

you'll love  
the **NEW**  
**Dirilyte**

golden-hued • fine flatware  
NO POLISHING



Something wonderful has happened to Dirilyte flatware! An invisible scientifically developed bonded protectant keeps the sparkling golden beauty of Dirilyte free from tarnish through hundreds of times in use, with only soap and water care. Now you can enjoy the luxury of using your Dirilyte for all those special occasions, with the convenience of casual care.

**NEW** **Dirilyte**  
with BP\*

#### STANDARD SET COMBINATIONS

— 4 teaspoons, 4 salad forks  
Retail price \$28.00  
— 16 PIECE SERVICE FOR 4  
Dinner Knives, Dinner Forks,  
Salad Forks.  
Retail price \$66.00  
— 26 PIECE SERVICE FOR 6  
Dinner Knives, Dinner Forks,  
Salad Forks, 1 each Butter  
Knife and Sugar Spoon.  
Retail price \$106.00  
— 34 PIECE SERVICE FOR 8  
Dinner Knives, Dinner Forks,  
Salad Forks, 1 each Butter  
Knife and Sugar Spoon.  
Retail price \$139.00  
— 50 PIECE SERVICE FOR 12  
Dinner Knives, Dinner Forks,  
Salad Forks, 1 each Butter  
Knife and Sugar Spoon.  
Retail price \$195.00

SET NO. 6 — 50 PIECE SERVICE FOR 12  
12 each—Dinner Knives, Dinner Forks,  
Teaspoons, Salad Forks, 1 each Butter  
Knife and Sugar Spoon.  
Retail price \$205.00  
SET NO. 10 — 86 PIECE SERVICE FOR 12  
12 each—Dinner Knives, Dinner Forks,  
Salad Forks, Butter Spreaders, Dessert  
Spoons, 24 Teaspoons, 1 each Butter  
Knife and Sugar Spoon.  
Retail price \$334.00  
SET NO. 11 — 114 PIECE SERVICE FOR 12  
12 each—Dinner Knives, Dinner Forks,  
Cream Soup Spoons, Iced Drink Spoons,  
Oyster Forks, Butter Spreaders, Salad  
Forks, 24 Teaspoons, 3 Tablespoons,  
1 each Butter Knife, Sugar Spoon,  
Jelly Spoon. Retail price \$439.00

All flatware prices are for new Dirilyte  
with BP (bonded protectant)  
Prices subject to change without notice.

#### CHESTS

NO. 12 CHEST (Service 8-12)  
Retail price \$14.50  
NO. 16 DRAWER CHEST  
(Lg. Service 12)  
Retail price \$27.50

**NO FEDERAL TAX**

## BP\*...an invisible miracle

...has been developed through years of research. Thoroughly tested in both laboratory and home conditions, this \*Bonded Protectant has proved to be absolutely safe, tarnish-resistant, and to withstand hundreds of hand washings. (Our tests indicate approximately 400 hand washings.) Factory-fused to the new Dirilyte, this protectant offers today's homemaker relief from regular polishing. The lovely golden color of Dirilyte is all through the solid metal, for a lifetime of elegant service.

While BP's long durability in normal use has been established, its lasting effectiveness will be determined by frequency of use and care given your flatware. Dirilyte, like all fine tableware, should be handled gently to avoid scratches and abrasions, and should be dried thoroughly by hand before storing in chest or drawer. Eventually, it will be necessary to re-apply BP. At that time, you may return your Dirilyte to the factory for refinishing at a nominal charge, or you may purchase the do-it-yourself home kit, with easy-to-follow instructions, and do it yourself.

For those who plan to use Dirilyte every day, our research department suggests Dirilyte without BP, which is available on special order at the same price.



## What is Dirilyte?

Dirilyte is a solid metal, not plated, of such exactness and precision that the Dirilyte Company of America, Inc. must produce its own Dirilyte metal to insure the close alloying tolerances necessary to achieve the elegantly warm and rich golden-hued color. Distinctively designed in both traditional and modern, coupled with workmanship unexcelled, the fine Dirilyte tableware and gift items are treasured by discriminating people everywhere. Yes, Dirilyte is solid, golden-hued metal that will last a lifetime... forever a sparkling golden accent of beauty in your life, your home.

## Dirilyte golden-hued holloware



Prices effective August 1, 1964

DIRILYTE COMPANY OF AMERICA, INC.



- 401 Bread and Butter Plate (Dia. 6")  
Retail price \$7.50
- 403 Salad Plate (Diameter 8")  
Retail price \$11.50
- 410 Service Plate (Diameter 10 1/4")  
Retail price \$14.95
- 451 Sandwich Tray (With handles)  
Retail price \$18.75
- 558 Bon Bon Dish (Dia. 5 1/2",  
Hgt. 1 1/2") Retail price \$13.75
- 559 Bon Bon Dish (Without feet)  
Retail price \$10.75
- 455 Bread Tray (11 1/2" x 7")  
Retail price \$16.50
- 560 Round Center Bowl  
(Dia. 9 3/4", Hgt. 2 3/4")  
Retail price \$39.75
- 457 Serving Tray (Diameter 12")  
Retail price \$24.75
- 565 Oval Bowl (20" x 7 3/4")  
Retail price \$62.50
- 460 Cr. and Sugar Tray (9 1/4" x 6 1/2")  
Retail price \$13.75
- 566 Oval Bowl  
(w/peg feet, 15" x 7 3/4")  
Retail price \$46.75
- 469 Large Oval Tray (18 1/4" x 14")  
Retail price \$44.95
- 580 Gravy Boat  
Retail price \$34.75
- 581 Gravy Boat Tray (9 1/2" x 5 1/2")  
Retail price \$13.75
- 503/4 Salt and Pepper Shakers  
(Hgt. 4 1/2")  
Retail price \$14.50 pr.
- 505/6 Ind. Salt and Pepper Shakers  
(Hgt. 1 1/2")  
Retail price \$6.95 pr.
- 816 Ind. Shell Ash Tray  
Retail price \$3.00
- 817 4 Ind. Shell Ash Trays  
in Gift Box  
Retail price \$12.00 SET
- 512/14 Sugar Bowl and Cream Pitcher  
(Hgt. 3 3/4")  
Retail price \$32.50 SET
- 900 Tall Candlestick (Hgt. 9 1/2")  
Retail price \$32.50 pr.
- 902 Low Candlestick (Hgt. 4 1/2")  
Retail price \$24.95 pr.
- 517 Coffee Server (8 cups)  
(Hgt. 10 1/2")  
Retail price \$84.50
- 915 Low Candelabra (Hgt. 4 1/2")  
Retail price \$64.50 pr.
- 756 Bonbonniere (Dia. 5 7/8",  
Hgt. 3") Retail price \$14.75
- 530 Compote (Height 3 3/8")  
Retail price \$16.50
- 758 Rondure Bowl (Dia. 8 1/2",  
Hgt. 2 1/2") Retail price \$19.50
- 549 Tea Pot (8 cups) Hgt. 9"  
Retail price \$84.50
- 760 Rondure Bowl with mahogany  
base (Dia. 10", Hgt. 4 1/2")  
Retail price \$27.50
- 762 Fantasy Bowl (Dia. 10",

- 661 Water Goblet (Hgt. 6 1/2")  
Retail price \$18.75
- 666 Cocktail or Dessert Goblet  
(4 1/4")  
Retail price \$17.75
- SPOONS**
- |                                | Retail each |
|--------------------------------|-------------|
| 1 Table Spoon                  | \$5.75      |
| 2 Dessert Spoon                | 4.25        |
| 3 Round Bowl Soup Sp.          | 4.25        |
| 5 Iced Drink Spoon             | 3.75        |
| 7 Teaspoon                     | 3.25        |
| 9 5 O'Clock Teaspoon           | 3.00        |
| 10 Demi-Tasse Spoon            | 3.00        |
| 12 Cream Soup Spoon            | 3.75        |
| 16 Berry Spoon                 | 7.75        |
| 17 Perforated Veg. Spoon       | 6.00        |
| 18 Sugar Spoon                 | 3.50        |
| 19 Jelly Spoon                 | 3.50        |
| *20 Baby Spoon, Curved (Regal) | 3.50        |
| 22 Baby Spoon, Straight        | 3.00        |
- KNIVES**
- |                                    |      |
|------------------------------------|------|
| *103 Dinner Knife (hollow handles) | 5.25 |
| 104 Dinner Knife                   | 5.25 |
| *105 Luncheon Knife                | 5.25 |
| *109 Fish Knife (Regal)            | 5.25 |
| 112 Butter Spreader                | 3.25 |
| 117 Butter Knife                   | 4.00 |
- FORKS**
- |                          |      |
|--------------------------|------|
| 201 Dinner Fork          | 4.25 |
| *202 Luncheon Fork       | 4.25 |
| *203 Fish Fork (Regal)   | 4.25 |
| 207 Salad Fork (Med.)    | 3.75 |
| 208 Oyster-Cocktail Fork | 3.75 |
| 221 Cold Meat Fork       | 7.75 |
| 223 Pickle Fork          | 4.75 |
- \*Not available in Tropical Star pattern
- 575 Revere Bowl (5" diameter)  
Retail price \$14.75
- 577 Revere Bowl (7" diameter)  
Retail price \$18.75
- 579 Revere Bowl (9" diameter)  
Retail price \$24.50
- 571 Vegetable Dish with cover  
12" long, 7 1/2" wide,  
3" high  
Retail price \$47.50
- 570 Butter Dish with cover  
8 1/4" long, 3 3/4" wide,  
2 1/2" high  
Retail price \$16.50
- 755 Child's Cup  
2 1/2" diameter, 2 1/8" high  
Retail price \$9.75

- PLACE SETTINGS**
- 6 PIECE PLACE SETTING. One each—Dinner Knife, Dinner Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader. Retail price \$23.50
- 5 PIECE PLACE SETTING. One each—Dinner Knife, Dinner Fork, Teaspoon, Salad Fork, Cream Soup Spoon. Retail price \$20.25
- 4 PIECE PLACE SETTING. One each—Dinner Knife, Dinner Fork, Teaspoon, Salad Fork, \$16.50

- MISCELLANEOUS**
- |                                | Retail |
|--------------------------------|--------|
| 300 Sugar Tongs                | \$5.75 |
| 301 Soup-Punch Ladle           | 19.95  |
| 302 Gravy Ladle                | 8.75   |
| 444 Pie-Cake Server            | 9.50   |
| 304 Steak Set (Knife and Fork) | 11.50  |
| 806 Paper Knife                | 4.95   |
- 903 Candlesticks (4 7/8" high)  
Retail price \$22.50 pr.
- 501/2 Salt & Pepper Shakers  
3 3/8" high  
Retail price \$14.50 pr.

- BABY AND CHILD'S SETS**
- 224 2 Piece Baby Set (Fork and Spoon)  
Retail price \$6.95
- 225 3 Piece Baby Set (Knife, Fork, Spoon)  
Retail price \$8.95
- 226 3 Piece Child's Set (Knife, Fork, Spoon)  
Retail price \$10.75

**REGAL** ■ Decorative accent to a table of beauty, the Regal pattern features gracefully tapered curves, ideal with traditional decor, clever contrast with modern.

**TROPICAL STAR** ■ A hint of tropical splendor in delicately etched stars, gracing the ever-so trim lines of Dirilyte's Tropical Star pattern, perfect complement to modern china

**EMPRESS** ■ Classic simplicity keynotes this smart pattern that blends graciously with any decor, any design in table accessories, modern or traditional

beautiful  
distinctive  
golden-hued

Dirilyte

flatware and holloware

Prices effective August 1, 1964

