

REVERE WARE

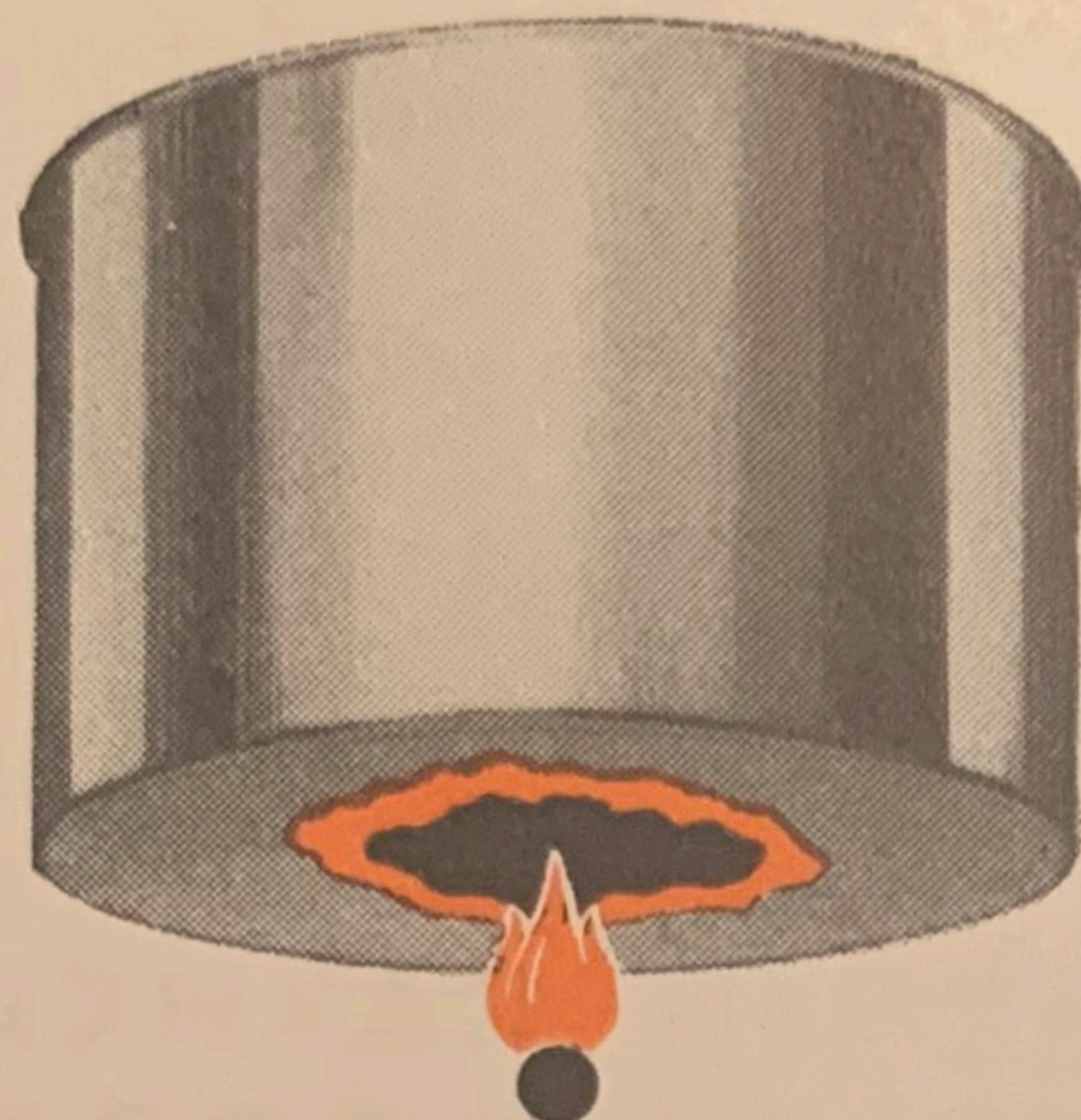


COPPER CLAD

STAINLESS STEEL

THE PERFECT UTENSIL FOR
GENERATIONS OF BETTER
COOKING WEAR AND BEAUTY

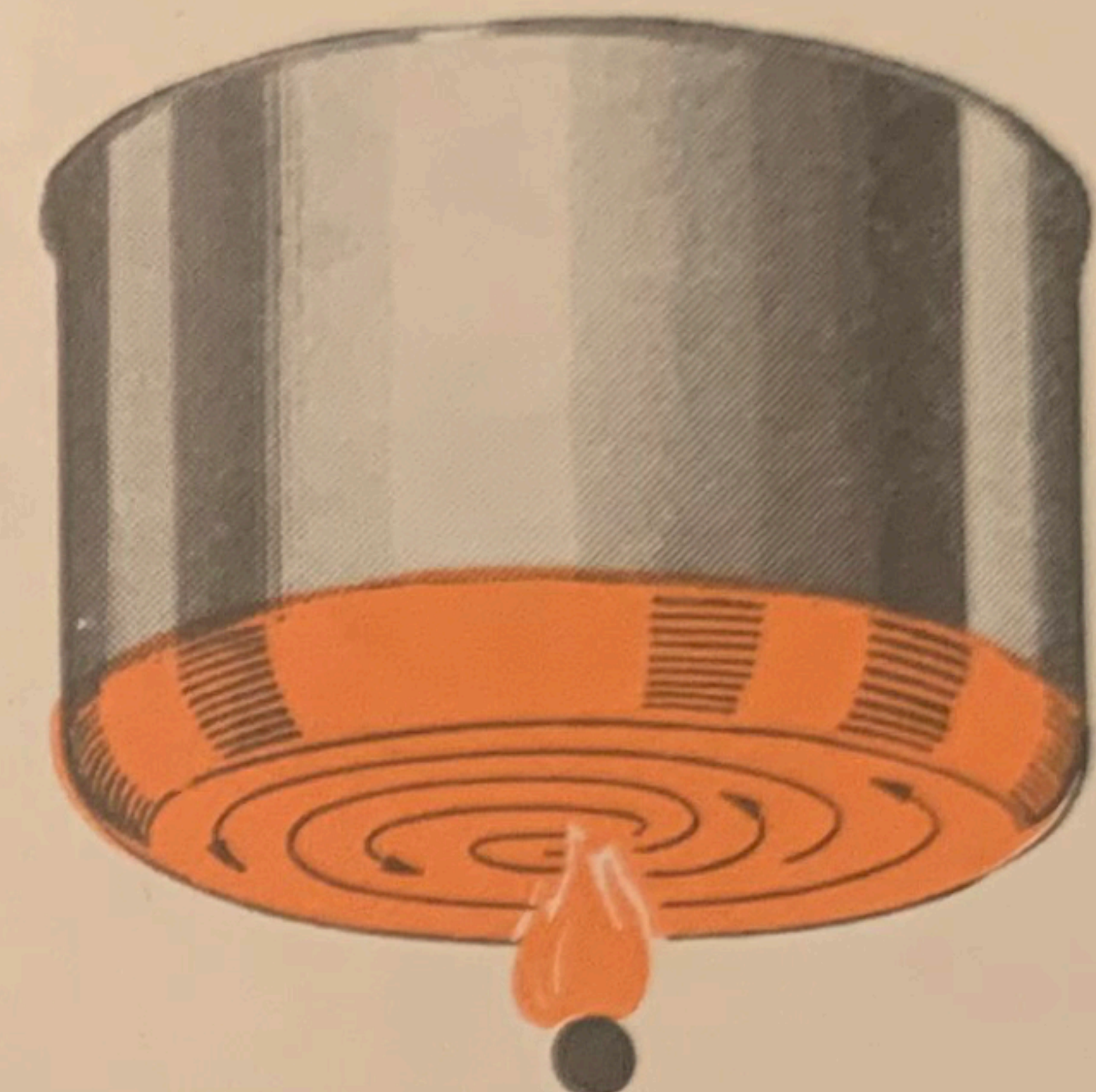
Here's why **COPPER IS CLAD TO THE OUTSIDE BOTTOM OF STAINLESS STEEL**



**ORDINARY UTENSIL—
HEATS IN ONE SPOT**

Metal lacking good heat conductivity holds the heat in one place — results in hot spots, burned food, waste and warpage.

World famous chefs prepare their favorite recipes in copper utensils because these efficient utensils bring out the natural flavor of all foods and delicate sauces. Copper distributes heat quickly and evenly—the temperature is practically the same at the edges of the utensil as it is directly over the flame. Thus, food is cooked uniformly and there is less stirring and turning; no burning, no sticking. Think what this means to a busy cook in a busy kitchen!



**COPPER CLAD STAINLESS STEEL—
HEAT SPREADS**

Copper clad stainless steel provides best heat conductivity, gives most even heat to all parts, no hot spots or burned food.

Copper 100.00%

Aluminum 54.00%

Steel 15.50%

Nickel 15.50%

Stainless Steel 5.50%

Inconel 4.00%

Glass .016%

**RELATIVE HEAT
CONDUCTIVITY**

**REVERE COPPER CLAD STAINLESS STEEL HAS SAME
HEAT DISTRIBUTING EFFICIENCY AS COPPER**

COOKS BETTER



A FUEL SAVING UTENSIL SUPREME IN COOKING RESULTS THAT BRINGS OUT AND RETAINS THE NATURAL FLAVOR OF FOODS

1. No discoloration. — Food has appetizing appearance.
2. Ideal for waterless cooking. Saves vitamins and food shrinkage.
3. Copper clad stainless steel prevents hot spots and burning of foods. Eliminates waste.
4. Stainless steel is correct for safe cooking of all foods. Copper clad bottom for highest heat distribution.
5. Heats more evenly because it's copper clad. Copper is the best heat-conductor of commercial metals.
6. Retains heat. Keeps food warm longer.
7. It is safe to let foods stand in copper clad stainless steel.

INDESTRUCTIBLE



NEVER NEED BE REPLACED. YOUR FIRST COST IS YOUR LAST COST—BUILT FOR GENERATIONS OF HARD DAILY USE

1. Pit resistant, food acids will not pock-mark or dissolve stainless steel.
2. Non-rusting stainless steel.
3. Stainless steel is chip-proof.
4. Copper clad bottom about two and one-half times as thick as sidewalls. Can't burn through even if empty on stove over open flame for 24 hours. (Proven by test).
5. Double thick, warp resistant bottom. Even heat distribution of copper prevents stress.
6. Won't get out of shape. Stainless steel is thick and strong.
7. All handles and knobs welded to utensils. No rivets or washers to wear out or loosen.

CLASSIC IN DESIGN AND CONSTRUCTION



SO BEAUTIFUL MANY ARE USING IT FOR DINING TABLE SERVICE AS WELL AS FOR COOKING

1. Safe, cool, Bakelite, pistol grip handle. No slipping, twisting or turning.
2. A solid metal ring to display utensils in your kitchen.
3. Flat bottoms fit all cooking ranges perfectly.
4. A heavy utensil so evenly balanced that it feels light.
5. Straight sides for maximum cooking efficiency on top of stove.
6. Round, tight fitting covers. No rivets on inside and cool, Bakelite knob to prevent burning. Tight rim prevents dirt collection.
7. Streamlined. No rivets. All welded construction. Nothing to wear out or loosen.

ALWAYS NEW EASILY CLEANED



ALMOST CAREFREE THEY'LL REMAIN THE SHOW PIECES OF YOUR KITCHEN

1. One piece body. No rivets or bolts or screws on inside make for sanitation and easy cleaning.
2. Non-rusting—warp and pit resisting.
3. Copper clad bottom cleaned by wiping after each use with Sunbrite cleanser.
4. Stainless steel retains its original lustre with ordinary care by cleaning with Sunbrite cleanser.
5. Resists action of food acids. Prevents dingy, dirty appearance on inside.

REVERE COPPER CLAD STAINLESS STEEL WARE

EFFICIENCY, BEAUTY AND LONG WEAR AS NEVER BEFORE COMBINED IN COOKING UTENSILS



SAUCE PANS

With Covers		
Cat. No.	Cap.	Price
1401	1 qt.	\$3.00
1401½	1½ qt.	3.50
1402	2 qt.	4.00
1402½	2½ qt.	4.25
1403	3 qt.	4.60
1404	4 qt.	5.00
Without Covers		
Cat. No.	Cap.	Price
1411	1 qt.	2.25
1411½	1½ qt.	2.75
1412	2 qt.	3.25
1412½	2½ qt.	3.50
1413	3 qt.	3.85
1414	4 qt.	4.25
14007	Sauce Pan Cover	1.00



SAUCE POTS

With Covers		
Cat. No.	Cap.	Price
1424	4 qt.	\$5.00
1426	6 qt.	6.00
1428	8 qt.	7.00
Without Covers		
Cat. No.	Cap.	Price
1464	4 qt.	4.00
1466	6 qt.	5.00
1468	8 qt.	6.00
14009	Sauce Pot Cover	1.25



KETTLES

With Covers		
Cat. No.	Cap.	Price
1434	4 qt.	\$5.50
1436	6 qt.	6.50
1438	8 qt.	7.50
Without Covers		
Cat. No.	Cap.	Price
1474	4 qt.	4.50
1476	6 qt.	5.50
1478	8 qt.	6.50
14009	Kettle Cover	1.25



FRENCH CHEF SKILLETS

With Covers		
Cat. No.	Dia.	Price
1448	8"	\$4.00
1450	10"	5.00
1452	12"	6.25
Without Covers		
Cat. No.	Dia.	Price
1458	8"	3.00
1460	10"	4.00
1462	12"	5.00
14008	8" Skillet Cover	1.00
14010	10" Skillet Cover	1.25
14012	12" Skillet Cover	1.50



LIPPED SKILLETS

With Covers		
Cat. No.	Dia.	Price
1557	7"	\$3.35
1558	8"	3.60
1559	9"	4.10
1560	10"	4.60
Without Covers		
Cat. No.	Dia.	Price
1567	7"	\$2.35
1568	8"	2.60
1569	9"	3.10
1570	10"	3.60
14007	7" Skillet Cover	1.00
14008	8" Skillet Cover	1.00
14009	9" Skillet Cover	1.25
14010	10" Skillet Cover	1.25



"Five-in-One" DOUBLE BOILERS

Cat. No.	Cap.	Price
1481½	1½ qt. Inset, 2-qt. Sauce Pan	\$5.50
1492	2-qt. Inset, 3-qt. Sauce Pan	6.50

DOUBLE BOILER IS "Five-in-One"



CASSEROLE



MIXING BOWL



ICE BOWL



SAUCE PAN

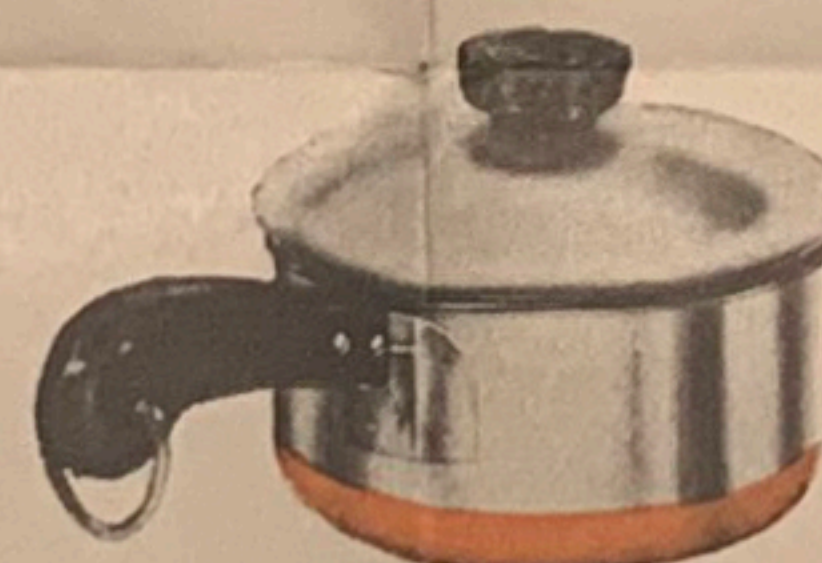


COMPLETE



MIXING BOWLS

Cat. No.	Cap.	Price
1501½	1½ qt.	\$1.75
1502	2 qt.	2.00



SMALL SAUCE PAN

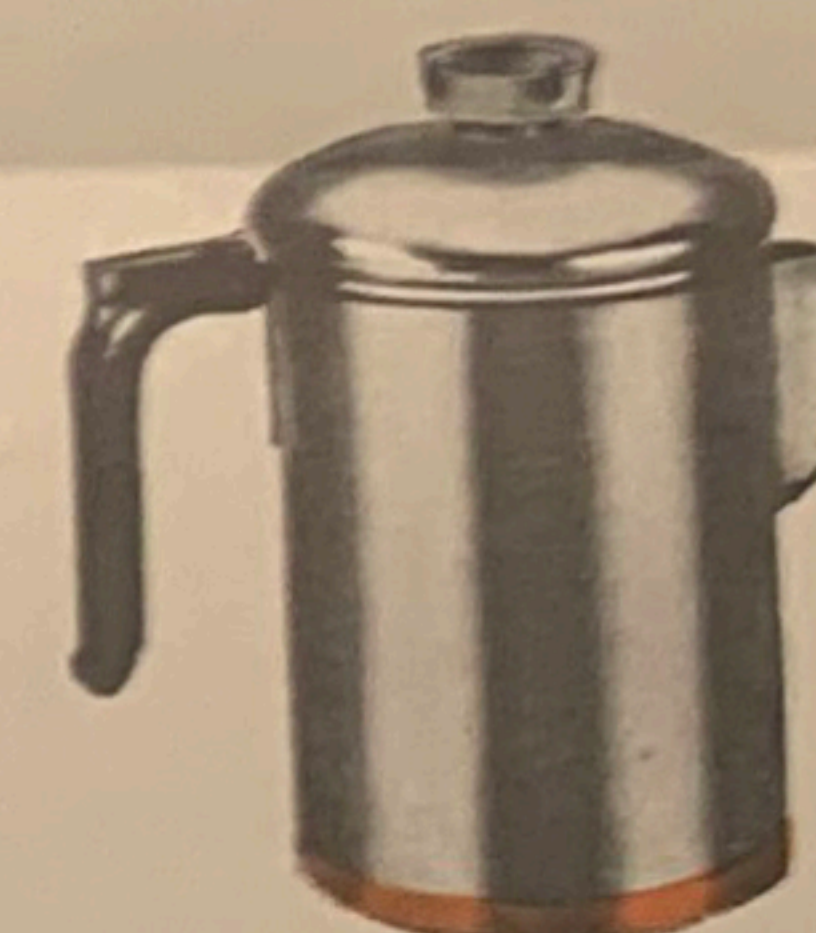
With Cover		
Cat. No.	Cap.	Price
1401¼	1¼ qt.	\$3.00
Without Cover		
Cat. No.	Cap.	Price
1411¼	1¼ qt.	2.25

Patents Pending



FRENCH FRYERS

No Covers		
Cat. No.	Cap.	Price
1482	2 qt.	\$3.75
1482B	2-qt. Basket alone	.50
1483	3 qt.	4.35
1483B	3-qt. Basket alone	.50



PERCOLATORS

Cat. No.	Cap.	Price
1516	6 cup	\$5.50
1518	8 cup	6.50

BEGIN GATHERING YOUR REVERE WARE SET NOW SELECT FROM THESE SPECIAL ASSORTMENTS

ASSORTMENT A Cat. No. 14022

No. 1492 2 qt. Double Boiler "Five-in-One"	\$6.50
No. 1450 10 in. Covered Skillet	5.00
No. 1424 4 qt. Covered Sauce Pot	5.00
No. 1483B French Fryer Basket	.50
Set	\$17.00

ASSORTMENT B Cat. No. 14023

Same as Assortment No. 14022 with	
No. 1516 6-cup Percolator	Set \$22.50

ASSORTMENT C Cat. No. 14024

No. 1401½ 1½ qt. Sauce Pan with Cover	\$3.50
No. 1492 2 qt. Double Boiler "Five-in-One"	6.50
No. 1458 8 in. Skillet without Cover	3.00
No. 1450 10 in. Skillet with Cover	5.00
No. 1424 4 qt. Sauce Pot with Cover	5.00
No. 1436 6 qt. Preserving Kettle with Cover	6.50
No. 1483B 3 qt. French Fryer Basket	.50
Per Set	\$30.00

ASSORTMENT D Cat. No. 14025

Same as Assortment No. 14024 with	
No. 1518 8-cup Percolator	Per Set \$36.50

ASSORTMENT E Cat. No. 14026

No. 1401¼ 1¼ qt. Sauce Pan with Cover	\$3.00
No. 1492 2 qt. Double Boiler "Five-in-One"	6.50
No. 1404 4 qt. Sauce Pan with Cover	5.00
No. 1424 4 qt. Sauce Pot with Cover	5.00
No. 1438 8 qt. Preserving Kettle with Cover	7.50
No. 1458 8 in. Skillet without Cover	3.00
No. 1452 12 in. Skillet with Cover	6.25
No. 1483B 3 qt. French Fryer Basket	.50
Per Set	\$36.75

ASSORTMENT F Cat. No. 14027

Same as Assortment No. 14026 with	
No. 1518 8-cup Percolator	Per Set \$43.25

What To Select

Assortments A to D are recommended for families of two to four.

Assortments E and F, we recommend for families of five to ten.

Assortments A to D, we suggest for Bridal or Shower Gift Sets.

WITH a set of Revere Copper Clad Stainless Steel utensils in your kitchen, you can feel confident as a cook that even the professional chefs have no better cooking equipment—you can feel confident, too, that you have made a wise investment—your first cost is your last cost. With ordinary care Revere Ware is indestructible and efficient—always remains beautiful—a pride to own—like fine silverware that can be handed down from generation to generation.



Revere Ware is a product of the Rome Manufacturing Company Division of Revere Copper and Brass Incorporated, Rome, New York.

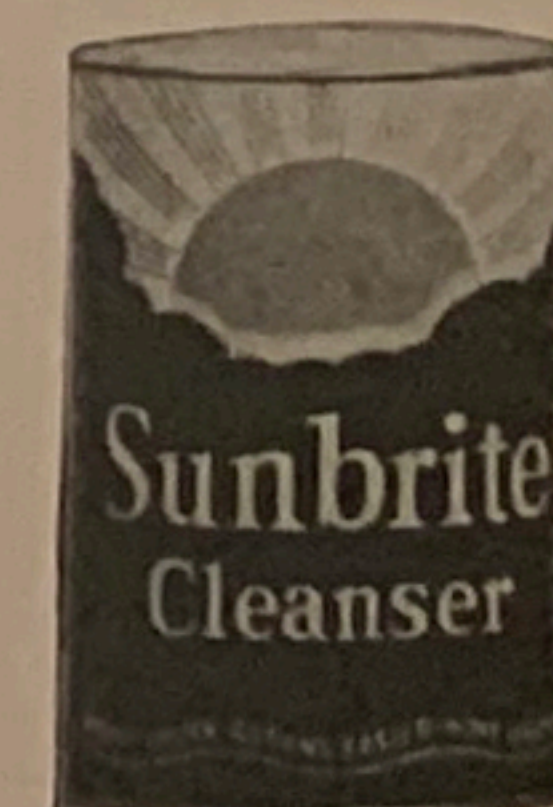
This company was founded by Paul Revere in 1801 and after 138 years still maintains an enviable reputation for fine craftsmanship in metal for which that great patriot was also noted.

To Make It Even Easier to Clean Revere Ware

Laboratory and kitchen tests have proven that Sunbrite Cleanser is ideal for keeping both the stainless steel bodies and copper clad bottoms of Revere ware new and shining with a minimum effort by simply applying Sunbrite with a smooth damp cloth.

A sample package of Sunbrite Cleanser will be packed with each utensil so that Revere ware owners may become acquainted with its effectiveness.

Sunbrite Cleanser Sells for Under 10c in All Parts of the U. S.



NO FINER, MORE LASTING GIFT

After you have been good to yourself and family by replacing your old utensils with Revere Copper Clad Stainless Steel ones, consider Revere Ware for shower, wedding or anniversary gifts. Your thoughtfulness will be remembered long, long after the eventful date has passed.

HERPOLSHEIMER CO.
GRAND RAPIDS, MICH.