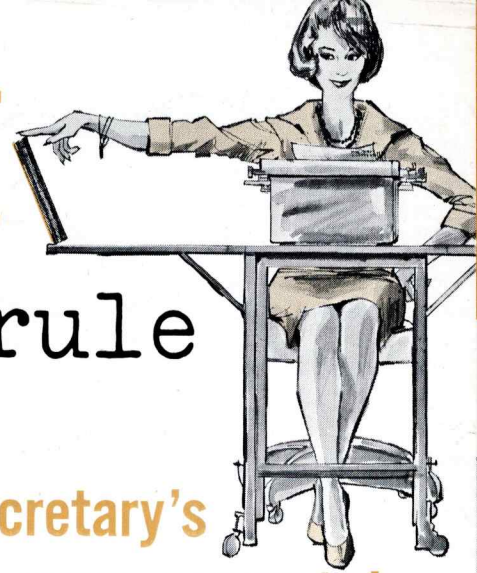


WESTCOTT NO. 1902

typist's rule

makes every secretary's
job easier and more accurate!



DOES EVERYTHING BUT THINK

- Counts typewritten lines and characters instantly.
- Use for typewritten layout matters.
- Unique for double line ruling.
- Great aid when preparing multigraph forms.
- Brass edged for paper cutting.

*Packed in
transparent
plastic
container
for eye
appeal
and
quick
sales!*

Complete
instructions
packed with
each ruler

available in 12" and 15" lengths

No. 1902

Typist rule made of carefully selected Rock Maple, scaled in pica type, ten characters to the inch on one edge, elite type scale, twelve characters to the inch on the opposite edge. Opposite side scaled 6 lines to the inch on one edge with 16ths easy reading simplex scale on the opposite edge. One slanting brass edge and a wide green celluloid edge. Packed one dozen per box. Size: 1-5-16" wide by 5-32" thick.

NO. 200 DISPLAY

SELLS RULERS ON SIGHT!

► SELF SERVICE SPACE SAVING
SELF PACKAGED STAND-UP
DISPLAY... MAKES HANDSOME
PROFIT FOR ALERT DEALERS

BRAND NEW OFFER!

DESCRIPTION—This handsome, modern design display shows off the rulers to best advantage and makes selection easy. Though it occupies only 7½ inches square of space, its striking appearance attracts attention and speeds up sales. Entire display, ready for use, shipped to you in corrugated carton.

CONTENTS

Heavy Beveled Ruler

- 1 doz. 12"
- 1 doz. 15"
- 1 doz. 18"

Flat Flexible Ruler

- 1 doz. 12"
- 1 doz. 15"
- 1 doz. 18"

**DISPLAY
FREE!**



WESTCOTT ALL-PURPOSE RULERS

for OFFICE for SCHOOL for HOME

HARD MAPLE • DOUBLE COATED VARNISH FINISH • CLEAR ACCURATE SCALES • METAL EDGES

No. 76 Made of carefully selected Rock Maple, two coats of varnish, gloss finish, scaled in 16ths on the bevel, 1/4" thick by 1 1/4" wide with brass edge. Packed one dozen per box.

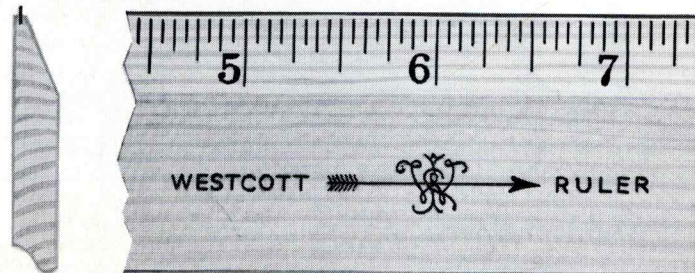
Weight: 12"—15 lbs. per gross
15"—18 1/2 lbs. per gross
18"—22 1/2 lbs. per gross
24"—30 1/2 lbs. per gross

No. 79 Same as No. 76 except with double brass edges.

Weight: 12"—15 1/2 lbs. per gross
15"—19 lbs. per gross
18"—23 lbs. per gross
24"—31 lbs. per gross

No. 94 Made of carefully selected Rock Maple, three coats of special varnish, hand-rubbed and polished. 1/4" wide, 1/4" thick, with brass edge, scaled in 16ths on bevel. Packed one dozen to box.

Weight: 12"—15 1/2 lbs. per gross
15"—19 lbs. per gross
18"—23 lbs. per gross
24"—31 lbs. per gross



No. 99 Same as No. 94 except with double brass edges.

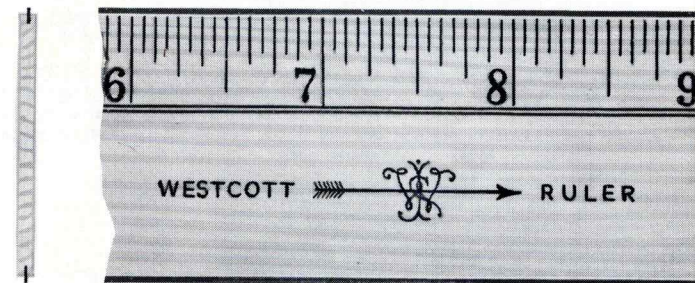
Weight: 12"—16 lbs. per gross
15"—19 1/2 lbs. per gross
18"—23 1/2 lbs. per gross
24"—31 1/2 lbs. per gross

No. 789 Made of carefully selected Rock Maple, two coats of varnish, gloss finish, flat, flexible 1-5/16" wide by 5/64" thick with double brass edges, scaled in 16ths on one edge both sides. Packed one dozen per box.

Weight: 12"—8 1/2 lbs. per gross
15"—10 1/2 lbs. per gross
18"—13 lbs. per gross
24"—17 1/2 lbs. per gross

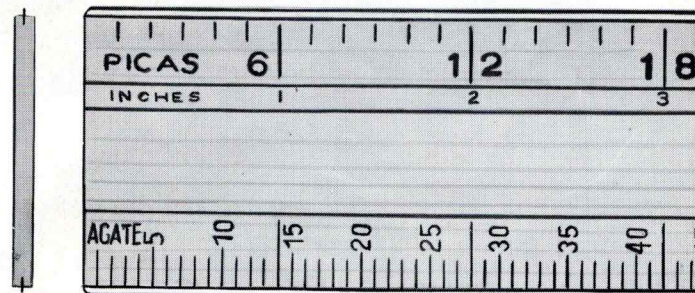
No. 912 Made of carefully selected Rock Maple, three coats of special varnish, hand-rubbed and polished. 1-5/16" wide by 5/64" thick, with double brass edges, scaled in the 16ths on one edge both sides. Packed one dozen in a box.

Weight: 12"—9 1/2 lbs. per gross
15"—11 3/4 lbs. per gross
18"—14 lbs. per gross
24"—18 1/2 lbs. per gross



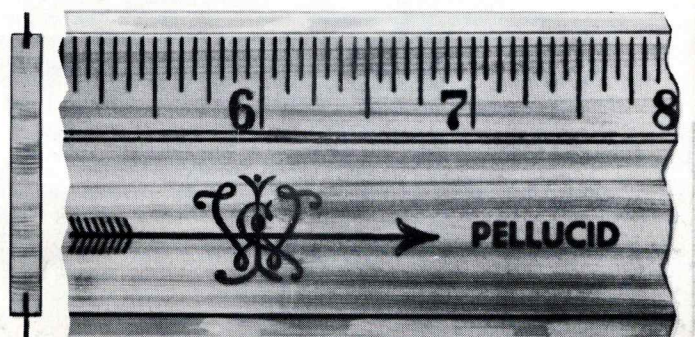
No. 900 Made of carefully selected Rock Maple, three coats of special varnish, hand-rubbed and polished, scaled in 16ths on one edge one side, the other side scaled in picas, inches on one edge, 14 agate lines to the inch on opposite edge with double brass edges. Packed one dozen in box.

Weight: 12"—9 1/4 lbs. per gross
15"—11 3/4 lbs. per gross
18"—14 lbs. per gross
24"—18 1/2 lbs. per gross



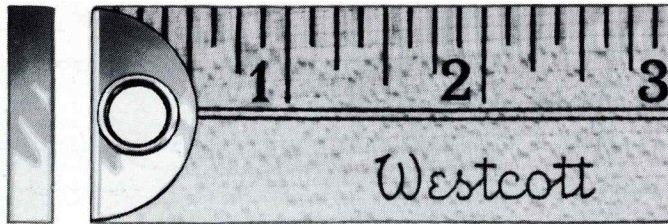
No. 1733 Made of carefully selected Rock Maple, with rich mahogany color, hand-rubbed and polished finish, one clear and one green transparent celluloid edge, scaled in 16ths along one edge both sides, 1-5-16" wide by 5-32" thick. Packed one dozen per box.

Weight: 12"—13 lbs. per gross
15"—16 lbs. per gross
18"—19 lbs. per gross



WESTCOTT

fine hard wood **YARD** and
METER STICKS



No. 16B Yd. Made of carefully selected, kiln dried hard wood with two coats of natural varnish, giving a fine gloss finish. Scaled in eighths on one edge, fractions of yard on opposite edge: same on opposite side, with brass eyelet ends.
Weight: 45 lbs. per gross.
Size: $1\frac{1}{8}$ " x $\frac{1}{4}$ " x 36".

No. 16 Yd. Same as No. 16B but with plain ends.
Weight: 41 lbs. per gross.

No. 8 Yd. Made of carefully selected basswood with the natural wood finish. Scaled in eighths on one edge, fractions of yard on opposite edge. Same on opposite side. Packed three dozen per box.
Weight: 17 lbs. per gross.
Size: $1\frac{1}{8}$ " x $5\frac{3}{32}$ " x 36".

No. 15B Yd. Made of carefully selected basswood with a gloss varnish finish, and brass eyelet ends. Scaled in eighths on one edge, fractions of yard on opposite edge, same on opposite side.
Packed three dozen per box.
Weight: 19 lbs. per gross.
Size: $1\frac{1}{8}$ " x $5\frac{3}{32}$ " x 36".

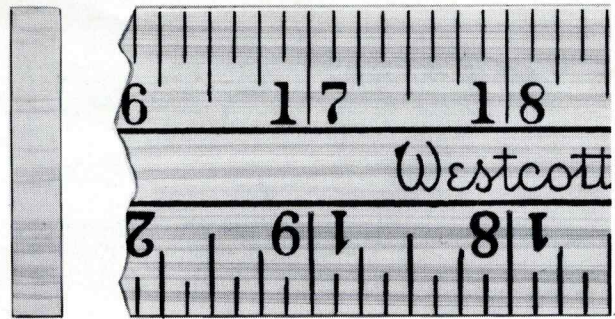
No. 15 Yd. Same as above but with plain ends.
Weight: $18\frac{1}{2}$ lbs. per gross.



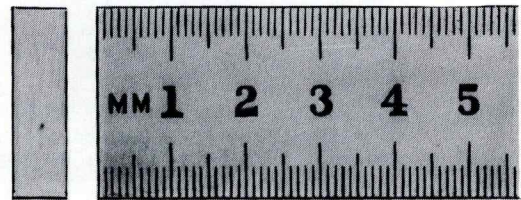
No. 21 Blackboard Rule

Made of carefully selected kiln dried Rock Maple and covered with a fine gloss lacquer, except on the blackboard facing underside. Scaled in easy to read eighth inches along one edge of the top side. Four-inch handle in center for easy holding. Convenient hanging hole in one end is $\frac{3}{8}$ " diameter.
Size: $\frac{1}{4}$ " thick, $1\frac{1}{2}$ " wide, 36" long.
Packed: 1 doz. per box.
Weight: 48 lbs. per gross.

No. 19 Blackboard Rule Made of carefully selected Rock Maple with a natural finish. Furnished with a convenient handle for easy holding against the blackboard. Scaled with 8ths along one edge, one side.
Weight: 34 lbs. per gross.
Size: $1\frac{3}{8}$ " x $5\frac{3}{32}$ " x 36".



No. 22 Yd. Made of carefully selected Rock Maple, kiln dried. With two coats of natural varnish, giving a fine gloss finish. Scaled in 8ths on both edges, both sides. Packed one dozen per box.
Weight: 46 lbs. per gross.
Size: $1\frac{1}{4}$ " x $\frac{1}{4}$ " x 36".



No. 13 Meter Made of carefully selected, kiln dried Rock Maple, with two coats of shellac, giving fine gloss finish. Scaled with metric on both edges one side, figures in center; opposite side scaled in 8ths.
Packed one dozen per box.
Weight: 52 lbs. per gross.
Size: 1" x $5\frac{1}{16}$ " x 1 meter.

No. 13B Meter Same as No. 13 but with channel brass on each end.
Weight: 64 lbs. per gross.

No. 13 $\frac{1}{2}$ B Meter Same as No. 13B Meter but only $\frac{1}{2}$ meter, 50 cms., long.
Weight: 30 lbs. per gross.

No. 13 $\frac{1}{2}$ Meter Same as No. 13 Meter but only $\frac{1}{2}$ Meter, 50 cms., long.
Weight: 24 lbs. per gross.

WESTCOTT

"Makers of fine rulers since 1872"

WESTCOTT RULE COMPANY, INC.

SENECA FALLS, NEW YORK

Sales Offices

New York 17, N. Y., 527 Lexington Ave., Phone: 752-6220

San Francisco 3, California, 788 Mission St., Phone: 362-8563-4-5

Chicago 26, Illinois, 1515 Howard St., Phone: 743-3484

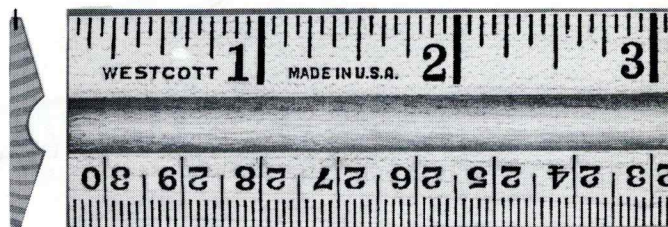
Roslyn, Pa., 1134 Easton Rd., Phone: TU 7-3573

Oklahoma City, Oklahoma, 4500 N. Sewell St., Phone: JA 5-7371

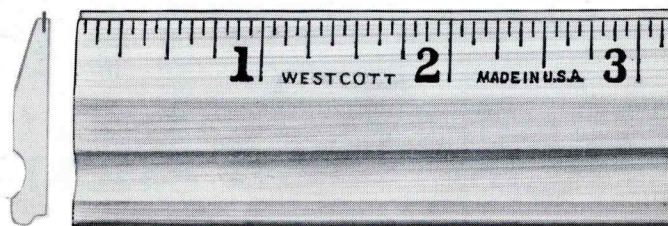
WESTCOTT SCHOOL RULERS *lead the class!*

No. 186 12" Hard Wood ruler, varnished, brass edge, double bevel with pencil groove, scaled in 16ths on one bevel, metric on opposite bevel. Packed three dozen to a box. Weight 8½ lbs. per gross. Size 3/16" x 1 1/8" x 12".

No. 185 Same as above except with plain edge. Weight 8 lbs. per gross.

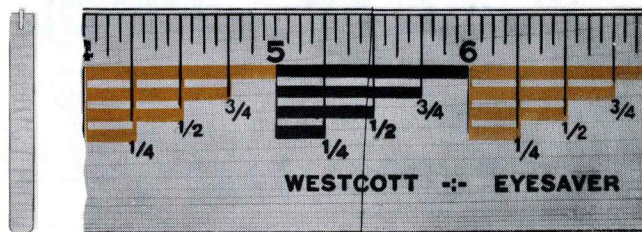


No. 266 12" Hard Wood ruler, varnished, brass edge, bevelled with pencil groove on the face, scaled in 16ths on the bevel. Packed three dozen per box. Weight 9½ lbs. per gross. Size 3/16" x 1 1/8" x 12".

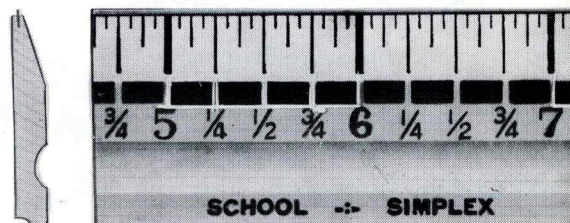


No. 339 12" Eyesaver ruler, varnished, easy reading scale printed in red and black, single brass edge. Packed three dozen per box, ten gross to a carton. Weight 5¾ lbs. per gross. Size 1/8" x 1 1/8" x 12".

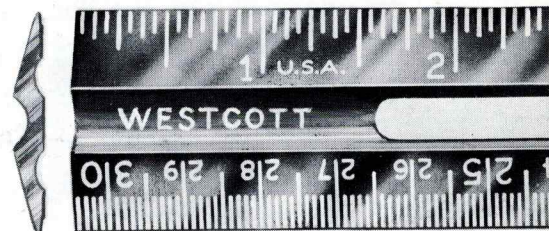
No. 330 Same as above except with plain edge. Weight 5¼ lbs. per gross.



No. 190 12" school simplex ruler, varnished, easy reading scale printed in red and black, white enamel bevel with brass edge, pencil groove on face. Packed three dozen per box. Weight 7 lbs. per gross. Size 3/16" x 1 1/8" x 12".



No. 123 12" plastic ruler double bevelled with pencil groove. Scaled in 16ths on one bevel, metric on opposite bevel with easy reading white graduations, perforated to fit any loose leaf binder. Made of transparent plastic in assorted colors, red, green and blue. Packed three dozen per box. Weight 6 lbs. per gross. Size 3/16" x 1 1/8" x 12".



WESTCOTT
"Makers of Fine Rulers
Since 1872"

WESTCOTT RULE COMPANY, INC.

Manufacturers of Office, School & Advertising Rulers
 SENECA FALLS, NEW YORK

Sales Offices

New York 17, N. Y., 527 Lexington Ave., Phone: 752-6220
 San Francisco 3, California, 788 Mission St., Phone: 362-8563-4-5
 Chicago 26, Illinois, 1515 Howard St., Phone: 743-3484
 Roslyn, Pa., 1134 Easton Rd., Phone: TU 7-3573
 Oklahoma City, Oklahoma, 4500 N. Sewell St., Phone: JA 5-7371

WESTCOTT'S

Latest, **COMPACT**

Free **SALES GETTER**

THE **NEW** 973 ASSORTMENT

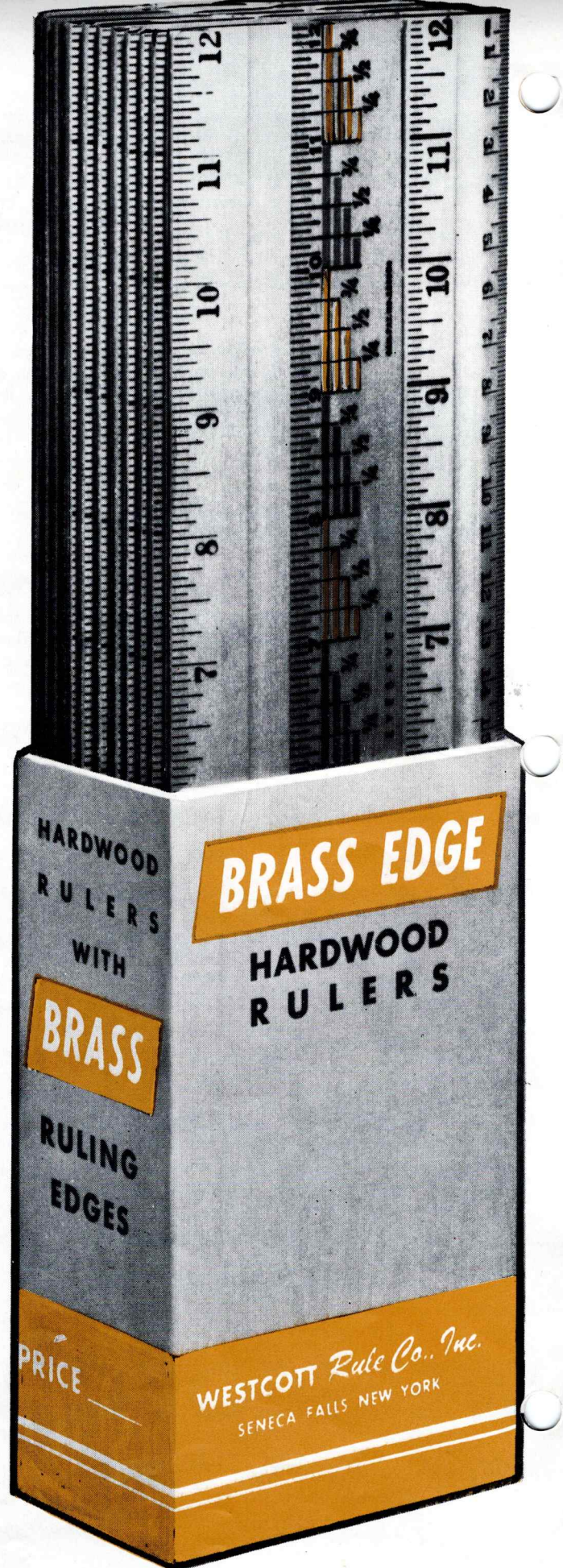
PACKED WITH THE THREE MOST
POPULAR SCHOOL RULERS

Display It For **SALES!**

Stock It For **FAST** Profits!

ASSORTMENT 973 ▶••

A colorful assortment of three dozen HIGH GRADE WOOD AND BRASS EDGE rulers, consisting of one dozen each No. 186, No. 339 and No. 266, packed in an attractive compact display box, 10 gross per carton. Display takes very little counter or window space. Size 12" high, 3½" wide and 2¼" deep. Weight 8 lbs. per gross.



Quality RULERS by WESTCOTT

No. 150

12" hard maple ruler, plain edge, bevelled, scaled in either 16ths, 8ths, 4ths, halves or inches. Finished with two coats of natural varnish. Packed six dozen per box, ten gross to a carton. Weight $6\frac{1}{4}$ lbs. per gross. Size $5\frac{5}{32}$ " x $\frac{7}{8}$ " x 12".

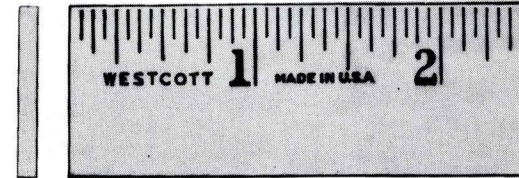


No. 156

Same as above except with brass edge. Weight $6\frac{3}{4}$ lbs. per gross.

No. 45

12" ruler with natural finish, scaled in 16ths, 8ths, 4ths, halves or 1 inch divisions. Packed one gross per box, ten gross to carton. Weight 3 lbs. per gross. Size $\frac{1}{8}$ " x $\frac{7}{8}$ " x 12".

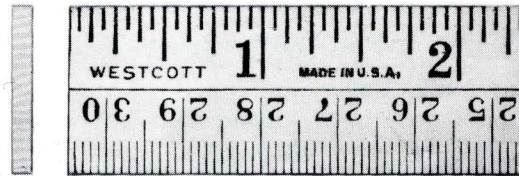


No. 1450

Same as No. 45 except with varnish finish. Packed six dozen per box, ten gross to a carton. Weight $4\frac{1}{2}$ lbs. per gross.

No. 47

12" ruler with natural finish, scaled in 16ths on one edge metric along opposite edge same side. Packed one gross per box, ten gross to carton. Weight 3 lbs. per gross. Size $\frac{1}{8}$ " x $\frac{7}{8}$ " x 12".

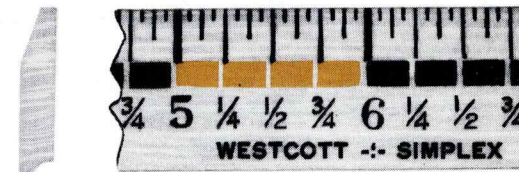


No. 122

Same as No. 47 except with varnish finish. Packed six dozen per box, ten gross to carton. Weight $4\frac{1}{2}$ lbs. per gross.

No. 160

12" ruler with bevelled edge, scaled with red and black easy reading simplex scale. Natural varnish finish. Packed four dozen per box, ten gross to carton. Weight $6\frac{1}{4}$ lbs. per gross. Size $3\frac{3}{16}$ " x $\frac{7}{8}$ " x 12".



No. 2-6"

Brass edge ruler scaled in 16ths on one side along the brass edge, metric on the opposite side one edge. Finished with two coats of natural varnish. Packed two dozen per box. Weight $2\frac{1}{2}$ lbs. per gross. Size $\frac{1}{8}$ " x $\frac{7}{8}$ " x 6".



No. 1-6"

Hard maple ruler scaled in 16ths on one side along the brass edge, metric on the opposite side one edge. Natural varnish finish. Packed two dozen per box. Weight $2\frac{3}{4}$ lbs. per gross. Size $5\frac{5}{64}$ " x $\frac{7}{8}$ " x 6".



No. IP-6"

Hard maple ruler with double brass edges. Finished with three coats of special varnish, hand-rubbed and polished. Scaled in 16ths on one side, metric on the opposite side. Packed two dozen per box. Weight 3 lbs. per gross. Size $5\frac{5}{64}$ " x $\frac{7}{8}$ " x 6".

No ruler can now "measure-up" to Westcott's New WHITE WAY Ruler No. 96. It's the newest concept in ruler design and introduces the first major functional change to take place in years.

- Measuring scale is white laminated plastic on rock maple.
- No scale has better visibility.
- Easy to read—easy to clean.
- Ruling edge design brings graduations closer to your work.
- It's the ruler with Westcott's top quality and craftsmanship at usual low prices.
- Graduated in standard lengths 12"—15"—18"—24".
- Space at each end for accurate measuring.
- Individually packaged in plastic envelopes.

WESTCOTT RULE CO., INC.

MAIN OFFICE & PLANT—SENECA FALLS, N. Y.

Established 1872

the
best
rule
by
any
measure!

THE
WESTCOTT
NEW NO. 96
WHITE WAY

WESTCOTT  RULER