

**BROWNING ARMS COMPANY**

Route #1, Morgan, Utah 84050  
Phone (801) 399-3481 Telex 388409

September 26, 1969

Bud Lilly's Trout Shop  
Box 387  
W. Yellowstone, Montana 59758

Dear Dealer:

We just received from you at our general office in Morgan, Utah, 1 packages of merchandise.

This letter is to acknowledge that we are forwarding these packages to the appropriate division and address.

In the future, in order to expedite the handling of such returns, would you please ship directly to these divisions rather than via our Morgan, Utah facility.

All Non Service Returns to:                   Browning Arms Company  
  Tenbrook Road  
  Arnold, Missouri 63010

(It should be noted that returns of merchandise for credit must first be authorized by the Sales Division in Morgan, Utah, before shipment is made in order to avoid delays or undue costs in the event the return is refused.)

All Fishing Rod Service to:                   Browning-Silaflex Rod Division  
  Service Department  
  1919 Placentia Ave.  
  Costa Mesa, California 92627

All Other Service Requirements to:        Browning Arms Company  
  Service Department  
  Tenbrook Road  
  Arnold, Missouri 63010

All correspondence or other communications pertaining to service work should also be addressed directly to the Service Division above for that merchandise.

Thanks for your cooperation in this matter.

Cordially yours,

**BROWNING ARMS COMPANY**





## Trail Chef

1109 S. Wall Street,  
Los Angeles, Calif. 90015  
(213) 747-4514

Dear Mr. Dealer:

We wish to welcome you to the land of Trail Chef! After many, many months of developmental work and investigation of the camping foods market, we have come up with what we feel is the finest line of outdoor foods available on the market today!

We know that you will want to join the Trail Chef team and in order to facilitate your joining us we have designed this initial Stocking Order which will give you a complete representation of the Trail Chef line of products. This Stocking Order is a tremendous value and will allow you to institute the complete line.

The cost of our Stocking Order to you is \$328.46. It represents a retail value of \$545.55 and will return you a full 66% on your investment! This is undoubtedly the best bargain in the industry and one you cannot afford to pass up.

We look forward to doing business with you and will ship your initial order as rapidly as is humanly possible. If you would be so kind as to fill in the credit information required on the attached suggested order, this will help us to establish your firm on an open account basis.

Thank you for your order and thank you for becoming part of the Trail Chef team. If we may be of any help in any way, please contact us.

Sincerely,

FOR TRAIL CHEF

Larry F. Kester  
General Sales Manager



DEALER SUGGESTED OPENING ORDER

Handwritten calculations in the top left corner:  
 25.22  
 26.80  
 ---  
 192  
 24  
 257  
 1208  
 ---  
 24608  
 16200  
 ---  
 4040

Handwritten calculations in the middle:  
 13.68  
 7.54  
 10.12  
 ---  
 31.34  
 32  
 ---  
 72  
 24  
 44  
 ---  
 96  
 96  
 ---  
 36

	Qty. Ord.		Unit Cost	Total Item Cost	Total Item Retail
<u>Dinners</u>					
Beef Stew	18	@	1.20	21.60	36.00
Beef Stroganoff	12	@	1.70	20.40	33.60
Chicken Tetrizzini	6	@	1.70	10.20	16.80
Mexican Casserole	3	@	1.20	3.60	6.00
Spaghetti	3	@	.60	1.80	3.00
Macaroni and Cheese	6	@	.60	3.60	6.00
Chili Con Carne	9	@	1.20	10.80	18.00
Chicken Curry	3	@	1.70	5.10	8.40
<u>Breakfast Items</u>					
Oatmeal	3	@	.30	.90	1.50
Scrambled Eggs	12	@	.57	6.84	11.40
Eggs with Bacon	18	@	.57	10.26	17.10
Western Omelette	12	@	.66	7.92	13.20
Pancake Mix	9	@	.24	2.16	3.60
French Toast Mix	6	@	.33	1.98	3.30
Maple Syrup Mix	12	@	.21	2.52	4.20
<u>Soups</u>					
French Onion	4	@	.27	1.08	1.80
Beef Broth	6	@	.27	1.62	2.70
Chicken Noodle	4	@	.27	1.08	1.80
Vegetable	4	@	.27	1.08	1.80
Tomato	6	@	.27	1.62	2.70
<u>Beverages</u>					
Hot Chocolate	12	@	.30	3.60	6.00
Chocolate Shake	9	@	.42	3.78	6.30
Vanilla Shake	3	@	.42	1.26	2.10
Milk	3	@	.21	.63	1.05
Tomato Juice	3	@	.24	.72	1.20
Lemonade	6	@	.27	1.62	2.70
Grape Drink	6	@	.27	1.62	2.70
Orangeade	6	@	.27	1.62	2.70
Raspberry Drink	6	@	.27	1.62	2.70
Cherry Drink	6	@	.27	1.62	2.70
Coffee	12	@	.06	.72	1.20
Coffee (12s)	3	@	.50	1.50	3.00



	<u>Qty.</u>		<u>Unit</u>	<u>Total</u>	<u>Total</u>
	<u>Ord.</u>		<u>Cost</u>	<u>Item</u>	<u>Item</u>
				<u>Cost</u>	<u>Retail</u>
<u>Fruits</u>					
Applesauce	12	@	.35	4.20	6.96
Apple Slices	6	@	.40	2.40	4.02
Fruit Cocktail	6	@	.51	3.06	5.10
<u>Vegetables</u>					
Corn, Freeze-Dried	6	@	.30	1.80	3.00
Beans, Freeze-Dried	3	@	.30	.90	1.50
Corn & Beans, Freeze-Dried	3	@	.40	1.20	1.95
Hash Brown Potatoes	15	@	.27	4.05	6.75
Mashed Potatoes au Gratin	9	@	.51	4.59	7.65
<u>Salads</u>					
Shrimp	6	@	.69	4.14	6.90
Tuna	4	@	.57	2.28	3.80
Chicken	4	@	.57	2.28	3.80
Egg	6	@	.45	2.70	4.50
Ham	4	@	.57	2.28	3.80
<u>Desserts</u>					
Chocolate Pudding	6	@	.30	1.80	3.00
Vanilla Pudding	3	@	.30	.90	1.50
Butterscotch Pudding	3	@	.30	.90	1.50
Lemon Gelatin	3	@	.21	.63	1.05
Strawberry Gelatin	3	@	.21	.63	1.05
Cherry Gelatin	3	@	.21	.63	1.05
Cheese Cake	3	@	.48	1.44	2.40
<u>Meats - Freeze-Dried</u>					
Diced Beef	6	@	.65	3.90	6.30
Diced Ham	4	@	.65	2.60	5.00
Diced Chicken	2	@	.65	1.30	2.10
Beef Steaks	4	@	1.57	6.28	9.20
Beef Patties	4	@	.85	3.40	5.60
Pork Chops	4	@	1.15	4.60	7.60
Bacon Bar	12	@	.96	11.52	16.20
<u>Miscellaneous Menu Pleasers</u>					
Cheese Fondue	3	@	.20	.60	1.02
Beef Jerky	24	@	.44	10.56	17.52
Cornbread	3	@	.24	.72	1.20
Biscuit Mix	3	@	.24	.72	1.20
Gingerbread Mix	3	@	.30	.90	1.50
Trail Crackers	12	@	.15	1.80	3.00



	Qty. Ord.		Unit Cost	Total Item Cost	Total Item Retail
<u>Condiments - All 12s</u>					
Honey	2	@	.60	1.20	2.40
Jelly, Grape	1	@	.60	.60	1.20
Jelly, Strawberry	1	@	.60	.60	1.20
Mustard	2	@	.60	1.20	2.40
Ketchup	2	@	.60	1.20	2.40
Sugar	4	@	.30	1.20	2.40
Creame	2	@	.60	1.20	2.40
Salt	4	@	.60	2.40	4.80
Pepper	4	@	.60	2.40	4.80
Mayonnaise	2	@	.60	1.20	2.40

COMPLETE TRAIL CHEF MEALS

Breakfasts

#1	2	@	1.20	2.40	4.00
#2	3	@	1.50	4.50	7.50
#3	2	@	1.80	3.60	5.90
#4	2	@	1.65	3.30	5.40
#5	3	@	1.65	4.95	8.10

Lunches

#1	2	@	1.20	2.40	4.00
#2	2	@	1.08	2.16	3.60
#3	3	@	1.08	3.24	5.40
#4	2	@	1.34	2.68	4.40
#5	3	@	1.15	3.45	5.70

Dinners

#1	4	@	2.55	10.20	17.00
#2	4	@	1.65	6.60	11.00
#3	6	@	2.05	12.30	20.40
#4	6	@	2.55	15.30	26.40
#5	4	@	2.50	10.00	16.40

GRAND TOTAL OPENING ORDER

\$328.46

TOTAL RETAIL PRICE:

\$547.57

Return on Investment: 66%

Store Name \_\_\_\_\_

Terms: 2% 10 days, Net 30.

Address \_\_\_\_\_

Credit References:

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

1. \_\_\_\_\_

Name and Address of Bank:

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_



You asked for a package strong enough for rough handling, one to be utilized in food preparation, that will maintain freshness over an extended period of time, and one that could be burned without residue.

TRAIL CHEF has the *only* package meeting all these demands!

You'll also find the cooking instructions and ingredients lists printed in big, bold lettering easy to read even in the flickering firelight.

## Mountain Man Portions

Another thing we discovered during our testing period, some trail meals have not given consideration to the hearty appetites that hikers and campers generate.

We've taken care of that. The TRAIL CHEF servings will please the most ravenous teenager, lumberjack or timber wolf.

The director of our field testing unit has put TRAIL CHEF meals in every conceivable situation likely to be met by our customers from the shore to the summit.

Our laboratory and test kitchens spent weeks on every dish comparing dehydration and freeze-drying for each one.

*We are now proud to offer TRAIL CHEF light weight convenience meals for your trouble-free dining pleasure!!*



## Outdoor Kitchen Reminders

- Plan each meal in advance. This will insure proper quantity, variety and nutrition. Dehydrated and freeze-dried foods from TRAIL CHEF may be purchased well in advance, then packed and labelled for your convenience on the trail.
- For a minimum of effort, plan to pack complete dinners and a variety of TRAIL CHEF one-dish meals.
- TRAIL CHEF foods do not require long periods of pre-soaking. Therefore, your meals are ready much quicker.

- Remember, cooking time **INCREASES** with each increase in altitude.
- To shorten cooking time at high altitude, always cover the pot.
- A small, lightweight grill is very practical. Buy one at a sporting goods store. Take along a cloth or plastic bag as a cover and avoid daily washing.
- Apply liquid soap to the outside surface of pots and pans and the smudge and smoke will rinse off easily. Also, you can buy a Teflon spray to coat the inside of your pans and make them easier to wash.
- Include lots of baggies, bag closers, foil and paper towels. Tear off foil and fold into small packets for convenience.
- When hiking with groups, take along 1 or 2 large, plastic bottles to carry water from stream to campsite.
- Remember, margarine keeps better than butter and a small bottle of vegetable oil is even more convenient.
- If possible, take along some "fire starter." It's handy in the rain.
- Keep your fire small and try to cook over the coals. On a windy day, build the fire in a small pit.
- Measurements should be marked on the outside of pots in advance. Do it boldly for easy reading in firelight.
- Never underestimate the skill of animals who want your supplies. Devise a plan to protect your food in every camp.





## TRAIL TIPS FROM TRAIL CHEF



### Back Packer Suggestion Box

- Use good equipment. Most important items are:
  - GOOD BOOTS*
  - GOOD DOWN SLEEPING BAG*
  - GOOD PACK & FRAME*
  - GOOD LIGHTWEIGHT FOOD*
  - GOOD COOKING EQUIPMENT*
- Other outdoor essentials for backpackers are:
  - WATERPROOF PONCHO*
  - DOWN JACKET*
  - MATCHES*
  - ONE-BURNER STOVE*
  - FIRST AID KIT*
  - FLASHLIGHT*
  - GROUND CLOTH*
- Make your first trip with an experienced backpacker.
- With a heavy pack, try not to exceed 7 miles per day.
- If it's a long way to the next campsite, start early. It's always hotter and harder in the afternoon sun.
- Plan layover days in your trip for resting and loafing.
- Pace yourself. Don't get over-tired.
- TEST YOUR BOOTS** before the trip. Watch for blisters and proper fit.

## Trail Chef

1109 S. Wall Street  
Los Angeles, Calif.  
90015





11505

# FANNING WHOLESALE COMPANY

Phone 193

Market and Yellowstone Ave.

P. O. Box 248

DISTRIBUTORS OF FINE TACKLE  
BAR AND FOUNTAIN SUPPLIES - GLASSWARE

Idaho Falls, Idaho, 19

Ship To

Address

City and State

When Ship

How Ship

Sold By

QUAN.

ITEM

PER

AMOUNT

1 only DK 245/345 80T. 1.0 32.50

2 only 1380T Comb. 2.10

2 only 1483T Hunter 2.10

Buyer















11557

# FANNING WHOLESALE COMPANY

Phone 193

Market and Yellowstone Ave.

P. O. Box 248

DISTRIBUTORS OF FINE TACKLE  
BAR AND FOUNTAIN SUPPLIES - GLASSWARE

Idaho Falls, Idaho, <sup>3/30</sup>19<sup>13</sup>

Ship To

Address

City and State

When Ship

How Ship

Sold By

QUAN.	ITEM	PER	AMOUNT
2 doz	110B-YBS Shyters		
1 ✓	110B-YB		
1 ✓	110B-BW		
1 ✓	110B-Y		
1 ✓	110B-O		
1 ✓	110-A		
2 ✓	110-B-OB		
1 ✓	110-N-BW		
1 only	LT 74 troll display		
	1/4 doz 536 HN		
	1/4 - 536 N		
	1/4 - 538 HB		
	1/4 - 538 B		
	1/4 - *4 HNC		
	1/4 ✓ - *4 HC		
	1/4 - *54 HC		
	1/4 ✓ - 54 C		

Buyer



# H&R Sales Company

MANUFACTURERS' REPRESENTATIVE

P. O. BOX 392

MERCER ISLAND, WASHINGTON

## ORDER FORM

FACTORY: FENWICK PRODUCTS, INC. DATE 3-30-63

INVOICE TO: TANNING WHOLESALE

P.O. BOX 248 - IDAHO FALLS IDAHO

SHIP TO: BUD HIBBY'S TROUT SHOP

WEST YELLOWSTONE - MONTANA

CUSTOMER ORDER NO.: \_\_\_\_\_ P.A.: \_\_\_\_\_

SHIP VIA \_\_\_\_\_ DATE WANTED AFTER MAY 1st

QUANTITY	UNIT	DESCRIPTION	PRICE	AMOUNT
1	EA	FF 75 PERAHITE Fly RODS		
2	EA	FF 80 " " "		
1	EA	FF 85 " " "		
1	EA	FS 60 SPIN RODS		
1	EA	FS 65		
1	EA	FS 70		
1	EA	FF 79		
1	EA	FF 84		
2	EA	FF 90		
1	EA	FF 70-4		
1	EA	SF 74.4		
		PERSONALIZED		
1	EA	FF 90 "BUD HIBBY"		

BY \_\_\_\_\_







11559

# FANNING WHOLESALE COMPANY

Phone 193

Market and Yellowstone Ave.

P. O. Box 248

DISTRIBUTORS OF FINE TACKLE  
BAR AND FOUNTAIN SUPPLIES - GLASSWARE

Idaho Falls, Idaho, \_\_\_\_\_ 19\_\_\_\_

Ship To \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

When Ship \_\_\_\_\_ How Ship \_\_\_\_\_ Sold By \_\_\_\_\_

QUAN.	I T E M		PER	AMOUNT
1 dy	✓	Bear Valley D.H.	2 NC	
1 dy	✓	✓	2 C	
1 ✓	✓	Colorado D.H.	3/0 N	
1 ✓	✓	✓	2/0 HB	
1 ✓	✓	✓	3/0 B	
1 ✓	✓	✓	2 HB	
1 ✓	✓	✓	3 NC	
1 ✓	✓	✓	3 HB	
1 ✓	✓	✓	3 B	
1 ✓	✓	✓	4 C	
1 ✓	✓	✓	4 N	
1 ✓	✓	Indiana Rbl	1 painted cork dy.	
1 ✓	✓	✓	2 Nickel-lapper	
1 ✓	✓	✓	3 brass	

Buyer \_\_\_\_\_



11558

# FANNING WHOLESALE COMPANY

Phone 193

Market and Yellowstone Ave.

P. O. Box 248

DISTRIBUTORS OF FINE TACKLE  
BAR AND FOUNTAIN SUPPLIES - GLASSWARE

Idaho Falls, Idaho, \_\_\_\_\_ 19\_\_

Ship To \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

When Ship \_\_\_\_\_ How Ship \_\_\_\_\_ Sold By \_\_\_\_\_

QUAN.	ITEM	PER	AMOUNT
1 only	AS-1 Stream account		
2 spools	OW 2 Stream		
2 ✓	OW 14 ✓		
2 ✓	OW 17 ✓		
2 ✓	OW 20 ✓		
12 ✓	OW 4 ✓		
24 ✓	OW 6 ✓		
12 ✓	OW 8 ✓		
1 dy.	Bear Valley H. 1/0 cop		
1 ✓	✓ Brass		
1 ✓	✓ HB		
1 ✓	✓ 2/0 M		
1 ✓	✓ B		
1 ✓	✓ HC		
1 ✓	✓ HB		
1 ✓	✓ B		
1	✓ 2 HB		

Buyer \_\_\_\_\_







# Jud Bailey & Co.

20815 - 8th AVENUE SOUTH  
SEATTLE 88, WASHINGTON

TRinity 8-2393

MANUFACTURERS' REPRESENTATIVES  
SERVING THE WESTERN JOBBERS

1322

Date \_\_\_\_\_ 19\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Ship To *Bud Lilly*

Address \_\_\_\_\_ City *Seacrest Yellowstone*

ORDER NUMBER	CONFIRM	SHIP	WHEN & HOW	TERMS	BUYER	DEPT.	SALESMAN
	YES <input type="checkbox"/> NO <input type="checkbox"/>						
2 doz	<input checked="" type="checkbox"/>		<i>Bala Spinner</i>				
2 doz	<input checked="" type="checkbox"/>		<i>1/4 oz</i>				
1 doz	<input checked="" type="checkbox"/>		<i>1/4 oz</i>		<i>W/C</i>		
1 ea	<input checked="" type="checkbox"/>		<i>Powerful Pat</i>				
1 ea	<input checked="" type="checkbox"/>		<i>TB Board</i>				
2 ea	<input checked="" type="checkbox"/>		<i>280 Finest Red</i>				
1 ea	<input checked="" type="checkbox"/>		<i>265 Micanite</i>				
6 ea	<input checked="" type="checkbox"/>		<i>208 Do Lean</i>				
6 ea	<input checked="" type="checkbox"/>		<i>228</i>	<i>✓</i>			
3 ea	<input checked="" type="checkbox"/>		<i>222 Techo Converter</i>				
3 ea	<input checked="" type="checkbox"/>		<i>746</i>	<i>✓</i>	<i>✓</i>		
3 ea	<input checked="" type="checkbox"/>		<i>77</i>	<i>✓</i>	<i>✓</i>		







# CAMP TRAILS

P. O. Box 14500  
 Phoenix, Arizona 85031  
 Cables CAMPTRAILSPHX


3920 West Clarendon Avenue  
 Phoenix, Arizona  
 Telephone 602-272-1356

## PRICE LIST 920

See Invitation to Adventure  
 Catalog for  
 Product Descriptions

Number	Item	Cost	Retail	Number	Item	Cost	Retail
<b>PACK FRAMES</b>				<b>ACCESSORIES</b>			
600L/M	Summit.....	13.50	22.50	866SML	Parka(C/O)....	11.25	18.75
500XL	Skyline.....	9.60	16.00	856	Poncho(C/O)...	13.50	22.50
500L/M	Skyline.....	9.00	15.00	850	Poncho(OG)....	9.00	15.00
507	Bobcat Comb...	6.75	11.25	846	Rainchaps(C/O)	5.40	9.00
303	Tote-A-Tot....	9.00	15.00	845	Rainchaps(OG)	3.90	6.50
288P	Tracker(Pad.)	5.40	9.00	801	Gaitors(B)....	2.55	4.25
288	Tracker.....	3.90	6.50	404	Fanny Pak(OG)	4.35	7.25
205	Freighter Set	21.00	35.00	298	Duffle Bag(G)	8.85	14.75
202L/M	Cruiser	7.05	11.75	290XL	Stuff Bag(OG)	2.70	4.50
<b>PACK BAGS</b>				290L	Stuff Bag(OG)	2.40	4.00
560L/M	Horizon(GO)...	16.80	28.00	290M	Stuff Bag(OG)	2.10	3.50
550L/M	Skyline(GO)...	13.50	22.50	275	Belt Pouch (OG)	2.10	3.50
490N	Timberline(GO)	14.10	23.50	272	Ditty Bag.....	.60	1.00
480N	High Adv.(g)..	9.30	15.50	271	Adapto Pads(P)	2.10	3.50pr
480D	High Adventure	6.60	11.00	270	Shoulder Straps	2.10	3.50pr
475L/M	Ponderosa.....	10.50	17.50	250	Sleeping Bag		
465N	Dayhiker(Pad)				Straps	.75	1.25pr
	(GO)	4.80	8.00	244XL/L/M	Hipbelt(P)	3.75	6.25
465D	Dayhiker(R)...	3.60	6.00	240	Waist Band....	1.05	1.75
440L/M	Ridgeline.....	4.80	8.00	230	Positive Shelf	1.80	3.00
420	Combination...	6.15	10.25	210	Backpackers		
					Grill	3.00	5.00
203	TRACKLINE BAG	3.00	5.00	<b>OTHER CAMP TRAILS EQUIPMENT</b>			
				(Not shown in catalog)			
<b>TENTS</b>				390	Apache Bag....	2.40	4.00
725	Stakes Only...	.09	.15	380	Apache Frame..	2.70	4.50
721	Stakes & Poles	3.34	5.00	285L	Ensolite Stuff Bag (ROG)		
720	Two Man(OGC)..	40.00	60.00			2.10	3.50
707	Tarp (OGC)....	17.33	26.00	285M	Ensolite Stuff Bag (ROG)		
						1.80	3.00
M - Medium			N - Nylon	Prices are approximate and subject to change without notice.			
L - Large			D - Duck				
XL- Extra Large			pr- Pair	<i>Bud - Will extend all          Extra 10% on opening          order.          Ed.</i>			
<b>COLORS:</b> R-Red, O-Orange, G-Green							
B-Black, P-Puma Tan							
C-Camouflage							
C/O- Camouflage reversible to Orange							



  
Which **BRITISH SEAGULL** for Your Boat?  
*"The best Outboard Motor for the World"*

British Seagull engines are designed to push displacement craft through the water. It is generally preferable to use the smallest motor that will efficiently propel the boat near its theoretical hull speed.

As an example, the Forty Minus will push a loaded eight-ft. yacht tender at about four knots. There is no way to efficiently achieve more speed. To equip the boat with a Forty Plus increases vibration, wave action, and noise--but not speed.

The following list is meant as a guide for California yachtsmen. In some cases it may be advisable to use the next larger size engine if power is required during rough or windy conditions, but if most powering is to be done during calms, choose the smaller engine which will push you just as fast with less fuss.

40 MINUS            Canoes, Dyer Dhow, El Toro, Guppy, International 14,  
Lido 14, Plasicat, Redcrest, Sabot.  
(100-lb. prams and easily driven racing dinghies.)

40 PLUS            Alacrity, Auroa, Cal 20, Corsaire, Debutante, Dragon,  
Ensign, Glasspar Superlite, Lasco Trimaran, Loa 17,  
Lightning, Luder 16, Malibu Outrigger, O'Day Mariner,  
Mercury, Pelican, Redshank, Rhodes 19, Schock 25,  
Starfire, Tempest, Victory.  
(12-ft. to 14-ft. skiffs, insurance engine for 19-ft.  
O.B. cruisers.)

CENTURY           Cal 24, Challenger, Champion, Cutlass, Folkboat,  
Glasspar Seafairer, Gladiator, Islander 24, Rozi-  
nante, Signet, Thunderbird.  
(14-ft. to 17-ft. skiffs, standby engine for 22-ft.  
O.B. cruisers.)

CENTURY PLUS    Cal 28, Columbia 26, Defender.  
(Standby engine for cruisers, work boats, cruising  
type sailboats 7,500 lbs.)

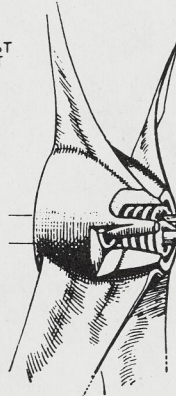
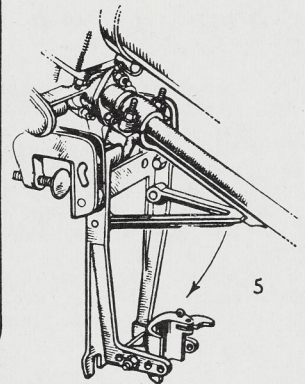
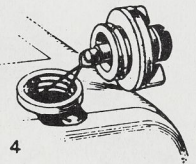
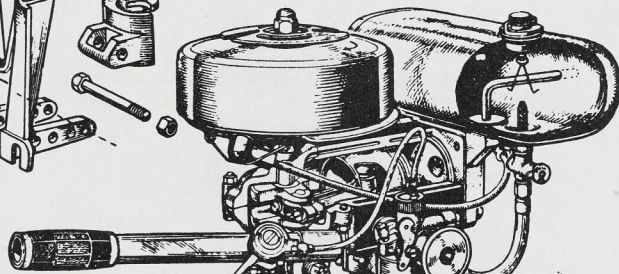
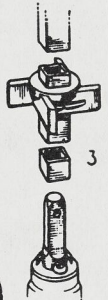
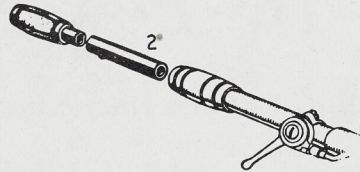
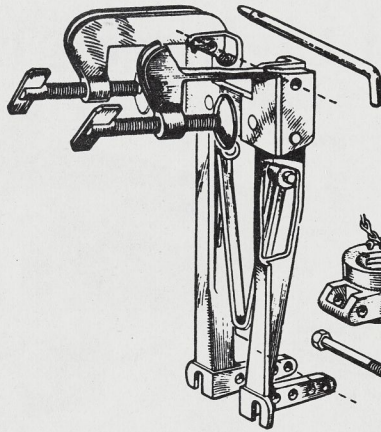
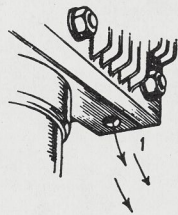
It is permissible to choose the Century Plus Clutch over the Century to obtain the neutral feature, but the Century Plus should not be chosen for a boat correctly requiring the 40 Plus.

In respect to shaft lengths, always use a standard shaft in outboard wells. Long shafts are designed for 17-inch to 22-inch freeboard. Use Seagull's depth adjusting collar to prevent engines being submerged below designed waterline.



# BRITISH SEA GULL

## The Powerful Lightweight Outboard



### SPECIFICATIONS

	40 MINUS	40 PLUS	CENTURY	CENTURY PLUS
Horsepower	1 1/2	2 1/2	4	5
RPM Max.	3500	4000	3800	4000
Bore & Stroke	1.77" x 1.57"	1.77" x 1.57"	2.24" x 1.57"	2.24" x 1.57"
Type of Motor	Single cylinder, 3 port, 2 stroke, water cooled			
Gear Ratio	10/21	10/35	10/35	12/48
Propeller (4 Blade)	6" dia.	9" dia.	9" dia.	11" dia.
Max. Freeboard (Std.)	14"	16"	16"	16"
Long Shaft	—	22"	22"	22"
Weight	26 lbs.	28 lbs.	34 lbs.	37 lbs.
Cruising Fuel Consumption/Gallon	6 hrs.	5 3/4 hrs.	3 1/2 hrs.	3 1/4 hrs.
Price Std. Shaft	\$130.	\$140.	\$175.	\$190.*
Long Shaft	—	\$145.	\$180.	\$195.*

\*Clutch—plus \$15.00

- (1) Cooling water outlet underneath starboard aft corner of cylinder block
- (2) Extension tillers available
- (3) Square section drive shaft and cooling water rotor—shows how square tube fits over bevel pinion stub
- (4) Hairpin spring clip retaining tank filler cap
- (5) Tilting arrangement showing "V" support strut
- (6) Patented cushion spring drive on propeller shaft

COOLING WATER INLET

EXHAUST OUTLET



# SEA GULL

## Marine Sales

Seagull Century Plus

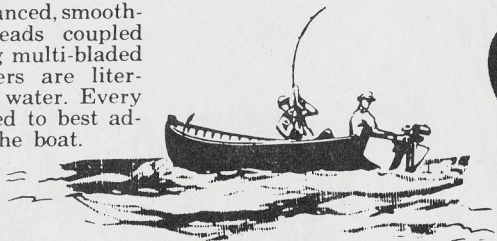


# BRITISH SEAGULL

## The Powerful Lightweight Outboard

### *Instant Starting — Performance with Economy*

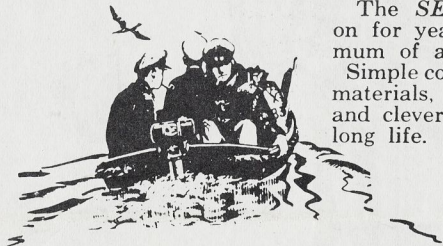
Efficient, well-balanced, smooth-running power heads coupled to big slow-running multi-bladed *Hydrofan* propellers are literally geared to the water. Every drop of fuel is used to best advantage to drive the boat.



### *Reliability with Long Life*

The *SEAGULL* will slog on for years with the minimum of attention.

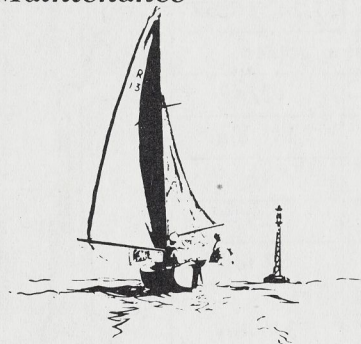
Simple construction, the best materials, good engineering and clever design add up to long life.



### *Simplicity with Easy Maintenance*

Simplicity is the hall-mark of good engineering. In the *SEAGULL* there are no tricky parts of specialist construction. Breakdown due to accident anywhere in the world can be dealt with by any general mechanic.

Hand in hand with simplicity goes easy maintenance, for what isn't there doesn't need attention.



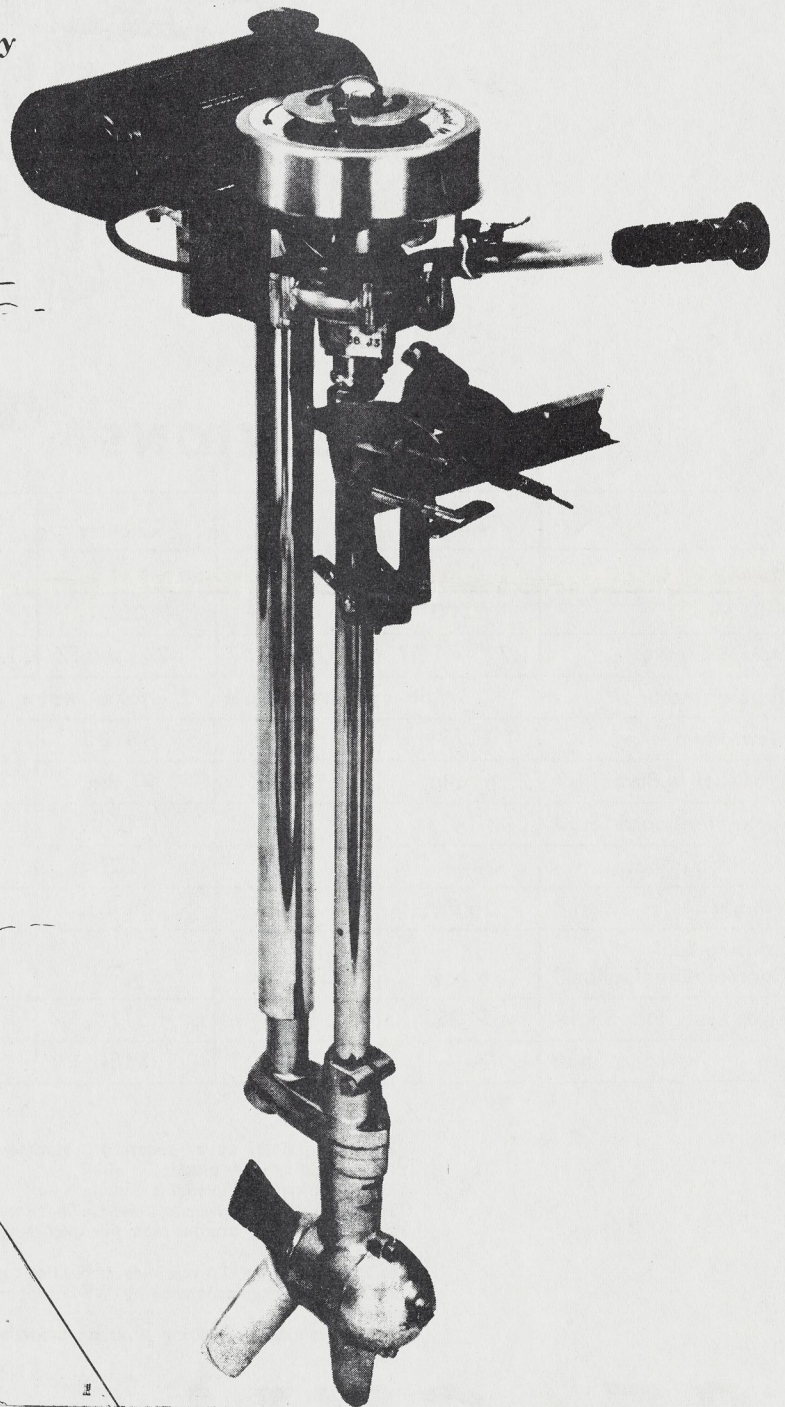
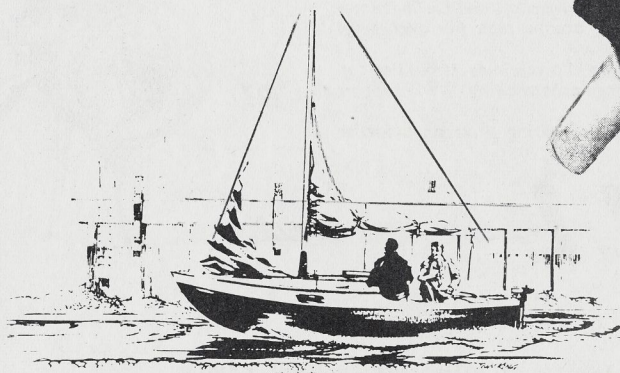
### *Light Weight with Portability*

*SEAGULL* Outboard Motors are unbelievably light, but their low weight has not been achieved by sacrifice to either performance or durability.



### *A Friend for Life*

Do you want an engine that will never let you down? An engine that will last a lifetime?—for work? or for play? — *Endless service — Endless fun — BRITISH SEAGULL* will give it to you.



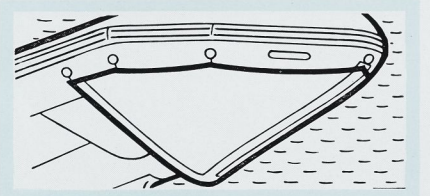


Hull consists of two independent buoyancy tubes, plus inflatable thwart, RUBBING STRAKE and RUBBER STRIP at stem and underside of buoyancy tubes. ENGINE MOUNTING Built-in lugs are provided as standard. Strong tubular bracket (optional) holds engine vertically without lateral play at all points of steering. DOUBLE STRENGTH FLOOR to resist damage on beaching.

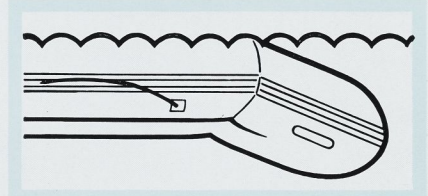
Avon inflatable Dinghies are designed by experienced sailors and incorporate every possible feature which makes for easy handling, durability and seaworthiness. Special features in addition to those shown include:—  
**REMOVABLE THWARTS** to suit load (use as lifebuoy or marker buoy). **BAFFLES** in buoyancy tubes to give minimum 'float' movement. **SAFETY SUB-DIVISION.**

Look at all these special Avon design features

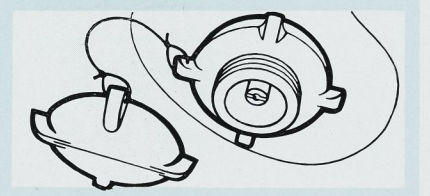
**WEATHER PROTECTION**  
Is increased by fitting the Avon Bow Dodger available in Avon fabric and red or yellow lightweight fabric (optional on all models).



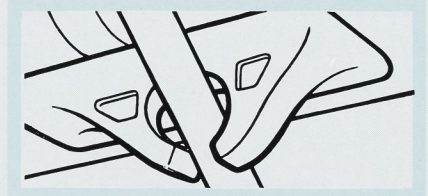
**RAISED BOW**  
The unique Avon bow design takes the weather at sea and gives protection from breakers when embarking from a beach.



**RAPID INFLATION/DEFLATION VALVES**  
Exclusive Avon design with extra large inlet and resilient rubber jaws, cannot easily come adrift. Unship instantly with a vertical pull.



**QUICK RELEASE ROWLOCKS**  
An exclusive Avon feature. Oars are gripped in the removable rubber jaws, cannot easily come adrift. Unship instantly with a vertical pull.



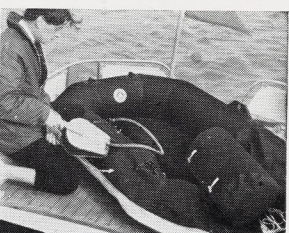
minute by minute assembly and inflation



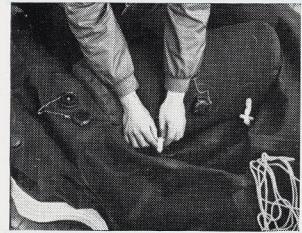
Your Avon folded complete in its kitbag, is removed from locker (or car boot).



**1 MINUTE LATER**  
The boat laid out on deck with all gear and ready for inflation.



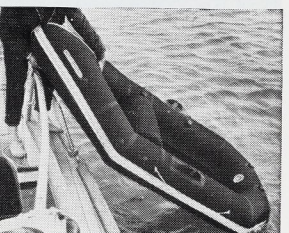
**1 1/2 MINUTES LATER**  
After-buoyancy tube and thwart are inflated.



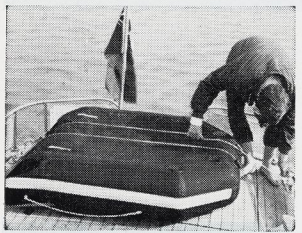
**1/2 MINUTE LATER**  
Adjustable thwart is in position, held by toggles.



**1 1/2 MINUTES LATER**  
Forward buoyancy tube is inflated. All valve covers replaced.



**1 MINUTE LATER**  
Painter is secured and dinghy launched ready for use.



As an alternative method of stowing, the forward compartment only may be deflated, folded over the thwart and lashed down on deck with painter secured ready for rapid launching.

**SEAGULL MARINE SALES**  
672 South Lafayette Park Place  
Los Angeles 57  
CALIFORNIA

Tel : Dunkirk 5-2891

AVON

AVON RUBBER COMPANY LIMITED  
EXPORT MARINE DIVISION  
MELKSHAM, ENGLAND

**WEATHER RESISTANT**

The new Avon synthetic rubber proofed fabric is specially toughened to resist abrasion, oil contamination and all-year-round weather.

**EASILY HANDLED**

launching from deck, quays or river bank single-handed, taking on board or beaching just as easy.

**SEAWORTHY**

Flat base, low CG, exceptional buoyancy and raised weather bow allow operation in rough conditions.

LOOK AT ALL THESE ADVANTAGES!



INFLATABLE DINGHIES





# AVON

# REDSTART

## 8ft GENERAL DINGHY

*Ideal as a sea-going yacht tender for 2/3 crew. Also for the perfect pleasure dinghy, Safe and easy to handle with oars or outboard.*

### SPECIFICATION

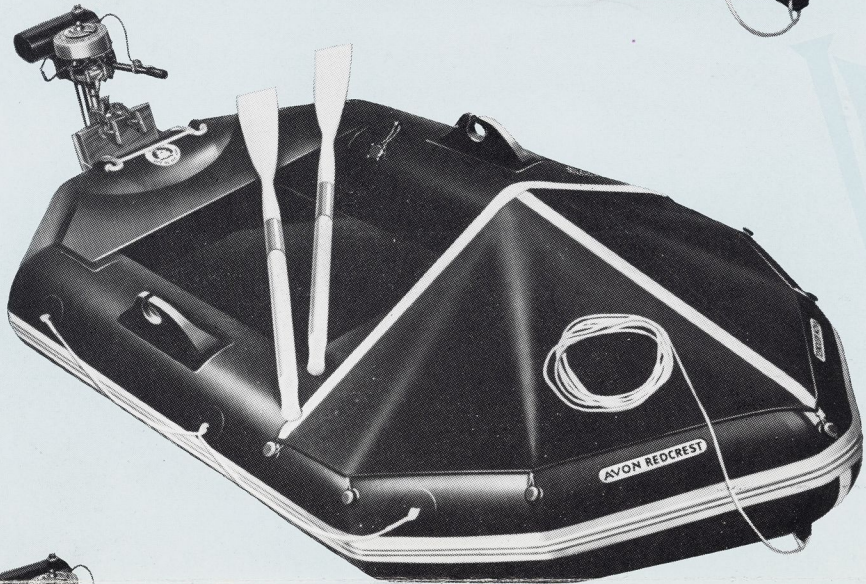
**DIMENSIONS:** Inflated l.o.a. 8ft. (2m.40); Beam 4ft. (1m.20); Tube dia. 12in. (30cm). When deflated stows into kitbag 33in. x 18in. (83 x 45cm) dia.  
**WEIGHT:** Boat only 35 lbs. (16kg) approx.  
**CAPACITY:** 2/3 crew or 1 crew and 3 cwt. (152kg) stores.  
**INFLATED BUOYANCY:** 845 lbs. (383kg).  
**OVERLOAD (inboard):** 800 lbs. (362kg).  
**INFLATION TIME:** 3-4 minutes approx.  
**WORKING PRESSURE:** 1½-2 p.s.i. (0.10-0.14 kg/cm<sup>2</sup>)  
**CONSTRUCTION:** Completely flexible structure. Rot-proof nylon fabric coated with Dupont

weather resisting Hypalon based rubber, specially toughened to give extra long life. Three separate watertight compartments to provide high safety factor.

### STANDARD EQUIPMENT

Hand inflation bellows (inflation only); 5ft. (1m.50) collapsible oars; Patent quick-release rowlocks; Painter; Robust double ribbed rubbing strake; Rubber cleats for fitting weather bow dodgers; Lifelines; Righting handholds; Kitbag; Repair kit.

**RECOMMENDED ENGINE RATING**  
up to 2½ h.p.



# AVON

# REDCREST

## 9ft DE LUXE YACHT TENDER

*Fully equipped, de luxe dinghy, for 4/5 crew. Highly recommended as a sea-going yacht tender. Safe, easy handling with oars or outboard.*

### SPECIFICATION

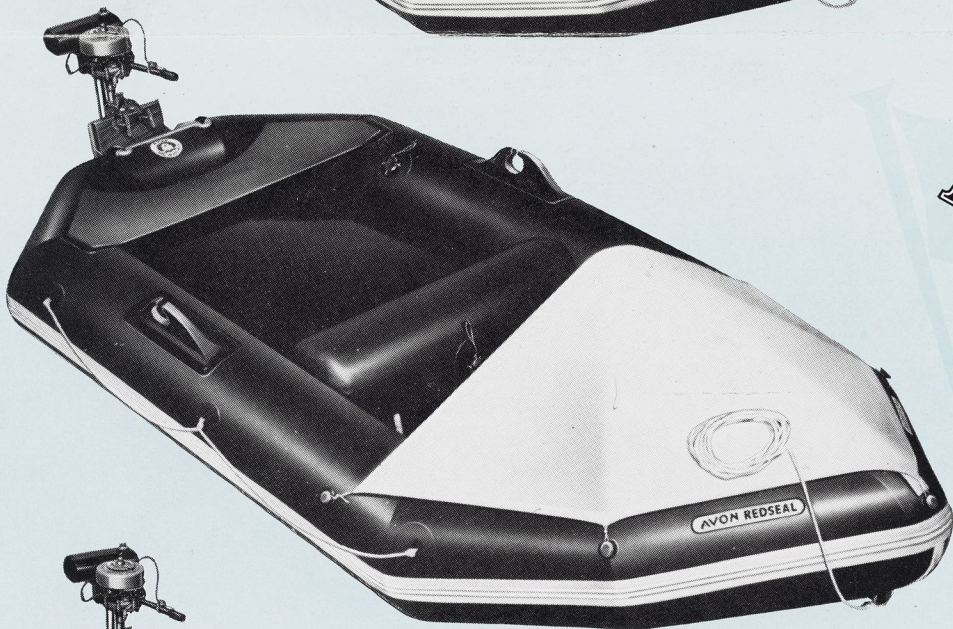
**DIMENSIONS:** Inflated l.o.a. 9ft. (2m.74); Beam 4ft. 4in. (1.32m); Tube dia. 13in. (33cm). Deflated, stows into kitbag 40in. x 18in. (1m x 45cm) dia.  
**WEIGHT:** Boat only, 40 lbs. (18kg) approx.  
**CAPACITY:** 4/5 crew or 1 crew and 5 cwt. (254kg) stores.  
**INFLATED BUOYANCY:** 1,230 lbs. (558kg).  
**OVERLOAD (inboard):** 1,050 lbs. (476kg).  
**WORKING PRESSURE:** 1½-2 p.s.i. (0.10-0.14 kg/cm<sup>2</sup>)  
**CONSTRUCTION:** Completely flexible structure. Rot-proof nylon fabric coated with Dupont

weather resisting Hypalon based rubber, specially toughened for extra long life. Three separate watertight compartments provide high safety factor.

### STANDARD EQUIPMENT

Hand inflation bellows (inflation only); 6ft. (1.82m) collapsible oars; Patent quick-release rowlocks; Painter; Robust double ribbed rubbing strake; Rubber cleats for fitting weather bow dodgers; Fabric stern seat; Lifelines; Righting handholds; Kitbag; Repair kit.

**RECOMMENDED ENGINE RATING**  
Up to 3 h.p.



# AVON

# REDSEAL

## 10ft 5/6 CREW YACHT TENDER

*5/6 crew tender for larger yachts and cruisers. Easy handling with oars or outboard. High stability factor.*

### SPECIFICATION

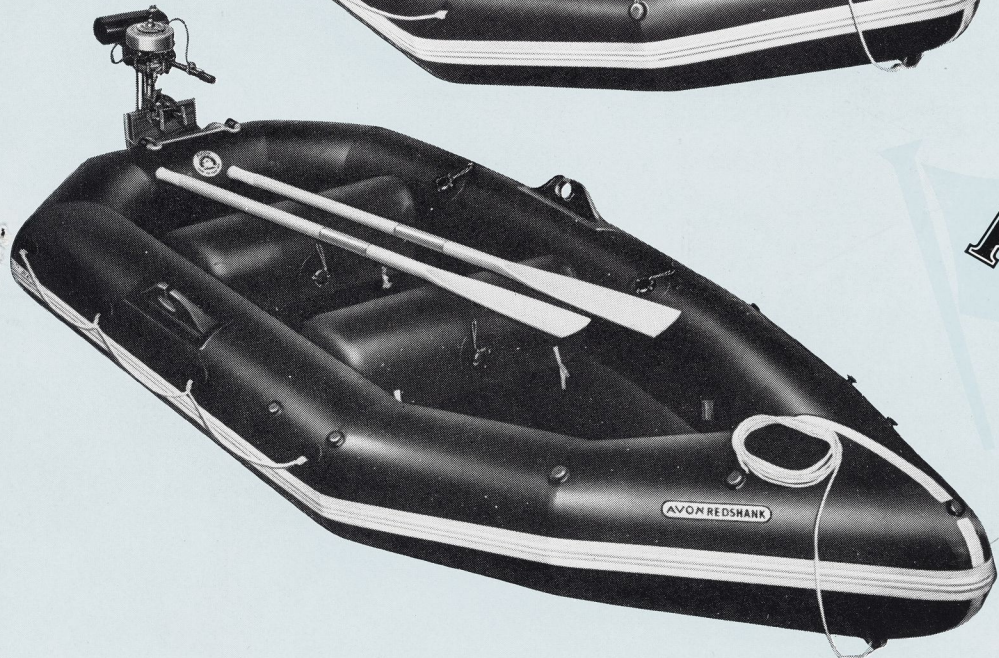
**DIMENSIONS:** Inflated l.o.a. 10ft. (3m); Beam 4ft. 8in. (1m.40); Tube dia. 13in. (33cm). Deflated, stows into kitbag 45in. x 12in. (1.14m x 30cm).  
**WEIGHT:** Boat only, 45 lbs. (21kg) approx.  
**CAPACITY:** 5/6 crew or 1 crew and 8 cwt. (406kg) stores.  
**INFLATED BUOYANCY:** 1,350 lbs. (612kg).  
**OVERLOAD (inboard):** 1,220 lbs. (553kg).  
**WORKING PRESSURE:** 1½-2 p.s.i. (0.10-0.14 kg/cm<sup>2</sup>)  
**CONSTRUCTION:** Completely flexible structure. Rot-proof nylon fabric coated with Dupont

weather resisting Hypalon based rubber, specially toughened to give extra long life. Three separate watertight compartments to provide high safety factor.

### STANDARD EQUIPMENT

Hand-inflation bellows (inflation only); 6 ft. (1.82m) collapsible oars; Patent quick-release rowlocks; Painter; Fabric stern seat; Moulded rubber attachment for wooden seat; Robust double ribbed rubbing strake; Rubber cleats for fitting bow dodgers; Lifelines; Righting handholds; Kitbag; Repair kit.

**RECOMMENDED ENGINE RATING**  
up to 3½ h.p.



# AVON

# REDSHANK

## 12ft PARTY BOAT

*Large dinghy for 6/7 crew. Ideally suitable for Party work, Angling, Sub Aqua Clubs and Expeditions. Safe, easy handling with oars or outboard.*

### SPECIFICATION

**DIMENSIONS:** Inflated l.o.a. 12ft. (3m.65); Beam 4ft. 10in. (1.47m); Tube dia. 14in. (35cm). Deflated, stows into kitbag 45in. x 12in. (1.14m x 30cm).  
**WEIGHT:** Boat only, 52 lbs. (24kg).  
**CAPACITY:** 6/7 crew or 1 crew and 10 cwt. (508kg) stores.  
**INFLATED BUOYANCY:** 1,635 lbs. (741kg).  
**OVERLOAD (inboard):** 1,500 lbs. (680kg).  
**WORKING PRESSURE:** 1½-2 p.s.i. (0.10-0.14 kg/cm<sup>2</sup>)  
**CONSTRUCTION:** Completely flexible structure. Rot-proof nylon fabric coated with Dupont

weather resisting Hypalon based rubber, specially toughened to give extra long life. Four watertight compartments provide high safety factor.

### STANDARD EQUIPMENT

Two inflation bellows (inflation only); 6ft. (1.82m) collapsible oars; Two inflatable thwarts; Patent quick-release rowlocks; Painter; Robust double ribbed rubbing strake; Rubber cleats for weather bow dodgers; Lifeline; Righting handholds; Kitbag; Repair kit.

**RECOMMENDED ENGINE RATING**  
up to 5½ h.p.

# AVON

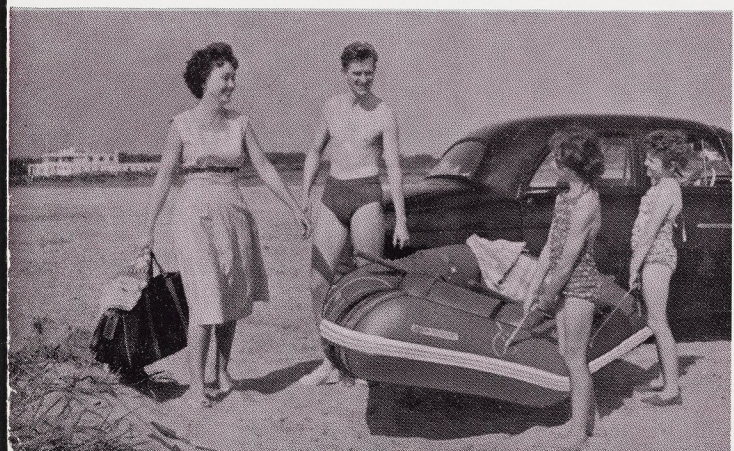
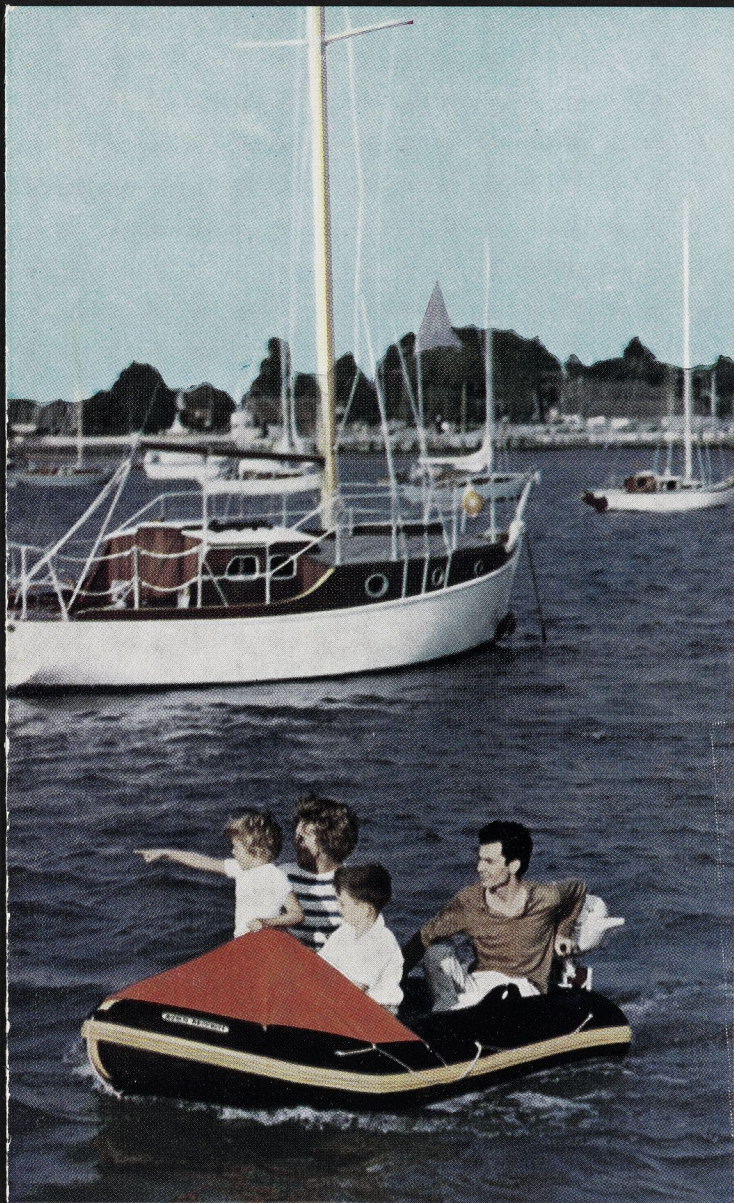
# INFLATABLE DINGHIES

**THE HANDIEST YACHT TENDER AFLOAT**

**- and the toughest**







**the  
safest  
dinghies  
afloat —  
and  
the  
toughest**



**All these features make an Avon dinghy your best buy—**  
*for yacht tender duties or for family pleasure boating*

**AVON**

**INFLATABLE DINGHIES**

**1 ALMOST UNSINKABLE**

Any one of its three separate buoyancy compartments will keep it afloat

**2 EASY TO ROW**

Light, manageable Patent rowlocks grip or unship oars instantly

**3 WEATHER PROTECTION**

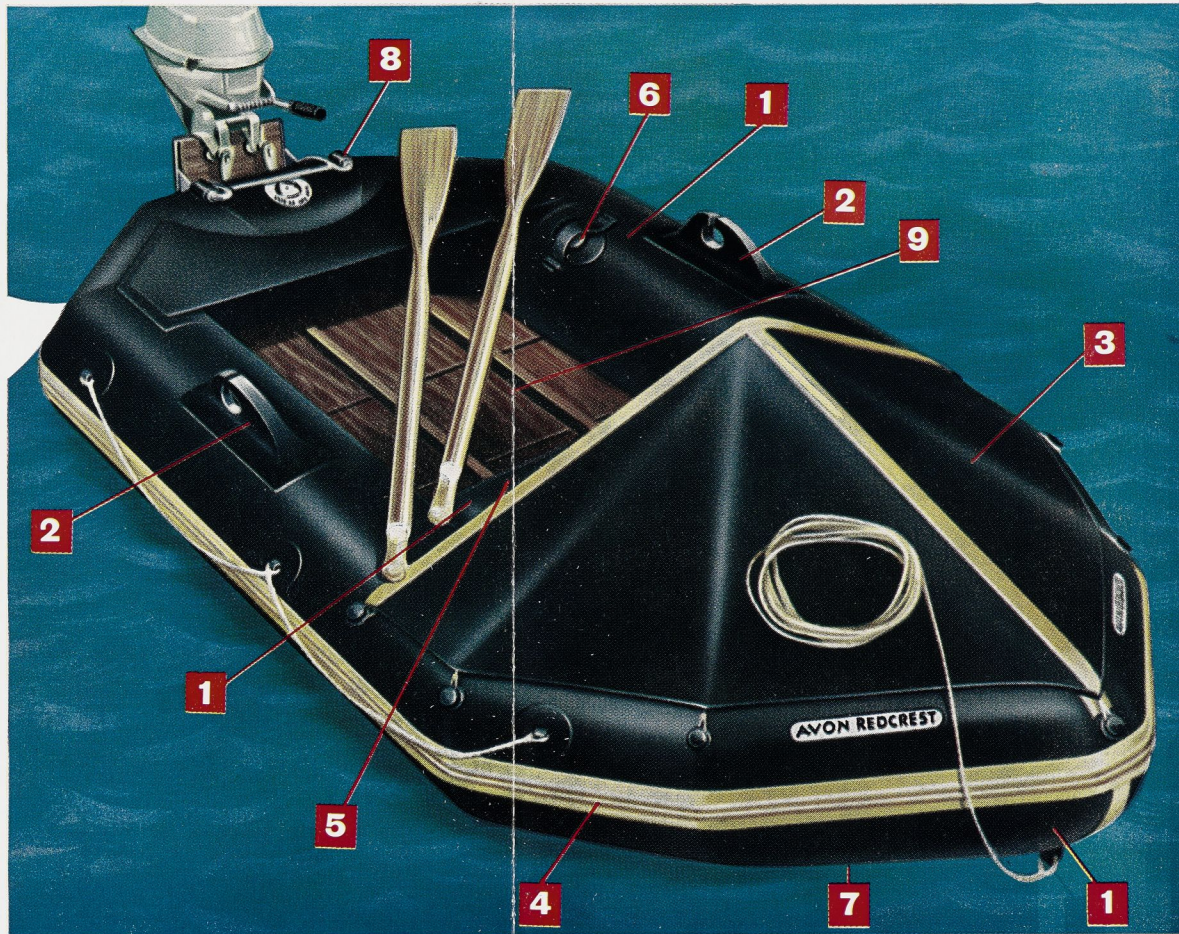
Built-in fixing cleats for bow dodger (optional extra) are standard on all models

**4 NO CHAFING**

Reinforced rubbing strake all round takes the rub coming alongside

**5 VARIABLE CAPACITY**

Thwarts are removable to suit load. Can be used as lifebuoy or marker buoy



As yacht tender, family week-end pleasure craft, diving or swimming boat, there are tremendous advantages in an AVON. An AVON is virtually unsinkable and far less prone to holing than a hard boat. Maintenance is negligible—no painting, no scraping or winter storage problems. Once inflated your AVON is ready for use at any time, can be lifted in and out of the water, prepared for sea or deflated and stowed away in bag or locker in minutes—singlehanded! Under oars or power it's so manageable and manoeuvrable a child can handle it!

**IT'S A MAN-SIZE BOAT THAT STOWS IN A BAG!**

Fits in car boot or locker. Because of its lightness when inflated can be launched from or shipped aboard a larger craft singlehanded—with no damage given or taken!



**6 READY OR STOWED IN MINUTES!**

Schrader valves on all buoyancy compartments. Extra large bore to minimise inflation/deflation time

**7 SEAWORTHY**

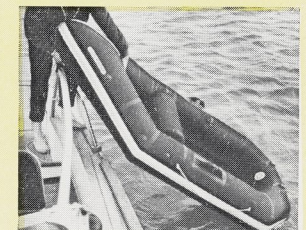
Unique Avon raised bow takes the weather at sea and gives protection from breakers when embarking from a beach

**8 TAKES AN OUTBOARD**

Standard equipment includes built in engine mounting lugs for metal outboard motor bracket (optional extra)

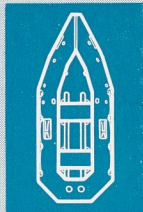
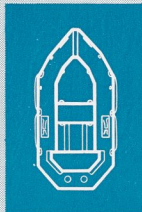
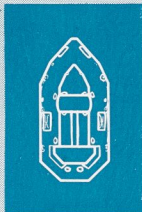
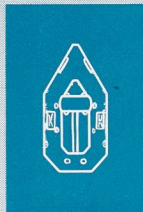
**9 TOUGHENED FOR BEACHING**

Double strength fabric floor. Sectional plywood decking (illustrated) is an optional extra





# Choose your dinghy from the Avon range



SPECIFICATION AND STANDARD EQUIPMENT	REDSTART	REDCREST	REDSEAL	REDSHANK
Length	8 ft.	9 ft.	10 ft.	12 ft.
Beam	4 ft.	4 ft. 4 in.	4 ft. 8 in.	4ft. 10 in.
Buoyancy Tube dia.	12 in.	13 in.	13 in.	14 in.
Inflated Buoyancy	860 lbs.	1,090 lbs.	1,230 lbs.	1,700 lbs.
Kitbag	33" x 18" dia.	40" x 18" dia.	43" x 20" dia.	43" x 20" dia.
Weight	33 lb.	40 lb.	45 lb.	52 lb.
Capacity Crew	2-3	4-5	5-6	6-7
Crew + Stores	1+3 cwt.	1+4 cwt.	1+5 cwt.	1+8 cwt.
Watertight compartments	2	2	2	2
Removable thwarts	1	1	1	2
Hand bellows	1	1	1	2
Jointed Oars	5 ft.	6 ft.	6 ft.	6 ft.
Painter	16 ft.	16 ft.	16 ft.	16 ft.
Rubbing strake	all round	all round	all round	all round
Bow dodger cleats	7	7	5	7
Engine mounting brackets	4	4	4	4
Lifelines		FITTED TO ALL BOATS		
Repair kit	1	1	1	1
Max. recommended engine rating	3 hp	3 hp	4 hp	5½ hp

# AVON



## INFLATABLE DINGHIES

AVON RUBBER COMPANY LTD.  
Export Marine Division  
Melksham, Wilts, England.

OPTIONAL EXTRAS on all models include removable bow dodger, metal outboard engine mounting bracket, varnished marine plywood sectional decking, CO2 emergency inflation equipment, foot bellows. A wooden seat is an extra for the REDSEAL.





# SEAGULL Marine Sales

672 SOUTH LAFAYETTE PARK PLACE, LOS ANGELES, CALIFORNIA 90057 Code 213 DUnkirk 5-2891

April 19, 1965

Bud Lilly's Trout Shop  
Box 387  
West Yellowstone, Montana

Dear Mr. Lilly:

We are pleased to enclose literature and prices for AVON inflatable boats and BRITISH SEAGULL outboard motors.

We have been importing British Seagull motors for seven years and in this time the engine has won a very fine reputation for dependability. (British Seagull is England's foremost outboard and has been for thirty years.) The brochures interestingly tell the story and theory.

The Avon inflatable (also a British product) has been known to Americans only three years, but as there is nothing like it on the market and there is a definite need for a compact boat, the demand has been excellent and we've just begun to scratch the surface. (So far the yachting group has bought the most but the trailer and camper market has a huge potential.)

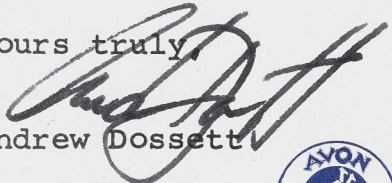
There are two dealer arrangements: First, the year around stocking dealer displays an agreed upon number of motors or boats and earns a 25% discount; has an exclusive area; and is listed in our advertising at no charge. Second, the dealer who places an occasional order is entitled to a 20% discount for motors, 15% for boats.

All prices are FOB our warehouse, Los Angeles. Terms are net. We do not have, nor are we interested in obtaining, cut-rate dealers.

We guarantee our products without reservation; we maintain a large warehouse inventory; we support our dealers with good advertising; we maintain a large parts inventory and ship all parts orders same day as received.

It's profitable and pleasant selling British Seagull motors and Avon inflatable boats. We look forward to receiving your orders.

Yours truly,

  
Andrew Dossett

Importers of **BRITISH**  **SEAGULL** MOTORS and



INFLATABLE BOATS

365  
395  
75  
1975  
2765  
494 25



**AVON**INFLATABLE  
DINGHIES

# EXPEDITION NEWS

**AVON**INFLATABLE  
DINGHIES

ISSUED AT THE BOAT SHOW · EARLS COURT 1965



## EAST GREENLAND EXPEDITION USE AN AVON

**I**N 1963 a twelve-man expedition of students from Cambridge climbed 28 previously unscathed peaks in the Stawnings Alps, 300 miles inside the Arctic Circle, on the east coast of Greenland.

Most of the supplies and equipment had to be flown in and dropped by parachute.

The expedition members with their own necessary equipment covered 500 miles by water — a

lot of the time through pack ice. They reported, "The tough Avon rubber dinghy performed remarkably well and when it was necessary to move overland its portability was invaluable. It was particularly useful for ferrying equipment across the fiords. It was safer than a wooden boat and although the floor was torn on a reef on one occasion the dinghy remained afloat and the damage was easily repaired."



### *Police News!*

Police Forces have found Avon dinghies ideal for frogmen because they are rugged, portable, quickly inflated and virtually unsinkable. In this photograph Durham police frogmen are at work at Pelaw Pond, Hebburn, Co. Durham.



# 1900 FT BELOW SEA LEVEL

## with an Avon Redstart

**T**HE TEAM WHO BROKE the world pot-holing depth record in 1962 returned to the Gouffre Berger at Grenoble in France this year to make an attempt at furthering the record.

With them they took an Avon Redstart dinghy for use on a lake 1,000 feet down. To get to the lake the boat had to be carried through a mile and a half of narrow, difficult cave passages and then down a 785-ft. ladder.

The Redstart proved invaluable for transporting men and materials across the lake, which is 1,200 ft. wide in places, and stood up well to being run aground on rocky shores.

The expedition's Supply Officer reported, "We were very impressed with the Redstart's robustness and the ease of inflation. It could be handled 'any old how' without fear of damage, and at one point we used it as a sledge for lowering heavy equipment down steep slopes!"

## In search of 50,000 Golden Ducats

**O**FF the South West coast of Ireland a diving team set out in Avon dinghies to trace the Santa Marie De la Rosa and recover 50 thousand golden ducats. The ducats are said to be amongst the wreckage of this Armada vessel sunk 500 years ago.

The expedition did not find the ducats but came back full of praise for the Avon dinghies and said that local fishermen had not thought they would be able to cross the notorious Blasket Sound in such small boats. And having done the trip, the expedition was told that Avon dinghies were definitely the smallest boats ever to make it. The leader reported "without the Avon dinghies the expedition could not have taken place".



## Safest boat I've been in...

says Gaye Allen

**I**N 1962 a 24-year-old secretary, Gaye Allen, sailed and motored an Avon 9-ft. Redcrest across the Channel and down through the waterways of France to Marseilles. Her 1,000-mile journey, lasting seven weeks, took her across the unpredictable Channel and down swift-running rivers and canals. Her comment at the end: "Certainly the Redcrest is the safest boat I have ever been in!"



# EXPEDITIONS GET TOUGH WITH

**'TOUGH TESTED'** is the expression Avon use to describe their unique range of inflatable dinghies. The rugged dinghies are seen in ever growing numbers in ports and harbours and on inland waters everywhere, and have become a "must" for discerning yachtsmen, boating enthusiasts and sub-aqua clubs.

This popularity is founded on their "durability, stowability and serviceability" and above all their supreme safety-features which make them ideal for use on expeditions.

These tough little boats have been used by expeditions in the Arctic Circle, in Asia, on a trans-American crossing, to hunt the Loch Ness Mon-

## AVON DINGHIES

ster, to find hidden treasure under the sea in an ancient wreck off Ceylon, by a secretary who sailed across the channel and through the waterways of France, on a lake and rivers 1,000 ft. below ground during an attempt at Grenoble in France to beat the world's depth record by a pot-holing team; in Sardinia to find a sunken city, to hunt for the lost Armada vessel which sank off the coast of Ireland and to explore underground rivers through forests of stalagmites and stalagmites in Yugoslavia.

Under the most arduous conditions Avon dinghies have performed well and earned the praise of all who have used them. Typical comments have

ranged from "my personal prejudice against rubber boats was largely removed" and "They were the only possible means of landing in many places" to "The expedition might not have taken place without the Avon dinghy."

This folder features some of the expeditions who have found Avon dinghies invaluable and shows that 'tough tested' is not just an expression in an advertisement — it is fact.

## Who's afraid of the Loch Ness Monster?

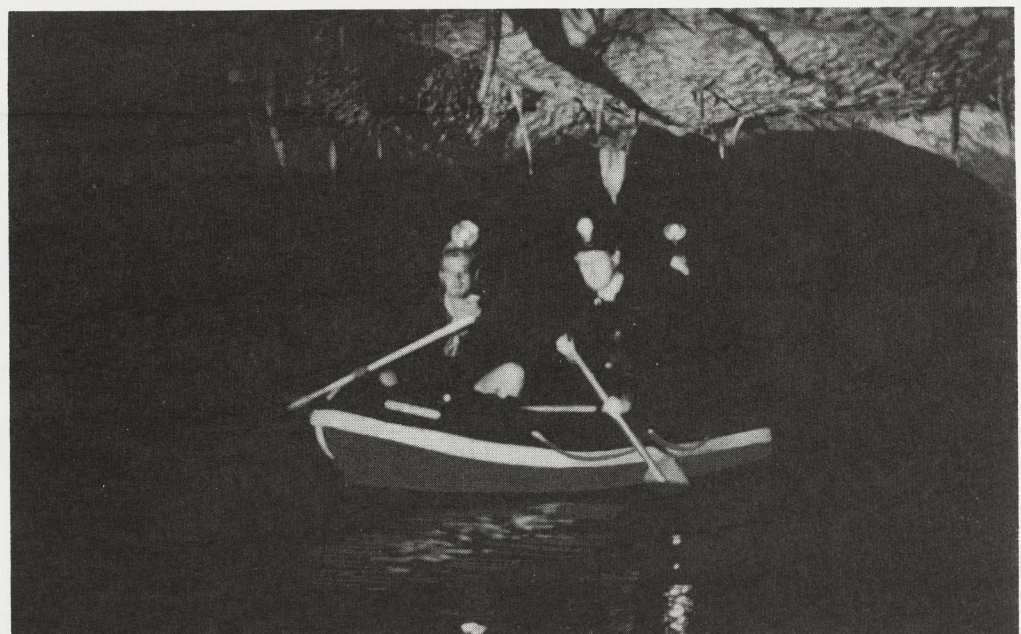
THE 1962 LOCH NESS hunt for the famous Monster made daily use of Avon dinghies in all weathers for ferrying crews and equipment, laying deep eel lines and for listening sorties with underwater listening sets.

The leader of the hunt, Col. Hasler, commented: "quite a lot of rock landing was involved and I do not think any other kind of boat would have stood up to it without damage."

## Following an underground river in Yugoslavia

THE SOUTH WALES Caving Club and the Yugoslav Krastic Research Institute made an exploration of the Balinka Pit in Yugoslavia and followed the course of an underground river through the limestone.

The dinghies were used to explore two branches of the river through forests of stalagmites and stalagmites. On one branch of the river the



dinghies had to be carried over about 50 barriers of rocks and piles

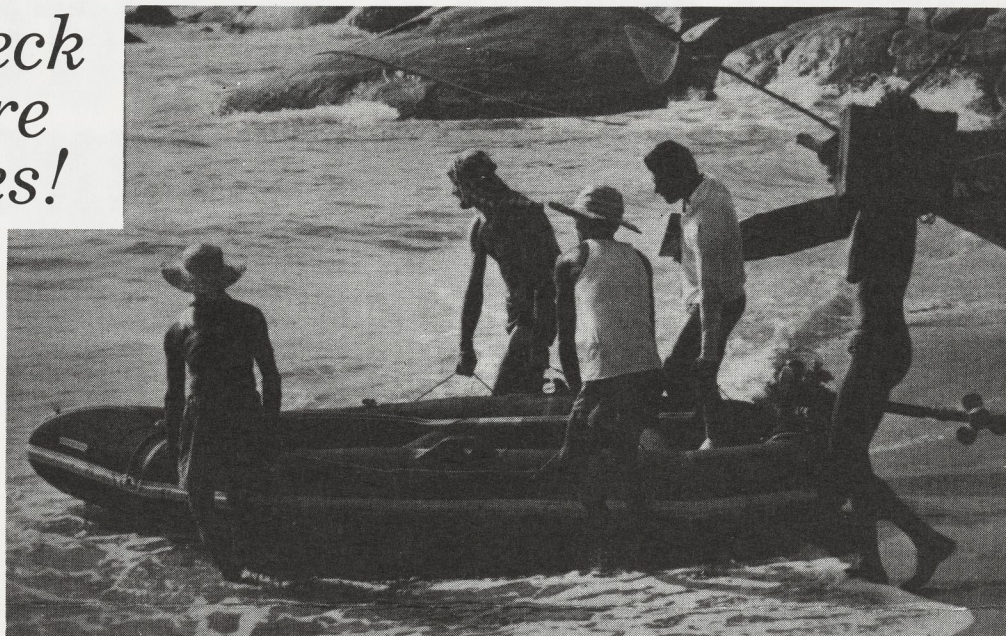
of boulders — one pile of boulders was over 150 ft. high.



## 300-year old wreck gives up treasure to Avon dinghies!

**AVON DINGHIES** were used exclusively in the recovery of part of the silver coin treasure of the Great Bass Reef discovered by the distinguished scientist and author, Arthur C. Clarke.

Off the coast of Ceylon the Great Bass Reef turns the Indian Ocean into a coral-chopped fury where ordinary boats would soon be dashed to pieces. Only by using Avon inflatables, which with their shallow draft can clear the rocks, were the recovery party able to dive to the 300 year old wreck which holds the treasure of the last great Mongul Emperors of India.



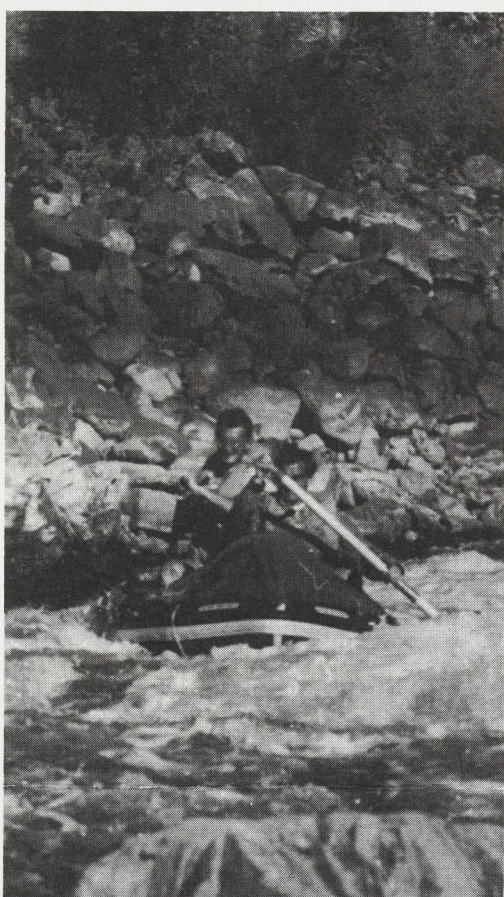
## Redcrest chosen for Peru-Bolivia trip via Urubamba Rapids

**THREE MEN** made an exciting and exceedingly dangerous trip through Peru and into Bolivia this year. Three-quarters of the journey was made by boat and the going was rugged—so the expedition took an Avon Redcrest.

They used it to shoot rapids and reported "It didn't give us a moment's

qualm." The picture shows the Redcrest in use on the Great Urubamba River in eastern Peru.

These three men believe they are the first people ever to get through the Gorge Manique without Indian guides. The leader said "One thing I am certain of; it's the most dangerous trip it would be possible to attempt in any boat. The locals were horrified—and they are experts. The Redcrest did beautifully and served faultlessly."



## WHOOPER SWANS TRANSPORTED IN AVON INFLATABLES

**I**N 1963 an expedition went to Iceland to catch and ring Whooper Swans.

Nearly 150 swans and cygnets were caught and marked, and a large amount of information collected.

The expedition reported that after a dramatic and difficult journey they were able to set up a store camp on Lake Ulfsvatn and added that their Avon dinghies were invaluable for transporting stores and equipment across the lake which is about 3 miles long.

They found it possible to chase and overhaul the swans using a dinghy with an outboard. Using two boats in turn it was possible to catch ten swans a day. One difficulty was that the birds tended to move from one lake to another. This meant moving the boats over land, but, said the expedition leader, "Being compact and light the Avons were ideal for this purpose . . . Avon dinghies were in no small measure responsible for the success of the expedition."





Effective 6/1/64

PRICE LIST FOR



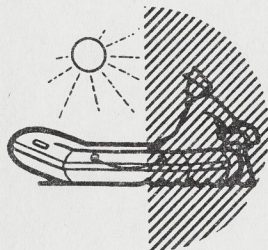
INFLATABLE BOATS

Yachtsmen of every degree of experience--even hardened mariners with rigid ideas about boats--are taking to Avon Inflatable Craft. They give you all you demand of a dinghy, without the usual drawbacks of conventional hard boats. Avon inflatables are so much lighter to handle afloat or ashore, and they don't waste deck space. Their tough fabric and construction stand severe punishment. They're virtually unsinkable and need little maintenance! Prices are roughly the same as good timber or molded synthetic craft--less in some cases. But what revolutionary advantages!

- REDSTART** 2/3 crew. 8' X 4' X 35 lbs. Safe carrying capacity 800 lbs.  
Standard Equipment: Oars, hand bellows, repair kit, painter, duffel bag. . . . . \$234.50
- REDCREST** 4/5 crew. 9' X 4'4" X 40 lbs. Deluxe All-Purpose Tender. Safe carrying capacity 1,050 lbs.  
Standard Equipment: Motor bracket, hand bellows, repair kit, painter, duffel bag. . . . . \$289.00
- REDSEAL** 5/6 crew. 10' X 4'8" X 45 lbs. Safe carrying capacity 1,220 lbs.  
Standard Equipment: Motor bracket, hand bellows, repair kit, painter, duffel bag. . . . . \$335.00
- REDSHANK** 6/7 crew. 12' X 4'10" X 52 lbs. Safe carrying capacity 1,500 lbs.  
Standard Equipment: Motor bracket, hand bellows, repair kit, painter, duffel bag. . . . . \$395.00

Optional Equipment Available

- Emergency CO<sub>2</sub> quick-inflation equipment consisting of 17-oz. cylinder, valve, and adapter. \$18.50 each
- Steel tubular outboard motor bracket (standard equipment on all models except REDSTART). 20.50
- Jointed oars (Note: Oars standard equipment on REDSTART only.) 14.75



	<u>Floor Boards</u>	<u>Yellow Nylon Bow Dodger</u>
Redstart	\$32.00	\$ 8.25
Redcrest	42.00	10.50
Redseal	45.00	11.50
Redshank	52.00	15.25

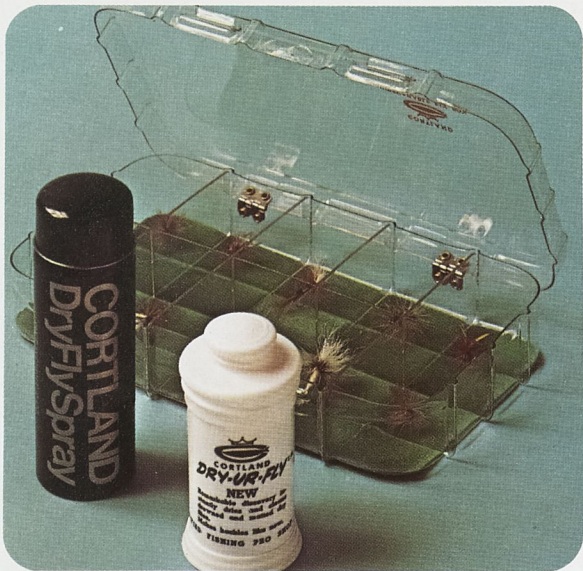


**NEW!**



**CORTLAND CUSTOM-TIED FLIES**—Your Cortland Pro carries a great assortment of tried and true patterns that are expertly tied to duplicate the natural insects. And the selection you choose from is localized to your fishing area, making sure you're fly fishing with the best.

In addition to the wide range of flies displayed in open stock, your Cortland Pro also carries pre-packaged fly selections. Each pattern is identified by name in an attractive, durable, re-usable plastic fly box. Make terrific gifts, too!



**CORTLAND FLY BOXES AND FLY DRYERS.** Cortland Unbreakable Fly Box with Wall-to-Wall Carpeting. Exclusive! Tough, lightweight Tenite is virtually indestructible and will last a lifetime under normal use. Stainless steel hinges. Transparent for easy viewing of flies against the deep green carpet-like material lining the bottom. Four sizes. They'll fit your vest or hip pocket, tote bag or tackle box.

- #032 4" x 27/8" x 15/16" deep ..... \$2.50 ea.
- #002 5 1/16" x 3 1/4" x 7/8" deep ..... \$2.75 ea.
- #734 7 1/2" x 3 1/4" x 3/4" deep ..... \$3.00 ea.
- #064 8 1/4" x 4 1/4" x 1 3/4" deep ..... \$3.75 ea.

**DRY-UR-FLY.** New discovery magically dries and cleans flies. Take a matted, drowned and mouthed fly, drop it with leader attached into top of specially designed bottle. Place palm over the top and shake two or three times. Knock off excess granules, spray with Cortland Dry Fly Spray. Result: flies are once again alert, fluffy and high floating! An absolute 'must' for any dry fly fisherman \$1.50 bottle.

**CORTLAND DRY FLY SPRAY.** Just aim a "pfft" of Cortland Dry Fly Spray at your fly and it is immediately waterproofed to retard water absorption and to insure longer floating. Formulation allows no unnatural oil stick. 2 oz. aerosol can fits great in vest pocket. .... \$1.50 per can



**CORTLAND FLY FISHING VEST.** Super-efficient design eliminates fumbling and lets you concentrate on fishing. The 16 pockets are arranged so that essential gear can be reached swiftly and easily. All pockets have Velcro closures that can be opened and closed with one hand.

It's a good-looking, durable vest, too. Made of high count tan cotton poplin with heavy duty nylon thread stitching. Superb water repellency.

Has detachable sheepskin fly patch and rod holder. This is truly the ultimate in fly vests.

- Sizes—Small, Medium, Large, Extra Large ..... \$24.00 ea.
- Detachable arctic creel for vest ..... \$ 7.00 ea.





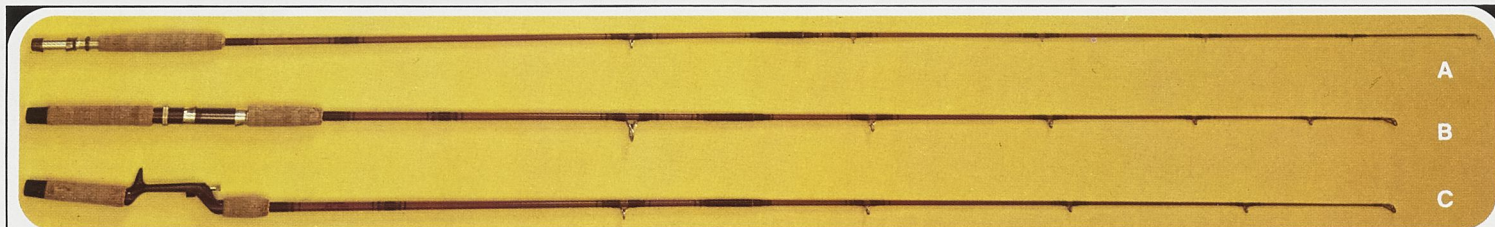
### CROWN RIM CONTROL FLY REEL

A solid serviceable and practical English-made fly reel with a minimum number of parts to get out of adjustment.

Rim control drag gives you remarkably smooth, easy operation.

Finger pressure applied to the outer spool flange results in firm braking action on large fish. One-piece frame—no screws to loosen. Quick change spool and simple adjustment for left or right hand retrieve. A fine lightweight all purpose fly reel.

SMALL—3¼"	Capacity, 90 Yards, 20 lb. Backing, with WF6F line .....	\$13.95 ea.
	Extra Spools .....	\$ 4.50 ea.
MEDIUM—3½"	Capacity, 120 Yards, 20 lb. Backing, with WF7F line .....	\$14.95 ea.
	Extra Spools .....	\$ 5.00 ea.
LARGE—3⅝"	Capacity, 170 Yards, 20 lb. Backing, with WF8F line .....	\$15.95 ea.
	Extra Spools .....	\$ 5.50 ea.



#### A. PRO-CREST FLY ROD

Excellent economy rods for the beginning fly fisherman. A fine, durable performer for the experienced angler. Two-piece buckskin color tubular glass, with permanent epoxy finished brown guide windings. Lightweight aluminum reel seat and a protective carrying case..... \$18.95

**B. PRO-CREST SPINNING ROD** for open face spinning reels.  
An excellent value ..... \$18.95

**C. PRO-CREST SPIN-CAST ROD**  
for close face spinning or bait casting reels. Modestly priced ... but traditional high Cortland quality. Perfect companions to the Pro-Cast Fly Rod ..... \$18.95  
Spinning: Lengths 6½', 7', 7½'.  
Spin-Cast: Lengths 6', 6½'.

Length	Recommended Line
--------	------------------

6½'	No. 5 or No. 6
7'	No. 5 or No. 6
7½'	No. 6 or No. 7
8'	No. 6 or No. 7
8½'	No. 7 or No. 8



**PROFESSIONAL DRY FLY SELECTION**—Thirteen expertly tied dry fly patterns—a basic assortment suitable for trout streams in any section of the country ..... \$10.95

**PERSONAL FAVORITES**—Eleven favorites (4 nymph, 7 dry) personally selected by Leon Chandler for the angler who needs a well-rounded fly assortment, \$10.95

**NEW! YEAR-'ROUND NYMPH SELECTION**—The underwater stage of the aquatic insect represents up to 80% of the diet of trout. These life-like imitations of nymphs are sure to improve your catch. Eleven patterns in the most effective sizes ..... \$10.95

**NEW! BASS BUG SPECIAL**—Bass can't resist these high-floating clipped deer-hair bugs when cast around lily pads and weed beds. Six patterns in a handy, protective storage box..... \$11.95



**THIS SIGN IS YOUR GUIDE  
TO BETTER FISHING...**



Over a decade ago, Cortland organized a network of Certified Fishing Pro Shops across America to make available to you competent counsel and professional instruction in fishing... particularly fly fishing and fly tying. Once an establishment meets our strict requirements for Pro Shop status, it features a program of personal service and is authorized to offer Cortland's unique line of highest quality fishing tackle items on an exclusive basis. When we say "Your Cortland Pro Knows", we mean he knows fly line, fly tackle, casting methods, local fishing characteristics, and how you can get the most for your fishing dollar. He is truly a professional you can rely upon.

**NEW!**



**CORTLAND'S NYLORFI TIPPET**—The untypical tippet! The next time you replace your tippet or extend your tapered leader, use our Nylorfi tippet material... it offers strength with delicacy. French-made, it is available in 1X through 7X in true diameter. Nylorfi is the strongest per diameter you can buy. And the toughest! Its strength is hardly affected by wind knots, giving you much more reliability after you tie on the fly. Gives you more finesse. Fewer lost fish. And at the end of the day, more successful fishing. Look for the entire selection on display at your Cortland Pro Shop. Ask your Cortland Pro for the untypical tippet. He knows... it's terrific!

25 Meters (27.4 yds) ..... \$1.00

*New! 77 Brochures due soon —*



**YOUR  
CORTLAND  
PRO  
KNOWS...**



# LIGHT, STRONG, SENSITIVE ACTION. CORTLAND'S C-G GRAPHITE FLY RODS AND AND FLY REELS.

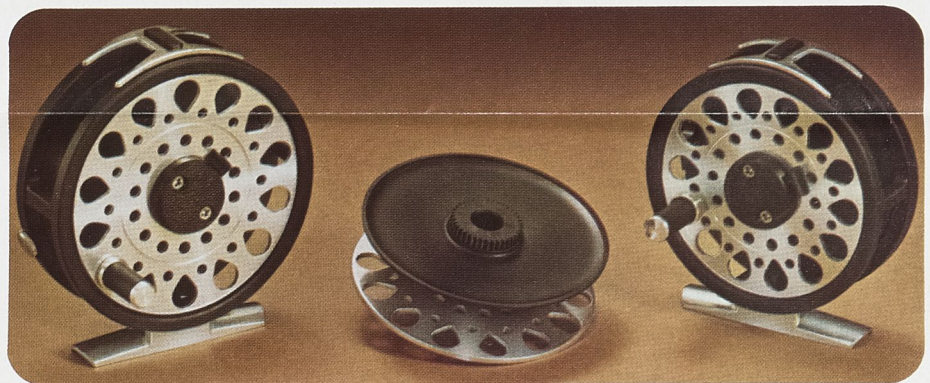
Cortland's revolutionary C-G Graphite Fly Rods have a combination of features that no one else can give you: *Lighter*—40% lighter than comparable bamboos, 25% lighter than comparable fiberglass rods. *Stronger*—ferrules are as strong as the rods themselves. Cortland doesn't use a sleeve and plug system; ferrules are machined out of the rod blanks, integral to the structure of the shafts. *Faster*—they damper quickly, eliminating vibration after the cast, increasing accuracy. *More range*—veteran fly fishermen are amazed how much farther they can present the fly. *More action*—the unique Speed Guides (shown in the inset) are made of aluminum oxide. Give the line smooth action, less friction. Super hard, never wear out. *More sensitivity*—you can feel any subtle movements of the fly. *More versatility*—whichever length you choose, all C-G Graphite Fly Rods cast the way you want them to. And they handle a variety of lines with equal ease. *More control*—you get a tighter casting loop. *And lower price*—C-G Graphite Fly Rods are less expensive than most bamboos and other graphite rods.



Length	Weight	Recommended Line	Price
7'	2 oz.	4 or 5	\$139.95
7½'	2½ oz.	5 or 6	\$139.95
8'	3¼ oz.	6 or 7	\$139.95
8½'	3⅞ oz.	7 or 8	\$139.95
9'	4¼ oz.	8 or 9	\$149.95

Feeling is believing. Let your Cortland Pro show you this fantastic new fly rod. He'll show you that graphite is a fly fisherman's dream—if it's made by Cortland.

## C-G GRAPHITE FLY REELS



Reels that give our graphite, or any light-weight fly rod, precision balance. No one else can offer you reels like ours. *They're light*—30% lighter than comparable aluminum reels. *They're durable*—practically unbreakable! *They're maintenance free*—lubricate themselves. *They're unique*—gears and other internal parts are made of high density graphite material.

Included with each reel is a plush, doe-skin vinyl carrying case with pocket for an extra spool. Also comes with a 50-yard spool of 20 lb. Micron fly line backing. Together with a 444 Fly Line, you have the perfect outfit.

C-G Graphite Fly Reel I, 2⅞", 2½ oz. .... \$33.00 Extra spool \$8.00  
 C-G Graphite Fly Reel II, 3¼", 2¾ oz. .... \$35.00 Extra spool \$8.00  
 Your Cortland Pro knows... see him for a demonstration today!



# THIS IS IT... THE BEST... CORTLAND 444 FLY LINE

When it comes to Cortland 444 Fly Line, the word *best* is almost an understatement. It has earned the reputation of being the world's finest for good reasons: an expert fly fisherman will tell you that effective presentation of an artificial fly depends chiefly on line performance. And the line performance of any 444 is attested to by discriminating anglers worldwide and dictated by Cortland's 50 years of line-making experience, critical inch-by-inch hand inspection, and individually registered lines with unconditional guarantees.

Below are the types of Cortland 444 Fly Lines suitable for a whole spectrum of fishing. Whichever you choose, you'll have the assurance of Cortland and the veteran fly fishermen who swear there is no better.

Ask your Cortland Pro... he knows. You should carry more than one.

6" 8" 73' Body 8" 6"

**444 DOUBLE TAPER**—for fishing on small streams with small flies. Both tapered ends are identical—you can reverse after the used end shows wear. Perfect for "roll casting" or "mending" a longer line. Available in Floating, Sinking or Sink-Tip. TOTAL LENGTH—30 YARDS.

6" 12' 20' to 26' Body 4' 63'6" RUNNING LINE

**444 ROCKET TAPER**—a specialized weight forward line that's most versatile! Its long, slender front taper permits very delicate presentation of small trout flies. Yet can cast flies longer distances! Available in Floating, Sinking, Sink-Tip or Sink-Hed. TOTAL LENGTH—35 YARDS.

6" 6' 24' Body 4' 70'6" RUNNING LINE

**444 BUG TAPER**—for cork or deer hair body bass bugs. Overcomes wind resistance and "turns over" heavier flies and popping bugs. Weight-forward line giving you more distance. Available in Floating only. TOTAL LENGTH—35 YARDS.

6" 6' 20' Body 4' 74'6" RUNNING LINE

**444 SALT WATER TAPER**—the special line for salt water fishermen. "Turns over" heavy salt water flies. The smaller diameter running line permits it to travel farther, even into the wind. Available in Floating only. TOTAL LENGTH—35 YARDS.



## 444 FLOATING FLY LINE

Using our distinctive peach colored high floating lines will immediately identify you as a discriminating angler. Taper contours are balanced perfectly to turn over and straighten the leader. The surface that's glass-smooth will make them literally zing through the rod guides and lift off the water leaving hardly a ripple.

DOUBLE TAPER—30 yds ..... \$16.50 ea.  
Wts: DT3F, DT4F, DT5F, DT6F, DT7F, DT8F, DT9F, DT10F

## 444 SINKING FLY LINE

You can reach down deep where the big fish often lie with these cobalt treated lines. You have a choice of three densities for different water conditions: Medium (No. 1) for shallow or slow moving water; Fast (No. 2) for average conditions; Extra Fast (No. 3) for deep pools or fast currents.

DOUBLE TAPER—30 yds ..... \$16.50 ea.  
Wts: DT5S, DT6S, DT7S, DT8S, DT9S

ROCKET TAPER—35 yds ..... \$17.50 ea.  
Wts: WF5S, WF6S, WF7S, WF8S, WF9S, WF10S, WF11S







**444 FLOATING FLY LINE**

A favorite of experienced anglers who want the distance capabilities of a weight-forward line, yet appreciate the advantages of the long, slender front taper for presenting flies delicately.

ROCKET TAPER—35 yds ..... \$17.50 ea.  
 Wts: WF4F, WF5F, WF6F, WF7F, WF8F, WF9F, WF10F, WF11F

**444 SINK-TIP FLY LINE**

An intriguing new development in fly line. Features a 10 foot extra-fast density tip section which allows flies to be submerged to reasonable depths while the balance of the line floats high for easy pick up. Ideal for nymphs and wet flies. Peach color floating section; sinking tip is distinctively darker.

EXTRA FAST DOUBLE TAPER—30 yds ..... \$18.50 ea.  
 Wts: DT5F/S, DT6F/S, DT7F/S, DT8F/S, DT9F/S.  
 ROCKET TAPER—35 yds ..... \$18.50 ea.  
 Wts: WF5F/S, WF6F/S, WF7F/S, WF8F/S, WF9F/S, WF10F/S, WF11F/S.  
 SINK-HED—35 yds ..... \$18.50 ea.  
 (Sinking portion—30 ft.)  
 Wts: WF6F/S, WF7F/S, WF8F/S, WF9F/S, WF10F/S, WF11F/S.



**444 FLOATING FLY LINE**

Bass fishermen find the 444 Bug Taper ideally suited for "turning over" and laying out the heavier popping bugs and large streamer flies.

BUG TAPER—35 yds ..... \$17.50 ea.  
 Wts: WF7F, WF8F, WF9F, WF10F

(NOT ILLUSTRATED)

SALT WATER TAPER—35 yds ..... \$17.50 ea.  
 Wts: WF8F, WF9F, WF10F, WF11F

**444 SINKING SHOOTING TAPER**

Designed for specialized use wherever extremely long casts are required on large rivers, lakes or salt water. Each has a factory spliced loop for attaching monofilament or special floating shooting line. Available in Floating or Sinking in Medium (No. 1), Fast (No. 2 or Extra Fast (No. 3) densities. 30 ft. .... \$9.00 ea.  
 Wts: ST9S (240 gr.), ST10S (280 gr.), ST11S (330 gr.)





**NEW!**



**444 NYMPH-TIP TAPER™ FLOATING FLY LINE**

The 444 Nymph-Tip Taper has been designed to solve the age old problem of detecting those almost imperceptible strikes when fishing nymphs up or across stream in a dead drift. The slightly enlarged and highly visible fluorescent red "strike indicator" is extra buoyant—allows you to set the hook before it's too late.

WEIGHT-FORWARD—35 yds. . . . . \$18.50 ea.  
 Wts: WF4F, WF5F, WF6F, WF7F, WF8F, WF9F

**444 FLUORESCENT TOURNAMENT FLOATING FLY LINE**

Highly skilled tournament accuracy casters asked us to design an ultra-visible fly line as an aid to target casting. Now they've discovered that these remarkable new lines are ideal for fishing in bad light conditions during early morning or late evening. Also great for those whose eyes aren't what they used to be!

DOUBLE TAPER—30 yds . . . . . \$16.50 ea.  
 Wts: DT5F, DT6F, DT7F, DT8F, DT9F

ROCKET TAPER—30 yds . . . . . \$17.50 ea.  
 Wts: WF5F, WF6F, WF7F, WF8F, WF9F

**NEW!**



**444 "TWIN-TIP" TAPERED LEADERS.**

Great new idea in tapered nylon fly leaders! "Twin-Tip" combines the best features of a stiff tapered nylon butt section and "soft" nylon tapered tippet section. The 5½' tapered hard nylon butt section provides the body to "turn over" the leader, while the 4½' tapered soft nylon material in the tippet section permits delicate presentation of the fly to the water. Packaged with one butt section and two identical tippet sections in zip-lip polyethylene "leader keeper" bag. Replacement tippet sections are available 3 to a package.

444 Twin-Tip Leaders, 1x thru 6x . . . . . \$1.00 pkg.  
 444 Twin-Tip Salmon Leaders, 0x, 8/5 . . . . . \$1.25 pkg.  
 444 Twin-Tip Tapered Tippets, Only (3), 1 x thru 8/5 \$1.00 pkg.

**CROWN KNOTLESS TAPERED LEADERS.**

For anglers who prefer a single one-piece taper. Features an extra heavy butt section designed expressly to turn over the heaviest bug or the tiniest fly. Precise dimensions insure full strength at the terminal end. Packed in reusable polyethylene envelope.

7½' Crown Trout Leaders, 1x thru 6x . . . . . \$ .60 ea.  
 9' Crown Trout Leaders, 1x thru 6x . . . . . \$ .75 ea.  
 12' Crown Trout Leaders, 3x thru 6x . . . . . \$ .90 ea.  
 9' Crown Bass & Salmon Leaders, 0x, 8/5, 6/5 . . . . . \$ .90 ea.

**CROWN SINKING TAPERED LEADERS.**

Specially designed to absorb water and attract particles that accelerate sinking. Hides your leader in dry fly fishing. And they're a decided plus for wet fly and nymph fishing, too.

7½' Crown Sinking Leaders, 1x thru 5x . . . . . \$ .60 ea.  
 9' Crown Sinking Leaders, 1x thru 5x . . . . . \$ .75 ea.



## CORTLAND 2000 SERIES RODS

### A. CORTLAND FR2000 FIBERGLASS FLY RODS

Light, responsive, easy to handle and sturdy beyond any rod you've seen at this modest price! The reason—an advanced Cortland process that produces a semi-translucent, high impact tubular wall with the exact taper for handling a fly line to make effective presentation of artificial flies. Fully guaranteed. Non-binding super strong fiberglass ferrule. Easy to assemble and break down. Hardened carbide stripping guide. Ample sized stainless steel snake guides correctly spaced for smooth flow of line and longer distance casting. Non-fraying epoxy protective finish on guide wraps. Specie cork grip. Anodized double-locking reel seat. Rubber tipped butt cap. Cloth bag and whalebone case in unique rectangular shape that will not roll . . . . . \$28.95

Length	Weight	Recommended Line
6½'	2¾ oz.	5 or 6
7'	3 oz.	5 or 6
7½'	3½ oz.	5 or 6
8'	4¼ oz.	6 or 7
8½'	4¾ oz.	7 or 8

### B. CORTLAND SR2000 SPINNING RODS

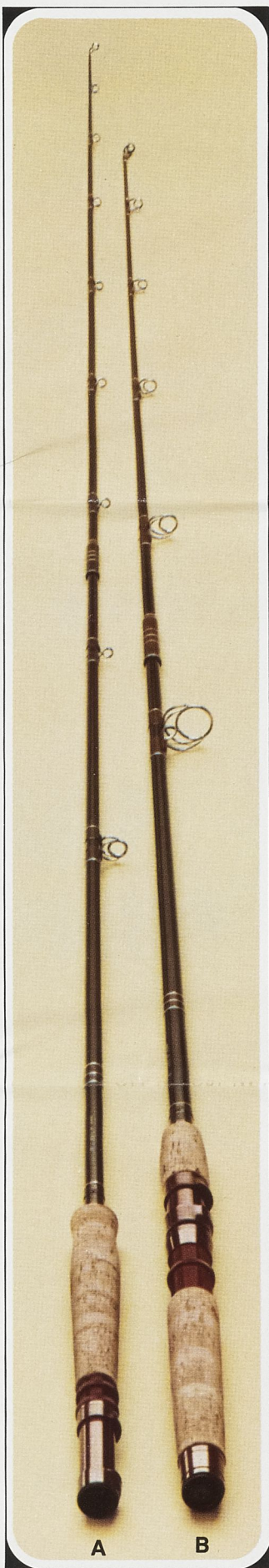
Available in medium action (SR2000M) and heavy action (SR2000H). Both allow full power in each cast. Same construction as FR2000 series . . . \$28.95  
Lengths: 6½', 7', 7½'.

### CORTLAND UL2000 ULTRA LIGHT SPINNING RODS

#### C. 5' LENGTH, 2¼ OZ.

#### D. 5½' LENGTH, 2¾ OZ.

Whichever of these two fantastic Ultra Light Spinning Rods you choose, you'll experience more fun and sporting challenge when fishing for small fish with light tackle. Both have dynamic action because they're fashioned from top quality fiberglass and fitted with chrome plated stainless steel guides. Allow you to place lures from ¼ oz. to ¼ oz. with ease and accuracy. The UL2000 5' model is equipped with sliding rings and the UL2000 5½' model with an anodized aluminum fixed reel seat. Either rod an exceptional value. . . . \$26.95



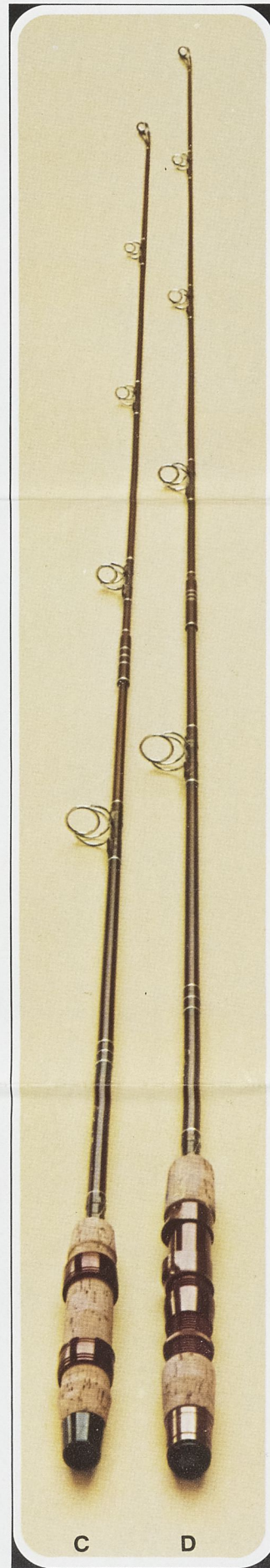
A

B



### CORTLAND 2000 SERIES PAC-RODS

Include Fly Rods, Combination Fly and Spinning and a straight Spinning Pac-Rod. All are 7' in length and are made in six pieces for compact, convenient carrying on the trail or in your luggage. Overall length breaks down to 18". Compact whalebone case with unique 6 compartment cloth bag is included . . . . . \$33.00  
PRF (Fly) 3½ oz., PRC (Combination) 4 oz.,  
PRS (Spinning) 4½ oz.



C

D





**CASTLE SHOWCASE CO.**

120 SEVENTEENTH STREET  
ASHLAND, KENTUCKY

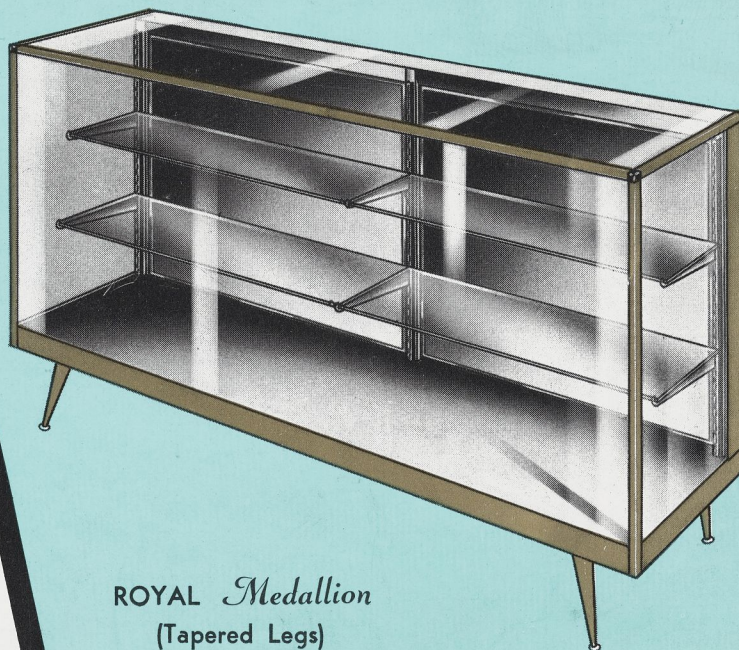
**SHOWCASES  
MERCHANDISE TABLES  
WALL CASES**

FROM *CASTLE SHOWCASE*  
**A CASE FOR EVERY NEED!**

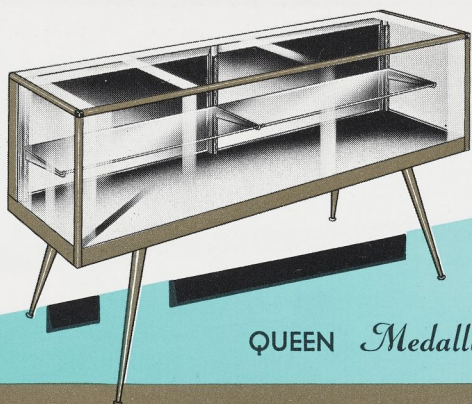
Beauty and charm reach temptingly into the moderate-price field with this amazingly complete selection of "standard" showcases. Twenty-four different styles; in four lengths; in three depths.

All this and round corners too—or else clipped corners. You can match any type of requirement, or of decor, and still avoid "custom built" expense.

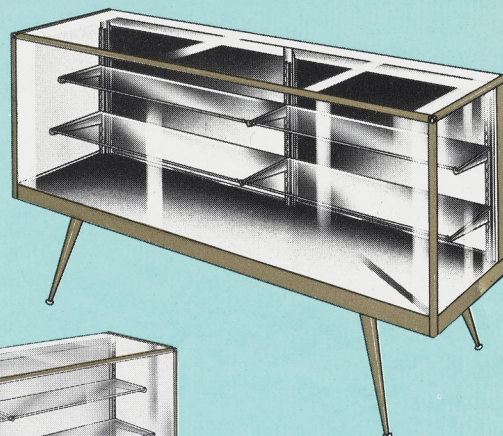
The Medallions, shown on this page, have the grace and delicacy your store needs, but even more important they hold down the cost of that "exclusive" look. Use them with or without light fixtures. Use them with doors in the rear or else backed against a wall with clear glass doors in front (Winchester).



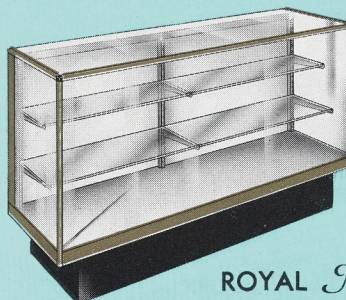
**ROYAL *Medallion***  
(Tapered Legs)



**QUEEN *Medallion***



**PRINCESS *Medallion***



**ROYAL *Medallion***  
(Black Base)

DISTRIBUTED BY

**MOORE BUTCHER SUPPLY, INC.**

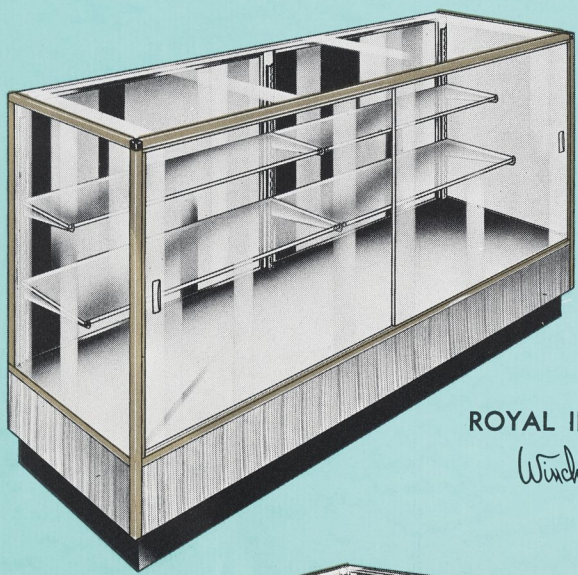
136 WEST 2nd SOUTH  
SALT LAKE CITY, UTAH



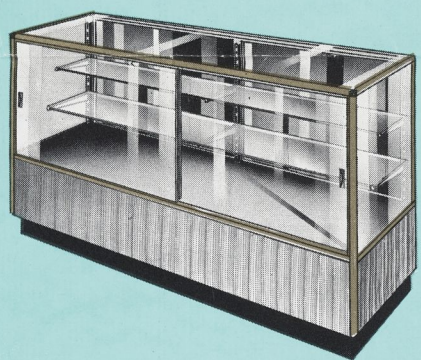


# THE Imperial

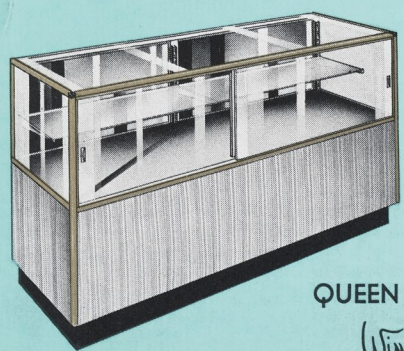
"Winchester" means DOORS IN FRONT. Use these cases back to back, or underneath wall shelves. Their clear glass Front Doors combine vision with fast accessibility. Front storage drawers or doors also available below the display area, and give these handsome units even greater usefulness. Tapered legs also available. Mirrored Back is standard, and brilliantly back lights the merchandise.



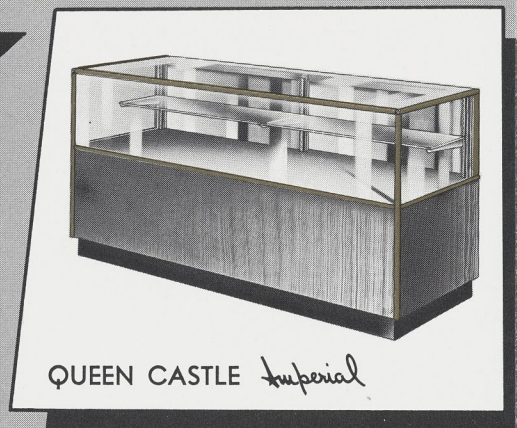
ROYAL IMPERIAL  
*Winchester*



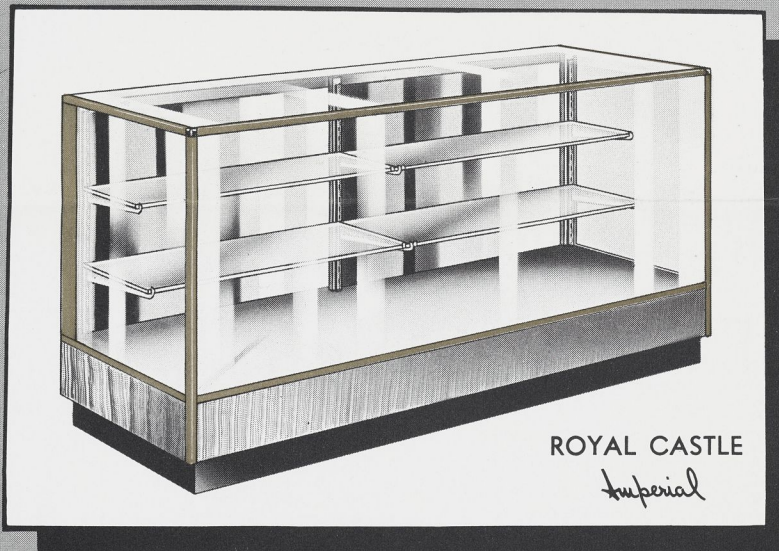
PRINCESS IMPERIAL  
*Winchester*



QUEEN IMPERIAL  
*Winchester*

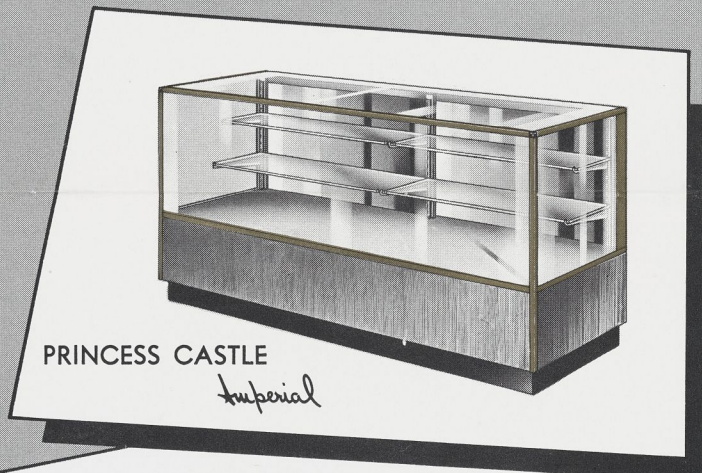


QUEEN CASTLE  
*Imperial*

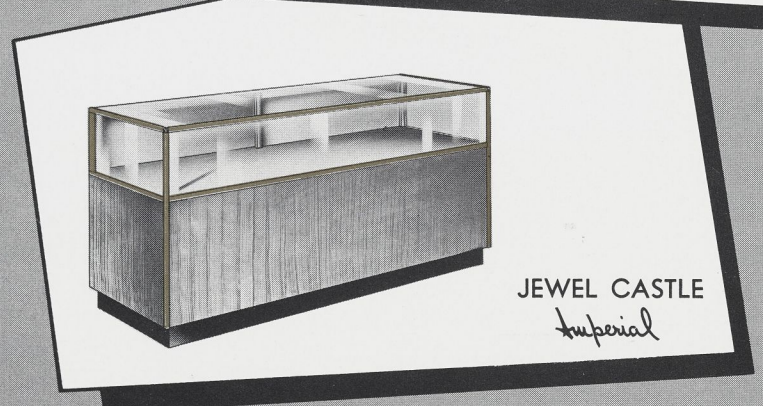


ROYAL CASTLE  
*Imperial*

Imperial Showcases are available with 4" black base as shown; otherwise with 8" tapered legs if preferred. Paneling is in TUFLITE (decorative plastic laminate) in fine wood-grained patterns but more durable than even tough hardwoods and requiring almost no care. Mirror-doors are standard.



PRINCESS CASTLE  
*Imperial*



JEWEL CASTLE  
*Imperial*



# Rear Doors -- Front Doors

## THE *Wide Vision*

Brilliant, high styling, either with 4" black base as shown or else with 8" tapered legs in gold finish to match the metal framing. All Castle leg cases are complete with levelers. Lights, storage drawers and doors, all are available to complete the utility of these charming salesmen.

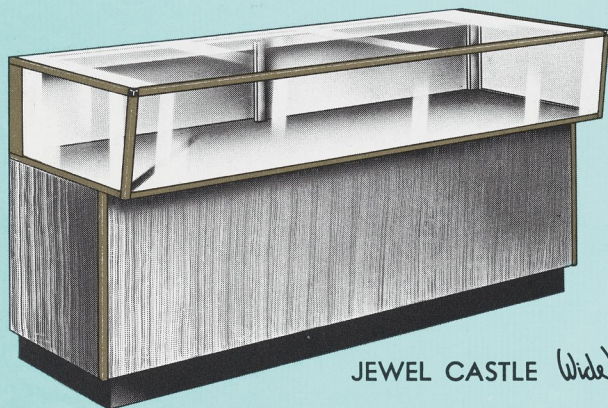
Also available is the COUNTESS CASTLE *Wide Vision*, similar to the illustration immediately below, but with the lower "Sit-Down" height so popular with oculists, jewelers, etc.



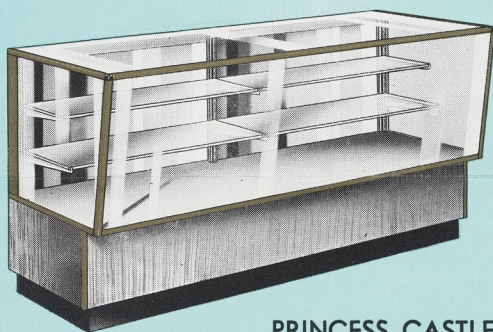
ROYAL MEDALLION *Winchester*

## THE *Winchester* MEDALLION

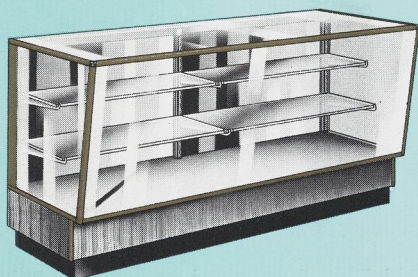
"Winchester" means DOORS IN FRONT. Just the thing to brighten up that small bit of wall space in your store. Sells those very special impulse items that make a holiday season so profitable to the store owner with foresight. Add a self-contained light fixture, or highlight their contents with an exterior spotlight to do a high-pressure selling job on luxury items.



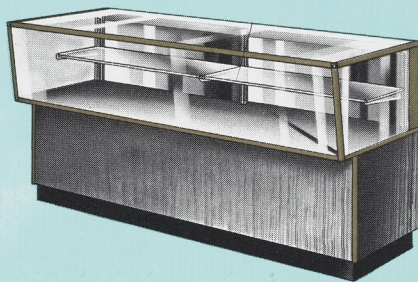
JEWEL CASTLE *Wide Vision*



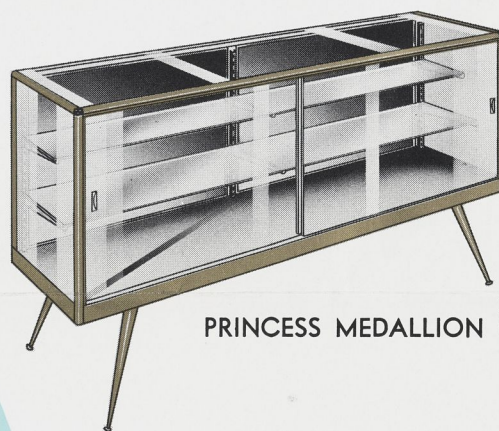
PRINCESS CASTLE *Wide Vision*



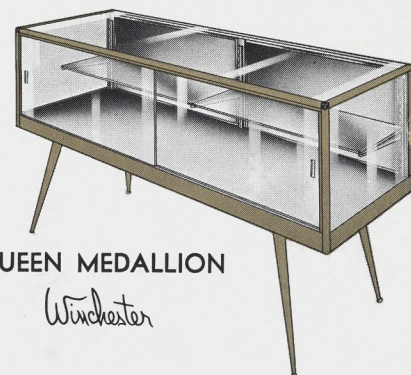
ROYAL CASTLE *Wide Vision*




QUEEN CASTLE *Wide Vision*



PRINCESS MEDALLION *Winchester*



QUEEN MEDALLION  
*Winchester*

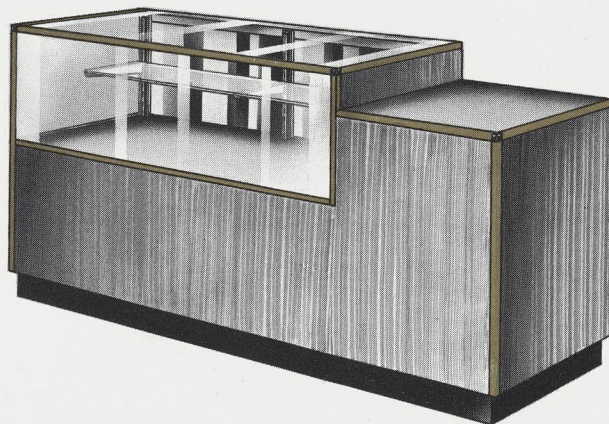
**SPECIFICATIONS ON BACK COVER** 





# SERVICE COUNTERS

by Castle

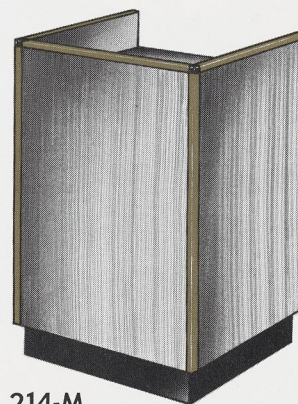


HIGHLAND CASTLE

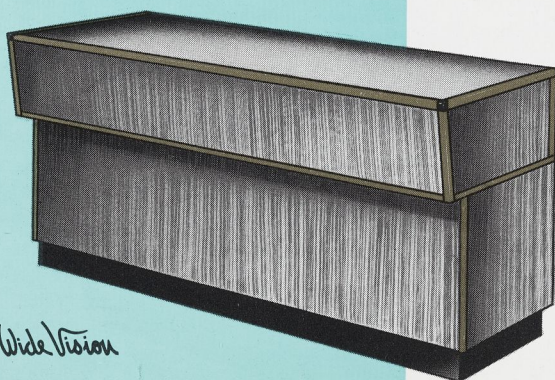
*Imperial*



No. 209-M



No. 214-M



No. 209 *Wide Vision*

Just a sampling of a few special-purpose units to make any store installation complete. The HIGHLAND CASTLE is also available in an alternate unit with perforated metal steps and humidifier for use as a cigar checkout. The register section is available at the opposite end when specified.

Front and end panels on all units are TUFLITE (decorative plastic laminate) in beautiful wood-grained patterns. Counter tops are White Glitter TUFLITE, so popular with modern designers.

These are indeed proud members of the most complete modern line of store fixtures available.

## SPECIFICATIONS

**OVERALL HEIGHT:** Most showcases are 38 $\frac{3}{4}$ ", whether with black base or tapered legs. Counters are 34" to working surface.

**LENGTHS:** 36", 48", 60", 70", and 96". Register stands are 24". Highland Castle Imperial is 60", 70", 84", and 96". All dimensions are approximate.

**WIDTHS:** 18", 20", and 22". Medallion showcases are 20" only. Wide Vision showcases are 22" only.

**EXTERIOR FINISH:** Sugar Walnut TUFLITE (decorative plastic laminate) White Glitter TUFLITE standard on counter tops and optional elsewhere. Other patterns available at moderate additional cost.

**INTERIOR FINISH:** Light Ivory is standard for interior and backs of cases (except Winchester models which have unfinished backs).

**LIGHT FIXTURES:** Optional at extra cost; "slimline" or "regular". Both have satin stainless-steel outer shell and polished heavy chrome inside reflector for utmost in durability. "Slimline" type has remote ballast-box in base for extra coolness, and therefore most practical where heat escape into display area would be a factor.

**HEAVY CRYSTAL GLASS:** Used throughout, including ends and shelves. All shelf edges are round-polished for safety and appearance.

**METAL FRAMING:** Finest aluminum extrusion; heavily anodized in lustrous gold for extra beauty and toughness.

**SOLID PANEL ENDS:** Can be furnished on all showcases.

**STORAGE SECTIONS:** Drawer arrangements, storage doors, etc., are available with or without locks. Royal Castle Imperial and Wide Vision models have no storage section but have room for a row of shallow storage drawers when wanted.

**TAPERED LEGS:** Finished in simulated gold to match metal framing and are complete with levelers.

**MIRROR DOORS:** Standard on Imperial and Wide Vision models. Optional at moderate additional cost on Medallions. All rear doors (whether solid panel or mirror) are banded in stainless steel. All clear glass front doors are frameless with exposed edges round-polished for safety and appearance.

**METAL CASH DRAWER** is available, complete with change insert, bell, and lock.

**ADJUSTABLE DRAWER BINNING:** Available at extra cost. Bins will adjust in either direction.

**NOTE:** Round Corners or Clipped Corners available on all standard showcases (not Winchester) and on all counters. Separate Corner Turn showcases also available (ask for Regency Castle or Windsor Castle in both Imperial and Wide Vision models).