

Vacuum Cleaners, Polisher-Scrubbers and Carpet Sweepers



No. 85—HOOVER "CONSTELLATION" AIRBORNE CLEANER. New 3-Wheel nozzle glides over rugs and floors with $\frac{1}{2}$ usual energy. New air lift forms cushion under Constellation to lift it off carpet. Extra large capacity throwaway bag. With attachments. **LIST \$89.95.**
No. 84—LIST \$69.95.

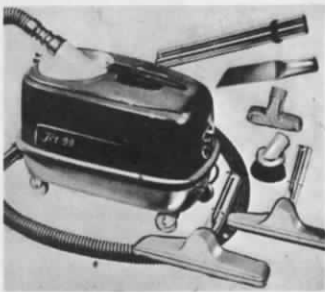


No. 64—HOOVER "CITATION" with exclusive "Double-Stretch" hose. Gives you full 15 ft. reach. Dust free, odor free vinyl jacket wipes clean with damp cloth. Extra large throw-away bag. $\frac{1}{4}$ H.P. (AC-DC) unicoil motor. **LIST \$89.95 Attachments. LIST \$22.95.** • **No. 63—Deluxe Upright Cleaner.** Shorter handle for easier maneuvering. **LIST \$89.95.**

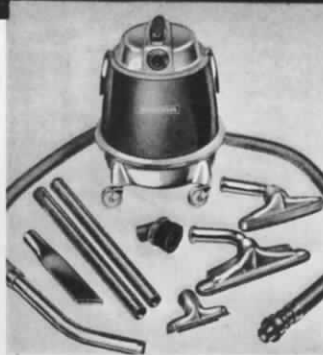


No. 14—LARK UPRIGHT CLEANER. All-new maroon-and-gray Triple-Action Hoover—full-sized, yet slim, trim, lighter in weight. No bag to empty. **LIST \$49.95 Attachments \$11.95**

UNIVERSAL



No. 6757—"JET 99" VACUUM CLEANER. With new 3-Stage Turbo-fan cleaning system. Exclusive glide-along nozzle. New, open-end floor brush, 2-second emptying, flexi-plastic hose and easy storage. **LIST \$79.95.**



No. 6765—CANISTER CLEANER. Extra-powerful motor. No dust bag to empty. Glides smoothly on four wheels. Easy storage. **LIST \$59.95**

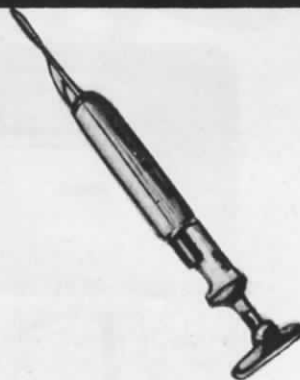


No. 5740—UPRIGHT VACUUM CLEANER. With motor driven brush. No dust bag to empty. Self-adjusting nozzle. Regulate your suction. **LIST \$79.95.**

REGINA



No. TS—TWIN 12" BRUSH POLISHER AND SCRUBBER. A smartly designed floor polisher that is so simple to use even a child can operate it. A real work saver that scrubs, waxes, polishes, buffs, sands and dry cleans. Can be used on table tops, kitchen counters and desks. **LIST \$66.00.**



No. TL—ELECTRIBROOM. A handsomely designed vacuum cleaner built for super efficiency in cleaning rugs, carpets and wood floors. Concentrated suction power draws out dirt. Completely portable. **LIST \$49.95.**



No. A—16" BRUSH FLOOR MACHINE. Equipped with 2 combination scrubbing and polishing brushes, 2 reversible fine quality felt buffing pads, 2 reversible steel wool pads. For convenience, brushes drive in opposite directions. **LIST \$139.95.**

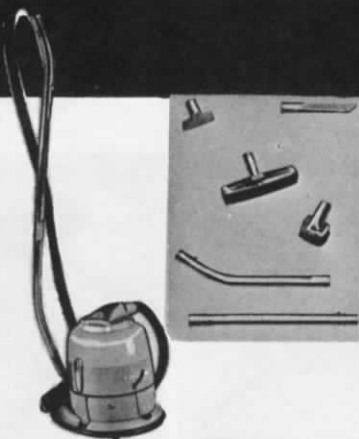
Other models available.

YOU CAN BE SURE...IF IT'S

Westinghouse



No. MC1 - WESTINGHOUSE MOBILE SPEED CLEANER. Rolls anywhere . . . picks up more dirt faster than any other cleaner. Travel up and down steps, roll easily over door sills, scatter rugs and other obstacles. Built-in caddy for attachments. Toss-Away bag. **LIST \$69.95.**



No. C-3 - ROLL-AROUND CLEANER. Complete Mobile. Swivel-Top. Exclusive 2-in-1 rug and floor cleaning unit. Throw-away filter bag. Exclusive air diffusion. Step-on switch. Shell pink, rich coral and cocoa brown. **LIST \$49.95**



No. R-1 - ROLL-EASY VACUUM CLEANER. Large "Throw-Away" filter bag. Detachable cord. Toetouch control. Complete with a set of easy-to-use color-matched attachments. **LIST \$59.95**



EUREKA



No. 960 - SUPER-ROTO-MATIC VACUUM CLEANER. New Cyclonic air action creates more cleaning suction. Convenient Step-On Toe Switch. New double-size throw-away dust bag. Complete with New Deluxe Tools. It rolls on 4 rubber swivel wheels. **LIST \$69.95.**



No. 5260 - SUPER AUTOMATIC VACUUM CLEANER. Beats, sweeps and suction cleans. 2-speed motor requires no oiling. Visor light. Throw-away paper bag. In red and soft silver grey enamels. **LIST \$89.95.** Deluxe 8-Piece attachments. **LIST \$19.95.** Waxer-polisher brush attachment. **LIST \$7.50.**

BISSELL



(A) "SWEEPMASTER". Light and easy to handle. Built-in combs, vinyl protector guard. Nylon bearings need no oiling. In Copper, Green and Gray with chrome plated handle. **LIST \$14.95.**

(B) "BREEZE". Sweeper that adjusts to carpet thickness. Built-in combs, rubber bumper, "Sta-Up" handle. Red or Green. **LIST \$11.95.**

LEWYT



No. 90 - "GOLDEN" LEWYT VACUUM CLEANER. With Big Wheels that float cleaner over carpets, rugs, floors, door sills - everywhere. Ride-Along Tools in a built-in rack. 2-in-1 Rolling Nozzle cleans carpet and bare floor. **LIST \$89.95.**



No. 70 - "SPECIAL" LEWYT VACUUM CLEANER. Rolls smoothly - no lifting or carrying. Rotates from the center of room for wall-to-wall cleaning. Extra powerful motor. No dust bags to empty with the "Speed Sak". **LIST \$69.95.**



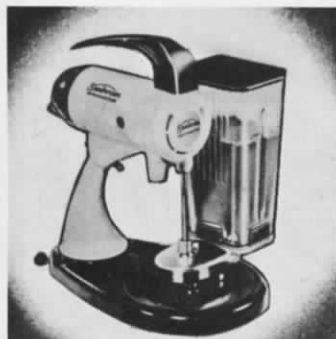
(C) "GRAND RAPIDS". Conventional design sweeper. "Sta-Up" handle, built-in combs and rubber bumper. Sable brown finish. **LIST \$14.95.**

(D) "SWEEP EASY". Adjust to any carpet thickness. Built-in combs. Separately emptying dustpan. Pearl gray finish. **LIST \$8.95.**

OTHER MODELS AVAILABLE



Sunbeam



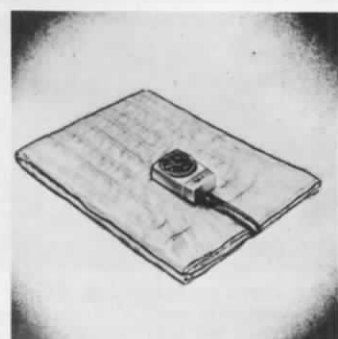
No. MB-1 — SUNBEAM BLENDER ATTACHMENT. Model 10 mixmaster. Blends, chops, pulverizes, whips, shreds, liquefies, grinds, churns, purees, cuts and grates crumbs. **LIST \$13.95.**



No. S-4 — SUNBEAM STEAM-DRY IRON. Thumb-tip heat control. Steams longer, holds more water than most steam irons. 3 lbs. **LIST \$16.95.**



No. A-9 — SUNBEAM DOUBLE AUTOMATIC IRONMASTER. Hardest aluminum alloy sole plate. Heats faster, but never overheats. Thumb-tip heat control. 2½ lbs. **LIST \$14.75.**



No. SDS-1 — SUNBEAM ELECTRIC SHEET. Control unit sends enough soothing warmth into sheet to keep body temperature constant. Regular size (single or double bed). Single control. AC only. **LIST \$24.95.**



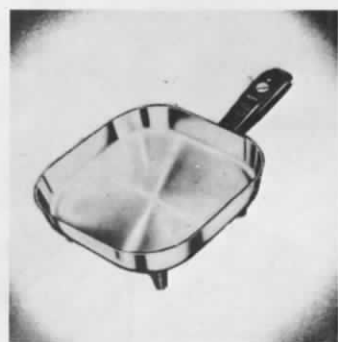
No. AP — SUNBEAM ELECTRIC COFFEEMAKER. Easy-to-set strength selector dial that makes coffee the way you like it, automatically. Indicator light. 8 and 10 cup. Copper with nickel and chrome finish. **LIST \$27.95.**



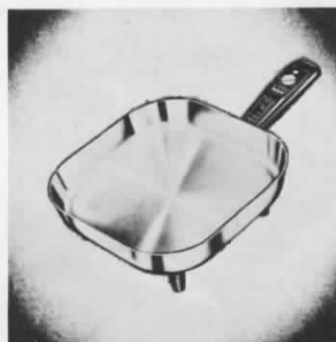
No. C-30 — SUNBEAM COFFEEMASTER. Vacuum-principle takes over to brew the same delicious coffee time after time. Makes 1 to 10 cups of perfect coffee. LOW setting keeps coffee at drinking temperature. **LIST \$38.95.**



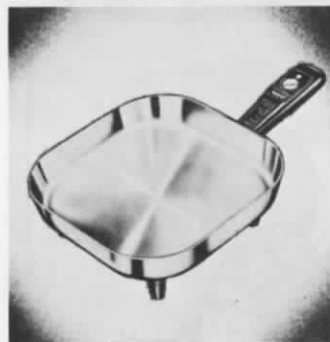
No. AB — SUNBEAM INSTANT COFFEE & TEA MAKER. Heats water faster, maintains correct temperature, won't boil over, no waiting between servings. Beautiful modern design. **LIST \$19.95.**



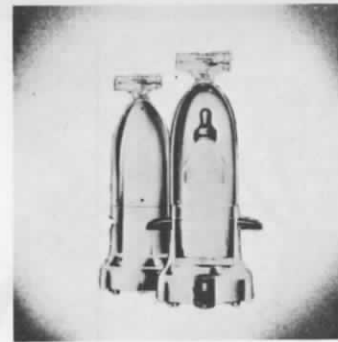
No. FP-10 — SUNBEAM ELECTRIC FRYING PAN. 10½" sq. New square shape, easy fry-guide, easy highly accurate heat control. Guesswork eliminated. **LIST \$19.95.**



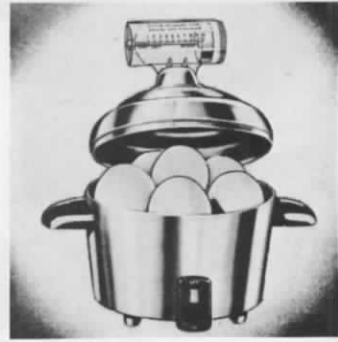
As shown: **No. FP-11 — SUNBEAM Electric Frying Pan.** 11½" sq. **LIST \$23.95.** **No. FMC-11 — Metal cover.** **LIST \$4.25.** **FMC-11 — Metal cover with copper finish.** **LIST \$5.25.** **No. FGC-11 — Glass cover.** **LIST \$3.25.**



As shown: **No. FP-12 — Electric Frying Pan.** 12½" sq. **LIST \$26.95.** **No. FMC-12 — Metal cover.** **LIST \$5.00.**



No. B2 — SUNBEAM BOTTLE WARMER. No guesswork, no bother. Dome holds steam for all-over warming of bottle. Sterilizes nipple automatically. Scientifically accurate. Thermostatic control. **LIST \$15.95.**

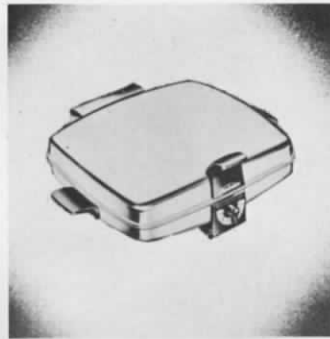


No. E2 — SUNBEAM EGG WARMER. Six egg capacity, thermostatic control, cooks eggs just the way you want them—every time. Egg poacher attachment. **LIST \$15.95.**

Look at the Difference the *Sunbeam* Makes



No. HD — SUNBEAM HAIR DRYER. Fast, comfortable, leaves hands free. Controlled heat. Just dial for beauty and leisure time. Three beautiful colors: pink, turquoise, yellow. **LIST \$24.95.**



No. CG — SUNBEAM WAFFLE BAKER & GRILL. Grills, bakes, cooks complete meals. **LIST \$34.95.** Not shown: **No. CGW** — Waffle Baker. **LIST \$29.95.** **No. GP** — Grill Plates for Baker. **LIST \$6.00.**



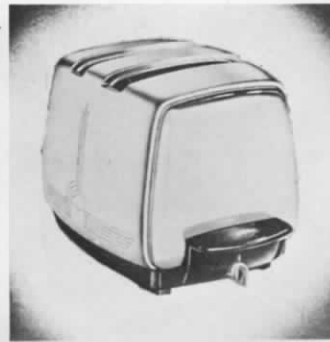
No. CF5 — SUNBEAM COOKER & DEEP FRYER. Does more things better. Exclusive features — cook guide, automatic heat control dial with simmer range, sturdy fry-basket, deep, circular cooking well, large capacity. **LIST \$24.50.**



No. J — SUNBEAM MIXMASTER JUNIOR. Outstanding in the junior food mixer field. Convenient heel rest, batter guard beater ejectors, thumb-tip control. 5 exciting colors. **LIST \$19.95.**



No. JC — SUNBEAM MIXMASTER JUNIOR in chrome. Full mix beaters produce greater volume in less time than any other junior-size mixer. **LIST \$22.95.**



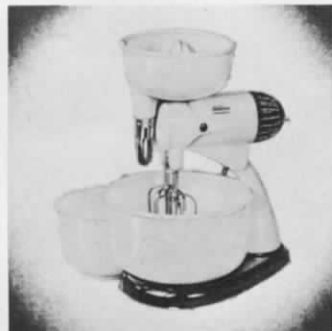
No. T20 — SUNBEAM TOASTER. Completely automatic! Bread lowers itself automatically, then when perfectly toasted, raises itself silently, without popping or banging. Adjusts itself for any kind of bread. **LIST \$28.50.**



No. A10 — SUNBEAM IRONMASTER. Lightest weight, most modern iron. Open handle for easier ironing, easy-to-set heat control, larger ironing surface. 2½ lbs. Fast heating. **LIST \$13.75.**



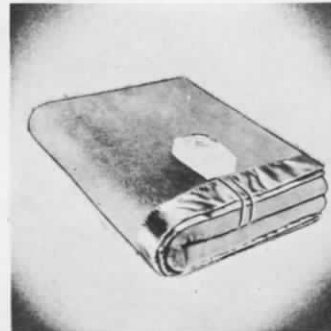
No. S3 — SUNBEAM GRAVITY FEED STEAM OR DRY IRON. Gives an all-over cushion of rolling steam. 30 sq. in. of ironing surface. Exclusive steam-flow vents. **LIST \$14.95.**



No. 11 — SUNBEAM MIXMASTER. Exclusive bowl-fit beaters, automatic beater ejector, controlled motor. Black and white finish with automatic juice extractor, two white heat-resistant bowls. **LIST \$48.50.** **No. 11W** (not shown) — Without juicer. **LIST \$45.50.**



No. 11C — SUNBEAM MIXMASTER. Chromium plated with automatic juice extractor, two clear glass bowls. Equipped with outstanding advantages. **LIST \$57.50.** **No. 11CW** (not shown) — Without juicer. **LIST \$54.50.**



No. SDB-1 — SUNBEAM ELECTRIC BLANKET. 72" x 84"—fits both double and twin beds. Fabric is blend of rayon, cotton, nylon, in blue, yellow, rose and green. Nylon satin binding. Fully washable. Easy-to-see dial, single, dual controls. **LIST \$34.95.**



No. SP-3 — SUNBEAM SAUCEPAN. Six utensils in one. Just set it and forget it. Double walls retain heat, water sealed —easy washing, exclusive electric simmer-safe controlled heat. 3 qt. capacity. **LIST \$27.95.** **No. SP-5** (not shown) — 5 qt. capacity. **LIST \$29.95.**

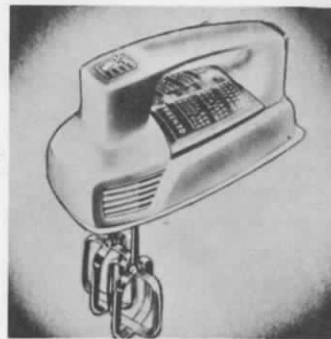
GENERAL ELECTRIC APPLIANCES



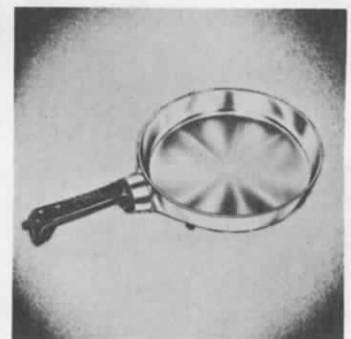
**makes
housework
easier**



No. M25*—G.E. ALL-PURPOSE MIXER. Housewives like this! Use it as a stand mixer or as a light weight portable. Conveniently located speed selector. Convenient heel stand. Beaters with handy ejector. Easy to wash. Always easy to use. **LIST \$29.95.**



No. M27* — G.E. PORTABLE MIXER. Mixes like a charm! Powerful yet lightweight. Handy 3-speed control. Mixing chart right on mixer. Hangs up like a saucepan, sits down like an iron. Removable cordset. **LIST \$18.95.**



No. C26 — AUTOMATIC SKILLET. Large capac. Fries, bakes, stews, etc., temp. selector plus cooking table on handle. 115 v. 1150 watts. AC only. **LIST \$18.95**
Aluminum lid **\$3.00** Copper lid **\$3.50**



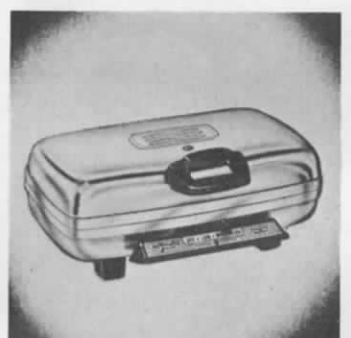
No. C100 — AUTOMATIC 10" SKILLET. Polished cast alum. or Turquoise. Built-in temp. selector on handle. 120 v. 900 watts. **LIST \$14.95.**
No. C120 — 12" SKILLET. 120 v. 1150 w. **LIST \$18.95**
Aluminum lid **\$2.50** Copper lid **\$3.00.**



No. T83 — AUTOMATIC "TOAST-R-OVEN". Regular pop-up toaster top plus oven toaster drawer below. Separate dial controls for toaster and oven. Chrome-plated finish. Heat resistant plastic trim. 120 v. 1200 w. AC only. **LIST \$29.95.**



No. T82 — AUTOMATIC TOASTER. Pop-up toaster with 6-position control, from light and soft to dark and crisp. Snap-out crumb tray. Extra-high toast lift. Chrome-plated. 115 v. 1150 w. AC or DC. **LIST \$18.95**



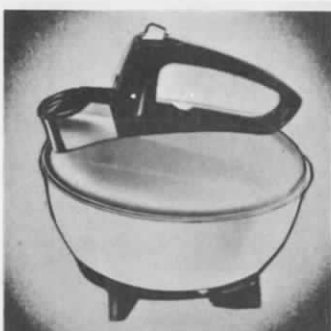
No. G42 — AUTOMATIC SANDWICH GRILL AND WAFFLE BAKER. Three appliances in one — open grill, closed grill, and waffle baking. Six setting temp. control. Reversible grids, signal light. 115 v. 1100 w. AC only. **LIST \$21.95**



No. P30 — DE LUXE COFFEE MAKER. Brews from 2-9 cups of coffee to your taste automatically. Brew selector control with reheat setting. Balanced design, chrome-plated inside and out. 115 v., 800 w., AC only. **LIST \$29.95.**



No. P31 — AUTOMATIC COFFEE MAKER. Brews from 3-9 cups any strength desired by setting brew selector dial to mild, medium or strong . . . Chrome-plated exterior. 115 v., 600 w., AC only. **LIST \$19.95.**



No. K20 — AUTOMATIC SPEED KETTLE. Beautifully styled in copper and stainless steel. 2½ qt. capacity. Heats 1 qt. of water in less than 4 min. Shuts off when water evaporates. 120 volt, 1500 w. AC only. **LIST \$18.95**



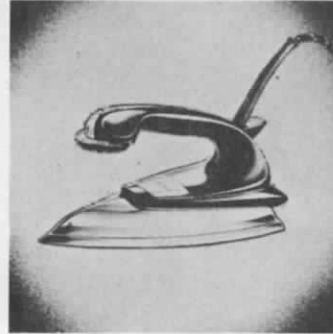
No. V1 — AUTOMATIC VAPORIZER. Steams in 90 seconds. Steams for 8 hours. No additives required in water. Autom. shut-off. Medication chamber, easy to fill and clean. Avail. in Pink or Blue. 79 oz. capacity. 115 volt AC only. **LIST \$9.95.**



No. F60 — STEAM AND DRY IRON. With a push of a button becomes either steam or dry iron. Fabric Dial for all fabrics. New cord lift. Instant and steady steam penetration. 3 lbs. Calrod heating unit. 120 volt, 1100 watts. AC only. **LIST \$15.95.**



No. F34—G.E. AUTOMATIC BUDGET IRON. Thrifty yet so versatile. Visualizer Fabric-Dial assures correct heat for all fabrics. Large soleplate. Quick acting calrod unit makes ironing a breeze. 1100 watts, 120 volts, AC. **LIST \$9.95.**



No. F43 — NEW VISUALIZER SPEED IRON. Fast heating dry iron. Open handle design. 2½ lbs. Fabric Dial, chrome-plated sole-plate. New cord lift. Twin Calrod heat elements. 120 v., 1100 w. AC only. **LIST \$12.95.** *



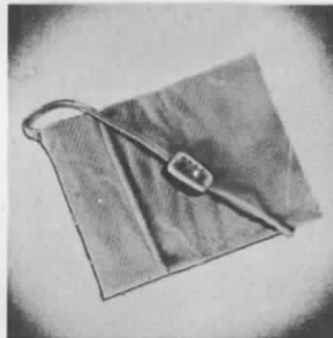
No. F29 — G.E. PORTABLE STEAM AND DRY IRON. The ideal travel companion. Solves ironing and pressing problems away from home. Two irons in one. Small but oh so efficient! AC or DC. 1¾ lbs. **LIST \$9.95.**



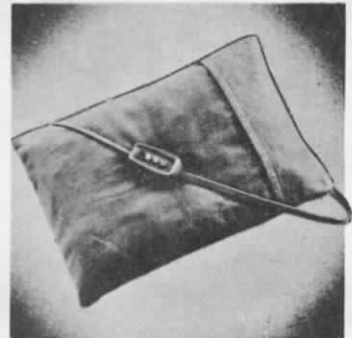
No. PB18B1 WITH C2 CONTROL — DELUXE CONTOURED AUTOMATIC BLANKET with dual controls. Blanket by Chatham, in pink, red, blue, gold, green or turquoise, satin bound, washable. Illum. control dial. AC only. **LIST \$44.95.**



No. P59A8 — HEATING PAD with illuminated push-button control. 3 heat levels. Wetproof, washable terry cloth zippered cover. Blue, red, turquoise. 12"x15". 60 w., 115 v. AC/DC. **LIST \$8.95.**



No. P59A7 — HEATING PAD. Push-button control with three heat levels. Wetproof. Removable, washable outer cover in rose pink. 12"x15". 60 watts, 115 volt. AC/DC. **LIST \$7.95.**



No. P59A5 — HEATING PAD. Push button control for easy three-heat selection. Moisture resistant. Removable outer cover for convenient laundering. Flamingo red. Size, 11"x15". 60 w., 115 v. AC/DC. **LIST \$5.95.**



No. P59A4— HEATING PAD New low priced push-button controlled. 3 heat selections. Moisture resistant. Removable, washable outer cover — in turquoise. Size, 8½"x10½". 30 w., 115 v. AC/DC. **LIST \$4.95.**



No. H1 — AUTOMATIC HEATER. Compact. Powerful fan circulates thermostatically controlled heat. Safety radial grill protects fingers. Lightweight and portable. 10½" h, 9¾" w, 6½" d. 7½ lbs. 60 cycle. AC only. **LIST \$17.95.**



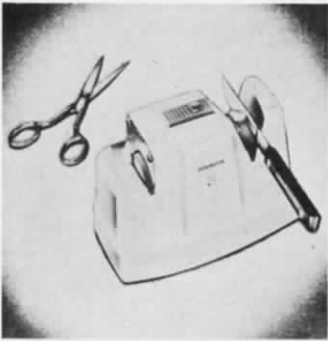
No. H2 — AUTOMATIC HEATER with either radiant or fan-forced heat. Thermostatically controlled. 2 heat control. Adjustable base to direct heat where you want it. 16¾"x17¾"x9½". 13 lbs. AC only. **LIST \$37.95.**



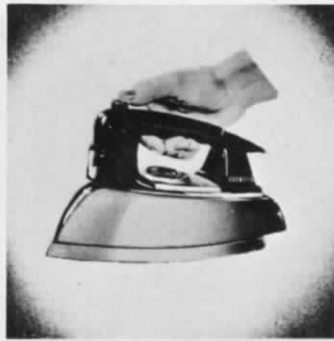
No. H3 — AUTOMATIC PORTABLE HEATER. Thermostatically controlled. Fan-forced circulating heat. Quiet operation. 14" h, 14" w, 7" d. Weighs 9 lbs. 1320 watts, 110-120 volt. AC only. **LIST \$24.95.**

*Comes in three Mix or Match Colors—Yellow, Turquoise and White.

Fair Traded Merchandise will not be discounted.



No. 14 — DORMEYER EDGE-WELL. Compact knife and scissors sharpener. Lightweight, full powered, easy to store, perfectly safe for operator and cutlery. No skill needed to get "professional" edges. **LIST \$14.95.**



No. 12 — DORMEYER IRON-WELL. Steam and dry iron with complete fabric dial. Featherweight, large pressing surface. Changes from steam to dry with push-button control. Holds 8 ozs. tap water. Features new low heat for nylons. **LIST \$16.95**



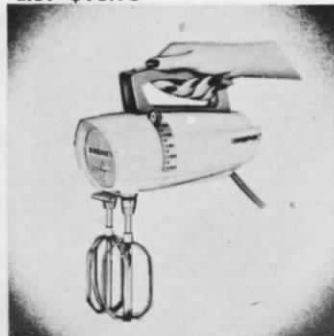
No. 6700 — DORMEYER HURRI-HOT ELECTRI-CUP. Perfect for hot drinks, soups, stews, chili; excellent for heating baby's formula. Gleaming chrome-finish. 23 oz. capacity. Set thermostat for warm, hot, or boil. Egg rack included. **LIST \$14.95.**



No. 6901 — DORMEYER COFFEE-WELL. Versatility plus! Makes 3 different strengths of coffee at one brewing. Second selector for warming and brewing. 4-10 cup capacity. Non-drip pouring spout, heat-resistant handle, feet. **LIST \$19.95.**



No. 16 — DORMEYER COFFEE-MAKER. Modern Danish design in stainless steel. Electric, automatic. 4-10 cup. Makes 3 different strengths of coffee at one brewing. "Warm" and "Brew". Selector. **LIST \$29.95.**



No. 9500 — DORMEYER "DORMEY" PORTABLE. Only portable mixer with nine full speeds! Easily does all jobs big mixers do. Yellow, white, pink, turquoise. Automatic beater release. King-size beaters. Baked enamel finish. **LIST \$19.95.**



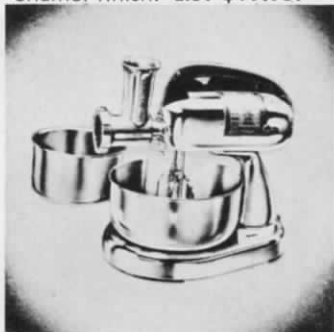
No. 9600 — DORMEYER SILVER "DORMEY." Gleaming in triple-chrome. Just wipe dry to clean. A portable mixer that makes every pot and pan a mixing bowl. Nine full speeds. Full-size beaters with automatic release. **LIST \$29.95.**



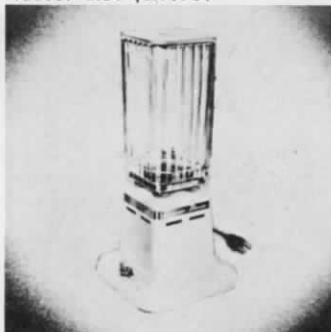
No. 5700 — DORMEYER PRINCESS. Beautiful, efficient mixer-grinder in gleaming chrome and arctic white. Complete with juicing attachments and opal glass mixing bowls. Magic-Mix arm. Automatic bowl-size indicator. 10-speed motor. **LIST \$47.50.**



No. 5100 — DORMEYER MIX-WELL. Modern mixer with outstanding features. Electric grinder and juicer, 10 full-powered speeds, automatic beater release. Detachable mixing head for portable use. **LIST \$38.50.**



No. 4400 — DORMEYER SILVER-CHEF. Mixer-grinder in gleaming chrome with two stainless steel bowls, large and small. Lightweight, easy to clean, fully powered. 10 speeds with dial selector. **LIST \$59.95.**



No. 5902 — DORMEYER BLEND-WELL. Blends, liquefies, purees, whips, chops, grinds or pulverizes with hurricane action. Big 32 oz. container. Powerful motor. Fire hardened steel blades. Base comes in four colors. **LIST \$29.95.**



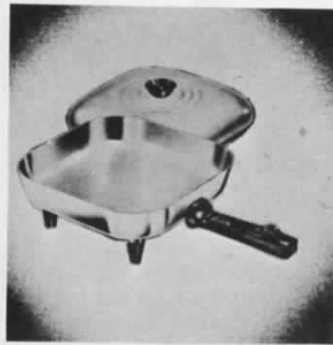
No. 6200 — DORMEYER DEEP-FRY COOKER. Cooks and deep-fries. Family-size capacity. "Jewel" signal light, complete cooking-frying guide. Thermostat control. **LIST \$18.95.**

MOST MODERN APPLIANCES

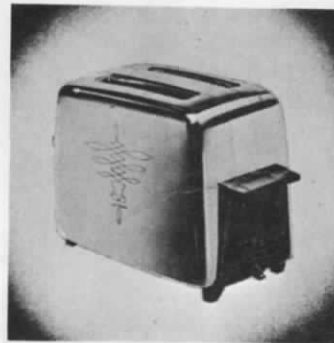
*Best Buy
Anywhere!*



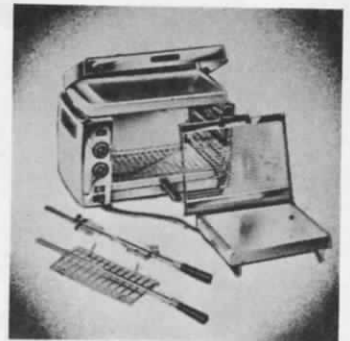
No. 6000 — DORMEYER FRYWELL. Big capacity for deep frying, stewing or roasting. Terrific casserole cooker. Automatic thermostat control, cooking guide. Improved heating on sides and bottom. **LIST \$29.50.**



No. 9300 — DORMEYER FRYWAY. Perfect results with big 11 $\frac{3}{4}$ " x 11 $\frac{3}{4}$ " capacity. Cooks braises, bakes, steams, or casseroles. High dome cover included. Signal light, temperature control. **LIST \$21.95.**



No. 6303 — DORMEYER POP-UP TOASTER. Shining chrome automatic Pop-Up Toaster. Moisture response control assures even color . . . light, golden or dark toast . . . every time! Has exclusive "shock-proof" features. **LIST \$19.95.**



No. 8801 — DORMEYER BROILWELL. Complete "king-size" broiler with 4 $\frac{1}{2}$ hour electric timer, multi-temp heat control, fully automatic infra-red penetrating heat. New baking tray and extra spits included. **LIST \$89.95.**



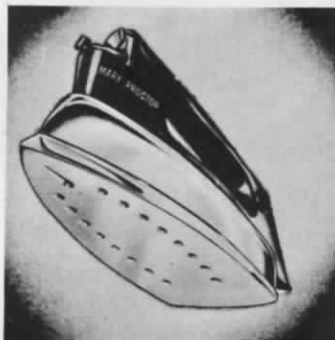
PROCTOR



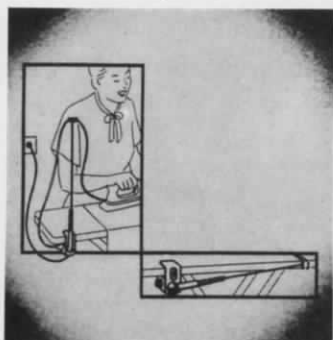
No. 71 — PROCTOR HI-LO BACK-SAVER IRONING TABLE. Instant, easy opening, closing, automatic adjustment from 24" to 36" h. Sturdy wheels. Steel curved legs give 70% more knee room; steam-vent top for coolness. **LIST \$12.95.** **No.**

No. 91 — PROCTOR SUPER DELUXE IRONING BOARD. Pure white enamel top, contour curved chrome legs, turquoise wheels, rubber tips. Automatic adjustment to any height from 24" to 36". **LIST \$16.95.**

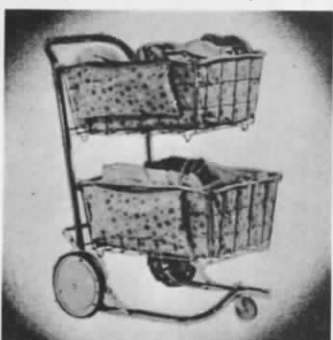
No. 9-C-3 — PROCTOR SUPER D ZEDALON COVER & E-ZE-FOAM PAD. Features Mary Proctor's exclusive dowel construction for snug fit. Scorch resistant, pastel yellow with woven stripe, fits all standard ironing tables. **LIST \$5.50.**



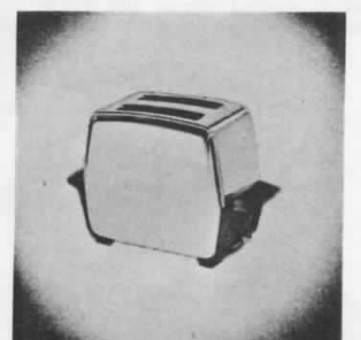
No. 993 — PROCTOR MRS. AMERICA STEAM & DRY IRON. 17 steam vents over entire soleplate, more steam, front fabric dial, extra high water filter, clear vision heel rest for easy all-direction ironing. Changes instantly from steam to dry and back at flip of switch. **LIST \$15.95.**



No. 51 — PROCTOR CORD-MINDER. Ends mused ironing forever. Metallic blue baked enamel, 25 $\frac{1}{2}$ " long, 20 $\frac{1}{2}$ " mast height, rubber cord plug, built-in 6-ft. extension cord, permanent attachment folds flat along table edge for quick, easy storage. **LIST \$2.95.**



No. 302 — PROCTOR LAUNDRY CART. Reinforced wire baskets and cart collapse to fold away conveniently in 9" space. Oversize, smooth-rolling wheels, extra-sturdy, lightweight tubular steel to framework in chrome. Gay weather-proof "beautifulm" lines baskets, large side pin-pockets. Holds 55 lbs. **LIST \$15.95.**



No. 1485 — PROCTOR FAMILY MODEL TOASTER. Beautiful, dependable, fast, fully automatic, completely thermostatic, double insulated for safety, rustproof, snap open crumb tray, reheats cold toast without burning. Patented speed element. **LIST \$19.95.**

YOU CAN BE SURE ...IF IT'S

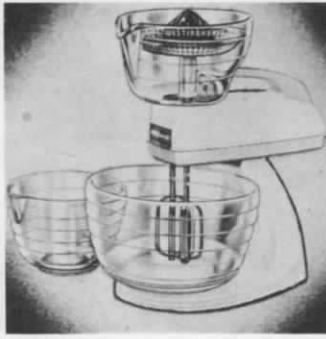
Westinghouse



No. PE-561 — DELUXE COFFEE MAKER. 2-9 cups of coffee in minutes. Completely automatic: Set control for preferred strength. Perking stops, signal light indicates coffee ready. Keeps coffee hot. No-drip sprout. Design award winning aluminum basket easily cleaned. **LIST \$29.95.**



No. PE-552 — 10 CUP AUTOMATIC COFFEEMAKER. 2-heating elements enables it to begin percolating 45 seconds; After percolation, element continues to keep coffee warm. Snap-action thermostat. **LIST \$21.95.**



No. FM-511 — "FOOD CRAFTER" MIXER. Mixer head light and portable-use at range or work surface. Six basic speeds, 20 variations-constant at any setting. Up-front dial for simple one-hand operation. Extra power cuts mixing time. **LIST \$49.95.**



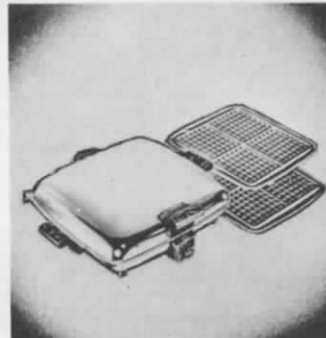
No. PM-561 — PORTABLE FOOD MIXER. "Stop-N-Go" Switch-instant power at thumb touch, Two large, easy-to-clean beaters, Beater-Ejector pops beater out without fuss or muss. Speed Selector Dial (3 speeds), Lightweight—weighs less than 3 lbs. **LIST \$19.95**



No. RB-541 — ROTISSERIE. Large capacity—room for 12 lb. turkey, Curved shape and removable, easily cleaned element reflect penetrating smokeless infra-red rays deep into meat—seal juices—no basting. Rotisserie and enameled insert pan may be washed in sink. **LIST \$19.95.**



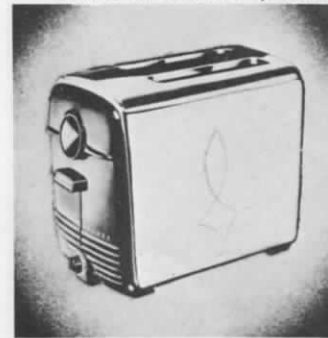
No. FF-531 — COOK-N-FRYER. Cooks everything automatically. Flared bowl gives more cooking area at frying level-saves shortening (uses only 3 lbs.), Color-Glance Control knob automatically controls heat from 150° to 425° accurately. Aluminum basket easily washed. **LIST \$29.95.**



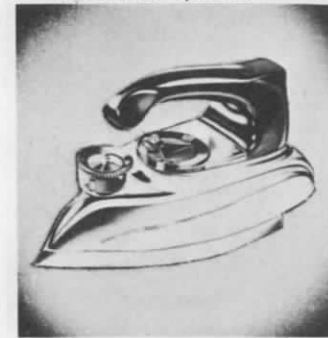
No. SGWB-521 — ADJUSTOMATIC GRILL WAFFLER. Portable, Cooks complete meals, Expansive hinge accommodates sandwiches, any thickness, Bakes 4-section waffle, Signal light tells when to pour batter, remove waffle, Top doubles back, forms 210 sq. in. frying surface. **LIST \$32.95**



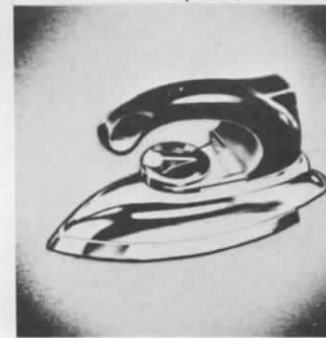
No. EFP-551 FRY-PAN. Thermometer-type control measures heat where food is cooking, Cool Open Handle for perfect balance. Signal light, Copper-tone aluminum or glass lid. **LIST \$22.95.**



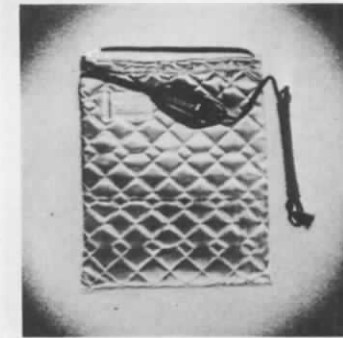
No. TO-5421 — POP-UP TOASTER. Thermostat measuring time and temperature assures desirable brownness of toast—set Control Dial. Extra lift-up for small pieces of bread. Easily cleaned hinged crumb tray. Non-tarnish chrome. **LIST \$19.95.** Aqua, Pink, White or Yellow. **LIST \$21.95.**



No. IS-5214 — STEAM OR DRY IRON (left or right hand). By turn of dial, steam to dry iron, Open handle—no wrist strain, Fabric Control Dial. Holds 6½ ozs. tap water—½ hour ironing, weighs less than 4 lbs. filled. **LIST \$16.95**



No. ID-5131 — DRY IRON (left or right hand). Smooth, open handle permits iron to glide in deep pockets or pleats. Fabric marked Control Dial clicks into place for accurate heat control, All around button edge, weighs less than 3 lbs. **LIST \$13.95**



No. WP-551 — DELUXE WET PROOF HEATING PAD. Yields soothing heat, Ideal for damp applications, 3-Temperature Switch, Patented Brailway Switch can be read in dark—has 3 raised markings, 10 ft. cord. Soft quilted rayon-satin cover. **LIST \$8.95.**

When only the finest will do...

CORY



No. DNG — CORY RUBBERLESS GLASS COFFEE BREWER. Shiny, heat-resistant, taste-proof glass. New Cory vacuum seal, glass filter rod, heat-proof cover and handle, safety stand. 2-4 cup. **LIST \$5.95** 4-8 cups. **LIST \$6.50**



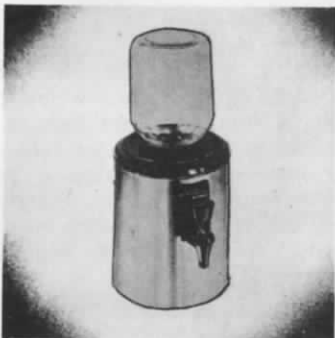
No. 468-A — CORY MICRO STAINLESS STEEL BREWERS. Popular, taste-free stainless steel vacuum coffee brewer. Filter insures consistently delicious flavor. Hinged decanter cover, heat proof handle. 4-8 cup. **LIST \$12.95.**



No. ACB-3 — CORY STAINLESS STEEL AUTOMATIC BREWER. Just put water in bottom and coffee in top and plug it in. Brews perfect coffee automatically. Stainless steel body. 4-8 cups. **LIST \$39.95.**



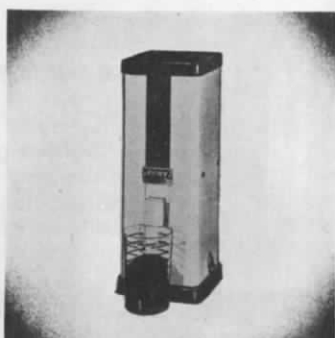
No. DAP — CORY CROWN JEWEL AUTOMATIC PERCOLATOR. 24 Karat gold plated base, smart raffia type handle. Completely automatic, drip-proof spout. Brews perfectly to desired strength. 4-9 cup. **LIST \$50.00.**



No. DBB — CORY INSTANT BEVERAGE BAR. Fill wonderful Beverage Bar with water and plug in. Serves any hot instant beverage: coffee — chocolate — soup. Automatic thermostat keeps half gallon of water piping hot. **LIST \$49.95.**



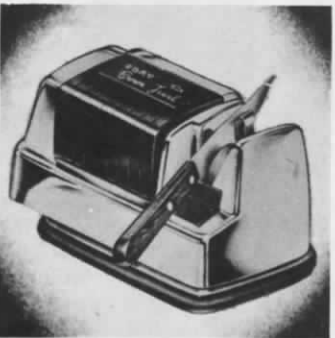
No. DAW-2 — CORY CARAFE ROYALE. Smart serving accessory, perfect for porch, buffet or patio. Tilts for serving. Polished brass collar and candle-warmer trunion. 12-cup heat resistant glass decanter. **LIST \$7.95.**



No. DEG — CORY ELECTRIC COFFEE GRINDER. Grind coffee as you need it. Adjustable to any grind. Holds full pound. White steel body with ebony trim — measuring glass. **LIST \$29.95.**



No. MGS-A — CORY MARDI GRAS GIFT PAK. Colorful gift features bright plastic neckbands, stoppers. Heat-resistant 2 cup servers. Gay dispensers for hot or cold beverages. **LIST \$5.95**



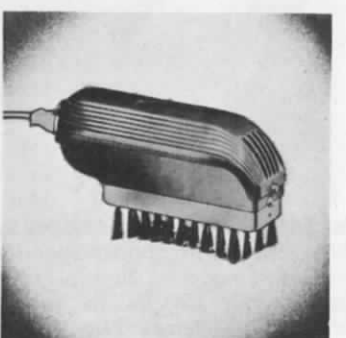
No. MBS — CORY CROWN JEWEL ELECTRIC KNIFE SHARPENER. Lustrous chrome-like finish with ebony trim. Sharpens knives professionally. Easy to use, won't harm any knife. **LIST \$19.95.**



No. H-573 — FRESH'ND-AIRE AUTOMATIC HEATER. Safe and efficient. Electric fan forced heat for over-all warmth. Safety guard, tip-over safety switch, automatic thermostat with on and off control. Baked enamel finish. **LIST \$19.95.**



No. DPX — CORY "CAPRI" AUTOMATIC PERCOLATOR. Large capacity 3-10 cup new percolator with beautiful chrome finish, drip-proof pouring spout, heat-proof handle and base. Brews perfect coffee automatically — keeps it piping hot automatically. **LIST \$14.38.**



No. DEB — CORY VITABRUSH. Electric hairbrush for health and beauty aid. Gives professional scalp massage at home. Built for years of trouble-free service. Nylon bristles. Brush easily detachable for cleaning. **LIST \$29.95.**



HOOVER

FINE APPLIANCES

... around the house, around the world

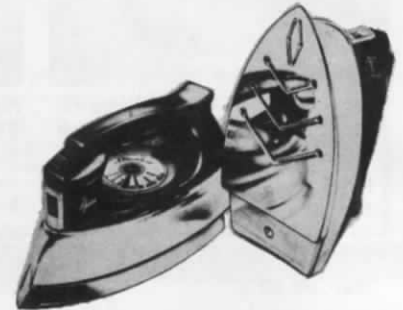
No. 5450 — HOOVER FLOOR POLISHER. Now you can wax and polish hardwood floors in minutes. Tile floors can be buffed between waxing. Scrub and polish cement, slate or other extra hard materials. Clean your rugs with the new patented cleaning attachment. Weighs only 12 lbs. **LIST \$49.95 plus \$1.37 F. E. Tax.**



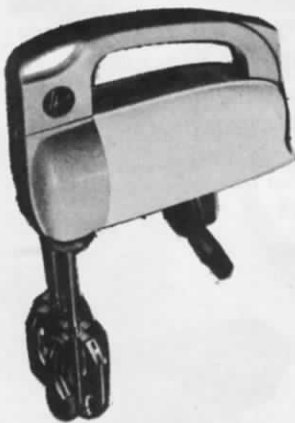
No. 4330— HOOVER STAINLESS STEEL STEAM-DRY IRON. No other iron is so smooth, so resistant to scratches, snags and stains. New and faster 1100 watt heating element. Lightweight — less than 4 lbs. Spreads steam evenly over the fabric and provides a constant all-over film of steam. **LIST \$18.95.**



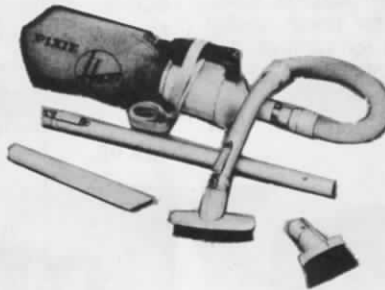
HOOVER DUSTETTE CLEANER. Extra "pick-up" cleaner for stairs, upholstered furniture or a car in the garage. Lightweight, powerful and easy to handle. Weight, 5½ lbs., with cord. Stationary brush on nozzle. Switch conveniently located on handy-grip molded brown handle. **LIST \$29.95.**



No. 4220 — HOOVER DELUXE STEAM-DRY IRON. Exclusive design assures a film of steam between the entire soleplate and the fabric. From steam to dry ironing — no need to empty the water. Weighs only 3½ lbs. Large 7 ounce water capacity. A 1,000 watt heating element. **LIST \$16.95.**



No. 6440 — HOOVER HANDMIXER. Three Speeds — correct speed for every mixing job. Just press the ejector with the thumb and out comes the beater. Two full-size, four-blade beaters. Weighs 2 lbs. 13 oz. Rated 65 watts (AC-DC) at 400 RPM beater speed. Lightweight die cast aluminum with plastic handle. **LIST \$19.95.**



No. 2830 — HOOVER PIXIE CLEANER. Slips on over shoulder — leaves both hands free. Powerful, portable suction gets dust, dirt, lint. Set includes — lightweight aluminum wand, furniture brush, dusting brush, and crevice tool. Weighs only 4 pounds, is only 18 inches long. Handy thumb switch. **LIST \$39.95.**



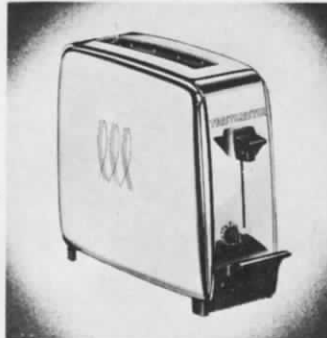
No. 5610 — HOOVER AUTOMATIC COFFEEPOT. New easy-pouring spout. New thermostat . . . never lets coffee boil or re-perk. New plastic base. Pick the flavor you favor — mild, medium or strong, or anywhere between. 600-watt (AC-DC) heating elements for perking. Full 9 cups capacity. **LIST \$24.95.**

Toastmaster

QUALITY IS A TOASTMASTER TRADITION

*The Toaster
of Tomorrow
... Today!*

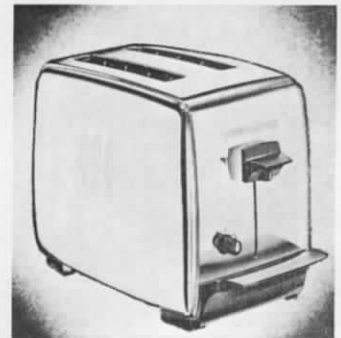
**THE LAST WORD
IN TOASTING
PERFECTION**



No. 1A6 — TOASTMASTER 1-SLICE AUTOMATIC TOASTER. Right, compact answer for small family. Toast control dial, superflex timer assures perfect toast every time. Hinged crumb tray, durable finish of polished chrome. **LIST \$15.95.**



No. 1B14 — TOASTMASTER 2-SLICE AUTOMATIC TOASTER. Add modern touch to your kitchen with this chrome favorite. Extra high toast pop-up makes small slices easy to remove. **LIST \$18.95.** No. 1B14 — (Not shown.) Same features now available in gleaming heavily plated pure copper. **LIST \$22.95.**



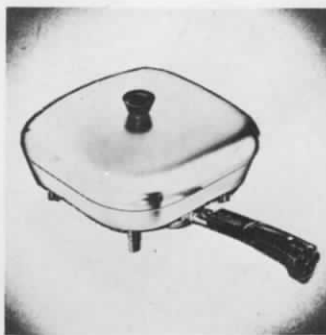
No. 1B22 — TOASTMASTER 2-SLICE AUTOMATIC TOASTER. Big in size, tops in performance, fast toasting. Superflex timer, long-lasting elements of high-grade mica, crumb tray, durable finish. **LIST \$23.00.** No. 1B21 — (Not shown.) Compact, yet full-size performance. **LIST \$19.95.**



No. 1B16 — TOASTMASTER POWERMATIC 2-SLICE TOASTER. Classic design, built for faithful service, easy-to-set toast control dial. Bread is lowered, toasted, toasted and served up automatically, toasting action can be interrupted at any time by pressing button. **LIST \$28.50.**



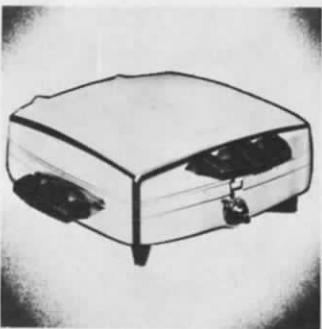
No. 1C4 — TOASTMASTER POWERMATIC 3-SLICE TOASTER. King-size toaster features exclusive power-action, toasts one slice in any slot, or three at a time. Has all outstanding Toastmaster features, plus sleekness and sturdy construction. **LIST \$39.50.**



No. 8A1 — TOASTMASTER AUTOMATIC 11" FRY PAN. Aluminum, thermostat-controlled for even heat, high walls, bakelite handle and feet, temperature control knob, signal light on handle. **LIST \$19.95.** Not shown: **No. 81A-A2 — Aluminum Cover for 8A1. LIST \$3.25.** No.



No. 2D2 — TOASTMASTER AUTOMATIC WAFFLE BAKER. Compact, interlocking non-sticking grids, combined selector dial and pilot light, overflow rim to catch excess batter, safe, cool handles. Heats uniformly, accurate control. **LIST \$21.95.**



No. 2D3 — TOASTMASTER AUTOMATIC GRILL & WAFFLE BAKER. Makes four big, plate-size waffles at a time. Grand for grilling bacon, eggs, sausages. Drip spouts drain off excesses, ventilated open handles, "floating" thermostatic control, expansion hinge for extra-thick sandwiches. **LIST \$32.50.**



No. 4A2 — TOASTMASTER AUTOMATIC IRON. Super-sensitive thermostatic control maintains accurate ironing temperature. Equal heat distribution throughout overall sole plate. Sturdy heel rest. Long-lasting, scientifically styled, right weight: 3½ lbs. **LIST \$12.95.**



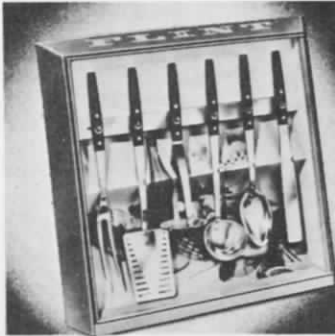
No. 4B1 — TOASTMASTER AUTOMATIC STEAM & DRY IRON. Irons steam or dry instantly, holds 8 oz. tap water, finger-tip steam control, fabric selector dial, 9 steam vents, comfortable cool handle, handy heel rest, tubular cast-in element. **LIST \$16.95.**



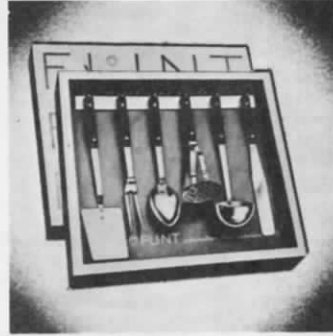
**TOASTMASTER
PERFORM BETTER
LAST LONGER!**



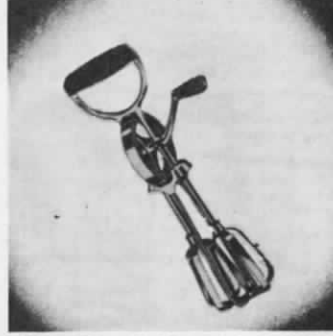
KITCHENWARE



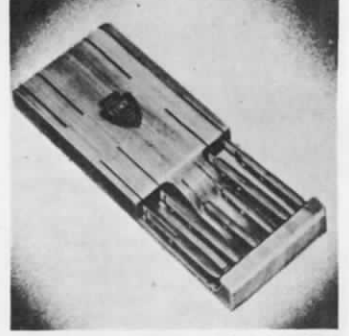
No. 2000 — FLINT 7-PC. STAINLESS STEEL KITCHEN TOOL SET. A new concept in kitchen tool design. The exclusive continental taper adds new grace and beauty to utensils and utmost in kitchen practicality. Six most frequently used kitchen tools in a beautiful gift box. **LIST \$16.95.**



No. 1900 — FLINT STAINLESS STEEL 7-PCS. KITCHEN TOOLS. Solid stainless steel that's stainproof and acid proof. Stay cool-to-touch Black, heat-resistant hang-up handles. Vanadium stainless steel surfaces that stay bright. In distinctive gift box. **LIST \$14.95**



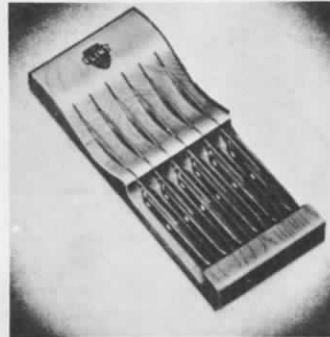
No. 676 — FLINT EGG BEATER. America's finest! Stainless steel blades. Nylon gears. Black comfort-grip handle. Add to your own set or give this practical gift to a new homemaker. Eliminates bringing your food mixers for small beating chores. **LIST \$4.95.**



No. 7006 — FLINT 6-PC HOLDSTER SET. Flint cutlery blades are scientifically made from the finest stainless steel with vanadium added. Holdster includes: 3" paring knife, 5" utility slicer, 8" steak slicer, 8" French cook's knife, 9" roast slicer, 9" serrated bread slicer. **LIST \$19.95.**



No. 7014 — FLINT 4-PC HOLDSTER SET. Convenient, decorative hang-up Holdsters and block holders protect knives, save space — fit on the wall or in a drawer. Vanadium stainless steel blades. Lifetime Pakkawood handles. Anchor-fast nickel silver compression rivets. **LIST \$10.95.**



No. 7036 — FLINT 6-PC. STEAKSTER SET. Vanadium stainless steel blades with lifetime Pakkawood handles. Six 5" serrated steak knives in 6-place natural finish Hardwood hang-up Holdster. Set in a handsome gift-box. **LIST \$12.95.**



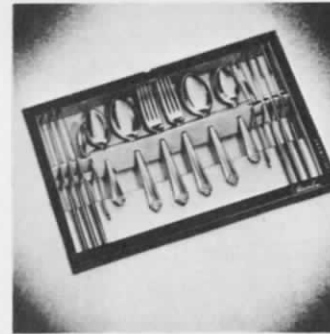
No. 7656 — FLINT-WARE 6-PC. STARTER SET. Contains only the most essential cookware utensils. Set includes 7" open skillet, 1 qt. covered saucepan, 2 qt. covered saucepan and 3 place wall rack. Cover for 2 qt. sauce pan fits 7" skillet. A practical gift. **LIST \$20.95.**



No. 7445 — EKCOWARE 7-PC. STARTER SET. A new concept to modern living . . . Copper bottom cookware so gracious in design, it's years ahead in styling and features. Set includes 1 qt. covered saucepan, 1½ qt. saucepan, 10" French Skillet, covered and 3-place wall rack. **LIST \$25.95**



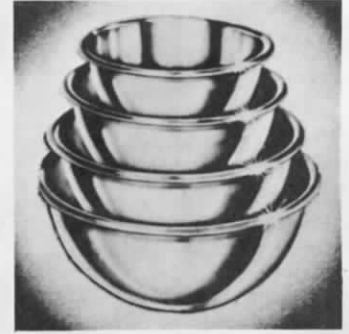
No. 7658 — FLINT-WARE 11-PC. HOMEMAKER'S SET. A wonderful, versatile gifted-boxed set of America's finest cooking utensils . . . each utensil is made with the amazing invisible Radiant Heat Core. Triple layer Vanadium Stainless Steel. Perfect waterless cooking. **LIST \$47.95**



No. 8727 — EKCO ETERNAL 26-PC. STAINLESS STEEL TABLEWARE. Complete service for 6 in the Keepsake pattern. Top quality tarnish-proof stainless steel. Blends with every table setting and is ideal for indoor-outdoor. Packed in Pink and Black Frame-Vue gift box. **LIST \$10.95**



No. 3200 — EKCO 7-PIECE FORGE KITCHEN TOOLS. Mirror finish stainless steel for beauty and lifetime service. Heat-resistant black plastic hang-up handles. Strong nickel-silver compression rivets. In colorful Red and Gray gift box. Today's best value in kitchen tools. **LIST \$7.49**



No. 6900 — FLINT-WARE 4-PC. MIXING BOWL SET. A Versatile gift set for the smart homemaker. Vanadium stainless steel mixing bowls that can be used for mixing or for serving. Use as snack bowls. 4 convenient sizes—1, 1½, 2 and 2½ qt. In beautiful gift box. **LIST \$11.95.**

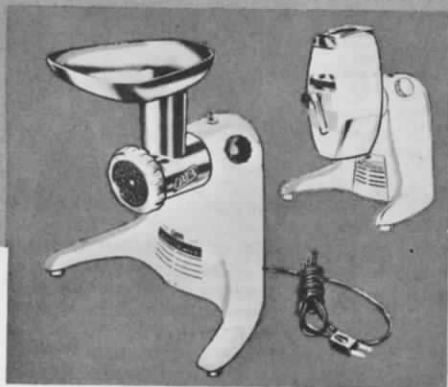
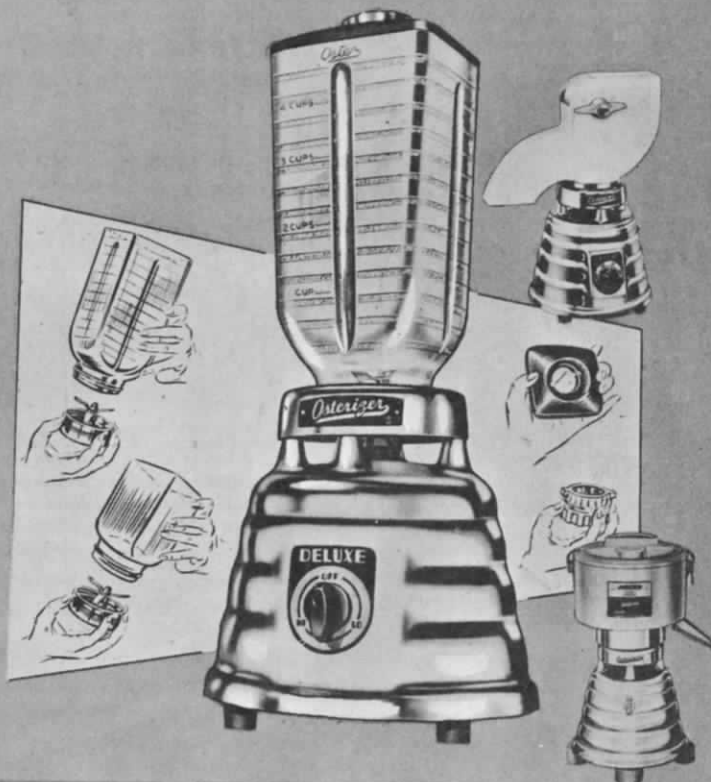
Oster®

No. 403C — OSTERIZER LIQUEFIER-BLENDER. With 2 speeds. Graduated clear glass container that is heat resistant with 4 cup capacity. Removable processing blades. Powerful motor for faster, easier, better preparation of main dishes, desserts, appetizers and beverages. Chrome Base. LIST \$49.95. Copper LIST \$54.95. Pink, Blue or Yellow base. LIST \$46.95. White LIST \$44.95. **No. 10C — Standard.** Single Speed Chrome base. LIST \$34.95. **No. 432C — Standard.** Two Speed Chrome Base. LIST \$44.95. White LIST \$39.95.

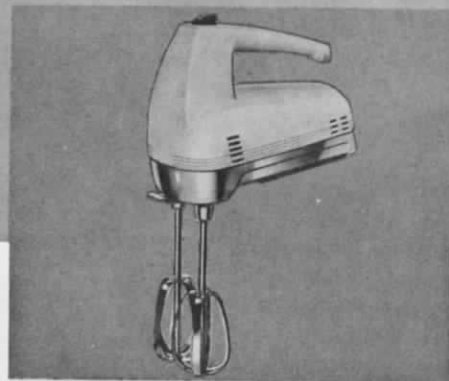
No. 433 OSTER-ICER attachment for No. 403 Osterizer. LIST \$16.95
No. 434 OSTER-ICER attachment for No. 10 and 432 Osterizer. LIST \$16.95.

No. 415W JUICER-SLICER-SHREDDER White enamel attachment for No. 403 Osterizer. LIST \$39.95.

No. 414W JUICER-SLICER SHREDDER White enamel attachment for No. 10 and 432 Osterizer. LIST \$39.95.



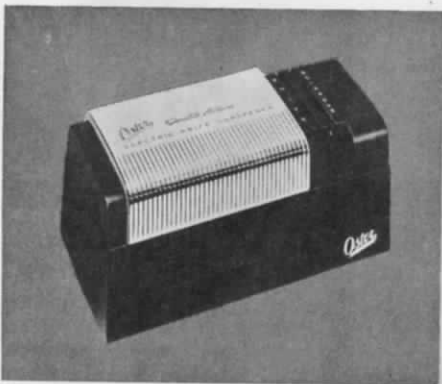
No. 505 — OSTER ELECTRIC MEAT GRINDER. Takes the hard work out of food grinding — from the toughest raw meat to the very fine grinding of nuts. D.C. or A.C. to 60 cycles. 115 Volts. LIST \$49.95. **No. 507 — Ice Crusher Head** for Meat Grinder. LIST \$12.95. **No. 508 Can Opener Attachment.** LIST \$9.95.



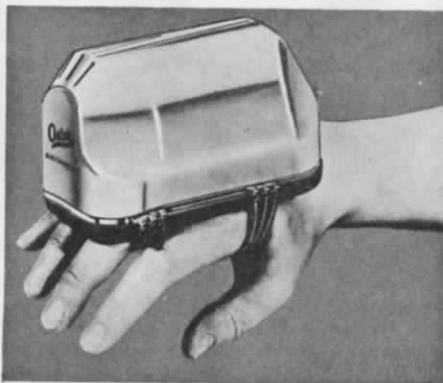
No. 429CW — OSTER DELUXE PORTABLE ELECTRIC MIXER. New 3-Speed Selector dial changes speed easily with thumb. Automatic beater release. Bowl rest and guard. White head with Chrome trim. LIST \$20.95. White, Pink/White, Blue/White, or Yellow/White. LIST \$19.95.



No. 202 — AIRJET ELECTRIC HAIR DRYER with exclusive jet design. Provides flow of hot or cold forced air for fast comfortable drying. Light weight, finger-tip control, sturdy shockproof stand-handle. D.C. or A.C. to 60 cycles. 115 Volts. LIST \$19.95.



No. 522 — OSTER DELUXE KNIFE SHARPENER. Luxurious modern styling in rich black and gleaming copper. Aluminum oxide sharpening wheels and geared motor. Automatic switch starts or stops motor. Sharpens scissors. Built-in cord storage. Sharpens cutlery without scratching. LIST \$19.95.

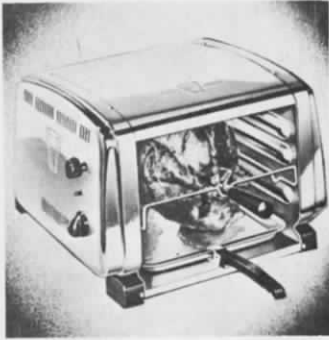


No. 212 — OSTER MASSAGETT. Small, light in weight. Provides a restful and soothing massage and invigorating effect. Packaged in red simulated alligator leather travel kit. LIST \$19.95. **No. M1 — SCIENTIFIC** — for heavy-duty service. LIST \$44.95. **No. M4 — STIM-U-LAX** — Standard home model. LIST \$29.95.



No. 125 — RAYCINE Deluxe 8-Piece Hair Cutting Kit with shockproof electric clipper, forged-steel barber shears, tapered comb, Butch hair cutting attachment, neck brush, neck apron, clipper oil, and fully illustrated book on hair cutting. LIST \$16.95. **No. 117C — 5-Piece Deluxe Kit.** LIST \$14.95. **No. 104C — 5-Piece Standard Set.** LIST \$10.95.

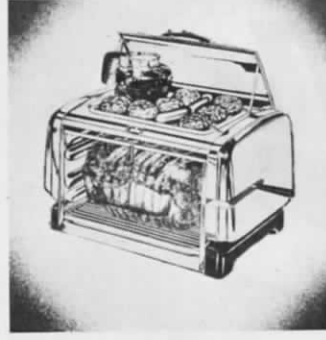
BLACK ANGUS



No. S-2—NEWPORT BLACK ANGUS ROTISSERIE-BROILER. A compact beauty, triple chrome plated, wonderfully engineered. Largest capacity in minimum space. Front-to-back spit for easy handling. Automatic infinite heat control. **LIST \$59.95**



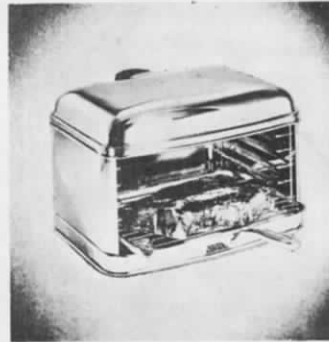
No. S-7R — "MONTE CARLO" AUTOMATIC ROTISSERIE-BROILER. Automatic Push-button Heat Control, Cook-O-Meter indicator, timed outlet, pilot light, automatic timer dial, glass splatter door opens out as serving tray. Triple Chrome plated. 24"x15"x15½". **LIST \$89.95.**



No. S-6 — "HOLIDAY" ROTISSERIE-BROILER. Large, family-size that hold an 18 lb. turkey, a 22 lb. roast, 20 hamburgers. Cook-O-Meter, 2-hour timer, infinite heat control, tubular rod heating element. Glass spatter door opens as serving tray. 24"x15"x15½". **LIST \$79.95.**



No. S-5 — "LIDO" ROTISSERIE-BROILER. Range type infra-red heating element, 2-hour timer shuts off current automatically. Infinite heat control. Chrome plated satin finish. 24"x15"x15½". **LIST \$69.95**



No. 27 — "TWENTY-SEVEN" INFRA-RED BROILER. Bakes, barbecues, fries, toasts, grills, roasts, broils and boils. Four adjustable cooking positions. Infra-red heating element. Cast aluminum well-and-tree platter-tray. 16½"x12½"x12¾". **LIST \$36.00.**



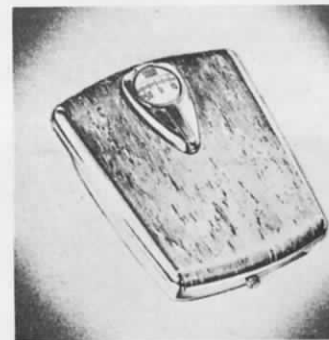
No. S-1—TRAVELER BLACK ANGUS INFRA-RED BROILER. Perfect companion. Travels anywhere—anytime. Cooks whole meals; makes coffee at one time. Burner top directly over tubular rod element. 3 adjustable cooking levels. **LIST \$20.95.**



**BORG
Bath
Scale**



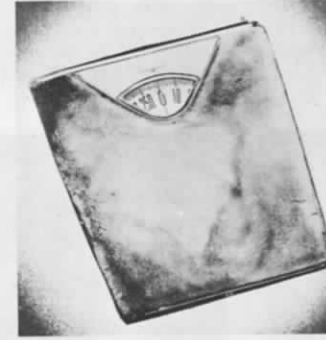
No. 1500 — THE FLIGHT BATHROOM SCALE — Wide-Vision Dial provides new readability. Flexaprene platform in high-fashion colors. Jewel-like trim of anodized gold and triple chrome. Lifetime Service Warranty. Size 12" x 10" x 2½". Weight 8 lbs. **LIST \$15.00.**



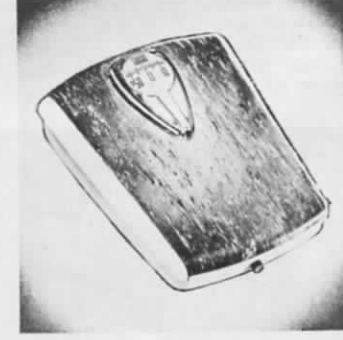
No. 8124C— SUPER DE LUXE SCALE — Precision accuracy, trouble-free service, and years-longer satisfaction. Chrome dial head with flushmounted lens. Rustproof case and Flexaprene platform in Accent Colors. All-chrome finish (platform trim and base). **LIST \$11.95.**



No. 4224 — 400 SCALE ROCKET DUAL HEAD — Chrome-trim top, silver enamel base. Platform of smooth (rib-free) Flexaprene. 6 colors — Pink, Blue, White, Black, Yellow, Green. Lifetime Service Warranty. Size: 9¾" x 11½" x 2½" high. Weight: 7 lbs. **LIST \$10.95.**



No. 1900—THE BORG 1900. Same features as No. 1500, with "Borg Pile Fabric" (a fur-like fabric) platform in 4 high-fashion colors. Easily cleaned. Replaceable platforms. **LIST \$19.95**
Replaceable Pile-Fabric Platform, **\$7.50**; Rubber-Tile Platform, **\$5.00.**



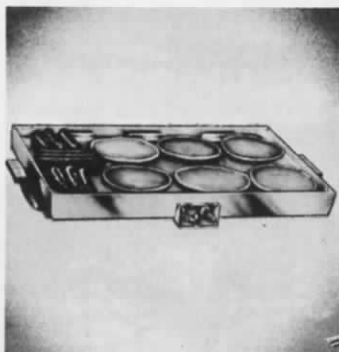
No. 8124C — 800 STANDARD SCALE — Top-quality price-protected bath scale. Lifetime Service Warranty. Clear-view "Binocular" Dial, Micro zero-set, rustproof case, and flexaprene platform in Accent Colors. Hard-baked enamel trim, chrome-plated dial head. **LIST \$7.95.**

UNIVERSAL

Electric Housewares



No. 8244—UNIVERSAL COOK-A-MATIC FRYING PAN. For frying, simmering, pan-broiling or baking. 11½" size with see-through glass lid. LIST \$19.95. No. 8234—Same in 10½" size. LIST \$16.95. No. 8243—11½" size with solid domed lid. LIST \$18.95. No. 8233—10½" size with solid domed lid. LIST \$15.95.



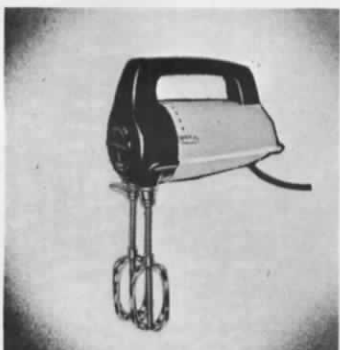
No. 8280—UNIVERSAL COOK-A-MATIC GRIDDLE. Easily portable for indoors or out-of-doors. Grills, fries a variety of meats, vegetables, pancakes, hors d'oeuvres. LIST \$16.95.



No. 8260—UNIVERSAL COOK-A-MATIC SAUCEPAN. Preserves vitamins and nutritious values. 3 quart capacity. LIST \$14.95. No. 8270—Same in 5 qt. Capacity. LIST \$18.95. No. 8250—UNIVERSAL COOK-A-MATIC CONTROL with 6 ft. attached cord. LIST \$6.95.



No. 6226 — FOOD MIXER. Automatic beater release, 10-speed mixing guide, detachable mixer for portable use. With attachments. AC/DC. LIST \$47.50.



No. 6230 — HAND FOOD MIXER. 5-speed. Portable. Fingertip beater release. AC/DC. LIST \$18.95



No. 4448—UNIVERSAL COFFEEMATIC. 8-cup capacity with Flavor Selector, Heat Sentinel, Cold Water Pump. Chrome with Ebony Plastic trim. Redi-Lite. Non-Drip spout. Quality and performance at a new low, low price. LIST \$19.95.



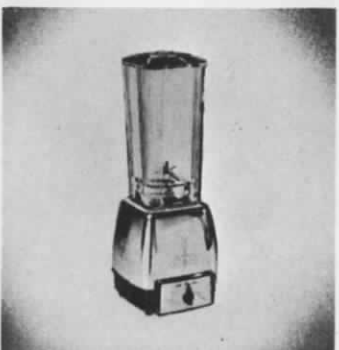
No. 4435—AUTOMATIC COPPER COFFEEMAKER. Perks from two to five cups of just-right coffee. Special warming element keeps coffee at drinking temperature without increasing strength until served. Copper has special tarnish-resistant finish. LIST \$19.95.



No. 8920 — COPPER INSTANT COFFEE and TEA MAKER. High speed unit boils up to 9 cups of liquid quick as a flash for instant coffee, cocoa, bouillon, etc. Special tea ball on chain is included. Pouring lip and cover are made of polished stainless steel. Copper has special tarnish-resistant finish. LIST \$19.95.



No. 8105 — COOKER-FRYER. Automatic temperature control. Holds 4 quarts for cooking. Round shape for easier handling and cleaning. LIST \$18.95.



No. 6405 — MIXBLEND with chrome base. Dial control. 2-Speed motor. 32 oz. graduated Pyrex container. Mixes, chops, blends and purees. LIST \$47.95



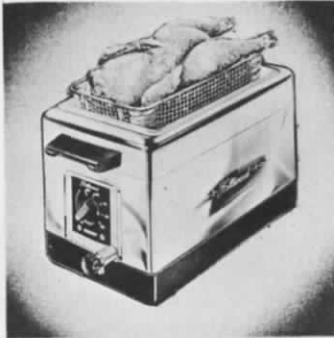
No. 2855 — TOASTAMAGIC. Chrome. Automatic toaster with control dial and crumb tray. LIST \$19.95. No. 2856 — Same as No. 2855 in Copper. LIST \$22.95.



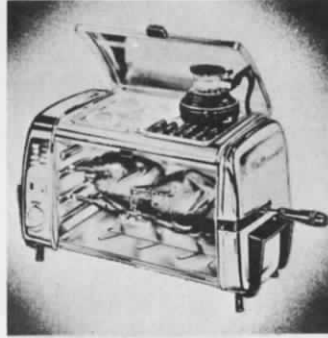
No. 3805 — COOK-A-MATIC. Beautiful wafflemaker—sleek in design with automatic heat control. LIST \$29.95.



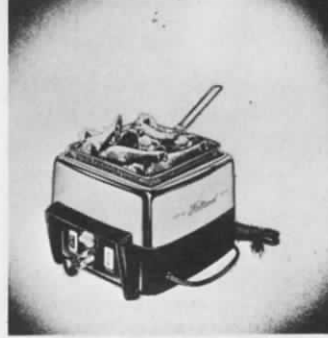
Hollywood APPLIANCES



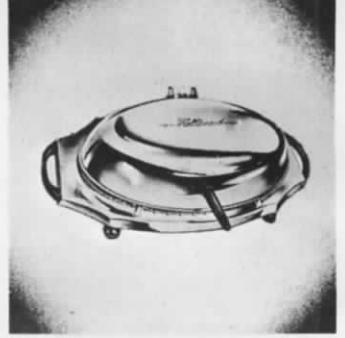
No. 751 — HOLLIWOOD AUTOMATIC DEEPFRY. Extra large family size deep fryer that cooks a whole chicken in one operation. New quick easy drain spigot for easy cleaning. Automatic thermostat. Jeweled pilot light. In beautiful gleaming Chrome and complimented with rich Black. **LIST \$26.95.**



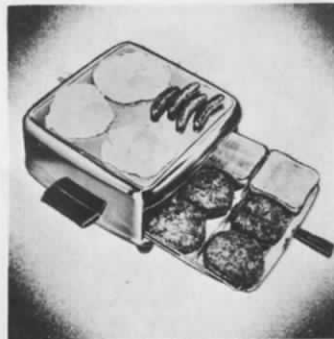
No. 88 — GOURMET ROTISSERIE with Built-In-Baker, 2-hour timer, 4 push button heat controls, 12 heating ranges, removable "look-thru" glass door, extra large broiling platter, beautifully chromed for easy cleaning. Will barbecue 15 lb. turkey or 20 lb. roast. **LIST \$79.95.**



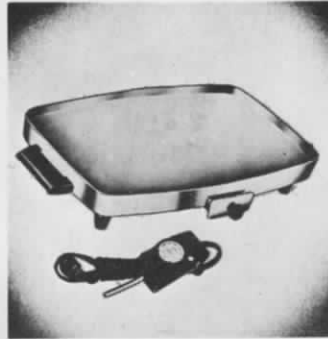
No. 754 — KING SIZE COOKER-FRYER with 7 pint oil capacity. Heating element guaranteed for 5 years. New quick drain spigot, automatic thermostat, jeweled pilot light, On-Off switch, and Cook Chart on Cover. **LIST \$34.95.**



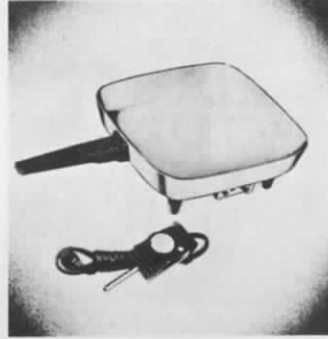
No. 60 — TABLE BROILER with 2-heat control heat, Well and Tree Sizzle Platter, Infra-red ray heat element, broiling rack and cord set. Handsome steel body with mirror-chrome finish. Black plastic handles, feet. 19½"x11"x6. **LIST \$24.95.**



No. 100 — BROILER-GRILL with handsome jet black handles and feet. Satin chrome finish body. This model broils, grills, fries, toasts and warms. 11¾"x11¾"x 5½". **LIST \$16.95.**



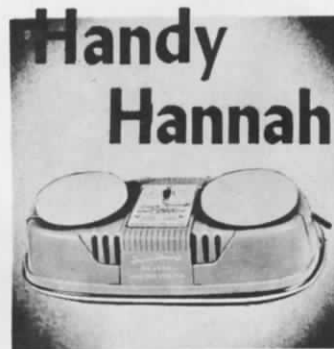
No. 53 — HOLLIWOOD AUTOMATIC ELECTRIC GRILL. A beautiful traytype grill that can be used as a service piece. Heating element is water-sealed in cast aluminum making cleaning easier. Bakelite handles and legs. **LIST \$14.95. MASTER THERMOSTATICALLY CONTROLLED CORDSET. LIST \$5.95.**



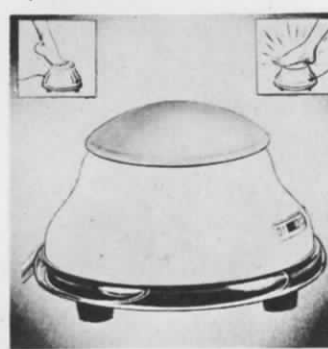
No. 43 — HOLLIWOOD AUTOMATIC ELECTRIC FRY PAN. A fry pan that does the cooking for you. Water-sealed heating element in cast aluminum makes this pan completely immersible in water. Bakelite handle and legs. 11½" x 11½" x 4". **LIST \$12.95. MASTER THERMOSTATICALLY CONTROLLED CORDSET. LIST \$5.95.**



No. 33 — HOLLIWOOD FROZEN FOOD OVEN. Sensational new appliance that prepares foods faster, more conveniently without overheating your kitchen. Easy to clean, easy to operate. Automatic timer. Pilot light indicator. In gleaming chrome and Black. Heating unit top and bottom. **LIST \$29.95.**



No. 1495 — DUAL FOOT MASSAGER. Saves time by massaging both feet at once. Helps relieve discomfort of tired and aching feet by using a few minutes daily. Beautiful soft gray plastic housing — chrome finish base. Dimensions 12" x 6" x 3½". 110-120 volts, 50-60 cycle. AC only **LIST \$14.95.**



No. 7950 — FOOT MASSAGER. Professional Designed for home use to stimulate blood circulation and improve muscle tone. Soft blue baked enamel finish — chrome trim. 110-120 Volts — 50-60 Cycles — AC only — 6 ft. cord. **LIST \$7.95.**

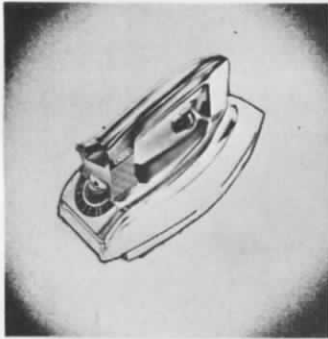


No. 895 — HAIR DRYER. An attractive, convenient and practical hair dryer for home use. Equipped with our new SHUR GRIP handle — adjustable and removable base. Heat control regulator permits the amount of heat desired to dry hair quickly to a soft professional smoothness. **LIST \$8.95.**

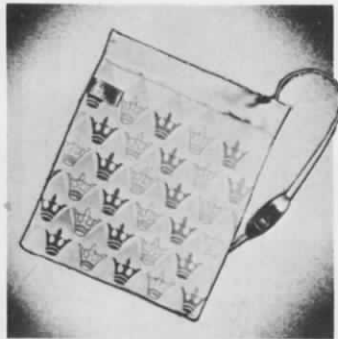


No. 995-KS — De LUXE KNIFE SHARPENER. Easily operated — No adjustment ever necessary. Renews factory sharp cutting edge by merely drawing knife through slot a few times. Designed to quickly and easily sharpen any blade from the finest hollow-ground carving knife to the smallest paring knife. **LIST \$9.95.**

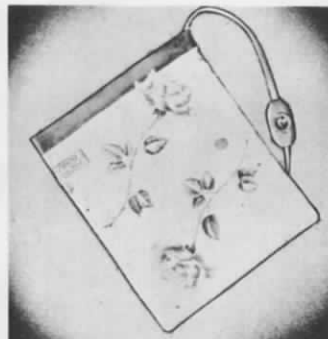
CASCO



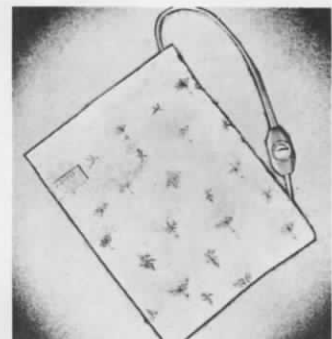
ALL-FABRIC STEAM & DRY IRON — Give you 6 "steam-n-heat" settings — cotton, wool, linen, silk, rayon, nylon, all the newest synthetics. Steam iron for hour-and-a-half on one filling. Choice of red, green, yellow or black handles. AC only, also available in 220 volts. **LIST \$15.95.**



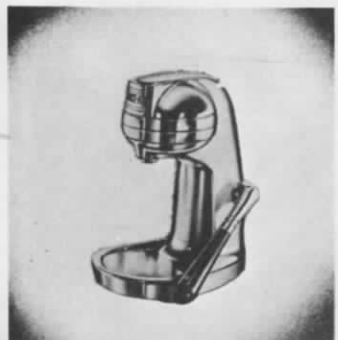
SUPREME ELECTRIC HEATING PAD — Exclusive, pre-shrunk, washable designer fabric, with rust-proof zipper for easy removal. Permanently sealed rubber inside cover is 100% wetproof. 30 heat settings. **LIST \$8.95.**



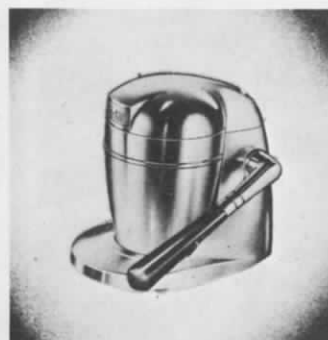
DELUXE ELECTRIC HEATING PAD — Super-soft flannel cover is removable washable, shrink-proof. 3-fixed-heats. Moisture resistant, rubberized cover. **LIST \$6.95.**
BUDGET HEATING PAD — 3 speed heats with two safety control on each. Moisture resistant. **LIST \$5.95.**



WETPROOF CASCO SUPER HEATING PAD — Permanently sealed rubber inside cover. Water-tight for use with wet dressings. Removable, washable, pre-shrunk. Exclusive nite-lite switch with 3 fixed heats to assure proper, constant heat on desired setting. **LIST \$7.95.**



No. JK-30—JUICE KING HOME JUICER. "Single-stroke" handle cuts operating time in half. Finished in chrome and enamel. Steel handle encased in rubber for durability and comfort. 9½" h, 7½" w, 8¼" l. White or red. **LIST \$9.95.**



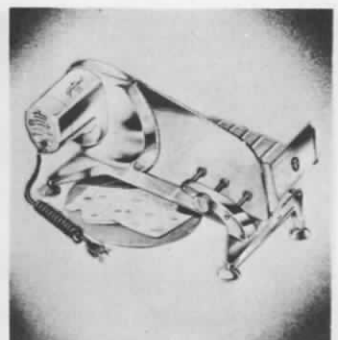
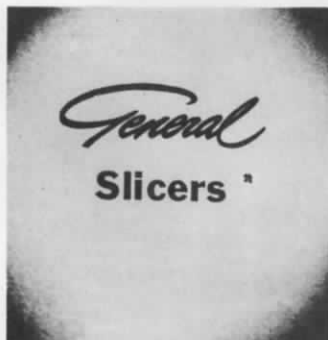
No. JK-35—JUICE KING HOME JUICER. "Single-stroke" handle. Aluminum cup; encased steel handle. 7¼" h, 6" w, 7¾" l. White or red. **LIST \$8.95.**



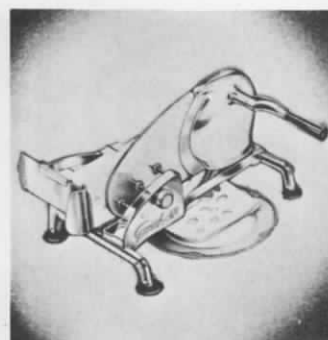
No. JK-15—JUICE KING HOME JUICER. "Single-stroke" handle. Ideally compact—easy to clean. Enhanced by gleaming chrome and enamel. 7¾" h, 7" w, 7" l. **LIST \$6.59.**

A NEW HIGH IN

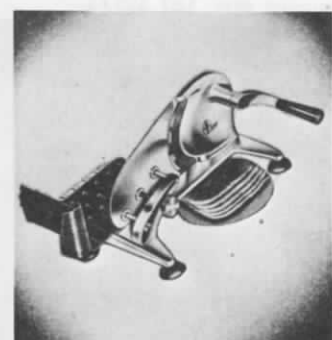
HOME JUICER DESIGN!



No. 25—GENERAL ELECTRIC SLICING MACHINE. A gravity feed slicer in gleaming Chrome. 6¼" serrated stainless knife. Slices cheese, meat, bread, vegetables and a host of other hard-to-slice foods. Scientific right hand feed. Suction cups hold slicer firmly. 8" h, 14½" l, 12" w. **LIST \$49.95.**



No. 150—GENERAL SLICING MACHINE. So thrifty—so handy! All new for the smaller kitchen, a low-priced slicer with 6¼" blade, gravity feed and pedestal legs. In gleaming lifetime Chrome with suction cups that holds slicer firmly. Sharpener furnished. 13" l, 10" w, 7¾" h. **LIST \$19.95.**



No. 420—GENERAL SLICING MACHINE. The world's finest hand-operated slicing machine. With gravity feed for easier, smoother slicing. Big 7½" Evergloss stainless steel blade. Gleaming lifetime Chrome with pedestal legs and suction cups. Sharpener furnished. 10" h, 16" l, 12" w. **LIST \$35.00.**

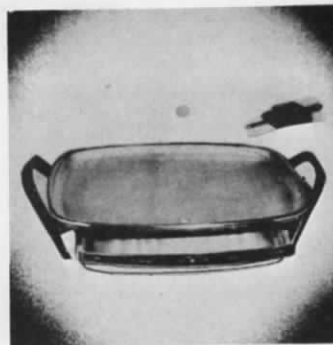
FARBERWARE



No. 130 - 30-CUP SUPER SPEED PARTY URN IN STAINLESS STEEL. Super Speed performance. Fully automatic, percolator type with "Feather-touch" spigot for automatic dispensing. Indicator light signals when coffee is ready. **LIST \$54.95.**



No. 122 - 12-CUP STAINLESS STEEL COFFEEMAKER. Super Speed performance. Makes 2 cups in 2½ minutes . . . 12 cups in 10 minutes! Fully automatic. Modern design. Indicator light signals when coffee is ready. AC only. **LIST \$29.95.**



No. 260 - ALUMINUM AUTOMATIC GRIDDLE
Foods put in hot storage tray will be kept piping hot until needed. Also can be used for Buffet Service, hot tray for Hors D'Oeuvres and casserole dishes. 12" x 18". Less Control Plug. **LIST \$22.95**



No. 280 - SQUARE ALUMINUM AUTOMATIC ELECTRIC FRY PAN (without cover). Handy cooking guide on small handle. Exclusive temperature control plug for perfect heat. Can be used for frying and cooking, also as a waterless chafing dish and for keeping foods warm. **LIST \$18.45**



No. 310 - 12" STAINLESS STEEL AUTOMATIC ELECTRIC FRY PAN (without cover). STAINLESS STEEL body with heating unit bonded to the thick ALUMINUM-CLAD bottom for perfect heat spread. This large electric fry pan comes with additional handle for carrying ease. **LIST \$28.45**



No. 330 - ELECTRIC SAUCE PAN with cover. 3-quart capacity. Stainless Steel. **LIST \$18.95** less control plug. **No. 99 - "Perfect Heat" CONTROL PLUG. LIST \$7.50.**



No. 842 - DOUBLE BOILER.
2-quart capacity. **LIST \$13.95**



No. 862 - DUTCH OVEN.
5-quart capacity. **LIST \$15.95**



No. 861 - CHICKEN FRYER.
10½" diameter. **LIST \$15.45**



No. 754 - TEA KETTLE -Stainless Steel. 4-quart capacity. **LIST \$11.95**



No. 718 - COFFEE PERCOLATOR. 8-cup capacity. **LIST \$10.45**



COVERED SAUCEPOTS
No. 834 - 4-quart capacity. **LIST \$10.95**
No. 836 - 6-quart capacity. **LIST \$13.95**
No. 838 - 8-quart capacity. **LIST \$15.95**

Every woman needs one

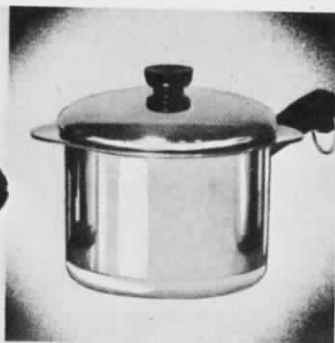


REVERE



SAUCE PANS

- #1401—1-quart size \$ 5.25
- #140 $\frac{1}{2}$ —1 $\frac{1}{2}$ -quart size \$ 6.25
- #1402—2-quart size \$ 7.50
- #1403—3-quart size \$ 8.50
- #1404—4-quart size \$ 9.95
- #1405—5-quart size \$10.95

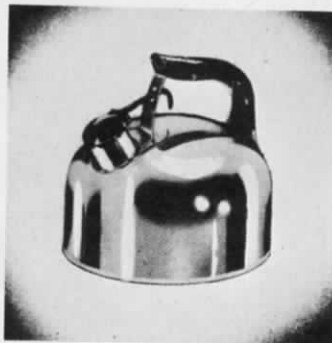


DUTCH OVEN

- #1585—6-quart size \$13.95

DOUBLE BROILERS

- #1440—1 $\frac{1}{2}$ -pint size \$ 7.75
- #1441 $\frac{1}{2}$ —1 $\frac{1}{2}$ -quart size \$10.50
- #1442—2-quart size \$11.75



TEA KETTLES

- #2701—2 $\frac{1}{2}$ -quart size \$4.95
- #2247—2-quart size \$3.95
- #3501C—3-quart size \$5.95
- #888—5-quart size \$9.95



FRENCH CHEF SKILLET

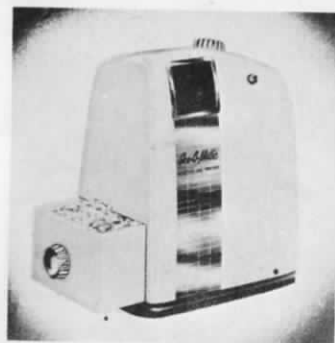
- #1446—6-inch size \$ 5.75
- #1448—8-inch size \$ 7.75
- #1450—10-inch size \$10.75
- #1452—12-inch size \$13.50



No. DL-245—RIVAL DELUXE MAGNETIC CAN-O-MAT. All-enclosed design, powerful magnet, removable cutter for easy cleaning. Chrome sides, handle, and bracket with White, Red, Yellow, Pink, Black or Turquoise trim. LIST \$6.98.



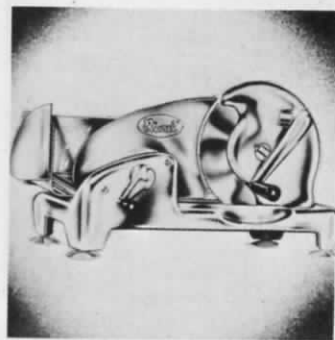
No. NK480 — RIVAL "THE BUCKET-EER" ICE-O-MAT. A tray of ice cubes crushed in 2 to 3 minutes by stainless steel blades, fine or coarse. Detachable bucket catches crushed ice output. Chrome hopper with Red, Yellow or Black trimmed top, handle, bracket and bucket. LIST \$13.95



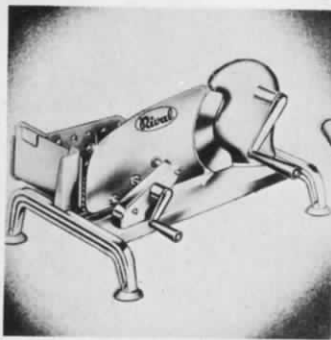
No. 800 — RIVAL ICE-O-MATIC ELECTRIC ICE CRUSHER. A dashing new creation. Crushes ice fine or coarse—fast, safe. Just right for frosty drinks, crisp salads, chilled fruits, seafood cocktails. Handsome detachable bucket for taking crushed ice to your table, bar, patio or terrace. Use anywhere... List 29.95



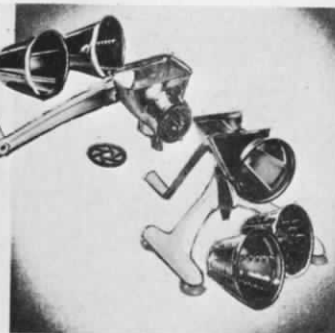
No. 462-5—RIVAL JUICE-O-MAT. So easy to operate this single action juicer, that even a child can use it. Does not extract pulp, seeds or rind oil. Chrome top and handle. Aluminum juicing parts. White or Red enamel base. List \$7.98



No. AK1010—RIVAL FOOD SLICER. Slices meats, breads, cheeses, vegetables, fruits—hardest or softest foods—from $\frac{3}{4}$ " to paper-thin. New $1\frac{1}{2}$ to 1 gear ratio is 50% easier. Completely portable, no clamping or bolting. Large suction cup feet grip any flat, smooth surface. Full year guarantee. Gleaming triple-plated chrome. Height 8 $\frac{1}{4}$ " No. AK1010 List \$29.95 Height 10" No. AK1015 List \$39.95



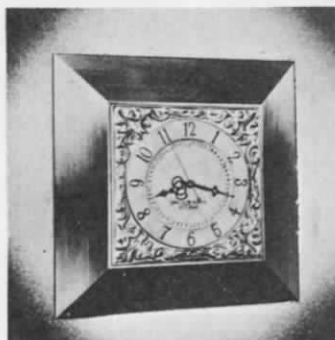
No. AK1005—RIVAL FOOD SLICER. All chrome food slicer at a budget-wise price. 6 $\frac{1}{2}$ " serrated chrome-plated blade slices any thickness from paper-thin to $\frac{3}{4}$ ". Easy to clean removable blade and food carrier. LIST \$19.95.



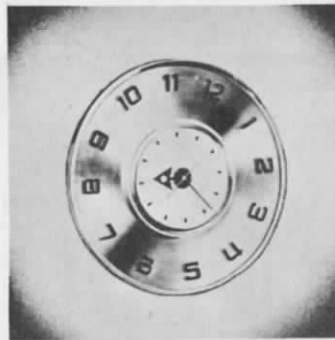
No. AK377—RIVAL DELUXE HEAVY-DUTY KITCHENEER. Combination meat grinder and salad maker with interchangeable base. Lightweight. Suction cup feet. All chrome with 5 cones. A perfect gift. Mahogany hopper won't turn black. LIST. \$24.95.

Progress Is Our Most Important Product

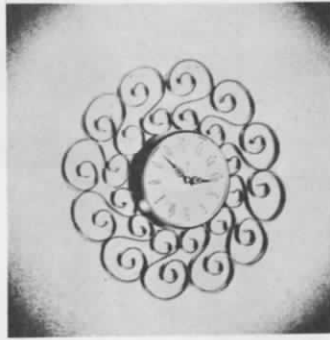
GENERAL ELECTRIC *Telechron* CLOCKS



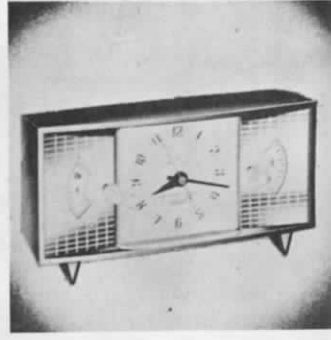
No. 2557 — "INHERITANCE." New! decorative wall clock with unusual bas-relief solid Brass dial. Framed in rich fruitwood finish. 13 $\frac{1}{2}$ " h, 13 $\frac{1}{2}$ " w, 2 $\frac{1}{2}$ " d. **LIST \$29.95.**



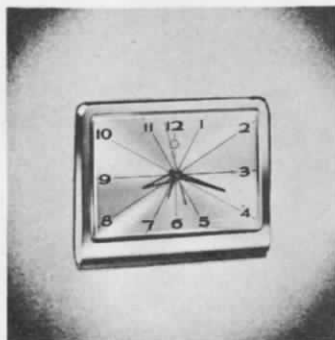
No. 2H101 — TARNISH-FREE METAL "DIAMETER" WALL CLOCK. Arrow shape hour hand, slender minute hand, red sweep second hand. White, easy-to-read numerals. To clean, wipe with damp cloth. 9 $\frac{3}{4}$ " dia. Styled in black, brass or copper color. **LIST \$14.95.**



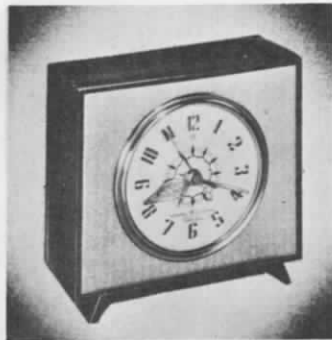
No. 2H60 — "CONTRAST." Distinctively different wall clock styled with graceful scroll motif of heavy wrought iron. Easy-to-read, white-faced 4 $\frac{1}{2}$ " dial with contrasting dark numerals and sweeping second hand. A fashionable accent for any room. 12" dia., 2 $\frac{1}{2}$ " d. **LIST \$12.95.**



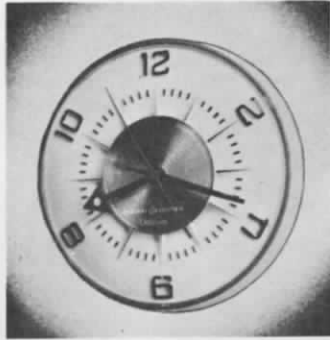
No. 8569 — "VIDEOCLOCK." Television and Radio Timer. Automatically turns on and off radio or TV sets. Easy to regulate children's TV viewing time. Easy-to-read light dial with clear numerals in dark contrast. Sweeping second hand. 3 $\frac{3}{4}$ " x 7" x 2 $\frac{1}{4}$ ". **LIST \$14.95.**



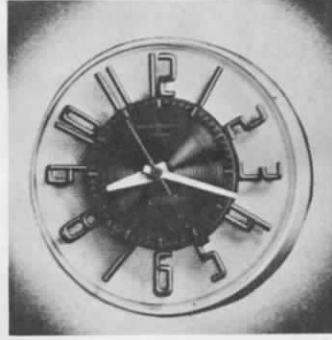
No. 7H237 — THE "GRAPH" ALARM CLOCK. Gold plated bezel enhances lustrous metal dial. Radiating lines point up raised brown numerals. Red sweep second hand. This clock with the easy-to-read face a perfect gift. 4 $\frac{3}{4}$ " x 5 $\frac{1}{2}$ " x 2 $\frac{3}{4}$ ". **LIST \$12.95.**



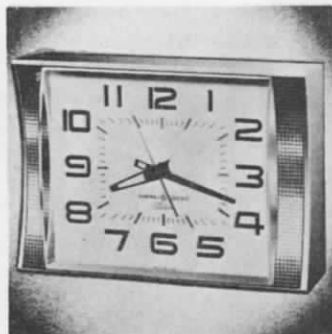
No. 7H242 — "ETCHING." Elegance in leather—etched filigree pattern frames brass bezel and white dial—numerals in a combination of brown and gold colors—brass hand. A leather bound alarm of lasting beauty. Available in polished London tan or glassed cordovan. 5" h, 4 $\frac{1}{2}$ " w, 2 $\frac{1}{2}$ " d. **LIST \$9.98.**



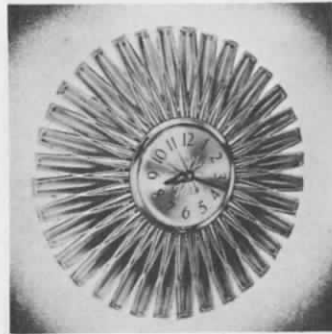
No. 2H107 — "SYMMETRY" KITCHEN-WALL CLOCK. 7 $\frac{1}{2}$ " easy-to-read dial, Red and yellow cases have gleaming chrome color bas-relief sunburst inset on white. White case, copper color insert. Dramatic brass color dial on brown case. 8 $\frac{1}{2}$ " dia., 2 $\frac{1}{2}$ " d. **LIST \$7.98.**



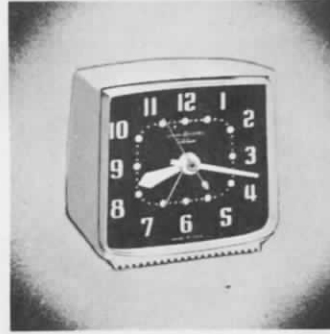
No. 2H104 — "KITCHEN MATE." New! Low priced clock with decorator features. "Floating" numerals give smart 3-D effect against subtle waffle background. Full vision crystal covers entire dial. Red, yellow, turquoise, or pink dial and numerals. 6 $\frac{3}{4}$ " d, 2 $\frac{3}{4}$ " depth, 5 $\frac{1}{2}$ " dial. **LIST \$4.98.**



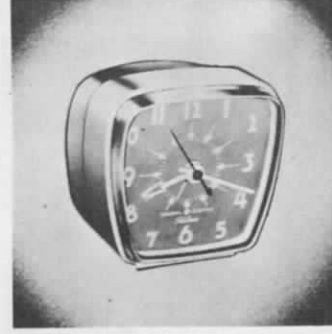
No. 2H106 — "KEYNOTE." This thrift priced clock hangs on wall or stands on shelf. Concave embossed aluminum panels lend striking beauty. Featured in light pink dial on pink case, light yellow dial on yellow case, white dial on red and white cases. Black numerals and hands—red sweep second hand. 5 $\frac{1}{4}$ " h, 7 $\frac{1}{2}$ " w, 2 $\frac{1}{2}$ " d. **LIST \$5.98.**



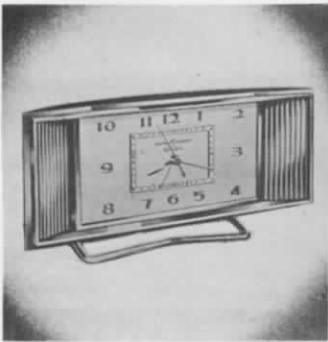
No. 2H63 — SHINING HOURS ELECTRIC CLOCK. Modern decorative wall clock for luxurious living. Gold color sunburst encircles soft Gold color dial and blends into sparkling clear lucite rays. Shimmering clock to brighten any home. 16" dia, 2 $\frac{1}{4}$ " d. **LIST \$29.95.**



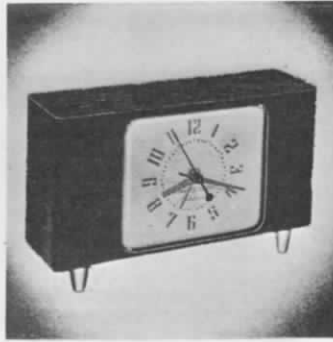
No. 7H223L — "ROOMMATE" ELECTRIC ALARM. Smartly styled square shaped case. Luminous hands and numerals. Gold alarm set and red sweep second hand. 3 $\frac{1}{4}$ " x 3 $\frac{3}{4}$ " x 2 $\frac{3}{4}$ ". Ivory, Brown. **LIST \$4.98.**
No. 7H223 — Same as above without luminous features. **LIST \$3.98.**



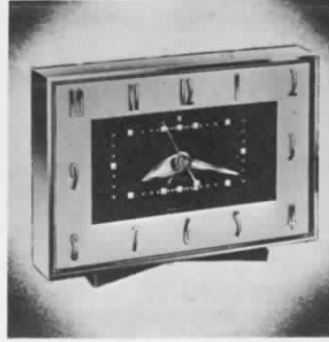
No. 7H220-L — "STARTER" ELECTRIC ALARM. Luminous features sparkle on blue dial. Insistent alarm arouses deepest sleeper. Red sweep second hand. 3 $\frac{1}{4}$ " x 3 $\frac{3}{4}$ " x 2 $\frac{3}{4}$ ". **LIST \$4.98.**
No. 7H220 — Same as above minus luminous features. Smart gray case and dial. **LIST \$3.98.**



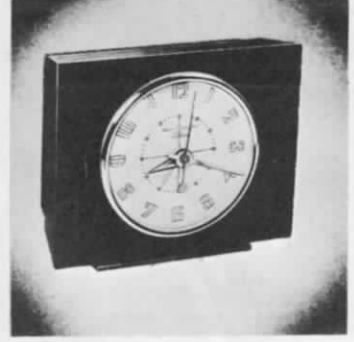
No. 7H236—REVELATION ELECTRIC CLOCK. A contemporary design triumph in an alarm clock. Luxurious Silverplated dial with raised numerals and Brass accents. Red sweep second hand. Even the soundest sleepers are aroused by the gentle alarm. 4 1/2" h, 9 1/4" w, 4" d. LIST \$12.95.



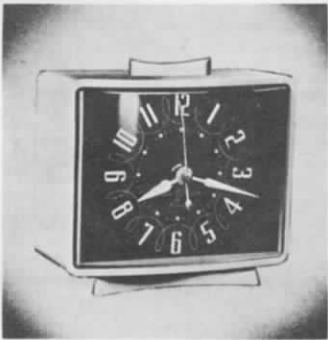
No. 7H235-L—FIDELITY ELECTRIC CLOCK. Newly styled. Fully luminous clock face with alarm. Sweep second hand. Ideal for bedroom, desk or den. In rich light or dark handsome Mahogany case. Smart Gold color feet. 4 1/4" h, 7" w, 3" d. LIST \$12.95.



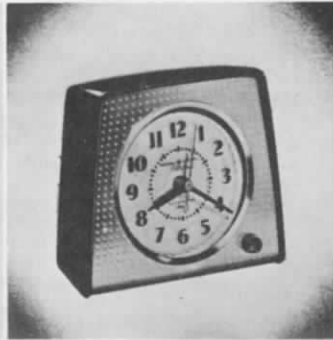
No. 7H239-L—THE DESIGNER ELECTRIC CLOCK. Handsome styling in Antique Bronze color case. Luminous alarm clock. Metallic raised numerals on soft Tan frame accent recessed dark Bronze color dial. Sweep second hand. 5" h, 7" w, 2 3/4" d. LIST \$18.95.



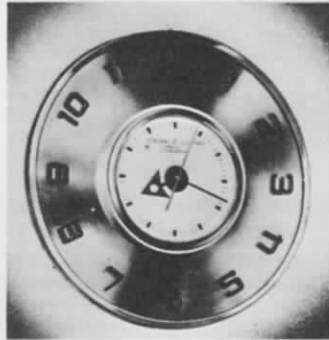
No. 7H233—CIRCLEWOOD ELECTRIC CLOCK. High styling in a wood cased alarm clock. In satin-smooth dark or light African Mahogany. Ideal gift designed for either home or office use. Red Sweep second hand. 4" h, 5" w, 2 3/4" d. LIST \$7.98.



No. 7H241-L—SNOOZ-ALARM ELECTRIC CLOCK. This fully luminous alarm lets you get that extra "40 winks." It wakes you, then calls you and calls you again. Handsomely styled with Gray case and smart Aqua dial. 4 3/4" h, 4 1/4" w, 2 1/2" d. LIST \$7.98.



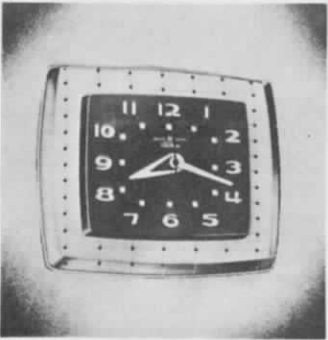
No. 7H216-K—BRITE-DIAL ELECTRIC CLOCK. An illuminated alarm clock. Bulb lighted dial easily read at night. Light may be regulated from low to bright. Red sweep second hand. Smart new beige case. A truly functional gift. 4 1/4" h, 5 1/4" w, 2 3/4" d. LIST \$9.98.



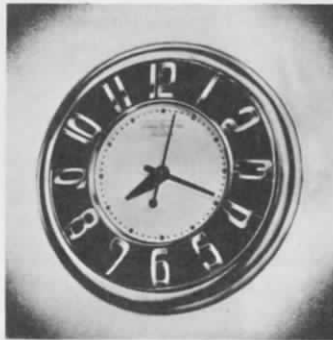
No. 2H101—DIAMETER ELECTRIC CLOCK. A decorator's delight for your wall. Styled in new Black, Brass or Copper color. Metal case specially treated to stay bright and shining. Large easy-to-read numerals. Red sweep second hand. 9 3/4" dia. 2 1/2" d. LIST \$14.95.



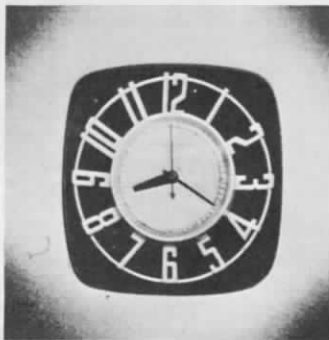
No. 2H59—WALLWOOD ELECTRIC CLOCK. Superby tailored in natural wood for any room in the house. Floating numerals and bezel are available in Black, Chrome and Brass with Black hands and Brass sweep second hand. 8 3/4" dia. 2 1/2" d. LIST \$9.98.



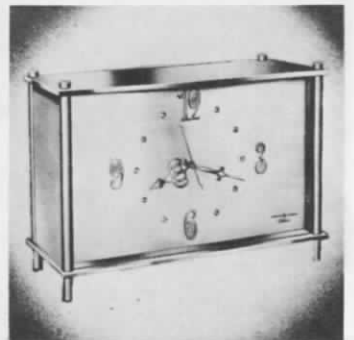
No. 2H108—TAC-TOE ELECTRIC CLOCK. Colorful kitchen clock. Large easy-to-read dial in Red, Turquoise or Pink with matching case. Goes well with today's modern colored kitchen. Perfect gift for any occasion. 6 3/4" h, 7 1/2" w, 2 1/2" d. LIST \$6.98.



No. 2H45-C—SWIRL ELECTRIC CLOCK. New! Gleaming Chrome color numerals and outer bezel in Pink case. Also in lustrous Copper color with White case. Designed to enhance today's modern kitchen. Large easy-to-read numerals with sweep second hand. 6 1/2" dia, 3 1/2" d. LIST \$5.98.



No. 2H44—TOPPER ELECTRIC CLOCK. Popular thrift priced kitchen clock. Color-styled in Pink, Red or Yellow. Perfect for kitchen, playroom or bath. Sweep second hand. Handsome gift that will be appreciated by today's color conscience homemaker. 6" h, 6" w, 2 3/4" d. LIST \$3.98.



No. 2—ELECTRONIC CLOCK. Cordless, dramatic, accurate. Entirely controlled by electric impulses in the surrounding air in the home or office building. A masterpiece of styling with scroll numerals, brushed silver dial and rich Brass case. 8" h, 11 3/4" w, 3 1/4" d. LIST \$195.00.

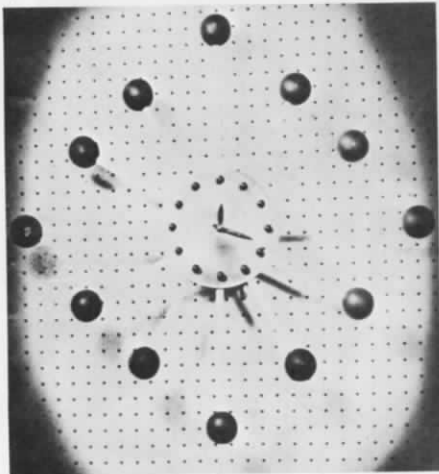
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LESTER FIELD "THE CAROUSEL". An ultra modern wall clock 25" dia. Metal extending arms with 2" wooden balls at tips. Finished in White and Black combination. Available in any color combination. With Electric movement. LIST \$22.50. With 8-day movement. LIST \$27.00.



LESTER FIELD "THE HELMSMAN." A perfect Sportsman Wall Clock. Finished in polished Brass with wood spokes. Available in Silver Chrome finish. 21" dia. 6" Brass Dial. Electric movement. LIST \$35.00. 8-day movement. LIST \$40.00.



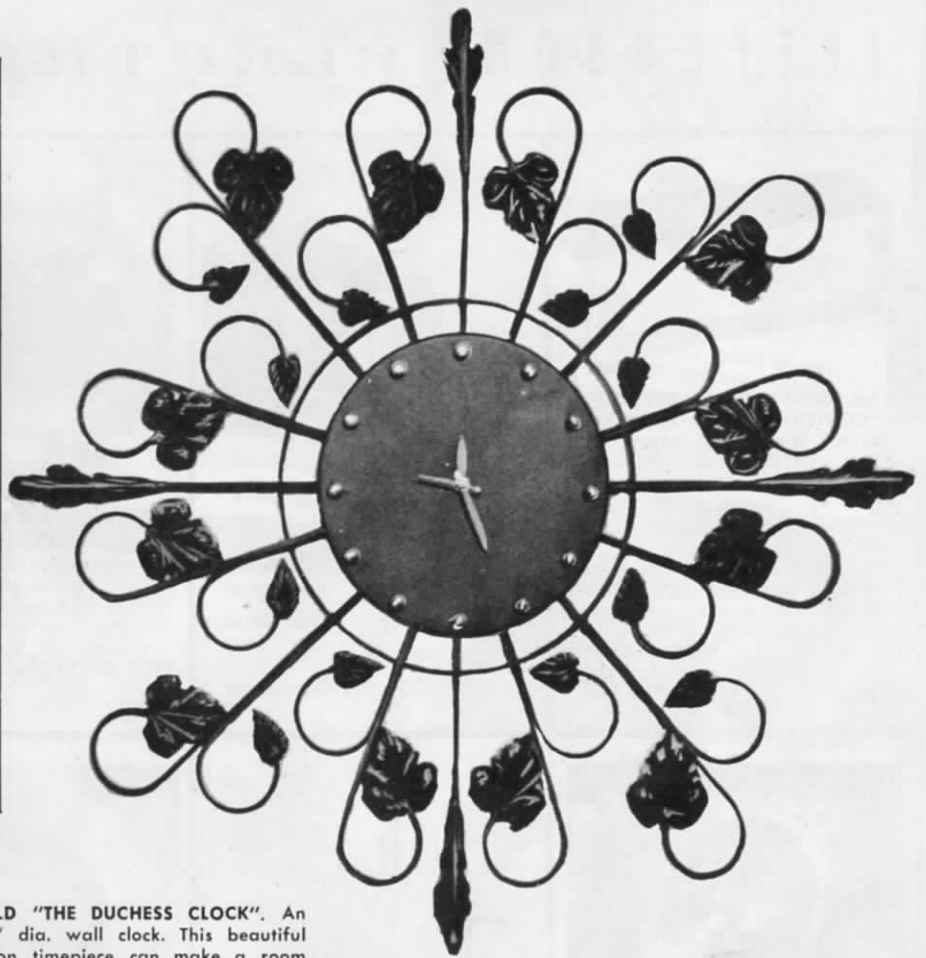
LESTER FIELD "THE SHELL CLOCK" A most unusual clock, finished in White and Brushed with Gold. Made of composition, with a 7" dial in Brass, and an 8-day front wind movement. 26" high. 23" wide. Very attractive as an unusual wall piece. LIST \$50.00

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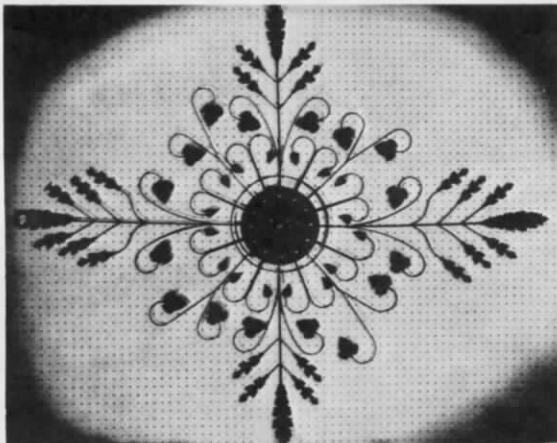
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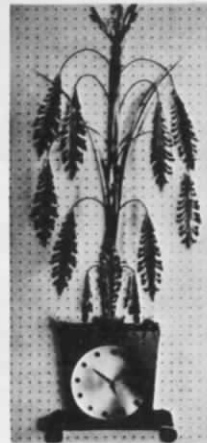
LESTER FIELDS CREATIONS



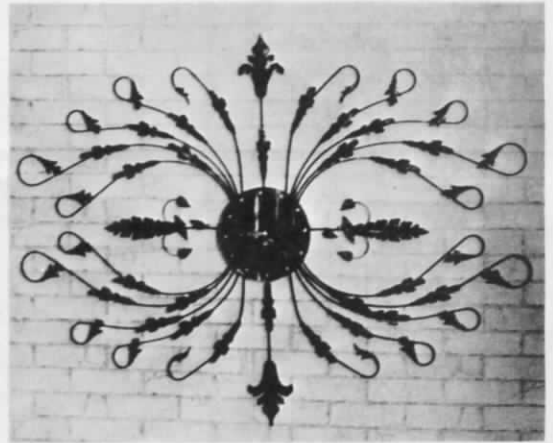
LESTER FIELD "THE DUCHESS CLOCK". An elegant 30" dia. wall clock. This beautiful wrought iron timepiece can make a room sparkle. In White, Black or Turquoise with Brushed Gold or in solid colors. Electric movement. LIST \$35.00. 8-day movement. LIST \$40.00.



LESTER FIELD "THE IMPERIAL". Largest and most unusual of the Lester Field clocks. 70" x 55". Can be hung the long or short way. Truly a conversation piece. Decorator colors of Black, White, Black and Gold, Antique or White and Gold Antique. Electric movement. LIST \$110.00. 8-day movement LIST \$120.00.

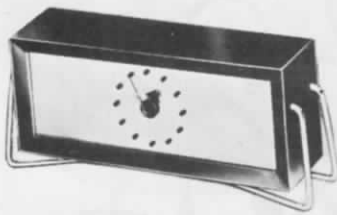


LESTER FIELD "THE PLANTER" CLOCK. With light hidden in flower pot. When lit, it presents an unusual wall piece, reflecting leaves on the wall. Switch on bottom. 40" h. x 18" w. LIST \$55.00.

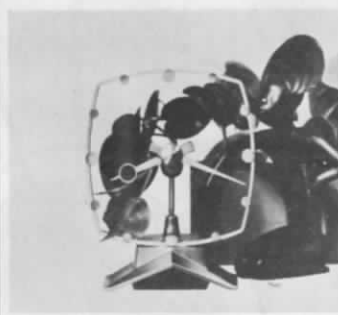


LESTER FIELD "THE LOTUS" CLOCK. The most unusual wrought iron wall clock with a 10" clock dial. Finishes available in White and Gold Brush, Black and Gold Brush, 56" x 42". Electric movement. LIST \$110.00. 8-day movement LIST \$120.00.

JEFFERSON ELECTRIC CLOCKS



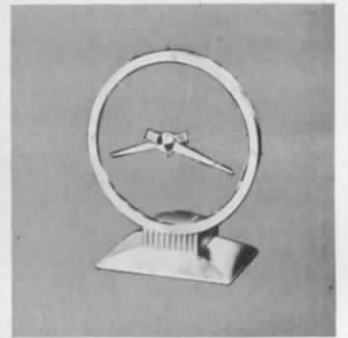
No. 580-501-001 — JEFFERSON "CONTEMPORAIRE" ELECTRIC CLOCK. Attractive Mahogany cabinet with brass face and legs. Black hands and "numeral pegs" and Red sweep second hand. 110-125 volts 60 cycles. AC only. **LIST \$27.95 plus tax.**
No. 580-501-003—Same as above with Ebony cabinet. **LIST \$27.95 plus tax.**
No. 580-501-002—Same with Lined Oak cabinet with black face and legs, Brass hands and numeral pegs. **LIST \$27.95 plus tax.**



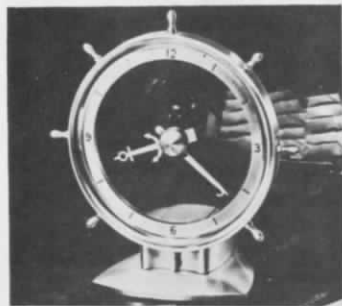
JEFFERSON "GOLDEN SECRET" ELECTRIC CLOCK. Imagine no glass at all! Real conversation piece for home or office. Attractive on desk, table or TV. $7\frac{5}{8}$ " h, $5\frac{1}{2}$ " dia. **LIST \$22.95 plus tax.**



JEFFERSON "GOLDEN MINUTE" ELECTRIC CLOCK. Elegant styling. A conversation piece for home or office, desk or table. 24 kt. gold plated base and outer ring. Satin chrome inner ring with radium numerals. 7" h, 6" diameter. **LIST \$24.95 plus tax.**

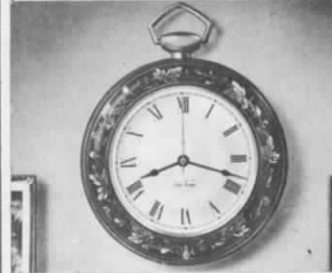


JEFFERSON "GOLDEN HOUR" ELECTRIC CLOCK. Lovely and fashionable in any decor. Wonderful as a gift. Golden Hour hands "float" in clear crystal with no apparent source of movement. 24-kt gold plated, brushed satin finish. $8\frac{7}{8}$ " h, $7\frac{1}{8}$ " dia. **LIST \$24.95 plus tax.**



JEFFERSON "GOLDEN HELM" ELECTRIC CLOCK. A meticulously detailed anchor and boat hook hands "float" in clear crystal. Individually machine-turned wheel spokes. Base and outer ring are 24-kt gold plated, satin chrome inner ring with navy blue numerals. $7\frac{7}{8}$ " h, $7\frac{1}{4}$ " dia., $4\frac{3}{4}$ " d. **LIST \$29.95 plus tax.**

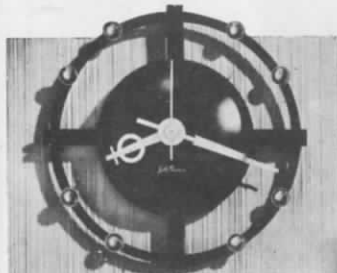
Seth Thomas CLOCKS



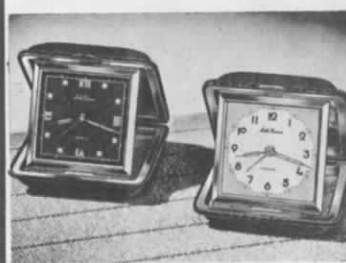
No. 302 — SETH THOMAS "PRESTIGE." Electric Tole Clock with hand painted golden ivy-garland. Maroon.
No. 303—Green **LIST \$8.95**



No. 514—SETH THOMAS "PENT-HOUSE." Modern wrought iron framed electric clock with Charcoal face and White numerals. Bell alarm. $6\frac{1}{2}$ " x $2\frac{3}{4}$ " deep. Blonde. **LIST \$14.95**



No. 304 — SETH THOMAS "SILHOUETTE." Electric clock with dramatic design. Brass and Jet Black combined with sprayed Gold. **LIST \$14.95**
No. 309 — White. **LIST \$14.95**



No. 906 — SET THOMAS "CLASS-MATE" WIND-UP ALARM. Smart brown traveling case with luminous dial. **No. 907**—Green, **No. 908**—Red. **No. 909**—Blue. Roman Numerals. **LIST \$13.95.**



No. 501 — SETH THOMAS "BELWYN." Polished brass bezel electric clock with bell alarm. In Mahogany. **No. 502** — Maple. **No. 503** — Blonde. **LIST \$8.95**



No. 519—SETH THOMAS "MINX." Decorator designed modern electric clock with bell alarm. Taupe Grey and Beige with red sweep second hand. **LIST \$6.95**

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No. G — SUNBEAM GOLDEN GLIDE SHAVEMASTER. Amazing Micro-Thin Golden Glide head shaves your whiskers super-close with new comfort and smoothness. Super-fast, powerful 16-bar armature motor. Gentle massaging motion. Leather case. LIST \$29.95. **No. GZ —** Wall holder case. LIST \$28.50.



No. LS — LADY SUNBEAM SHAVER. Micro-Twin Head. Enjoy new freedom from nicks, cuts and razor burns this safe, gentle, quick way. Small as a compact. AC only. LIST \$14.95. **No. LSD—Deluxe.** Gold-plated on white leather gift case. LIST \$17.95.



No. 657 — REMINGTON "ROLL-ELECTRIC" ELECTRIC SHAVER. Famous Remington Rollecortic with exclusive roller comb action protects tender facial skin, yet removes heavy beard and the hidden beard. AC/DC. LIST \$31.50.



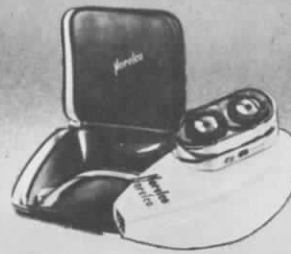
No. 657-12-110 — REMINGTON "ROLLECTRIC AUTO-HOME" ELECTRIC SHAVER. New Roller comb action gives clean shaves anywhere . . . cars, trains, planes, hotels and at home. Dual volt operates on auto battery circuit or 110-volt AC/DC current. 12 volt system. **No. 657-6-110—**for 6 volt system. LIST \$33.50.



No. 207 — REMINGTON "PRINCESS" ELECTRIC SHAVER. Shaves razor-close without razor-scrape. Same head shaves underarms and legs perfectly. Can't nick, scrape, or pinch your skin with the exclusive Guard Comb shaving head. Princess Pink. **No. 217 Blue. No. 227 Yellow.** LIST \$17.50.



No. SC-7780 — NORELCO "DEBUTANTE" ELECTRIC SHAVER. New grooming aid for the ladies. Single Rotary head combined with new Speedshaver motor, clean-shaves underarms and legs comfortably, safely without soap and water mess. In Aqua with matching cord. LIST \$17.50.



No. SC7830 — NORELCO "SPEED-SHAVER". Gives you shave according to your beard's natural growth pattern. Self-starting real brush motor. Lubricated for life. No radio or TV interference. In leather travel-case. AC/DC. LIST \$24.95.



No. 7784—NORELCO LADY ELECTRIC RAZOR. Stop fussing with messy soaps or wet preparation. Always-ready Lady Norelco just plugs in regular house current. AC/DC. Removes hair quietly, closely, smoothly, without pinch or burn. In Nassau pink with two-tone travel case. LIST \$24.95.



No. SC7777- NORELCO SPORTSMAN BATTERY SHAVER. Runs on 3 flashlight batteries, or plugs into car's cigarette lighter. Leather travel case, metal battery holder, unbreakable mirror and adaptor plug. LIST \$24.95 Less batteries.



No. 21—SCHICK "VARSITY" ELECTRIC SHAVER. A new modern stand-up design. Big, fast-action, clip-on shaving head. Choice of 4 colors—Red, Blue, Green or Charcoal—Snap-on Whiskit. Distinctive Gold and Silver-toned crest emblazoned on both sides. Magna-matic Motor. Handy Plaid pouch. LIST \$17.50.



No. 10W LADY SHICK SHAV-ER. Most beautiful woman's electric shaver ever created. Specially designed for legs and underarms. Pearl White with Gold-plated head. **No. 10G Jade Green, No. 10A Aquamarine, No. 10R Rose Quartz.** LIST \$14.95. **No. 11C Silver** LIST \$20.00. **No. 11-G Gold** LIST \$22.50.



No. 25 — SCHICK "25" SHAV-ER. Handsomely styled in white and silver. With chrome Whisk-Its, start-stop switch, static suppressor. 110-120 volts. AC/DC. Smart saddle stitched black and silver caddie case. LIST \$29.50, in 4 colors. **No. 25-D —** Same as above with 110-220 Dual Volt. LIST \$31.50.