavy gauge paper board display. It can show off fine trains effectively. Excellent where limitation of space is a factor.

Height 31 inches. Depth 12 inches. Length 72 inches.

Each
R-D161-B

Regular Price
\$7.50

SPECIAL PRICE
\$6.65

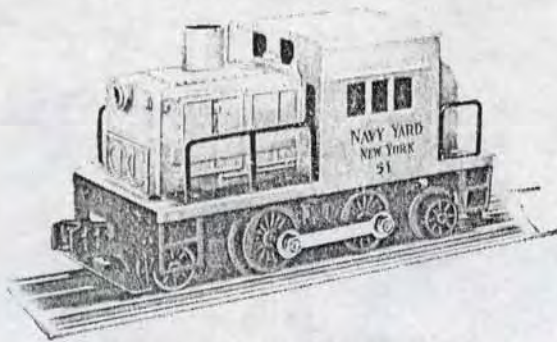
One in ctn. Wt. ctn. 12 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

4-23-58 T-92C

LIONEL LOCOMOTIVES

(Section 25A-Page 12)



NAVY YARD SWITCHER

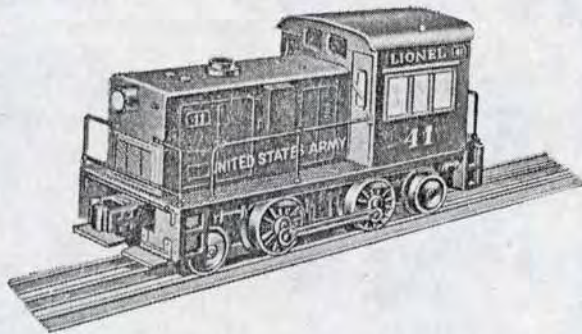
Carries the heralds of the U.S. Navy. Operating knuckle couplers on both ends.

Length 7½ inches

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$7.67	\$6.10	\$11.50

Twelve in ctn. Wt. ctn. 45 lbs.

(Section 25A-Page 12)



DIESEL SWITCHER

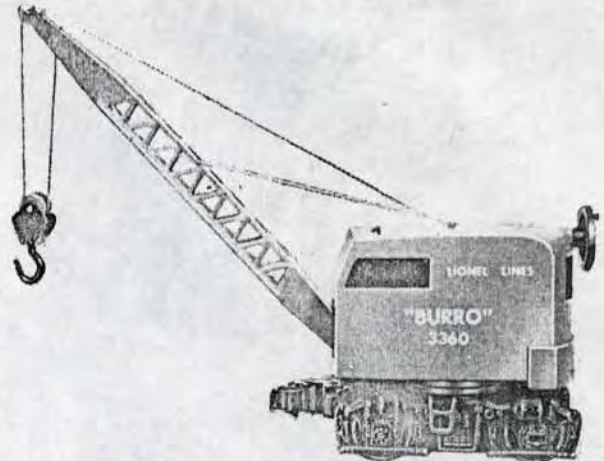
A real yard goat—operating knuckle couplers on both ends. Length 7½ inches.

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$7.67	\$6.10	\$11.50

Twelve in ctn. Wt. ctn. 18 lbs.

LIONEL CARS

(Section 25A-Page 19)



OPERATING BURRO CRANE

Self-propelling and it pulls its own work cars. Three levers on cab. Two positions on first lever—one for propelling car, the other for rotating cab. Second lever controls raising and lowering of the "Hook." Third lever reverses direction of any of the three motions at any point in the action.

Boom is raised and lowered by hand wheel.

Railside bumpers provides automatic reversing of motion. Heavy die-cast frame. One operating knuckle coupler.

Cab Length 4 inches

Length of Boom 7¼ inches

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$10.63	\$8.50	\$15.95

Twelve in ctn. Wt. ctn. 25 lbs.

(Section 25A-Page 26)



TRANSFORMER CARS FOR O GAUGE ONLY

Long depressed center car has simulated transformer mounted in well.

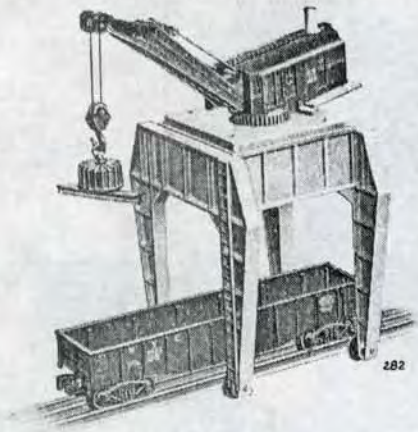
Length 16 inches

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$5.30	\$4.25	\$7.95

Twelve in ctn. Wt. ctn. 28 lbs.

LIONEL ACCESSORIES

(Section 25A—Page 28)

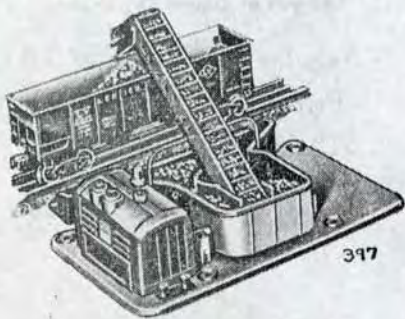


OPERATING GANTRY CRANE

Free swing boom with an electro-magnet for lifting metal cargo. Three-lever controller. One lever turns cab clockwise or counter-clockwise. Second lever raises and lowers magnet. Third lever activates magnet. Boom is operated manually. Magnet can be removed and big hook can be used instead. Height to top of stack 10½ inches. Portable structure 5x7½ inches high.

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$13.30	\$10.00	\$19.95
R-282-B			
Six in ctn. Wt. ctn. 26 lbs.			

(Section 25A—Page 29)

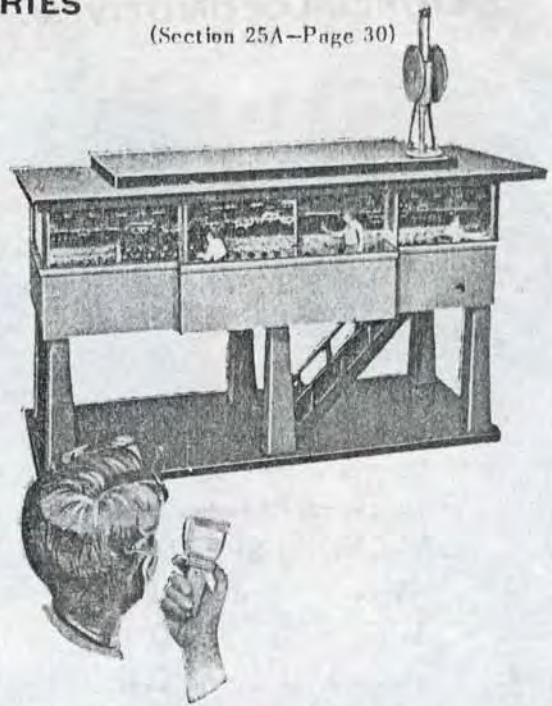


OPERATING COAL LOADERS

Operating diesel type conveyor. Loads by remote control. Lower platform vibrates, moving coal into position where bucket conveyor belt carries it up and over into car. Base 10x7½ inches wide. Height 6 inches.

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$11.97	\$8.50	\$17.95
R-397-B			
Six in ctn. Wt. ctn. 28 lbs.			

(Section 25A—Page 30)



SOUND DISPATCHING STATION

Call out Stations—Start and Stop Trains

Station contains loudspeaker, connected to a microphone from which operator can announce arrival of train, page passengers, etc. Control in handle of "Mike" can stop or start a train anywhere on the layout.

Simulated microwave antenna mounted on roof. Illuminated building shows dispatchers working at huge dispatching and control board.

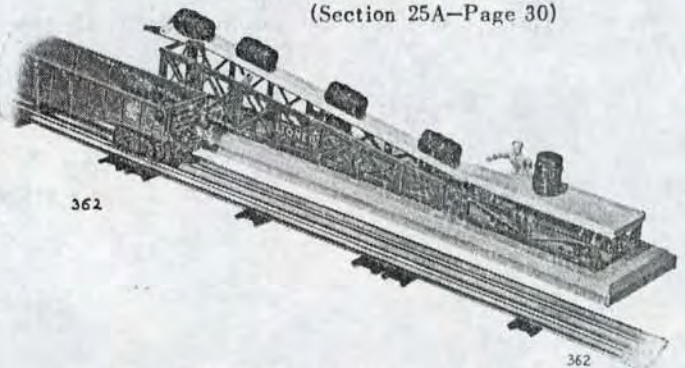
Includes batteries for loudspeaker.

Size Station 11x8 inches

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$10.63	\$8.50	\$15.95
R-465-B			

Twelve in ctn. Wt. ctn. 24 lbs.

(Section 25A—Page 30)



OPERATING BARREL LOADER

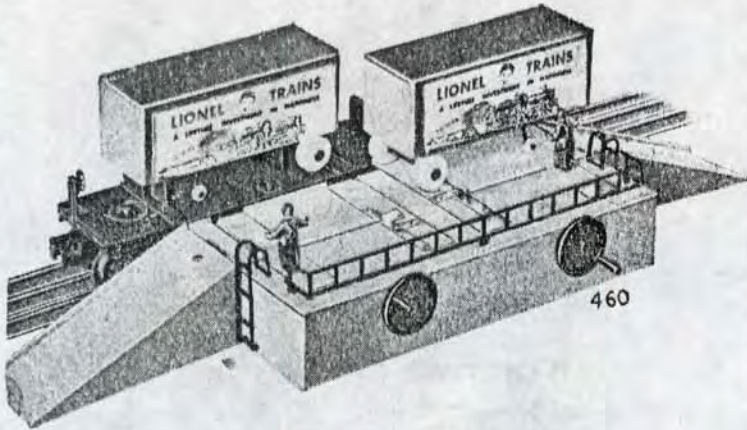
Touch of button sends barrels on loader platform on to vibrating conveyor for a ride up to upper platform. Barrels reach top and roll off into waiting car.

Length 19 inches. Width 4½ inches. Height 4 inches.

	Regular Price	SPECIAL PRICE	Retail Each
Each	\$7.97	\$5.85	\$11.95
R-362-B			
Twelve in ctn. Wt. ctn. 42 lbs.			

LIONEL ACCESSORIES

(Section 25A—Page 31)



PIGGY-BACK TRANSPORTATION SET

Hand cranks on platform move miniature trucks out onto special flat car and leaves them there. Car can be pulled away when car returns to position, cranks will bring trucks back onto platform.

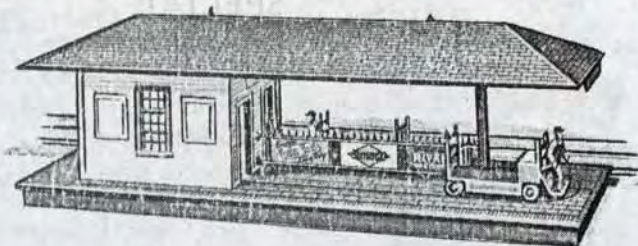
Set includes platform, flat car and vans.

Length of platform and ramps 14 inches. Platform width 5 inches. Height 2 inches.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-460-B	\$8.63	\$6.85	\$12.95

Twelve in ctn. Wt. ctn. 38 lbs.

(Section 25A—Page 32)



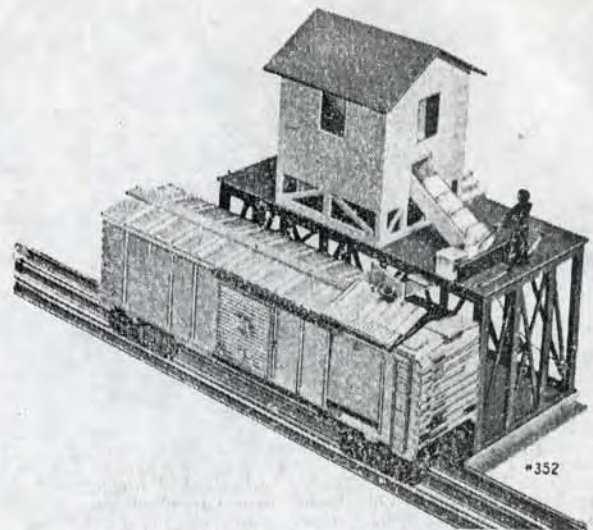
OPERATING FREIGHT STATION

At press of button baggage men run baggage cars busily in and out of station. Interior illuminated. Base measures 5x15 inches. Height 5½ inches.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-356-B	\$7.30	\$4.80	\$10.95

Twelve in ctn. Wt. ctn. 29 lbs.

(Section 25A—Page 31)



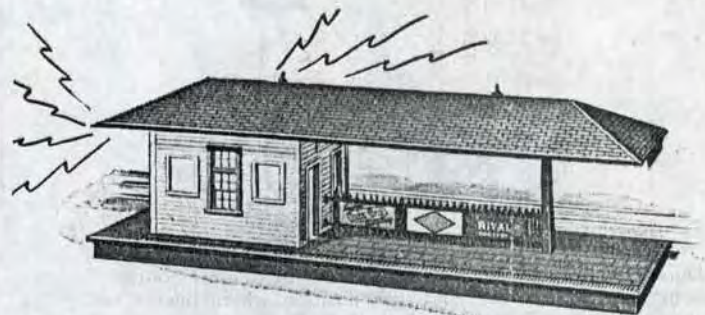
OPERATING ICE DEPOT SET

Remote control. Press button and man on platform pushes simulated ice cakes at same time—opening on hatch "reefer" receives cakes. Release button and car hatch closes. Ice cakes can be removed manually through side door under hatch. Base of station is 11¾x4 inches. Height 8½ inches. Car included.

Per Set	Regular Price	SPECIAL PRICE	Retail Each
R-352-B	\$8.63	\$6.85	\$12.95

Twelve in ctn. Wt. ctn. 45 lbs.

(Section 25A—Page 32)



STATION WITH HORN

Horn blows by "push-button." Connected with controller. Uses dry cell battery contained in station

Building measures 15x5 inches. Height 5½ inches.

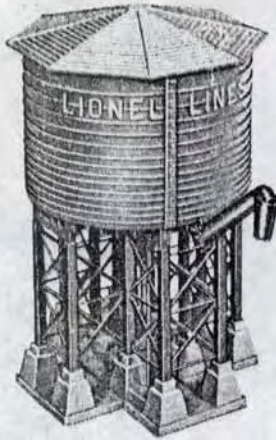
Each	Regular Price	SPECIAL PRICE	Retail Each
R-257-B	\$5.97	\$4.80	\$8.95

Twelve in ctn. Wt. ctn. 30 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

LIONEL ACCESSORIES

(Section 25A--Page 31)



OPERATING WATER TANK

Wonderful scale detail in stringers and cross braces. Lowers water spout by remote control. Release button and spout returns to upright position. Base measures 6 1/8 inches square. Height 10 1/8 inches.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-138-B	\$5.30	\$3.70	\$7.95
Six in ctn. Wt. ctn. 14 lbs.			

(Section 25A--Page 33)

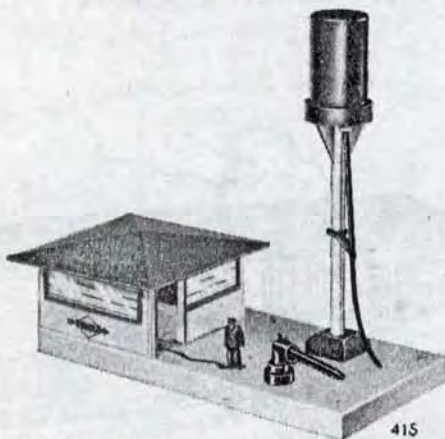


OPERATING SWITCH TOWER

Operates automatically on approach of train, towerman on platform goes back into tower while the other one runs down stairs with lantern. Height 7 inches. Base 6 1/4 x 5 1/2 inches.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-445-B	\$5.97	\$4.80	\$9.95
Six in ctn. Wt. ctn. 17 1/2 lbs.			

(Section 25A--Page 33)



OPERATING DIESEL FUELING STATION

Sander and fueling station operated by remote control. Pressure of button brings man out of station and swings fuel pipe into position. When button is released, pipe returns to position and man turns around and goes back into building.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-415-B	\$6.63	\$4.80	\$9.95
Six in ctn. Wt. ctn. 17 1/2 lbs.			

(Section 25A--Page 36)



HIGHWAY SIGNAL WITH BELL

Signal has ringing bell and flashing red lights. Operates automatically—passing train starts bell ringing and lights flash on and off alternately. After train has passed, action stops.

Each	Regular Price	SPECIAL PRICE	Retail Each
R-155-B	\$5.30	\$4.25	\$7.95

Twenty-four in ctn. Wt. ctn. 14 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

B-6-58

T-93

WILSON—AMERICAN PLAYER FOOT BALLS

Section 25 Page 2



Otto Graham

Super tuf-kover fabric. Resembles leather in feel and appearance. Tan with two white stripes. Rubber valve bladder. Plastic lacing. Sturdy and durable. Official size, weight and shape.

(F1467) **SPECIAL PRICE**
Each **\$2.25** Each **\$3.95**

Each **G4590B** **X2D40** One in box. Wt. box 1 1/4 lbs.



Otto Graham

Fabric cover. Resembles leather in feel and appearance. White with two black stripes. Rubber valve bladder. Plastic lacing. Full size. Rugged and durable.

(F1457) **SPECIAL PRICE**
Each **\$2.25** Each **\$3.95**

Each **G4588B** **X2D40** One in box. Wt. box 1 1/4 lbs.



Red Grange

Tuf-kover fabric. White with four black stripes. Rubber valve bladder. Plastic lacing. Will stand hard usage. Full size.

(F1477) **SPECIAL PRICE**
Each **\$1.75** Each **\$3.25**

Each **G4586B** **X1D95** One in box. Wt. box 1 lb.



FIELDER'S GLOVES

Section 25 Page 7

DEL ENNIS

Selected cowhide, fully lined. Extra large hand formed pocket. Autographed "Del Ennis."

(721R)

Retail Regular \$5.95, Special \$5.10

Each Regular Price **\$3.95** **SPECIAL PRICE \$3.40**

One in box. Wt. box 1 1/2 lbs.

WILSON AMERICAN PLAYER BASKETBALLS

Section 25 Page 4



Same size as the pros use. Seamless rubber, no soft spots—lively bouncer...for rough wear indoors or outdoors

(78)

Each Regular Price **\$4.05** **SPECIAL PRICE \$3.50**

Each **G4643B**

One in box. Wt. box 3/4 lbs.



Pebbled grain tuf-kover material. Rubber valve bladder. Single plastic lacing. Circumference 26 1/4 inches.

Junior-Volley Ball Size

Each (B1387) **SPECIAL PRICE \$1.35** Each **\$2.50**

Each **G4608B** **X1D50**

One in box. Wt. box 3/4 lb.

SHAPLEIGH'S TRAFFIC BUILDERS

WAGONS

RADIO STEEL

(Section 26--Page 13)



Radio Rancher

Interlocking Steel Stake Panels

Body—36x17x9 inches.

Wheels—10-inch disc.

Tires—10x1.75 chevron type semi-pneumatic.

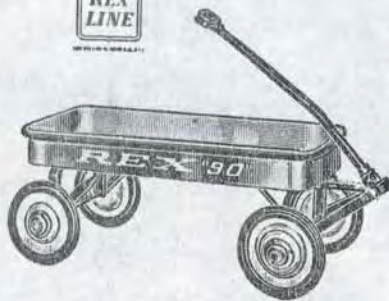
Bearings—Congo thousand mile.

Finish—Red baked enamel body. Wheels and stake panels sparkling gray, red trim and black running gear.

Axles— $\frac{1}{2}$ -inch round.

	Regular	SPECIAL
	Price	PRICE
Each	N-\$9.90	N-\$8.90
5-19-B—		

One in ctn. Wt. ctn. 38 lbs.



Rex "90"

Body—34x15 $\frac{1}{2}$ x3 $\frac{3}{4}$ inches.

Wheels—8 $\frac{1}{4}$ inch double disc.

Tires—8 $\frac{1}{4}$ x1.25 inch semi-pneumatic.

Bearings—Congo lifetime.

Finish—Baked enamel, body red, wheels gray.

Axles— $\frac{1}{2}$ inch round.

	Regular	SPECIAL
	Price	PRICE
Each	N-\$5.00	N-\$4.50
5-90-B—		

One in ctn. Wt. ctn. 28 lbs.

WAGON DISPLAY SET

(Section 26--Page 14)



Rex and Radio Line

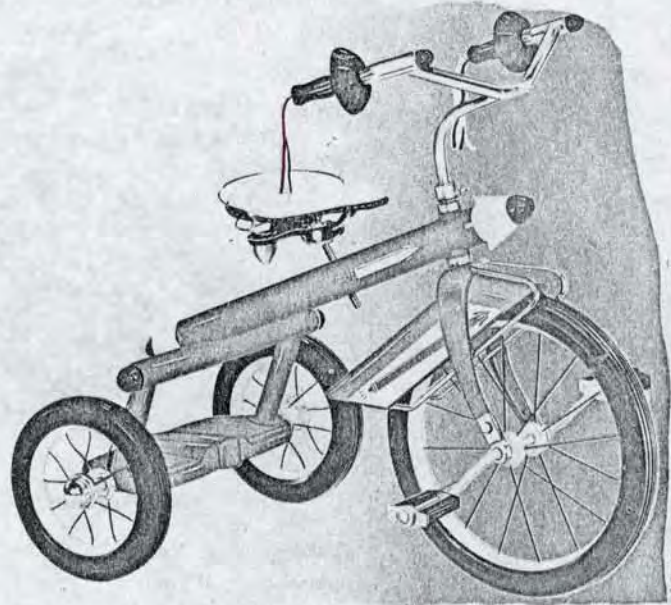
Adjustable, shows entire wagon line with minimum floor area. Consists of six adjustable steel fixtures.

Per Set (6 Fixtures)	Regular Price	SPECIAL PRICE
5-50-B—	N-\$3.45	N-\$3.10

One in ctn. Wt. ctn. 8 lbs.

TRIKES

(Section 26--Page 19)



FRAME: FLITE-LINE design with new missile type nose and tail assemblies. 2" steel tubing frame with new style rear arch. Extra wide heavy duty rear step deck. **FORK:** Stamped and formed from heavy gauge steel. **FENDER:** FLITE-LINE design. **WHEELS:** Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front wheel. Oil impregnated and self lubricating Chrysler Oilite bearings in rear wheels. Chrome plated hub caps. **TIRES:** Molded rubber, semi-pneumatic and puncture proof. **HANDLEBAR:** Delta-wing design. $\frac{3}{4}$ " steel tubing with red plastic grips, knuckle guards and streamers. Chrome plated. Adjustable. **TRUSS RODS:** FLITE-LINE design. Chrome plated. **SADDLE:** Deluxe two-tone padded vinyl top with chrome plated springs and scuff rail. Adjustable. **PEDALS:** Two-piece, bicycle type with red JEWEL-TONE pedal treads. **FINISH:** Flamboyant green with white and chrome trim. White wheels.

	Front Wheel	Rear Wheel	Reg.	Weight	SPECIAL
Each	Tires, ins.	Tires, ins.	Price	Ctn., lbs.	PRICE
5-G670-B	10x1.75	7x1.50	N-\$12.20	21	N-\$11.00
5-G671-B	12x1.75	8x1.75	N-\$13.15	25	N- 11.85
5-G672-B	16x1.75	10x1.75	N-\$14.40	30	N- 13.00

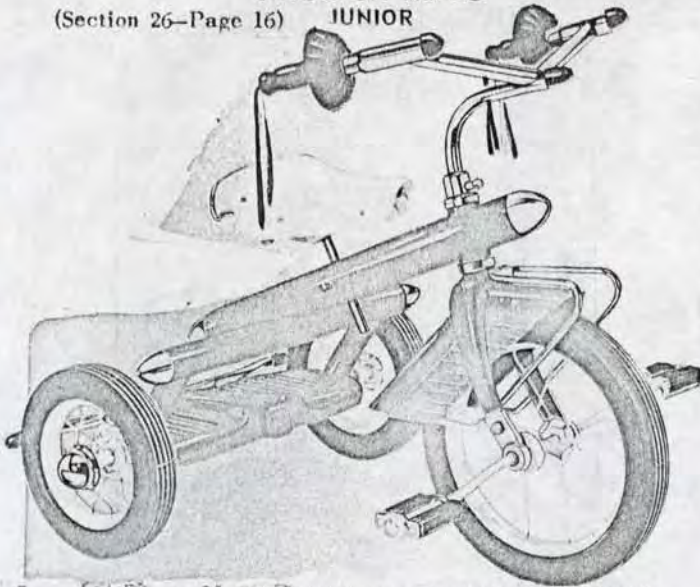
One in carton

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-95

VELOCIPEDES

(Section 26-Page 16) JUNIOR



Frame—New "JUNIOR ROCKET" design. 2" steel tubing frame with new style rear arch. Extra wide, heavy duty rear deck with chrome plated rear bumper. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—New FLITE-LINE design. **Wheels**—Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front wheel. Oil impregnated and self lubricating Chrysler Oilite bearings in rear wheels. Chrome plated hub caps. **Tires**—Molded rubber, semi-pneumatic and puncture proof. **Handlebar**— $\frac{3}{4}$ " tubing. Delta-wing design with red plastic grips, streamers and knuckle guards. Chrome plated. Adjustable. **Truss Rods**—New FLITE-LINE design. Chrome plated. **Saddle**—DeLuxe padded vinyl top with chrome plated springs and scuff rail. Double adjustable. **Pedals**—BALL BEARING, bicycle type with red JEWEL-TONE pedal treads. **Finish**—FLAMBOYANT green with white and chrome trim. White wheels. **Packing**—One in carton.

Each	Reg. Price	SPEC. PRICE	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
5-691-B	\$15.30	\$13.45	12" x 1.75"	9" x 1.75"	27 lbs.
5-692-B	16.70	14.75	16" x 1.75"	9" x 1.75"	33 lbs.

TRIKES

(Section 26-Page 19)



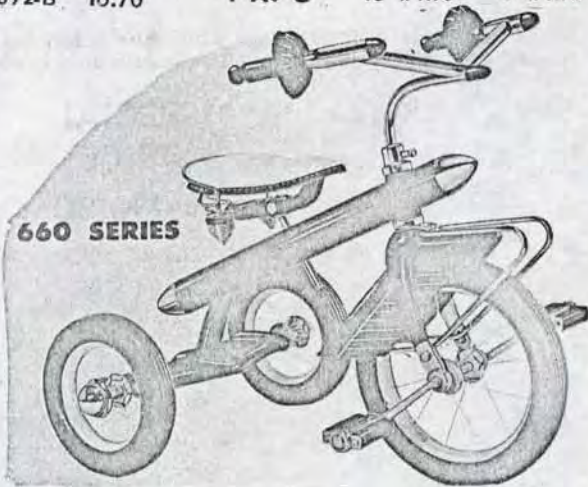
AMF JUNIOR

FRAME: FLITE-LINE design with new missile type nose and tail assemblies. 2" steel tubing frame with $1\frac{1}{4}$ " tubing mast. Jet wing design, formed steel rear step deck. **FORK**: Stamped and formed from heavy gauge steel. **FENDER**: FLITE-LINE design. **WHEELS**: Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front, plain bearing rear wheels with bright plated hub caps. **TIRES**: Molded rubber, semi-pneumatic and puncture proof. **SIZE OF WHEEL TIRES**: 10x1.75 inch front, 7x1.50 inch rear. **HANDLEBAR**: Junior jet design. $\frac{3}{4}$ " steel tubing with red plastic grips. Chrome plated. Adjustable. **TRUSS RODS**: FLITE-LINE design. Chrome plated. **SADDLE**: Two-tone vinyl padded top with coil springs. Adjustable. **PEDALS**: Two-piece bicycle type with red plastic pedal treads. **FINISH**: Ebony black with white trim. White wheels.

Each	Regular Price	SPECIAL PRICE
5-G650-B	N-\$9.85	N-\$8.90

Wt. ctn. 18 lbs.

660 SERIES



Frame—New "JUNIOR ROCKET" design. 2" steel tubing frame with $1\frac{1}{4}$ " tubing mast. Jet wing design, formed steel rear step deck. **Fork**—Stamped and formed from heavy gauge steel. **Fender**—New FLITE-LINE design. **Wheels**—Heavy gauge riveted steel spokes, wide channel type rims. Ball bearing front wheel. Oil impregnated and self lubricating Chrysler Oilite bearing in rear wheels. Chrome plated hub caps. **Tires**—Molded rubber, semi-pneumatic and puncture proof. **Handlebar**— $\frac{3}{4}$ " tubing. Delta-wing design with red plastic grips and knuckle guards. Chrome plated. Adjustable. **Truss Rods**—New FLITE-LINE design. Chrome plated. **Saddle**—DeLuxe two-tone padded vinyl top with chrome plated springs and scuff rail. Double adjustable. **Pedals**—Two-piece, bicycle type with red JEWEL-TONE pedal treads. **Finish**—FLAMBOYANT maroon with white and chrome trim. White wheels. **Packing**—One in carton.

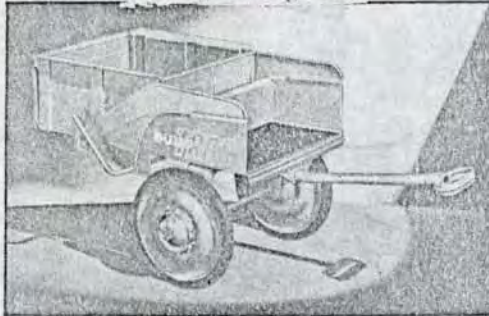
Each	Reg. Price	SPEC. PRICE	Size of Front Wheel Tire	Size of Rear Wheel Tires	Weight Per Carton
5-660-B	\$11.65	\$9.95	10" x 1.75"	7" x 1.50"	21 lbs.
5-661-B	12.50	11.00	12" x 1.75"	8" x 1.75"	25 lbs.
5-662-B	13.75	12.10	16" x 1.75"	10" x 1.75"	29 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

TRAILER DUMPS

MURRAY

Section 26 Page 27



Dump Trac

For attaching to tractor No L300.

Seat box and undergear of heavy gauge steel. Dump box easily operated from seat position. Full ball bearing 8 inch double disc wheels with 3/8 inch solid rubber tires. Convenient handle with grip. Black fabric type seat pad. Vermilion baked enamel with white trim.

Length 33 inches. Width 15 1/2 inches.

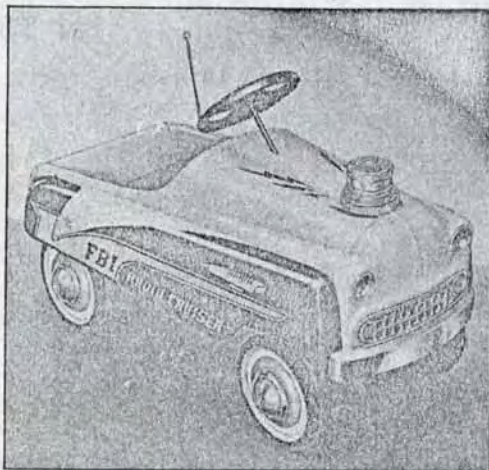
	Regular	SPECIAL
	Price	PRICE
Each	N-\$7.20	N-\$6.50
5-M320-B		

One in ctn. Wt. ctn. 16 lbs.

JUVENILE AUTOMOBILES

MURRAY

Section 26 Page 28



F. B. I. Radio Cruiser

Dimensions—Length 36 inches, width 17 inches.

Wheels—8 inch double disc, baked vermillion with white trim.

Driving Mechanism—Ball bearing pull straps, ball bearing rear axle hangers.

Tires—3/8 inch solid rubber.

Antenna—15 inches high, coil spring with wooden tip.

Police Flasher—Real flasher with 6 volt battery holder and switch (Battery not included).

Seat Pad—Fabric type, vermillion.

Finish—Body in two-tone white baked enamel and jet black side panels with brilliant gold trim.

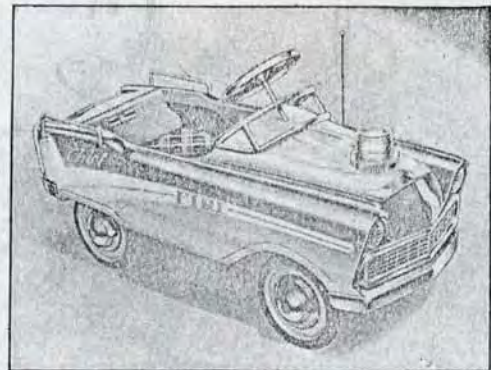
	Regular	SPECIAL
	Price	PRICE
Each	N-\$15.90	N-\$14.30
5-M614-B		

One in ctn. Wt. ctn. 29 lbs.

JUVENILE AUTOMOBILES

MURRAY

Section 26 Page 28



DeLuxe Fire Chief

Dimensions—Length 39 in., width 17 in.

Material—Heavy gauge steel used in body and undergear.

Wheels—Ball bearing, 8 in. double disc, hard baked vermillion with white stripe.

Driving Mechanism—Ball bearing pull straps, ball bearing rear axle hangers.

Rear Trunk Door—Heavy gauge steel, hinged.

Bumper—Aluminum baked finish.

Windshield—Aluminum.

Radiator Ornament—Bright plated.

Fire Chief Flasher—Real flasher with 6 volt battery holder and switch. Battery not included.

Antenna—15 in. high, coil spring with wooden tip.

Seat Pad—Fabric type, red plaid.

Tires—1 in. solid rubber.

Pedals—Black rubber.

Finish—Body in two-tone baked vermillion with white baked enamel panels on engine hood and rear deck. Side panels trimmed in white.

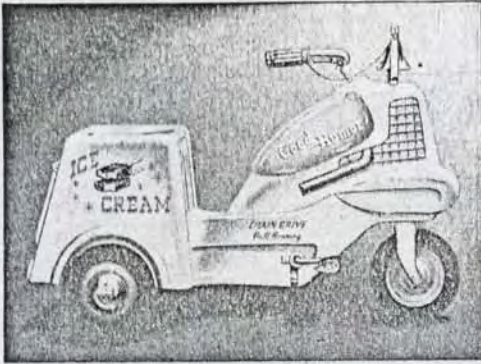
	Regular	SPECIAL
	Price	PRICE
Each	N-\$20.90	N-\$18.80
5-M762-B.		

One in ctn. Wt. ctn. 40 lbs.

JUVENILE AUTOMOBILES

MURRAY

Section 26—Page 30



Ice Cream Truck—Good Humor

- Dimensions**—36 in. long, 20 in. high, 22 in. wide.
- Materials**—Heavy gauge auto body steel.
- Tank and Grille**—Embossed, realistic grille and gas tank.
- Rear Door**—Heavy gauge steel. Built-in compartment with snap-down hinged door.
- Wheels**—Full ball bearing, 8 in. double disc.
- Tires**—1 3/4 in. semi-pneumatic front, 1 1/8 in. solid rubber rears.
- Driving Mechanism**—Ball bearing chain drive mechanism. Pedal crank rotates in a ball bearing hanger and the rear axle attached to frame by ball bearing units.
- Steering Mechanism**—Universal joint allowing 360° turning.
- Chain**—Standard bicycle roller type.
- Bell**—Bright plated.
- Seat Pad**—Fabric type, red.
- Handlebar**—3/4 in. white enamel.
- Grips**—Red plastic.
- Finish**—Body in white baked enamel. Tank and wheels in Peacock blue. Trim red and white. Silver enameled grille.

Each	Regular Price	SPECIAL PRICE
5-M950-B	N-\$21.40	N-\$19.25
	One in ctn. Wt. ctn. 36 lbs.	



Patrol Cycle—Radar Patrol

- Dimensions**—36 in. long, 20 in. high, 22 in. wide.
- Materials**—Heavy gauge auto body steel.
- Tank and Grille**—Embossed, realistic grille and gas tank.
- Rear Door**—Heavy gauge steel. Built-in compartment with snap down hinged door—ideal for hauling things.
- Wheels**—Full ball bearing, 8 in. double disc.
- Tires**—1 3/4 in. semi-pneumatic front, 1 1/8 in. solid rubber rears.
- Driving Mechanism**—Ball bearing chain drive mechanism. Pedal crank rotates in a ball bearing hanger and the rear axle attaches to frame by ball bearing units.
- Steering Mechanism**—Universal joint allowing 360° turning.
- Chain**—Standard bicycle roller type.
- Handlebar**—3/4 in. enameled.
- Siren**—Realistic police type with push down lever, bright plated.
- Antenna**—15 in. high, coil spring with wooden tip.
- Seat Pad**—Fabric type.
- Grips**—Red plastic.
- Finish**—Body in fathom blue baked enamel. Tank white with red trim. Wheels red. Silver enameled grille and door.

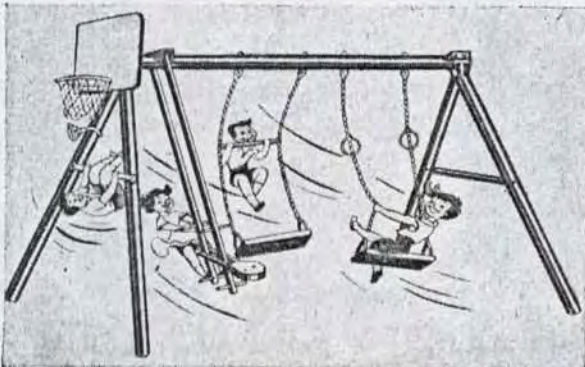
Each	Regular Price	SPECIAL PRICE
5-M951-B	N-\$22.00	N-\$19.80
	One in ctn. Wt. ctn. 36 lbs.	

PLAYGROUND EQUIPMENT

TURCO

Section 26—Page 111

Ball bearings and eyebolts. Smooth rolling and efficient performance. Patented "Three-Way" fitting on DeLuxe sets for added strength, beauty and extra safety. Specially developed "Clamped in" brass bearing in "Air-Flite" swing. "D" tube rails on DeLuxe slides with galvanized steel sheets inserted for safety and strength. All metal baked enamel red seat and extra strong galvanized chain.



GYM SETS

8 foot Head Bar, 2 inch tubing. 7 1/2 foot legs, 1 1/2 inch tubing. Turn Bars 1 inch tubing.

Contains:

- | | |
|-----------------|-----------------|
| Air-Flite Swing | 2 Chinning Bars |
| Trapeze Bar | 2 Swings |
| Gym Rings | Basketball Rack |

Shower Fitting

Each
21-1077BRS-B

Weight each 74 lbs.

SPECIAL PRICE

N-\$15.25

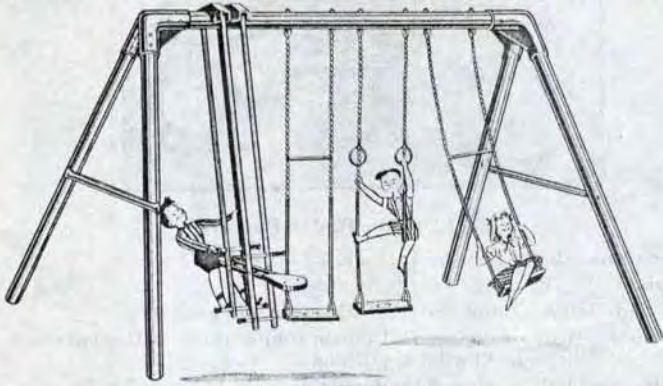
Without Basketball Rack and Shower

21-1077-B

Weight each 65 lbs.

N-\$13.25

TURCO *Sturdy Line*



... 10 PLAY

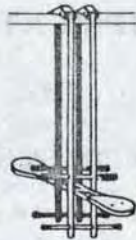
FEATURING THE NEW DOUBLE DROP AIR-FLITE
 9 FT. HEAD BAR 2 IN. TUBING
 8 FT. LEGS **2 1/2 IN. TUBING**

Vinyl Handlebar Grips and Crutch Tips on Air-Flite
 Ball Bearing Swing Hangers • 1000 lbs. Test
 Chain • Acorn Cap Nuts on Chinning Bars
 Vinyl Chain Covers.

As Illustrated, except with 2 swings with
 8 ft. "D" Tube Stainless Steel Slide.

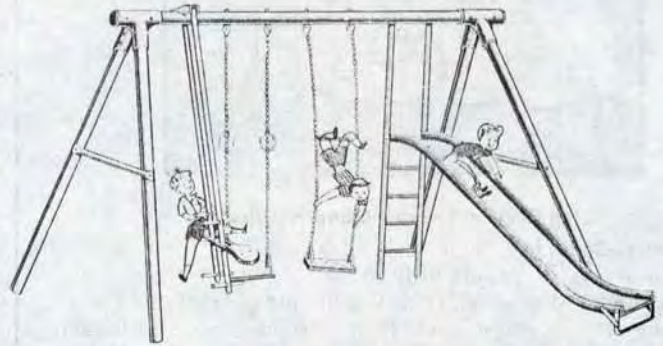
Weight 170 lbs.

**SOME OF
 THE
 FEATURES
 THAT
 MAKE
 TURCO
 OUTFITS
 THE SALES
 APPEAL
 LINE**



This new Air-Flite
 features two flite
 channels, bronze
 bearings, twice as
 much stability.
 Really tops in engi-
 neering and safety.

**OUT IN FRONT WITH
 THE LATEST IDEAS**



... 10 PLAY

9 FT. HEAD BAR 2 IN. TUBING
 8 FT. LEGS 2 IN. TUBING

Weight 145 lbs.

**FULL 8 FT. "D" TUBE
 STAINLESS STEEL SLIDE**



Handlebar grips
 and crutch tips on
 deluxe sets.



New massive extra
 heavy and extra
 strong 1-piece cor-
 nersocket for safety
 and easy assembly.



Vinyl covered gym
 rings with adjust-
 able "S" hooks.

F.O.B. ST. LOUIS

SPECIAL PRICE

N-\$51.35

F.O.B. ST. LOUIS

SPECIAL PRICE

N-\$38.25

Each
 21-1307-B

Each
 21-1593-B

**WALKERS
TAYLOR TOT**

Section 26 Page 101



Imperial Sleeper

Combination carriage, walker and stroller, for the newborn to nearly three. Thickly padded carriage adapter section fits over raised footrest and is easily snapped on or off. Coil-spring shock absorbers, large wire shopping basket, chrome plated snap-in play tray, telescoping push handle, luxuriously fringed canopy, and positive acting foot brake. Folds with canopy and shopping basket attached.

Finish—Chrome plated tubing and wire with heavy weight turquoise and white cloth and reinforced plastic fabric.

- Each
- 5-P99-C Turquoise and white
- 5-P99R-C Red and white

REGULAR PRICE	SPECIAL PRICE
N-\$17.20	N-\$15.68

One in ctn. Wt. ctn. 23 lbs.



Royal Sleeper

Chrome plated tubular steel frame, foot rest which raises and locks securely in place, padded three-position backrest and seat, coil-spring shock absorbers which protect baby's back and head, large wire shopping basket, chrome plated snap-in play tray, telescoping push handle, luxuriously fringed canopy, and positive-acting foot brake. Folds with canopy and shopping basket attached.

Finish—Chrome plated steel tubing and wire with heavyweight cloth and reinforced plastic combination in turquoise. Seat, back and canopy top in matching checks.

- 5-P95-C Turquoise and white
- 5-P95R-C Red and white

REGULAR PRICE	SPECIAL PRICE
N-\$14.85	N-\$13.35

One in ctn. Wt. ctn. 22 lbs.



Chrome plated tubular folding Taylor-Tot with a novel utility feature: extra high backrest supports baby perfectly during normal use, yet is easily and quickly reclined when baby becomes sleepy while riding. Large shopping bag. Chrome plated snap-on play tray. Plastic covered front bumper, positive-acting foot brake. Shimmy-proof swiveling front wheels. Extra large rear wheels and lifetime 1 inch molded rubber tires. Entire cloth section is removable for cleaning.

Finish—Chrome plated steel tubing with Turquoise and white non-toxic baked enamel trim with cloth to match

- Each
- 5-P80-C

REGULAR PRICE	SPECIAL PRICE
N-\$11.35	N-\$10.26

One in ctn. Wt. ctn. 18 lbs.



Aero-type hooded fenders which prevent splashing and add just the right touch of spirited beauty. Also has positive-acting foot brake and life-time 1 inch molded rubber tires.

Each

- 5-P55-C Turquoise and White

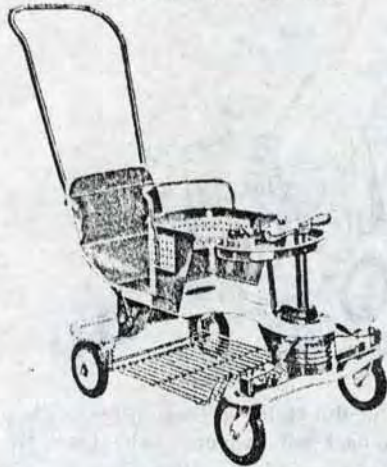
REGULAR PRICE	SPECIAL PRICE
N-\$8.78	N-\$7.89

One in ctn. Wt. ctn. 22 lbs.

SHAPLEIGH'S TRAFFIC BUILDERS

WALKERS & STROLLERS

TAYLOR TOT
(Section 26—Page 102)



The Twoosome

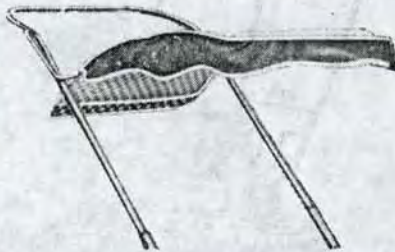
Designed especially for families with children closely spaced. Larger rear deck, thick seat pad, sturdy hand rail and full-length extra wide wire footrest provide safe, comfortable riding for older youngster. Has all basic Taylor-Tot features, plus life-time 1 inch molded rubber tires. Footrest and hand rail are brilliantly chrome plated.

Finish--Smart two-toned effect in Turquoise and white non-toxic baked enamel.

Each	Regular Price	SPECIAL PRICE
5-P57-C	N-\$9.19	N-\$8.27
	One in ctn. Wt. ctn. 20 lbs.	

CANOPIES

(Section 26—Page 102-BB)



For folding tubular Taylor Tots Nos. P75, P80, P83 and P70.

Each	Regular Price	SPECIAL PRICE
5-P10-C—Plaid	N-\$1.83	N-\$1.64
	One in ctn. Wt. ctn. 1½ lbs.	

WALKER AND STROLLERS

TAYLOR TOT
(Section 26—Page 102-AA)



Shimmy-proof swiveling front wheels, quick-fold tubular push handle, shock absorber springs, self-lubricating wheels, bumpers front and rear, play tray and foot rest guard rails.

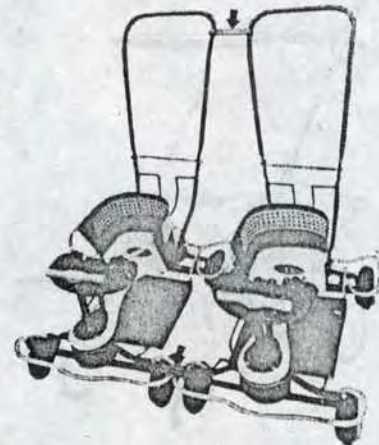
Turquoise and White

Each	Regular Price	SPECIAL PRICE
5-P45-C	N-\$7.60	N-\$6.83

One in ctn. Wt. ctn. 20 lbs.

TWIN ATTACHMENTS

(Section 26—Page 103)



Adapts any two Taylor-Tots to the use of twin babies.

Each	Regular Price	SPECIAL PRICE
5-P17-C—For Tubular Folding Models	N-\$0.62	N-\$0.55
5-P16-C—For Conventional Models	N-\$0.62	N-\$0.55

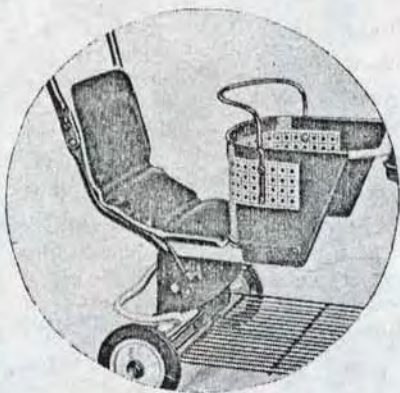
One in ctn. Wt. ctn. 1 lb.

SHAPLEIGH'S TRAFFIC BUILDERS

4-1-58 T-101

ACCESSORIES FOR WALKERS AND STROLLERS

TAYLOR TOT
(Section 26—Page 103)
TWOSOME PADS



For use on 5-P57-B to give added comfort. Can be used on front or rear seat. Snaps in place.

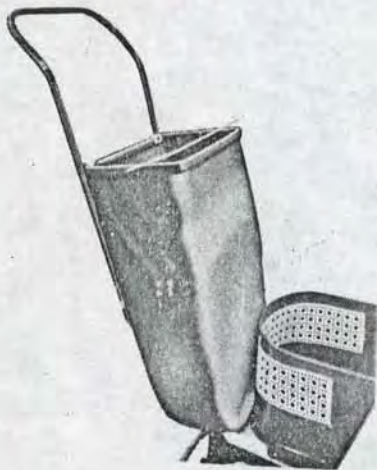
Finish—Heavyweight red vinyl plastic.

Each	Regular Price	SPECIAL PRICE
5-P19-C—	N-\$1.83	N-\$1.74

Six in ctn. Wt. ctn. 6 lbs.

ACCESSORY FOR WALKERS AND STROLLERS

TAYLOR TOT
(Section 26—Page 102-BB)
SHOPPING BAGS



For use on 5-P45-B, 5-P50-B, 5-P55-B, P-57-B and P-60-B Taylor Tots.

With Carrying Handle

Finish—Turquoise cloth.

Each	Regular Price	SPECIAL PRICE
5-P15-C—	N-\$1.83	N-\$1.74

Six in ctn. Wt. ctn. 7 lbs.

STROLLER BAGS

RICH
(Section 26—Page 103)



The handy removable shopping bag tailored to fit the non-folding Taylor-Tots. Locks instantly on the push handle. Cannot tip or spill. Easily removed.

Heavy blue canvas bag with double seamed bottom. Die stamped steel clip and rim.

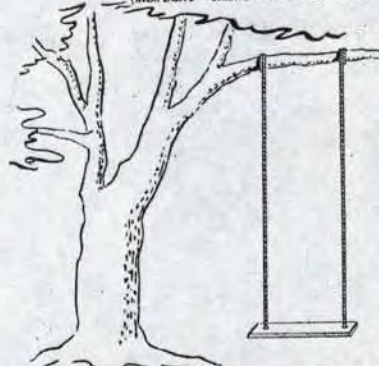
Each	Regular Price	SPECIAL PRICE
5-547-C	N-\$1.25	\$1.19

One in pkg. Six in ctn. Wt. ctn. 6 lbs.
Freight up to X1D50 cwt.

TREE SWINGS

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OLD BRANCH SWING
(INEXPENSIVE • STRONG • SAFE • ADJUSTABLE)



Seat board is lacquered beech-wood 15 $\frac{3}{4}$ x5 $\frac{1}{2}$ x $\frac{7}{8}$ inches. Holes are bored and tapered. Complete with 16 feet of $\frac{3}{8}$ inch sisal rope, which will support 1000 lbs.

DURBIN-DURCO, INC.
ST. LOUIS, MO.

Per Ctn.	Regular Price	SPECIAL PRICE
5-46-A	X4D50 \$4.50	\$3.10

Six in ctn. Wt. ctn. 16 lbs.

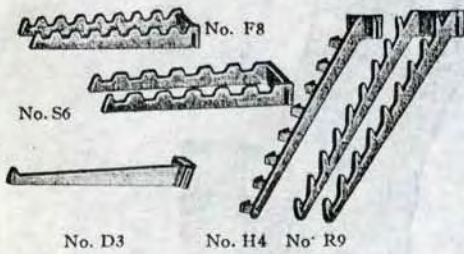
Sold Only in Full Cartons

SHAPLEIGH'S TRAFFIC BUILDERS

GARDEN TOOL BRACKETS

HELLER

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Displays shovels, forks, rakes, and hoes. Used with one or more pieces of Track No. 85 shown below. Placed one above the other, with rake bracket on top track and hoe and fork brackets on lower track. Bracket easily removed or shifted. Made of cast aluminum with natural finish.

Without Track

Each	Regular Price	SPECIAL PRICE	For	Lgth., ins.	Wt. Each, lbs.	Retail Each
F503F	\$0.85	\$0.68	(H4) 8 Hoes	10½	½	\$1.30
F505F	.90	.85	(S6) 6 Shovels	12	⅝	1.35
F502F	.85	.76	(F8) 8 Forks	11½	⅝	1.30
F504F	1.20	1.15	(R9) 9 Rakes or Grass Brooms	11¼	1	1.80
F506F	.40	.38	(D3) 9 D-Handle Shovels	12	½	.60
			Loose			