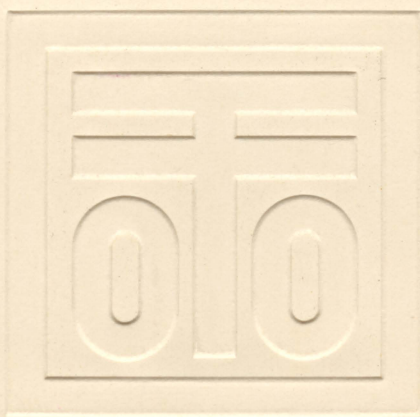
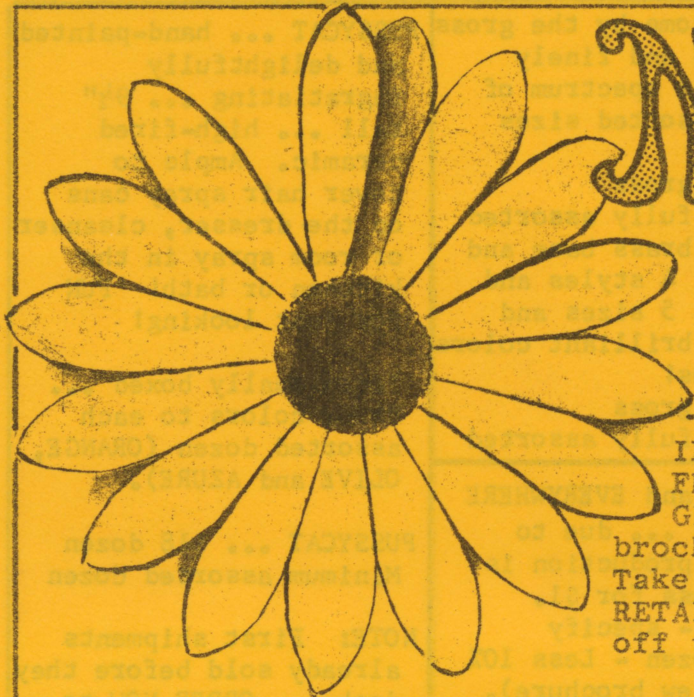


Show Room Copy

please do not remove!



Takasaki



Spring News & Notes

TAKAHASHI • COUNTERPOINT
 33 Main Street 29 Main Street
 San Francisco - California 94105
 NEW YORK SHOWROOM: 225 Fifth Avenue Suite 611
 DALLAS REP: The FREIBERGS 2014 Dallas Mart

IF YOU MISSED US at LOS ANGELES, SAN FRANCISCO, CHICAGO, NEW YORK and DALLAS GIFT-SHOWS ... here's your recap with brochures for all the great NEW ITEMS! Take special note of the long line of \$1. RETAILERS ... guaranteed to get your SALES off to a flying start this Spring!

FRANKLY
 FAKE and
 FUN is our
 F-DAZY ... \$1.
 retail

FOR
 BOUQUETS
 DISPLAY
 PACKAGE TIE-ONS
 PARTY TABLES
 EVERYWHERE!

FEATURED in the
 JUNE issues of
HOUSE & GARDEN
 and
SEVENTEEN!

12 bright colors!
 PACKAGED ala ART
 NOUVEAU ... 12 pcs
 per package.

F-DAZY .. \$72 gr.
 packs


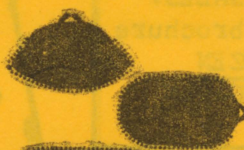
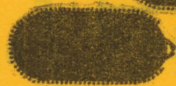

\$7.20 dozen pks.
 Minimum 3 dozen

SPECIFY Solid or
 multi-color packs

APRIL DELIVERY -
 - TAKAHASHI -

THE BIG NEWS IS OUR **Beadies** SPECIAL for MARCH! * The two best-sellers now priced to retail at just \$1. This is the same quality beaded purse that has sold thousands to young and old alike at \$1.50. A COUNTERPOINT SPECIAL!

SPECIAL CONSIDERATIONS: IMMEDIATE DELIVERY! SOLID BRASS FITTINGS that stay bright ... 30 unmatched colors ... 5 styles and a NEW larger clutch to fill any possible gaps in customer demands.

	GROUP I	3 DOZEN	12 DOZEN
	PURSE-KEY } Sold only in	\$ 7.20 dz	\$ 6.00 dz
	PURSE-COIN } boxes of 3dz	7.20 dz	6.00 dz
	GROUP II	1 DOZEN	3 DOZEN
	PURSE-CLUTCH	\$18.00 dz	\$15.00 dz
	PURSE-CIG	18.00 dz	15.00 dz
	PURSE-EYE	18.00 dz	18.00 dz
	GROUP III (new)		
	CLUTCH-LG	\$21.00 dz	\$21.00 dz Less 10%

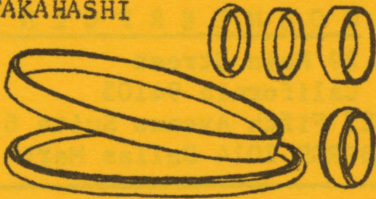
-Assort styles by group for quantity discount-
 -100 full-color promotional postcards FREE with each \$40. order!

LOCK for the "BEADIES" PEDIGREE ... * SPECIAL PRICES thru APRIL 30th

SIX NEW COLOR PAGES are enclosed with this mailing to up-date the catalog folder sent you last April, BUT NOTE: DON'T MISS the NEW PRICES and PACKS listed in these NOTES!

\$1. retail
 baubles ...
 BANGLES ... and
 bright-shiny
 RINGS ...

APRIL DELIVERY
 TAKAHASHI



BANGLE BRACELETS come by the gross
 Enameled on brass and finely
 finished in a full spectrum of
 Spring color. Assorted sizes
 and colors.

J-BANG ... \$72 gross
 Minimum gross, fully assorted
 RINGS ... again a brass base and
 enameled finish. 4 styles and
 widths to please. 5 sizes and
 at least a dozen brilliant colors
 For multiple sales!

J-RING ... \$72 gross
 Minimum gross, fully assorted

PUSSYCAT ... hand-painted
 and delightfully
 ingratiating ... 9½"
 tall ... high-fired
 ceramic. Ample to
 cover hair spray cans
 on the dresser, cleanser
 or room spray in the
 kitchen or bath! FUN
 for just looking!

Individually boxed ...
 three colors to each
 assorted dozen (ORANGE,
 OLIVE and AZURE).

PUSSYCAT ... \$18 dozen
 Minimum assorted dozen

NOTE: First shipments
 already sold before they
 dock ... ORDER NOW to
 insure your delivery
 for late APRIL or early
 MAY!

- TAKAHASHI -

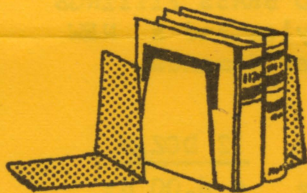
\$1. retail

APRIL DELIVERY
 - COUNTERPOINT -

AS SEEN in HOUSE & GARDEN, MC CALLS and EVERYWHERE
 UNDER THE SUN! Hand-carry PARASOLS ... due to
 dock any day now, but total Spring production is
 definitely limited. Buy by the gross for \$1.
 retail seller!

U-36 3' Parasol - specify
 pattern \$7.20 dozen - Less 10%
 per gross (see new brochure).

\$1. retail



STUDENT POPULATION?? ... PRICED JUST RIGHT for the
 limited pocketbook. Bright, informal BOOKENDS are
 reversible two-tones ... durable baked-enamel
 finish on heavy-duty steel \$1. retail the pr!
 The matching HOLDERS for desk or table retail at
 a nominal 50c

H-BE ... Bookends ... \$72/gross pair
 Assorted 2-tones 7.20/dozen pair

Minimum 3 dozen

H-HOLD ... Holders ... \$36/gross

3.60/dozen

Minimum 3 dozen

APRIL DELIVERY - TAKAHASHI

\$1. retail

APRIL DELIVERY
 - TAKAHASHI -

ALL THE PRETTY FLOWERS ... come assorted on our
 MUGS! High-fired PORCELAIN ... sure-fire SALES!
 Still the best \$1. retailer. See the new brochure
 for your preferences ... NOTE the NEW 6 DOZEN
 MINIMUM (assorted in your preferences). MUG-PLN

ITEM FOR SPRING ... the HANDI-TOTE! Looks great ...
 is great ... \$1.50 retail! Fabric laminates of
 sturdy construction. TOTE THEM for sunning,
 shopping, school, lunches, etc. ... no end of good
 use. Comes in 36 different floral patterns and
 colors in our minimum 3 dozen pack.

HANDI-TOTE ... \$9/dozen

Minimum 3 dozen fully asst.

Less 10% per assorted gross

TO BE CONTINUED ... overwhelming show response prompts us to
 fun our FIESTA FLOWER/FLORETTE SHOW SPECIAL through
 April 15. \$108/gross price gives you an even
 assortment of the ever-popular Fiesta Flowers and
 its new cousin the Florette (tightly-budded and
 velvety texture). IMMEDIATE DELIVERY. FIF/FLTS!
 N.B. Fiesta Flowers alone are \$10.80/dz - no quantity discount





THE ONLY THING TO SELL for PICNICS, PATIO, POPCORN, soups, what have you! TAKAHASHI OLD-FASHIONED ENAMELWARE sensationalized by smashing NEW 2-tone colors! 5 PIECE SET \$5 RETAIL (consists of 1 large 10" bowl and 4 individual 6" serving bowls) Our same high-fired ENAMEL finish on a steel base with chip-resistant rolled edges flame and oven-proof dishwasher proof brilliant color!

NBSS ... 5 Pc. SALAD SET ... \$30 dozen
- Minimum assorted dozen sets -

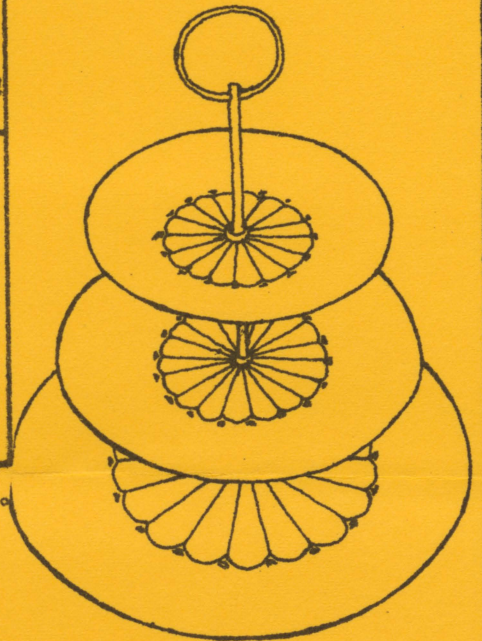
APRIL DELIVERY - TAKAHASHI

HN ... HOUSE NUMBERS ... now sold only as packs of 10 pcs. of any color and number at \$2.50 your cost ... allows you a continued 50¢ retail. RED and TURQUOISE line up with OLIVE, ROYAL, ORANGE and BLACK for a full color selection!

YOUR "BIRD IN THE HAND" for Spring promotion ... Counterpoint's C-CAN CANISTER SET ... \$5 RETAIL/4 pc. set

HERE in good supply and DELIVERING ... KEEP CLOSE WATCH on your stock - IT'S A FAST SELLER! Nested and boxed

IMMEDIATE DELIVERY C-CAN Canister set ... \$30 dozen
- COUNTERPOINT - Minimum dozen sets - assorted
in 6 two-tone colors pre-packed



PICKING UP THE CONTINUED GOOD SALES OF MUM DESIGN TRAYS ... NEWEST in the line is our three-tiered serving tray in four color combinations ... individually boxed and priced right at a \$6. retail!

APRIL DELIVERY LD-3-MUM ... \$36 per minimum
- TAKAHASHI - assorted dozen.

CAN'T REALLY END WITHOUT "THE" MUST FOR SPRING SALES ... TAKAHASHI HATS! Fashion-right, priced right! CHECK our PROMOTIONAL PRICES ... be sure to include our feature LACE-LOOK NET HAT with your order ... very NEW! (See new brochure)

HAT-4 and 4X \$15.00 per dozen - assorted only
13.50 per dozen for 3 dozen or more
APRIL DELIVERY 12.00 per dozen per gross
- TAKAHASHI -

HAT-NET
HAT-6 and 6X \$18.00 per dozen
16.20 per dozen for 3 dozen or more
15.00 per dozen per gross

QUANTITY PRICES AVAILABLE for 50 and 100 DOZEN LOTS in either group above, IMPORT BASIS

SCOOP YOUR COMPETITION with these "DON'T MISS" items NEW from COUNTERPOINT ... TABLE RUNNERS by popular demand (\$5. retail the pair) ... GLASS FRUIT promotionally priced and carefully boxed (\$1.50 retail) ... BOXES of vinyl-coated papers (priced from \$2. to \$3.50 retail) ... LACQUER BOXES and a new COASTER SET (\$1. to \$3. retail). TAKE A MINUTE and thoroughly peruse the NEW catalog sheets ... they are jam-packed with well-priced and very saleable merchandise!

- WATCH FOR FURTHER NEWS & NOTES from TAKAHASHI and COUNTERPOINT in APRIL -


Takahashi'

33 MAIN STREET · SAN FRANCISCO · CALIFORNIA 94105 · U.S.A. · TELEPHONE EXBROOK 7-4670

IMPORTERS - EXPORTERS

CABLE ADDRESS: TAKATRADCO

April 1965

This  is the TAKAHASHI corporate family crest. Fifteen years ago, this symbol was unknown. Today it is a recognized standard for craftsmanship and contemporary design. The TAKAHASHI philosophy is quite simple -- we believe that indigenous craftsmanship in the techniques of working with native materials is timeless.

We live in an era of hurry-up mass production; of molds with look-alike castings and pressings. Conformity in design has created a hunger for the unique. And, ironically enough, to answer this demand, we need only to call on tradition; to rediscover the warmth, beauty, and functional simplicity of centuries-old craftsmanship.

TAKAHASHI rekindled tradition in craftsmanship first with lacquerware. This fine art was reborn in a barrage of color brilliance which fired imaginations the world over. Then came TAKAHASHI porcelain enamelware in the same dazzling colors. Then earthenware. Wood. And fiber.

All TAKAHASHI design and color invention is carried out in San Francisco. Our materials and techniques come from cultures throughout the world. The following pages reacquaint you with these designs, materials and techniques. And, hopefully, they give substance to our more than 100 awards in design excellence.

From time to time, new pages will be added to our family album. Each will be carefully planned to fulfill your and your customers' greatest expectations of TAKAHASHI.

Warmest personal regards from
The TAKAHASHI's and the STAFF

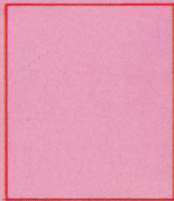
T A K A H A S H I , I N C .



A PORTFOLIO
OF FINE GIFTS
FROM THE
Takahashi
COLLECTION

© TAKAHASHI • SAN FRANCISCO • 1965 / 100M765 • PRINTED IN U.S.A.

TO:





LACQUER CANDLEHOLDERS 6½" tall. Red, Persimmon, Olive, Azure. **LCH-11 \$3 pr.** Also in Gold Leaf. **LCH-11G \$4 pr.**
FIESTA CHRYSANTHEMUMS Full blooms, dried natural flowers of Yellow, Orange, Pink tones. On wire stems. **F-MUM \$1.50 bunch**
PARTY TIER TRAY Brass fittings, lacquered trays. Red, Yellow, Persimmon, Olive, Turquoise, Royal Blue. **LD-3 \$4**
CHIP 'N DIP SERVER (Colors as LD-3 above.) **LD-2 \$3**
SALT & PEPPER Red, Persimmon, Olive, Azure lacquer. **LSP-3 \$2 pr.**
CANAPE TRAY A versatile set of 6. Red, Persimmon, Olive, or Azure lacquer. 5" x 8". **TL-85P \$3 set.** Also in Gold Leaf. **TL-85G \$5 set**

STEAK KNIVES Handsome set of 6. Handles of paulownia hardwood; highest quality stainless-steel blades. Kiri-wood case. **CSK-4 \$8**
BOTTLE OPENER Teak and stainless steel. 9½". Boxed. **CF \$1.50**

Beadies
BY COUNTERPOINT

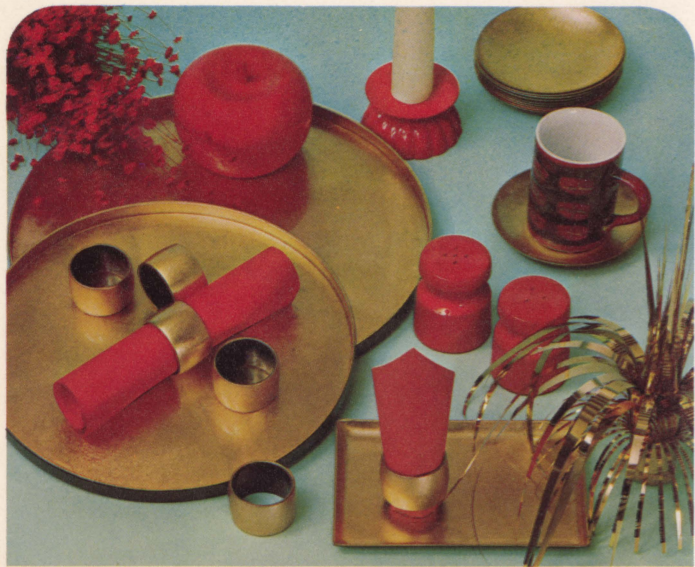
BEADED BAGS are all the rage! Hand-crocheted in an absolute carnival of colors. Name your favorite!! **COIN PURSE \$1.50** **KEY PURSE \$1.50**
CLUTCH \$3 **EYEGLASS/COSMETIC CASE \$3** **CIGARETTE CASE \$3**



CANISTERS 4 piece set. Select from one of 6 brilliant 2-tones. Baked enamel finish; air-tight tins; rolled safety edges. Please indicate first and second color choice. **C-CAN \$5 set of 4**

Orange/Cerise	Yellow/Spanish Olive	Blue/Olive Green
Yellow/Orange	Lime/Cobalt Blue	Red/Orange





HAND-LAID GOLD LEAF LACQUERWARE Finish impervious to alcohol, food acids, etc. Most pieces also available in color.

GALLERY TRAYS Nested 12", 14" sizes. Gold Leaf. **TP-GT-G \$5 set**

NAPKIN RINGS Finishing touch for elegant occasions! Gold Leaf with Black or Persimmon lacquer. Wooden box. Set of 6. **LNR-G \$5**

COASTERS Gold Leaf 5 1/2". Boxed 6 to a set. **LC-56G \$3 set**

CANAPE TRAYS Gold Leaf 5" x 8". Set of 6. **TL-85G \$5**. Also color.

SALT & PEPPER Red, Persimmon, Olive, Azure lacquer. **LSP-3 \$2 pr.**

FOUNTAIN Table or hanging decoration. 13". Gold. **XFTN-13 \$1**

FIESTA FLOWERS Brilliant bouquets of color! **FIF \$1.75 bunch**

SPECIFY: Autumn, Orange, Cerise, Olive Green, Yellow, Natural, Green, Baby Blue, Royal Blue, Aqua, Red or Chartreuse.

"MUM" GALLERY TRAYS Nested set of 2; 12", 14" sizes. Specify: Red/Pink or Olive/Turq. **T-MUM-GT \$5 set**

COLORFUL LACQUERWARE All pieces available in Red, Persimmon, Olive, Azure and Gold Leaf unless otherwise indicated.

CANDLE HOLDERS 6 1/2" **LCH-11 \$3 pr.** Gold Leaf **LCH-11G \$4 pr.**

CANDLE HOLDERS 10" **LCH-12 \$4 pr.** Gold Leaf **LCH-12G \$6 pr.**

CANAPE TRAYS 5" x 8". Set of 6. **TL-85P \$3**. Gold Leaf **TL-85G \$5**

GALLERY TRAYS Set of 2 nested. **TP-GT \$4**. Gold Leaf **TP-GT-G \$5**

BOAT BOWLS For flowers, fruit, salads, etc. Colors include Turquoise, no Azure. **LBB-16" \$4, 20" \$6, 24" \$8**

BOOKENDS 5" x 7". **LBE \$5 pr.** Gold Leaf **LBE-G \$6 pr.**

APPLE BOWLS Nested set of 2. Also Turquoise, Black, Gold. For bonbons, hot/cold foods, bath, boudoir use. **LSB-75A \$2.50 set**

SALT & PEPPER Color coordinate w/Enamel! **LSP-3 \$2 pr.**

NAPKIN RINGS For informal color. Kiri-wood storage box. A set of 6. **LNR \$4**. Gold Leaf w/Black or Persimmon. **LNR-G \$5**

SALAD SERVERS **LSF-2 \$2.50 pr.**

QUALITY ENAMELWARE High-fired; heavy-gauge steel; flame-proof; oven-proof; dishwasher-safe. All pieces available in brilliant Red, Orange, Olive Green or Azure (exceptions indicated below).

COVERED CASSEROLES Oven-to-table service. 2 qt. **N-CAS-2 \$6**
4 qt. **N-CAS-4 \$8**

COFFEE POT 6 cup capacity. **N-POT \$5**

CREAMER-SUGAR SET Each piece 14 oz. **N-C/S \$3.50 the set**
Creamer doubles as individual teapot, sugar as jam or bean pot!

COLANDER Decorative and useful! 10 1/2" x 5 1/8". **N-COL \$5**

KETTLE Designed to heat water quickly. 2 qt. **N-KET-20 \$5**

HOUSE NUMBERS Novel gift for everyone on your list! Specify # and color (Black, Royal Blue, Olive, Orange ONLY). **HN \$.50 ea.**

MUGS Perfect for children and all party and informal entertaining. 7 oz. capacity. Mix or match! **N-MUG \$.60 ea.**

BOOKENDS 5" x 7" Gold Leaf **LBE-G \$6 pr.** Also in color **LBE \$5 pr.**

JEWEL BOX Velvet-lined interior with usable compartments and mirrored inside lid; brass fittings, lock. Gold Leaf. **LJWL-BG \$25**

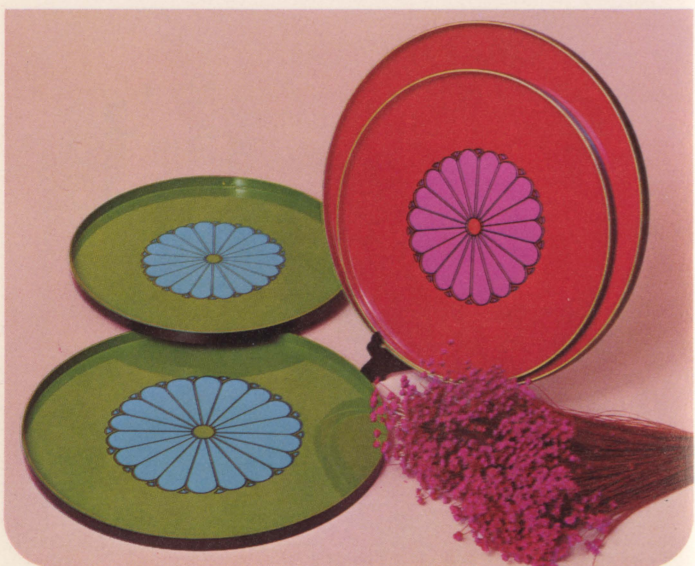
APPLE BOWLS Nested set of 2. Versatile. Gold Leaf. **LSB-AG \$5 set**

CLOTHES BRUSH Perfect man's gift! Plush nylon bristle. Gold Leaf **LBRS/C-G \$7**. Red, Persimmon, Olive, Azure **LBRS/C \$6**

HAND MIRROR Elegant dresser accessory. Beveled plate glass. Gold Leaf **LMIR-G \$7**. Red, Persimmon, Olive, Azure **LMIR \$6**

PORCELAIN MUGS **FINEST QUALITY, HIGH-FIRED** (top to bottom and left to right) Specify **MUG-PLN** & design, color. **Set of 6 \$6**

CROSSES: Rust; **IRAN:** Rust; **STRAW FLOWERS:** Green/Yellow, Orange/Yellow, Blue/Green; **HEARTS & FLOWERS:** Red/Royal Blue, Yellow/Orange, Blue/Green; **ROSE:** Gold, Blue/White, Olive; **LEAF:** Olive, Gold, Bronze; **WISTERIA:** Mustard/Olive, Pink/Orange, Blue/Green; **BOUQUET:** Yellow/Orange/Lime, Royal Blue/Teal/Olive, Red/Pink/Orange; **SM. & LG. VINES:** Olive, Eggshell.





CANDLEHOLDERS Enameled steel. Cerise, Yellow, Orange, Red, Turquoise, Olive, Azure and dull-finish Black.

MUM-SHAPED CANDLEHOLDER with brass spikes. HIM-4 \$2 pr.

REVERSIBLE CANDLEHOLDER Versatile centerpiece. HIT \$3 pr.



FESTIVE PARTY DECOR Shimmering new color combinations!

FEATHER GARLAND 9' Blue/Green, Pink/Red, Gold. XG-240 \$1

SPIRAL GARLAND 9' Blue/Green, Pink/Red, Gold. XG-104 \$.75

FOUNTAIN 6" Assorted colors. Pkg. of 4. XFTN-6 \$1 pkg.

FOUNTAIN 13" Blue/Green, Pink/Red, Gold. XFTN-13 \$1

CHANDELIER Blue/Green, Pink/Red, Gold. 10" ball XCH-10 \$1

14" ball XCH-14 \$2

FOIL BALLS 6" Blue/Green, Pink/Red, Gold/Silver, Gold.

X-BALL-6 \$.50



THE STORY OF LACQUER

The art of lacquering was perfected by the Japanese and established as an industrial craft before the Christian Era.

Lacquer is not a paint nor a varnish, but is a sap from certain trees. This lacquer is laid on to a base material such as wood, and dried slowly, in controlled dampness at low temperatures. In fine quality items, many coats of lacquer are applied and slow drying repeated, polishing each layer in between, hardening the coats and producing a wonderful jewel-like brilliance.

Wood or other materials of a soft and even grain is generally the base of lacquered accessories, and all are produced after months of long delicate processing. They range from the commonest daily utensils to impressive large objects.

Takahashi lacquerware is thus produced with care and pride.

THE CARE OF LACQUER

Treat it with respect and the care they deserve by shielding them from direct sunlight, radiating heat of fireplaces, ovens, and open fires. Protect its beauty from scratches and abrasions. Add the luxury of its distinguished appearance every day to contemporary American living. With proper care, each fine piece should last for two generations or more.

ITS USES

For snacks, salad, dips, for food of all sorts, served cold.

Wherever the inside surface is black or gold, it will be impervious warm foods, salad dressings and alcoholic mixtures.

Note: Since the popularity and fast turn-over of TAKAHASHI LACQUERWARE speeds the items from the hands of the craftsman to yours, the odor of genuine lacquerware may be detectible while the lacquer is 'green.' Exposure to free-circulating air will soon free them of odor, but if it is to be used for food in a hurry, lacquerware should be first washed in a warm sudsy solution of fine soap to which vinegar has been added.

Takahashi

C O R P O R A T I O N P O L I C I E S

33 Main Street • San Francisco • California • 94105

TERMS 2% 10 Net EOM. Our books close on the 25th of each month. This means that you have from 15-45 days to take your discount depending on the date of your invoice. For example, an invoice written on January 26 would be discountable until March 10. TAKE ADVANTAGE OF OUR GENEROUS DISCOUNT POLICY!!

ALL MERCHANDISE FOB - San Francisco warehouse.

FREIGHT ALLOWANCE - 50% on orders of \$250 or more, and 100% on orders of \$1000 or more, ONLY IF DISCOUNTED and IF one copy of freight bill is enclosed when taking allowance. (Not applicable for HAWAII or ALASKA.)

\$50.00 MINIMUM on all INITIAL ORDERS. All new accounts invoiced initially on a proforma basis. You can expedite delivery of your order by enclosing a check for amount of purchase. Please forward 3 trade references with addresses in order to establish a future open account credit basis.

\$30.00 MINIMUM on all RE-ORDERS.

ALL ORDERS SUBJECT TO APPROVAL OF San Francisco home office.

ALL PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

NO CLAIMS AFTER 30 DAYS. No exceptions.

NO RETURNS WITHOUT PRIOR WRITTEN AUTHORIZATION of the home office. Unauthorized returns will be refused at our warehouse. No exceptions.

EFFECTIVE JANUARY 1 each year, all outstanding orders and backorders in the house at that time are cancelled. If you desire to keep your order, we will welcome a note advising us contrary to this policy.

10% ALLOWANCE on TAKAHASHI OLD-FASHIONED ENAMELWARE orders of \$250 or more, IF DISCOUNTED.

10% QUANTITY DISCOUNT is possible on certain lines. Please ask our sales representative for further particulars or write directly to Jack Merkel, Sales Mgr., San Francisco home office.

SAMPLE SHIPMENTS are not possible where total shipment is less than minimum packs and minimum order requirements.

Hats & Bags



Takahashi



Royal Cooney
1201 Tolson

Orange -
N KBT - 20

Lace Sets the Pace

12/16/20
12/18/00
12/15/00
12/15/00
12/15/00

13.50

OPEN CHOICE FOR A SEASON IN THE SUN!
Your customers will appreciate the AIRY, LIGHT weave for cool comfort in casual wear. Feminine

new design inspired by the fashion trend to a "racy-lacy" look. All of our usual sun-bright colors! Popular 5 inch brims.

■ **HAT-5-NET**—solid colors only \$18.00/dz.—dz./minimum \$16.20/dz. in gross lots

THE EASY SHAPES in brims are way ahead and destined for another successful run! Rakish chapeaux offer unlimited possibilities worn plain or decorated—drape an entirely new shape as mood dictates. A popular hat with leading de-

signers, it is hand-woven by master craftsmen in exciting solid and 2-tone fashion colors. Snappy 4 inch or sophisticated and floppy 6 inch brims, adaptable to any stylish mode! Even MEN wear the dark ones!

■ **HAT-4** 4" brim—solid colors
■ **HAT-4X** 4" brim—2-tones
\$15/dz.—dz./minimum
\$13.50/dz. in gross lots

■ **HAT-6** 6" brim—solid colors
■ **HAT-6X** 6" brim—2 tones (new)
\$18/dz.—dz./minimum
\$16.20/dz. in gross lots

HATS PACKED ASSORTED DOZEN SOLID OR 2-TONE COLORS, OR MINIMUM ONE DOZEN PER COLOR YOUR SELECTION.

COLORS: SOLIDS: Citron, Orange, Olive Green, Lime, Royal Blue, Aqua, Black, Natural, Cerise, Cream, Lemon, Red and Dry Grass.

TWO-TONES: Orange/Red, Red/Orange, Orange/Cerise, Cerise/Orange, Citron/Lemon, Olive/Citron, Citron/Olive, Black/Brown, Cream/Dry Grass, Natural/Cream, Lime/Aqua, Aqua/Lime.

202
202

12.00

14.25
26



TOTE TERRIFIC! Chic practicality to mix or match with our ever-versatile hats. Nothing looks snappier for your non-stop schedule than this "poofy" NEW TOTE with the "Italianette" look. Side detailing and hand-braided handle decorate this capacious hand-crocheted bag. For city-shoppers, sun-lovers, beach-goers...really goes where the action is! BUDGET-RIGHT at a mere \$5 retail!


SIMPLE SILHOUETTES made fancy by a hand-crocheted popcorn stitch. Admire the superb craftsmanship at half the price of European rivals! The fiber a durable soil-resistant viscose straw; fine faille linings, zippered pocket and brass fittings. We don't skimp on colors either! ORANGE, LEMON, CITRON, OLIVE GREEN, SAND, BLACK, ROYAL BLUE, IVORY, TOAST and NATURAL. Order a full selection to team-up with our papyrus hats for combined sales!

■ **BAG-TOTE . . . \$30/dz.**—minimum assorted dz.
Colors: Royal Blue/Olive, Black/Camel, Aqua/Lime, Yellow/Sand, Sand/Cream, Sand/Citron, Camel/Sand, Pink/Orange, Blue/Green, Black/White; Sand and Black solid colors.

■ **MINIMUM DOZEN at a MODEST \$42/dozen**
Specify BAG-1, 2 or 3 . . . assorted or your selection.



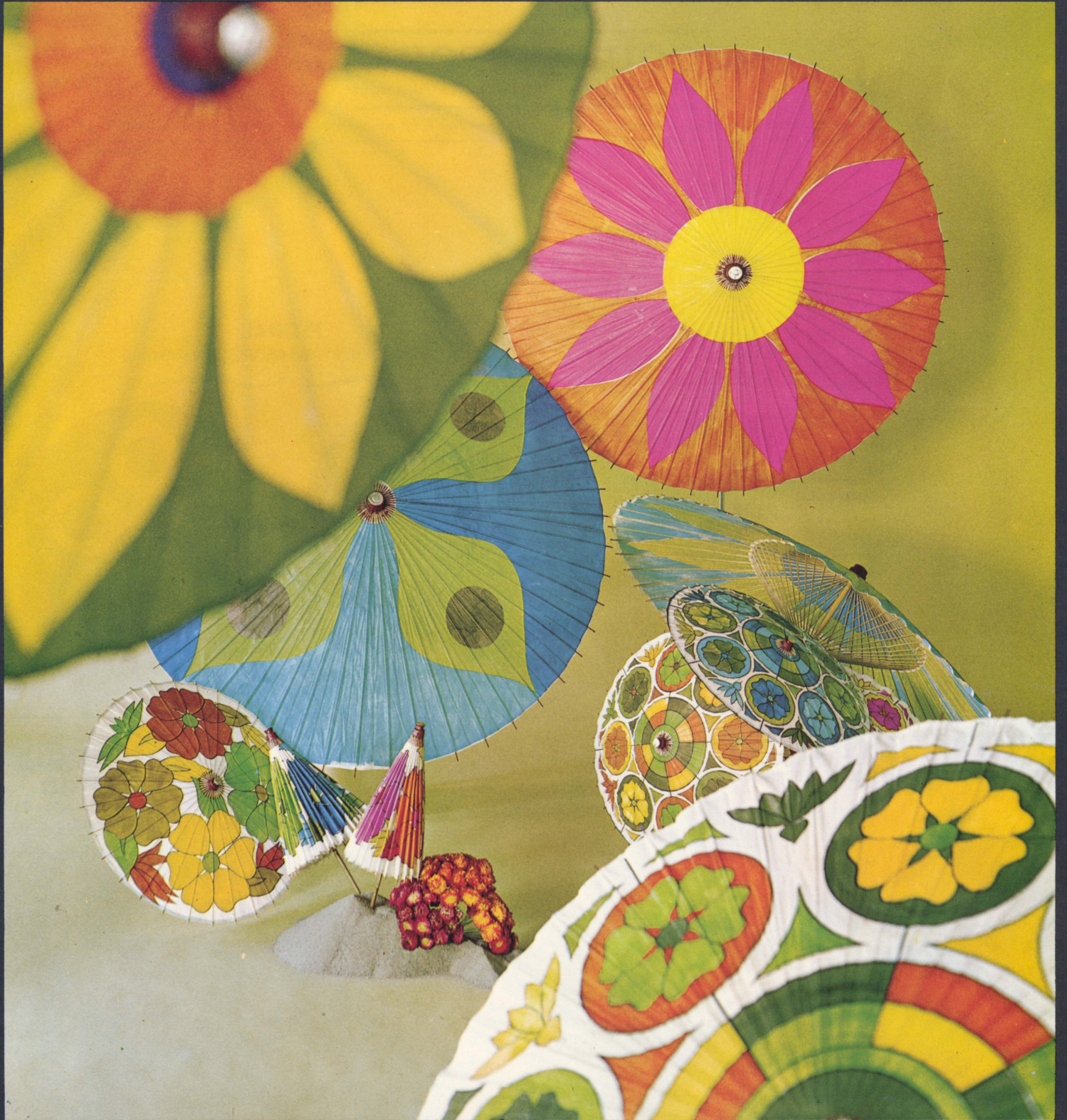
33 MAIN STREET, SAN FRANCISCO, CALIFORNIA 94105
NEW YORK SHOWROOM: 225 Fifth Avenue, Suite 611, New York City, New York 10010

LOOK FOR THIS SYMBOL  OF QUALITY... SOLD AT FINE STORES EVERYWHERE!

All items shown or described on this price sheet, and their prices, their colors and/or color combinations, are subject to change without notice.



PARASOLS BY COUNTERPOINT



It's Spring: Color it Bright!

GAY, NEW PARASOLS! FRESH, COLOR-SPARKED PATTERNS, HAND-SCREENED ON MOISTURE-RESISTANT PAPER. SEE HOW THEY SUN ON BEACH, LAWN OR PATIO, AS SHELTER OR DECORATION!

ORDER NOW . . . PRODUCTION IS DEFINITELY LIMITED!

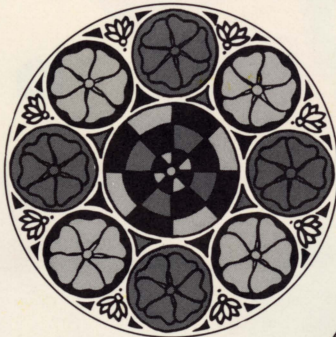
- **U-36** 3' dia. PARASOL...\$7.20/dz.—dz./min. Specify group. (Hand-carry size.) (Shipping wt. 6 lbs.)
- **U-72** 6' dia. PARASOL...\$36/dz.*—dz./min. Specify group. (2 pc. handle extends to 7' height.) (Shipping wt. 44 lbs.)
*\$30/dz. in 2 dz. lots.
- **SPECIFY GROUP: ART NOUVEAU or FLORAL** (as illustrated below). Packed assorted, each minimum dozen of a size and group includes a full color range of warm and cool combinations.

CHOOSE **COUNTERPOINT** FOR PROVEN SELLERS!
29 MAIN STREET • SAN FRANCISCO, CALIFORNIA 94105

All items shown or described on this price sheet, and their prices, their colors and/or color combinations, are subject to change without notice.

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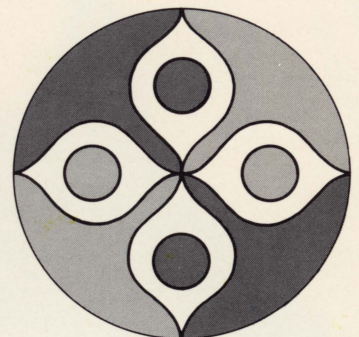
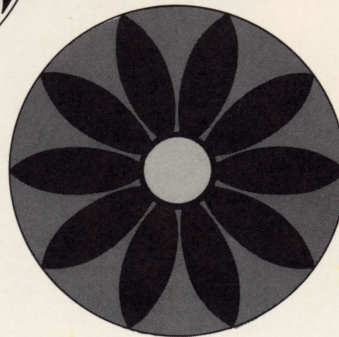


ART NOUVEAU

(Assorted TIFFANY-type patterns against a white background)

FLORAL

(Assorted DAISY and GEOMETRIC patterns)



COUNTERPOINT

29 MAIN STREET • SAN FRANCISCO, CALIFORNIA 94105

BULK RATE
U. S. POSTAGE
PAID

San Francisco, Calif.
Permit No. 8535

MATS AND RUNNERS

PROMOTION PRICES

HANDSOME, DURABLE CONSTRUCTION characterizes our MAHOGANY MATS PRICED FOR VOLUME SALES at a 50¢ RETAIL ... Try selling sets of four or six for increased volume and easy handling! A hit for informal dining ... wipe clean with damp sponge ... fold for tidy storage. You can get them in the most sophisticated of colors (from oil-base dyes), solid and two-tones. A generous 12 x 18" size!

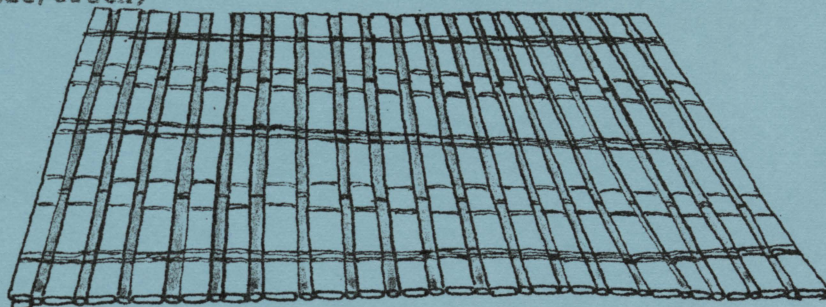
MAT-MHG ... Solid-color MATS ... \$3.60 per dozen - minimum dozen per color. Less 10% per gross fully assorted in all colors (Orange, Olive green, Brown and Blue)

MAT-MHG-X ... Two-tone MATS \$3.60 per dozen - minimum dozen per color. Less 10% per gross fully assorted in all colors (Aqua/Lime, Lime/Aqua, Brown/Black, Brown/Rust, Orange/Rust, Blue/Green)

IN ANSWER TO MANY DEMANDS ...

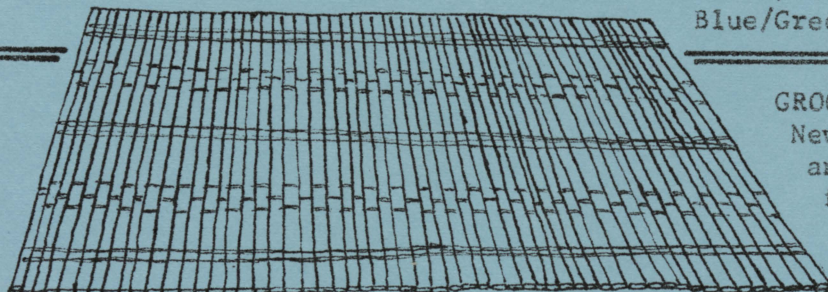
we've added a NEW 6' RUNNER to sell at \$2.50 each ... RETAIL at \$5. the PAIR! Available in six solid or two-tone colors!

- APRIL DELIVERY -



MAT-MHG-72 ... Solid-color RUNNERS ... \$30. per dozen pair - minimum dozen fully assorted in all colors (Orange, Olive green, Brown and Blue)

MAT-MHG-72X ... Two-tone RUNNERS \$30. per dozen pair - minimum dozen fully assorted in all colors (Aqua/Lime, Lime/Aqua, Brown/Black, Brown/Rust, Orange/Rust, Blue/Green)



GROOVY NEW MATS LITERALLY!

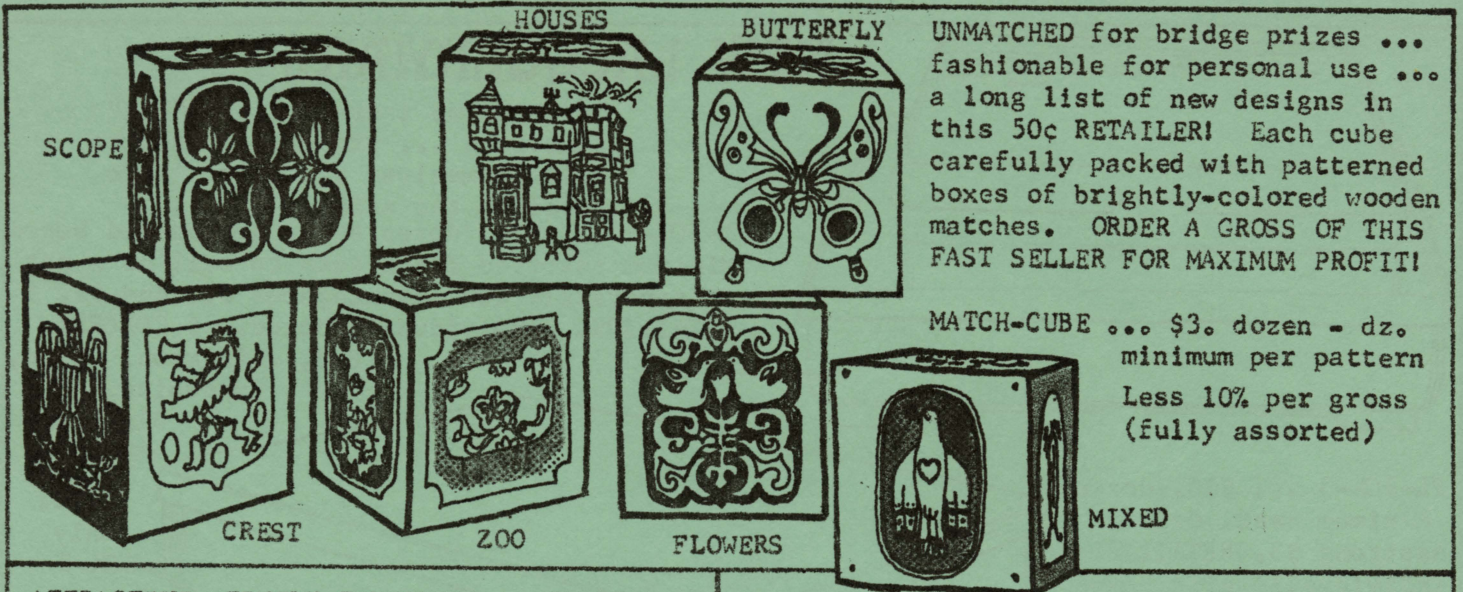
New construction is lighter in weight and feeling ... sophisticated enough for the more formal table setting.

Available in solid colors ... 12x18" MATS or 6' RUNNERS.

MAT-GRUV ... Solid-color MATS ... \$3.60 per dozen - minimum dozen per color. Less 10% per gross fully assorted in all colors (Orange, Light Olive, Brown, Dark Olive and Blue)

MAT-GRUV-72 ... Solid-color RUNNERS ... \$30. per dozen pair - minimum dozen fully assorted in all colors (colors as for MAT-GRUV above).

- APRIL DELIVERY -
COUNTERPOINT

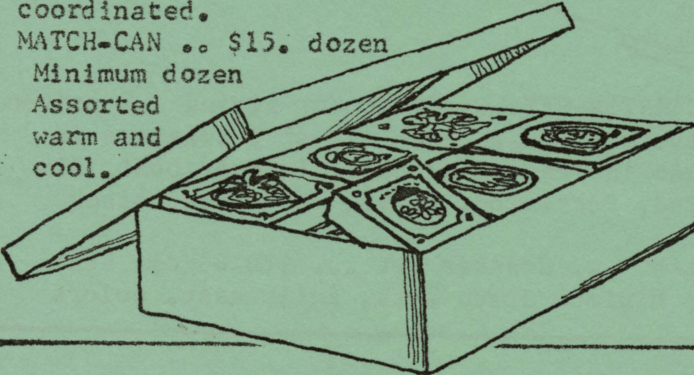


UNMATCHED for bridge prizes ... fashionable for personal use ... a long list of new designs in this 50¢ RETAILER! Each cube carefully packed with patterned boxes of brightly-colored wooden matches. ORDER A GROSS OF THIS FAST SELLER FOR MAXIMUM PROFIT!

MATCH-CUBE ... \$3. dozen - dz. minimum per pattern
Less 10% per gross (fully assorted)

ATTRACTIVE, FINELY FINISHED and FUNCTIONAL enameled tin ... re-usable in a dozen ways Each tin is packed with 24 boxes of wooden matches ... each box is patterned and color coordinated.

MATCH-CAN .. \$15. dozen
Minimum dozen
Assorted warm and cool.



Matches

BY
COUNTERPOINT

BLACK & WHITE just won't tell the story of these smashing NEW designs ... each in three unbelievable bright and new colorways! Each hexagonal shape is carefully filled with matching 11" colored matches ... great for bar-b-que and fireplace!

MATCH-11 (state pattern - dozen minimum per pattern)
\$6. per dozen - dz./min.

\$5.40 per dozen when ordered in fully assorted gross lots



- 1 - BUTTERFLY
- 2 - STRIPE
- 3 - ABSTRACT
- 4 - BB (Birds & Bees)
- 5 - BAND
- 6 - PAISLEY
- 7 - BALL

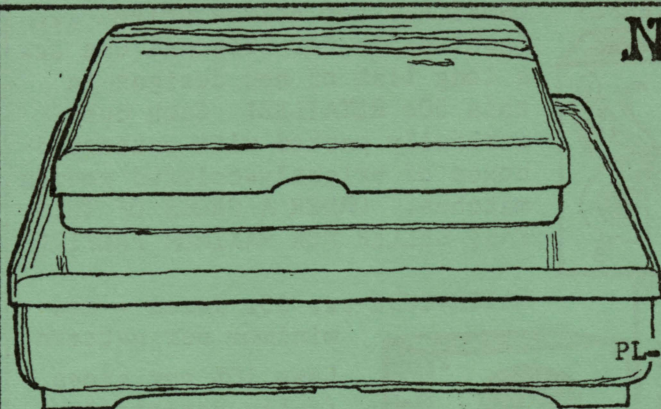
- APRIL 1966 DELIVERY -
COUNTERPOINT

NEW LACQUERWARE

Merchandise these for all "box" functions ... properly priced to sell themselves ... colors sure to cinch the sale!

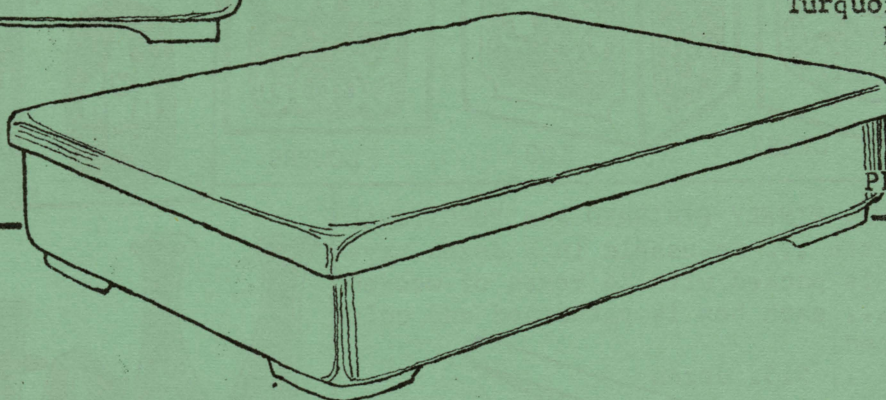
PL-BOX-2 ... \$18./dozen sets, nested and boxed
Minimum assorted dozen sets to sell as a set or separately for advantageous \$1. and \$2.
RETAILERS. Individually boxed. 6 COLORS:

Red, Persimmon, Olive,
Turquoise,
Black and Mustard.

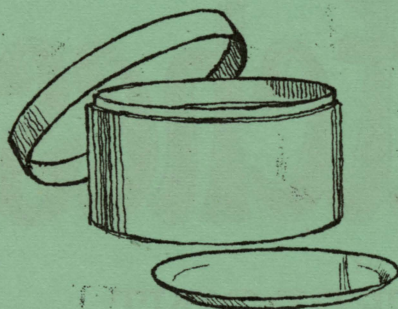


PL-BOX-2

PL-BOX-3 ... \$18./dozen
Minimum asst. dz.
Asstrong \$3. RETAILER!
Individually gift boxed



Asst.
only
PL-BOX-3



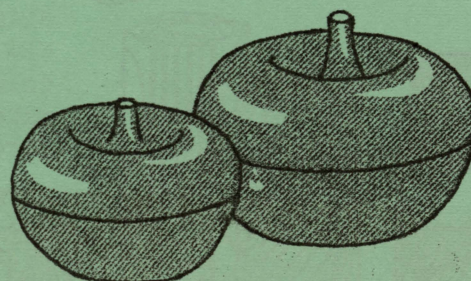
SMARTLY-CONTAINED COASTER SET ... Great for giving ... priced right for use in every home ... each set of 6 coasters is attractively packed in its own matching lacquer box! Six great colors! (Red, Persimmon, Olive, Turquoise, Black and Mustard)

PL-6C ... Coaster Set ... \$10.80/dz. sets
Minimum dozen sets, fully asst. colors

VERSATILE APPLE BOWL SET ... sell them as matched soup and covered desert set (makes for multiple sales!) ... for candy ... or bath powder ... soaps ... or just about anything!

Nested and nicely gift boxed, the set retails for only \$2.50 (or break it down and sell for \$1. and \$1.50) Six colors, assorted only to each min. dz.

LSB-75A ... Apple bowl set ... \$15./dozen
RED, PERSIMMON, OLIVE, TURQUOISE, AZURE and BLACK.

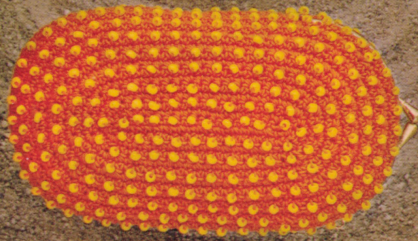
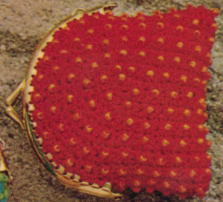


GLASS FRUIT

FOR DECORATION or PAPERWEIGHTS ... jewel-like brilliance and colors ... individually gift boxed!
Unbelievable \$1.50 RETAIL!



G-FRUIT ... Glass Fruit and Paperweights
\$9. per dozen, assorted only in various shapes and colors



\$2.95



EYEGLASS
COSMETIC

\$2.95



CIGARETTE

\$2.95



CLUTCH PURSE

COIN PURSE

\$1.50



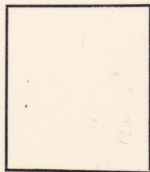
KEY \$1.50
PURSE

Beadies

BY COUNTERPOINT

This mailer available in units
of 1000 at \$15 per thousand

COUNTERPOINT — 29 MAIN STREET — SAN FRANCISCO 5, CALIF.



Takahashi