

DIAMONDS
WATCHES
SILVERWARE
JEWELRY
ELECTRICAL APPLIANCES
NOVELTIES

for
MEMBERS ONLY

1954 CATALOG

HOUSTON WHOLESALE JEWELERS

1006 RUSK AVENUE

HOUSTON, TEXAS



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THIS MERCHANDISE MAY BE PURCHASED ONLY BY MEMBERS AND THEIR IMMEDIATE FAMILIES

This catalog is our earnest endeavor to show a representative assortment of merchandise available at reduced prices to members of our group buying plan and their families. Obviously, it is impossible to illustrate all of the many and varied items in our extensive stock. We suggest that you visit our showrooms or contact us regarding any of your needs which do not appear in this catalog.

OUR GUARANTEE

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

ALL TAXABLE ITEMS ILLUSTRATED IN THIS CATALOG ARE PRICED WITH FEDERAL TAX INCLUDED

ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

WHEN ORDERING BY MAIL

Be sure to include sufficient mailing fee to cover postage, insurance and packing. Add 50c only on each item unless a larger amount is specified.

WHEN ORDERING BY MAIL, PLEASE SPECIFY SECOND CHOICE WHENEVER POSSIBLE

IMPORTANT NOTICE SHOP EARLY



AVOID
DISAPPOINTMENT
LATER

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

LAY-A-WAY PLAN

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

SPECIAL CHRISTMAS SHOPPING HOURS

FOR YOUR CONVENIENCE STARTING NOVEMBER 16TH THROUGH DECEMBER 23RD

Shopping Hours: 9:00 to 6:00, including Saturday. In order to give you better service, we suggest you avoid the rush by shopping between the hours 9:00 to 11:00 and 2:00 to 6:00.

Beginning Monday, December 14th, we will be open every night until 8:30 p. m. until Christmas Eve. We will close Thursday, December 24th, at 5:30 p. m.

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

SEE US ON SPECIAL QUANTITY PRICES!

SPECIAL NOTICE: ON MAIL ORDERS received after December 15th, we cannot guarantee delivery in time for Christmas

MEN'S metal WATCH BANDS



WOODLAND PRINCE
3455
Yellow Gold Filled
Expansion
Retail Price \$12.75
MEMBER'S PRICE \$6.30



WOODLAND
3446
Yellow and White Gold
Filled Expansion
Retail Price \$11.50
MEMBER'S PRICE \$6.48



GLADIATOR
3568
Yellow Gold Filled
Expansion
Retail Price \$9.95
MEMBER'S PRICE \$4.92



RANCHER
3482 - Yellow Gold Filled Expansion
Retail Price \$6.50
MEMBER'S PRICE \$3.18



HALFMOON
3569 - Yellow Gold Filled Expansion
Retail Price \$9.25
MEMBER'S PRICE \$4.50
9569 - Stainless Steel Expansion
Retail Price \$5.50
MEMBER'S PRICE \$2.65



REVERE
9571 - Stainless Steel Expansion
Retail Price \$4.95
MEMBER'S PRICE \$2.40



KINSLEY
3472 - Yellow Gold Filled Expansion
Retail Price \$9.25
MEMBER'S PRICE \$4.50
9472 - Stainless Steel Expansion
Retail Price \$5.50
MEMBER'S PRICE \$2.65

LADIES metal WATCH BANDS



C4433 - Yellow and White Gold Filled Double Snake
Retail Price \$6.95
MEMBER'S PRICE \$3.42



3R221 DOREEN - Yellow and White Gold Filled Expansion
Retail Price \$6.50
MEMBER'S PRICE \$3.18



C4424 - Yellow and White Gold Filled Buckle Cord
Retail Price \$2.95
MEMBER'S PRICE \$1.26

All Prices Include
Federal Tax



C4479 - Yellow and White Gold Filled Link
Retail Price \$5.25
MEMBER'S PRICE \$2.52



C4427 - Yellow and White Gold Filled Snake
Retail Price \$6.25
MEMBER'S PRICE \$3.00



4484 CAPRI-L - Yellow and White Gold Filled Expansion
Retail Price \$7.95
MEMBER'S PRICE \$3.84



4483 CAPRI - Yellow and White Gold Filled Expansion
Retail Price \$7.95
MEMBER'S PRICE \$3.84

MEN'S AND LADIES' SWISS WATCHES



MEN'S 17 J. SELF-WINDING WATER-PROOF WATCH

All Stainless Steel Case
Retail Price \$55.00
MEMBER'S PRICE \$32.50

MEN'S 7 J. WATCH

Yellow Gold
Retail Price \$22.50
MEMBER'S PRICE \$13.50

MEN'S 17 J. WATERPROOF WATCH

Yellow Top, Stainless Steel Back
Retail Price \$45.00
MEMBER'S PRICE \$24.75

WATER-PROOF WATCH ALL STAINLESS STEEL CASE

- SHOCK-PROOF
- LUMINOUS DIAL
- SWEEP SECOND HAND
- ANTI-MAGNETIC
- 17-JEWELS
- STAINLESS STEEL BAND

RETAIL PRICE **\$37.50**

MEMBER'S PRICE **\$19.75**



USE OUR LAY-AWAY PLAN

A SMALL DEPOSIT WILL HOLD YOUR PURCHASE 'TIL WANTED

ALL PRICES
INCLUDE
FEDERAL TAX



LADIES 17 J. WATCH
Retail Price \$32.50
MEMBER'S PRICE \$17.95

Available in
White or Yellow Gold

LADIES 7 J. WATCH
Retail Price \$22.95
MEMBER'S PRICE \$13.95

Available in
Yellow Only



ALL WATCHES
FULLY
GUARANTEED

OPEN

MONDAYS

UNTIL 8:30 P.M.

HOUSTON WHOLESALE JEWELERS

1006 RUSK AT MAIN — SECOND FLOOR
HOUSTON, TEXAS PHONE Capitol 6343

SHOPPING HOURS:

9:00 to 5:30

INCLUDING SAT.

GRUEN WATCHES



AFFECTION

17 J. — Yellow or White Case
Retail Price \$39.75
MEMBER'S PRICE \$26.50



GLORIOUS

17 J. — Yellow or White Case
Retail Price \$45.00
MEMBER'S PRICE \$29.99



ANGEL

17 J. — Yellow or White Case
Retail Price \$49.75
MEMBER'S PRICE \$33.17



SPLENDOR

17 J. — White Case only
Retail Price \$59.50
MEMBER'S PRICE \$39.67



VERI-THIN CARESSABLE

17 J. — Yellow or White Case
Retail Price \$65.00
MEMBER'S PRICE \$43.33



VERI-THIN ELVIRA

17 J. — Yellow or White Case
Retail Price \$65.00
MEMBER'S PRICE \$43.33



CARESSABLE DELIGHT

17 J. — Yellow Case only
Retail Price \$71.50
MEMBER'S PRICE \$47.67



VERI-THIN CARMEN

17 J. — Yellow or White Case
Retail Price \$71.50
MEMBER'S PRICE \$47.67



VERI-THIN TARA

17 J. — Yellow or White Case
Retail Price \$59.50
MEMBER'S PRICE \$39.67



VERI-THIN THRILL

17 J. — Yellow Case only
Retail Price \$49.75
MEMBER'S PRICE \$33.17



VERI-THIN CARDINAL

17 J. — Yellow or White Case
Retail Price \$43.75
MEMBER'S PRICE \$28.17

ALL PRICES
INCLUDE
FEDERAL TAX

MANY OTHER
STYLES TO
CHOOSE FROM

GRUEN WATCHES



Veri-Thin Sea Worthy
17 Jewels
Retail Price\$49.75
Member's Price \$33.17



VERI-THIN BRUCE
17 Jewels
Retail Price\$49.75
Member's Price \$33.17



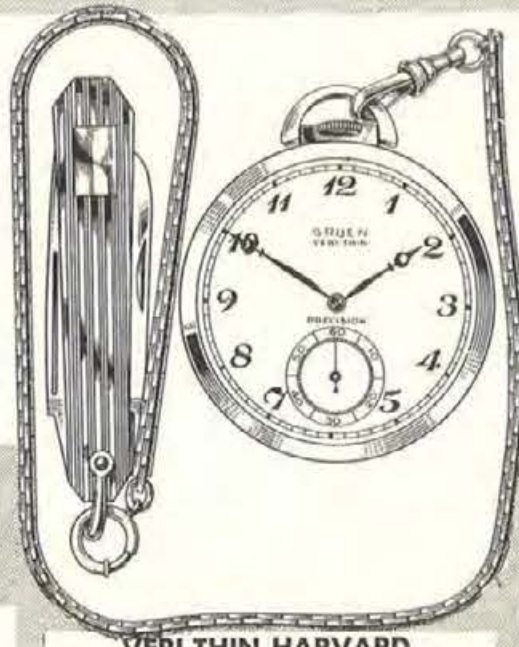
VERI-THIN DOWNING
17 Jewels
Retail Price\$59.50
Member's Price \$39.67



VERI-THIN BARTON
17 Jewels
Retail Price\$71.50
Member's Price \$47.67



AUTO-WIND MARINER
17 Jewels — 14 Kt.
Retail Price\$200.00
MEMBER'S PRICE \$119.50



VERI-THIN HARVARD
Complete with Knife and Chain
17 Jewels
Retail Price\$71.50
MEMBER'S PRICE \$47.67



AUTO-WIND ASTORIA
17 Jewels
Retail Price\$97.50
MEMBER'S PRICE \$64.99



PRIDE
17 Jewels
Retail Price\$39.75
MEMBER'S PRICE \$26.50

**ALL WATCHES
FULLY
GUARANTEED**



CURVEX LODGE
17 Jewels
Retail Price\$71.50
MEMBER'S PRICE \$47.67

ALL PRICES INCLUDE FEDERAL TAX

BENRUS WATCHES



MISS ENID 17J
White or Yellow Gold
Retail Price\$33.75
MEMBER'S PRICE \$22.50



BETSY 17J
White or Yellow Gold
Retail Price\$39.75
MEMBER'S PRICE \$26.50



LADY JANE 17J
White or Yellow Gold
Retail Price\$49.50
MEMBER'S PRICE \$32.99



EMBRACEABLE BETH 17J
White or Yellow Gold
Retail Price\$59.50
MEMBER'S PRICE \$39.67



CITATION CYNTHIA
White or Yellow Gold
Retail Price\$67.50
MEMBER'S PRICE \$44.99



CELESTE 17J
White or Yellow Gold
Retail Price\$69.50
MEMBER'S PRICE \$46.33



LADY HILL 17J
14K White or Yellow Gold
Retail Price\$71.50
MEMBER'S PRICE \$47.67



DIAMOND RITA 17J
2 Diamonds
White or Yellow Gold
Retail Price\$71.50
MEMBER'S PRICE \$47.67



DIAMOND BELLE 17J
2 Diamonds — 14K White Gold
Retail Price\$92.50
MEMBER'S PRICE \$61.67



MELODY 17J
Yellow Gold
Retail Price\$71.50
MEMBER'S PRICE \$47.67



DIAMOND NINA 17J
2 Diamonds — 14K White Gold
Retail Price\$110.00
MEMBER'S PRICE \$71.50

**ALL PRICES
INCLUDE
FEDERAL TAX**

**MANY OTHER
STYLES TO
CHOOSE FROM**

BENRUS WATCHES



RUGBY 17J
Yellow Gold Case
Retail Price \$39.75
MEMBER'S PRICE \$26.50



MARLIN 17J
Waterproof—Stainless Steel Case
Retail Price \$49.50
MEMBER'S PRICE \$32.99



TRINITY 17J
Yellow Gold Case
Retail Price \$49.50
MEMBER'S PRICE \$32.99



SURPRISE 17J
Yellow Gold Case
Retail Price \$65.00
MEMBER'S PRICE \$43.33



SHARKEY 17J
14K Yellow Gold Case
Retail Price \$100.00
MEMBER'S PRICE \$66.67



SUPER-MARINE 17J
Waterproof—Stainless Steel Case
Retail Price \$59.50
MEMBER'S PRICE \$39.67



VOYAGER 17J
Waterproof—Yellow Gold Case
Retail Price \$71.50
MEMBER'S PRICE \$47.67

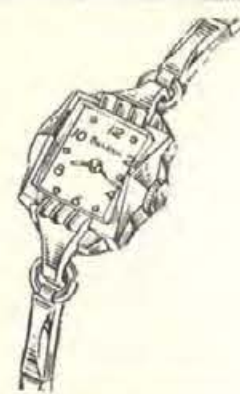
**ALL PRICES
INCLUDE
FEDERAL TAX**



SEA TREASURE 17J
Waterproof—Yellow Gold Case
Retail Price \$59.50
MEMBER'S PRICE \$39.67

**ALL WATCHES
FULLY GUARANTEED**

BULOVA WATCHES



ANITA
17 Jewels
Expansion Bracelet
Retail Price \$45.00
MEMBER'S PRICE \$29.99



DOLLY MADISON
21 Jewels
Retail Price \$49.50
MEMBER'S PRICE \$32.99



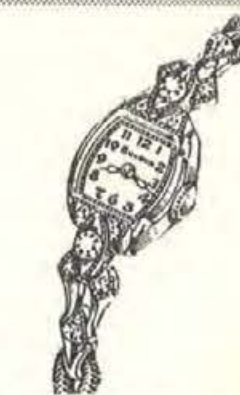
AMERICAN GIRL
17 Jewels
Bracelet Band
Retail Price \$49.50
MEMBER'S PRICE \$32.99



LENORE
17 Jewels — 14K Gold
Retail Price \$59.50
MEMBER'S PRICE \$39.67



ADORABLE
17 Jewels
Expansion Bracelet
Retail Price \$59.50
MEMBER'S PRICE \$39.67



CECILE 17 J.
2 Diamonds—14 K Case
Retail Price \$71.50
MEMBER'S PRICE \$47.67



DOLLY MADISON "J"
21 Jewels — 14K Gold
Retail Price \$71.50
MEMBER'S PRICE \$47.67



JULIANA 17 J.
2 Diamonds—14 K Case
Retail Price \$100.00
MEMBER'S PRICE \$66.67

USE OUR LAY-AWAY PLAN

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ALL WATCHES FULLY GUARANTEED

**OPEN
MONDAYS
UNTIL 8:30 P.M.**

HOUSTON WHOLESALE JEWELERS

1006 RUSK AT MAIN — SECOND FLOOR
HOUSTON, TEXAS PHONE Capitol 6343

SHOPPING HOURS:
9:00 to 5:30
INCLUDING SAT.

BULOVA WATCHES



SENATOR
17 Jewels

Retail Price\$42.50
MEMBER'S PRICE \$28.33



PRESIDENT
21 Jewels

Retail Price\$49.50
MEMBER'S PRICE \$32.99



SQUADRON
17 Jewels

Retail Price\$57.50
MEMBER'S PRICE \$38.33



AMBASSADOR
17 Jewels

Retail Price\$57.50
MEMBER'S PRICE \$38.33



CLIPPER, 17 J.
Self-Winding, Watertite
Retail Price\$59.50
MEMBER'S PRICE \$39.67



COMMUTER
21 Jewels
Retail Price\$71.50
MEMBER'S PRICE \$47.67



WARWICK
21 Jewels

Retail Price\$71.50
MEMBER'S PRICE \$47.67



FLEETWOOD
21 Jewels, 14 K

Retail Price\$100.00
MEMBER'S PRICE \$66.67

ALL PRICES INCLUDE FEDERAL TAX
Prices Subject to Change Without Notice

ON MAIL ORDERS ADD 50c
FOR POSTAGE AND INSURANCE

**ALL WATCHES
FULLY
GUARANTEED**

ELGIN WATCHES



4321G — LADY ELGIN ADORABLE. 21 jewels, adjusted. DuraPower Mainspring. 14K white or yellow gold filled case.

Retail Price\$71.50
Member's Price \$47.67



4331G—LADY ELGIN DAWN. 21 jewels, adjusted. DuraPower Mainspring. 14K white or yellow gold filled case.

Retail Price\$71.50
Member's Price \$47.67



4234A—LADY ELGIN AMOUR. 21 jewels, adjusted. DuraPower Mainspring. 14K white or yellow gold case.

Retail Price\$89.50
Member's Price \$59.67



4233A—LADY ELGIN STARLETTE. 21 jewels, adjusted. DuraPower Mainspring. 14K white or yellow gold case.

Retail Price\$89.50
Member's Price \$59.67



4811G—LORD ELGIN CLUBMAN. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled case.

Retail Price\$71.50
Member's Price \$47.67



4622A—LORD ELGIN GREGORY. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled lapped case.

Retail Price\$71.50
Member's Price \$47.67



4628G — LORD ELGIN KENTWOOD. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled, lapped case.

Retail Price\$71.50
Member's Price \$47.67



4814J — LORD ELGIN BLACK KNIGHT. 21 jewels, adjusted. DuraPower Mainspring. 14K natural gold filled lapped case.

Retail Price\$89.50
Member's Price \$59.67



5908-I—YACHTMAN, Elgin Deluxe Shockmaster. 17 jewels, adjusted. DuraPower Mainspring. Shock resistant. Water resistant* stainless steel case.

Retail Price\$55.00
MEMBER'S PRICE \$36.67



21 JEWEL ELGIN B.W. RAYMOND Railroad Watch. 10K natural gold filled case.

Retail Price\$95.00
MEMBER'S PRICE \$63.34



5906X—SURF, Elgin Deluxe Shockmaster. 17 jewels, adjusted. DuraPower Mainspring. Shock resistant. Water resistant* case. 10K natural gold filled case.

Retail Price\$69.50
MEMBER'S PRICE \$46.33

MANY OTHER
STYLES TO
CHOOSE FROM

ALL PRICES
INCLUDE
FEDERAL TAX

Mido
MULTIFORT
Superautomatic

WORLD'S ONLY SPECIALIST
IN "WORRY-FREE" WATCHES...

Self-Winding! Waterproof!
Shock Resistant! Anti-Magnetic!

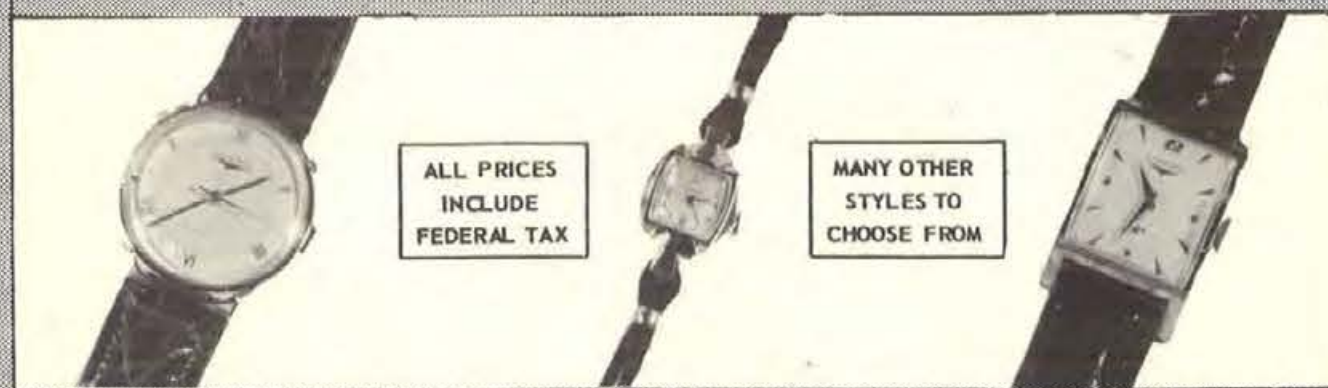


KITCHENER 17 J. Stainless Steel Case	ALLISON 17 J. Stainless Steel Case	MARQUETTE 17 J. Stainless Steel Case	MITCHELL 17 J. Stainless Steel Case
Retail Price \$49.75	Retail Price \$67.50	Retail Price \$71.50	Retail Price \$71.50
MEMBER'S PRICE \$33.17	MEMBER'S PRICE \$44.99	MEMBER'S PRICE \$47.67	MEMBER'S PRICE \$47.67



DIANA 17 J. Stainless Steel Case	CARTER 17 J. 14 K Gold Top	ROGERS 17 J. Stainless Steel — Gold Bezel	RANDOLPH 17 J. 14 K. Gold
Retail Price \$71.50	Retail Price \$135.00	Retail Price \$98.00	Retail Price \$265.00
MEMBER'S PRICE \$47.67	MEMBER'S PRICE \$89.99	MEMBER'S PRICE \$65.33	MEMBER'S PRICE \$176.65

LONGINES WATCHES



ALL PRICES
INCLUDE
FEDERAL TAX

MANY OTHER
STYLES TO
CHOOSE FROM

CONDOR 17 J. Yellow G.F. Case	SHARON 17 J. 14 K. White Gold Case	PRESIDENT HARRISON 17 J. 14 K. Yellow Gold Case
Retail Price \$105.00	Retail Price \$92.50	Retail Price \$115.00
MEMBER'S PRICE \$69.99	MEMBER'S PRICE \$61.67	MEMBER'S PRICE \$71.50

RONSON LIGHTERS



MANY OTHER
STYLES TO
CHOOSE FROM

GEM — No. 13100 Satin Finish	GEM — No. 13541 Tortoise Enamel	PRINCESS — No. 14533 Tortoise Enamel	PRINCESS — No. 14508 Black and Floral Enamel Finish	PRINCESS — No. 14806 Genuine Alligator
Retail Price \$7.70	Retail Price \$8.40	Retail Price \$8.40	Retail Price \$9.60	Retail Price \$9.60
MEMBER'S PRICE \$4.62	MEMBER'S PRICE \$5.04	MEMBER'S PRICE \$5.04	MEMBER'S PRICE \$5.76	MEMBER'S PRICE \$5.76



PRINCESS — No. 14177 Engine-Turned	PRINCESS — No. 14176 Satin Finish	ADONIS — No. 18184 Satin and Bright Finish	ADONIS — No. 18339 Tortoise and Engine-Turned	ADONIS — No. 18806 Genuine Alligator
Retail Price \$8.40	Retail Price \$7.70	Retail Price \$11.60	Retail Price \$14.50	Retail Price \$14.50
MEMBER'S PRICE \$5.04	MEMBER'S PRICE \$4.62	MEMBER'S PRICE \$6.96	MEMBER'S PRICE \$8.70	MEMBER'S PRICE \$8.70



STANDARD — No. 15518 Golden-Tan Enamel	STANDARD — No. 15179 Satin Finish	STANDARD — No. 15104 Engine Turned	STANDARD — No. 15534 Tortoise and Engine-Turned	STANDARD — No. 15806 Genuine Alligator
Retail Price \$6.95	Retail Price \$7.70	Retail Price \$8.40	Retail Price \$9.60	Retail Price \$9.60
MEMBER'S PRICE \$4.17	MEMBER'S PRICE \$4.62	MEMBER'S PRICE \$5.04	MEMBER'S PRICE \$5.76	MEMBER'S PRICE \$5.76

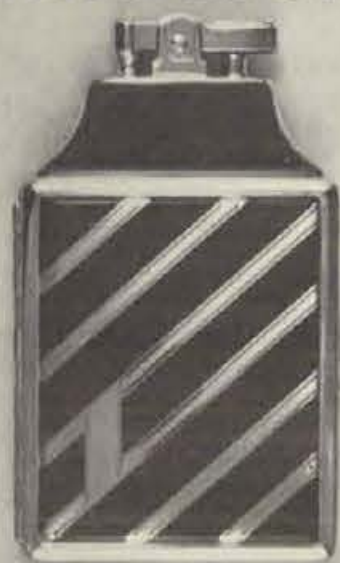


RONSON "TRIUMPH" No. 82162 With New "Easy-Fill" Bottom	WHIRLWIND — No. 16518 Golden-Tan Enamel	WHIRLWIND — No. 16182 Satin and Bright Finish	WHIRLWIND — No. 16536 Tortoise & Engine-Turned	WHIRLWIND — No. 16806 Genuine Alligator
Retail Price \$8.50	Retail Price \$8.95	Retail Price \$9.60	Retail Price \$11.60	Retail Price \$11.60
MEMBER'S PRICE \$5.10	MEMBER'S PRICE \$5.37	MEMBER'S PRICE \$5.76	MEMBER'S PRICE \$6.96	MEMBER'S PRICE \$6.96

RONSON LIGHTERS



MASTER CASE
#26112 Satin and Bright Finish
Holds 14 Cigarettes
Retail Price \$12.80
MEMBER'S PRICE \$7.68



MASTER CASE
#26546 Blue Enamel Finish
Holds 14 Cigarettes
Retail Price \$16.00
MEMBER'S PRICE \$9.60



MASTER CASE - KING-SIZE
#81150 Satin and Bright Finish
Holds 14 King-Size Cigarettes
Retail Price \$16.85
MEMBER'S PRICE \$10.11



SENATOR - CHROMIUM PLATE
#76807 Genuine Alligator
Retail Price \$16.00
MEMBER'S PRICE \$9.60



MAYFAIR
Heavy Silver Plate
#54600 Retail Price \$21.90 Per Pair
MEMBER'S PRICE \$13.14 Per Pair



DIANA
Heavy Silver Plate
#55601 Retail Price \$11.40
MEMBER'S PRICE \$6.84



CROWN
Heavy Silver Plate
#30600 Retail Price \$14.70
MEMBER'S PRICE \$8.82



GLORIA
Heavy Silver Plate
#80601 Retail Price \$14.70
MEMBER'S PRICE \$8.82



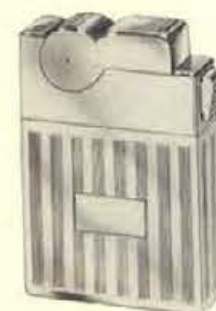
QUEEN ANNE
Heavy Silver Plate
#56600 Retail Price \$14.70
MEMBER'S PRICE \$8.82

All Prices Include Federal Tax.



Pocket Lighters

...HIGH STYLE, UNIQUE, COMPACT



NO. 601 CHROME FINISH.
For long-lasting Vertical design.
Retail Price \$6.95
MEMBER'S PRICE \$4.17



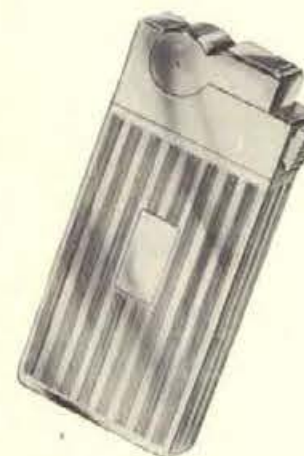
NO. 605 BROWN OR RED ALLIGATOR. Genuine South American leather. A fashion accessory.
Retail Price \$11.50
MEMBER'S PRICE \$6.90



NO. 606 TAN OSTRICH. Finest quality Ostrich leather obtainable.
Retail Price \$11.50
MEMBER'S PRICE \$6.90



NO. 611 MOTHER-OF-PEARL. Genuine Iridescent Tahitian Mother-of-Pearl.
Retail Price \$12.50
MEMBER'S PRICE \$7.50



NO. 401 CHROME FINISH. Vertical design. All Ascot Lighters have automatic 'Snap-switch' action... open and light in one graceful motion.
Retail Price \$6.95
MEMBER'S PRICE \$4.17



NO. 404 BROWN ALLIGATOR. Choice genuine Cuban leather. Durable. Softly padded. A fashion accessory.
Retail Price \$11.50
MEMBER'S PRICE \$6.90



NO. 407 TAN OSTRICH. A fashion first. Richly padded leather. For the woman who loves accessories.
Retail Price \$11.50
MEMBER'S PRICE \$6.90



NO. 408 MOTHER-OF-PEARL. Genuine Iridescent Tahitian Mother-of-Pearl.
Retail Price \$12.50
MEMBER'S PRICE \$7.50

NO. 406 RED COBRA. Padded leather softly set into lighter. High style. Genuine Indian Red Cobra.
Retail Price \$11.50
MEMBER'S PRICE \$6.90

FEATURES:

- snap the switch... your Ascot L-I-G-H-T-S!
- styling... a varied line to suit every taste.
- graceful in using... no distorting the hand to light. You pass the light not your thumb.
- design... streamlined complete absence of protruding parts makes the Ascot Lighter a perfect pocket piece.



Table Lighters

... SHOWCASE EYE-STOPPERS

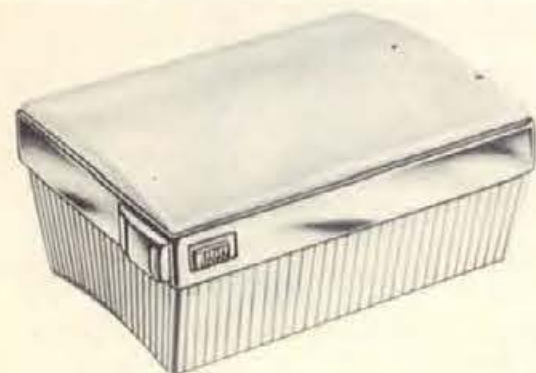


Heritage

Set includes lighter, cigarette server with ebony handles and graceful embossed tray. Colonial Americana at its traditional best.

902 Non-Tarnish Rhodium finish.

RETAIL PRICE \$29.95 MEMBER'S PRICE \$17.97



THE CIGARETTE BOX LIGHTER

The lighter is in the lid! By far, the year's most original and useful gift. Fine kiln fired china Cigarette Box with Lighter-in-Lid. Gracefully fluted box in beautiful ivory-tone. Holds full pack of regular or kingsize cigarettes.

855 Retail Price \$9.95
MEMBER'S PRICE \$5.97



PAGODA SET

Lighter and Four Golden Ash Trays, Compact Utility Stand

905 Retail Price \$15.95
MEMBER'S PRICE \$9.57

PAGODA LIGHTER

807 Retail Price \$13.95
MEMBER'S PRICE \$8.37

Lighters available in ebony black, jade green and orient red.



Olympia

Rich looking, budget-priced lighter in beautiful decorator colors. Gold finished.

832 Green 833 Tortoise
934 Black
RETAIL PRICE \$9.95
MEMBER'S PRICE \$5.97



DEMI TASSE

DEMI-TASSE Table and Lighter Cigarette Service. New, modern table lighter and three matching ash trays in gleaming non-tarnish Rhodium finish, designed to be part of your table setting. A wonderful gift.

920 Set—Retail Price \$14.95
MEMBER'S PRICE \$8.97
850 Lighter Only—Retail Price \$12.50
MEMBER'S PRICE \$7.50

Jeweled Swiss Decorative Clocks

By

semca



ELEGANCE IN ALL ITS GRANDEUR!

8-Day 15-Jewel Wall Clock. Decorative antique bronze finish, with sculptured Grecian floral ornamentation. Artistic designed silver and gun-metal gray finish dial, raised gilt Roman numerals. Exquisitely wrought gilt hands. Novel pull-wind feature eliminates need for removal of clock from wall. Charm for the home — ideal for the office.

Retail Price \$66.00
MEMBER'S PRICE \$39.60



1-DAY 7-JEWEL CUTIE ALARM

Fascinating model of unique design. Gilt finish case, when closed, gives appearance of charming "carry-all".

Retail Price \$22.74
MEMBER'S PRICE \$14.22



8-DAY 15-JEWEL TWIN-DIAL CLOCK

A practical design created for the executive's desk or the home, where a twin dial serves a dual purpose. The unique case holds a movement of the highest quality.

Retail Price \$95.40
MEMBER'S PRICE \$57.24

1-DAY 7-JEWEL MUSICAL ALARM CLOCK

Reminiscent of the majestic Louis Philippe era. Graceful floral designs on crackle-finish enamel panels in rose, ivory, jade green or light blue colors, gilt handle and trim.

Retail Price \$23.94
MEMBER'S PRICE \$14.98



semca Jeweled Swiss Clocks

For
TRAVEL OR BOUDOIR
HOME OR OFFICE



No. 736

1-DAY 7-JEWEL CONVERTIBLE DESK/TRAVEL CLOCK

The distinguished finish of brown tortoise enamel combined with rich gilt trim (illustrated above at lower right) makes a most attractive gift. White finish dial with luminous dots and hands. Size open 6 5/8" x 2 1/2" x 1 5/8"; closed 4 1/8" x 2 1/2" x 1 5/8".

Retail Price\$20.34
MEMBER'S PRICE\$12.73



No. 734

1-DAY 7-JEWEL DESK/TRAVEL ALARM CLOCK

Attractive white dial with new diamond cut background design. Raised gilt figures with luminous dots and hands. Novel slide shutter effect makes this a convenient tuck-away companion for the traveler. Size 2 3/8" x 3 1/2" x 1 1/4".

Retail Price\$22.20
MEMBER'S PRICE\$13.86

No. 730

Full gilt-etched metal case. (left, above)

Retail Price\$20.34
MEMBER'S PRICE\$12.73

No. 731

Genuine leather, brown pig grain finish (upper right, above).

Retail Price\$22.74
MEMBER'S PRICE\$14.22

No. 751

1-DAY 7-JEWEL AUTOMATIC CALENDAR TRAVEL ALARM CLOCK

Ideal gift for desk of an executive, collegian, secretary, or for home use. Silver finish dial has date indicator which automatically changes every 24 hours. Genuine leather case in choice of tan, blue, brown, green or red.

Retail Price\$17.94
MEMBER'S PRICE\$11.23



No. 76

8-DAY 7-JEWEL TRAVEL ALARM CLOCK

An extraordinary value. One key winds both time and alarm. Simulated leather case in brown pig, blue, tan, maroon, green or brown alligator finish.

Retail Price\$17.94
MEMBER'S PRICE\$11.52



No. 176

7-DAY 7-JEWEL TRAVEL ALARM CLOCK

New attractive diamond design background on white dial. Gilt finish bezel has matching design. Snake finish genuine leather case in tan, red, brown, green or blue. Shatter-proof crystal.

Retail price\$13.14
MEMBER'S PRICE\$8.24



No. 323

1-DAY 7-JEWEL DESK/TRAVELING ALARM CLOCK

A most unusual utility clock that can serve any purpose. Easily tucked away in its own pigskin traveling case. Silver finish dial, radium hands and numerals. Size 2 3/4" round x 7/8".

Retail Price\$11.94
MEMBER'S PRICE\$7.95



ALL PRICES INCLUDE FEDERAL TAX

THE ULTIMATE IN GIFT GIVING

Phinney Walker

DESK AND TRAVELING CLOCKS

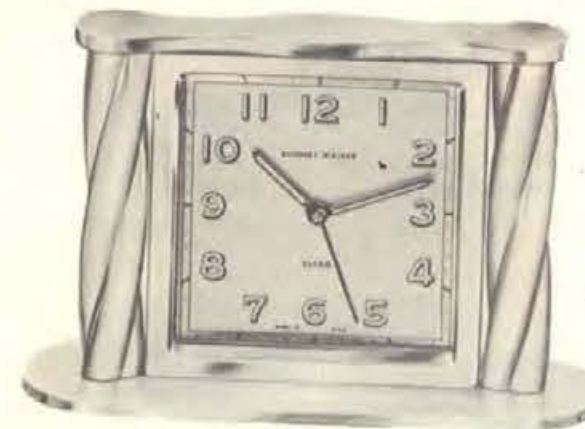
All Prices Include
Federal Tax



30-HOUR GILT METAL DESK/BOUDOIR ALARM

Simplicity of design makes this an ideal utility clock of many uses.

Retail Price\$10.74
MEMBER'S PRICE\$6.91



30-HOUR GILT METAL DESK/BOUDOIR ALARM

The unusual rope-twist design of side columns makes this clock delightfully different.

Retail Price\$15.54
MEMBER'S PRICE\$9.73

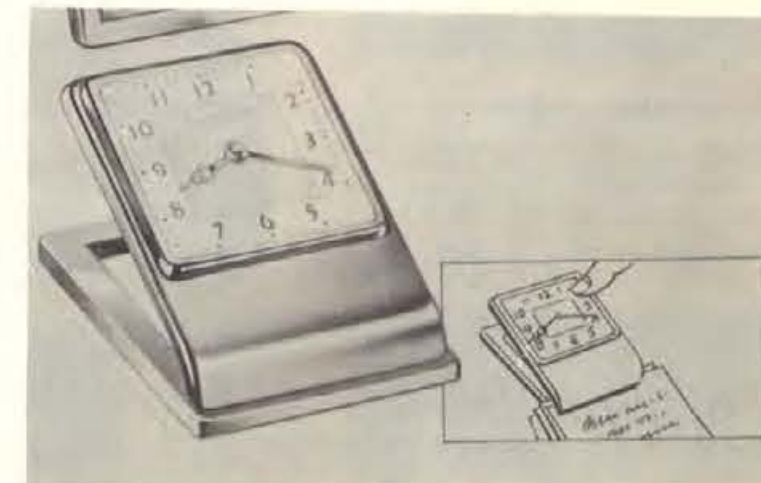
30-HOUR DESK/TRAVEL CLOCK

The smallest, thinnest American-made traveling clock. Simulated leather case of brown pig, dark blue, tan, maroon, green or brown-alligator.

Retail Price\$10.74
MEMBER'S PRICE\$6.91



On Mail Orders Add 60c



30-HOUR TRIPLE DUTY "CLIP-CLOCK"

Serves as a desk clock, clip for holding papers, and paperweight. Square clock in strong gilt finish metal clip.

Retail Price\$9.54
MEMBER'S PRICE\$6.20

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MONDAYS
UNTIL 8:30 P.M.

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INCLUDING SAT.

GENERAL ELECTRIC *Clocks*

ALL PRICES INCLUDE FEDERAL TAX

On Mail Orders Add 60c



BOUDOIR — 7H222L

Gracefully designed with feminine appeal, fully luminous. Case is "Carnation Blue, Carnation Pink, Wilkey Green or Antique White".

Retail Price\$9.55

MEMBER'S PRICE\$7.16



STARTER — 7H220L

Femininely attractive. Ivory-colored dial-line case, luminous hands, easy-to-read numerals, midnight blue dial.

Retail Price\$5.48

MEMBER'S PRICE\$4.11

CANDLEWICK — 7H188

Superbly distinctive in style and appearance. Soft, melodious alarm. Richly grained mahogany case.

Retail Price\$22.75

MEMBER'S PRICE\$17.06



WOODSMAN — 7H212

A rugged-looking, handsome new alarm clock, ideal for any room. Brown mahogany-color case and dial, set off by bronze-tinted bezel.

Retail Price\$10.75

MEMBER'S PRICE\$8.06



WINK — 7H192

A charming bedside companion that's smart, modern, inexpensive. Popular "Carnation Pink" colored case.

Retail Price\$6.60

MEMBER'S PRICE\$4.95

JACKSTRAW — 2H-42

New, crisp, colorful. Bright flicks in contrasting background make this distinctive design fit any color scheme.

Retail Price\$8.35

MEMBER'S PRICE\$6.26

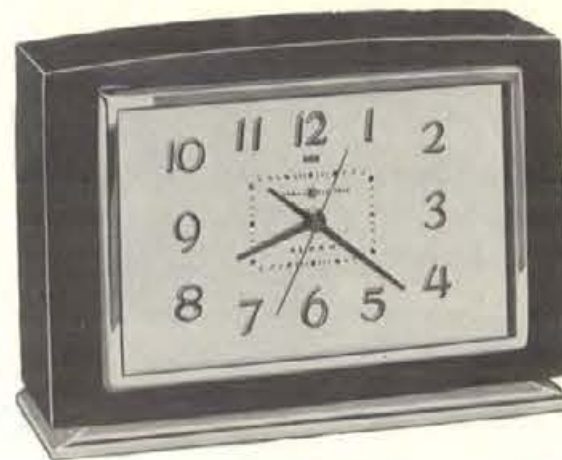


HELPER — 2H-38

Brilliant new design will add cheer to any modern kitchen. Handsome plastic case of red, white or yellow.

Retail Price\$5.45

MEMBER'S PRICE\$4.09



NEW HERALD — 7H196L

America's most popular electric alarm clock; large, easy-to-read, shatterproof crystal.

Retail Price\$7.80

MEMBER'S PRICE\$5.49



Kitchen Clocks



CAROUSEL — 2H-40

Eye-appealing, something new and different. Massively round with raised numerals. Red, yellow, white.

Retail Price\$8.35

MEMBER'S PRICE\$6.26



TELEGRAPH — 7H201

Luxury look for living room, bedroom or den. Quartered wood effect around dial enhances beauty. Pleasant alarm.

HEIGHT 4 3/8" WIDTH 5" DEPTH 2 3/8" DIAL 3"

Retail Price\$9.55

MEMBER'S PRICE\$7.16



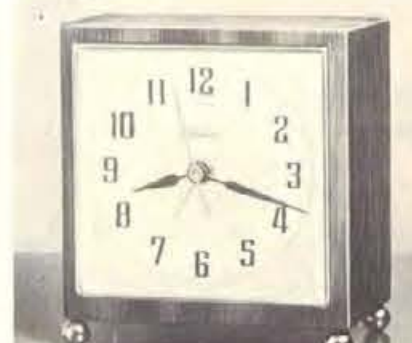
GRACEWOOD — 7H209

New! Available in blond, provincial maple or brown mahogany finish cases. Polished brass ball feet. Has alarm.

HEIGHT 4 1/2" WIDTH 3 3/4" DEPTH 2 3/8" DIAL 3 1/2"

Retail Price\$11.98

MEMBER'S PRICE\$8.98



TRIBUTE — 7H179

Dramatically designed. Modern diamond cut sun tint dial. Gold color cylindrical base. Sure waking alarm.

HEIGHT 5 1/2" WIDTH 6" DEPTH 3 1/4" DIAL 5 1/2"

Retail Price\$14.34

MEMBER'S PRICE\$10.75



JUBILEE — 2H31

Modestly priced kitchen clock. Color styled in red, ivory, yellow and white. "Wide angle vision" crystal.

HEIGHT 5 3/4" WIDTH 6 3/4" DEPTH 2 1/2" DIAL 4 3/8"

Retail Price\$5.45

MEMBER'S PRICE\$4.09



LITTLE TEL — 7H137-LI

New! Luminous features on this popular low-priced alarm. Also with new white dial, gold colored hands.

HEIGHT 3 1/2" WIDTH 4 3/4" DEPTH 2 3/8" DIAL 2 3/4"

Retail Price\$7.80

MEMBER'S PRICE\$5.49



DORM — 7H211-L

Small alarm with luminous features at new low price. Has maximum vision dial. Hexagonal shaped plastic case.

HEIGHT 3 1/2" WIDTH 4" DEPTH 2" DIAL 3 1/2"

Retail Price\$5.48

MEMBER'S PRICE\$4.11



DECOR — 7H215

New! Decorator's delight with modern look. Textured dial with numerals on crystal. Smartly designed case. Alarm.

Height 3 3/4" Width 6" Depth 2 5/8" Dial 5 3/4"

Retail Price\$8.35

MEMBER'S PRICE\$6.26



ADVISOR — 2H27

Color styled in duo-tone blue, yellow and green. Also red dial with white case. Numerals match dial colors.

HEIGHT 6 1/4" WIDTH 6 1/4" DEPTH 2 5/8" DIAL 3 3/8"

Retail Price\$7.14

MEMBER'S PRICE\$5.35



TIARA — 7H185

New! Feminine color styling. Pastel pink, green and blue pearlescent cases reflect through jewel-like trim. Also available in ivory color case. Has luminous features and alarm.

HEIGHT 4 1/2" WIDTH 5 3/8" DEPTH 2 3/4" DIAL 3 1/4"

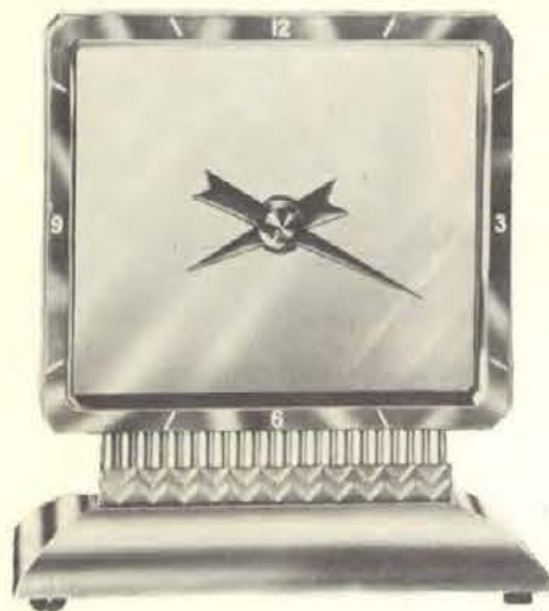
Retail Price\$9.55

MEMBER'S PRICE\$7.16

On Mail Orders Add 60c

ALL PRICES INCLUDE FEDERAL TAX

ELECTRIC CLOCKS OF DISTINCTION



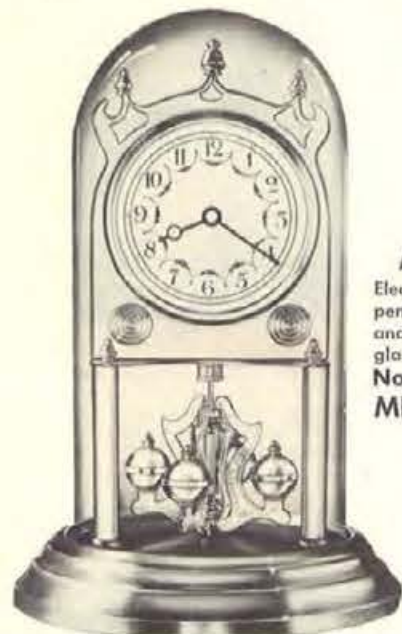
"FANTASY" CLOCK

Modern, conversation-maker because hour and minute hands are seemingly suspended in mid-air. Gold-plated metal case. Silent, precision, accurate, self-starting electric movement. Ht. 8½", depth 4½", width 8¼".
No. 209—Retail Price\$29.95
MEMBER'S PRICE\$17.97



PENDULUM CLOCK

Traditional design, simplicity, walnut finished case, gold finished trimmings and ornaments. Beautiful sunburst pendulum. Ht. 12", width 8", depth 3½".
No. 605—Retail Price \$27.00
MEMBER'S PRICE \$16.20



ANNIVERSARY CLOCK

Electric movement with rotating ball pendulum. Ivory tone dial. Metal case and trim, gold finish. Removable glass dome. Ht. 12", diam. 8".
No. 452—Retail Price \$32.34
MEMBER'S PRICE \$19.41

Jefferson

THE CLOCK YOU
CAN SEE THRU!

Golden Hour
electric clock



Retail Price\$27.00
MEMBER'S PRICE \$16.61

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Add \$1.00

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— the gift that's always appreciated by new and veteran homemakers alike!
the really modern Steam or Dry Iron

Casco's stainless steel construction needs no bothersome distilled water. Flip up the top, fill from the tap. Emptying is just as fast and simple with Casco's exclusive M-T Spout!
Retail Price\$19.95
MEMBER'S PRICE\$13.65



"You need never
bother with expensive
distilled water!"



DELUXE PUSH-BUTTON STEAM and DRY IRON

Stainless steel. Uses tap water. Push button from steam to dry in 10 seconds. Weight 3 lbs. Tilt-top filling.
Retail Price\$21.95
MEMBER'S PRICE \$14.63



NEW G.E. STEAM and DRY IRON

Iron with ease, press like a tailor. Volumes of steam in less than 2 minutes, switch to dry instantly. New, larger ironing surface cuts time.
Retail Price\$18.95
MEMBER'S PRICE\$13.88

Sunbeam

DOUBLE AUTOMATIC
IRONMASTER



BEAT THE
HEAT

**Irons FASTER—
EASIER—BETTER**

Retail Price\$14.95
MEMBER'S PRICE\$11.22



"ADJUSTO-CORD" AUTOMATIC IRON

Designed for simplicity of operation, convenience, ease of handling, years of service. Reversible for right or left hand ironing.
Retail Price\$9.95
MEMBER'S PRICE\$6.51



G.E. "VISUALIZER"

Improved fabric-dial selects right temperature for fabric to be ironed.
Retail Price\$12.95
MEMBER'S PRICE\$9.72

G.E. AUTOMATIC BUDGET IRON

Streamlined for greater efficiency, balanced for comfort. "Dial-the-fabric" control.
Retail Price\$9.95
MEMBER'S PRICE\$7.35



G.E. AUTOMATIC TRAVEL IRON

Perfect gift for anyone who owns a suitcase. Weighs only 24 ounces, works on both AC and DC.
Retail Price\$12.95
MEMBER'S PRICE\$9.72



DURABLE COMPANION FOLDING TRAVEL IRON

Model 401—The perfect traveler's aid. Heat indicator. AC or DC.
Retail Price\$8.95
MEMBER'S PRICE\$5.96



On Mail Orders Add 75c

Electric Toasters

Sunbeam RADIANT CONTROL TOASTER



- Bread lowers itself automatically. No levers to push
- Toast raises itself silently. No popping or banging

Retail Price\$26.50
MEMBER'S PRICE **\$19.88**



CAMFIELD TWIN-CONTROL

"No reaching around" this fully automatic toaster. Has complete controls at both ends. Also prepares frozen waffles.

Retail Price\$23.95
MEMBER'S PRICE **\$15.98**

SUPER DE-LUXE Model 1B16

Power-action. Dependable motor produces positive, instantaneous action. Toast control dial, toasts one slice in either slot, mar-proof feet, hinged crumb tray, heavy nickel and chrome finish.

Retail Price\$27.50
MEMBER'S PRICE **\$20.62**

TOASTMASTERS



AUTOMATIC POP-UP Model 1B14

Superflex timer guarantees perfect toast — light, dark, or in-between. Big, cool, easy-to-lift handles; pop-open crumb tray.

Retail Price\$23.95
MEMBER'S PRICE **\$17.60**



General Electric AUTOMATIC TOASTER

Simplest, most dependable toasting mechanism ever developed. 6-position control.

Retail Price\$23.95
MEMBER'S PRICE **\$17.95**



"POP-O-MATIC"

Chromium plated, black plastic handles and base. Concealed door in base for easy removal of crumbs.

Retail Price\$17.95
MEMBER'S PRICE **\$11.74**

On Mail Orders Add 75c



Cherished ELECTRICAL GIFTS

Sunbeam MIXMASTER

Come in and let us show you all the marvelous features of the new Mixmaster

- LARGER BOWL-FIT BEATERS
- LARGER HEAT-RESISTANT BOWLS
- AUTOMATIC BEATER EJECTOR
- AUTOMATIC BOWL-SPEED CONTROL



Complete with Juicer
Retail Price\$46.50
MEMBER'S PRICE **\$32.95**

KITCHENAID FOOD MIXER

No. 3-C. Planetary mixing action produces superior, uniform results. Simplified front-vision Speed Guide. Full line of easy-to-use attachments available. Standard equipment: 1 all-purpose beater and 3-qt. clear-vision Pyrex bowl.

Retail Price\$59.50
MEMBER'S PRICE **\$39.70**



G.E. TRIPLE -WHIP MIXER

No. 153M9—Three beaters whip batter from center to outer edges of bowl. New automatic release slips beaters right out. Built-in light, dial-type speed selector. 12 speeds, 2 bowls. Complete with juicer.

Retail Price\$44.95
MEMBER'S PRICE **\$33.71**



G.E. PORTABLE MIXER

No. M10—Less than 3 pounds, amazingly handy, with power to spare. Fingertip 2-speed control.

Retail Price\$19.95
MEMBER'S PRICE **\$14.95**

WE HAVE IT Sunbeam MIXMASTER JUNIOR

THUMB-TIP CONTROL

Mixing made right under your thumb. Easy to use, easy to set. Three speeds and six indicators—beat, stir, fold, whip, mix, blend.

The BEST Junior Food Mixer Made

CONVENIENT BEATER EJECTOR

Excludes no more, no need to replace. One provides a guard for batter.

BIGGER BEATERS

Greater mixing surface with these FULL SIZE beaters



Retail Price\$19.95
MEMBER'S PRICE **\$14.95**



WARING 3-SPEED PORTABLE MIXER

Powerful enough to mix heavy batters, lightweight and comfortable for either right or left hand use. Compact.

Retail Price\$19.95
MEMBER'S PRICE **\$13.30**

ON MAIL ORDERS LARGE MIXERS SHIPPED EXPRESS
ONLY — EXPRESS CHARGES C. O. D.
ON PORTABLE MIXERS ADD \$1.00 FOR POSTAGE
AND INSURANCE

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Electric FOOD BLENDERS and MIXERS

New DUO-SPEED Model PB-5 Celebrity

Two scientifically selected speeds insure blending perfection. Beautifully designed in tough, durable gray and white Beetle plastic. Height 15 1/4".

Retail Price\$44.50
MEMBER'S PRICE\$29.67



STANDARD

Model 700 S

Automatic speed regulation. White enamel base with black trim band. Height 14 1/4".

Retail Price\$39.95
MEMBER'S PRICE\$26.63



The original liquefier and blender, with detachable container base. Flex-a-matic seal prevents leakage.

Retail Price\$39.95
MEMBER'S PRICE\$27.27

Chrome Model 10C

Retail Price\$44.95
MEMBER'S PRICE\$30.68



CHROME Model 700 CR

Automatic speed regulation. Highly polished chrome base. Height 14 1/4".

Retail Price\$44.50
MEMBER'S PRICE\$29.67



UNLIMITED USES. Invaluable for perfectly blended ready-mix cake recipes and batters, soups, salads, desserts — complete meals — body-building health drinks for children and grown-ups, pureed food for infants, special diets for invalids and convalescents, canapes, salad dressings, and a host of other appetizing dishes from soup to dessert.

SAVES FOOD DOLLARS by turning otherwise wasted leftovers into delicious meals!



PORTABLE FOOD MIXER

with exclusive "Knee Action" self adjusting beaters. Does twice the job in half the time — mixes like magic.

Retail Price\$19.95
MEMBER'S PRICE \$13.62

On Mail Orders Add \$1.00

Electric DEEP FRYERS and COOKERS

Sunbeam AUTOMATIC COOKER & DEEP FRYER

- Exclusive COOK-GUIDE
- Accurate Thermostatic Control with "Simmer" Range
- Lightweight—Large in Capacity
- Large, New-type Fry-Basket

Retail Price\$31.95 **MEMBERS PRICE\$23.97**



"FRYER-CHEF" Automatic Deep Fryer and Cooker

Chromium Plated

Conveniently arranged faucet quickly drains liquid from fryer-cooker. Automatic heat adjustment — jewel signal light. E-Z Cook Guide on lid.

Retail Price\$26.95
MEMBER'S PRICE\$17.49



ORIGINAL Fryryte AUTOMATIC ELECTRIC DEEP FRYER



NEW Color-Range Dial
Lights up in Blue, Yellow or Red to indicate correct temperature for simmering, browning, roasting, etc.
EXCLUSIVE Safety DRAIN-LOK Removes shortening in seconds — to make unit available for roasting, baking, etc.

BIG 64-PAGE
COOKBOOK
Included with the
DULANE FRYRYTE

STANDARD
Retail Price\$29.95
MEMBER'S PRICE\$18.95

LARGE SIZE
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Automatic
Electric

COFFEE MAKERS



6-CUP — For price-conscious buyers... Solid copper body, chrome finished. Classic design.
Retail Price\$19.95
MEMBER'S PRICE\$14.95



UNIVERSAL *Coffeemaster*
The fastest way to good coffee. Automatically brews perfect coffee to taste. Flavor selector, Redi-lite signal, heat sentinel, non-drip spout, balanced handle, cold water pump and basket assembly.

8-CUP. All the famous Coffeemaster features at popular price.
Retail Price\$24.95
MEMBER'S PRICE\$18.71



NEW 10-CUP — Bigger, Faster, New Styling! Fast 600 watt unit. Completely restyled inside and out for beauty and convenience.
Retail Price\$29.95
MEMBER'S PRICE\$21.95



"COFFEE KING"

Model 1604, all chrome. Makes 9 cups. Once brewed, coffee will not again start percolating.
Retail Price\$23.95
MEMBER'S PRICE\$16.01



CAMFIELD

Makes 2 to 6 cups to your taste, no guesswork. Contemporary design, satin finish stainless steel.
Retail Price\$24.95
MEMBER'S PRICE\$16.67



CAMFIELD NEW 10-CUP

Has strength selector, automatic reset, indicator light, non-drip spout, chrome finish on copper, balanced handle.
Retail Price\$29.95
MEMBER'S PRICE\$19.98

Dominion BREW-O-MATIC

Model 1603. Attractive modern design, graceful pouring spout, plastic handle. Flavor regulator control, jewel signal light.

Retail Price\$18.95
MEMBER'S PRICE\$12.69



Sunbeam COFFEEMASTER

Fully Automatic. A very popular coffeemaker.

Retail Price\$37.50
MEMBER'S PRICE\$27.50

On Mail Orders Add 75c



SANDWICH TOASTERS and WAFFLE IRONS



Attractive design, chromium plated. Bakes giant-sized waffle large enough for 4. Extra set of grids for toasting and cooking.

Model 1225
Retail Price\$21.95
MEMBER'S PRICE\$14.70



General Electric AUTOMATIC WAFFLE IRON and SANDWICH GRILL.

Retail Price\$22.95
MEMBER'S PRICE\$17.21

Sunbeam WAFFLE BAKER



Retail Price\$28.50
MEMBER'S PRICE\$20.98

On Mail Orders Add \$1.00

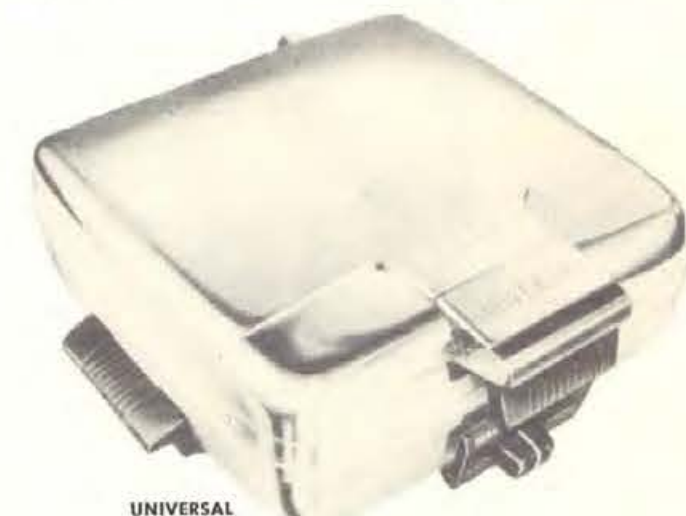


"GRID-A-BOUT" Model 1218—One set of grids does work of two. Toasts, makes sandwiches, grills, fries, bakes waffles, etc. Permanently seasoned to prevent sticking. Chromium plated.
Retail Price\$16.95
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AUTOMATIC WAFFLE IRON

Modern design. Plastic handles. Automatic heat control knob can be regulated to any desired brownness.

Model 1315 — Retail Price\$13.95
MEMBER'S PRICE\$9.05



UNIVERSAL COOK-A-MATIC WAFFLE GRILL

Retail Price\$29.95
MEMBER'S PRICE\$22.47

USE OUR LAY-AWAY PLAN
A SMALL DEPOSIT WILL HOLD YOUR PURCHASE 'TIL WANTED

RITZ Black Angus ROTISSERIES



ROAST BEEF



BARBECUED SPARERIBS



LAMB SHOULDER



HAMBURGERS



CHICKEN



FISH, SEA FOODS



SANDWICHES



Infra-Red Heat

Intense, Infra-Red heat produces outdoor charcoal broiled flavor! Seals and seals in natural juices.



COMBINATION ROTISSERIE

112-A:711 (left) Hinged top for easy loading and cleaning. INFRA-RED heating prepares charcoal broiled flavor. Simply remove the spit and convert to oven. Heavy gauge metal, triple plated, double wall insulation. Nichrome heating unit in glazed porcelain. High and low heat. UL Seal of Approval. Nationally Advertised Price.....\$59.95

MEMBERS PRICE

\$38.97



COMBINATION "MAGIC TOUCH" MIRACLE ROTISSERIE — BROILER GRILL AND BAKER

112-B:777 (Above) Not only a rotisserie but also is a broiler, grill and baker. NEW "MAGIC TOUCH" electric system. The exclusive "Magic-Lite" indicator lights up when unit is in operation. Bell ringing timer. Made of highly polished, triple chrome-plated steel. Motorized spit with adjustable plated skewers. UL Seal of Approval. Good Housekeeping seal. Nationally Advertised Price.....\$79.95

MEMBERS PRICE

\$51.97

COMBINATION ROTISSERIE

112-C:747 (left) INFRA-RED heat produces outdoor charcoal broiled flavor. Seals and seals-in natural juices. Heavy gauge metal, triple plated double wall insulation retains heat. Motorized spit with adjustable plated skewers. High and low heat. Removable door. UL Seal of Approval.

Nationally Advertised Price.....\$39.95

MEMBERS PRICE

\$25.97

General Electric presents a revolutionary, new "Reach-Easy Cleaning"

What a difference! Place this great, new General Electric Cleaner in the middle of the room, the amazing swivel-top lets you clean every inch of space without once moving the cleaner! And there are 8 lightweight, self-locking attachments to do any cleaning job... floor to ceiling, basement to attic!

Retail Price
\$89.95

MEMBER'S PRICE
\$67.46



ELECTRIC ROASTER-OVENS



Nesco "Streamliner" 18-qt. No. 118-03 with pan set. Automatic thermostat control; large glass oven window with front view; flavor seal lift-off cover with dial-type browning vent.

Retail Price.....\$44.95
MEMBER'S PRICE.....**\$33.71**

Retail Price.....\$14.95
MEMBER'S PRICE.....**\$11.21**

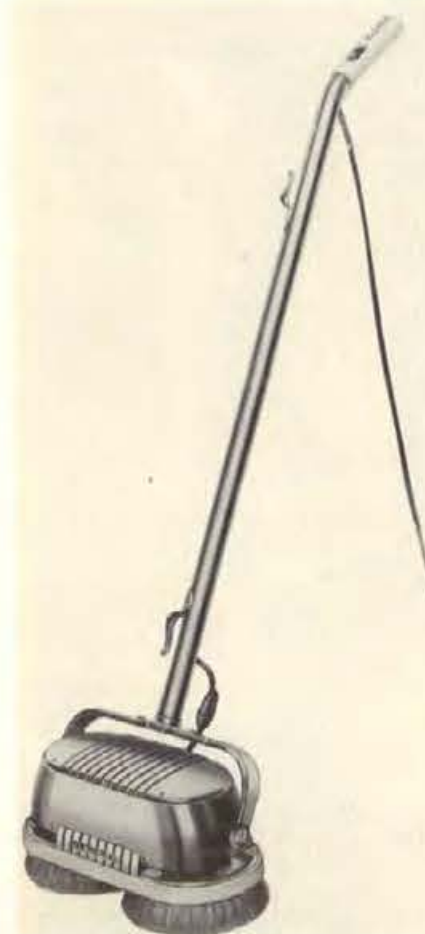
Retail Price.....\$27.95
MEMBER'S PRICE.....**\$20.96**



Nesco Automatic 20-qt. No. 129-03 with pan set. Built-in timer; hinged cover with dial-type browning vent; cover-lift knob. Adjustable bake rack.

Retail Price.....\$84.95
MEMBER'S PRICE.....**\$63.71**

Retail Price.....\$26.95
MEMBER'S PRICE.....**\$20.21**



ELECTRIC FLOOR MACHINE

Does all floor care work... in professional manner and with ease. Scrubs, waxes, polishes, buffs, refinishes, sands, dry cleans! "Guide-a-Matic Balance" won't walk, won't wander, won't pull. With 2 waxing brushes, 2 polishing brushes, 2 buffing brushes with replaceable lamb's wool skins.

Retail Price.....\$83.48

MEMBER'S PRICE.....**\$55.65**

MAIL ORDERS SHIPPED BY EXPRESS ONLY—EXPRESS CHARGES COLLECT

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INCLUDING SAT.

1006 RUSK AT MAIN — SECOND FLOOR
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MONDAYS
UNTIL 8:30 P.M.

Electric HAIR DRYERS



Adjustable and removable base, thermostat heat control and damper regulator.
Retail Price\$8.95
MEMBER'S PRICE**\$5.97**

Also available in all chrome model
Retail Price\$9.95
MEMBER'S PRICE**\$6.63**

Removable base, thermostat heat control.
Retail Price\$6.95
MEMBER'S PRICE**\$4.64**



Oster Airjet HAIR DRYER

Beautiful chromium plated metal case, gracefully tapered and balanced. New type stand is a combination stand and handle, tilts to any desired angle. Finger control hot-cold air switches, lifetime lubrication.

Retail Price\$19.95
MEMBER'S PRICE**\$13.30**

ELECTRIC VITALIZER

A PROFESSIONAL TYPE
HAND VIBRATOR

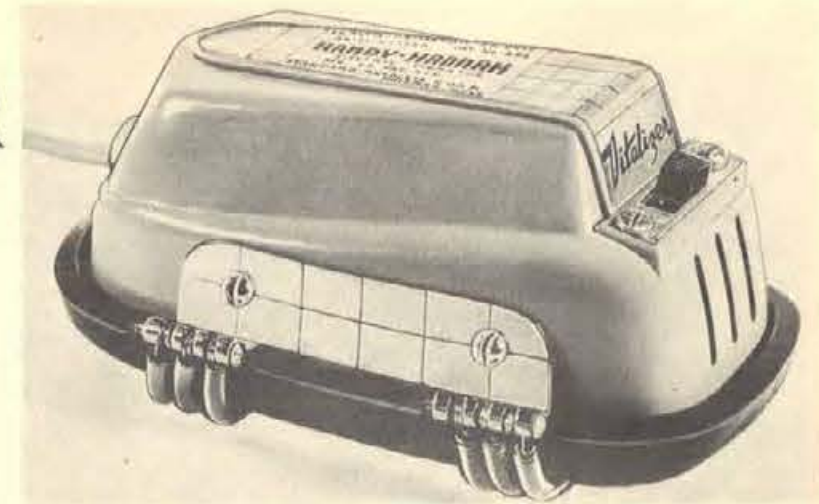
FOR
HOME USE



Retail Price\$9.95
MEMBER'S PRICE**\$6.64**

Wonderful for . . .

- Relaxing tired muscles after work or play
- Facial beauty treatments
- Scalp massage
- General body massage — comforting to back, chest, limbs and tired feet.



For Aching Back



For Muscular Distress



Vitalizes Scalp



For Tired Feet



MASSAGETT — Model 212
Lightweight home model.
Retail Price\$19.95
MEMBER'S PRICE**\$13.30**



STIM-U-LAX JR. — Model M4
Heavy-duty home model.
Retail Price\$29.50
MEMBER'S PRICE**\$19.67**



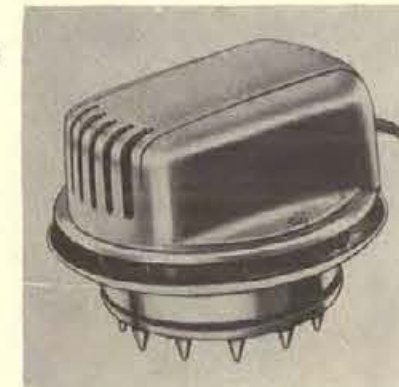
SCIENTIFIC — Model M1
Deluxe Heavy Duty Model
Retail Price\$42.50
MEMBER'S PRICE**\$28.33**

The NEW way to
Clean Hair and Scalp

ELECTRIC HAIR VAC

This vacuum massager cleans while it massages. 24 vibrating rubber fingers (72,000 massage pulsations per minute) deliver a soothing massage to loosen dirt, dust and dandruff scales which are vacuumed into a disposable filter.

Model 201 — Retail Price\$14.95
MEMBER'S PRICE**\$9.97**



NOW for the first time!
PROFESSIONAL TYPE FOOT EXERCISER
Electric FOOT VIBRATOR

Approved by the National Foot Health Council. Designed for home use to stimulate blood circulation and improve muscle tone. Relieves tired, aching feet.



No. 7950
Retail Price\$7.95
MEMBER'S PRICE**\$5.30**

On Mail Orders Add 60c



HOME BARBERING SET

Precision-built Deluxe Clipper: Glides through hair smoothly, evenly, no pulling or nipping. Cool-running, automatic blade tension. Balanced, shock-proof, long-life construction. Solid ivory-colored case with matching 8 foot cord. (UL Label) 110-120 Volts, AC only.

SHEARS: Polished Forged Steel shears—professional-type for giving best results. Expertly designed for close trimming and feathering. Assures better haircuts.

COMB: Master professional-type. Matching ivory colored. Tapered for easy use, giving best results. Completely illustrated booklet, "How To Cut Hair" gives step-by-step instructions for producing good, professional-looking haircuts. Makes it easy to cut and save.

Retail Price\$10.95
Member's Price\$7.30



OSTER KNIFE SHARPENER

This new OSTER Knife Sharpener is better because it has Double Action. You pull the knife blade between the two overlapping grinders . . . both sides of the blade get a factory-sharp hollow ground edge simultaneously. Housed in a beautiful white case with chromium trim to enhance the appearance of any kitchen.

Retail Price\$14.95
Member's Price\$9.97

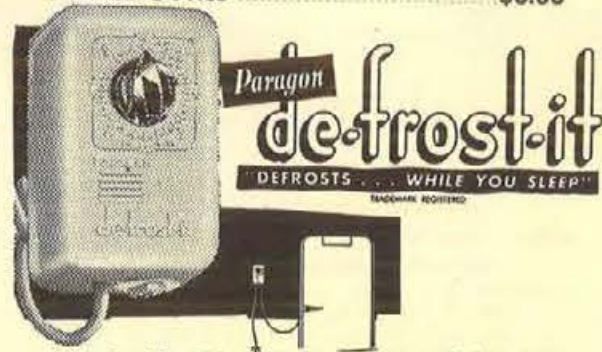


This "Jumbo" sized popper will speedily supply pop corn for the whole family. No stirring or shaking necessary. The popping bowl is separate and has an attractive, cool plastic handle so that popped corn can be poured into any desired receptacle. Four quart capacity.

IT'S MORE THAN A POPPER

- Heats canned soups, vegetables, stews, sauces, etc.
- Making frostings, candies, puddings, etc.
- For boiling potatoes and other vegetables.
- Recrisping potato chips, cereals, etc.
- Heating baby bottles, etc.

Retail Price\$9.95
Member's Price\$6.86



Keeps food fresh longer, to say nothing of eliminating messy de-frosting; refrigerator runs less and lasts longer with an automatic defroster.

Retail Price\$9.95
Member's Price\$6.63

On Mail Orders Add 50c

ELECTRIC HEATING PADS



GENERAL ELECTRIC PS8A1—THREE-SPEED

... heats up at speed you select

BLUE, MAIZE OR GREEN—each has harmonizing cord set. Cover—secured by hidden snap fasteners—is easily removed for washing.

THREE SPEEDS—when set at HIGH, the pad heats up quickly, at MEDIUM, it heats up slowly. At LOW, it heats up very slowly.

Retail Price\$6.95
Member's Price5.22



GENERAL ELECTRIC PS8A2—THREE-HEAT

... stays at the heat level you select

THREE FIXED HEATS—operates same as wetproof pad above . . . same thermostatic control.

REMOVABLE COVER—snaps on and off. Choice of blue, maize or green with harmonizing cord set. Fabrics are soft and washable.

Retail Price\$7.95
Member's Price\$5.97



General Electric PS8A3—THREE-HEAT . . . WETPROOF

... for wet packs or dry heat

WETPROOF—Pad is 100 per cent waterproof. Rubber cover seams are sealed by the rubber itself—vulcanized—no adhesives! Recommended for wet packs.

THREE FIXED HEATS—remains at any one of three heat levels selected.

COVER ZIPS OFF—has hidden slide fastener. Soft washable fabrics of blue, maize or green. Cord sets colored to enhance appearance.

Retail Price\$8.95
Member's Price\$6.72



CASCO SUPREME

The most luxurious heating pad ever made. Rich, washable quilted satin cover with zipper for easy removal. Permanent rubberized inside cover is 100% wetproof, absolutely safe with wet dressings. 30 fixed heats allow correct heat selection for even most sensitive skin.

Retail Price\$8.95
Member's Price\$5.95

On Mail Orders Add 60c



presents the first and only
CUSTOM-CONTOURED

Automatic Blanket



Trim contoured corners to fit your mattress perfectly. The NEW CUSTOM-CONTOURED automatic blanket won't ride-up or slip off. Your bed looks and feels so trim, so tidy. Complete with NEW bedside control with softly illuminated dial.

All models available in Flamingo Red, Garden Green, Dresden Blue, Rose Pink, Citron Gold, Sprout Green.

123-A: PB16A1 — Double Bed
One Control, size 72 x 86
Nationally Advertised Price.....\$49.95
MEMBERS PRICE.....\$37.46

123-B: PB16A2 — Double Bed
Two Control, size 72 x 86
Nationally Advertised Price.....\$59.95
MEMBERS PRICE.....\$44.96

123-C: PB16A4 — Twin Bed
One Control, size 66 x 86
Nationally Advertised Price.....\$47.95
MEMBERS PRICE.....\$35.96



PLEASE STATE SECOND COLOR CHOICE WHEN ORDERING BY MAIL.

GENERAL ELECTRIC

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INCLUDING SAT.



SUNBEAM SHAVER

Retail Price\$27.50
MEMBER'S PRICE.....\$20.63

New Schick "20"



Retail Price\$26.50
MEMBER'S PRICE.....\$17.23



A SMOOTHER SHAVE IN
HALF THE TIME WITH
SHAVEX®
... INCREASES POWER
AND EFFICIENCY OF YOUR
SHAVER UP TO 60%

Retail Price\$5.95
Member's Price \$3.87

No matter what make electric shaver you use, or how tough your beard—you'll get a better shave with SHAVEX added. Converts ordinary household AC current to smoother, stronger DC — for faster, closer shaves.

ELECTRIC SHAVERS



REMINGTON "60"

Retail Price\$27.50
MEMBER'S PRICE.....\$17.88

REMINGTON "60" DELUXE

Retail Price\$29.50
MEMBER'S PRICE.....\$19.17



NORELCO

Retail Price\$24.95
MEMBER'S PRICE.....\$16.22

NORELCO SPORTSMAN

(Batteries Not Included)

Retail Price\$29.95
MEMBER'S PRICE.....\$19.47

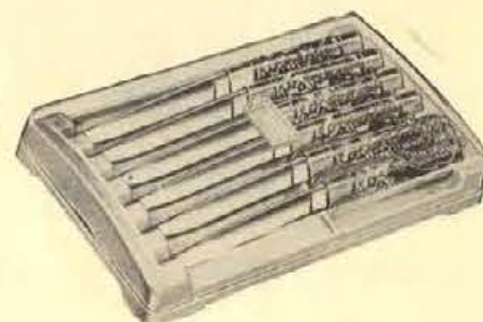
Famous Carvel Hall Cutlery by BRIDDELL of Crisfield



With all its loveliness, Carvel Hall Cutlery is made to use as often as you like . . . without danger of chipping, tarnishing or dulling. Carvel Hall is the perfect gift for Weddings, Anniversaries, Birthdays . . . and all important occasions. Approved by Good Housekeeping.



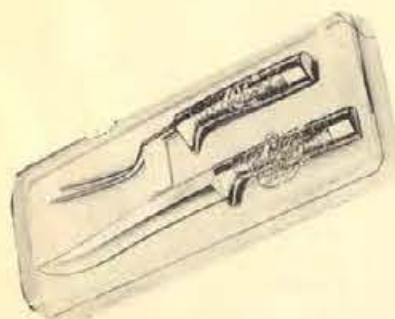
Classic and Regal Steak Knives Set also available in deluxe case. Add \$1.33 to Member's Price.



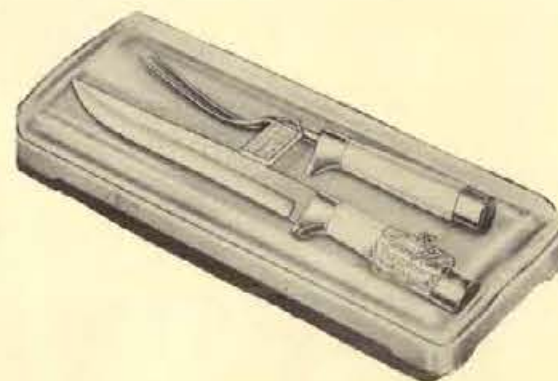
Steak Knives Set "Vogue"
Set of Six:
Retail Price\$19.50
MEMBER'S PRICE \$12.95
Set of Eight:
Retail Price\$25.00
MEMBER'S PRICE \$16.65



Steak Knives Set "Classic" or "Regal"
Silver Overlaid on Ivory or Ebony.
Set of Six:
Retail Price\$31.50
MEMBER'S PRICE \$20.95
Set of Eight:
Retail Price\$41.00
MEMBER'S PRICE \$27.35



Carving Set "Classic" or "Regal"
Silver Overlaid on Ivory or Ebony.
Retail Price\$25.00
MEMBER'S PRICE \$16.65



MANY OTHER
SETS TO
CHOOSE FROM

Carving Set "Vogue"
Retail Price\$19.50
MEMBER'S PRICE \$12.95

ON MAIL ORDERS ADD 60c FOR POSTAGE, INSURANCE AND PACKING.



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Community
THE FINEST SILVERPLATE

The VOGUE CHEST

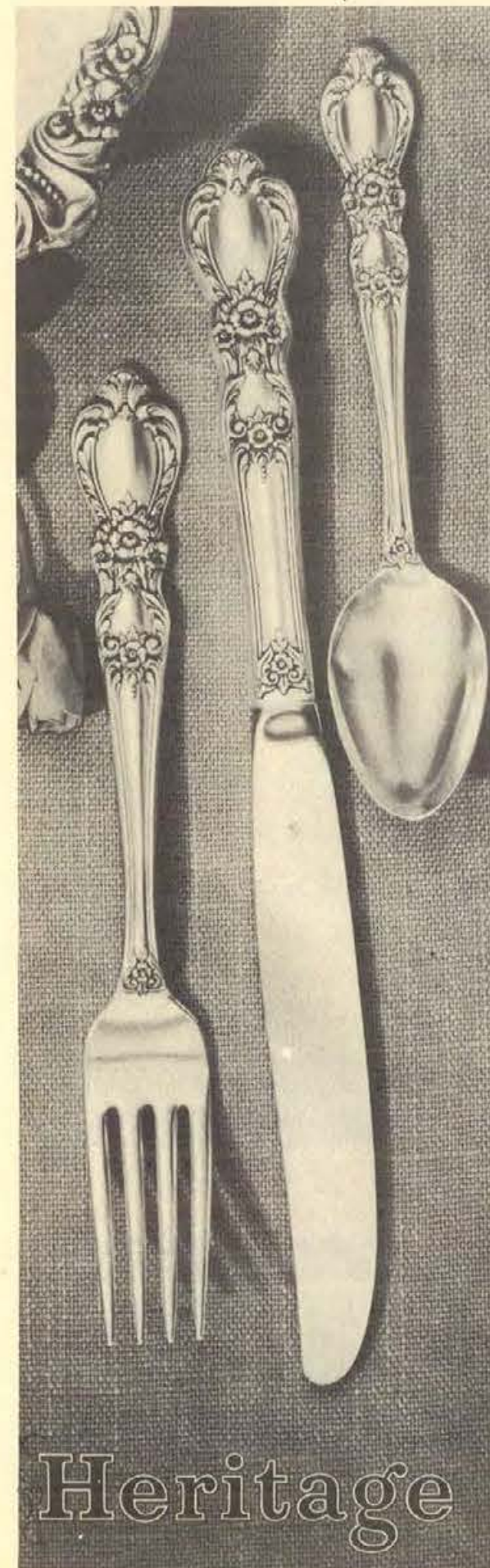
WHITE ORCHID PATTERN ILLUSTRATED
ALSO AVAILABLE IN EVENING STAR, MORNING STAR, CORONATION AND LADY HAMILTON PATTERNS

52 PIECES Service for 8
(Including Chest)

8 Dinner Knives	8 Salad Forks	8 Soup Spoons	1 Sugar Spoon
8 Dinner Forks	16 Teaspoons	1 Butter Knife	2 Serving Spoons

Retail Price	MEMBER'S	
\$79.75	PRICE	\$47.85

For Mail Orders Add \$1.00 For Postage and Insurance.



Heritage



Heritage pattern illustrated

1847 ROGERS BROS.
AMERICA'S FINEST SILVERPLATE

Service for Eight with
Custom Chest

52 pieces (including chest)

CONTENTS

8 Knives	8 Salad Forks
8 Forks	1 Table Spoon
16 Teaspoons	1 Butter Knife
8 Soup Spoons	1 Sugar Spoon
1 Pierced Table Spoon	

Retail Price	MEMBER'S	
\$79.75	PRICE	\$47.85

CUSTOM CHEST

Clean, modern style in perfect harmony with traditional furnishings. Mahogany finish. Tarnish resistant, red duvetyn lining.



On Mail Orders Add \$1.00

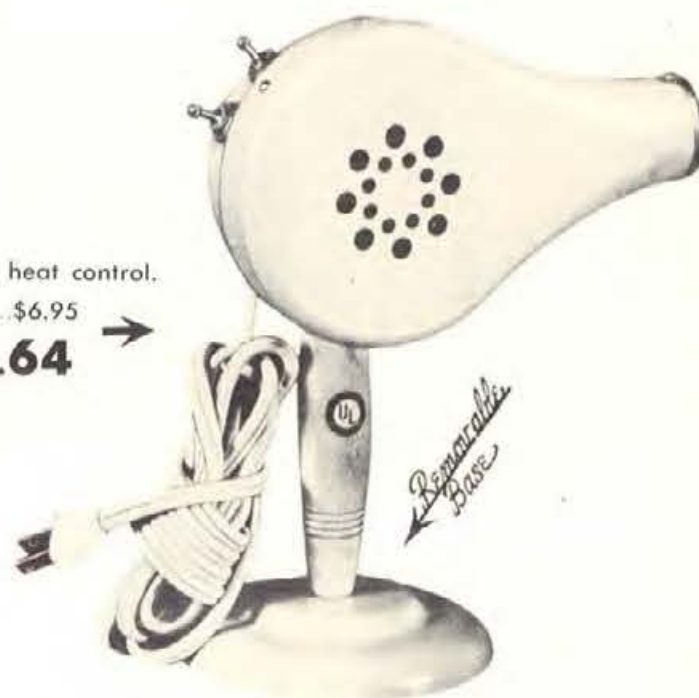


Electric HAIR DRYERS

Adjustable and removable base, thermostat heat control and damper regulator.
Retail Price \$8.95
MEMBER'S PRICE **\$5.97**

Also available in all chrome model
Retail Price \$9.95
MEMBER'S PRICE **\$6.63**

Removable base, thermostat heat control.
Retail Price \$6.95
MEMBER'S PRICE **\$4.64**



Oster Airjet HAIR DRYER

Beautiful chromium plated metal case, gracefully tapered and balanced. New type stand is a combination stand and handle, tilts to any desired angle. Finger control hot-cold air switches, lifetime lubrication.

Retail Price \$19.95
MEMBER'S PRICE **\$13.30**



Heritage pattern illustrated

1847 ROGERS BROS. AMERICA'S FINEST SILVERPLATE

Service for Eight with
Custom Chest

52 pieces (including chest)

CONTENTS

8 Knives	8 Salad Forks
8 Forks	1 Table Spoon
16 Teaspoons	1 Butter Knife
8 Soup Spoons	1 Sugar Spoon
	1 Pierced Table Spoon

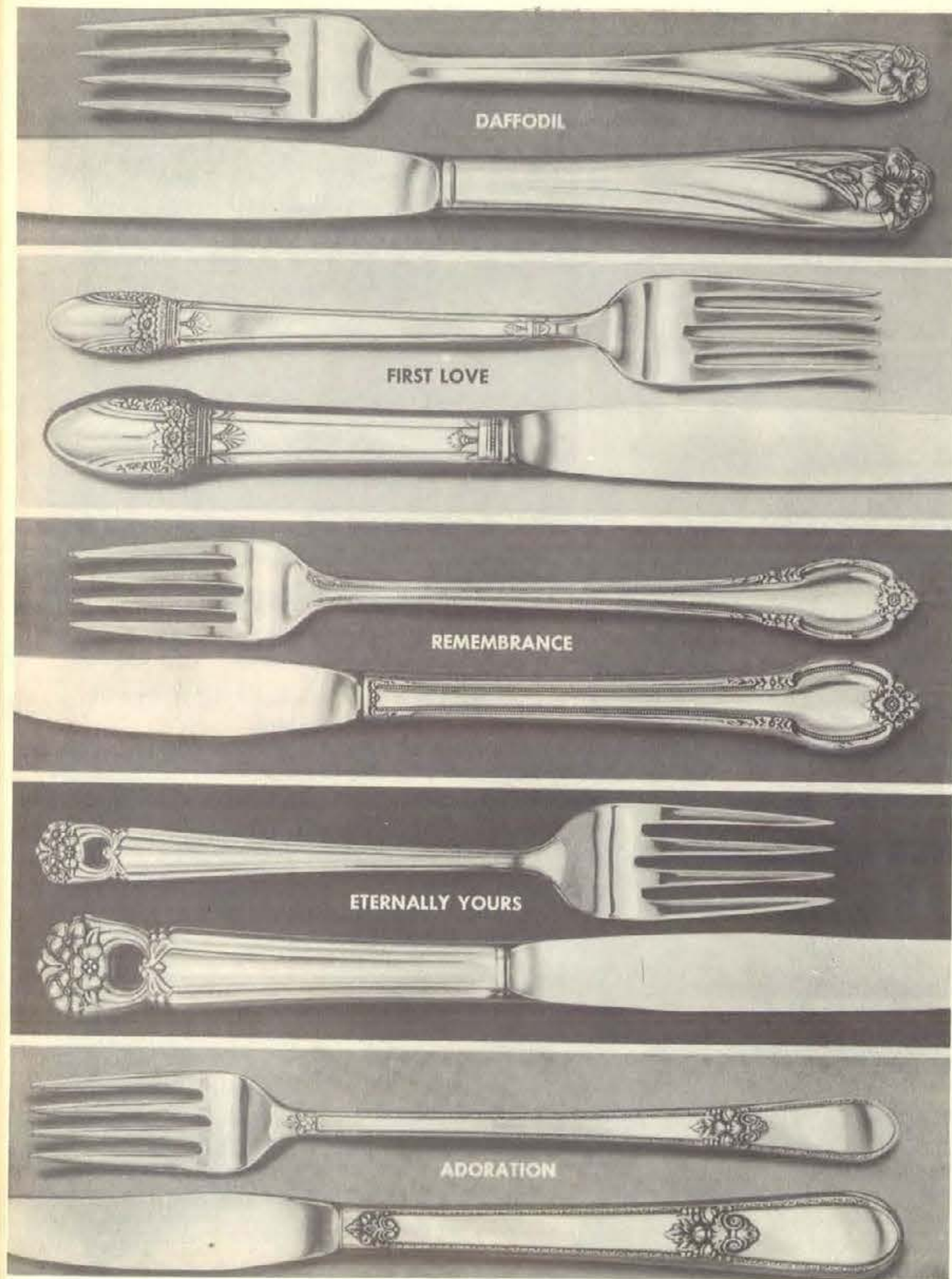
Retail Price \$79.75
MEMBER'S PRICE **\$47.85**

CUSTOM CHEST

Clean, modern style in perfect harmony with traditional furnishings. Mahogany finish. Tarnish resistant, red duvetyn lining.



On Mail Orders Add \$1.00



DAFFODIL

FIRST LOVE

REMEMBRANCE

ETERNALLY YOURS

ADORATION



MAY QUEEN

A gay pattern that sparkles with the breath of youth. Lifting . . . exciting . . . a pattern that will live always.

Sterling Inlaid Silverplate HOLMES & EDWARDS

52 PIECES SERVICE FOR EIGHT

(Including tarnish-resistant Chest)
8 Dinner Knives, 8 Dinner Forks, 8 Salad Forks,
16 Teaspoons, 8 Soup Spoons, 1 Butter Knife,
1 Sugar Spoon, and 2 Serving Spoons

Retail Price
\$84.50

MEMBER'S
PRICE

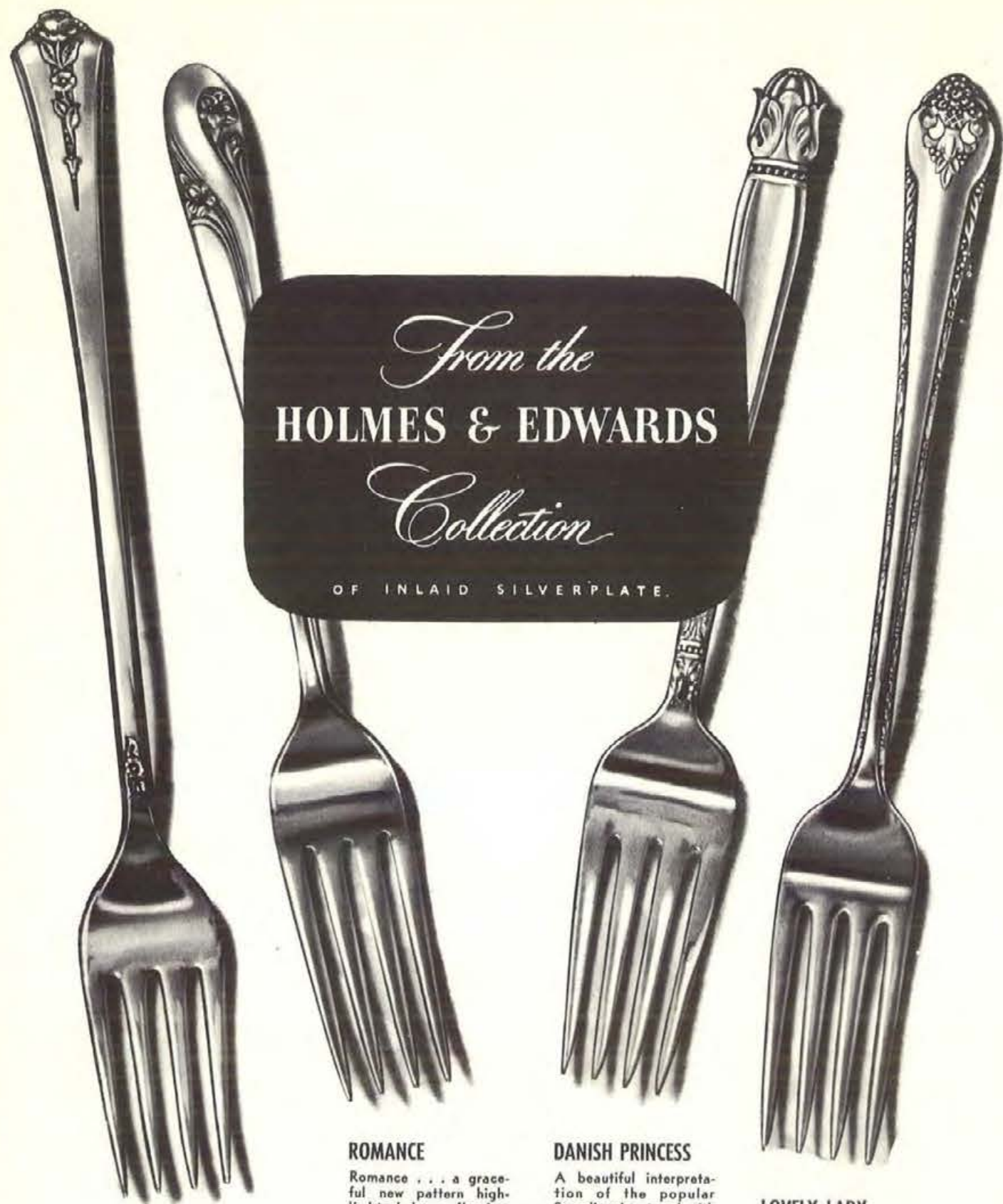
\$56.34

ON MAIL ORDERS ADD \$1.00
TO COVER COST OF
POSTAGE AND INSURANCE.

Pattern Illustrated

"MAY QUEEN"

Also available in four other
beautiful patterns. See page
opposite.



From the
HOLMES & EDWARDS
Collection
OF INLAID SILVERPLATE.

SPRING GARDEN

The delicately carved floral design bursts over the tip of the beautifully-proportioned handle . . . the brilliant touch of master designers.

ROMANCE

Romance . . . a graceful new pattern highlighted by a flowing ribbon of lustrous silver and accentuated with stylized day-lilies . . . a design of ever youthful beauty.

DANISH PRINCESS

A beautiful interpretation of the popular Scandinavian trend with sweeping lines and graceful ornament. (All patterns made in U.S.A.)

LOVELY LADY

Delicately carved flowers provide the theme of this rich design. Lacy pierced work in the handles adds to the charm and distinction of the pattern.

★ **ROGERS & BRO.**
REINFORCED PLATE
ORIGINAL ROGERS SILVERPLATE • MADE BY
THE INTERNATIONAL SILVER COMPANY



STARLIGHT



New and lovely wood chest with tarnish-resistant lining, included with each set. Silverplated Flatware is not subject to Federal Tax

52 Piece Service For Eight

16 Teaspoons	2 Table Spoons
8 Dinner Knives (Hollow Handles)	1 Butter Knife
8 Dinner Forks	1 Sugar Spoon
8 Soup Spoons	
Retail Price	\$39.95
MEMBER'S PRICE	\$23.97

ALSO AVAILABLE IN FOLLOWING SETS

34 Piece (service for 8)	Retail Price	\$29.95
	Member's Price	\$17.97
79 Piece (service for 8)	Retail Price	\$59.95
	Member's Price	\$35.97

On Mail Orders Add \$1.00

Sterling Silver

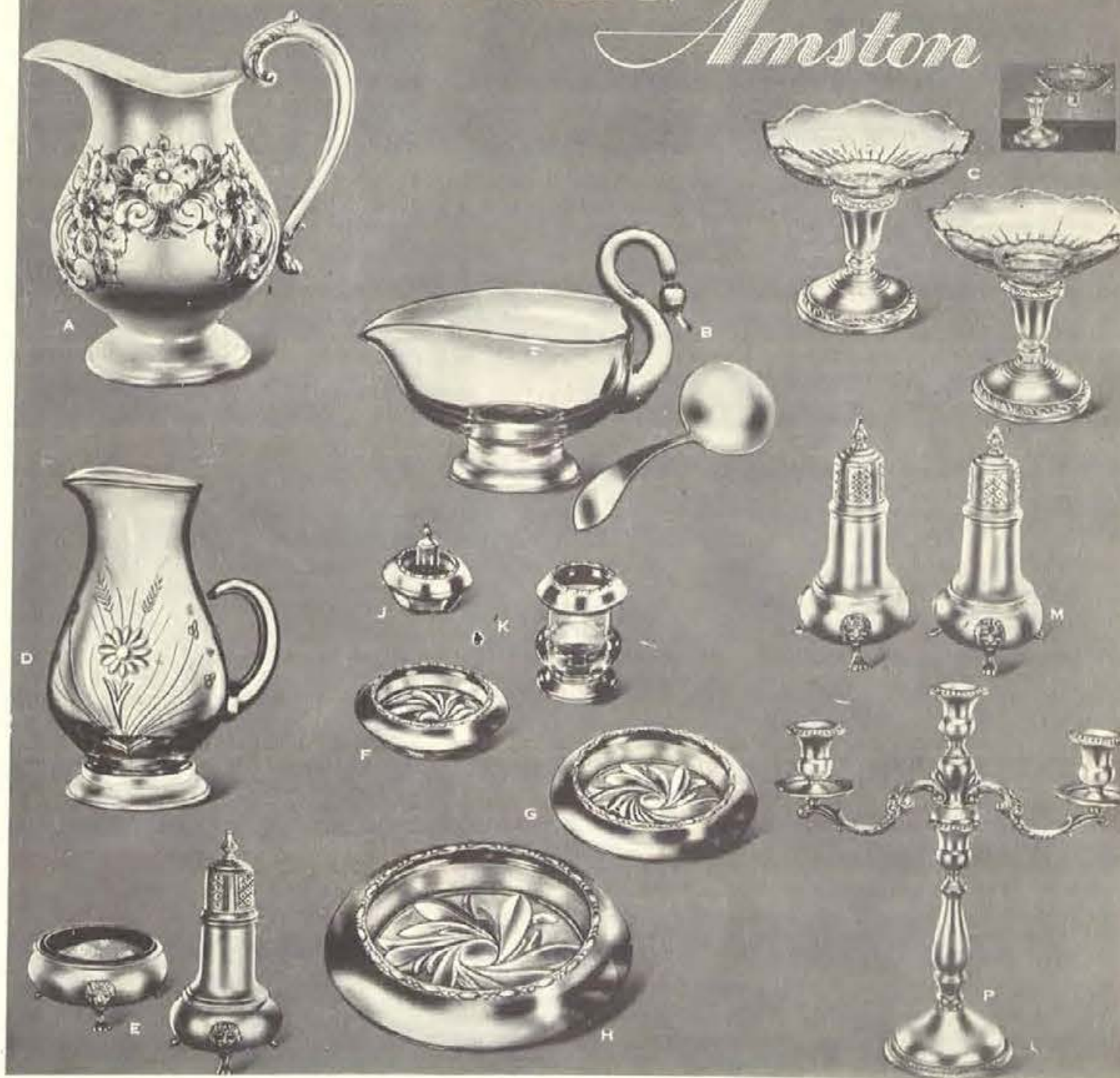
By WM. ROGERS MFG. CO.



- A. BASKET. Elegant and ideal for fruit, flowers, candy. Height 2 3/4", diameter 6".
Retail Price \$10.80.
MEMBER'S PRICE \$7.20
- B. CANDELABRA. Perfect for the informal table. Height 3". Retail Price \$7.80.
MEMBER'S PRICE \$5.20
- C. BON BON. For candies, nuts, and olives. Retail Price \$7.20.
MEMBER'S PRICE \$4.80
- D. CANDELABRA 3-LIGHT. Rich, gracious appearance. Height 5 1/4", spread 9 1/2". Retail Price \$36.00 Pr.
MEMBER'S PRICE \$23.95 Pr.
- E. MAYONNAISE AND LADLE (2-pc.). For mayonnaise, gravies, sauces. Retail Price \$12.00.
MEMBER'S PRICE \$7.95
- F. SANDWICH TRAY. One of the most useful pieces. Diameter 8 1/2". Retail Price \$12.00.
MEMBER'S PRICE \$7.95
- G. SALT & PEPPER. Dainty and useful every day. Height 4 3/4". Retail Price \$10.20.
MEMBER'S PRICE \$6.80
- H. ASHTRAY AND URN. Gold lined urn holds 10 or more cigarettes. Urn Height 3". Retail Price \$5.40.
MEMBER'S PRICE \$3.60
ASH TRAY — Diameter 3". Retail Price \$2.10.
MEMBER'S PRICE \$1.40
- I. BOWL. Holds flowers, fruits, and serves vegetables. Retail Price \$14.40.
MEMBER'S PRICE \$9.60
- J. TALL COMPOTE. A most handsome centerpiece for fruits, flowers, etc. Height 5 1/2". Retail Price \$10.20.
MEMBER'S PRICE \$6.80
- K. SUGAR AND CREAM. Adds elegance to your entertaining. Height 2 1/2". Gold Lined. Retail Price \$18.00.
MEMBER'S PRICE \$11.95
- ALL PRICES INCLUDE FEDERAL TAX

STERLING HOLLOW-WARE BY

Amston



- A. No. 1006 STERLING SILVER WATER PITCHER. Hand Chased. Height 9 1/2". Capacity 2 Qts. Retail Price \$148.95
MEMBER'S PRICE \$82.50
- B. No. 1235 CRYSTAL AND STERLING SAUCE BOAT OR MAYONNAISE SET. Diameter 4 1/2". Sterling ladle, length 5". Retail Price \$8.15
MEMBER'S PRICE \$4.90
- C. No. 540 CONSO-COMPOTES. Combination Sterling Silver Console Stick and Crystal Compote Top. Glass top unscrews from base which can be used as Console. Overall height 5 1/2". Diameter of top 6". Diameter of base 3 1/2". Retail Price \$13.05 Pr.
MEMBER'S PRICE \$7.83 Pr.
- D. No. 1009 STERLING SILVER AND CUT CRYSTAL WATER PITCHER. Sterling Silver Base. Capacity 2 1/2 Qts. Height 11". Diameter of Base 4 1/2". Retail Price \$25.20
MEMBER'S PRICE \$14.95
- E. No. 415 STERLING SILVER OPEN SALT AND PEPPER SHAKER. Blue Glass Lining. Height of Shaker 4 1/2". Diameter of Open Salt 2 1/2". Retail Price \$25.20
MEMBER'S PRICE \$14.95
- F. No. 144 STERLING SILVER AND CRYSTAL COASTER. Diameter 3 3/4". Retail Price \$1.44
MEMBER'S PRICE \$0.87 Each
- G. No. 145 STERLING SILVER AND CRYSTAL COASTER. Diameter 4 1/2". Retail Price \$2.40
MEMBER'S PRICE \$1.32
- H. No. 146 STERLING AND CRYSTAL COASTER. Dia. 6 1/4". Large enough to hold a water pitcher. Retail Price \$7.20
MEMBER'S PRICE \$3.60
- J. No. 148 STERLING SILVER AND CRYSTAL CIGARETTE LIGHTER. Height 3 1/4". Retail Price \$3.60
MEMBER'S PRICE \$2.16
- K. No. 149 STERLING SILVER AND CRYSTAL CIGARETTE URN. Height 3 1/4". Retail Price \$3.60
MEMBER'S PRICE \$2.16
- M. No. 415C STERLING SILVER SALT AND PEPPER SHAKERS. Height of Shakers 4 1/2". Retail Price \$30.00
MEMBER'S PRICE \$17.95 Pr.
- P. No. 543/3 STERLING SILVER 3 LIGHT CANDELABRA. Exquisitely designed. Removable arms. Height 14 3/4". Armspread 13 1/2". Retail Price \$204.00
MEMBER'S PRICE \$122.40 Pr.

★ ROGERS & BRO.

Original Rogers Silverplate



No. 2309 PLAIN MEAT DISH—Length, 18 inches. Serves cold meats, sandwiches, jellied salads, etc.
Retail Price \$17.40 MEMBER'S PRICE \$11.60

No. 2310 WELL AND TREE PLATTER—Length, 18 inches. Deep well catches gravy from roasts, steaks, and chops.
Retail Price \$17.40 MEMBER'S PRICE \$11.60



No. 2380 WAITER, Chased, Oval, 17 inches—Overall length, 21 inches. Beautiful floral chased center prevents scratching. Use with tea set or separately for serving drinks, hors-d'oeuvres.
Retail Price \$17.40 MEMBER'S PRICE \$11.60

All prices include Federal Tax.

On Mail Orders Add 75c



No. 2321 SANDWICH TRAY
Diameter, 11 1/4 inches. Beautiful gleaming surface serves cookies, cakes, sandwiches, hors-d'oeuvres. Rests firmly on pedestal base.
Retail Price \$10.80—Member's Price \$7.20



No. 2319 BREAD TRAY
Length, 13 3/8 inches. Serves bread, rolls, sandwiches, celery, or olives.
Retail Price \$10.80—Member's Price \$7.20



No. 2317 WATER PITCHER
Capacity 2 Quarts
For ice water, milk, drinks, or doubles as flower vase. Floral design handles and base.
Retail Price \$17.40—Member's Price \$11.60

★ ROGERS & BRO.

Original Rogers Silverplate

MADE BY INTERNATIONAL SILVER COMPANY



Floral design decorates spouts and handles. Any woman would be proud to preside over this gleaming service. Chased center on waiter prevents scratching.

No. 2300 TEA OR COFFEE SERVICE, 3 PIECES
Retail Price \$34.80—MEMBER'S PRICE \$23.20

No. 2380 WAITER
Chased, Length, 17 inches—Overall Length, 21 inches.
Retail Price \$17.40—MEMBER'S PRICE \$11.60



No. 2313 GRAVY SET
Capacity 8 ounces
Attached tray for easy handling
Retail Price \$17.40—MEMBER'S PRICE \$11.60



No. 2312 DOUBLE VEGETABLE DISH
Length 11 1/4 inches. Keeps food hot or use cover for extra serving dish.
Retail Price \$17.40—MEMBER'S PRICE \$11.60

ON MAIL ORDER ITEMS #2300 & #2380 SHIPPED BY EXPRESS ONLY. EXPRESS CHARGES C.O.D. BALANCE OF ITEMS ON THIS PAGE ADD \$1.00 ALL PRICES INCLUDE FEDERAL TAX

Fine SILVERPLATE Holloware



A. CHAFING DISH

Hand Applied Gadroon Border
1½ Qt. Capacity. Alcohol Burner and Hot
Water Jacket.

Retail Price \$66.00
MEMBER'S PRICE \$39.60

B. 4 Piece FLUTED COFFEE OR TEA SERVICE

Coffee Pot 10 Cup Capacity. Height 8½"
Sugar Bowl 4½", Creamer 3"
Handled Tray 13" Diameter (Not Including
Handles)

Retail Price \$39.60
MEMBER'S PRICE \$23.75

C. SWIVEL COVERED CASSEROLE

Hand Applied Border
Removable 2 Qt. Pyrex Bowl

Retail Price \$66.00
MEMBER'S PRICE \$36.00

D. GRAVY BOAT & TRAY

Hand Applied Border
Length 9"

Retail Price \$24.00
MEMBER'S PRICE \$14.40

E. WATER PITCHER — Footed

Hand Applied Gadroon Border
Has Ice Guard, 2½ Qt. Capacity

Retail Price \$36.00
MEMBER'S PRICE \$21.60

F. BUTTER DISH

Has Swivel Cover, Removable Glass Liner
Diameter 5½", Height 5½"

Retail Price \$18.00
MEMBER'S PRICE \$10.80

G. CANDELABRA

Height 7½", Length 13"

Hand Applied Gadroon Border on Base.
Retail Price \$36.00 pr.
MEMBER'S PRICE \$21.60 pr.

H. HANDLED GALLERY TRAY—Footed

Hand Applied Rose Border, 15½" Diameter.
Will Hold A Pitcher and Eight Glasses.

Retail Price \$48.00
MEMBER'S PRICE \$28.80

ON MAIL ORDERS, A., B. & C. Shipped Express
Only. Express Charges C.O.D. D., F. & G., add
60c for Postage. E. & H. add \$1.00 for Postage,
Insurance and Packing.

ALL PRICES INCLUDE FEDERAL TAX

Fine SILVERPLATE Holloware



A. CHAFING DISH

Hand Applied Border. With Alcohol Burner
and Hot Water Jacket. Capacity 1 Qt.
Height 12", Diameter 10½"

Retail Price \$78.00
MEMBER'S PRICE \$46.80

B. 3 ARM CANDELABRA

Heavy Rococo Design
Height 10½", Length 14"

Retail Price \$47.90 pr.
MEMBER'S PRICE \$28.74 Pr.

C. WATER PITCHER

Hand Applied Gadroon Border
2 Qt. Capacity, Height 8"

Retail Price \$18.00
MEMBER'S PRICE \$10.80

D. BUTTER DISH

Removable Glass Insert
Shell and Gadroon Border
Length 9", Capacity ¼ Lb.

Retail Price \$7.20
MEMBER'S PRICE \$4.32

E. COVERED VEGETABLE DISH

Cover May be Used as a Separate Serving
Dish. Length 12", Width 9"

Retail Price \$26.40
MEMBER'S PRICE \$15.84

F. 6 Pc. TEA & COFFEE SERVICE

—On Legs. Tray 17"x29" (Including Handles)
Coffee Pot 11½" in Height, Capacity 10 Cup
Tea Pot 9 Cup Capacity, 10" High

Retail Price \$234.00
MEMBER'S PRICE \$139.95

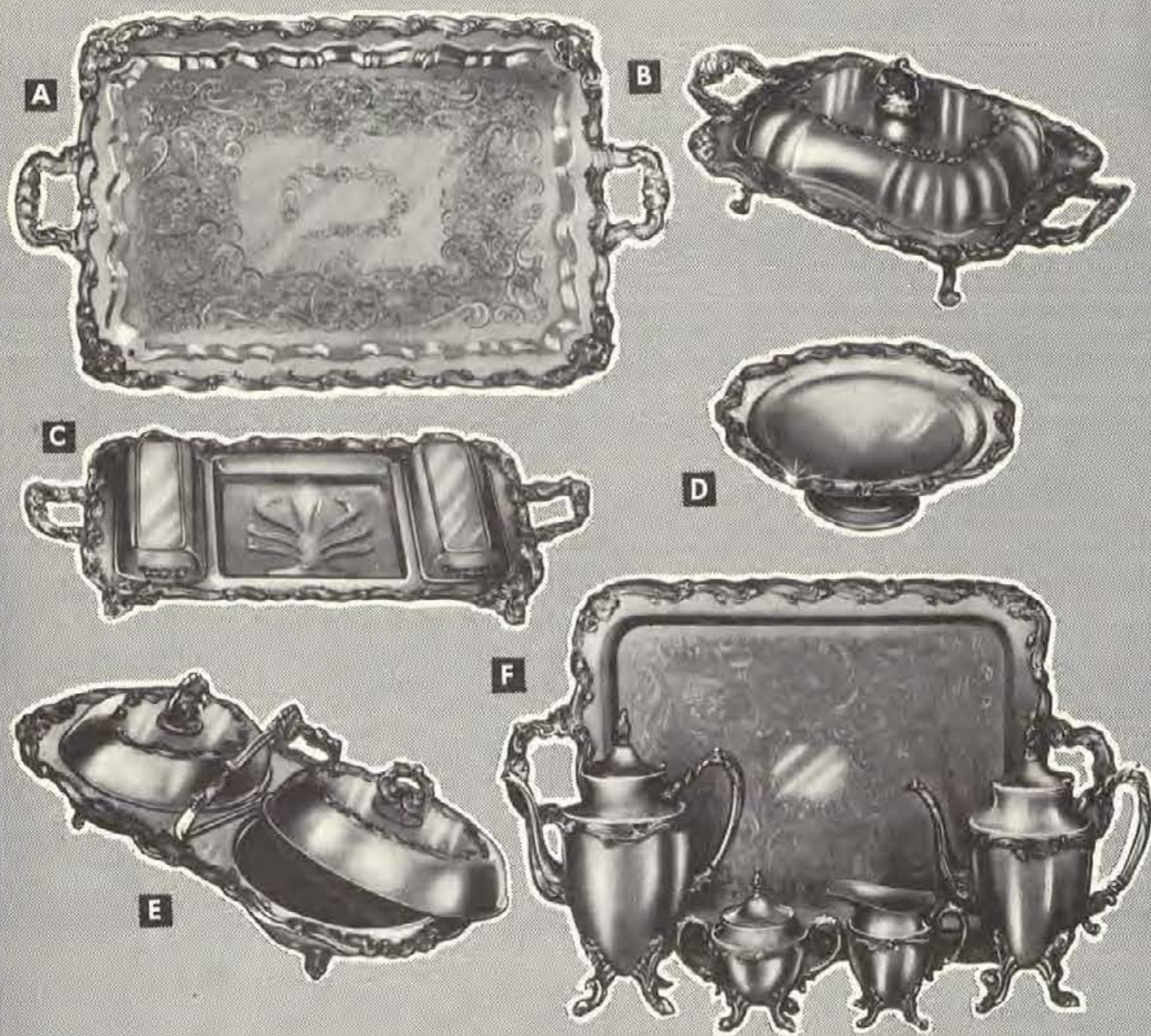
G. ICE BUCKET

Blossom Border
2 Qt. Capacity. Swinging Cover.
Diameter 7½", Height 13"

Retail Price \$36.00
MEMBER'S PRICE \$21.60

ON MAIL ORDERS A. & F. SHIPPED EXPRESS ONLY, EXPRESS CHARGES C.O.D.
D. ADD 60c FOR POSTAGE. BALANCE OF ITEMS ON THIS PAGE, ADD \$1.00
FOR POSTAGE, INSURANCE AND PACKING. ALL PRICES INCLUDE FEDERAL TAX.

Fine SILVERPLATE Holloware



A. SERVING TRAY — Footed

Hand Applied Border
19"x31" Inc. Handles
Retail Price\$96.00
MEMBER'S PRICE\$57.60

B. MELON SHAPED COVERED VEGETABLE DISH — Footed

With Locked Handle
Width 11½", Length 18", Inc. Handles
Divided Center in Bottom of serving dish.
Retail Price\$60.00
MEMBER'S PRICE\$36.00

C. SUPPER DISH — Footed

Combination Well & Tree with two covered vegetable dishes. Covers may be used as a celery or relish server.
Width 15", Length 24"
Retail Price\$66.00
MEMBER'S PRICE\$39.60

D. FRUIT BOWL AND CENTER PIECE

Diameter 10¾", Height 3½"
Beautiful Hand Applied Border
Retail Price\$26.40
MEMBER'S PRICE\$15.84

E. DOUBLE COVERED VEGETABLE DISH — Footed

With locked handles. Hand Applied Border.
Length 17", Width 12"
Retail Price\$66.00
MEMBER'S PRICE\$39.60

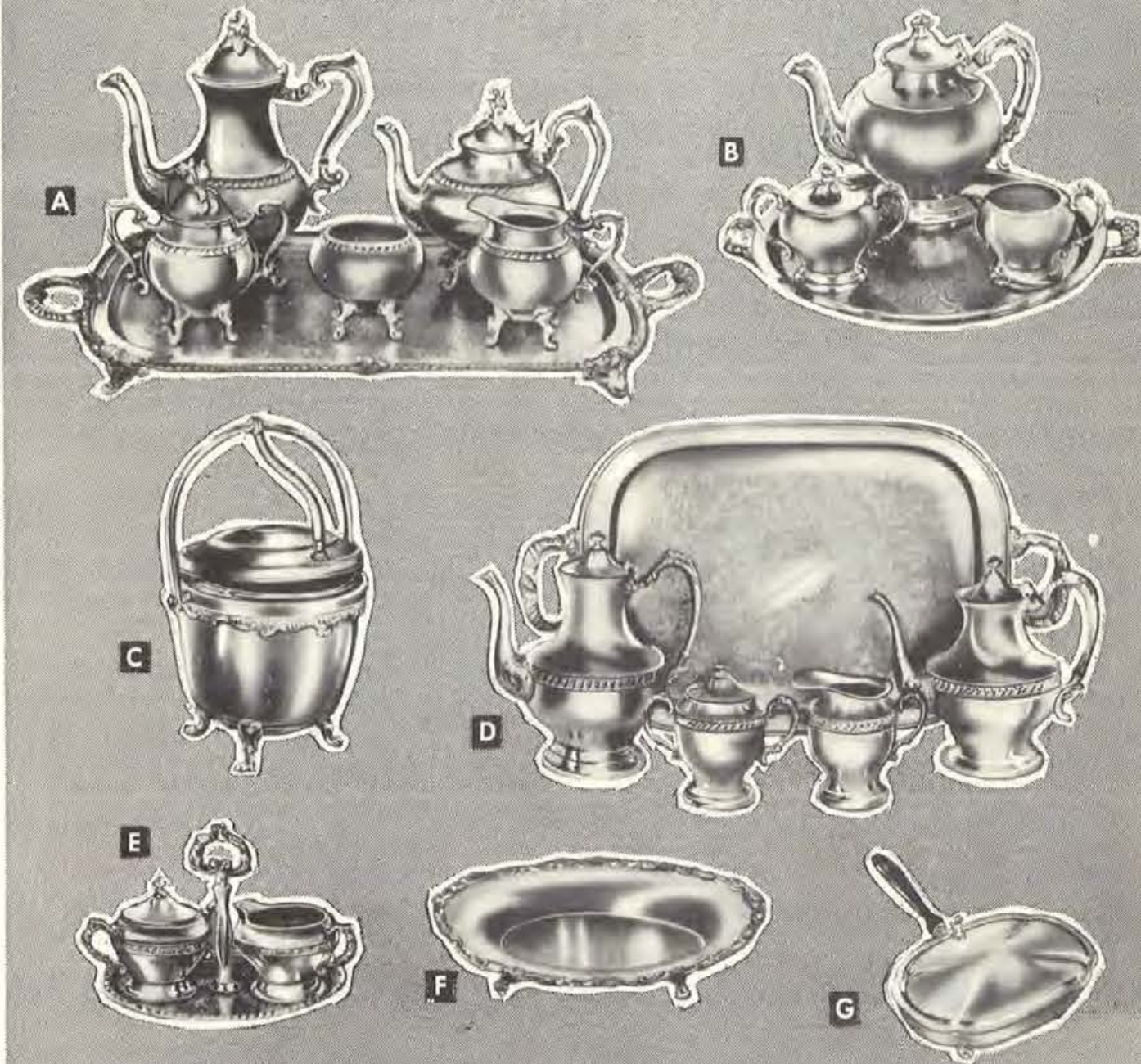
F. 5 Piece TEA & COFFEE SERVICE Footed

Hand Applied Border.
Coffee Pot 8 Cup Capacity, 11" High.
Tray 15"x24"
Tea Pot 8 Cup Capacity, 10" High.
Retail Price\$132.00
MEMBER'S PRICE\$78.50

ON MAIL ORDERS A., C. & F. SHIPPED EXPRESS ONLY. EXPRESS CHARGES C.O.D. D. ADD 75c FOR POSTAGE.

B. & E. ADD \$1.00 FOR POSTAGE, INSURANCE & PACKING. ALL PRICES INCLUDE FEDERAL TAX.

Fine SILVERPLATE Holloware



A. 6 Pc. GADROON TEA & COFFEE SERVICE

On Legs. Tray 16"x22" (Inc. Handles)
Coffee Pot 12 Cup Capacity, Height 11½"
Tea Pot 9 Cup Capacity, Height 8½"
Retail Price\$180.00
MEMBER'S PRICE\$108.00

B. 4 Pc. TEA or COFFEE SET

Tray 13" Diameter
Coffee Pot 10 Cup Capacity, Height 7¾"
Retail Price\$36.00
MEMBER'S PRICE\$21.60

C. ICE BUCKET — Footed

Glass Vacuum Liner, Swinging Cover
7½" Diameter, 10½" High
Hand Applied Border
Retail Price\$45.00
MEMBER'S PRICE\$27.00

D. OLD ENGLISH TEA & COFFEE SERVICE

Tray 14"x23½" (Inc. Handles)
Coffee Pot 10 Cup Capacity, Height 10"
Tea Pot 8 Cup Capacity, Height 9"
Retail Price\$96.00
MEMBER'S PRICE\$57.60

E. DESSERT SET

Sugar & Creamer on round tray.
Tray may be used as a separate serving piece. Diameter 8½", Height 5½"
Retail Price\$19.80
MEMBER'S PRICE\$11.80

F. BREAD TRAY — Footed

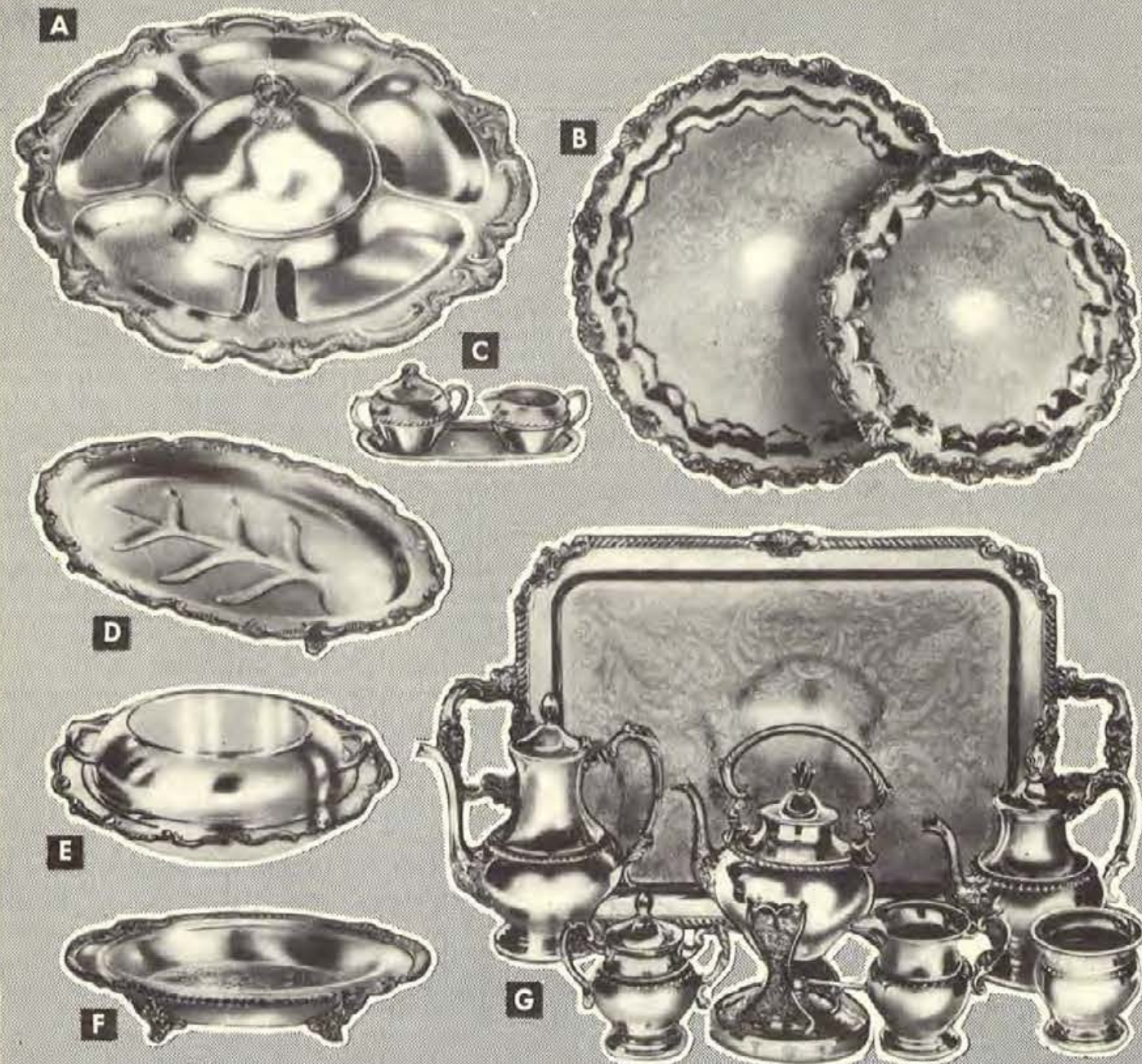
Hand Applied Border
13" Long
Retail Price\$14.40
MEMBER'S PRICE\$8.64

G. SILENT BUTLER — Footed

With Detachable Mahogany Handle
7½"x5¼"
Retail Price\$12.00
MEMBER'S PRICE\$7.20

ON MAIL ORDERS A., B. & D. SHIPPED EXPRESS ONLY. EXPRESS CHARGES C.O.D. BALANCE OF ITEMS ON THIS PAGE, ADD 75c FOR POSTAGE, INSURANCE AND PACKING. ALL PRICES INCLUDE FEDERAL TAX.

Fine SILVERPLATE Holloware



A. LAZY SUSAN

5 Compartments — with dome cover. Center with 1 qt. recessed pyrex insert. Hand Applied Border. On revolving ball bearing. 20" Diameter.

Retail Price \$72.00
MEMBER'S PRICE \$43.20

B. CHIPPENDALE SERVING TRAY — Footed

Choice of three sizes to grace your table

#532 13" Dia. Retail Price \$24.00
MEMBER'S PRICE \$14.40
#523 17½" Dia. Retail Price \$34.80
MEMBER'S PRICE \$20.88
#533 19½" Dia. Retail Price \$48.00
MEMBER'S PRICE \$28.80

C. SUGAR & CREAMER WITH TRAY

Gadroon Border. Height 3¾", Tray 9½"
Retail Price \$8.40
MEMBER'S PRICE \$6.30

D. WELL & TREE PLATTER — Footed

Hand Applied Border
Width 12", Length 19"
Retail Price \$24.00
MEMBER'S PRICE \$14.40

E. COVERED VEGETABLE DISH

Cover may be used as a separate serving dish. Width 9", Length 11½"
Retail Price \$24.00
MEMBER'S PRICE \$14.40

F. PIE PLATE

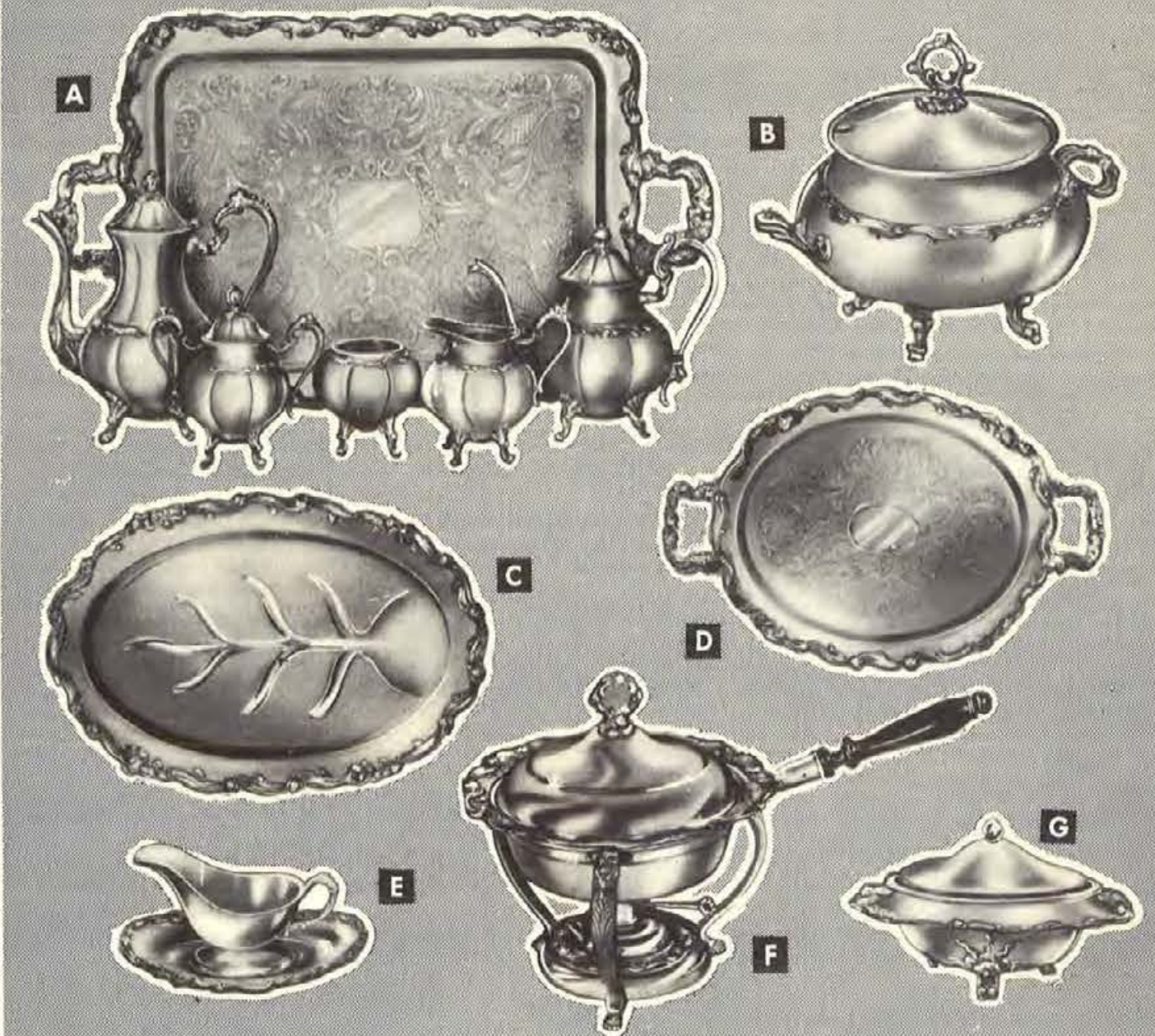
Hand Applied Shell & Gadroon Border
10" Pyrex server. 13½" Diameter.
Retail Price \$24.00
MEMBER'S PRICE \$14.40

G. 7 Pc. TEA & COFFEE SERVICE

Hand Applied Gadroon & Shell Border. Tray 16"x27". Coffee Pot 8 Cup Capacity. 10" Ht. Tea Pot 7 Cup Capacity. 9" Ht. Serving Hot Water Kettle 9 Cup Cap. 12½" Ht. With Alcohol Burner. Retail Price \$180.00
MEMBER'S PRICE \$108.00

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C. ADD 60c FOR POSTAGE. BALANCE OF ITEMS ON THIS PAGE ADD \$1.00 FOR POSTAGE, INSURANCE AND PACKING. ALL PRICES INCLUDE FEDERAL TAX.

Fine SILVERPLATE Holloware



A. 6 Pc. TEA & COFFEE SERVICE — On Legs

Tray, Footed—17" Width, 29" Long (Including Handles).
Coffee Pot 11" high, Capacity 12 Cups.
Tea Pot 8½" High, Capacity 9 Cups
Hand Applied Royal Rose Border.
Retail Price \$204.00
MEMBER'S PRICE \$122.40

B. SOUP TUREEN — On Legs

Also used as a beautiful Center Piece
Height 9½", Capacity 3 Qts.
Retail Price \$66.00
MEMBER'S PRICE \$39.60

C. WELL & TREE PLATTER

Hand Applied Royal Rose Border
Length 19", Width 13"
Retail Price \$26.40
MEMBER'S PRICE \$15.84

D. OVAL HANDLED TRAY — Footed

Hand Applied Royal Rose Border
Width 13½", Length 22" (Including Handles)
Retail Price \$26.40
MEMBER'S PRICE \$15.84

E. GRAVY BOAT & TRAY (Two Piece)

Hand Applied Royal Rose Border
Length 9"
Retail Price \$26.40
MEMBER'S PRICE \$15.84

F. CHAFING DISH — 2 Qt. Capacity

Hand Applied Royal Rose Border
With Alcohol Burner & Hot Water Jacket
Height 12", Diameter 12"
Retail Price \$108.00
MEMBER'S PRICE \$64.80

G. COVERED CASSEROLE — On Legs

Also Used As A Center Piece
1 Qt. Removable Pyrex Insert
Diameter 11", Height 6"
Retail Price \$25.20
MEMBER'S PRICE \$14.95

Also available in:
#921 1½ Qt. Capacity. Retail Price \$30.00
MEMBER'S PRICE \$18.00
#922 2 Qt. Capacity. Retail Price \$36.00
MEMBER'S PRICE \$21.60

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E. ADD 60c FOR POSTAGE. BALANCE OF ITEMS ON THIS PAGE ADD \$1.00 FOR POSTAGE, INSURANCE AND PACKING. ALL PRICES INCLUDE FEDERAL TAX.

THE MOST BEAUTIFUL CAN OPENERS EVER MADE

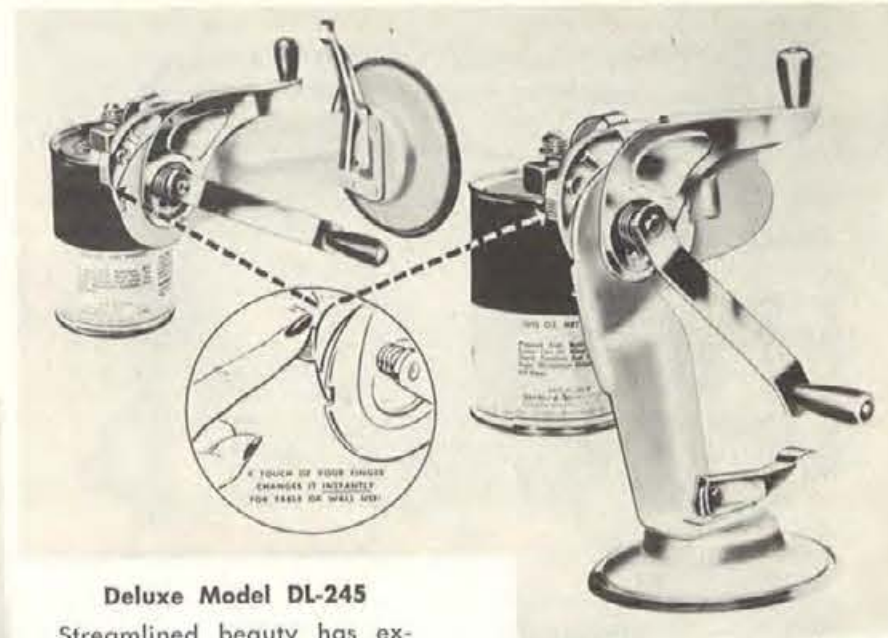
PORTABLE CAN OPENER

Use It Anywhere!

No. 285—Two wonderful can openers in one . . . on table or wall. Vacuum disc adheres to any flat, non-porous surface. Magnetic.

Retail Price\$5.98

MEMBER'S PRICE\$3.99

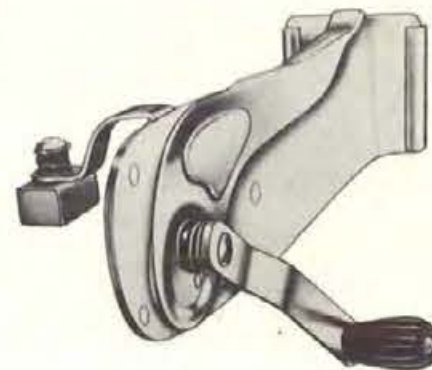


Deluxe Model DL-245

Streamlined beauty has exclusive removable cutter and magnet for speedy rinsing. Single action . . . no levers, no oiling. Gleaming chromium and choice of white, red or yellow baked enamel.

Retail Price\$5.98

MEMBER'S PRICE\$3.99



ABOVE: No. 270—Here's a really new magnetic can opener at a low, low price. Amazing magnet grasps can lids—removable for easy cleaning. White only.

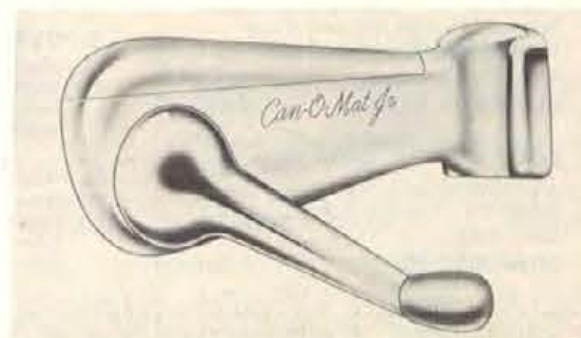
Retail Price\$2.98

MEMBER'S PRICE\$1.99

BELOW: No. 150—Can-O-Mat Jr. Removable cutter for easy cleaning. Single action . . . no levers. Red, white, yellow.

Retail Price\$4.39

MEMBER'S PRICE\$2.93



No. 650

New heavy-duty shredder and salad maker, with 4 interchangeable stainless steel discs. Shreds fine or coarse, slices, grates. Rubber suction cup feet grip any non-porous surface. No screws . . . no clamps . . . no marred table tops.

Retail Price \$9.95

MEMBER'S PRICE \$6.63

On Mail Orders Add 60c

ICE CRUSHERS

A must for kitchen or home bar for preparing frozen drinks, chilled salads, desserts, ice bags, vacuum bottles, electric mixers, etc. Patented metal fingers within cover save yours, guide the ice. The Ideal Gift!



On Mail Orders

Add 60c



Portable, all-enclosed, no-drip. Selector Dial for choice of fine, medium or coarse.

DL455—Gleaming chromium with red, white or yellow baked enamel.

Retail Price\$10.98

MEMBER'S PRICE\$7.32

NK-455—New chrome model with black enamel trim.

Retail Price\$12.95

MEMBER'S PRICE\$8.64

Wall. Model. For fine ice, turn to right; for coarse ice, turn left. Button releases cup instantly. Fits Can-O-Mat wall bracket. Chromium cover and handle with choice of red, white or yellow hopper.

DL-347—Retail Price\$7.98

MEMBER'S PRICE\$5.32

PORTABLE MEAT GRINDER and FOOD CHOPPER



NK350

Three interchangeable stainless steel cutting discs for meats and vegetables. New suction base . . . no clamps to mar table. Removable magaloy hopper and feed screw will not turn black, easily cleaned.

Retail Price\$12.95

MEMBER'S PRICE\$8.64



TILT-TOP JUICER

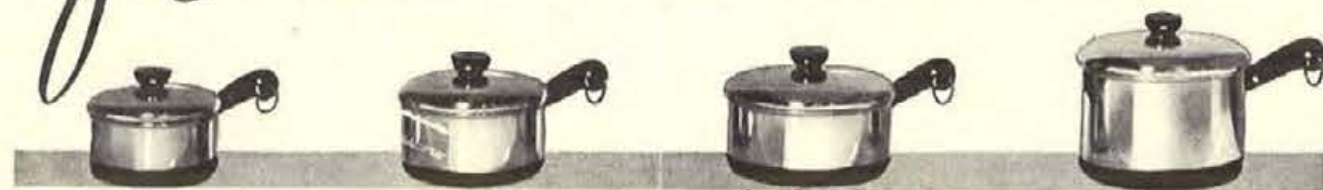
Easy operating . . . so convenient. Gleaming chromium top and single-action handle. Fully enclosed with aluminum pitcher.

No. 848—Retail Price\$10.95

MEMBER'S PRICE\$7.30

Revere Ware

for ALL YOUR COOKING!



1-qt. Sauce Pan No. 1401, Retail Price \$3.95 1½-qt. Sauce Pan No. 1401½, Retail Price \$5.25 2-qt. Sauce Pan No. 1402, Retail Price \$5.85 3-qt. Sauce Pan No. 1403, Retail Price \$6.75

MEMBER'S PRICE **\$2.96** MEMBER'S PRICE **\$3.94** MEMBER'S PRICE **\$4.39** MEMBER'S PRICE **\$5.06**



1½-pt. Double Boiler No. 1440, Retail Price \$6.25 1½-qt. Double Boiler No. 1441½, Retail Price \$8.25 2-qt. Double Boiler No. 1442, Retail Price \$9.50

MEMBER'S PRICE **\$4.69** MEMBER'S PRICE **\$6.19** MEMBER'S PRICE **\$7.12**



6-in. French Chef Skillet No. 1446, Retail Price \$4.60 8-in. French Chef Skillet No. 1448, Retail Price \$5.95 10-in. French Chef Skillet No. 1450, Retail Price \$7.75 12-in. French Chef Skillet No. 1452, Retail Price \$9.75

MEMBER'S PRICE **\$3.45** MEMBER'S PRICE **\$4.46** MEMBER'S PRICE **\$5.81** MEMBER'S PRICE **\$7.31**

11 PIECE SET

Consists of:

1 Qt. Covered Sauce Pan, 3 Qt. Covered Sauce Pan, 10 In. Covered French Chef Skillet, 1½ Qt. Covered Double Boiler, 10 In. Covered Skillet with Egg Poacher Inset, Rack.

Retail Price\$39.95

MEMBER'S PRICE **\$29.95**

7 PIECE STARTER SET

Consists of:
1 qt. covered sauce pan, 1½ qt. covered sauce pan, 6" covered skillet, special rack.

RETAIL PRICE\$14.95

MEMBER'S PRICE **\$11.21**

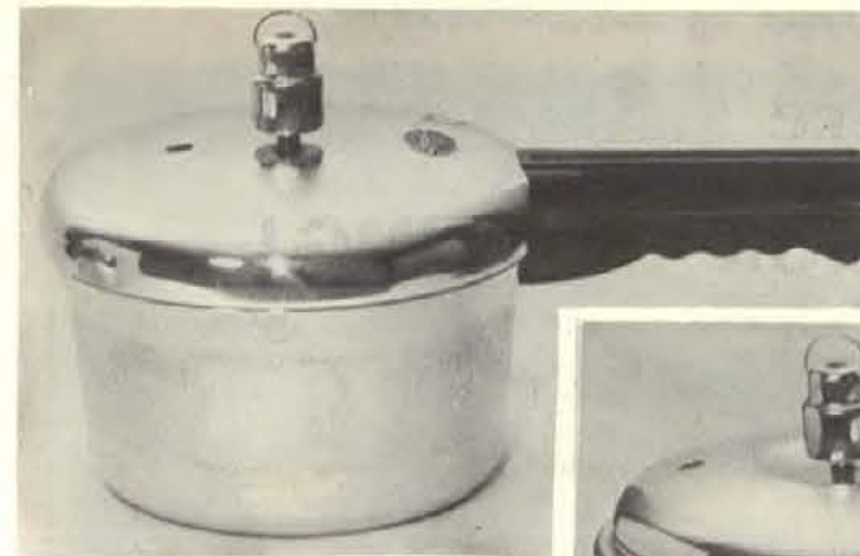
SEE OUR
LARGE SELECTION
of

REVERE WARE

ON MAIL ORDERS, ADD 60c EACH
FOR POSTAGE AND INSURANCE

SETS SHIPPED BY EXPRESS ONLY,
EXPRESS CHARGES C.O.D.

PRESSURE COOKERS



4 Qt. "COOK-MASTER"

No. 104 Popular for cooking average portions of food.

Retail Price\$14.95

MEMBER'S PRICE **\$10.95**

6 Qt. "MEAT-MASTER"

No. 106. This largest Presto cooker is the all-purpose family size.

Retail Price\$17.95

MEMBER'S PRICE **\$13.45**



4 Qt. "COOK-MASTER"

No. 604 Popular and practical size.

Retail Price\$12.95

MEMBER'S PRICE **\$9.71**

6 Qt. "MEAT-MASTER"

No. 606. All-purpose family size "600" series Presto Cooker.

Retail Price\$16.35

MEMBER'S PRICE **\$12.25**

Copper and Brass CHAFING DISH



New and improved model of an old favorite. Enameled blazer pan permits preparatory cooking on open flame without change of pans.

Retail Price\$15.95

MEMBER'S PRICE **\$11.95**

the *Scotch* **Kooler**

...the most beautiful in the world, for outdoor and indoor use.

4 gallon size

Retail Price\$7.95

MEMBER'S PRICE **\$5.50**

2 gallon size

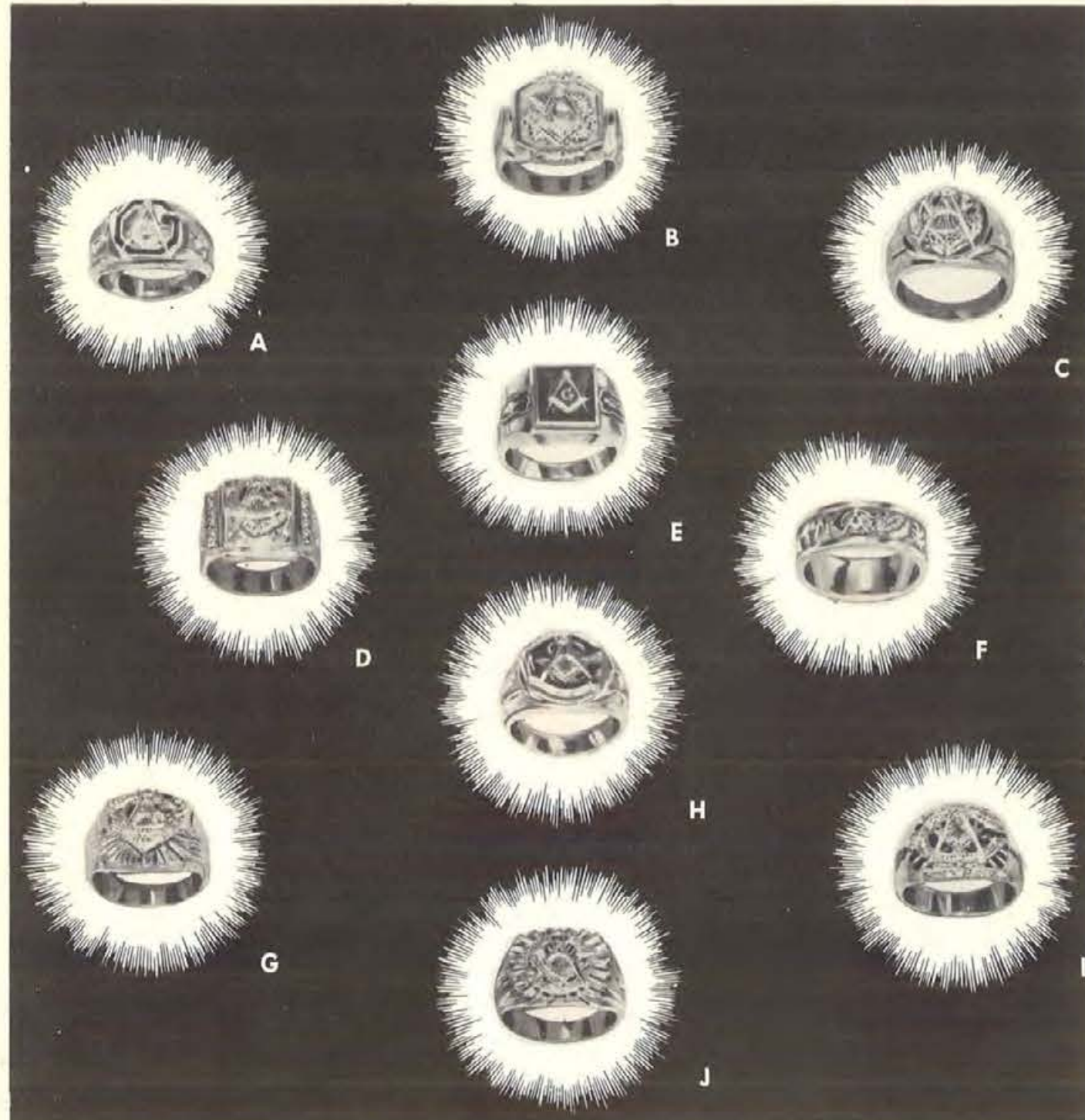
Retail Price\$5.95

MEMBER'S PRICE **\$3.97**



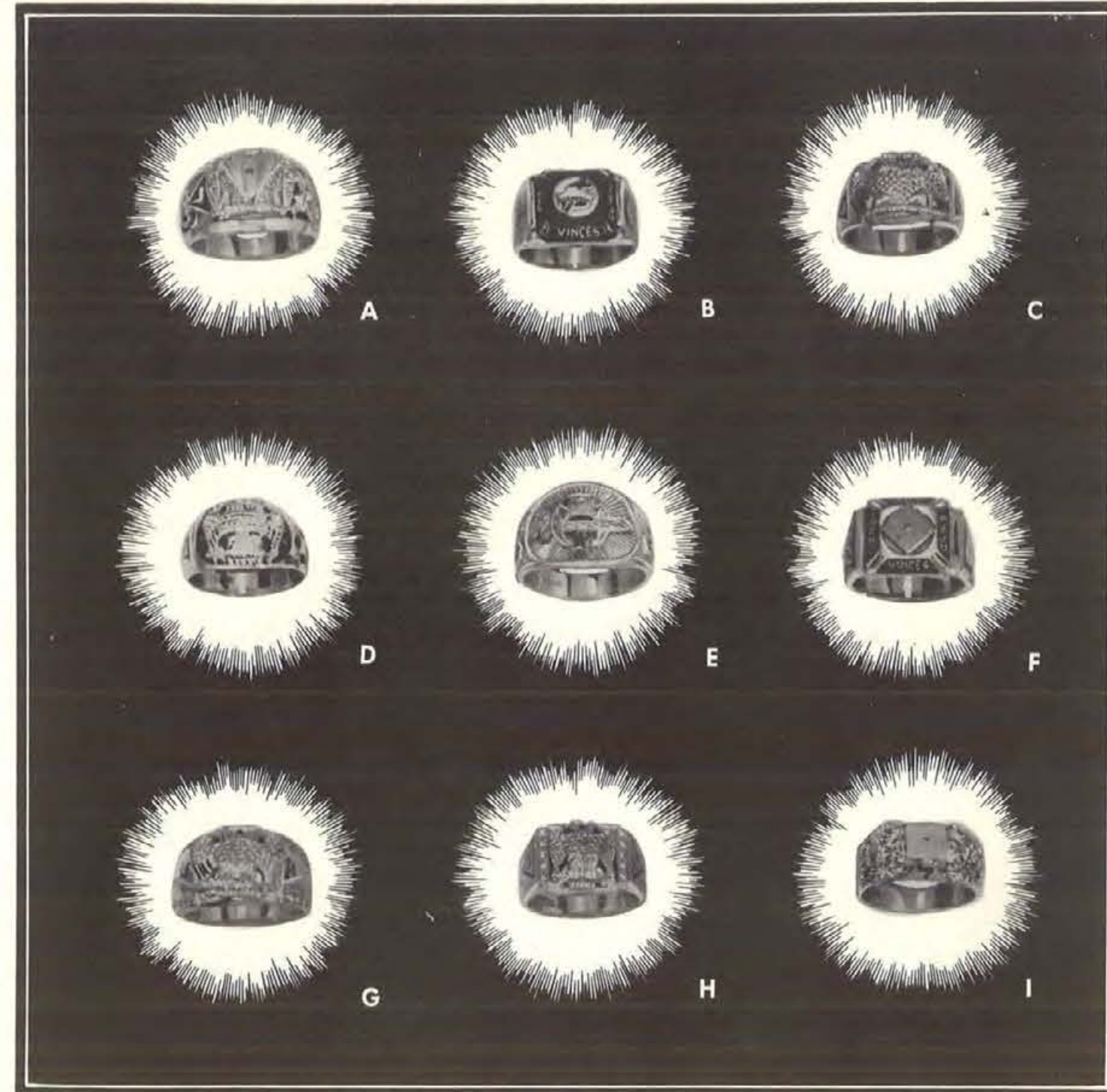
On Mail Orders Add 75c

Masonic Rings of Distinction



A. Retail Price\$29.90 MEMBER'S PRICE ...\$14.95	B. Retail Price\$51.80 MEMBER'S PRICE ...\$25.90	C. Retail Price\$49.00 MEMBER'S PRICE ...\$24.50	D. Retail Price\$55.00 MEMBER'S PRICE ...\$27.50
E. RUBY MASONIC RING Retail Price\$43.00 MEMBER'S PRICE ...\$21.50	F. MASONIC BAND RING Retail Price\$35.00 MEMBER'S PRICE ...\$17.50	G. Retail Price\$62.00 MEMBER'S PRICE ...\$31.00	H. Retail Price\$49.80 MEMBER'S PRICE ...\$24.90
I. Retail Price\$63.00 MEMBER'S PRICE ...\$31.50	J. Retail Price\$55.00 MEMBER'S PRICE ...\$27.50	ALL PRICES INCLUDE FEDERAL TAX	

Men's 32° and Fraternal Rings



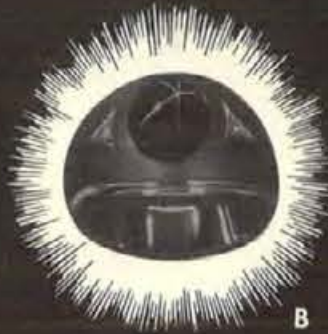
A. 32° Mounting Retail Price\$72.00 MEMBER'S PRICE ...\$36.00	D. 32° Ring Retail Price\$49.00 MEMBER'S PRICE ...\$24.50	G. 32° Ring Retail Price\$65.00 MEMBER'S PRICE ...\$32.50
B. Knights Templar Ring Retail Price\$63.00 MEMBER'S PRICE ...\$31.50	E. Shrine Ring Retail Price\$44.40 MEMBER'S PRICE ...\$22.20	H. 32° Ring Retail Price\$63.00 MEMBER'S PRICE ...\$31.50
C. 32° Ring Retail Price\$45.60 MEMBER'S PRICE ...\$22.80	F. Knights Templar Mounting Retail Price\$63.60 MEMBER'S PRICE ...\$31.80	I. 32° Mounting Retail Price\$55.00 MEMBER'S PRICE ...\$27.50

ALL PRICES INCLUDE FEDERAL TAX

Men's Rings of Distinction



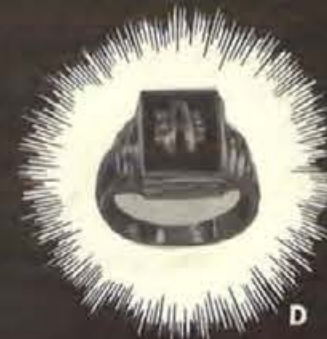
A



B



C



D



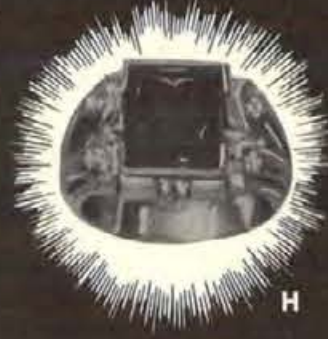
E



F



G



H



I

- A. Initial Ring**
Retail Price\$31.00
MEMBER'S PRICE\$15.50
- B. Linde Star Sapphire Ring**
Set with two Diamonds in White Gold Mounting. Approx. weight of Linde Star 4.75 ct.
Retail Price\$270.00
MEMBER'S PRICE\$135.00
- C. Ruby Ring**
Retail Price\$42.00
MEMBER'S PRICE\$21.00

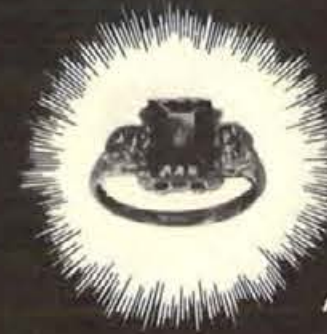
- D. Boy's Initial Ring**
Retail Price\$17.80
MEMBER'S PRICE\$8.90
- E. Initial Ring**
Retail Price\$22.00
MEMBER'S PRICE\$11.00
- F. Boy's Birthstone Ring**
Available in Assorted Birthstones.
Retail Price\$19.00
MEMBER'S PRICE\$9.50

- G. Linde Star Ruby**
Set with four diamonds in white Gold Mounting. Approx. weight of Linde Star 2.10 ct.
Retail Price\$230.00
MEMBER'S PRICE\$115.00
- H. Birthstone Ring**
Available in Assorted Birthstones.
Retail Price\$47.50
MEMBER'S PRICE\$23.75
- I. Diamond Initial Ring**
Retail Price\$75.80
MEMBER'S PRICE\$37.90

ALL PRICES INCLUDE FEDERAL TAX

MANY OTHER STYLES TO CHOOSE FROM

Ladies Rings of Distinction



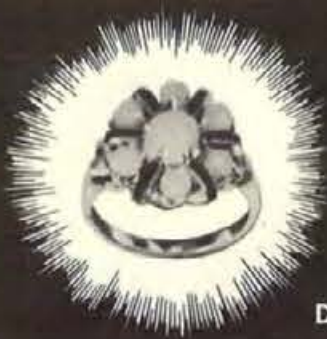
A



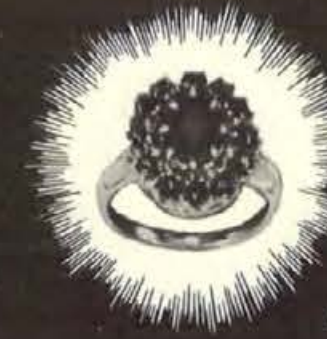
B



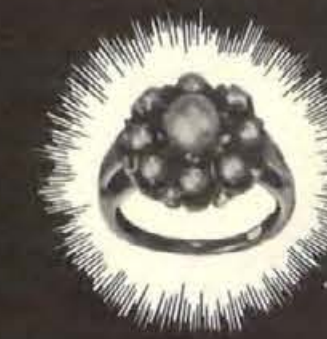
C



D



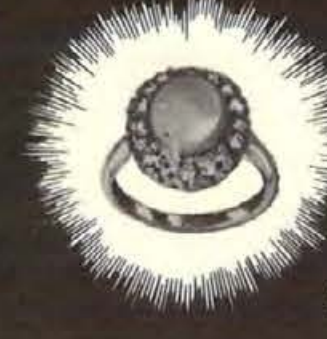
E



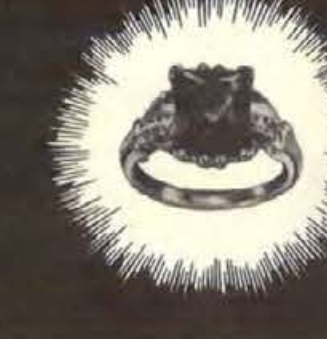
F



G



H



I

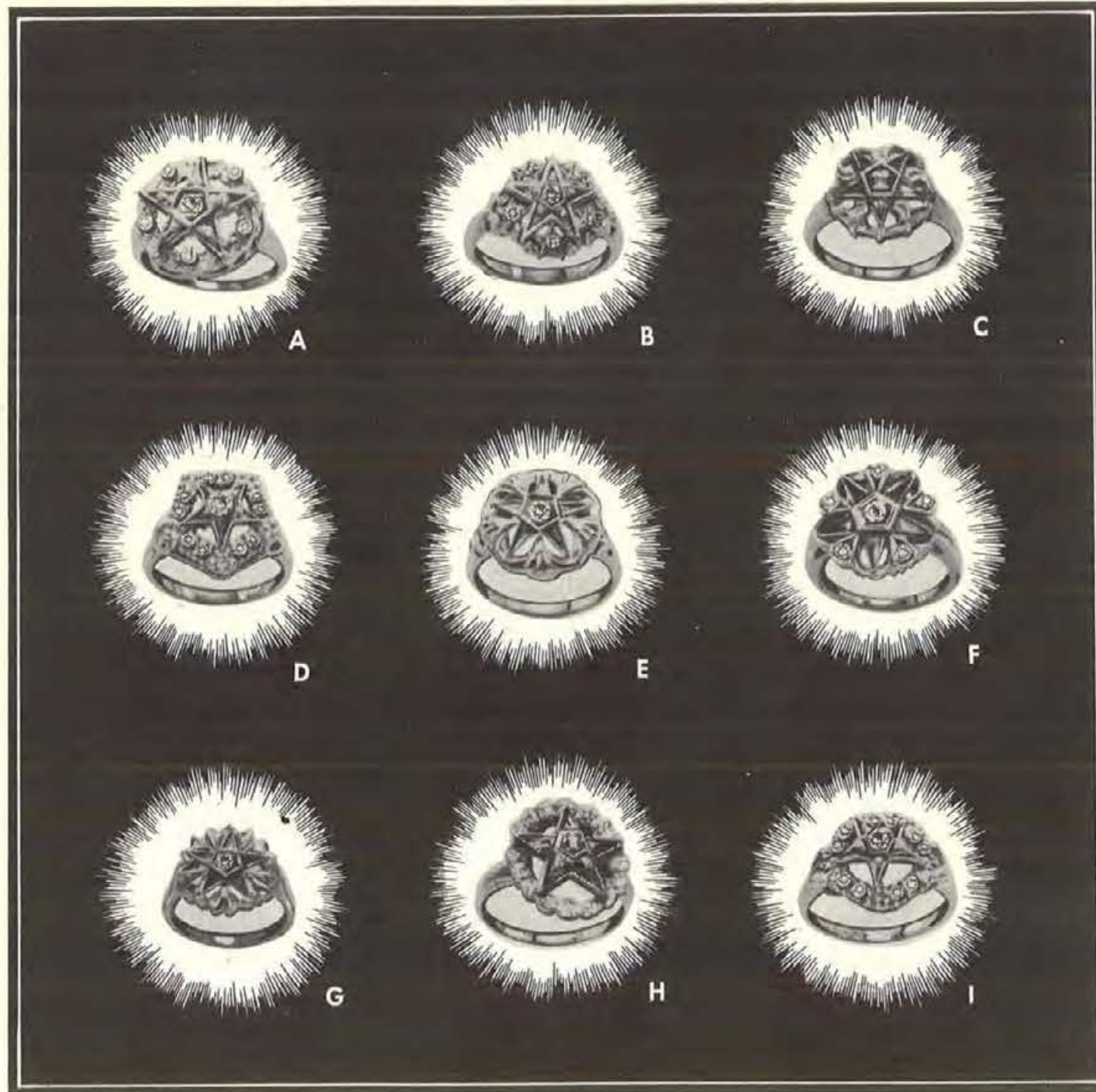
- A. Misses Birthstone Ring**
(Available in assorted stones)
Retail Price\$19.00
MEMBER'S PRICE\$9.50
- B. Ladies Cameo Ring**
Retail Price\$19.00
MEMBER'S PRICE\$9.50
- C. Ladies Twin Pearl Ring**
Retail Price\$27.00
MEMBER'S PRICE\$13.50

- D. Ladies Opal Cluster Ring**
Retail Price\$57.00
MEMBER'S PRICE\$28.50
- E. Ladies Garnet Cluster Ring**
Retail Price\$65.00
MEMBER'S PRICE\$32.50
- F. Ladies Cultured Pearl Cluster Ring**
Retail Price\$61.00
MEMBER'S PRICE\$30.50

- G. Ladies Birthstone Ring**
(Available in assorted stones)
Retail Price\$27.50
MEMBER'S PRICE\$13.75
- H. Ladies Diamond and Opal Ring**
Retail Price\$319.00
MEMBER'S PRICE\$159.50
- I. Ladies Birthstone Ring**
(Available in assorted stones)
Retail Price\$25.90
MEMBER'S PRICE\$12.95

ALL ABOVE RINGS AVAILABLE IN YELLOW GOLD ONLY

Eastern Star Rings of Distinction



A. 6 Diamonds (AAA)

Available in white or yellow gold.

Retail Price\$149.50

MEMBER'S PRICE\$74.50

B. 6 Diamonds (AAA)

Available in white or yellow gold.

Retail Price\$109.00

MEMBER'S PRICE\$54.50

C. Retail Price\$33.90

MEMBER'S PRICE ONLY \$16.95

Available in Yellow Gold Only

All Prices Include Federal Tax

D. 11 Diamonds (AAA)

Available in White or Yellow Gold

Retail Price\$195.00

MEMBER'S PRICE\$97.50

E. One Diamond (AAA)

Available in Yellow Gold Only

Retail Price\$59.80

MEMBER'S PRICE\$29.90

F. 6 Diamonds (AAA)

Available in White Gold Only

Retail Price\$149.00

MEMBER'S PRICE\$74.50

G. One Diamond (AAA)

Available in Yellow Gold Only

Retail Price\$59.00

MEMBER'S PRICE\$29.50

H. Retail Price\$26.40

MEMBER'S PRICE\$13.20

Available in Yellow Gold Only

I. 11 Diamonds (AAA)

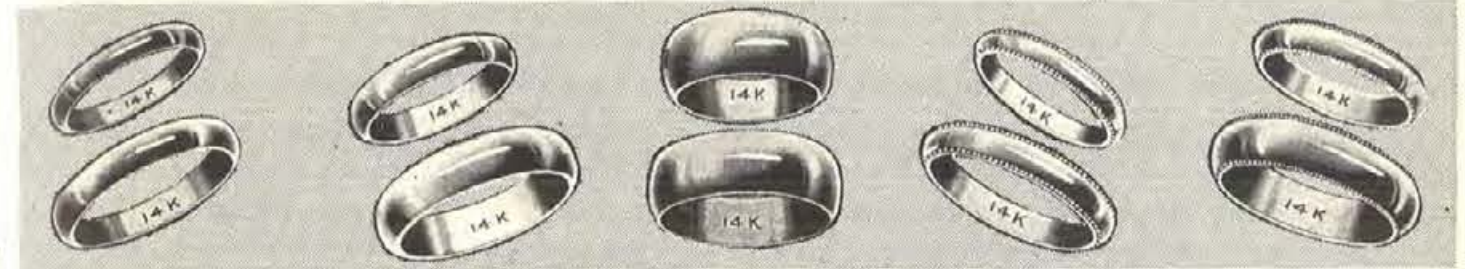
Available in White Gold Only

Retail Price\$195.00

MEMBER'S PRICE\$97.50

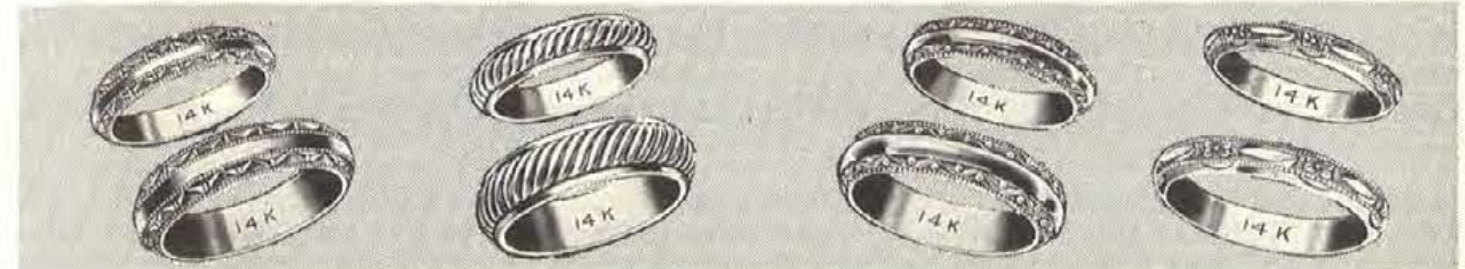
AAA — See Page 64 for Explanation of Diamond Grading

Men's and Ladies Wedding Bands



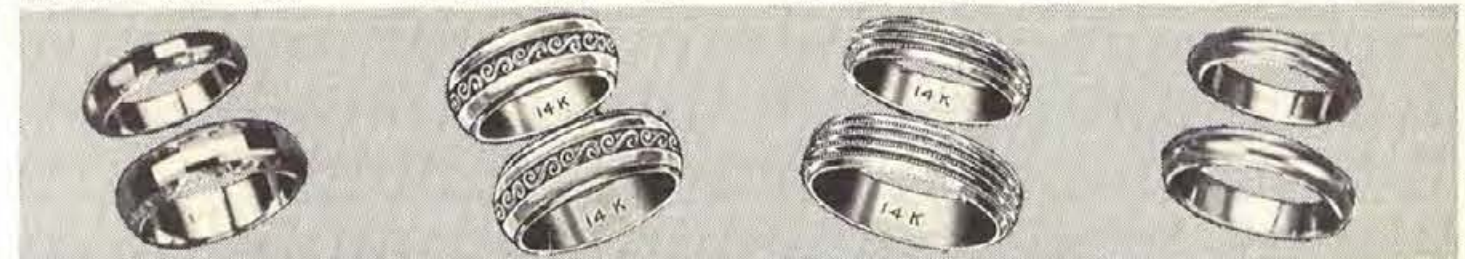
14K YELLOW GOLD BRIDE AND GROOM SETS * ALSO AVAILABLE IN WHITE GOLD

	Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE
W1* LADIES	\$ 9.90	\$ 4.95	W2 LADIES	\$31.00	\$15.50	W3 LADIES	\$39.50	\$19.75	W4 LADIES	\$ 7.95	\$ 3.98	W5* LADIES	\$ 9.95	\$ 4.95
M1* MENS	25.00	12.50	M2 MENS	33.00	16.50	M3 MENS	43.00	21.50	M4 MENS	11.90	5.95	M5* MENS	27.00	13.50



14K YELLOW AND WHITE GOLD TWO-COLOR SETS * AVAILABLE IN TWO COLOR ONLY

	Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE
W6* LADIES	\$15.50	\$ 7.75	W7* LADIES	\$37.90	\$18.95	W8 LADIES	\$27.00	\$13.50	W9* LADIES	\$16.50	\$ 8.25
M6* MENS	29.00	14.50	M7* MENS	37.90	18.95	M8 MENS	45.00	22.50	M9* MENS	29.00	14.50



14K YELLOW AND WHITE GOLD TWO-COLOR SETS * AVAILABLE IN WHITE GOLD ONLY
(W8-M8) Also available in white gold.

	Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE		Retail Price	MEMBER'S PRICE
W10 LADIES	\$29.70	\$14.85	W11* Ladies	\$49.00	\$24.50	W12 LADIES	\$21.50	\$10.75	W13 LADIES	\$19.50	\$ 9.75
M10 MENS	42.50	21.25	M11* Mens	49.00	24.50	M12 MENS	35.00	17.50	M13 MENS	35.00	17.50



14K TWO-COLOR WEDDING RINGS * ALSO AVAILABLE IN 14K ALL WHITE GOLD

ALL PRICES INCLUDE FEDERAL TAX

L14 Modern interpretation of antique design white scroll amidst yellow blossoms and leaves, white gold borders.	Retail Price\$45.00	MEMBER'S PRICE\$22.50	L15* Pierced white gold center hand carved to appear like diamonds. Yellow gold highly polished border.	Retail Price\$45.00	MEMBER'S PRICE\$22.50	L16 White gold chain effect finely carved with raised faceted marquise shapes, rounded yellow gold sides.	Retail Price\$42.00	MEMBER'S PRICE\$21.00	L17* Superbly hand carved pierced marquise shape with gold center classic rounded yellow gold guards.	Retail Price\$43.00	MEMBER'S PRICE\$21.50	L18* Hand cut raised flower and marquise shape center carved in white gold to simulate diamonds, yellow gold Tiffany border.	Retail Price\$42.00	MEMBER'S PRICE\$21.00
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Diamonds



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

DIAMOND CLASSIFICATIONS

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

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

PURITY

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

COLOR

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

PERFECTION

A perfect diamond is one without any imperfections whatsoever. The degree of perfection is a major factor in determining the value of a diamond. Some imperfections in diamonds can be seen by the naked eye; others can be seen only by a trained expert using a powerful magnifying glass (10X magnification).

GRADING OF DIAMONDS ILLUSTRATED IN CATALOG

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

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

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

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

BEWARE OF MISREPRESENTATION

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

LOOSE DIAMONDS

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

Diamond Sets in 14K Gold



ALL PRICES INCLUDE
FEDERAL TAX
RINGS AVAILABLE IN
WHITE OR YELLOW
GOLD

A. 6 DIAMOND SET #8711
Ring only, Total wt. .20 ct. (AAA)
Retail Price \$125.00
MEMBER'S PRICE \$62.50
Ring only, Total wt. .23 ct. (AAA)
Retail Price \$155.00
MEMBER'S PRICE \$77.50
Ring only, Total wt. .30 ct. (AAA)
Retail Price \$195.00
MEMBER'S PRICE \$97.50
Matching 3 Diamond Band,
Total wt. .05 ct. (AAA)
Retail Price \$49.00
MEMBER'S PRICE \$24.50

E. 11 DIAMOND SET #6001
Ring only, Total wt. .47 ct. (AAA)
Retail Price \$295.00
MEMBER'S PRICE \$147.50
Ring only, Total wt. .56 ct. (AAA)
Retail Price \$377.00
MEMBER'S PRICE \$188.50
Ring only, Total wt. .71 ct. (AAA)
Retail Price \$535.00
MEMBER'S PRICE \$267.50
Matching 6 Diamond Band,
Total wt. .32 ct. (AAA)
Retail Price \$189.00
MEMBER'S PRICE \$94.50

B. 8 DIAMOND SET #6X51
Ring only, Total wt. .18 ct. (AAA)
Retail Price \$125.00
MEMBER'S PRICE \$62.50
Ring only, Total wt. .25 ct. (AAA)
Retail Price \$175.00
MEMBER'S PRICE \$87.50
Matching 5 Diamond Band,
Total wt. .09 ct. (AAA)
Retail Price \$83.00
MEMBER'S PRICE \$41.50

F. 7 Diamond & Baguette Set #621
Ring only, Total wt. .40 ct. (AAA)
Retail Price \$290.00
MEMBER'S PRICE \$145.00
Ring only, Total wt. .46 ct. (AAA)
Retail Price \$355.00
MEMBER'S PRICE \$177.50
Ring only, Total wt. .69 ct. (AAA)
Retail Price \$575.00
MEMBER'S PRICE \$305.00
Matching Band-2 Diamonds, 2
Baguettes, Total wt. .20 ct. (AAA)
Retail Price \$145.00
MEMBER'S PRICE \$72.50

(AAA)—See page 64 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points, (.01 to .03 ct.).

C. 6 DIAMOND SET #0G51
Ring only, Total wt. .27 ct. (AAA)
Retail Price \$195.00
MEMBER'S PRICE \$97.50
Ring only, Total wt. .36 ct. (AAA)
Retail Price \$245.00
MEMBER'S PRICE \$122.50
Matching 3 Diamond Band,
Total wt. .09 ct. (AAA)
Retail Price \$79.00
MEMBER'S PRICE \$39.50

G. 8 DIAMOND SET #201
Ring only, Total wt. .51 ct. (AAA)
Retail Price \$355.00
MEMBER'S PRICE \$177.50
Ring only, Total wt. .62 ct. (AAA)
Retail Price \$475.00
MEMBER'S PRICE \$237.50
Ring only, Total wt. .82 ct. (AAA)
Retail Price \$595.00
MEMBER'S PRICE \$319.50
Matching 5 Diamond Band,
Total wt. .51 ct. (AAA)
Retail Price \$285.00
MEMBER'S PRICE \$142.50

D. 8 DIAMOND SET #4101
Ring only, Total wt. .37 ct. (AAA)
Retail Price \$253.00
MEMBER'S PRICE \$126.50
Ring only, Total wt. .43 ct. (AAA)
Retail Price \$315.00
MEMBER'S PRICE \$157.50
Ring only, Total wt. .50 ct. (AAA)
Retail Price \$399.00
MEMBER'S PRICE \$199.50
Matching 5 Diamond Band,
Total wt. .32 ct. (AAA)
Retail Price \$189.00
MEMBER'S PRICE \$94.50

H. 11 DIAMOND SET #101
Ring only, Total wt. .65 ct. (AAA)
Retail Price \$430.00
MEMBER'S PRICE \$215.00
Ring only, Total wt. .71 ct. (AAA)
Retail Price \$495.00
MEMBER'S PRICE \$259.50
Ring only, Total wt. .83 ct. (AAA)
Retail Price \$550.00
MEMBER'S PRICE \$299.50
Matching 6 Diamond Band,
Total wt. .51 ct. (AAA)
Retail Price \$285.00
MEMBER'S PRICE \$142.50

Diamond Interlocking Sets in 14K Gold



A

AVOID THIS
Old fashioned rings
twist and tilt on
the finger.



ACHIEVE THIS
Rings lock together in
perfect position to show
diamonds in full view
at all times.



ALL RINGS
AVAILABLE IN
14K WHITE OR
YELLOW GOLD

The secret — LOCK CLOSES
from view when not in use

LOCK OPENS
when interlocking



ALL PRICES INCLUDE
FEDERAL TAX



B



C



D



E



F

A. 7 DIAMOND SET 3P11

RING ONLY, Total Weight .12 ct.
Retail Price \$87.00 — MEMBER'S PRICE \$43.50

RING ONLY, Total Weight .16 ct.
Retail Price \$115.00 — MEMBER'S PRICE \$57.50

MATCHING 4 DIAMOND BAND, Total Wt. .03 ct.
Retail Price \$59.00 — MEMBER'S PRICE \$29.50

B. 8 DIAMOND SET 5X51

RING ONLY, Total Weight .15 ct.
Retail Price \$115.00 — MEMBER'S PRICE \$57.50

RING ONLY, Total Weight .22 ct.
Retail Price \$169.00 — MEMBER'S PRICE \$84.50

MATCHING 5 DIAMOND BAND, Total Wt. .06 ct.
Retail Price \$63.00 — MEMBER'S PRICE \$31.50

C. 11 DIAMOND SET 5F52

RING ONLY, Total Weight .21 ct.
Retail Price \$139.00 — MEMBER'S PRICE \$69.50

RING ONLY, Total Weight .27 ct.
Retail Price \$179.00 — MEMBER'S PRICE \$89.50

MATCHING 6 DIAMOND BAND, Total Wt. .07 ct.
Retail Price \$75.00 — MEMBER'S PRICE \$37.50

D. 8 DIAMOND SET 7X51

RING ONLY, Total Weight .24 ct.
Retail Price \$165.00 — MEMBER'S PRICE \$82.50

RING ONLY, Total Weight .29 ct.
Retail Price \$199.00 — MEMBER'S PRICE \$99.50

RING ONLY, Total Weight .45 ct.
Retail Price \$365.00 — MEMBER'S PRICE \$182.50

MATCHING 3 DIAMOND BAND, Total Wt. .12 ct.
Retail Price \$90.00 — MEMBER'S PRICE \$45.00

E. 10 DIAMOND SET 3P62

RING ONLY, Total Weight .26 ct.
Retail Price \$189.00 — MEMBER'S PRICE \$94.50

RING ONLY, Total Weight .30 ct.
Retail Price \$229.00 — MEMBER'S PRICE \$114.50

MATCHING 5 DIAMOND BAND, Total Weight .09 ct.
Retail Price \$83.00 — MEMBER'S PRICE \$41.50

F. 12 DIAMOND SET 1G32

RING ONLY, Total Weight .26 ct.
Retail Price \$189.00 — MEMBER'S PRICE \$94.50

RING ONLY, Total Weight .31 ct.
Retail Price \$225.00 — MEMBER'S PRICE \$112.50

RING ONLY, Total Weight .46 ct.
Retail Price \$365.00 — MEMBER'S PRICE \$182.50

MATCHING 7 DIAMOND BAND, Total Wt. .16 ct.
Retail Price \$119.00 — MEMBER'S PRICE \$59.50

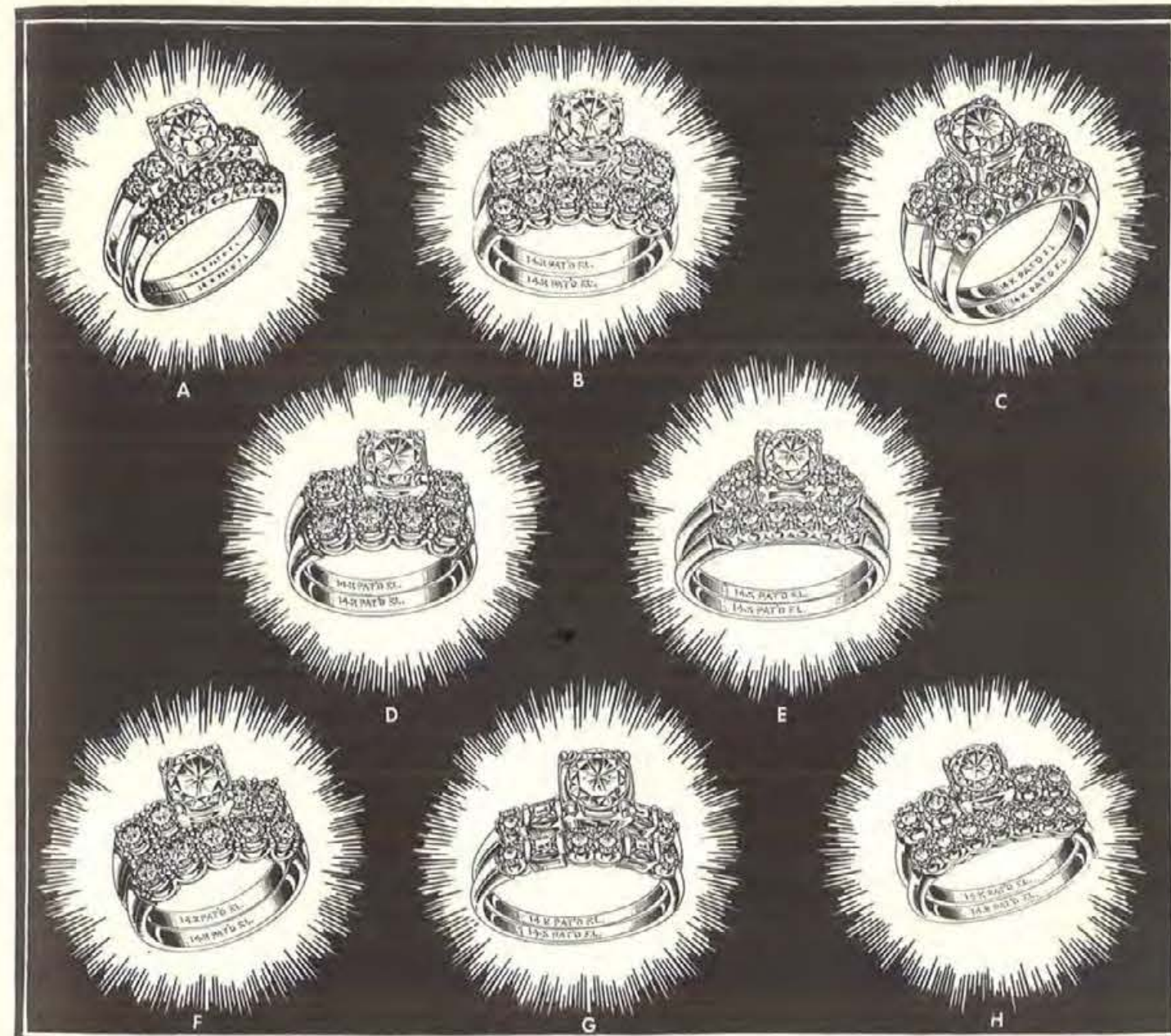
ALL ABOVE DIAMONDS AAA

ALL PRICES INCLUDE FEDERAL TAX

ALL RINGS AVAILABLE IN YELLOW OR WHITE GOLD

AAA—See page 64 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.)

Diamond Interlocking Sets in 14K Gold



A. 12 DIAMOND SET #2H72

Ring only, Total weight .25 ct.
Retail Price \$195.00 — MEMBER'S PRICE \$97.50

Ring only, Total weight .31 ct.
Retail Price \$235.00 — MEMBER'S PRICE \$117.50

MATCHING 7 DIAMOND BAND, Total wt. .10 ct.
Retail Price \$90.00 — MEMBER'S PRICE \$45.00

B. 11 DIAMOND SET #7F52

Ring only, Total Weight .29 ct.
Retail Price \$195.00 — MEMBER'S PRICE \$97.50

Ring only, Total weight .37 ct.
Retail Price \$255.00 — MEMBER'S PRICE \$127.50

Ring only, Total weight .46 ct.
Retail Price \$335.00 — MEMBER'S PRICE \$167.50

MATCHING 6 DIAMOND BAND, Total Wt. .13 ct.
Retail Price \$99.50 — MEMBER'S PRICE \$49.75

C. 10 DIAMOND SET #6G62

Ring only, Total Weight .32 ct.
Retail Price \$220.00 — MEMBER'S PRICE \$110.00

Ring only, Total weight .38 ct.
Retail Price \$265.00 — MEMBER'S PRICE \$132.50

Ring only, Total weight .46 ct.
Retail Price \$350.00 — MEMBER'S PRICE \$175.00

MATCHING 5 DIAMOND BAND, Total wt. .13 ct.
Retail Price \$103.00 — MEMBER'S PRICE \$51.50

D. 7 DIAMOND SET #8X51

Ring only, Total weight .34 ct.
Retail Price \$230.00 — MEMBER'S PRICE \$115.00

Ring only, Total weight .38 ct.
Retail Price \$279.00 — MEMBER'S PRICE \$139.50

Ring only, Total weight .47 ct.
Retail Price \$365.00 — MEMBER'S PRICE \$182.50

MATCHING 4 DIAMOND BAND, Total wt. .14 ct.
Retail Price \$103.00 — MEMBER'S PRICE \$51.50

E. 13 DIAMOND SET #0H83

Ring only, Total weight .38 ct.
Retail Price \$251.00 — MEMBER'S PRICE \$125.50

Ring only, Total weight .43 ct.
Retail Price \$299.00 — MEMBER'S PRICE \$149.50

Ring only, Total weight .55 ct.
Retail Price \$425.00 — MEMBER'S PRICE \$212.50

MATCHING 6 DIAMOND BAND, Total wt. .17 ct.
Retail Price \$119.00 — MEMBER'S PRICE \$59.50

F. 10 DIAMOND SET #8F52

Ring only, Total weight .44 ct.
Retail Price \$295.00 — MEMBER'S PRICE \$147.50

Ring only, Total weight .49 ct.
Retail Price \$355.00 — MEMBER'S PRICE \$177.50

Ring only, Total weight .56 ct.
Retail Price \$415.00 — MEMBER'S PRICE \$207.50

MATCHING 5 DIAMOND BAND, Total wt. .17 ct.
Retail Price \$115.00 — MEMBER'S PRICE \$57.50

G. 11 DIAMOND and BAGUETTE SET #6T72

Ring only, Total weight .46 ct.
Retail Price \$319.00 — MEMBER'S PRICE \$159.50

Ring only, Total weight .61 ct.
Retail Price \$459.00 — MEMBER'S PRICE \$229.50

MATCHING 6 DIAMOND and BAGUETTE BAND
Total weight .21 ct.
Retail Price \$150.00 — MEMBER'S PRICE \$75.00

H. 12 DIAMOND SET #3AR2

Ring only, Total weight .64 ct.
Retail Price \$490.00 — MEMBER'S PRICE \$245.00

Ring only, Total Weight .76 ct.
Retail Price \$595.00 — MEMBER'S PRICE \$297.50

MATCHING 7 DIAMOND BAND
Total weight .45 ct.
Retail Price \$295.00 — MEMBER'S PRICE \$147.50

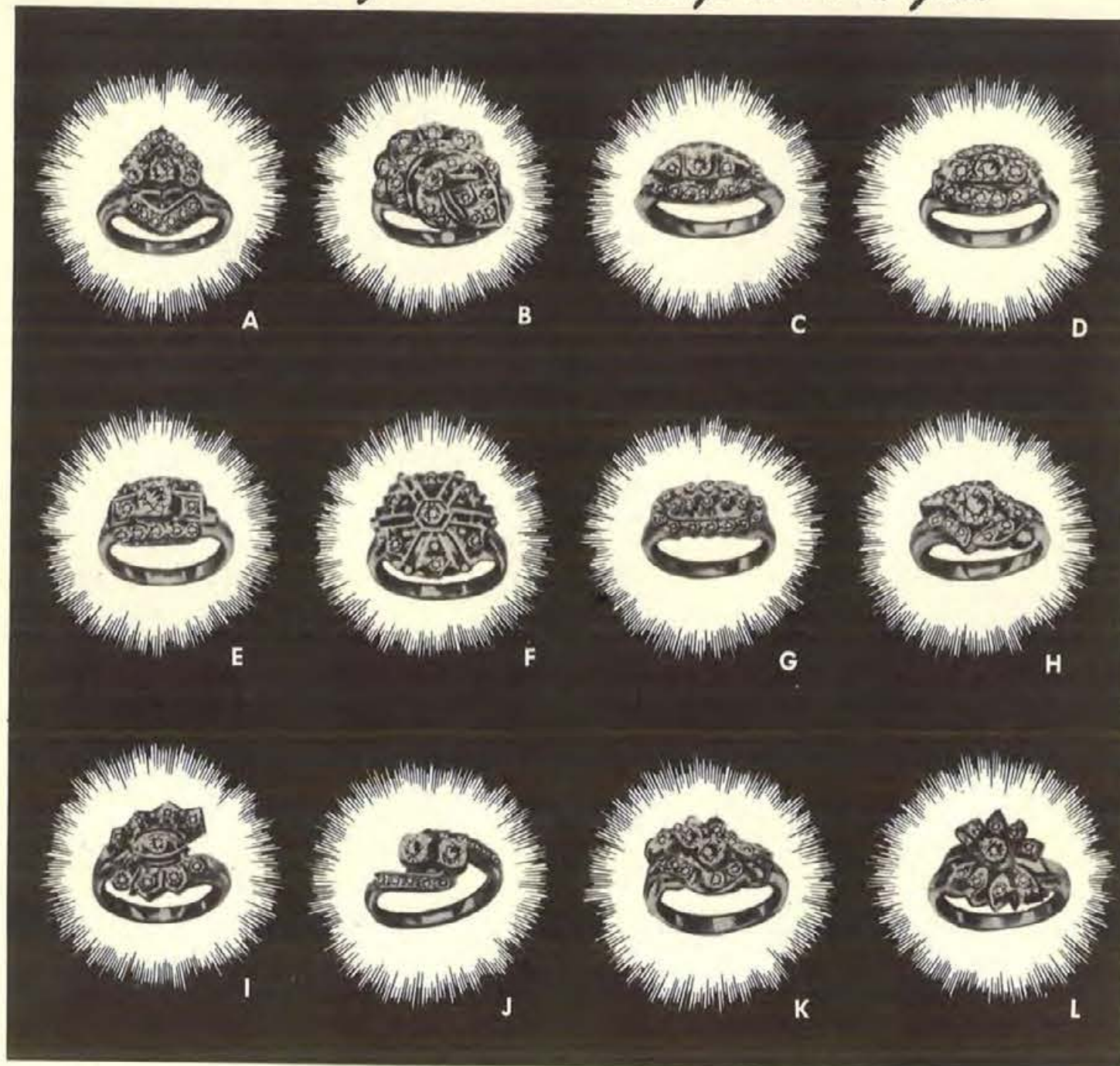
ALL PRICES INCLUDE FEDERAL TAX

ALL RINGS AVAILABLE IN YELLOW OR WHITE GOLD

ALL ABOVE DIAMONDS AAA

AAA—See page 64 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 to .03 ct.)

Individualized Diamond Rings in 14K Gold



A. 15 DIAMONDS
Total Weight .70 ct. (AAA)
Retail Price\$465.00
MEMBER'S PRICE\$232.50

B. 22 DIAMONDS
Total Weight .58 ct. (AAA)
Retail Price\$379.00
MEMBER'S PRICE\$189.50

C. 19 DIAMONDS
Total Weight .40 ct. (AAA)
Retail Price\$299.00
MEMBER'S PRICE\$149.50

D. 15 DIAMONDS
Total Weight .97 ct. (AAA)
Retail Price\$770.00
MEMBER'S PRICE\$385.00

E. 13 DIAMONDS
Total Weight .76 ct. (AAA-1)
Retail Price\$570.00
MEMBER'S PRICE\$285.00

F. 7 DIAMONDS
Total Weight .21 ct. (AAA)
Retail Price\$165.00
MEMBER'S PRICE\$82.50

G. 19 DIAMONDS
Total Weight .13 ct. (AAA)
Yellow Gold Only
Retail Price\$99.50
MEMBER'S PRICE\$49.75

H. 11 DIAMONDS
Total Weight .72 ct. (AAA)
Retail Price\$570.00
MEMBER'S PRICE\$285.00

I. 9 DIAMONDS
Total Weight .24 ct. (AAA-1)
Retail Price\$179.00
MEMBER'S PRICE\$89.50

J. 12 DIAMONDS
Total Weight .83 ct. (AAA)
Retail Price\$615.00
MEMBER'S PRICE\$307.50

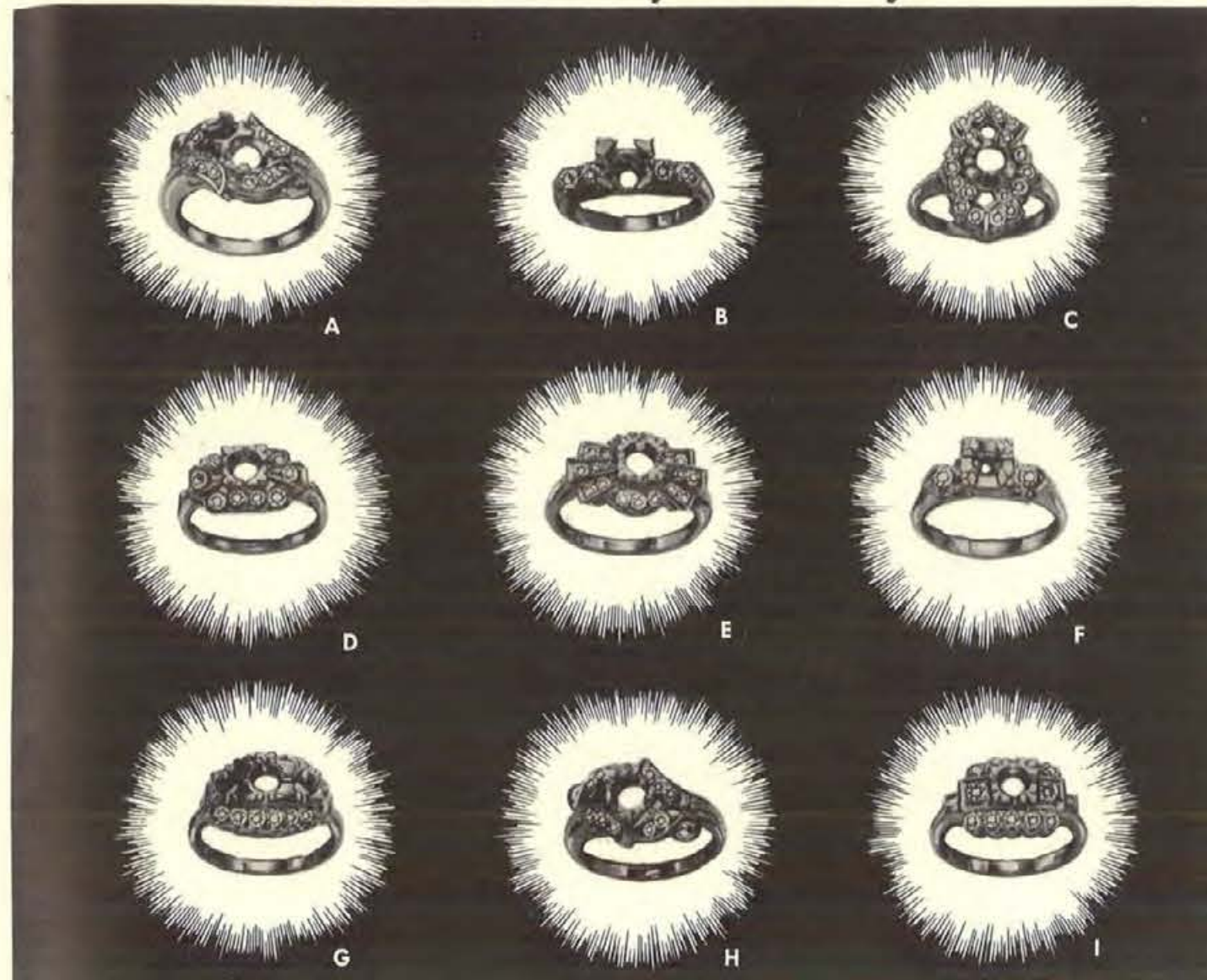
K. 12 DIAMONDS
Total Weight .80 ct. (AAA)
Retail Price\$585.00
MEMBER'S PRICE\$292.50

L. 9 DIAMONDS
Total Weight .31 ct. (AAA)
Retail Price\$199.80
MEMBER'S PRICE\$99.90

All rings illustrated are in white gold, except where designated.
Available in yellow gold by special order.

All prices include Federal Tax.
AAA-1, AAA — See page 64 for explanation of diamond grading.

Diamond Mountings in 14K Gold



A. TWIN STONE DINNER RING MOUNTING
Set with 10 Diamonds .17 ct. (AAA)
Retail Price\$155.00
MEMBER'S PRICE\$77.50

B. FISHTAIL SOLITAIRE MOUNTING
Set with 4 Diamonds .31 ct. (AA)
Retail Price\$189.00
MEMBER'S PRICE\$94.50

C. LADIES DINNER RING MOUNTING
Set with 18 Diamonds .42 ct. (AAA)
Retail Price\$304.00
MEMBER'S PRICE\$152.00

D. LADIES DINNER RING MOUNTING
Set with 10 Diamonds .31 ct. (AAA)
Retail Price\$235.00
MEMBER'S PRICE\$117.50

E. LADIES DINNER RING MOUNTING
Set with 18 Diamonds .33 ct. (AAA)
Retail Price\$255.00
MEMBER'S PRICE\$127.50

F. FISHTAIL SOLITAIRE MOUNTING
Set with 2 Diamonds .12 ct. (AA)
Retail Price\$93.00
MEMBER'S PRICE\$46.50

G. 3-STONE DINNER RING MOUNTING
Set with 10 Diamonds .31 ct. (AAA)
Retail Price\$220.00
MEMBER'S PRICE\$110.00

H. LADIES DINNER RING MOUNTING
Set with 10 Diamonds .26 ct. (AAA)
Retail Price\$169.00
MEMBER'S PRICE\$84.50

I. LADIES DIAMOND RING MOUNTING
Set with 12 Diamonds .36 ct. (AAA)
Retail Price\$255.00
MEMBER'S PRICE\$127.50

All rings illustrated are white gold.
Yellow rings available by special order.

All prices include Federal Tax.
AAA, AA — See page 64 for explanation of diamond grading.



**FULL 1/2 CARAT
SOLITAIRE**
RETAIL PRICE 250.00
YOUR COST 119.50

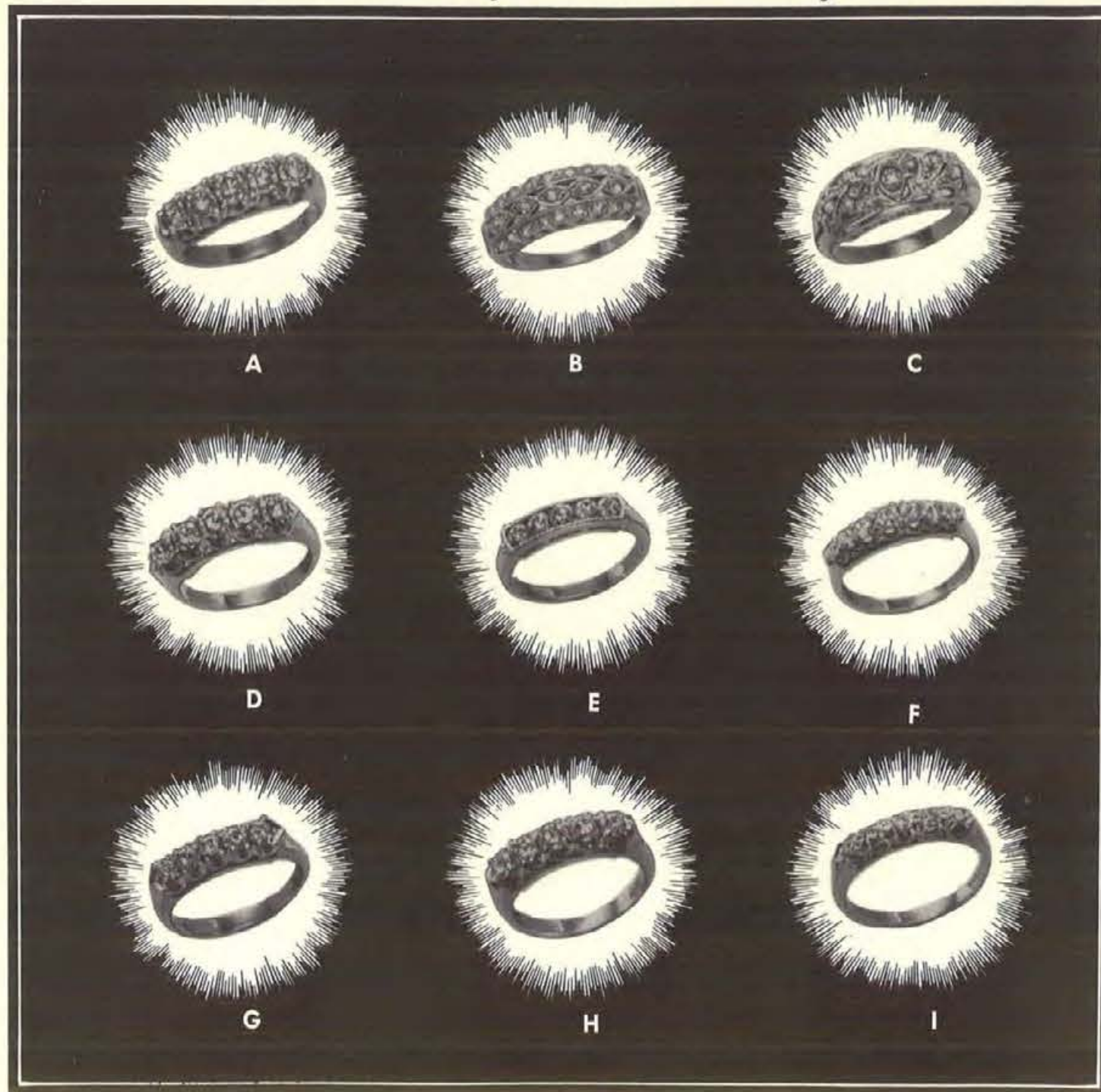
**FULL 1/4 CARAT
SOLITAIRE**
RETAIL PRICE 125.00
YOUR COST 59.50

**FULL CARAT
WEDDING BAND**
RETAIL PRICE \$400.00
YOUR COST \$189.50

**FULL 1/2 CARAT
WEDDING BAND**
RETAIL PRICE \$210.00
YOUR COST \$94.50



Diamond Wedding Bands in 14K Gold



A. 5 DIAMOND FISHTAIL
Total Weight .85 ct. (AAA)
Retail Price\$465.00
MEMBER'S PRICE\$232.50

B. 23 DIAMOND TRIPLE ROW BAND
Total Weight .39 ct. (AAA-1)
Retail Price\$319.00
MEMBER'S PRICE\$159.50

C. 9 DIAMOND CARVED BAND
Total Weight .18 ct. (AAA-1)
Retail Price\$139.00
MEMBER'S PRICE\$69.50

D. 5 DIAMOND FISHTAIL
Total Weight 1.03 ct. (A)
Retail Price\$455.00
MEMBER'S PRICE\$227.50

E. 5 DIAMOND CHANNEL BAND
Total Weight .58 ct. (AA)
Retail Price\$299.00
MEMBER'S PRICE\$149.50

F. 7 DIAMOND TAPERED FISHTAIL
Total Weight .55 ct. (AAA)
Retail Price\$319.00
MEMBER'S PRICE\$159.50

G. 5 DIAMOND FISHTAIL
Total Weight .54 ct. (AAA)
Retail Price\$279.00
MEMBER'S PRICE\$139.50

H. 5 DIAMOND FISHTAIL
Total Weight .77 ct. (AAA)
Retail Price\$439.00
MEMBER'S PRICE\$219.50

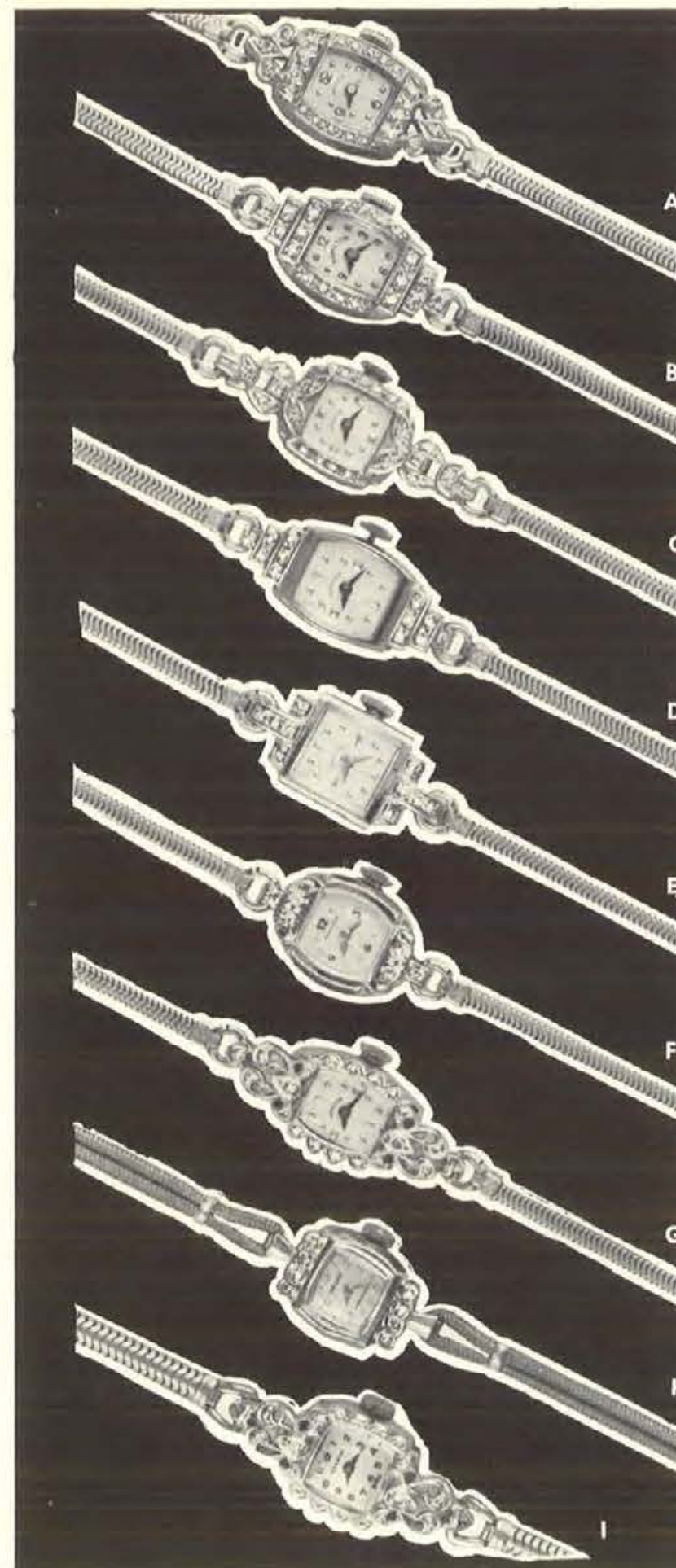
I. 5 DIAMOND FISHTAIL
Total Weight .24 ct. (AAA)
Retail Price\$165.00
MEMBER'S PRICE\$82.50

ALL PRICES INCLUDE FEDERAL TAX.

AAA-1, AAA, AA, A. See page 64 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points. (.01 ct. to .03 ct.). Price may vary slightly according to weight.

DIAMOND WATCHES

14K GOLD CASES



A. 24 Diamonds —
Hamilton Movement
Total Weight .46 ct. — AAA-1
Retail Price\$450.00
MEMBER'S PRICE\$239.50

B. 20 Diamonds —
Hamilton Movement
Total Weight .49 ct. — AAA-1
Retail Price\$395.00
MEMBER'S PRICE\$237.50

C. 20 Diamonds —
Hamilton Movement
Total Weight .32 ct. — AAA-1
Retail Price\$375.00
MEMBER'S PRICE\$197.50

D. 12 Diamonds —
Hamilton Movement
Total Weight .33 ct. — AAA-1
Retail Price\$295.00
MEMBER'S PRICE\$165.00

E. 10 Diamonds —
Hamilton Movement
Total Weight .20 ct. — AAA-1
Retail Price\$295.00
MEMBER'S PRICE\$159.50

F. 6 Diamonds —
Hamilton Movement
Total Weight .22 ct. — AAA-1
Retail Price\$295.00
MEMBER'S PRICE\$149.50

G. 12 Diamonds —
Hamilton Movement
Total Weight .15 ct. — AAA-1
Retail Price\$250.00
MEMBER'S PRICE\$137.50

H. 8 Diamonds — Gruen Movement
Total Weight .12 ct. — AAA-1
Retail Price\$225.00
MEMBER'S PRICE\$112.50

I. 2 Diamonds — Benrus Movement
Retail Price\$110.00
MEMBER'S PRICE\$71.50

AAA-1 — See Page 64 For Explanation of Diamond Grading

All Prices Include Federal

DIAMOND WATCHES

14K GOLD CASES
HAMILTON MOVEMENTS

A. 38 DIAMONDS

Total Weight .81 ct. — AAA-1
Retail Price\$695.00
MEMBER'S PRICE\$397.50

B. 34 DIAMONDS

Total Weight .57 ct. — AAA-1
Retail Price\$595.00
MEMBER'S PRICE\$342.50

C. 28 DIAMONDS

Total Weight .60 ct. — AAA-1
Retail Price\$595.00
MEMBER'S PRICE\$324.50

D. 20 DIAMONDS

Total Weight .62 ct. — AAA-1
Retail Price\$499.50
MEMBER'S PRICE\$299.50

E. 30 DIAMONDS

Total Weight .59 ct. — AAA-1
Retail Price\$495.00
MEMBER'S PRICE\$289.50

F. 28 DIAMONDS

Total Weight .53 ct. — AAA-1
Retail Price\$495.00
MEMBER'S PRICE\$282.50

G. 26 DIAMONDS

Total Weight .51 ct. — AAA-1
Retail Price\$475.00
MEMBER'S PRICE\$269.50

H. 30 DIAMONDS

Total Weight .46 ct. — AAA-1
Retail Price\$475.00
MEMBER'S PRICE\$265.00

I. 26 DIAMONDS

Total Weight .42 ct. — AAA-1
Retail Price\$450.00
MEMBER'S PRICE\$242.50

All Prices Include Federal Tax

AAA-1 — See Page 64 for
Explanation of Diamond Grading

PLATINUM DIAMOND WATCHES

HAMILTON MOVEMENTS

A. 24 DIAMONDS

Total Weight .49 ct. — AAA-1
Retail Price\$599.50
MEMBER'S PRICE\$339.50

B. 32 DIAMONDS

Total Weight .77 ct. — AAA-1
Retail Price\$725.00
MEMBER'S PRICE\$429.50

C. 36 DIAMONDS

Total Weight .71 ct. — AAA-1
Retail Price\$725.00
MEMBER'S PRICE\$429.50

D. 8 BAGUETTES, 14 BRILLIANTS

Total Weight .87 ct. — AAA-1
Retail Price\$850.00
MEMBER'S PRICE\$492.50

E. 34 DIAMONDS

Total Weight .87 ct. — AAA-1
Retail Price\$850.00
MEMBER'S PRICE\$492.50

F. 8 BAGUETTES, 28 BRILLIANT DIAMONDS

Total Weight 98 ct. — AAA-1
Retail Price\$995.00
MEMBER'S PRICE\$575.00

G. 30 DIAMONDS

Total Weight 1.13 cts. — AAA-1
Retail Price\$995.00
MEMBER'S PRICE\$597.50

H. 40 DIAMONDS

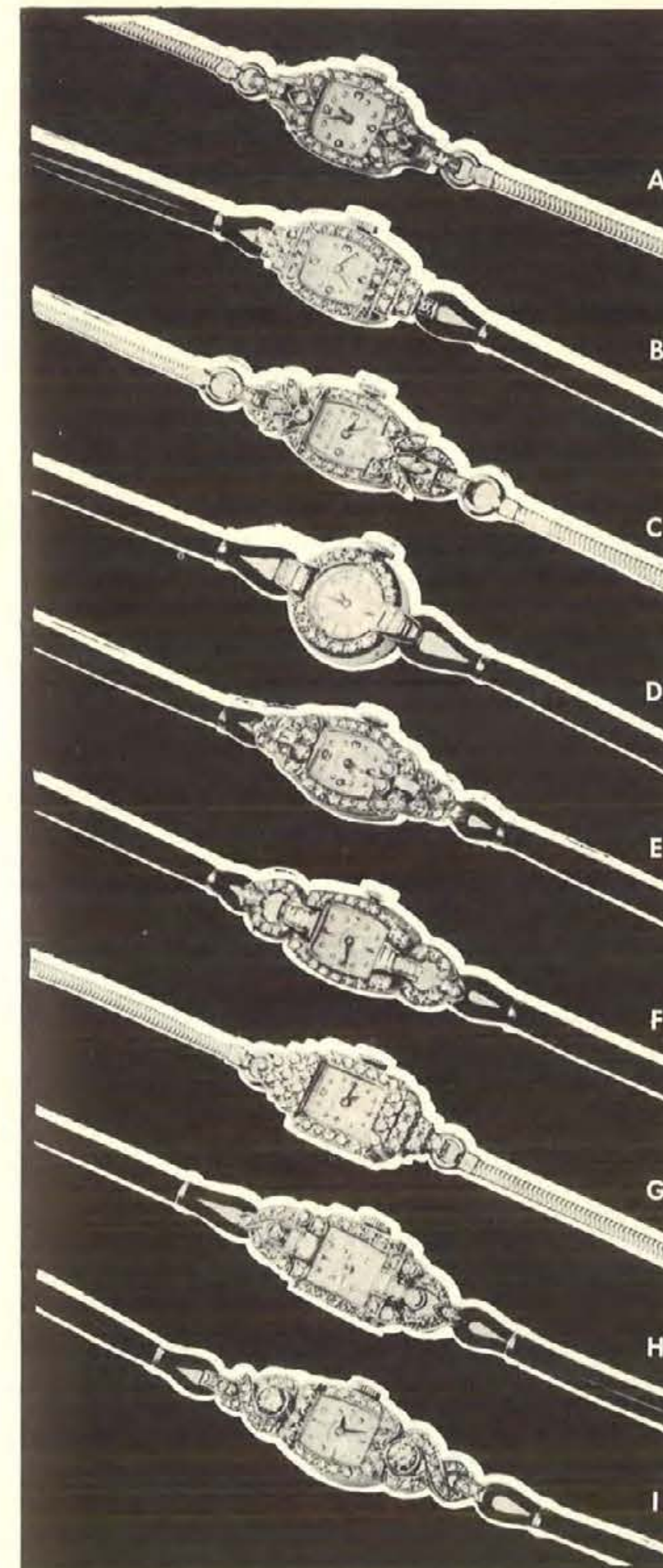
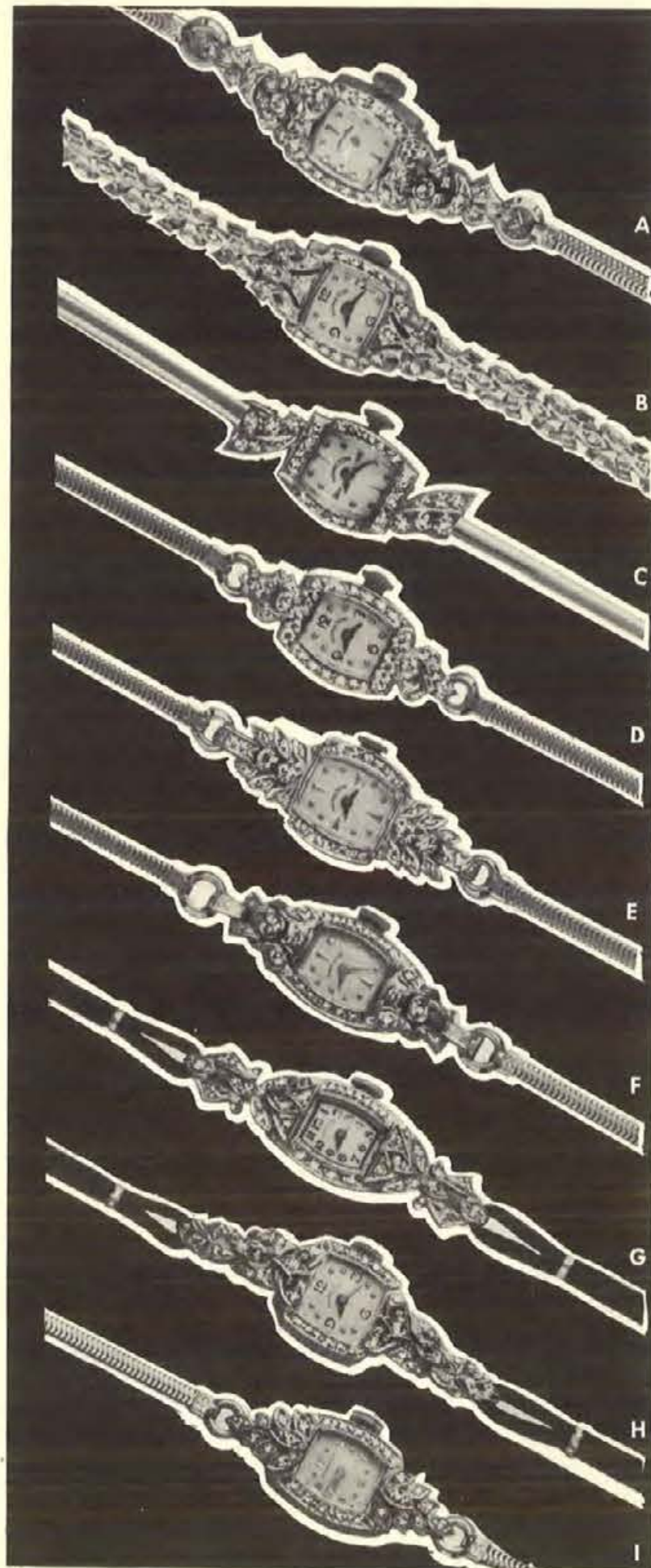
Total Weight 1.51 cts. — AAA-1
Retail Price\$1395.00
MEMBER'S PRICE\$789.50

I. 48 DIAMONDS





Total Weight 1.73 cts. — AAA-1
Retail Price\$1595.00
MEMBER'S PRICE\$925.00

All Prices Include Federal Tax

AAA-1 — See page 64 for explanation of diamond
grading. It is not always possible to obtain the exact
weight of diamonds ordered. Weight may vary one
to three points (.01 to .03 ct.)



Diamond Shrine Pins in Platinum and 14K Gold

			
3 Diamond — 14K Gold Retail Price \$37.50 MEMBER'S PRICE \$18.75	6 Diamond — Platinum Top Retail Price \$63.00 MEMBER'S PRICE \$31.50	8 Diamond — Platinum Top Retail Price \$105.00 MEMBER'S PRICE \$52.50	7 Diamond — Platinum Top Retail Price \$115.00 MEMBER'S PRICE \$57.50
			
9 Diamond — 14K Gold Retail Price \$125.00 MEMBER'S PRICE \$62.50	7 Diamond — Platinum Top Retail Price \$145.00 MEMBER'S PRICE \$72.50	9 Diamond — Platinum Top Retail Price \$155.00 MEMBER'S PRICE \$77.50	12 Diamond — Platinum Top Retail Price \$159.00 MEMBER'S PRICE \$79.50

ALL ABOVE DIAMONDS AAA-1. SEE PAGE 64 FOR EXPLANATION OF DIAMOND GRADING.

Diamond Earrings in 14K Gold

		
2 Diamonds .16 ct. (AA) Yellow Gold Retail Price \$115.00 MEMBER'S PRICE \$57.50	2 Diamonds .17 ct. (AAA) Yellow Gold Retail Price \$109.00 MEMBER'S PRICE \$54.50	2 Diamonds .39 ct. (AAA) White Gold Retail Price \$235.00 MEMBER'S PRICE \$117.50
		
2 Diamonds .23 ct. (AAA) White Gold Retail Price \$135.00 MEMBER'S PRICE \$67.50	18 Diamonds .46 ct. (AAA) White Gold Retail Price \$285.00 MEMBER'S PRICE \$142.50	2 Diamonds 1.34 ct. (AA) White Gold Retail Price \$1,075.00 MEMBER'S PRICE \$537.50

AAA, AA. See page 64 for explanation of diamond grading. It is not always possible to obtain the exact weight of diamonds ordered. Weight may vary one to three points (.01 ct. to .03 ct.). Price may vary slightly according to weight.

ALL PRICES INCLUDE FEDERAL TAX.

PARKER PEN & PENCIL SETS

			
PARKER "21" SET RETAIL PRICE \$8.75 MEMBER'S PRICE \$6.57 PEN ONLY RETAIL PRICE \$5.00 MEMBER'S PRICE \$3.75	PARKER "51" SPECIAL (SET) RETAIL PRICE \$18.25 MEMBER'S PRICE \$13.69 PEN ONLY RETAIL PRICE \$12.50 MEMBER'S PRICE \$9.38	PARKER "51" (SET) RETAIL PRICE \$22.50 MEMBER'S PRICE \$16.88 PEN ONLY RETAIL PRICE \$15.00 MEMBER'S PRICE \$11.25	PARKER "51" (SET) with Gold Cap RETAIL PRICE \$29.75 MEMBER'S PRICE \$22.31 PEN ONLY RETAIL PRICE \$19.75 MEMBER'S PRICE \$14.81

SHEAFFER PEN & PENCIL SETS

			
SHEAFFER'S Craftsman (Set) RETAIL PRICE \$7.26 MEMBER'S PRICE \$5.45 PEN ONLY RETAIL PRICE \$4.03 MEMBER'S PRICE \$3.02	SHEAFFER'S Statesman (Set) with "SNORKEL" RETAIL PRICE \$18.50 MEMBER'S PRICE \$13.88 PEN ONLY RETAIL PRICE \$12.50 MEMBER'S PRICE \$9.38	SHEAFFER'S CLIPPER (set) with snorkel RETAIL PRICE \$22.50 MEMBER'S PRICE \$16.88 PEN ONLY RETAIL PRICE \$15.00 MEMBER'S PRICE \$11.25	SHEAFFER'S Admiral (Set) RETAIL PRICE \$9.41 MEMBER'S PRICE \$7.06 PEN ONLY RETAIL PRICE \$5.38 MEMBER'S PRICE \$4.04

"Snorkel."

ALL PRICES INCLUDE FEDERAL TAX

WE CARRY A COMPLETE SELECTION OF PARKER, SHEAFFER PEN AND PENCIL SETS

USE OUR LAY-AWAY PLAN

A SMALL DEPOSIT WILL HOLD YOUR PURCHASE 'TIL WANTED

OPEN
MONDAYS
UNTIL 8:30 P.M.

HOUSTON WHOLESALE JEWELERS

1006 RUSK AT MAIN — SECOND FLOOR
HOUSTON, TEXAS PHONE Capitol 6343

SHOPPING HOURS:
9:00 to 5:30
INCLUDING SAT.

PARKER and SHEAFFER DESK SETS

Model No. 70-191
PEDRARA ONYX
Size 3 1/4 in.
Round Base



PARKER "21"
Retail Price\$7.50
MEMBER'S PRICE\$5.63
On Mail Orders Add 50c

MODEL NO. 173
JET CRYSTAL
Size 3 1/4 in. x 4 in.



PARKER "21"
Retail Price\$14.50
MEMBER'S PRICE\$10.88
On Mail Orders Add 50c

Model No. 15J
JET CRYSTAL
With 55SD Pen
Size 2 1/4" x 3 1/2"



SHEAFFER
Retail Price\$10.95
MEMBER'S PRICE\$8.21
On Mail Orders Add 50c

Model No. 2202M
Mexican Onyx
With B5SKD Pen
Size 3 1/2 in. x 3 1/2 in.



SHEAFFER
Retail Price\$15.00
MEMBER'S PRICE\$11.25
On Mail Orders Add 50c

MODEL NO. 246
Brazilian Green Onyx
Size 4 in. x 8 1/2 in.



PARKER "51"
Retail Price\$50.00
MEMBER'S PRICE\$37.50
On Mail Orders Add 75c

MODEL NO. 180
Brazilian Green Onyx
Size 3 1/2 in. x 5 1/2 in.



PARKER "51"
Retail Price\$30.00
MEMBER'S PRICE\$22.50
On Mail Orders Add 75c

MODEL NO. A177
JET CRYSTAL
Size 4 1/2 in. x 9 1/2 in.



PARKER "51"
Retail Price\$37.50
MEMBER'S PRICE\$28.13
On Mail Orders Add 75c

Manicure Sets

MEN'S

A. CONTINENTAL No. 53067
Imported Solingen, containing toe-nail clippers, metal cleaner and pusher, file, cuticle scissors and tweezers. Top grain cowhide case.
Retail Price\$8.00
MEMBER'S PRICE\$5.33

B. KENT No. 53069
Two Nippers, one for cuticle and other for nail. Also 5" triple cut file, controlled point tweezers, metal nail cleaner and pusher. Cowhide case.
Retail Price\$10.60
MEMBER'S PRICE\$6.98

C. HIM No. 53079
Features nose or mustache scissors, heavy duty toe nail clippers, sturdy cuticle nippers, triple cut nail file, tweezers, engine turned metal nail cleaner-pusher.
Retail Price\$14.35
MEMBER'S PRICE\$9.67

D. HANDY ANDY No. 53081
Utility set with gusset snap button pocket to hold trinkets. Nail nippers, nose or mustache scissors, nail file, tweezers and 4 imitation horn handled implements—nail cleaner, corn knife, cuticle pusher, cuticle knife.
Retail Price\$16.00
MEMBER'S PRICE\$10.67

E. TOWN N' COUNTRY No. 53083
Practical gift, contains those items that every man desires for personal use. Nail nippers, pocket nail clip, tweezers, nail file, pocket knife, cuticle scissors, nail scissors and metal cleaner-pusher.
Retail Price\$16.65
MEMBER'S PRICE\$10.98

F. DEAR SIR No. 5308
Ten-piece set that will please most fastidious, has carrying handle. Fully leather suede lined. Instruments of finest imported Solingen steel, fully polished and nickel plated. Perfect for home or traveling.
Retail Price\$21.10
MEMBER'S PRICE\$13.98

WOMEN'S

G. SOPHISTICATED No. 53068
Imported Solingen steel, fully polished, nickel plated. Has cuticle nippers, metal cleaner-pusher, nail scissors and tweezers. Top-grain cowhide case, red, wine, green, blue.
Retail Price\$8.50
MEMBER'S PRICE\$5.68

H. EVE No. 53072
Practical, containing essential implements for every day use. Cuticle nippers, corn rasp, nail file, tweezers, cuticle scissors, metal cleaner-pusher.
Retail Price\$10.60
MEMBER'S PRICE\$6.98

I. VALLETTE No. 53078
Satchel type set with carrying handle. Cuticle nippers, nail file, nail scissors, tweezers, metal nail cleaner-pusher. Top-grain cowhide case in two-tone effect.
Retail Price\$13.40
MEMBER'S PRICE\$8.94

J. GAD ABOUT No. 53084
Smartly styled case snaps open, has carrying strap. Frame and pulls trim in contrasting colors of cowhide. Implements of finest imported Solingen surgical steel.
Retail Price\$18.75
MEMBER'S PRICE\$11.99





The trim tailored billfold — with special pockets for most everything. Six hook contour key case. Luxurious Saddle Leather. A quality gift.

97E300 Black Billfold
Retail Price \$6.00
MEMBER'S PRICE \$3.60

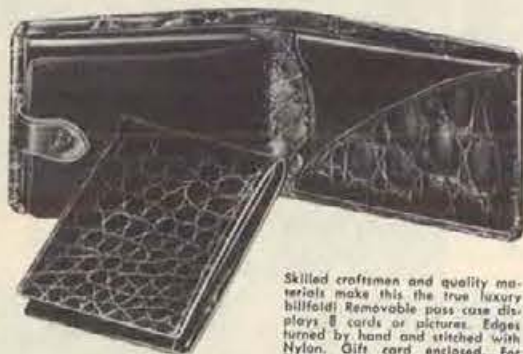
96E450 Brown 2 pc. set
Retail Price \$9.00
MEMBER'S PRICE \$5.40

98E300 Brown Billfold
Retail Price \$6.00
MEMBER'S PRICE \$3.60



VIKING
Heritage

Depend upon the name Heritage for skilled craftsmanship and finest leathers. By Enger-Kress, quality billfolds since 1885.



Skilled craftsmen and quality materials make this the true luxury billfold! Removable pass case displays 8 cards or pictures. Edges turned by hand and stitched with Nylon. Gift card enclosed. For The Man Who Has Everything!

99E1350 Beautiful Brown Alligator
Retail Price \$27.00
MEMBER'S PRICE \$16.20



Extra large 14K solid gold corners enhance the beauty of this superbly styled thin billfold. Soft supple Seal skin — the King of luster leathers.

62E1200 Black Pinseal
Retail Price \$24.00
MEMBER'S PRICE \$14.40



Try and find this Secret Pocket — it's almost impossible. Hand turned ends. Nylon stitched. Beautifully styled, expertly made.

57E495 Brown Calfskin
Retail Price \$9.90
MEMBER'S PRICE \$5.94

58E750 Black Morocco, with 14 K. Gold Corners
Retail Price \$15.00
MEMBER'S PRICE \$8.95

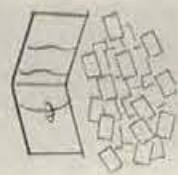
THE Album

The billfold for the man who's going places. Pockets for money, spare keys, cards, stamps and tickets. Handsome gift box and card included. The gift he would choose for himself. Choice of luxurious leathers.

11E750 Brown Calfskin
Retail Price \$15.00
MEMBER'S PRICE \$8.95

12E600 Burgundy Frontier Saddle
Retail Price \$12.00
MEMBER'S PRICE \$7.20

13E495 Black Morocco
Retail Price \$9.90
MEMBER'S PRICE \$5.94



the Album holds from 2 to 32 cards,
yet slim and trim



A gorgeous feminine version of the Album described above. All features plus an extra large coin purse. Metal trim on tabs. Brilliantly colored soft smooth Saddle Leather.

14E495 Red Saddle 15E495 Green Saddle
Retail Price \$9.90
MEMBER'S PRICE \$5.94



Beautiful multi-tone leathers hand laced by skilled craftsmen. Tooled design on cover. Zippered and regular currency pocket, large coin purse, open window for favorite picture.

89E600 Calfskin
Retail Price \$12.00
MEMBER'S PRICE \$7.20



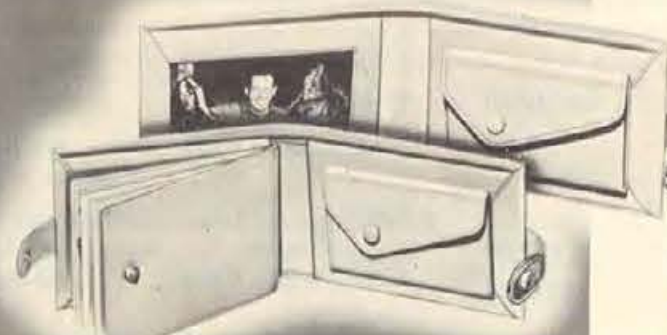
The LEADER of the popular removable pass case billfolds. Pockets for stamps, tickets, cards, keys and money. Special flap to protect favorite pictures. Soft, smooth Calfskin.

54E600 Multitone, Tooled Design
55E600 Brown, no design
Retail Price \$12.00
MEMBER'S PRICE \$7.20



Smartly styled executive's coat wallet. Two pockets for money, one for letters and papers. Space for cards and stamps. Perforated note pad is standard size.

93E450 Brown Calfskin
Retail Price \$9.00
MEMBER'S PRICE \$5.40



Hand-colored tooled design adds beauty to this turned edge and Nylon stitched billfold. Zipper and regular money pockets. Famous Enger-Kress Secret Pocket.

70E690 Multitone Calfskin
Retail Price \$13.80
MEMBER'S PRICE \$8.28



Exceptional value — this removable pass case holds 8 cards. Has large expanding change pocket, zipper and regular money pockets. Six hook contour key case. Elegant multitone Goatskin.

16E540 Two Piece Set
Retail Price \$9.00
MEMBER'S PRICE \$5.40



All around zipper closes this beautiful multitone Calfskin billfold. Extra large coin purse. Removable pass case for 8 cards. Gorgeous gift set.

67E750 Two Piece Set
Retail Price \$15.00
MEMBER'S PRICE \$9.00

The two most popular ladies billfolds in brilliant saddle leather. Large gusseted coin purse. Two pockets for money. Metal trim on tab.

83E300 (Red) and 84E300 (Green) Standard Billfold
Retail Price \$6.00
MEMBER'S PRICE \$3.60

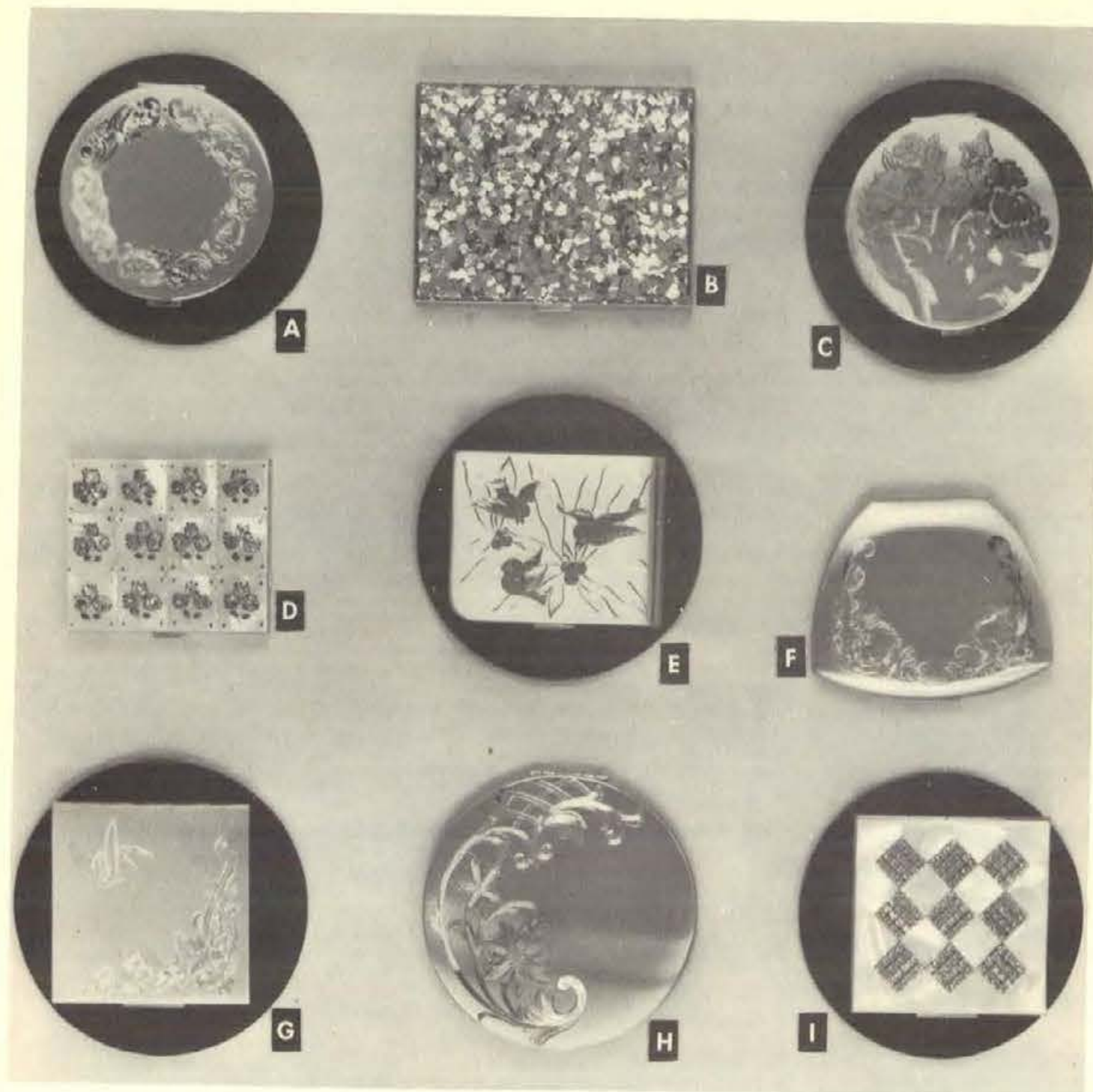
91E360 (Red) and 92E360 (Green) with Removable Pass Case
Retail Price \$7.20
MEMBER'S PRICE \$4.32



The famous Dial-A-Key Key Case. Contour shape saves wear and tear. Six removable hooks. Lost key return service.

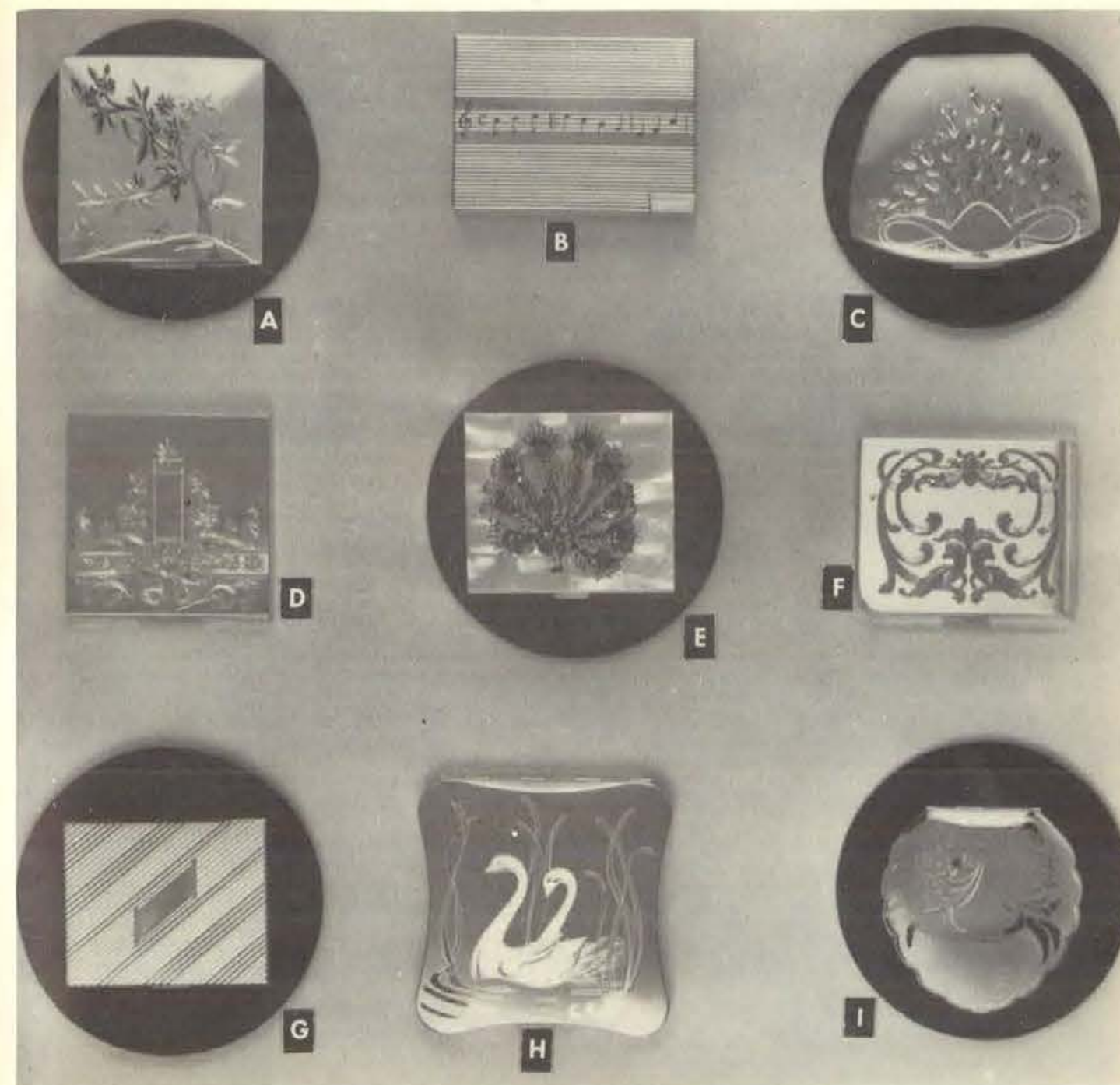
65E180 Brown Calfskin
Retail Price \$3.60
MEMBER'S PRICE \$2.16

ALL PRICES INCLUDE FEDERAL TAX

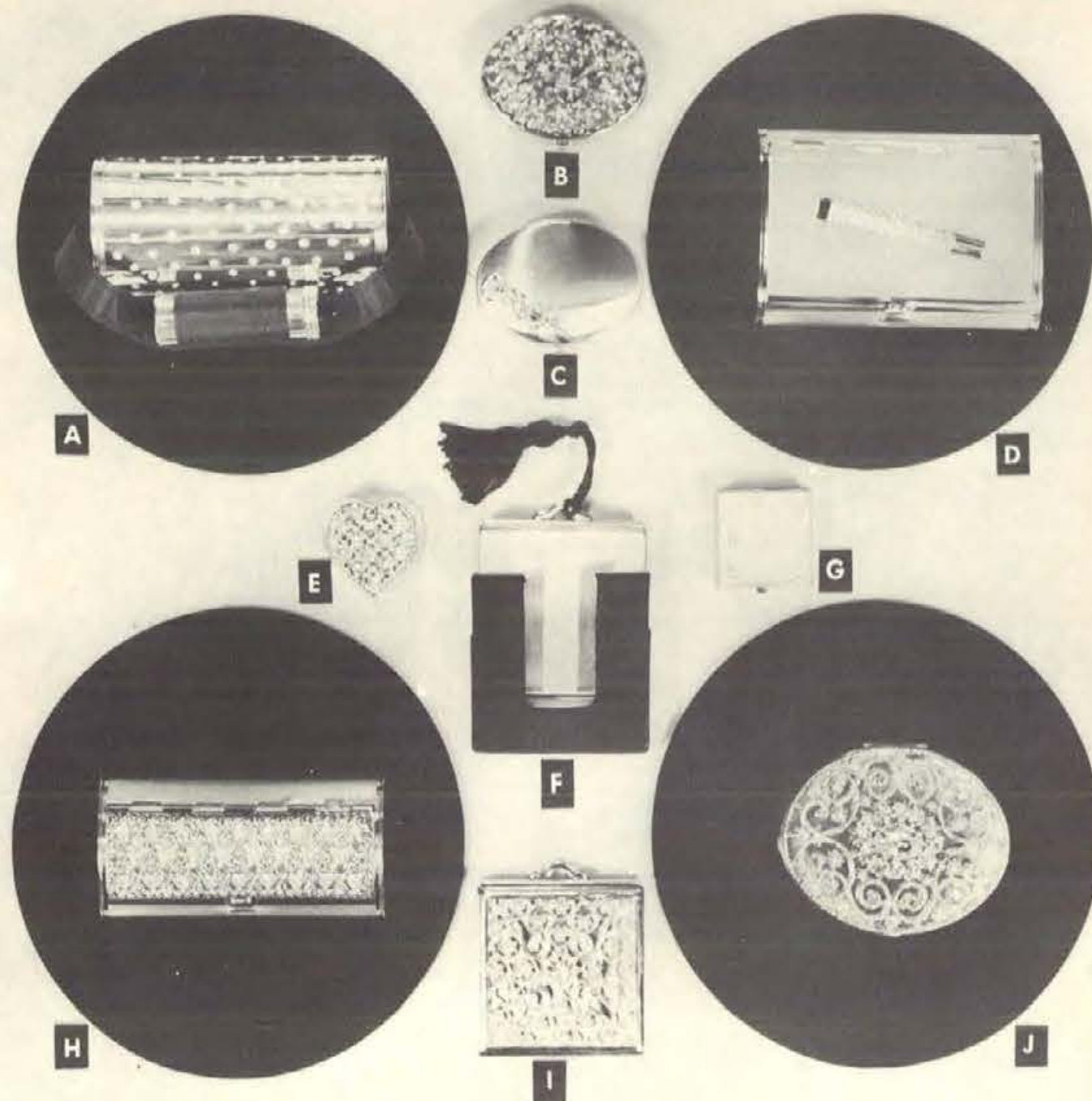


- | | | |
|--|---|--|
| <p>A. Compact, Jewelers Bronze
 Retail Price\$4.95
 Member's Price\$3.75</p> | <p>B. Cigarette Case
 Retail Price\$3.50
 Member's Price\$2.33</p> | <p>C. Silver Compact
Gold Trim
 Retail Price\$9.95
 Member's Price\$6.65</p> |
| <p>D. Mother of Pearl Compact
 Retail Price\$7.00
 Member's Price\$4.67</p> | <p>E. Sterling Compact
 Retail Price\$30.00
 Member's Price\$20.95</p> | <p>F. Compact, Jewelers Bronze
 Retail Price\$9.95
 Member's Price\$6.65</p> |
| <p>G. Sterling Silver Compact
 Retail Price\$24.00
 Member's Price\$14.40</p> | <p>H. Compact, Jewelers Bronze
 Retail Price\$7.50
 Member's Price\$4.95</p> | <p>I. Compact, Mother of Pearl,
Rhinestone Trim
 Retail Price\$21.00
 Member's Price\$14.75</p> |

MANY OTHER STYLES TO CHOOSE FROM



- | | | |
|---|---|--|
| <p>A. Compact
 Retail Price\$9.95
 MEMBER'S PRICE\$7.47</p> | <p>B. Musical Compact
 Retail Price\$17.50
 MEMBER'S PRICE\$13.13</p> | <p>C. Sterling Compact
 Retail Price\$30.00
 MEMBER'S PRICE\$21.95</p> |
| <p>D. Compact
 Retail Price\$5.95
 MEMBER'S PRICE\$3.95</p> | <p>E. Mother of Pearl Compact
 Retail Price\$7.00
 MEMBER'S PRICE\$4.67</p> | <p>F. Silver Compact
Gold Decoration
 Retail Price\$9.95
 MEMBER'S PRICE\$6.65</p> |
| <p>G. Compact
 Retail Price\$4.00
 MEMBER'S PRICE\$2.40</p> | <p>H. Compact
 Retail Price\$9.95
 MEMBER'S PRICE\$6.65</p> | <p>I. Compact
 Retail Price\$3.00
 MEMBER'S PRICE\$1.80</p> |



A. CARRYALL

Rhinestone Studded. Contains a Compact, Cig. Case, and Lipstick Holder. Retail Price \$18.00.

MEMBER'S PRICE \$10.80

B. COMPACT

Set with Rhinestones and Pearls. Small Size. Retail Price \$5.25.

MEMBER'S PRICE \$3.15

C. COMPACT

Gold Key Set with Pearls. Small Size. Retail Price \$3.60.

MEMBER'S PRICE \$2.16

D. CIGARETTE CASE

Holds a Full Pack Regular or King Size. Designed with Cig. Set with Rhinestones. Retail Price \$11.25.

MEMBER'S PRICE \$6.75

E. PILL BOX

Set with Rhinestones. Heart Shaped. Retail Price \$4.50.

MEMBER'S PRICE \$2.70

F. COMPACT

Smartly Styled Square and Neat. Retail Price \$5.65.

MEMBER'S PRICE \$3.40

G. PILL BOX

A Popular Gift. Rhinestone Studded. Retail Price \$1.80.

MEMBER'S PRICE \$1.08

H. CIGARETTE CASE

Available in Regular or Kingsize. Set with Rhinestones. Retail Price \$9.00.

MEMBER'S PRICE \$5.40

I. COMPACT

Rhinestones and Pearls in the Newest Style. Retail Price \$12.00.

MEMBER'S PRICE \$7.20

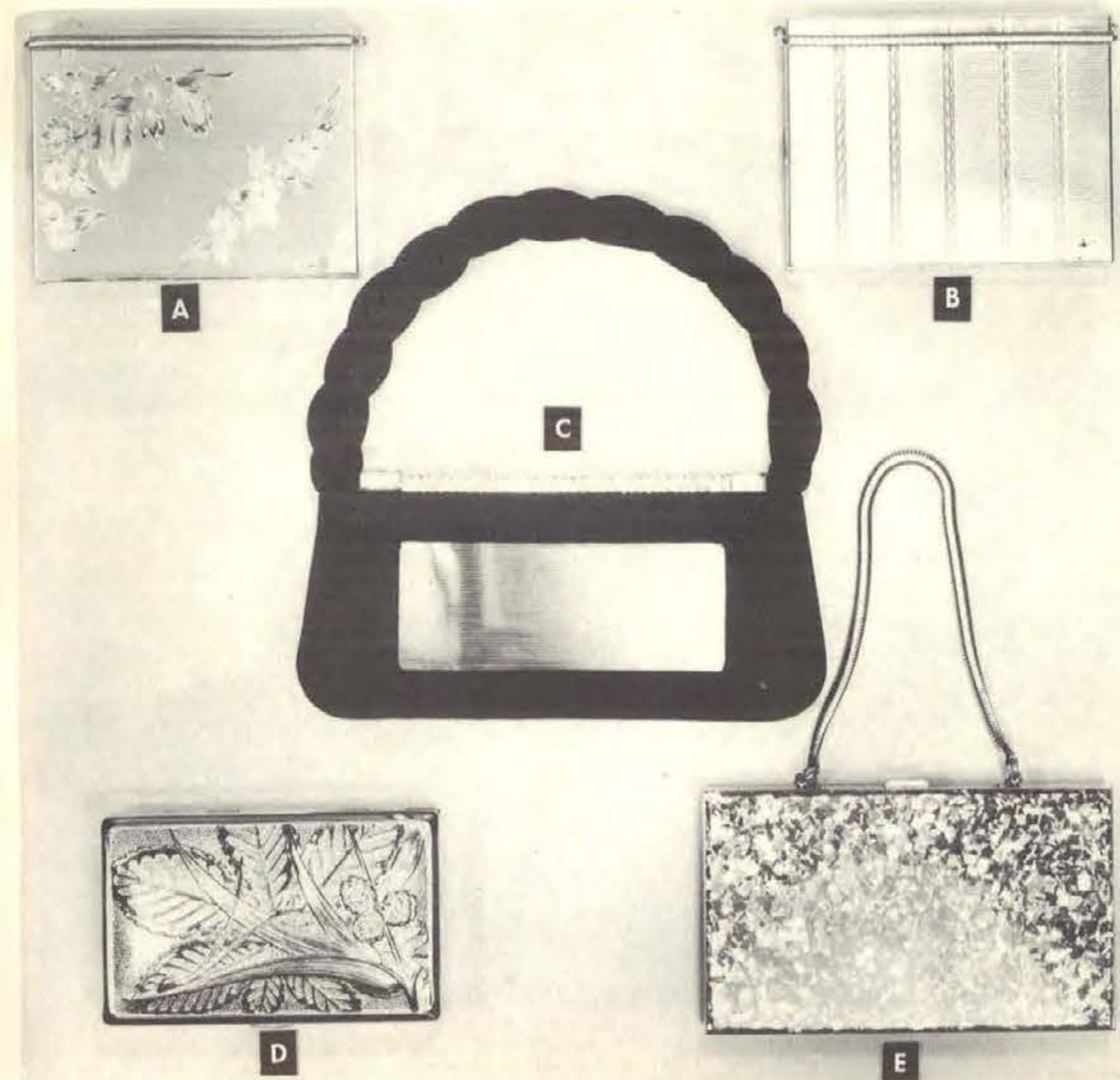
J. COMPACT

Available in Black or Gold. Set with Rhinestones and Pearls. Retail Price \$9.75.

MEMBER'S PRICE \$5.85

ALL PRICES INCLUDE FEDERAL TAX

CARRYALL: Each Fitted With A Cigarette Case, Compact, Lipstick Case and Comb. Each Carryall Has Its Own File Carrying Case. (Except No. E)



A. Gold Finish Hand Engraved
Retail Price \$15.00

MEMBER'S PRICE \$11.25

B. Gold and Silver Finish
Retail Price \$13.50

MEMBER'S PRICE \$9.95

C. Gold Finish. Rhinestones Set Across The Top.
Retail Price \$33.00

MEMBER'S PRICE \$24.75

D. Gold Finish
Retail Price \$20.00

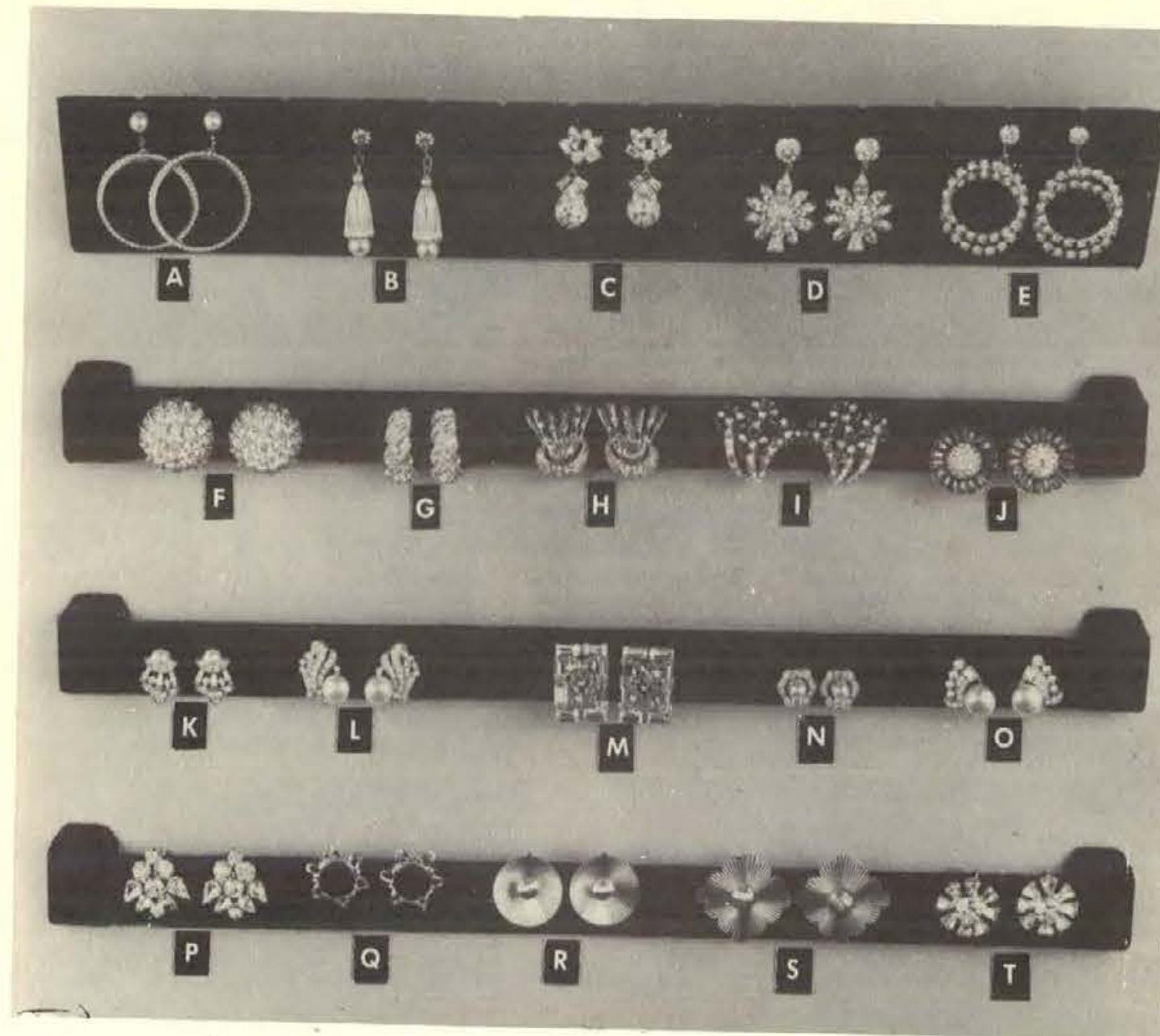
MEMBER'S PRICE \$11.95

E. Gold Tinsel Squares Molded In Clear Lucite On Two
Sides With Chain
Retail Price \$16.00

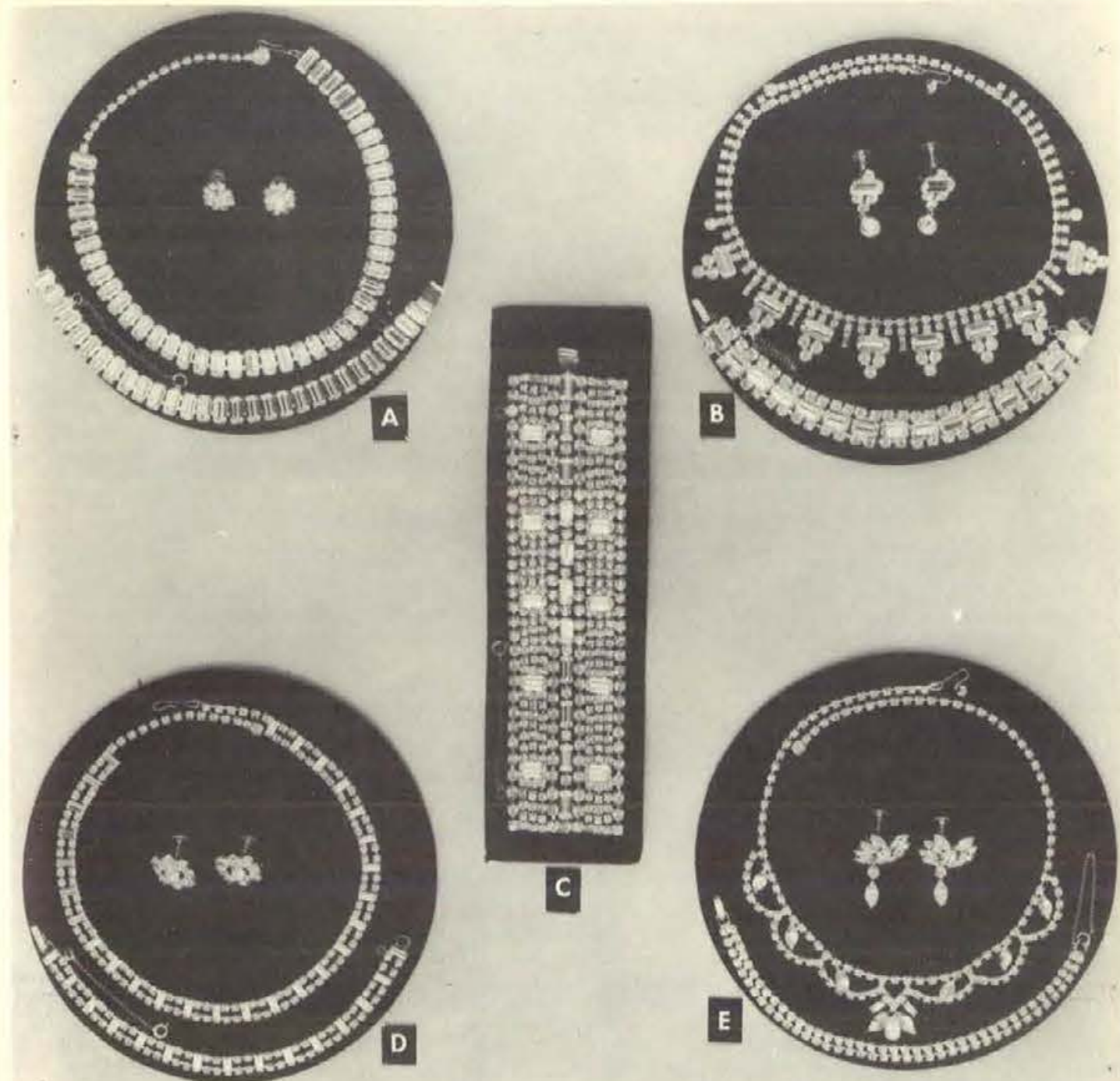
MEMBER'S PRICE \$10.67

ON MAIL ORDERS ADD 50c FOR POSTAGE, INSURANCE AND PACKING

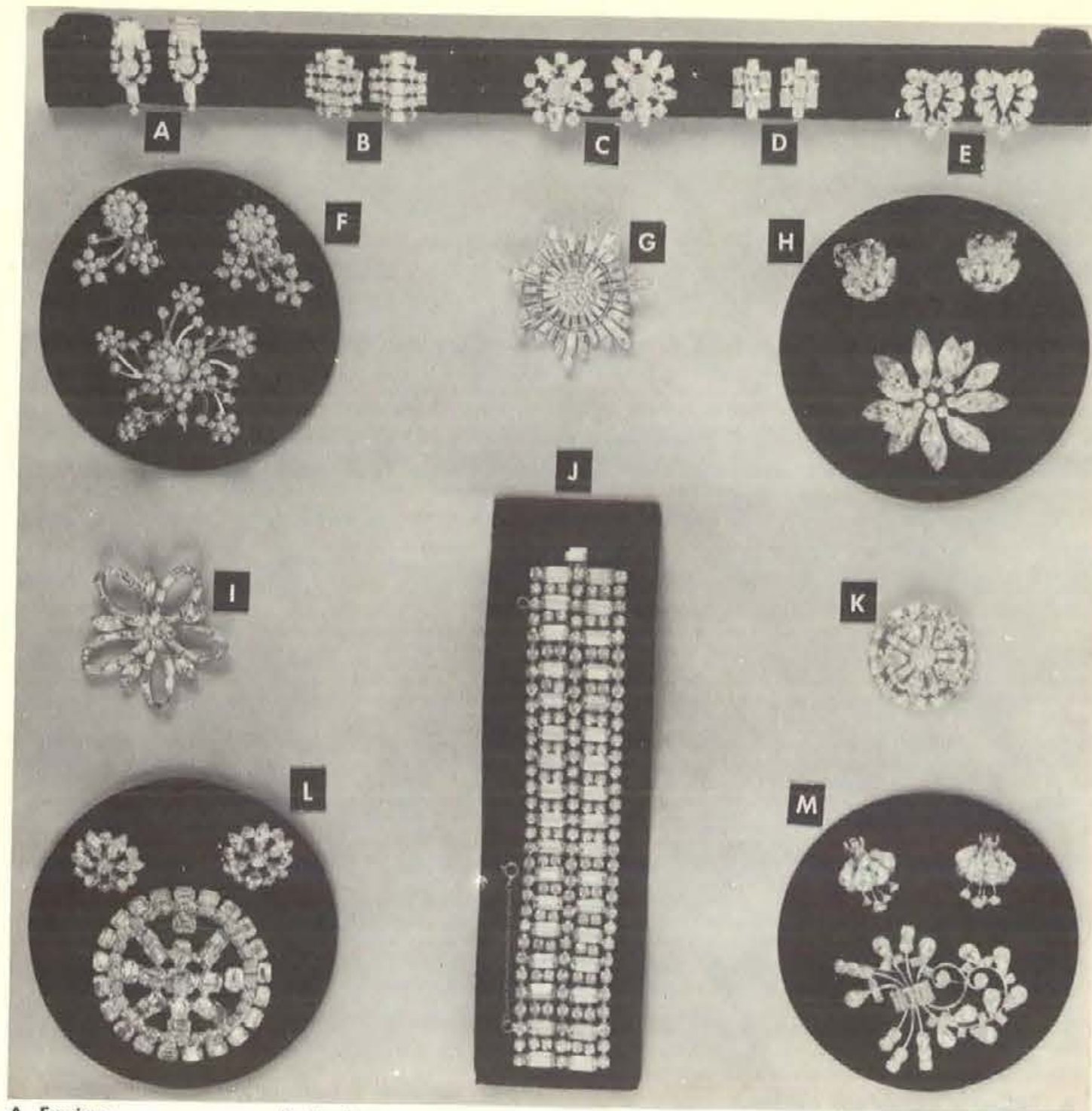
LADIES EARRINGS



A. Pearl and Gold Pendant Earrings Retail Price\$8.95 MEMBER'S PRICE\$4.50	E. Rhinestone Double Hoop Pendants Retail Price\$4.50 MEMBER'S PRICE\$2.25	I. Ruby and Rhinestone Ear Clips Retail Price\$24.00 MEMBER'S PRICE\$16.80	M. Rhinestone Earrings Retail Price\$7.95 MEMBER'S PRICE\$3.95	Q. Jet and Gold Earrings Retail Price\$6.50 MEMBER'S PRICE\$3.25
B. Pearl and Gold Pendant Earrings Retail Price\$5.50 MEMBER'S PRICE\$2.75	F. Hand Set Rhinestone Ear Buttons Retail Price\$18.00 MEMBER'S PRICE\$12.60	J. Emerald and Rhinestone Ear Clips Retail Price\$12.00 MEMBER'S PRICE\$8.40	N. Pearl and Rhinestone Earrings Retail Price\$3.75 MEMBER'S PRICE\$1.88	R. Yellow Gold Filled Earrings Retail Price\$6.95 MEMBER'S PRICE\$3.50
C. Rhinestone Pendant Earrings Retail Price\$8.95 MEMBER'S PRICE\$4.50	G. Baguette & Brilliant Rhinestone Ear Clips Retail Price\$15.00 MEMBER'S PRICE\$10.50	K. Pearl and Rhinestone Earrings Retail Price\$5.50 MEMBER'S PRICE\$2.75	O. Pearl and Rhinestone Earrings Retail Price\$5.50 MEMBER'S PRICE\$2.75	S. Yellow Gold Filled Earrings Retail Price\$6.95 MEMBER'S PRICE\$3.50
D. Rhinestone Sunburst Pendant Earrings Retail Price\$5.95 MEMBER'S PRICE\$2.95	H. Hand Set Rhinestone Ear Clips Retail Price\$21.60 MEMBER'S PRICE\$14.95	L. Pearl and Rhinestone Earrings Retail Price\$5.50 MEMBER'S PRICE\$2.75	P. Rhinestone Ear Clips Retail Price\$9.50 MEMBER'S PRICE\$4.75	T. Rhinestone Earrings Retail Price\$4.95 MEMBER'S PRICE\$2.49



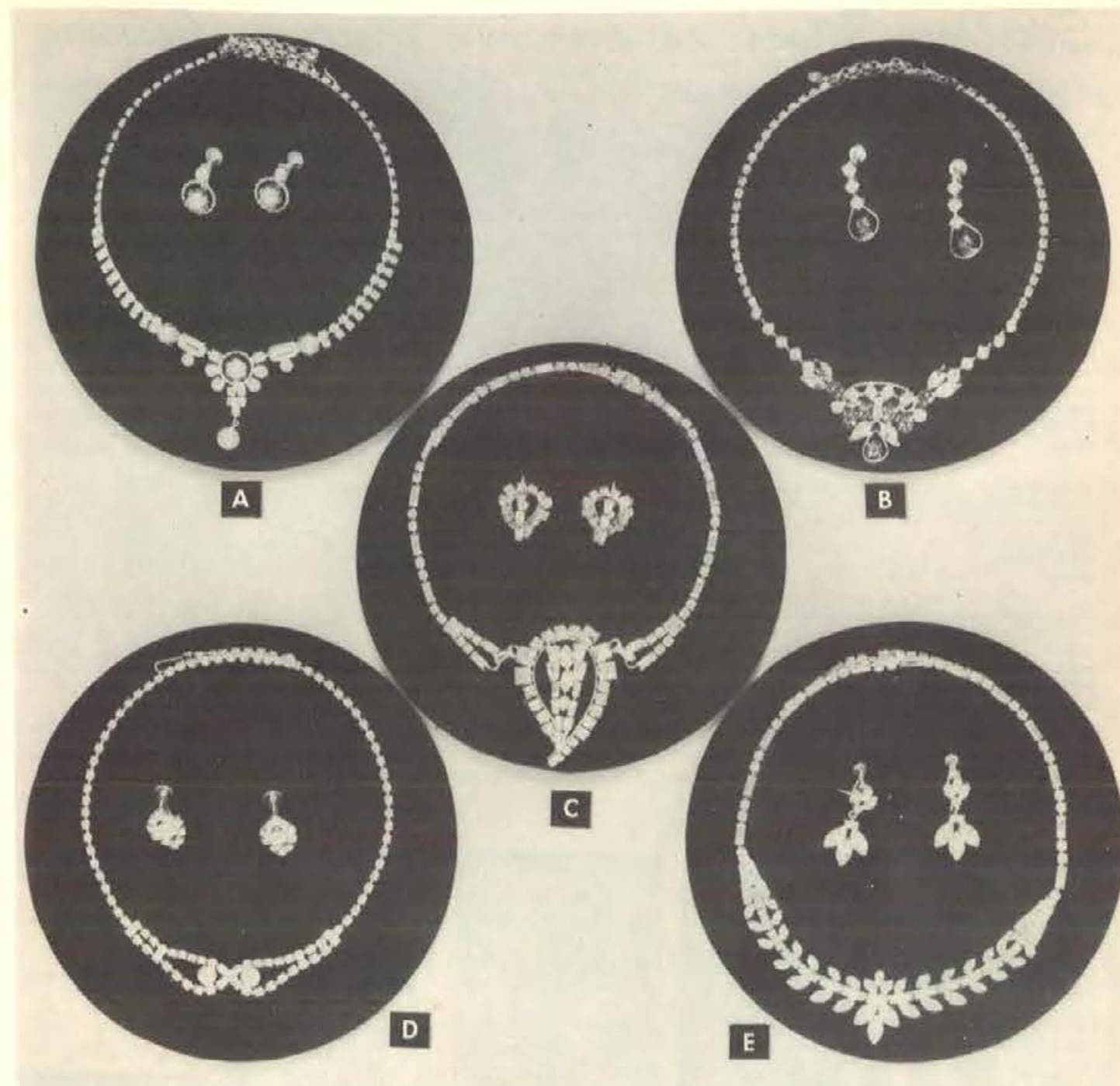
A. Baguette Rhinestone Necklace Retail Price \$11.95 Matching Earrings Retail Price\$5.00 Member's Price \$2.50	Member's Price \$5.95 Matching Bracelet Retail Price\$8.95 Member's Price \$4.50	B. Baguette & Brilliant Rhinestone Necklace Retail Price \$21.00 Matching Earrings Retail Price\$5.50 Member's Price \$2.75	Member's Price \$10.50 Matching Bracelet Retail Price\$11.95 Member's Price \$5.95
C. Baguette & Brilliant Rhinestone Bracelet Retail Price \$22.95 Member's Price \$11.50		E. Marquise and Brilliant Rhinestone Necklace Retail Price \$11.75 Matching Earrings Retail Price\$7.95 Members's Price \$3.95	
D. Baguette & Brilliant Rhinestone Necklace Retail Price \$15.95 Matching Earrings Retail Price\$3.70 Member's Price \$1.85		Member's Price \$7.95 Matching Bracelet Retail Price\$7.95 Member's Price \$3.95	



A. Earrings	B. Earrings	C. Earrings	D. Earrings
Retail Price\$2.85	Retail Price\$3.95	Retail Price\$6.50	Retail Price\$3.25
MEMBER'S PRICE\$1.45	MEMBER'S PRICE\$1.95	MEMBER'S PRICE\$3.25	MEMBER'S PRICE\$1.65

E. EARRINGS	F. Pin	G. Sunburst Pin
Retail Price\$9.35	Retail Price \$3.95	Retail Price \$17.95
MEMBER'S PRICE\$4.65	MEMBER'S PRICE \$1.95	MEMBER'S PRICE \$8.95
H. Rhinestone Pin	Earrings	J. Baguette & Brilliant Bracelet
Retail Price \$11.95	Retail Price \$3.95	Retail Price \$17.95
MEMBER'S PRICE \$5.95	MEMBER'S PRICE \$1.95	MEMBER'S PRICE \$8.95
I. Bowknot Pin	L. Rhinestone Pin	M. Rhinestone Pin
Retail Price \$15.00	Retail Price \$13.95	Retail Price \$7.95
MEMBER'S PRICE \$7.50	MEMBER'S PRICE \$6.95	MEMBER'S PRICE \$3.95
K. Rhinestone Pin	Earrings	Earrings
Retail Price \$12.95	Retail Price \$9.95	Retail Price \$9.70
MEMBER'S PRICE \$6.50	MEMBER'S PRICE \$4.95	MEMBER'S PRICE \$4.85

ALL PRICES INCLUDE FEDERAL TAX



ITEMS ON THIS PAGE SOLD IN SETS ONLY

A. Pearl Rhinestone Set	B. Rhinestone & Emerald Set
Retail Price\$17.95	Retail Price\$17.95
MEMBER'S PRICE\$8.95	MEMBER'S PRICE\$8.95
C. Baguette & Brilliant Set	
Retail Price\$33.95	
MEMBER'S PRICE\$16.95	
D. Rhinestone Set	E. Marquise & Brilliant Rhinestone
Retail Price\$10.75	Retail Price\$31.95
MEMBER'S PRICE\$5.35	MEMBER'S PRICE\$15.95

ALL PRICES INCLUDE FEDERAL TAX

Sterling Silver AND RHINESTONE Costume Jewelry



42-A: 150/B5189—Unusual design in genuine cultured pearls and rhinestones. STERLING SILVER with rhodium finish. Adjustable neck size. New and different! Gift boxed.

Regular Retail Price\$28.95
MEMBERS PRICE**\$14.95**

42-B: 150/B5195 (right, top)—Finest quality rhinestones set in STERLING SILVER with rhodium finish. Adjustable size neck. Marquise, baguette and round stones. Gift boxed.

Regular Retail Price\$28.95
MEMBERS PRICE**\$14.95**

42-C: 150/B5183 (right, bottom — heart design necklace set in STERLING SILVER with rhodium finish. Round and baguette stones. Adjustable neck size. Delicate design matching earrings. Gift boxed.

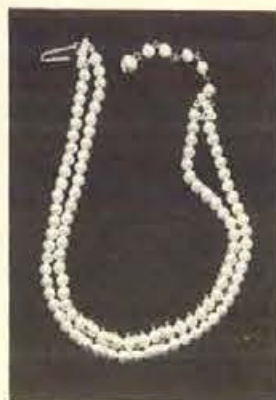
Regular Retail Price\$23.95
MEMBERS PRICE**\$11.95**



... Simulated Pearls ...



42-D: 171/973—La Tausca simulated pearls. One strand choker style, adjustable size, with rhinestone decorations on ends. Gift boxed.
Nationally Adv. Price\$9.00
MEMBERS PRICE**\$4.50**



42-E: 171/971—La Tausca simulated pearls. Two strand choker style with flashing rhinestones set in center of strands. Adjustable size. Gift boxed.
Nationally Adv. Price\$10.00
MEMBERS PRICE**\$5.00**



42-F: 171/974—La Tausca simulated pearls. Two strand choker style, with adjustable end. Rhinestone decorations on ends. Gift boxed.
Nationally Adv. Price\$12.00
MEMBERS PRICE**\$6.00**



42-G: 171/972—La Tausca simulated pearls. Three strand "dog collar" style with rhinestones set in center and ends. Adjustable size. Gift boxed.
Natl. Adv. Price\$13.40
MEMBERS PRICE**\$6.70**



42-H: 171/964—La Tausca simulated pearls. Two strand knotted pearls with 10 kt. white gold clasp. Standard length, beautiful color. Deluxe box.
Nationally Adv. Price\$42.00
MEMBERS PRICE**\$21.00**

ALL PRICES
INCLUDE
FEDERAL TAX

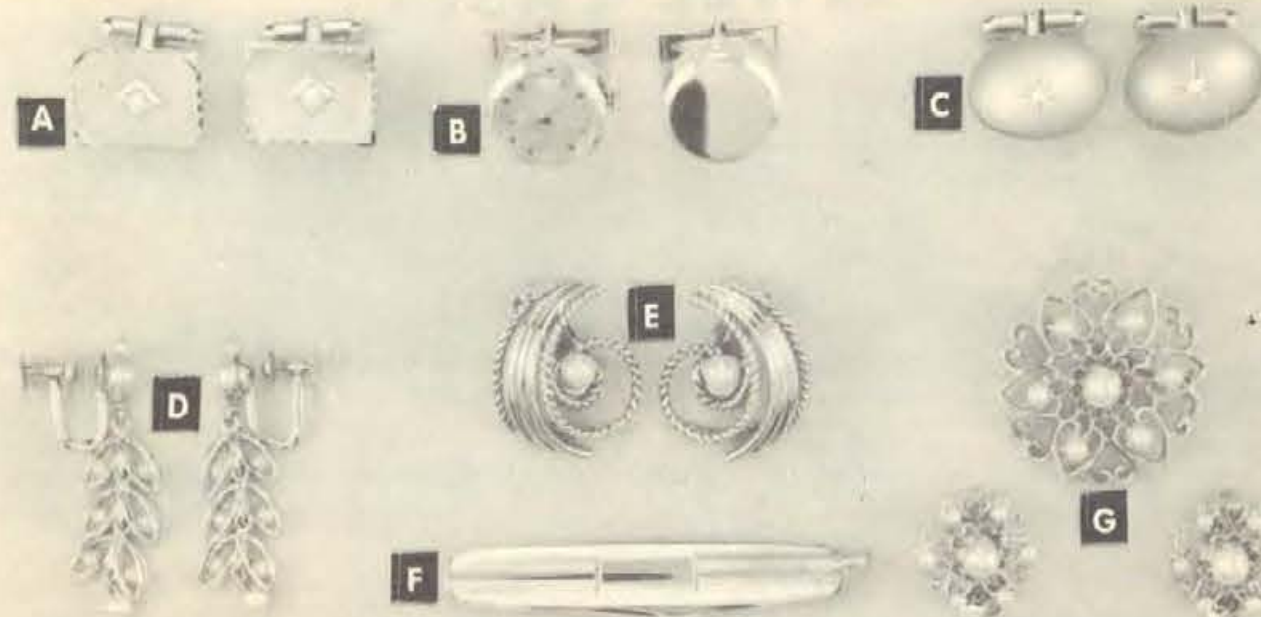
Also Available

MARVELLA PEARLS WIDE CHOICE OF PRICE

42-I: 131 — Single strand
Natl. Adv. Price\$6.00
MEMBERS PRICE\$3.00

42-J: 287 — Single strand,
gold clasp set with dia-
mond. Nationally Adv.
Price\$32.50
MEMBERS PRICE\$16.25

42-K: 208 — Double strand,
Natl. Adv. Price\$10.95
MEMBERS PRICE\$5.48



A. 10K Diamond Cuff Links
Retail Price\$155.00
MEMBERS PRICE\$77.50

D. 14K Cultured Pearl Earrings
Retail Price\$72.50
MEMBERS PRICE\$47.50

G. 14K Cultured Pearl Pin
Retail Price\$69.50
MEMBERS PRICE\$39.50

J. 14K Extra Heavy Link Bracelet
Retail Price\$110.00
MEMBERS PRICE\$72.50

B. 14K Watch Cuff Links
Retail Price\$100.00
MEMBERS PRICE\$69.50

E. 14K Cultured Pearl Earrings
Retail Price\$69.50
MEMBERS PRICE\$45.00

14K Earrings to Match
Retail Price\$95.00
MEMBERS PRICE\$54.50

K. 14K Four Leaf Clover Charm
Retail Price\$29.50
MEMBERS PRICE\$18.95

C. 10K Diamond Cuff Links
Retail Price\$73.00
MEMBERS PRICE\$36.50

F. 10K Pen Knife
Retail Price\$17.90
MEMBERS PRICE\$8.95

H. 10K Garnet Bracelet
Retail Price\$78.95
MEMBERS PRICE\$39.80

L. 14K Book Locket Charm
Retail Price\$39.50
MEMBERS PRICE\$26.50

M. 14K Ladies' Dome Ring
Retail Price\$45.00
MEMBERS PRICE\$22.50

N. 14K Locket Charm
Retail Price\$37.50
MEMBERS PRICE\$22.95

O. 14K Disc Charm
Retail Price\$35.00
MEMBERS PRICE\$25.20

ALL PRICES INCLUDE FEDERAL TAX

JEWEL CASES



Style 3 . . . Same as Style 4 in standard junior size: 7 3/4 x 5 3/4 x 2 1/2" (No Secret Compartment). Colors: Wine, Ivory, Baby Blue.

Retail Price \$4.70

MEMBER'S PRICE

\$3.52



The Parisienne, Style 4 . . . Beautifully designed in Genuine Leather with Valencian grain finish. Delicately tooled in 24 Kt. gold. Luxurious crush-resistant velvet lining in pastel shades. Lovely floral-designed satin lid. Mele's exclusive, patented Secret Compartment. Lock with key. Size: 10 x 7 x 3 1/2". Colors: Wine, Ivory, Baby Blue.

Retail Price \$6.00

MEMBER'S PRICE

\$4.50



The Pirouette, Style 49 . . . with Glide-O-Matic Trays. Magnificently designed in quality Leatherette with antique finish. Classic 24 Kt. gold Florentine tooling. Luxurious full depth, crush-resistant velvet lining in pastel shades. Floral-designed satin lid. De Luxe Trays. Two separate bottom compartments. Exclusive Mele lock. Large size. 10 x 7 x 3 1/2". Colors: Wine, Green, Ivory, Baby Blue.

Retail Price \$5.50

MEMBER'S PRICE

\$4.12



The Concerto, Style 57 . . . A musical masterpiece in lustrous aniline-dyed Genuine Leather. Beautiful 24 Kt. gold Medallion motif. Luxurious full depth, crush-resistant velvet lining in pastel shades. Floral-designed satin lid. 24 Kt. gold tooled de luxe Tray. Exclusive Mele lock. Size: 7 3/4 x 5 3/4 x 2 1/2". Colors: Wine, Ivory, Baby Blue.

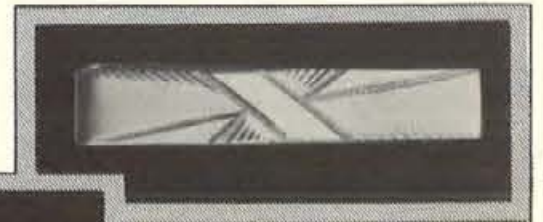
Retail Price \$10.50

MEMBER'S PRICE

\$7.88



T114 Tie Bar
Yellow Gold Filled
Retail Price\$7.20
MEMBER'S PRICE\$3.60



ST136 Tie Bar
Sterling Silver
Retail Price\$7.80
MEMBER'S PRICE\$3.90

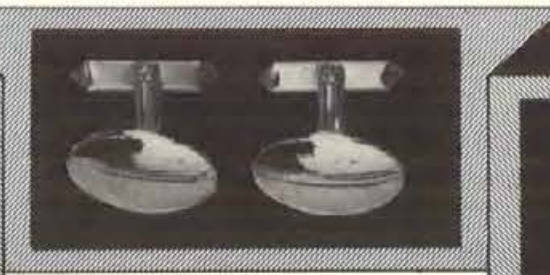
T65 Tie Bar
Yellow Gold Filled
Retail Price\$7.20
MEMBER'S PRICE\$3.60



Men's Jewelry of Quality



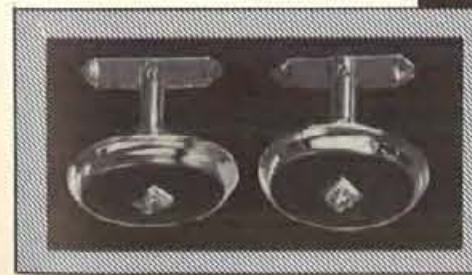
S359 Cuff Links
Sterling Silver
Retail Price\$9.00
MEMBER'S PRICE\$4.50



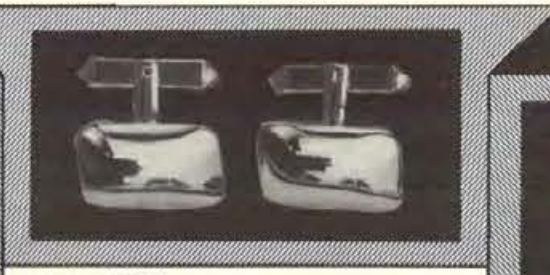
O135 Cuff Links
Yellow Gold Filled
Retail Price\$7.20
MEMBER'S PRICE\$3.60



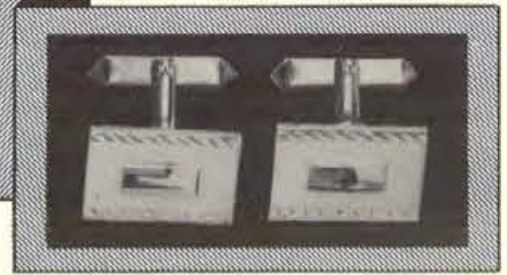
O138 Cuff Links
Yellow Gold Filled
Retail Price\$7.20
MEMBER'S PRICE\$3.60



O172 Onyx Cuff Links
Yellow Gold Filled
Retail Price\$13.20
MEMBER'S PRICE\$6.60



O174 Cuff Links
Yellow Gold Filled
Retail Price\$7.20
MEMBER'S PRICE\$3.60



ST0283 Cuff Links
Sterling Silver
Retail Price\$10.20
MEMBER'S PRICE\$5.10

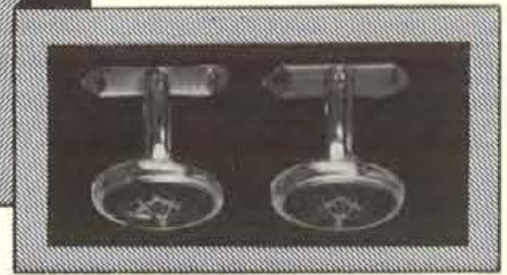


S396 Masonic Cuff Links
Sterling Silver
Retail Price\$12.00
MEMBER'S PRICE\$5.95

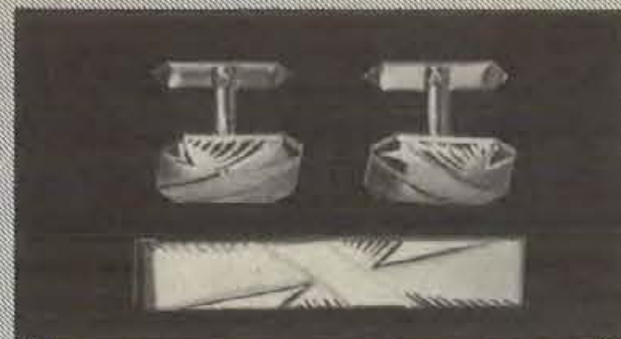


**MANY OTHER
STYLES TO
CHOOSE FROM**

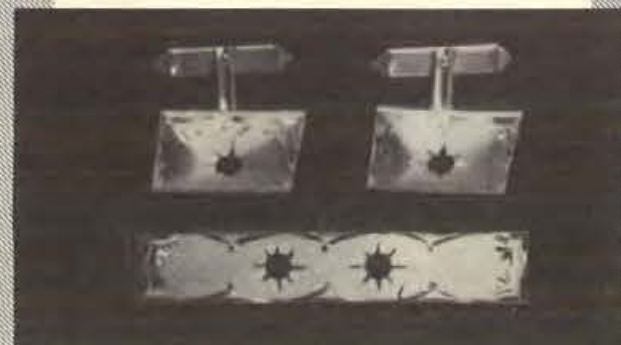
**ALL PRICES
INCLUDE
FEDERAL TAX**



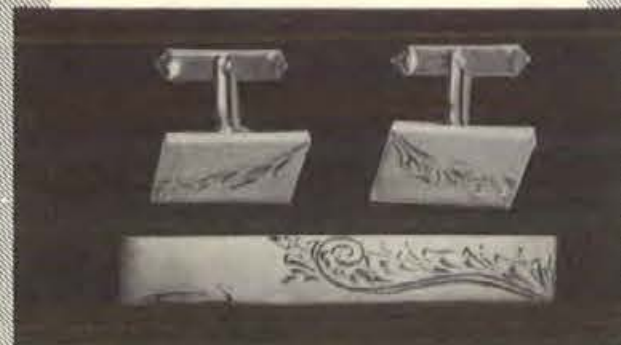
ST0213 Masonic Cuff Links
Sterling—Set with Sapphires
Retail Price\$10.80
MEMBER'S PRICE\$5.40



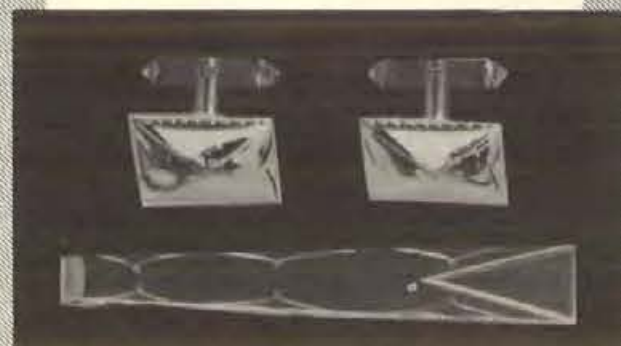
5379/T136 Sterling Hand Engraved Set
Retail Price \$17.40—MEMBER'S PRICE\$8.70
5379 Sterling Cuff Links Only
Retail Price \$10.20—MEMBER'S PRICE\$5.10



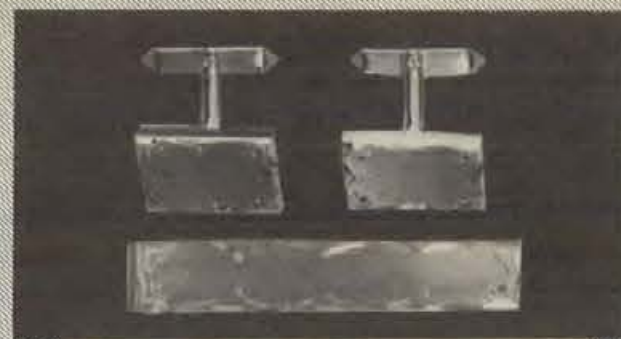
5383/T140 Sterling Set with Sapphire Stones
Retail Price \$21.00—MEMBER'S PRICE\$10.50
5383 Sterling Cuff Links Only
Retail Price \$12.00—MEMBER'S PRICE\$5.95



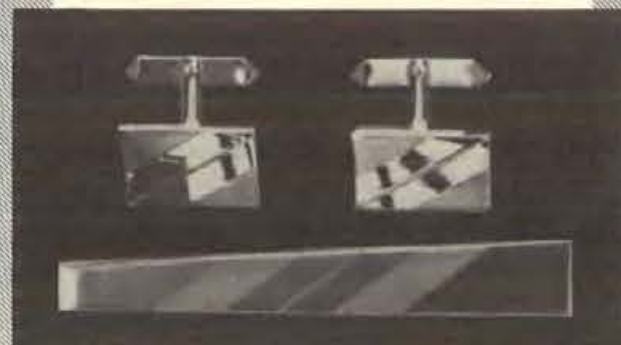
358/T114 Gold Filled Set
Retail Price \$16.80—MEMBER'S PRICE\$8.40
358 Gold Filled Cuff Links Only
Retail Price \$10.20—MEMBER'S PRICE\$5.10



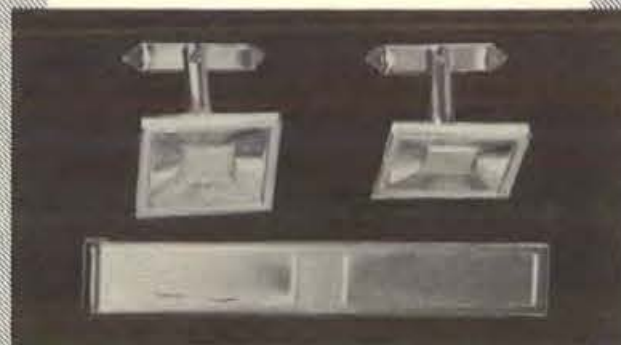
5387/T144 Sterling Hand Engraved Set
Retail Price \$18.00—MEMBER'S PRICE\$8.95
5387 Sterling Cuff Links Only
Retail Price \$10.20—MEMBER'S PRICE\$5.10



5T0311/T100 Sterling Hand Engraved Set
Retail Price \$19.80—MEMBER'S PRICE\$9.90
5T0311 Sterling Cuff Links Only
Retail Price \$12.60—MEMBER'S PRICE\$6.30



0310/T80 Gold Filled Set
Retail Price \$15.60—MEMBER'S PRICE\$7.80
0310 Gold Filled Cuff Links Only
Retail Price \$9.00—MEMBER'S PRICE\$4.50



5393/T150 Sterling Set
Retail Price \$20.40—MEMBER'S PRICE\$10.20
5393 Sterling Cuff Links Only
Retail Price \$12.00—MEMBER'S PRICE\$5.95
Also Available in Yellow Gold Filled



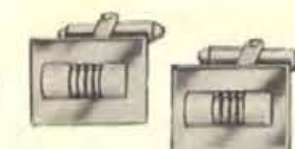
380/T137 Gold Filled Set
Retail Price \$16.80—MEMBER'S PRICE\$8.40
380 Gold Filled Cuff Links Only
Retail Price \$10.20—MEMBER'S PRICE\$5.10



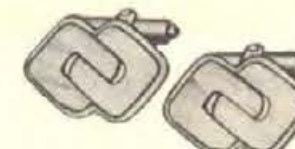
ABOVE: Combination white with
smoked, red or blue pearl.
Set #L110/41T
Retail Price\$6.00
MEMBER'S PRICE\$3.00
Cuff Links #L1220
Retail Price\$3.00
MEMBER'S PRICE\$1.50



AT LEFT: Rhodium finish with Black
lacquer—"tailored look".
Set #L1212/41T
Retail Price\$5.40
MEMBER'S PRICE\$2.70
Cuff Links #L1212
Retail Price\$2.40
MEMBER'S PRICE\$1.20



ABOVE: Genuine Mother of Pearl.
Set #L2416/23T
Retail Price\$6.00
MEMBER'S PRICE\$3.00
Cuff Links #L2416
Retail Price\$3.60
MEMBER'S PRICE\$1.80



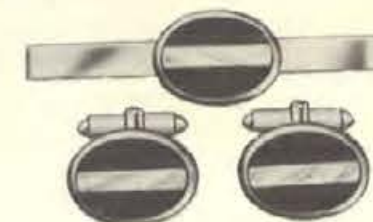
ABOVE: Genuine Mother of Pearl
Set #L2511/41T
Retail Price\$6.60
MEMBER'S PRICE\$3.30
Cuff Links #L2511
Retail Price\$3.60
MEMBER'S PRICE\$1.80



AT LEFT: Pearl handled pistol.
Set #L2101/25T
Retail Price\$6.00
MEMBER'S PRICE\$2.78
Cuff Links #L2101
Retail Price\$3.00
MEMBER'S PRICE\$1.50

squire

QUALITY JEWELRY FOR MEN



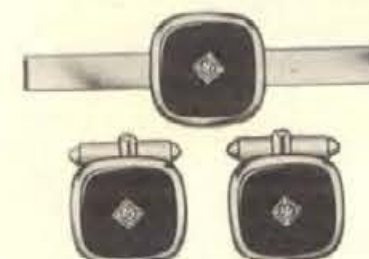
AT LEFT: Pearlwood. Hand-crafted
pearl inlaid in rich grainwood.
Set #L1242/41T
Retail Price\$6.00
MEMBER'S PRICE\$3.00
Cuff Links #L1242
Retail Price\$3.60
MEMBER'S PRICE\$1.80



AT RIGHT: Pearlwood. Hand-crafted
pearl inlaid in rich grainwood.
Set #L1239/41T
Retail Price\$7.20
MEMBER'S PRICE\$3.60
Cuff Links #L1239
Retail Price\$4.20
MEMBER'S PRICE\$2.10



AT LEFT: Rich simulated onyx with
rhinestone.
Set #L1227/40T
Retail Price\$4.20
MEMBER'S PRICE\$2.10
Cuff Links #L1227
Retail Price\$2.40
MEMBER'S PRICE\$1.20



AT RIGHT: Beautiful domed
shape Mother of Pearl.
Set #L2507/27T
Retail Price\$6.50
Member's Price\$3.25
Cuff Links #L2507
Retail Price\$3.60
Member's Price\$1.80



ABOVE: Imported brown or
gray Cat's Eye.
Set #L2547/41T
Retail Price\$5.40
Member's Price\$2.70
Cuff Links #L2547
Retail Price\$3.00
Member's Price\$1.50



ABOVE: Hand decorated sports
crystal—Horsehead.
Set #L2384/27T
Retail Price\$5.40
MEMBER'S PRICE\$2.70
Cuff Links #L2384
Retail Price\$3.00
MEMBER'S PRICE\$1.35



AT LEFT: Genuine hand-tied fish
fly.
Set #L2356/10T
Retail Price\$6.00
Member's Price\$3.00
Cuff Links #L2356
Retail Price\$3.60
Member's Price\$1.70

ALL PRICES INCLUDE FEDERAL TAX

	653—LADIES' STERLING "IDENT." Name Plate 1 1/4" x 3/16" Retail Price\$3.95 Member's Price \$1.98
	664—LADIES' STERLING "IDENT." Name Plate 1 1/2" x 5/16" Retail Price\$4.50 Member's Price \$2.25
	837—MEN'S STERLING "IDENT." Name Plate 1 5/8" x 7/16" Retail Price\$9.95 Member's Price \$4.98
	866—MEN'S STERLING SNAKE CHAIN "IDENT." Double Safety Lock Clasp. Name plate 2" x 1/2". Retail Price\$17.95 Member's Price \$8.98

ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE!



806—MEN'S STERLING IDENT. (Name Plate 1 7/8" x 1/2") Retail Price.....\$12.95
MEMBER'S PRICE \$6.48



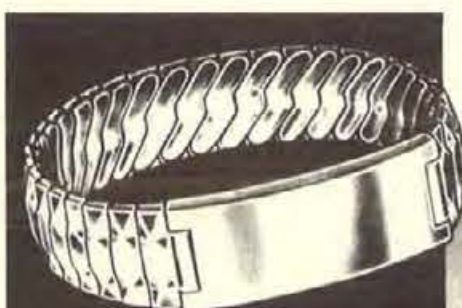
665—LADIES' STERLING IDENT. (Name Plate 1 1/2" x 9/16") Retail Price.....\$6.50
MEMBER'S PRICE \$3.25

All Prices
Include Federal Tax

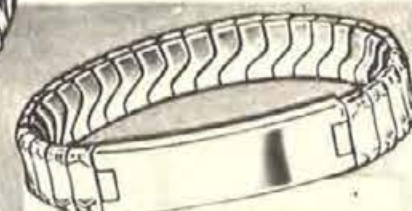


**IDENTIFICATION
BRACELETS**
*Finest Quality!
Latest Styles!
Smartest Packaging!
LOWEST PRICES!*

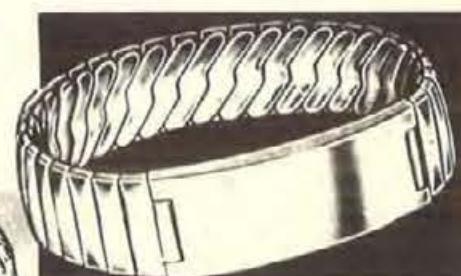
On Mail Orders Add 50c
for Postage & Insurance



554E—MEN'S STERLING
EXPANSION IDENT.
Name Plate 1 3/4" x 3/8"
Retail Price\$9.95
MEMBER'S PRICE \$4.98



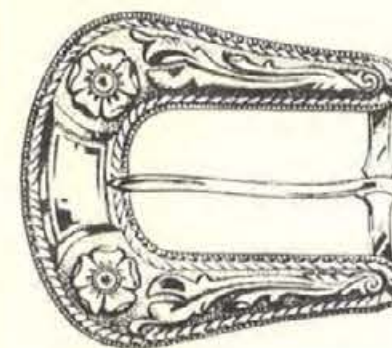
531E—LADIES' STERLING
EXPANSION IDENT.
Name Plate 1 3/4" x 3/8"
Retail Price\$8.95
MEMBER'S PRICE \$4.48



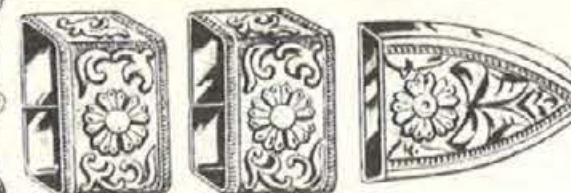
555E—MEN'S STERLING
EXPANSION IDENT.
Name Plate 1 3/4" x 3/8"
Retail Price\$9.95
MEMBER'S PRICE \$4.98

Western Buckle Sets

ALL PRICES INCLUDE
FEDERAL TAX



STYLE 101 3/4"



Stock
No.
101 Sterling
102 Sterling, Rope Border
106 Sterling, 5 Rubies, 10k Gold Ov'lay
107 Sterling, Rope Border, 5 Rubies,
10k Gold Ov'lay

No. 101
Retail Price\$12.60
Member's Price \$7.50

No. 102
Retail Price\$18.00
Member's Price \$10.80

No. 106
Retail Price\$37.80
Member's Price \$22.65

No. 107
Retail Price\$43.80
Member's Price \$26.25

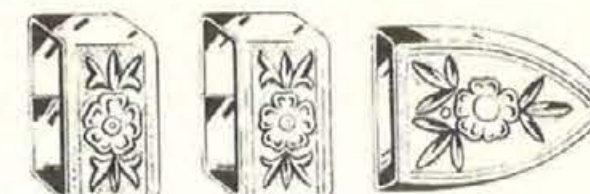
Stock
No.
202 Sterling, Rope Border
206 Sterling, 5 Rubies,
10k Gold Ov'lay

No. 202
Retail Price\$16.80
Member's Price \$9.95

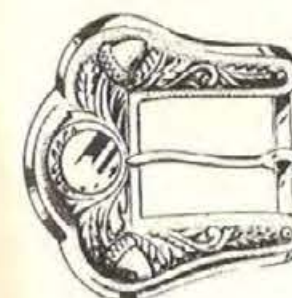
No. 206
Retail Price\$27.60
Member's Price \$16.50



STYLE 201 3/4"



For the exacting person who appreciates beauty, simplicity, quality and perfection in workmanship. With rope border, Gold overlay and rubies it is truly a fine piece of jewelry.



STYLE 401 3/4"



Stock
No.
404 Sterling, 10k Gold Ov'lay
405 Sterling, Rope Border, 10k Gold Ov'lay

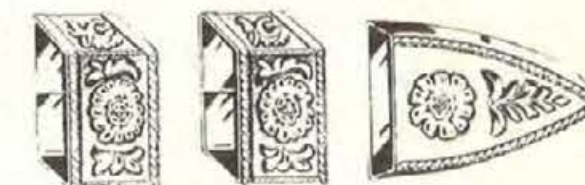
No. 404
Retail Price\$21.00
MEMBER'S PRICE \$12.60

No. 405
Retail Price\$26.40
MEMBER'S PRICE \$15.84

Of distinct styling—small in size—different in shape. Beautifully Round engraving shield. Especially designed for ladies and "little ones."



STYLE 502 (Rope Border) 3/4"



Stock
No.
504 Sterling, 10k Gold Ov'lay

505 Sterling, Rope Border,
10k Gold Ov'lay

507 Sterling, Rope Border, 5 Rubies,
10k Gold Ov'lay

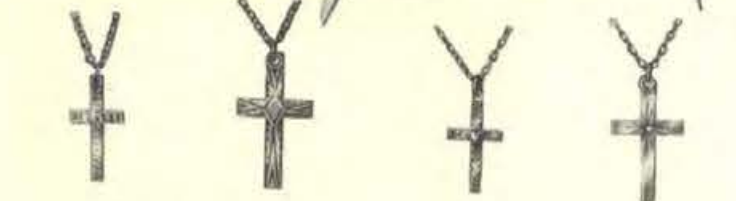
No. 504
Retail Price\$20.40
MEMBER'S PRICE \$12.24

No. 505
Retail Price\$27.00
MEMBER'S PRICE \$16.20

No. 507
Retail Price\$37.80
MEMBER'S PRICE \$22.65

Classed by itself in every respect. Completely covered with a floral design. Hand carved. Worn by ladies as well as men. Truly the finest ornamental buckle on the market today.

KIDDIE KRAFT fine jewelry

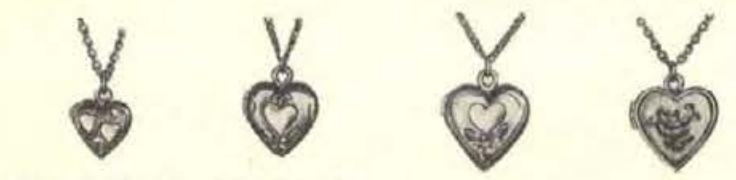


#M618 10K Gold Baby Cross
Retail Price \$8.95
MEMBER'S PRICE \$4.48

#M814C 10K Gold Misses Cross
Retail Price \$10.95
MEMBER'S PRICE \$5.50

#K3/A 10K Gold Baby Cross
Retail Price \$7.50
MEMBER'S PRICE \$3.75

#M6/B 10K Gold Misses Cross
Retail Price \$8.95
MEMBER'S PRICE \$4.48



#A197 Gold Filled Baby Locket
Retail Price \$3.75
MEMBER'S PRICE \$1.80

#M93 Gold Filled Child's Locket
Retail Price \$4.30
MEMBER'S PRICE \$2.15

#M953 Gold Filled Misses Locket
Retail Price \$4.30
MEMBER'S PRICE \$2.15

#M671 Gold Filled Misses Locket, Cloisonne Top
Retail Price \$3.30
MEMBER'S PRICE \$1.65



#B11 Bracelet & Locket Set
Retail Price \$9.00
MEMBER'S PRICE \$4.50

#G03 Bracelet & Locket Set
Retail Price \$12.00
MEMBER'S PRICE \$6.00

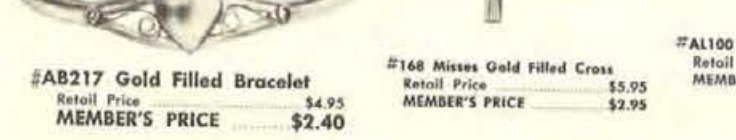


#AB211 Stone Set Bracelet
Retail Price \$5.25
MEMBER'S PRICE \$2.55

#684 Misses Bangle Bracelet
Retail Price \$10.25
MEMBER'S PRICE \$5.10



#B202 Child's Pearl & Charm Bracelet
Retail Price \$5.95
MEMBER'S PRICE \$2.75



#AB217 Gold Filled Bracelet
Retail Price \$4.95
MEMBER'S PRICE \$2.40

#168 Misses Gold Filled Cross
Retail Price \$5.95
MEMBER'S PRICE \$2.95

#A1100 Misses Gold Filled Locket
Retail Price \$4.95
MEMBER'S PRICE \$2.40



#A3182 Gold Filled Bracelet
Retail Price \$6.95
MEMBER'S PRICE \$3.30

#594 Gold Filled Bracelet
Retail Price \$4.95
MEMBER'S PRICE \$2.47



#661 Gold Filled Bracelet
Retail Price \$4.95
MEMBER'S PRICE \$2.47

10K GOLD
Retail Price \$14.50
MEMBER'S PRICE \$7.25



#AL253 10K Gold Child's Locket
Retail Price \$8.95
MEMBER'S PRICE \$4.48

#537 10K Gold, Diamond
Retail Price \$11.25
MEMBER'S PRICE \$5.65

#G012 Bracelet and Locket Set
Retail Price \$12.00
MEMBER'S PRICE \$6.00

TEEN KRAFT fine jewelry

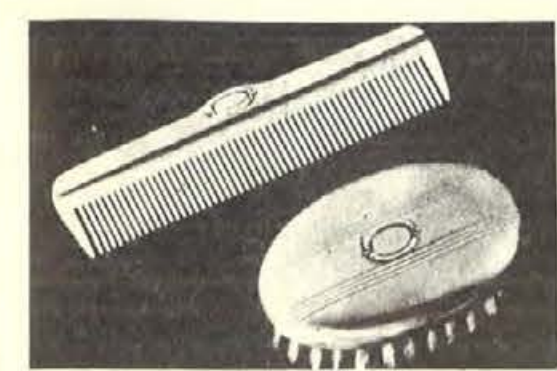


#B113 Misses Expansion Bracelet
Retail Price \$10.25
MEMBER'S PRICE \$5.10

#B115 Misses Expansion Bracelet
Retail Price \$9.95
MEMBER'S PRICE \$4.80

Baby Comb and Brush Sets...

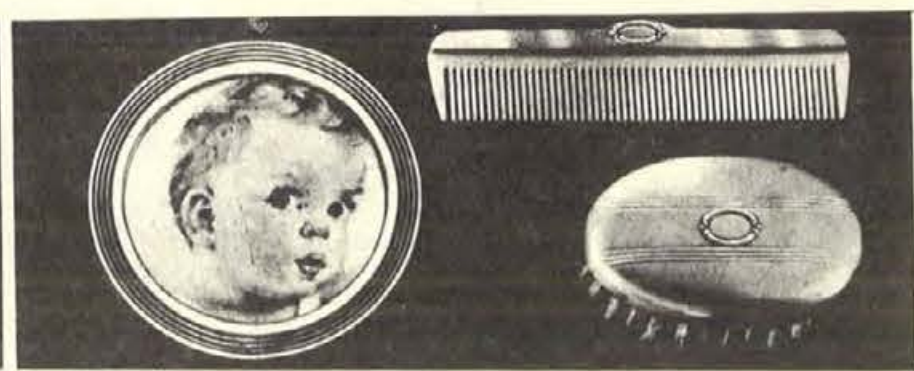
sterling silver • handsomely packaged



No. 543—2 Pc. BABY MILITARY SET.

Sterling silver. Comb and brush with Nylon brush bristles.

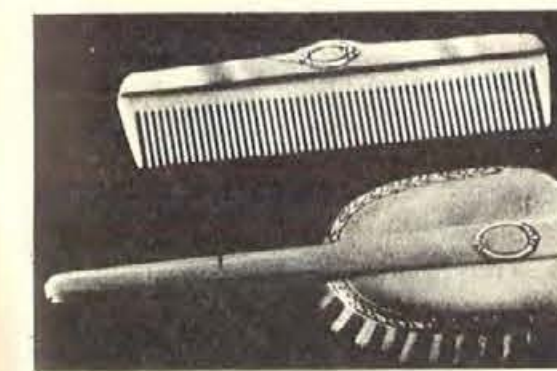
RETAIL PRICE \$8.75
MEMBER'S PRICE \$4.98



No. 547—3 Pc. BABY MILITARY SET.

Sterling silver. Lovely comb and brush with the finest Nylon brush bristle and charming matched design picture frame.

RETAIL PRICE \$13.95
MEMBER'S PRICE \$7.95



No. 544—3 Pc. BABY GIRL BRUSH SET.

Sterling silver. Lovely comb and brush with the finest Nylon brush bristle and charming matched design picture frame.

RETAIL PRICE \$15.95
MEMBER'S PRICE \$8.95



No. 540—2 Pc. BABY GIRL BRUSH SET.

Sterling silver. Comb and brush with Nylon brush bristles.

RETAIL PRICE \$10.50
MEMBER'S PRICE \$6.30

ALL PRICES INCLUDE FEDERAL TAX

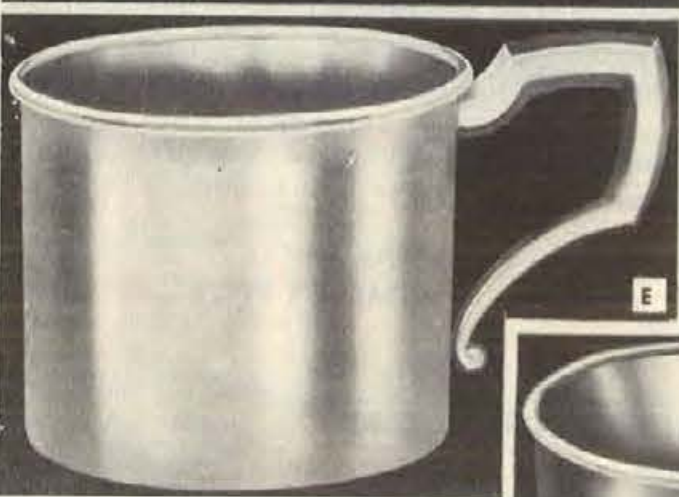
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UNTIL 8:30 P.M.

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HOUSTON, TEXAS PHONE Capitol 6343

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ACTUAL SIZE



A No. 515 Sterling Silver Bent Handle Spoon
RETAIL PRICE \$3.35
Member's Price \$1.80

B No. 529 Sterling Silver Porringer Dish
RETAIL PRICE \$14.95
Member's Price \$8.56

C No. 548 Sterling Silver Picture Frame. Matches Military and Baby Brush Sets
RETAIL PRICE \$4.80
Member's Price \$2.40

D No. 517 Sterling Silver "Tubular" Rattle
RETAIL PRICE \$6.50
Member's Price \$3.30

E No. 509 Sterling Silver Baby Cup
RETAIL PRICE \$10.50
Member's Price \$5.95

F No. 521 Sterling Silver Teething Ring Rattle
RETAIL PRICE \$3.60
Member's Price \$1.80

G No. 55 Sterling Silver Baby Cup
RETAIL PRICE \$5.25
Member's Price \$2.60

ROGERS' STERLING JUVENILE WARE

ALL PRICES INCLUDE FEDERAL TAX



HUMPTY DUMPTY EDUCATOR SET A practical, safe crib toy, made of strong plastic in soft pink, blue and white
Retail Price \$5.00
MEMBER'S PRICE \$3.33



LITTLE FOLKS SET Infant Feeding Spoon and 2-piece Educator Set equips baby from birth to 4 years
Retail Price \$8.50
MEMBER'S PRICE \$5.67



BEGINNERS SET Matching Orange Juice Cup and Infant Feeding Spoon
Retail Price \$9.45
MEMBER'S PRICE \$6.30



TWO-PIECE EDUCATOR SET A charming baby-size edition, in solid silver, of the much-loved adult patterns
Retail Price \$4.80
MEMBER'S PRICE \$3.20



RATTLE SET WITH INFANT FEEDING SPOON Colorful plastic rattle has dancing bunny inside. Charming, unique
Retail Price \$3.95
MEMBER'S PRICE \$2.63



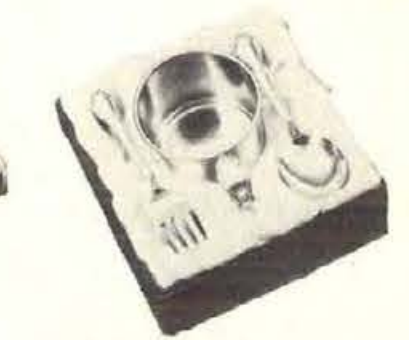
INFANT FEEDING SPOON Longer handle reaches to the bottom of baby food jars, shallower bowl
Retail Price \$3.50
MEMBER'S PRICE \$2.33



THE STEP-UP SET Contains a Baby Feeding Spoon, 2-pc. Educator Set and 3-pc. Child's Set
Retail Price \$18.50
MEMBER'S PRICE \$12.33



3-PIECE CHILD'S SET Five to ten-year-olds will eat more easily with this lovely silver
Retail Price \$10.25
MEMBER'S PRICE \$6.83



3-PIECE COMPANION SET Lovely little cup (2 inches high) with baby fork and spoon
Retail Price \$13.95
MEMBER'S PRICE \$9.30

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Over a century of binocular craftsmanship . . . French ingenuity blended with tomorrow's style.



PARIS GOLD-MEDAL AWARD



LEMAIRE 6 x 30 BINOCULAR

A versatile glass combining high power with an extremely wide field of vision. With coated lenses and prisms. Full six power. Excellent for hunting and outdoor viewing plus fast sports action. Center focusing.

Retail Price \$135.00
2/37 **MEMBER'S PRICE \$79.20**



LEMAIRE 7 x 50 BINOCULAR

Big, handsome, rugged. With coated lenses and center focusing. Tremendous light-gathering power and fully achromatic. Ideal for sports, racing, boating. A truly fine binocular with typical French perfection.

Retail Price \$159.00
2/51 **MEMBER'S PRICE \$95.40**



LEMAIRE 8 x 30 BINOCULAR

The world's finest binocular. Precision perfect in design and construction. 14 carefully produced achromatic coated lenses and prisms. Real front-seat viewing for sporting events, hunting, vacationing. Center focusing. Complete with beautiful leather case.

Retail Price \$154.20
Member's Price \$92.50



DELMER 8 x 26 BINOCULAR

Superior Lemaire construction priced amazingly low. 8-power with coated lenses. The ideal family glass.

Retail Price \$58.20
Member's Price \$35.22

DELMER 8 x 32 BINOCULAR

The finest glass available in the moderate price field. Same as above, but with a 32mm objective lens. Wide-angle view. Coated lenses. Center focus.

Retail Price \$77.40
Member's Price \$45.95



LEMAIRE 6 x 22 SPORTS BINOCULAR

Double value. Powerful enough (6 power) for outdoor and sport use yet small and compact enough for basketball, lights or the theatre. Precision built. Coated lenses and prisms. Center focusing. Complete with handsome leather case.

2/3 Retail Price \$107.40
MEMBER'S PRICE \$63.60



BELLEVUE 8 x 25 BINOCULAR

Genuine French import by Colmont of Paris. Extraordinary value. Retail Price \$47.70

2/47 **MEMBER'S PRICE \$28.80**

BELLEVUE 8 x 30 BINOCULAR

Same as above but with 30mm lenses giving an extremely large field.

Retail Price \$59.40
2/48 **MEMBER'S PRICE \$35.64**



LEMAIRE SPORTS GLASS

A BIG glass moderately priced. 4-power. Retractable sunshades for better visibility. Ideal for races, bird study, marine viewing. Large 55mm objective lens. Lets in lots of light, completely free of color distortion. With leather case.

2/20 Retail Price \$69.00
MEMBER'S PRICE \$40.50



LEMAIRE THEATRE GLASS

A favorite of generations. 3-power magnification with a wide field of view. Powerful for indoor or outdoor use.

Retail Price \$35.40
2/9 **Member's Price \$20.58**

LEMAIRE MOTHER-OF-PEARL

Same as above in genuine Mother-of-Pearl and gold trim.

Retail Price \$63.00
2/38 **Member's Price \$38.10**

DELMER 7 x 35 BINOCULAR

A splendid all-purpose prismatic binocular by Lemaire. Full 7 power. Ideal for all sports and difficult light conditions.

Retail Price \$94.00
2/43 **Member's Price \$56.82**

DELMER 10 x 35 BINOCULAR

As above, with 10 power. Perfect for long-distance use. A real buy in a high-power glass.

Retail Price \$102.00
2/44 **Member's Price \$60.78**



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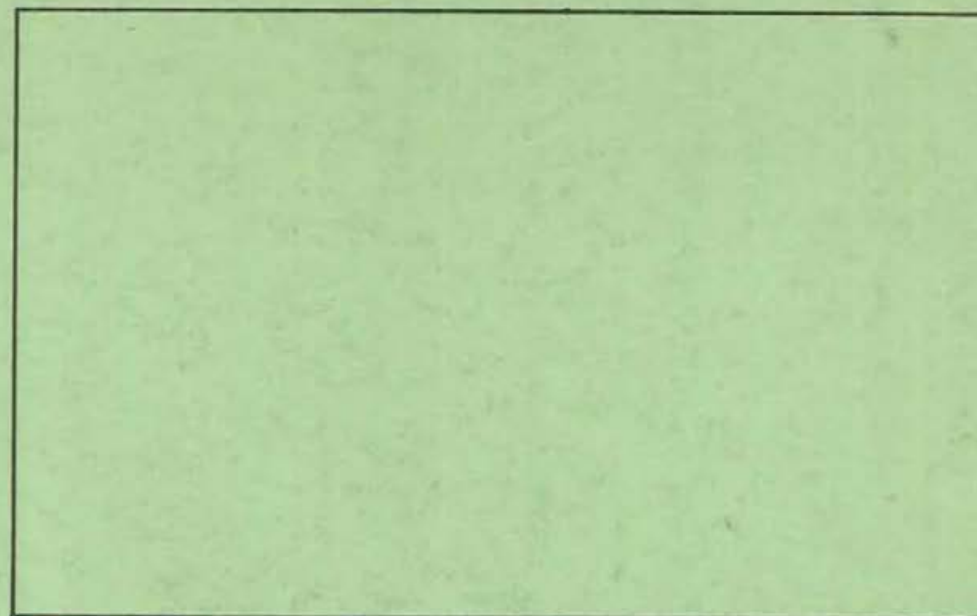
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