


PYREX[®] WARE SALESMAKER

FOR MAY-JUNE 1959



How to be the
life of the *profit* party
in May and
June with



PYREX[®] WARE
gifts

Let's
have a
Pyrex® ware
party
for the bride!



*And let's give her lovely new gifts
with today's look for today's cook*

A. New Cinderella Divided Casserole has twin candle warmers. She'll serve two packages of frozen foods in it. Lid doubles as a server, too. **\$5.95**

B. New Party-Time Deluxe Carafe is a sparkling gift. Electric tray keeps 12 cups of coffee piping hot. **\$9.95**. Other beverage servers from **\$1.19**

C. Cinderella New Buffet Twins give her two 1-quart casseroles with clear lids, and a serving cradle. She'll carry it proudly to waiting guests. **\$6.95**

D. New Cinderella Twin Server Set is perfect for quick, easy oven-to-table meals for two. Each pretty dish holds 1½ pints. Set, with cradle **\$4.95**

E. New Cinderella Snack 'n' Dip Set is so handy for big and little parties. Detachable small bowl holds dips, the large one chips or crackers. **\$3.95**



PYREX® WARE, a symbol of modern living, is a product of **CORNING** research

MOTHER'S DAY IS MAY 10th. SHE LOVES PYREX WARE, TOO!

This **full page ad** features a full line of highly promotable, profitable gifts...

timed for June Brides, Mother's Day, Anniversaries. Fifteen million of your customers will see it in **Better Homes & Gardens** in May—in **Ladies' Home Journal** and **Good Housekeeping** in June. To meet the demand for these new PYREX gifts, keep stocks full.

Set up your own ^{profit} party for June Brides with Free PYREX Display Kit



Use PYREX Ware's free salesmaking display kit to keynote your Housewares window this Spring. Kit consists of colorful product toppers (packed one with every item), decorative 96" x 26" party foil, and bright, eye-capturing 22" x 34" banner. Use shimmering foil to reflect light; display banner prominently to make your store a PYREX Gift Center for June Brides.

How to get your PYREX Display Kit...FREE

Order the following assortment from your PYREX Distributor

Item No.	Description	Pieces Per Case	Retail Price	
			Each	Case
59-M	PYREX Cinderella Snack and Dip Set	4	\$3.95	\$15.80
472-M	PYREX Cinderella Twin Server Set	2	4.95	9.90
963-CW	PYREX Cinderella Divided Casserole	2	5.95	11.90
473-M	PYREX Cinderella New Buffet Twins	2	6.95	13.90
5802	PYREX Honeymoon Server—2 Cup	12	1.19	14.28
5804	PYREX Honeymoon Server—4 Cup	12	1.49	17.88
CD-59	SPRING GIFT DISPLAY KIT	1	FREE	

TOTAL RETAIL VALUE

\$83.66

No Delay. Your display kit will be shipped FREE right with above assortment.
Available from Corning to round out your gift promotion:

- Retail Ad Mat
- Radio and T.V. Copy



Put new PYREX Spring casseroles on party tables in bridal shop, in key traffic spots in front of elevators or escalators. Window banner easily cuts into 2 separate stand-up cards. Use side featuring casseroles here.



Place PYREX gifts on table setting in linen department. Mounted casseroles look stunning on buffet cloths, place mats. Letter small white card "PYREX Spring Gifts for the Bride may be seen in our Housewares Department, 0th floor."

PYREX® WARE

FOOTS HALF THE BILL

ON FIXTURES THAT **SELL**

Hit a new high in PYREX Ware sales all year 'round—other stores have! These fixtures have been successfully pre-tested in stores just like yours. And PYREX Ware splits the cost with you . . . 50-50!

FLUORESCENT LIGHTED POWERHOUSE

. . . for the full-line store. Exciting, colorful way to create impulse sales. 5' x 10'. \$500 value, **yours for just \$250** with 75-case purchase. Order No. PH-400.



Sales Builder

. . . for smaller stores. Profitable little giant just 48" high, 32" wide, 23" deep. Worth \$30, **dealer cost only \$15**, with 10-case order. Order No. SB-100.



Fluorescent Lighted Profit Builder

. . . sells from all four sides. Increases take-withs, upgrades your store. 54" high x 90" long. Lights are behind plastic panels. \$250 value, **just \$125** with 50-case order. Order No. PB-300.



Senior Sales Builder

. . . for medium-sized stores. Walk-around display takes little space. 48" high x 46" wide x 48" deep. \$60 value, **yours for \$30** with 25-case purchase. Order No. SSB-200.

See your PYREX Ware distributor
for the right fixture for your store . . . or write to:

C. J. EYGABROAT
Consumer Products Division
Corning Glass Works
Corning, New York

Litho in U.S.A.