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THE 1938

TS 759.134

BECKEN BOOK

(REG. U. S. PAT. OFF.)

ANNUAL WHOLESALE CATALOG

THIS CATALOG IS SENT TO RECOGNIZED RETAIL JEWELERS ONLY

DIAMONDS

WATCHES

JEWELRY

CLOCKS

NOVELTIES



(Reg. U. S. Pat. Off.)

MATERIAL

TOOLS

SILVERWARE

OPTICAL GOODS

OUR "DOUBLE DIAMOND" TRADE-MARK IS YOUR GUARANTEE

A.C. BECKEN CO.

Established 1887

29 East Madison Street

CHICAGO

Mail
P O Box 1

Telephone
STATE 0664

NEW ELGAR PLATING MACHINE

DOES EVERYTHING THAT ANY HIGH PRICE MACHINE CAN DO

New Low-Priced Plating Machine. The price within reach of every jeweler. Dimensions $6\frac{1}{2} \times 1 \times 4$, can be used on bench, also made so it can be hung on wall, equipped complete with lead wire clips, cord and plug, operates on any alternating current. Full instructions how to operate with each machine.

Complete Instructions on Using Plating Solution with Each Machine. All "Elgar" Plating Solutions can be used with any alternating current plating device. "Elgar" Solutions are concentrated. Add an equal amount of distilled water. This solution should be used with a pure gold anode. Alloy plating may be performed by using an anode of the desired karat. For green gold use a green gold anode or a large pure gold anode and a small silver anode. A carbon anode may be used but is not recommended for use with any solution. If it is necessary to use an insoluble anode, platinum or platinum-iridium is best.

762T1. Complete with lead wire and clips, cord and plug.

Can be bought on monthly payment plan..... **\$16.50**

ANODES

762T2. Pure Gold Anode. Per dwt.....\$3.60
762T3. Silver Anode. Per oz.....2.00

RHODIUM SOLUTION

Already mixed and ready for use.
762T4. Pint. Each.....\$3.85
762T5. Quart. Each.....7.25

24 KARAT SOLUTION

762T6. Pint.....\$2.40
762T7. Quart.....4.10

SILVER SOLUTION

762T8. Pint.....\$1.50
762T9. Quart.....2.30

NEW ECHARCO ELECTRIC SOLDERING MACHINE FOR \$11.85

CAN BE BOUGHT ON MONTHLY PAYMENT PLAN

The machine is durably constructed of high grade materials and made so entirely foolproof that with the proper care will last a life time. It is so simple to operate that even the inexperienced can turn out much better work and in one-tenth the time it takes by the former blow-pipe method. The article to be soldered on the machine is prepared in the usual way, using Eureka as a flux and the kind of solder necessary for the job on hand. It keeps the profits at home to those jewelers who have been in the habit of sending this work away, and adds to the profits of those who are at the present time using the blow-pipe. Impossible jobs that were formerly sent to the trade shops are now handled with ease on this new machine, which can be stationed anywhere near the bench and the soldering brought on top of the bench where it is most convenient to do your soldering. Connects to any standard wall or light socket of 110 volts, 60 cycles, alternating current.

Due to the demand for electric soldering machines at this time, we suggest that you place your order at once.

762T10. Each.....\$12.50

SIMPLE—EFFICIENT—AND THE ONLY ONE WITH FINGER TIP HEAT CONTROL!

The Result of Three Years of Research and Experiment—
It Was the Sensation at the National Jewelers' Convention

This Size Type for
Leather
ABCDEFGHIJK

This Size Type for
Pens, etc.
ABCDEFGHIJKLM

No complicated gadgets to get out of order. Anyone can operate it. Quick starting heat. With the exclusive Finger Tip Heat Control, machine is set at correct heat for continuous stamping on leather goods, pens, etc. Ideal for Demonstration Sales. Results—same as costlier machines.
Low Cost of operation. Remember—Articles stamped are not returned for exchange or refund.

Here's the Outfit

One Franklin Signet Embosser with cord, plug and exclusive "Finger Tip Heat Control."
One Detachable Pen or Pencil Holder automatically self aligning for any size pen or pencil... prints complete name in one operation.
Two Sets of Type, one for leather articles... one for pens and pencils, each in a handy container.
One Roll of Genuine Gold Leaf 23 karat, full one inch wide.
Two Sticks of Pen Filler, one for pens with gold trimmings, one for pens with silver trimmings.
Practice Equipment pieces of leather and pen barrel for practicing... flannel for finishing.
Neat Window Card announcing that you stamp names or initials.

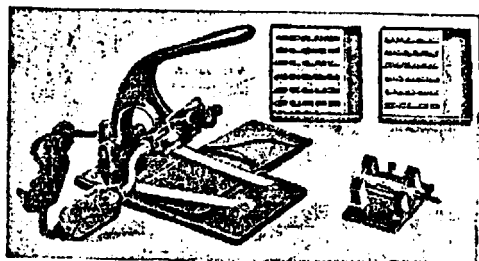
Increase Sales by
Names or Initials on

BILLFOLDS — KEY-CASES — BOOK COVERS — BRIEF CASES — LEATHER CASES — DIARIES — FOUNTAIN PENS — PENS AND PENCIL SETS — PLAYING CARDS—STATIONERY — LEATHER STRAPS — UNBREAKABLE CRYSTALS.

Stamp Your Own Name
on

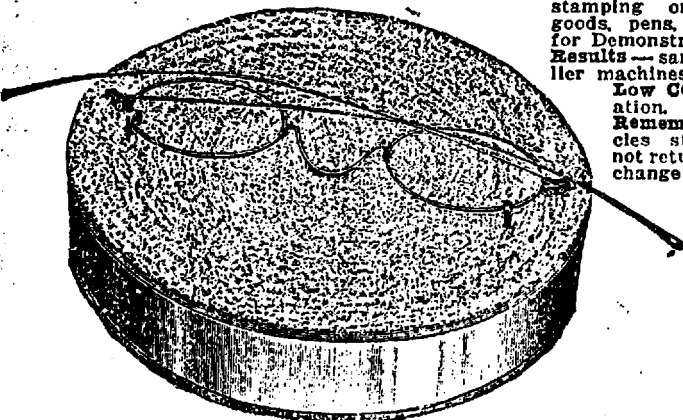
CARDBOARD OR SILK LINED JEWELRY CASES OR BOXES

Larger Size Types and Lodge Emblems Available



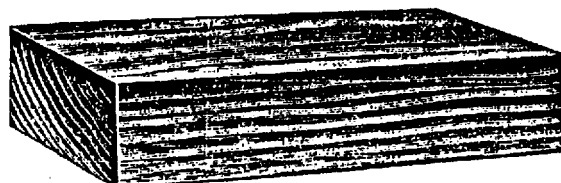
FRANKLIN SIGNET EMBOSSER

762T11. Each.....\$18.50
Can Be Bought on Payment Plan



PERFECTION SOLDERING BLOCK

M41892. Each.....\$0.60
With this Asbestos Soldering Block the work can be pinned on, as it takes pins readily, and will outlast several charcoal blocks.



CHEMICALLY PREPARED CHARCOAL SOLDERING BLOCKS

M41895. $2\frac{1}{2} \times 3\frac{1}{4}$ inches. Each.....\$0.25	Dozen.....\$ 2.75
M41896. $3 \times 4\frac{1}{4}$ inches. Each......55	Dozen..... 6.10
M41897. 4×7 inches. Each......80	Dozen..... 10.55

PRICES LESS 2 PER CENT CASH DISCOUNT