

PYREX®

HOME FURNISHINGS DAILY ADVERTISEMENT

SALESMAKER

Ideas for **Christmas** 1958



Ask your PYREX Ware Distributor about this **FREE** Christmas Display

Pyrex generates peak selling excitement in your store this Christmas for your top-profit "HOLIDAY HOUSEWARES"—with full color, full page selling impact in all three leading women's magazines—featuring seven glamorous gift ideas with "Today's Look for Today's Cook"! details inside . . .

you can double your

PYREX® SALES

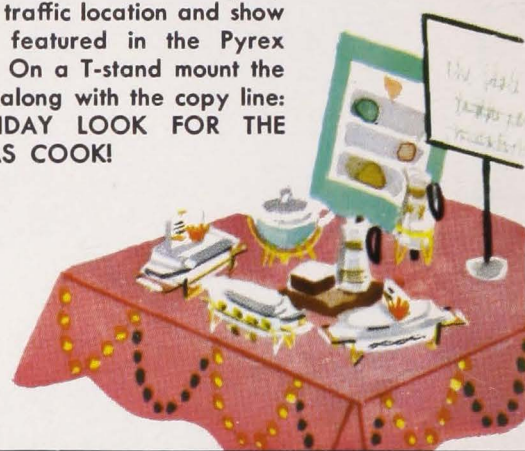
at full mark-up this Christmas!

USE THESE SALES BUILDING IDEAS!



IDEA—Show the 7 advertised items sitting on top of their gaily designed Christmas packages set in front of a small Christmas tree. Add a theme-sign reading: New Pyrex HOLIDAY HOUSE GIFTS!

IDEA—Set up a Christmas party table in a traffic location and show the items featured in the Pyrex Ware ad. On a T-stand mount the Pyrex ad along with the copy line: THE HOLIDAY LOOK FOR THE CHRISTMAS COOK!



IDEA—Mount a copy of the ad on your regular Pyrex display fixture to remind shoppers that Pyrex Ware is needed for holiday entertaining and makes an ideal Christmas gift for homemakers.

IDEA—Promote the glamour of Pyrex for Christmas entertaining by grouping the items featured in the Christmas ad next to mannequins dressed in party frocks. Sign reads: HOSTESS IDEAS FOR HOLIDAY ENTERTAINING—Today's Look for Today's Cook!



IDEA—Brew coffee or tea in your Pyrex beverage makers and serve to Christmas shoppers on Christmas Shopping Nights in your store. Mount copy of ad near the serving table.



IDEA—In outpost locations use Pyrex casseroles and beverage makers as containers for holiday greenery. Show a mounted copy of the Christmas ad beside the arrangement.

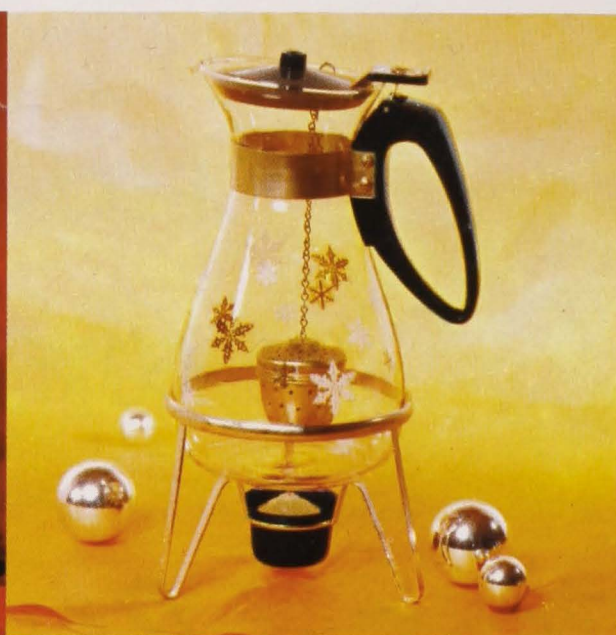


new Pyrex® Holiday House Gifts!

6 beautiful Christmas ideas with today's look for today's cook



New **PYREX Cinderella Buffet**, to make any occasion more festive, from Christmas day on! Easy-to-carry warming tray has thermostatic heat control to keep foods and beverages hot. 2-qt. Decorator Casserole is striped on the sides to match 12-cup Deluxe Carafe. Complete with cord, **\$19.95**



New **PYREX Cinderella Beverage Server**, with tea ball and candle warmer. This welcome gift may be used for making and serving instant coffee, too. 8-cup size, **\$5.95**



New **PYREX Deluxe Cinderella Casserole**. Its attractive brass-plated cradle holds two candle warmers—to keep food hot in 2½-qt. Decorator Casserole. **\$5.95**



New **PYREX Cinderella Serving Casserole**. This beautifully decorated oven-to-table gift has a lid that may be used as an extra dish. 2-qt. size, with cradle, **\$4.95**



New **PYREX Cinderella Serving Bowl**. This lovely gift may be used as a soup tureen, casserole, punch bowl. With candle-warmer cradle. Needlepoint design. **\$4.95**



New **PYREX Cinderella Divided Serving Dish**. For cooking and serving two foods—beautifully, conveniently. With brass-plated cradle and clear lid, **\$3.95**

See these and other Pyrex gifts at your favorite store. \$1.95 to \$19.95

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

Appears in the December issues of **LADIES' HOME JOURNAL**, **GOOD HOUSEKEEPING** and **BETTER HOMES AND GARDENS** . . .

NEW

PYREX

HOLIDAY HOUSE

GIFT CENTER

Christmas Ideas with



Show GIFTS IN CHRISTMAS SETTING

Add an extra Christmas Gift Bar featuring the colorful, useful gifts women prefer for holiday entertaining.

- Makes entertaining a pleasure
- Colors harmonize with every table setting
- Designed with today's look for today's cook

TODAY'S LOOK

FOR TODAY'S COOK

Build Your HOLIDAY HOUSE GIFT CENTER

Feature the full line of PYREX Holiday House Gifts on the end of your PYREX Ware Fixture.

- From \$1.95 to \$19.95
- All fair traded
- Product toppers attached to casserole covers
- Strip cards included in carafes and beverage servers



Feature CARRY HOME GIFT PACKS

Cut delivery costs with pre-packed Christmas items.

- Increase take-with sales
- Build customer excitement
- Create Christmas motif
- Make added gift sales