

**EVERYWHERE  
IT'S  
CAVALIER!**



**CAVALIER CORPORATION, Chattanooga, Tennessee**

REVISED ADVERTISING OUTLINE  
MAY--DECEMBER, 1952

TRADE

## Back Cover National Furniture Review

- June -- Pre-Market Ad, Chests, Furniture  
 July -- 5300 Suite - Showing House Beautiful Ad for September  
 August -- Stow-Away Ad in Good Housekeeping  
 September -- Same Ad as Shown in October Living  
 October -- Metal Chairs  
 November -- Same Ad as Shown in October House Beautiful

CONSUMERS

- September -- Four Color Page - House Beautiful - 5300  
 October -- Four Color Page - Living - Showing Chests Nos. 331, 323,  
 246, 292, 3326.  
 November -- Four Color Page - House Beautiful - Emphasis on Christmas -  
 Showing Chests Nos. 331, 323, 246, 292, and 3326.  
 November -- Good Housekeeping - Showing Cabinet Stow-Away-  
 One-Third Page, One Color.  
 Fall Issue "Guide for Bride" - Same Ad of No. 5300 as September House Beautiful

DIRECT MAIL

- May 26 -- Pre-Market mailing card on furniture  
 June 2 -- Pre-Market mailing card on chests  
 June 9 -- Four Color Broadside on No. 5300 Suite  
 July 14 -- Repeat of Above  
 August 18 -- Chest Catalog  
 August 25 -- Folder - Suite No. 5500  
 September 8 -- Four Color Folder of Living October ad with proof of mat and  
 Order Blank  
 September 15 -- Folder - Suite No. 5300  
 September 22 -- Four Color Folder of Living October Chest ad with proof of  
 Mat and Order Blank  
 September 29 -- Folder No. 5900 - Suite  
 October 6 -- Four Color Folder of November House Beautiful ad - Chest -  
 With proof of mat and Order Blank  
 October 13 -- Folder - Suite No. 5400  
 October 20 -- Four Color Folder on House Beautiful November ad - Chests-  
 With proof of ad mat and order blank  
 October 27 -- Christmas Broadside - Describing Christmas Package with  
 Order Blank for same  
 November 24 -- Valentine Broadside

NOTE: Four Folders are being sent out in lieu of Furniture Catalog.

# Sister Sue

AND THE  
COMFORTABLE GUEST



... some footnotes on  
*Gracious Living in Compact Quarters*

"AND A ROOM FOR YOU when you come to town for overnight," said Sister Sue.

Sue was so enthusiastic about the new apartment that it seemed a shame to say "What room?" There was only the living room, and Sue and Paul's room and the baby's room and a tiny little sort of den or sunroom or something—off the living room. Certainly you wouldn't want to make that a guest room, complete with bed and dressing table and all a bedroom's intimacies opening right out of the living room. But they were so lucky to find the apartment, even if it wasn't terribly large, you couldn't say anything. Anyhow Sue was good at pulling rabbits out of hats. When the invitation for overnight arrived, so did I, duly, overnight bag in hand.

It was daring, as I knew it would be. But honestly I mailed myself, dragging the bag while I looked and finally decided to deposit it in the baby's room. Maybe they were going to move in a touch.

Nothing could have surprised me more than when Sue picked up the bag and headed for the little den with me in tow. There was a sofa there, nice and squashy looking, and a pair of stunning matching chests against one wall, a big chair, and a side chair. The vista was charming from the living room and seemed to say, "Here is another spot to welcome you,



## ior Gracious Living in Compact Quarters

CAVALIER PRESENTS

- **THE STOW-AWAY**  
THREE DRAWERS—SOLID CEDAR INSIDE
- **THE WRITE-AWAY**  
A CHEST—A DESK

and now

- **THE DRESS-AWAY**  
A CHEST—A DRESSING TABLE

• Three companion pieces which open new possibilities for every home . . . and make double duty rooms doubly livable, more attractive than ever.



THE IDEAL GIFT FOR  
Sweetheart • Mother • Wife  
Daughter • Sister  
THE GIFT THAT LIVES FOR  
THE JOY IT GIVES!

PRICELESS HERITAGE FOR THE HOME

**Cavalier**  
CEDAR HOPE CHEST  
FINE FURNITURE • SAFE STORAGE

COME IN AND SEE OUR DISPLAY



THE CAVALIER WRITE-AWAY\*

do spread out, I'm not such a little apartment after all"—a real inspiration from a home furnishing point of view, but obviously a daytime room. There wasn't even a mirror over the chests. And I must confess, I thought "Well, be a lady for once, sacrifice your own comfort, powder your nose by your compact mirror, and forget it. It's only for one night."

But I should have known Sue better than that. And I really wish you could have seen me and my positive luxury, when we finally got around to bedtime that night. It was Sue's old sleight of hand and nothing short of miraculous! That little den was a complete, delightful bedroom with every comfort any guest could wish. In the first place, the sofa opened into a real bed with fresh, snowy sheets and pillows and a downy spread over all. Then one of those sweet, innocuous looking chests was a dressing table. And not a makeshift one, either. You simply pulled out the top drawer, tilted the mirror back (and it was a great big, long mirror the whole width of the chest). The drawer underneath was all divided, neat as anything, for my toilet articles. And of course Sue had thoughtfully stocked it with all the things I forgot. There were two big lower drawers for my clothes but when the dressing table compartment was opened, it extended way out so I could sit in front of it with plenty

## and the CAVALIER CE

### Three-Cedar-Drawer Fine Cabinetwood

SIZE: TC  
19" x 36"  
HEIGHT:

#### *The Penhouse*

No. 1926



Patented walnut in modern design over Tennessee red cedar, fits in any room, any scheme.



#### *The Mayfair*

No. 2426



Another modern unit with "valued" styling and suitable for use in any room in the home.



#### *The Webster*

No. 2226



Amber maple over red cedar. Early American design, for storage and for decoration as well.



## *A Gift to Remember*



Because Cavalier Cedar

Chests are so often chosen as gifts for engagements, weddings, birthdays, Christmas, anniversaries, graduation... the manufacturer will furnish at no extra cost a brass plaque engraved with name of giver and receiver. This plaque fastens inside lid of chest. Like the engraving in a wedding ring, it is a precious and permanent gift record.

Or, if you prefer, you may choose instead, three-year \$250 cash insurance policy at no extra cost with your Cavalier Cedar Chest.



You have heard about Cavalier Cedar Chests over your radio... you have read about them in leading magazines. But you have a real thrill awaiting you when you see the beautiful designs we have to show you.

You will thrill with delight when you open the chest... see the interior with its level tray that lifts smoothly with the lid, inhale the fragrant cedar aroma... and think of all the joy you'll have in using this Cavalier Cedar Chest when it is your own most treasured possession.

COME IN AND SEE FOR YOURSELF

# **FOLDERS**



**EVERYWHERE IT'S CAVALIER!**

Display material  
to tell about  
Cavalier at  
point-of-purchase

# Cedar Chest

R CORPORATION  
MOORE, TENNESSEE

- 10 All veneers heat bonded for long life and permanence.
- 11 Beautifully finished throughout.
- 12 Beautiful gift graved bronze finished metal plaque engraved with name of giver and receiver, or three year \$250 moth insurance policy without extra charge.

swings out of way, stays level.



**NO EXTRA COST**



*Gift Graved* **BRONZED PLAQUE**  
EXCLUSIVE WITH CAVALIER

*For lifetime remembrance, fasten this metal plaque inside top  
... the names of giver and receiver are individually engraved*

OR  
THREE YEAR \$250 MOTH INSURANCE POLICY

**Cavalier**  
CEDAR CHESTS

**EVERYWHERE IT'S CAVALIER!**

Great SPECIAL  
VALUES NOW  
Cavalier  
CEDAR CHESTS



Smooth, flowing lines of beauty, quality you find only by Cavalier . . . wonderful cedar chest value, with many exciting higher-price luxury features. Cavalier Spring Special at only \$49<sup>50</sup>



Graduate or bride . . . any girl will take this deluxe, oversize Cavalier Cedar Chest to her heart. Beautifully finished, beautifully made with spring bronze dust seal, eleven tumbler lock, streamlined Lift-Level tray, double acting hinges. Gorgeous figured veneers—rare tropical woods combined with American walnut. You'll recognize it as a wonderful buy at \$59<sup>50</sup>



Cherry or mahogany console \$79<sup>50</sup>

Beauty

AND TRUE USEFULNESS  
FOR EVERY ROOM

Exquisite designs in glowing hand-rubbed cherry or mahogany . . . or a dramatic modern chest in genuine walnut veneers. The wood and style of your choice will be heirloom quality at sensible prices if you choose a CAVALIER CEDAR CHEST. All the protection of aromatic red cedar in a chest to go with other fine furniture, to be proud of anywhere in your home. Ask to see the spring specials, wonderful values.

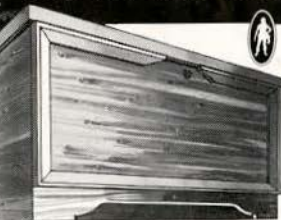
Cavalier cedar chests



Pin stripe and figured walnut \$59<sup>50</sup>

STORE NAME

SOLID  
RED CEDAR  
INSIDE AND OUT



Extra Big for plenty of packing room  
. . . full 47 inches long (nearly a foot longer than your yard stick).

Built to famous Cavalier standards with metal dust seal strip made into lid to make sure you have dainty, dust tight storage always. Has push button lock.

This is the good, solid, red cedar chest American families have loved for generations, built now by Cavalier of selected aromatic Tennessee Red Cedar . . . the finest kind . . . for years of beauty and usefulness.

Cavalier

\$00<sup>00</sup>

STORE NAME

*double duty - double beauty*



## CAVALIER

*double-purpose chests of drawers  
for gracious living in compact quarters*



The Cavalier Stow-Away  
a chest—plus cedar storage



The Cavalier Write-Away  
a chest—a desk



The Cavalier Dress-Away  
a chest—a dressing table

These matching, double-purpose chests of drawers give you double value for your money. Each does double duty. The DRESS-AWAY combines a complete concealed dressing table with a handsome chest of drawers. The matching WRITE-AWAY gives you a storage chest plus a full sized writing desk. STOW-AWAY, the third triplet, has aromatic red cedar inner construction, arranged in drawers for convenient moth protective storage.

Decorator designed, beautifully finished and detailed, to fit happily into any room—living room, bedroom, dining room, hall, study, powder room—wonderful for the convertible room used as living space by day, sleeping space by night.

Made in luxurious cabinet woods, glowing mahogany or walnut, maple, newest limed oak . . . in period or modern styles to accent your decorative scheme. Any two, or all three, fit together as twin or triple grouping. Sold in better stores everywhere.

# Cavalier

STOW-AWAYS • WRITE-AWAYS • DRESS-AWAYS




TRADE MARK REG.  
U. S. PAT. OFF.

CAVALIER CORPORATION, CHATTANOOGA, TENNESSEE



ADVERTISED IN  
**LIFE** "...news...pictures...famous products..."



She has always known the best... now it's a CAVALIER CEDAR HOPE CHEST

**Cavalier**  
CEDAR CHESTS

AT BETTER HOMES EVERYWHERE

as seen in  
**POST**



In every fold there is our product that stands out—and shows! You will be proud to own:

*"I have a Cavalier"*

**Cavalier**  
CEDAR CHESTS

AT BETTER HOMES EVERYWHERE

FROM ABOUT CHESTER IN BRIDE AND GROOM, MONTHS SALVAGE, GIFT AND TRAVEL, WEDDING TRAYS AND TWENTY OTHER RADIO SHOWS.

**BLOW-UPS**, counter cards of Cavalier national ads furnished you regularly. Bring the prestige and authority of this smash national advertising to your Cavalier floor and window displays.

right from  
**House Beautiful**

*The New Cavalier Dress-Away... A CHEST—A DRESSING TABLE*




Cavalier's newest contribution to the art of gracious living in compact quarters.

**Cavalier**  
DRESS-AWAY "DRESS-AWAY" WHITE-AWAY—DRESS CHEST

AT BETTER HOMES EVERYWHERE

as seen in  
**House & Garden**



**THE DRESS-AWAY**—Give your art beautiful chest of drawers beauty for any room in your home. Dressing table, vanity, desk, or study. Compact design for saving space—ready and fully furnished for use without the expense of a dressing table.

**THE DRESS-AWAY**—A chest of drawers that can be used as a desk or study table. Compact design for saving space—ready and fully furnished for use without the expense of a desk or study table.

**DOUBLE USE—LOOKING BEAUTY FOR ANY ROOM IN YOUR HOME**—In gracious living, there are many uses for a chest of drawers. The chest of drawers shown here is a double-duty chest. It can be used as a dressing table, vanity, desk, or study table. Compact design for saving space—ready and fully furnished for use without the expense of a dressing table, vanity, desk, or study table.

as seen in  
**Better Homes and Gardens**

*double-duty—double beauty*



**CAVALIER**  
double-purpose chests of drawers for gracious living in compact quarters

The double-duty chest of drawers shown here is a double-duty chest. It can be used as a dressing table, vanity, desk, or study table. Compact design for saving space—ready and fully furnished for use without the expense of a dressing table, vanity, desk, or study table.

**Cavalier**  
DRESS-AWAY "DRESS-AWAY" WHITE-AWAY—DRESS CHEST

AT BETTER HOMES EVERYWHERE

# Better Homes

Read by more than 3,000,000 families

October 1948 • 25 cents

# and Gardens

# House & Garden

*House Beautiful's*  
*Guide for the Bride*

*House  
Beautiful*



*Gift for the  
Bride*



*so right*

**FOR THE TROUSSEAU**

Treat that lovely trousseau tenderly! Keep it safe, fresh and sweet in a finely built Cavalier Cedar Chest. After the wedding, her Cavalier will be admired wherever she uses it... For a Cavalier is the newest idea in smart occasional furniture, groups with other fine furniture to give her the last word in Storage with Style.

SEE OUR SELECTION OF

**Cavalier**  
CEDAR CHESTS  
FROM AS LOW AS \$00<sup>00</sup>

STORE NAME

BA-300

1 COL. x 8"

**Monogram  
Bedspread  
FREE**



WITH PURCHASE OF  
A BEAUTIFUL

**Cavalier**  
CEDAR CHEST

We give you, without one cent of extra cost, an expensive Handcraft bedspread by Cabin Crafts, with your purchase of an outstanding value Cavalier Cedar Chest. Come in and see a sample of this beautiful bedspread. Yours will have your own three letter monogram worked into a dramatic center design in dainty floral pastel. It's one of the latest just presents you'll ever have... Just picture the beauty of your bedroom with your handsome new personalized gift spread and the cedar chest of your dreams... a genuine fine-furniture design by Cavalier.



An outstanding value in a fine Cavalier Cedar Chest. Beautifully grained sliced walnut veneers over lifetime bonded cedar for permanent beauty. Inside has varying smooth finish throughout. Inner tray rises automatically with lid. Convenient push button lock to guard your nice things.

\$00<sup>00</sup>

STORE NAME

MAT NO. 85-1

1 COL. x 10"

*Gift for the  
Bride*



*so right*

**FOR THE TROUSSEAU**

Treat that lovely trousseau tenderly! Keep it safe, fresh and sweet in a finely built Cavalier Cedar Chest. After the wedding, her Cavalier will be admired wherever she uses it... For a Cavalier is the newest idea in smart occasional furniture, groups with other fine furniture to give her the last word in Storage with Style.

SEE OUR SELECTION OF

**Cavalier**  
CEDAR CHESTS  
FROM AS LOW AS \$00<sup>00</sup>

STORE NAME

MAT NO. BA-1

1 COL. x 8"

*Off to a  
wonderful start*



There's happiness ahead  
and good homemaking  
with a...



... **Cavalier**  
CEDAR CHEST

A beautiful chest for your beautiful things! Choose a new Cavalier in one of our stunning period or modern styles. You'll find it craftsman built, dustproof. The perfect protection your lovely new things deserve. And you'll find too, that your Cavalier Chest is one of the handsomest pieces of occasional furniture anywhere, it adds beauty and distinction to any room. A new Cavalier gives you a head start on a beautiful home.

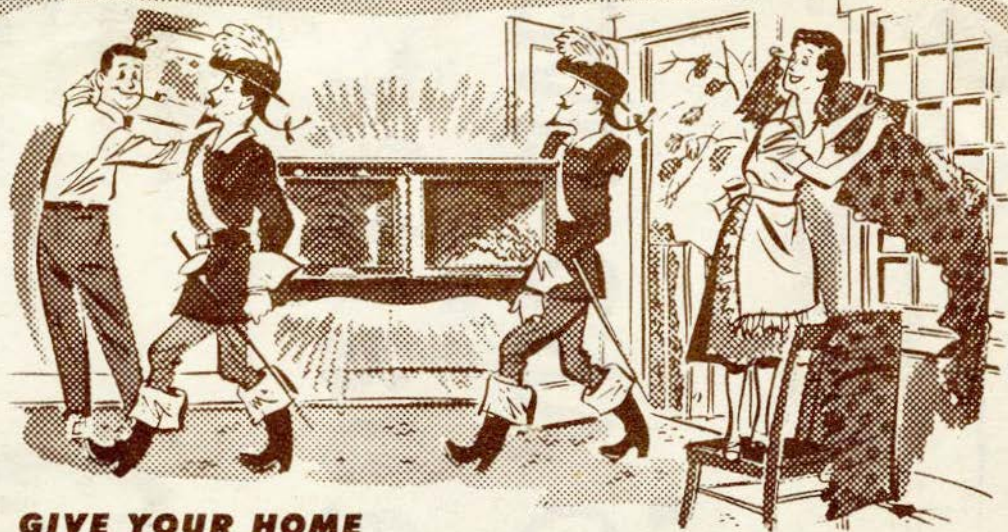
Cavalier Cedar Chests...for storage with style

\$00<sup>00</sup> to \$00<sup>00</sup>

STORE NAME

MAT NO. BA-2

2 COL. x 8 1/2"



**GIVE YOUR HOME**

**"THAT LOVED AND LIVED-IN LOOK"**

**WITH A**

**Cavalier Cedar Chest**

MAT NO. H-2

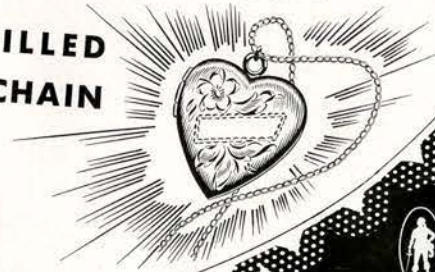
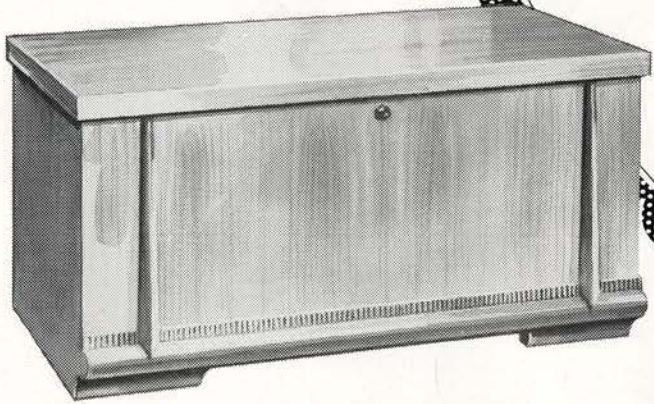
Two perfect  
gifts for her  
Valentine

**Valentine  
SPECIAL**

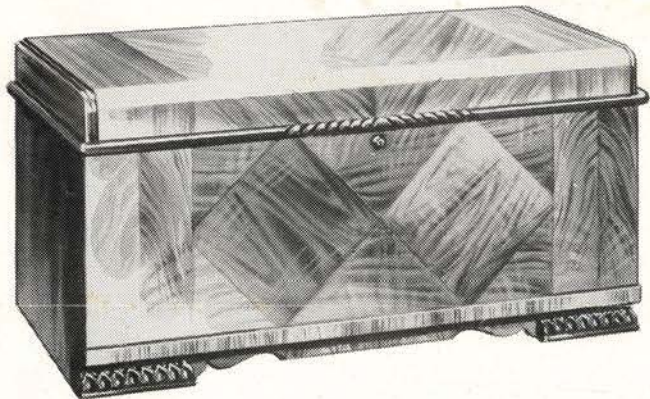
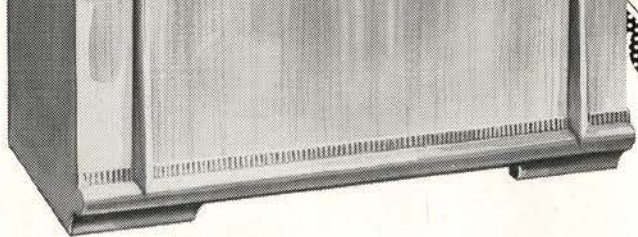
**NOW..either of these  
MAGNIFICENT VALUE  
Cavalier cedar chests**

**AND AT NO EXTRA COST**

**EXQUISITE GOLD FILLED  
PHOTO LOCKET and CHAIN**



HER HEART SINGS "I LOVE YOU," when you give the gift of gifts, a Cavalier



HER HEART SINGS "I LOVE YOU," when you give the gift of gifts, a Cavalier Cedar Chest. Our Valentine Special Cavaliers are truly unbelievable values with Lift-Level tray, security lock and key, dust seal for perfect protection. Exclusive Cavalier SUPERDEEP design gives 21 to 30 percent more usable space inside than ordinary chests of same size . . . Your **\$00<sup>00</sup>** choice of smart modern oak or waterfall walnut styles for only

LESS THAN YOU'D SPEND FOR A BOX OF CANDY delivers her Valentine Cavalier (and the payment plan makes it easy for you to make her the happiest girl in the world this Valentine Day).

She will wear your photograph above her heart

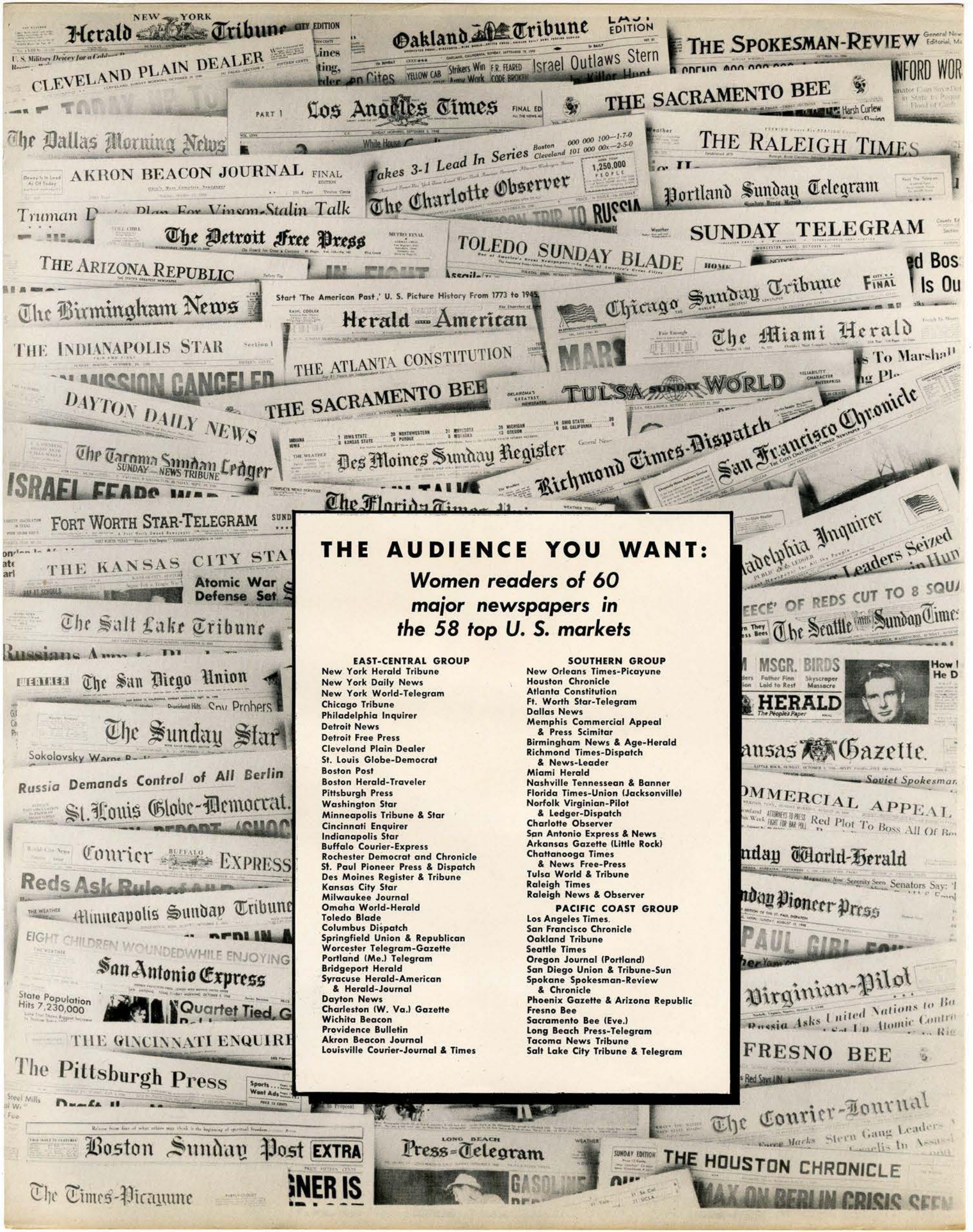
in this beautiful 12 kt gold filled photo locket. Face of locket exquisitely engraved in floral design. Locket opens on tiny hinges to hold two photos. Complete with chain in gift box. At no extra cost with her Valentine Cavalier Cedar Chest.

## YOUR NAME

MAT No. VAL-52

1952  
145 Ordered  
120 Mailed on Salesmen's Request  
Clipping Service — 6

6 COL. X 12"



## THE AUDIENCE YOU WANT:

Women readers of 60  
major newspapers in  
the 58 top U. S. markets

### EAST-CENTRAL GROUP

New York Herald Tribune  
New York Daily News  
New York World-Telegram  
Chicago Tribune  
Philadelphia Inquirer  
Detroit News  
Detroit Free Press  
Cleveland Plain Dealer  
St. Louis Globe-Democrat  
Boston Post  
Boston Herald-Traveler  
Pittsburgh Press  
Washington Star  
Minneapolis Tribune & Star  
Cincinnati Enquirer  
Indianapolis Star  
Buffalo Courier-Express  
Rochester Democrat and Chronicle  
St. Paul Pioneer Press & Dispatch  
Des Moines Register & Tribune  
Kansas City Star  
Milwaukee Journal  
Omaha World-Herald  
Toledo Blade  
Columbus Dispatch  
Springfield Union & Republican  
Worcester Telegram-Gazette  
Portland (Me.) Telegram  
Bridgeport Herald  
Syracuse Herald-American  
& Herald-Journal  
Dayton News  
Charleston (W. Va.) Gazette  
Wichita Beacon  
Providence Bulletin  
Akron Beacon Journal  
Louisville Courier-Journal & Times

### SOUTHERN GROUP

New Orleans Times-Picayune  
Houston Chronicle  
Atlanta Constitution  
Fr. Worth Star-Telegram  
Dallas News  
Memphis Commercial Appeal  
& Press Scimitar  
Birmingham News & Age-Herald  
Richmond Times-Dispatch  
& News-Leader  
Miami Herald  
Nashville Tennessean & Banner  
Florida Times-Union (Jacksonville)  
Norfolk Virginian-Pilot  
& Ledger-Dispatch  
Charlotte Observer  
San Antonio Express & News  
Arkansas Gazette (Little Rock)  
Chattanooga Times  
& News Free-Press  
Tulsa World & Tribune  
Raleigh Times  
Raleigh News & Observer

### PACIFIC COAST GROUP

Los Angeles Times  
San Francisco Chronicle  
Oakland Tribune  
Seattle Times  
Oregon Journal (Portland)  
San Diego Union & Tribune-Sun  
Spokane Spokesman-Review  
& Chronicle  
Phoenix Gazette & Arizona Republic  
Fresno Bee  
Sacramento Bee (Eve.)  
Long Beach Press-Telegram  
Tacoma News Tribune  
Salt Lake City Tribune & Telegraph



# DISPLAYS



3 PIECE WINDOW OR FLOOR DISPLAY . . . Visibility—super! Attention value: the tops! This beautiful three piece display gives effect of depth, is made up in glowing, full color life-size. Consists of (1) girl's figure; (2) background plaque attractively lettered; (3) brilliant colored star with lettering. Complete, ready to use, simple to set up. Ask your Cavalier Salesman how to get this display.

**EVERYWHERE IT'S CAVALIER!**



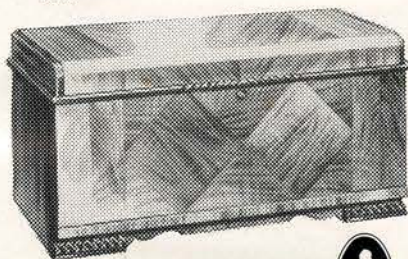
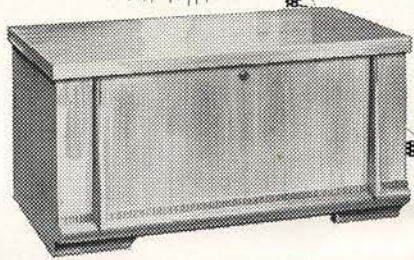
Two perfect  
gifts for her  
Valentine

Valentine  
SPECIAL

NOW..either of these  
MAGNIFICENT VALUE  
Cavalier cedar chests

AND AT NO EXTRA COST

EXQUISITE GOLD FILLED  
PHOTO LOCKET and CHAIN



HER HEART SINGS "I LOVE YOU," when you give the gift of gifts, a Cavalier Cedar Chest. Our Valentine Special Cavaliers are truly unbelievable values with Lift-Level tray, security lock and key, dust seal for perfect protection. Exclusive Cavalier SUPERDEEP design gives 21 to 30 percent more usable packing space inside than you get in ordinary cedar chests of same size. Your choice of smart modern oak or waterfall walnut styles for only

\$00<sup>00</sup>



LESS THAN YOU'D SPEND FOR A BOX OF CANDY delivers her Valentine Cavalier (and the payment plan makes it easy for you to make her the happiest girl in the world this Valentine Day). She will wear your photograph above her heart

in this beautiful 12 kt gold filled photo locket. Face of locket exquisitely engraved in floral design. Locket opens on tiny hinges to hold two photos. Complete with chain in gift box. At no extra cost with her Valentine Cavalier Cedar Chest.

YOUR NAME

MAT NO. VAL-52-3

300 Ordered  
220 Mailed on Salesmen's Request  
Clipping Service — 70  
1952

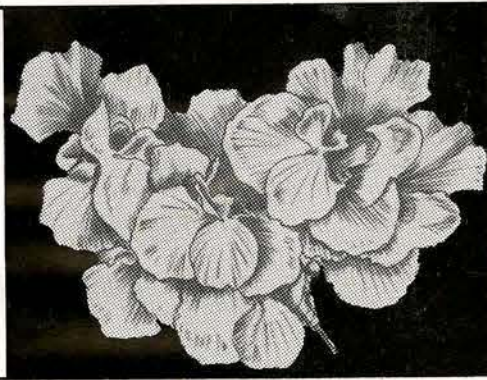
3 COL. x 8"



**1952 Girl Graduates:  
We have a free Orchid  
Corsage for You**

Come in and see the beautiful 1952 Graduation Special Cavalier Cedar Chests, and accept our free gift to you of a gorgeous five-orchid corsage. Get your free corsage

(DATES)



# BIG COMBINATION OFFER



**BIG 48"**

## Superdeep Cavalier cedar chest

In glowing American walnut with Cavalier self-rising lid tray, dust seal, lock with key. Offset hinges allow

chest top to open wide even when chest is placed close to wall or bed. This is a sensational value.

### GORGEOUS NECKLACE AND EARRINGS!

Simulated pearl necklace with diamond-like brilliant clasp and matching sweetheart earrings. It is packed in a big, permanent jewel box, velvet and satin lined, so wonderful you'll use it to keep all your jewelry in for years to come.



BOTH ONLY


**\$00<sup>00</sup>**

**STORE NAME**

MAT NO. O-N-4

1952  
12 1/2 ordered - 75 Mailed  
2 ordered on Holmesman Report  
Chippin' Service

EVERYWHERE IT'S CAVALIER!



# **12,000,000**

**preferred prospects**

**in the home furnishings**

**market see Cavalier**

**ads in the leading home**

**and decoration magazines**

● **BETTER HOMES AND GARDENS**

● **HOUSE BEAUTIFUL**

● **HOUSE AND GARDEN**

● **GUIDE FOR THE BRIDE**

**EVERYWHERE IT'S CAVALIER!**



Copyright 1948, Cavalier Corporation, Chattanooga, Tennessee

*In every field there is one product that stands  
out—and above! You will be proud to say:*

*"I have a Cavalier"*

**Cavalier**

**CEDAR  CHESTS**

AT BETTER STORES EVERYWHERE

HEAR ABOUT CAVALIER ON BRIDE AND GROOM, MOVIE MATINEE, GIVE AND TAKE, WELCOME TRAVELERS AND TWENTY OTHER RADIO SHOWS.

100 Ordered - <sup>1952</sup>~~100~~ Mailed  
 Mailed on Salesman Regent  
 Chippen Levin.



*the Graduation Gift*  
 YOU'LL LOVE MOST OF ALL... A  
**Cavalier cedar chest**



So handsome for your room, so wonderful to own. Our Class of 1952 Cavalier Cedar Chest Special is a honey. SUPERDEEP, with 21 to 30% more storage space inside than ordinary chests of equal size. You'll have plenty of room to keep your graduation gifts and all your nicest things fresh and lovely. Room, too, for trousseau collecting. Security lock with key keeps your own things all yours, gives the privacy every girl loves for personal possessions.

Cavalier 1952 Special Cedar Chest for young moderns. Designs blend beautifully with other fine furniture in modern, traditional or provincial styles. Choose your Cavalier in newest chinchilla walnut or light limed oak. With protective dust-tite seal, Lift-Level automatic tray, lock, and SUPERDEEP, for loads of extra storage room inside.

**\$00.00**



**1952 Girl Graduates: We have a  
 FREE ORCHID CORSAGE For You!**

Come in, see the beautiful 1952 Graduation Special Cavalier Cedar Chests, and accept our free gift to you of a gorgeous orchid corsage. Five fresh, lovely, real orchids made into a beautiful corsage that you will enjoy wearing to pre-graduation parties... a gift to you with our congratulations.

Get your free orchid corsage \_\_\_\_\_ (dates) \_\_\_\_\_

**STORE NAME**



WEDDING TIME SPECIAL

# Cavalier cedar chest



WITH STUNNING NECKLACE AND EARRINGS

IN EXQUISITE SEVEN INCH JEWEL BOX



There has never been such a wedding time special offer. For your trousseau, for your home to be, the furniture that's first in your heart, your Cavalier Cedar Chest. Smart, new, an exclusive SUPER-DEEP Cavalier, with 21 to 30% more actual storage space inside than ordinary chests of equal size.

AND, AT NO EXTRA COST, a bride's gift you will adore. Exquisite simulated pearl necklace with matching heart-shape pearl and rhinestone earrings. The set is packed in a jewel box you'll treasure and use for years . . . heavenly blue faille, velvet and satin lined.

For the perfect wedding gift, select now your Fine Furniture Cavalier cedar chest, and for a limited time only, our sensational jewel and jewel box set at no extra cost. Use our convenient budget payment plan to enjoy your Cavalier now.

ONLY \$00<sup>00</sup>



ON CONVENIENT BUDGET PLAN

Cavalier 1952 Special Cedar Chest for young moderns. Designs blend beautifully with other fine furniture in modern, traditional or provincial styles. Choose your Cavalier in newest chinchilla walnut or light lined oak. With protective dust-tite seal, Lift-Level automatic tray, lock, and SUPER-DEEP for loads of extra room.

## STORE NAME

MAT NO. N-S-4

*No order - - mailed  
order on future report.  
Cliff's Service*



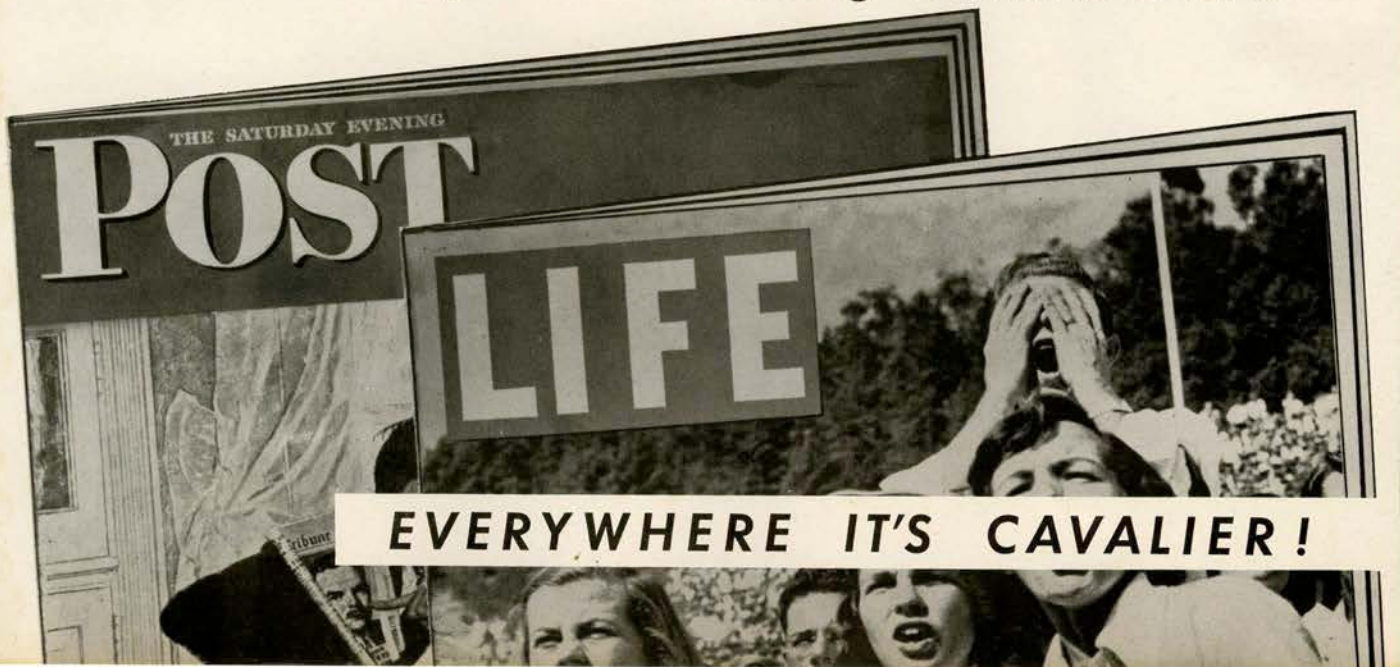
*Nothing could be finer for Your Best...  
Cavalier Cedar Hope Chest*

**Cavalier**  
CEDAR  CHESTS

AT BETTER STORES EVERYWHERE

# 41,000,000 readers see Cavalier pages in Life, Saturday Evening Post

Cavalier blankets your market with full pages in two colors in the nation's leading weekly magazines...reaching 41 million readers





For champagne tastes at modest price...

# Champagne Mahogany

Bedroom Furniture by **Cavalier**



as seen in House Beautiful

Fresh and sparkling as rare champagne is this new, delightful bedroom furniture. It is mahogany, richest looking and best loved of all fine furniture woods . . . but mahogany with a difference! The swirly grained mahogany veneers are finished to bring out all the light, natural loveliness of the wood itself. The beautiful contemporary design will give your bedroom outstanding distinction and smartness.

Your complete bedroom in Cavalier's Champagne Mahogany, **\$000<sup>00</sup>**  
as low as

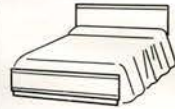
**STORE NAME**



Panel headboard,  
twin size



Storage headboard,  
low footboard



Panel headboard,  
low footboard



Panel headboard,  
deep footboard



Tall chest



Double dresser



Triple dresser



Vanity dresser  
and bench



Bedside cabinet

1952  
Ordered 20  
sent out to all customers of 5300 units  
Chippin Senior



# Fawn Grey by Cavalier

AS SEEN IN HOUSE & GARDEN



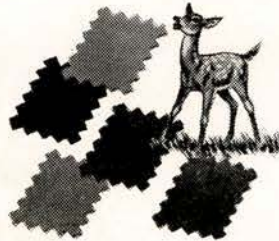
Only once in a FAWN'S AGE do you find bedroom furniture like this Cavalier suite in soft, glowing fawn grey walnut. A design so adaptable . . . a wood color so versatile that your bedroom will wear it as happily as you yourself wear the greige . . . not quite grey, not quite beige . . . so beloved by the great French dressmakers.

**Perfect with Pastels**

If your decorative ideas run to the new greyed soft tints in fabrics and decorative background, you will find Cavalier Fawn Grey the perfect wood choice, and the pieces in this Cavalier suite gently distinguished in a modern pastel bedroom setting.

**Dramatic with Vivid Tones**

For a just-right contrast in a bedroom keyed to vibrant, singing color, start with Cavalier Fawn Grey walnut. It does wonders in setting off a room planned for a bright, color loving life. Convenient bookcase bed adds decorative charm.



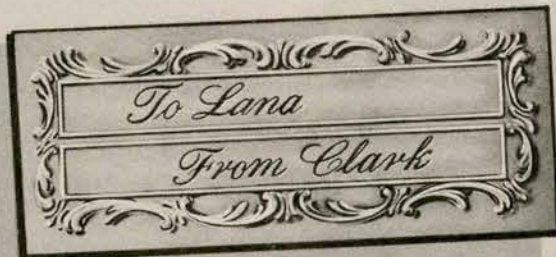
*Groupings from open stock available to fit your room and your way of living*

**STORE NAME**

# Gift Graved Plaque Promotion.

The most powerful sales clincher in cedar chest selling . . . the Gift Graved Plaque, EXCLUSIVE WITH CAVALIER . . . tested and approved by dealers throughout the country (or 3-year moth insurance policy at no extra cost).

**NO EXTRA COST**



*Gift Graved* **BRONZED PLAQUE**  
EXCLUSIVE WITH CAVALIER

*For lifetime remembrance, fasten this metal plaque inside top  
... the names of giver and receiver are individually engraved*

OR  
THREE YEAR \$250 MOTH INSURANCE POLICY

**Cavalier**  
CEDAR  CHESTS

# To help your SALESPEOPLE SELL!

Average careful reading time: less than 5 minutes.

## DO'S AND DON'TS IN SELLING CAVALIER "AWAY" DOUBLE PURPOSE CHESTS OF DRAWERS

The Cavalier "Away" chests move in a hurry whenever properly displayed and merchandised. Here are some new pointers resulting from extensive tests on "Away" merchandising. Each one of these points has been tested on the floor for results.

### TO SELL "AWAYS"

**DO** display them in action. (For example: Two Dress-Aways, side by side, one opened, one closed. Show-away with drawers opened, neatly packed blankets and woollens showing. A pair, Write-away and Dress-away side by side, to show how they fit together as a group. Have them opened, with lamps and ornaments on top, showing at a glance that objects on top of chests do not need to be disturbed when chests are opened for use in second function.)

**DON'T** have just one type "Away" on the floor and that closed up. The special features that make the "Away" series outstanding don't show up that way.

**DO** show them in a room setting, if possible, with convertible bed, etc., to show women the ideas and possibilities of double use.

**DON'T** expect a customer to look at a single "Away" chest, closed, and have any idea of the outstanding economy, use, and convenience features these chests offer her.

**DO** have the literature (Chest Tags, "Sister Sus" folder, Gracious Living folders) right there for the customer to see. These tell her what the "Aways" will do for her—she buys "Aways" for what they will do for her in her home—and she won't know unless the sales and is told. (And do read this literature carefully yourself and know what is in it.)

**DON'T** expect to sell these chests to full advantage unless you understand them thoroughly. It takes only a little study and thought for an alert sales person to realize that here is a hot item—natural for today's crowded space living. Everywhere the "Aways" are being displayed in use, and where sales people are informed about their features, these chests are making a hit with the public.

**DO** show and explain "Aways" to these types of customers:

1. Better class and moderate income customers of taste—they can really appreciate the fine "Away" design features.
2. Young couples, and all those who want to buy economically. One "Away" gives the service of two ordinary pieces of furniture.

And a  
DO fa  
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**YOU CAN'T SELL A Better CHEST**

**FOR LOVE nor MONEY**

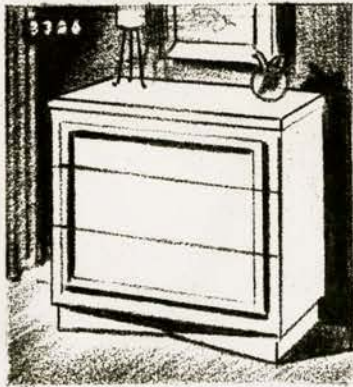
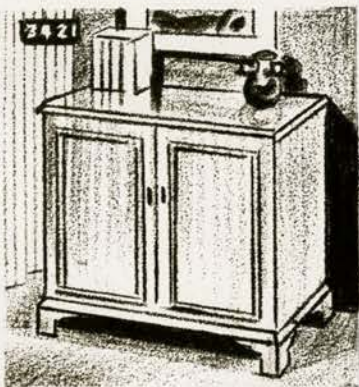
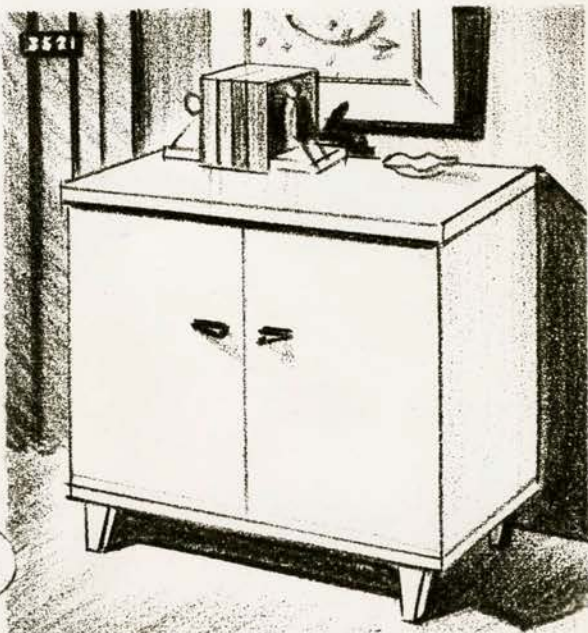
**These are 12 reasons why you get the Best when you buy the Cavalier Cedar Chest**

1. Smooth gliding, jiffy and instantaneous product of four rollers of the bottom sliding.
2. Best Cedar Cedar Chest system ever used because the wood Red Cedar has the highest resistance to U. S. Government Bureau of Entomology as required for such purposes.
3. Best material—light strong for their storage—100% natural, RESISTANT moisture.
4. Privately heat treated (sanitized) top board bedding bacteria.
5. Sturdiness, with locking device lid will withstand the heaviest weight without permanent distortion.
6. Shock-resistant, double lined, with reinforcement type lid top for double extra strength security in greatest protection.
7. Locking device, specially constructed for safety satisfaction.
8. Self-closing top hinges, no faster double, proved lid to open and close proved—these hinges seal in bed.
9. All corners heat treated for long life and protection.
10. Beautifully finished throughout.
11. Beautiful gift covered boxes. Proved most elegant material with extra of your good wishes, so that your \$200 worth investment policy without extra charge.
12. All these top chest with lid, nothing out of range, nothing bad.

CAVALIER CORPORATION  
CINCINNATI, OHIO

**EVERYWHERE IT'S CAVALIER!**

AROMATIC RED CEDAR  
**STOW-AWAYS**  
by **Cavalier**



AS SEEN IN  
HOUSE AND  
GARDEN



## The Cavalier NATCHEZ

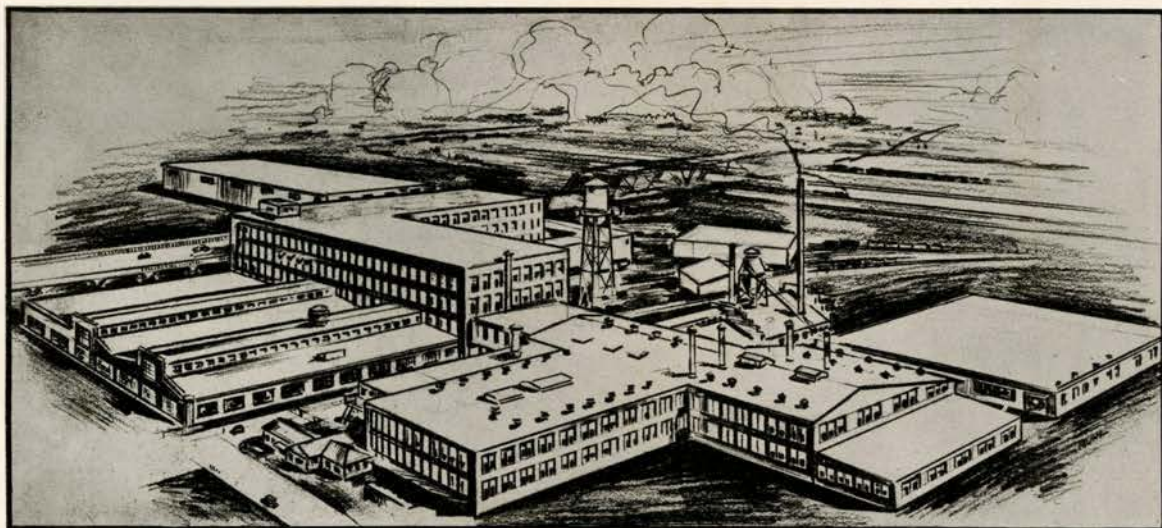
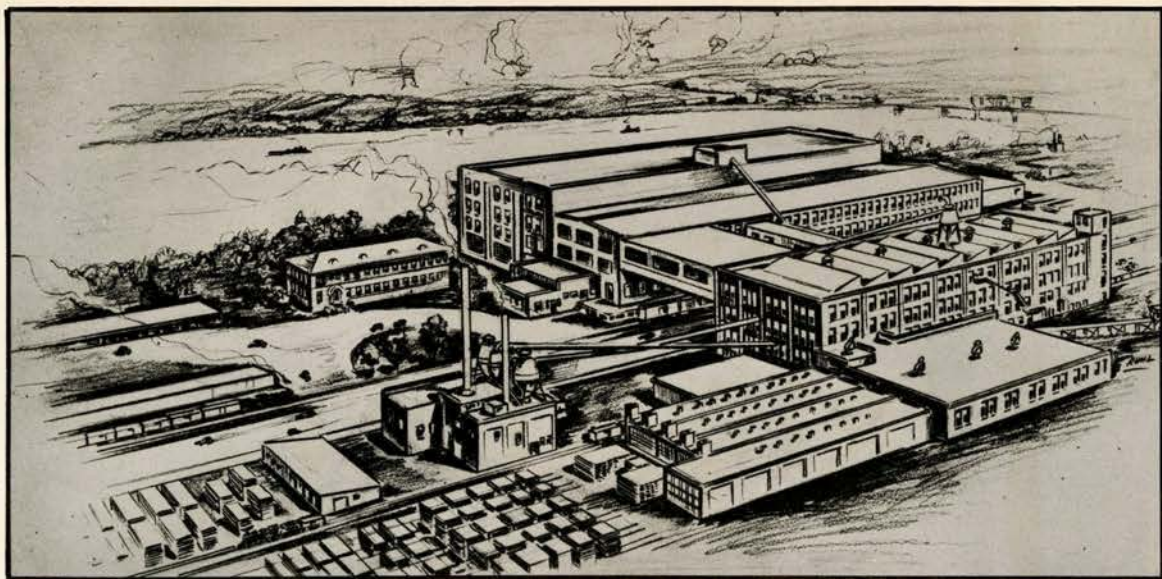
Exquisite Cavalier open stock bedroom suite  
in mahogany, directly inspired by historic pieces at  
Natchez, Mississippi . . . scaled for today's  
most distinctive bedrooms. Choose your grouping  
from complete selection of pieces.

GROUPINGS FROM \$000<sup>00</sup>

STORE NAME

2 Col. x 7"

Mat No. NZ-2



SINCE 1865 Cavalier has trained skilled and loyal men who really know how to work with cedar—one of the most difficult of woods to handle in such a way that the furniture will give full service and retain full beauty for a lifetime of use.

These skilled specialists are one of the main reasons why Cavalier products are known and respected everywhere for their outstanding quality.

**EVERYWHERE IT'S CAVALIER!**

**PRICED  
RIGHT...**

*FULL Markup  
for you*





Make her dream come true... in a practical way!

# Give a Cavalier Cedar Chest



**SUPERDEEP**—  
holds up to  
30% more  
than  
ordinary  
chests

**SPRING SPECIAL  
PRICED AT ONLY**

**\$59<sup>95</sup>**

Use Our Easy Budget Terms

**You saw them in *House Beautiful*  
You saw them in *Seventeen*  
Now see them at (Store Name)**

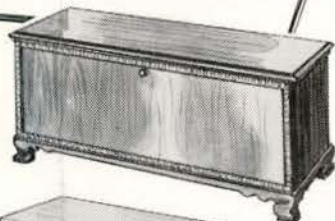
- Superdeep—Loaded with Extra Storage Space
- Lift-Level Tray Rises Automatically with Lid
- Dust Seal Closing Keeps Dainty Things Fresh
- Chest Interiors of Satiny Smooth Aromatic Cedar
- Each with a Cavalier Gift-Graved Memory Plaque

There's no more cherished gift than a fine cedar chest... and when it comes to cedar chests there's none finer than Cavalier. Exquisite in woods and workmanship, and practical for a life time, these really fine chests are one of the year's best buys at this price!

Above: An outstandingly handsome contemporary chest in a beautiful limed oak veneer finish. Hand rubbed to a smooth, velvety finish. Superdeep, chest measures 17 3/8 x 47 1/4 x 20 in. high, with a full 17 1/2 in. depth from underside of lid to chest bottom. See this lovely special buy today!

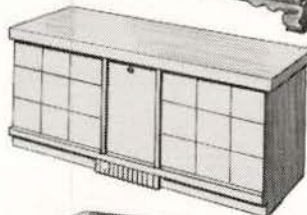
**Traditional Mahogany**

Beautifully styled with period details. 17 3/8 x 47 1/4 x 20 in. and 14 1/4 in. deep from inside of lid to bottom.



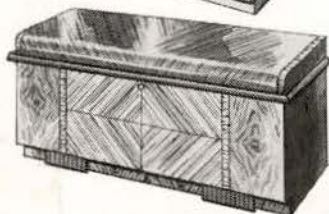
**Sea Foam Mahogany**

Distinguished modern design. 17 3/8 x 47 1/4 x 20 in. high, 17 1/2 in. deep inside from lid to bottom.



**Modern Walnut**

Richly matched tropical woods—striped walnut with Zebra. 17 3/8 x 47 1/4 x 20 in. 17 1/2 in. deep inside from lid to bottom.



**STORE NAME**



# PROMOTIONS

For May-June selling, June brides, girl graduates, Christmas, complete promotional material backed up by full page national ads in two colors.

## FOR MAY AND JUNE, CAVALIER CHESTS OFFER YOU THE TOP PROMOTION OPPORTUNITIES FOR SALES, PROFITS AND NEW CUSTOMERS!

### MAY GRADUATES AND JUNE BRIDES WANT CAVALIER CEDAR CHESTS

Your golden opportunity for pushing cedar chest sales is the graduation and June wedding season. About 50% of Cavalier Cedar Chests are the first piece of furniture bought for a new home. Another 25%, approximately, are bought by

parents for teen-age daughters. Alert merchandisers will catch the cream of the market at this season, by window and store displays, seasonal radio spot announcements, and consecutive newspaper advertising aimed at the graduate and the bride. This sheet gives you a preview of the April 26th Life ad, aimed directly at a large group of potential new customers. Start now to plan a tie-in with this campaign which will bring these new customers to your store. Suggestions on this sheet will give you a starter in working out your selling program on Cavalier Cedar Hope Chests to take full advantage of this peak season.

### WHY CAVALIER CEDAR CHESTS PAY YOU LONG RANGE DIVIDENDS

The figure of 50% sales as the first piece of furniture for a new home, means that at least half the customers who buy Cavalier Chests from you constitute a potential market for complete home furnishings. You want these cedar chest first-customers to come back to you for other home furnishings.

And while probably the initial reason why the customer chooses a Cavalier Chest is looks—style, finish, and design—the extra qualities of Cavalier workmanship mean increasing satisfaction with this first piece of home furnishings as time goes on. The extra quantity of aromatic Tennessee red cedar (more than 70%, and 3/4 inch thick), tight closing of the lid by means of the bronze sealing strip, make Cavalier do a real moth protection job. Five-ply heat laminated construction. The exclusive offset hinge construction is a real feature because it allows lid to open fully without binding. Men can do a real selling job on Cavalier Chests because once the chest will back them up. And the store and your merchandise.

### PHOTOGRAPHS OF GRADUATES, BRIDES, FEATURE ATTENTION GETTING GIFT DISPLAYS



THE FIRST PIECE OF FURNITURE SELLING THEM A CAVALIER

As Seen in **LIFE**



## CAVALIER ADVERTISING BLANKETS THE NATION

The entire nation is reached with Cavalier consumer magazine advertising and frequent Cavalier Cedar Hope Chest plugs on ten radio programs such as "Welcome Travelers," and "Give and Take," which is carried by 159 stations.

These popular radio programs are carrying the idea of Cavalier Cedar Hope Chests into the homes of Americans everywhere. Even the casual radio listener can scarcely fail to hear about Cavalier Cedar Hope Chests at least once a week. Radio fans will hear it much often than that.

Check the following list of programs which mention Cavalier Cedar Hope Chests with the radio schedules in your local newspapers. You will most likely find some carried by your local stations, and several within your listening area.

SHOW	TIME	ORIGINATES FROM:	NETWORK
Olive & Take.....	Monday through Saturday 2:00-2:30	New York	CBS
Welcome Travelers.....	Monday through Friday 12:00 noon-12:30	Chicago	ABC
The Missus Goes A'Shopping.....	Monday through Friday 10:00-10:30	WCBS New York	CBS
	Sunday	New York	CBS



It's just for Your Best... Cavalier Cedar Hope Chest

Cavalier CEDAR CHESTS



She has always known the best... now it's a CAVALIER CEDAR HOPE CHEST

Cavalier CEDAR CHESTS

LIFE

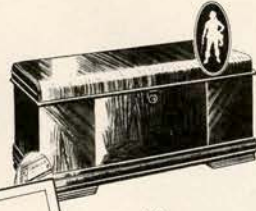
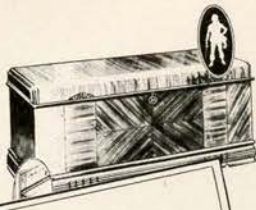
which will appear on request. Photograph of you, the leading and attention age advertise-

### BRIDES

Cedar Hope and romantic Hope Chest, wedding day flowers will make many a girl graduate a bride. It's the quickest it's a little best sold as furniture

ann. S BY

# NEWSPAPER MATS



Double duty... double beauty for gracious living in compact quarters

Matching, double-purpose chests of drawers for gracious living



Use them in pairs... or choose any one alone...  
 • The CAV...  
 • The CAV...  
 • The CAV...

DOUBLE-PURPOSE CHESTS OF DRAWERS BY Cavalier  
 DOUBLE USE—DOUBLE BEAUTY. FOR ANY ROOM IN YOUR HOME

**THE DRESS-AWAY**  
 combines a handsome chest of drawers with a complete, hidden dressing table...  
 • The CAV...  
 • The CAV...  
 • The CAV...

**THE WRITE-AWAY**  
 gives you a beautiful chest of drawers built for any room in your home...  
 • The CAV...  
 • The CAV...  
 • The CAV...



Seen in **LIFE**

Nothing could be finer for your home than Cavalier Cedar Hope Chest

YOUR NAME



for gracious living in compact quarters  
 DOUBLE-PURPOSE CHESTS OF DRAWERS BY Cavalier  
 CAVALIER double-purpose chests of drawers solve dozens of home furnishing problems...  
 • The CAV...  
 • The CAV...  
 • The CAV...



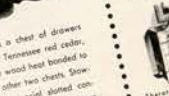
**THE WRITE-AWAY** gives you a beautiful chest of drawers suitable for any room...  
 • The CAV...  
 • The CAV...  
 • The CAV...



**THE DRESS-AWAY** combines a handsome chest of drawers with a complete, hidden dressing table...  
 • The CAV...  
 • The CAV...  
 • The CAV...



**THE STOW-AWAY** is a chest of drawers built of thick, aromatic Tennessee red cedar...  
 • The CAV...  
 • The CAV...  
 • The CAV...



As ADVERTISED IN THE SATURDAY EVENING **POST** NOVEMBER 13, 1948

STORE NAME

AS SEEN IN **House Beautiful** and **House & Garden**

**Cavalier**  
 DRESS-AWAYS • WRITE-AWAYS • STOW-AWAYS

YOUR NAME



**CAVALIER**

**STOW-AWAYS CEDAR CHESTS  
FURNITURE**

## DI-NOC **SUPER SERVICE** TRANSFER SIGN

DIRECTIONS FOR APPLICATION TO INSIDE OF  
STORE DOORS AND WINDOWS

1. Immerse sign in cool water about 10 seconds.
2. Apply to clean wet glass in the position desired and slide off paper backing.
3. Work out all air bubbles with squeegee, card or rubber roller.
4. **IMPORTANT**—Thoroughly wash back of transfer with a clean sponge or cloth to remove all adhesive.

FOR APPLICATION TO WOOD OR METAL SURFACES  
MIRRORS AND OUTSIDE OF WINDOWS

1. Immerse transfer in water for about 10 seconds.
2. Apply to clean wet surface with paper back to glass slightly above the position in which transfer is desired.
3. Wet surface to which sign is to be placed.
4. Slide transfer film with the palms of hands down to position desired.
5. Work out all air bubbles with squeegee, card or rubber roller.
6. **IMPORTANT**—Thoroughly wash face of transfer with a clean sponge or cloth to remove all adhesive.

THE DI-NOC COMPANY

1700 LONDON ROAD  
(W)

MADE IN U. S. A.

CLEVELAND 12, OHIO



## FROM THE HEART OF THE CEDAR COUNTRY INTO THE HEARTS OF AMERICA . . . .

. . . we're telling the world (and telling your customers) through smash advertising in radio, magazines, newspapers . . . THAT WHEN YOU SELL CAVALIER, YOU SELL THE BEST!



Cavalier cedar products (Cedar Chests and Stow-Away cedar chests of drawers) are produced in the Heart of the Red Cedar Belt. Every Cavalier Cedar Chest contains more Aromatic Tennessee Red Cedar than the 70% recommended by U. S. Government Bureau of Entomology as standard for moth protection.





# PROMOTIONS

Cavalier Stow-Away, Write-Away, Dress-Away are featured in national advertising backed by merchandising material during your best selling seasons.

CAVALIER'S PROMOTIONAL THEME THAT IS TIMELY AND PROFITABLE...

## Gracious Living in Compact Quarters

HERE ARE NATIONAL CONSUMER ADVERTISEMENTS, DISPLAY MATERIAL, NEWSPAPER MATS, MERCHANDISING SUGGESTIONS TO

### TIE YOUR STORE TO CAVALIER'S NATIONAL ADVERTISING

SHOW YOUR CUSTOMERS WHAT CAVALIER DOUBLE-PURPOSE CHESTS OF DRAWERS WILL DO



The Cavalier double-purpose chest of drawers series... the Stow-Away, Write-Away, and now the new Dress-Away... is a natural for today's doubled-up living conditions and smaller homes and apartments. "Gracious living in compact quarters"... is a timely

MERCHANDISING AND DISPLAY SUGGESTIONS FOR THE STOW-AWAY, DRESS-AWAY, WRITE-AWAY SERIES

Back up your newspaper and radio advertising of Cavalier Double-Purpose Chests with floor and window displays showing what they will do.

One of the most effective floor displays used so far has been made by setting up two dummy rooms exactly alike identified by an exit road with copy along the following lines:

The Double-Purpose Room for Gracious Living in Compact Quarters

The New Cavalier Dress-Away... A CHEST - A DRESSING TABLE



...dressing room, being open... chest are used as a... occasional table, etc.

...It shows ready for use... chest ready for use.

...a lot of situations and tells... chest that do two jobs, for look in a home, setting the chest aside. Set things two chests as a pair, individually, opened and

#### SUGGESTED RADIO SPOTS

HERE'S A BRAND NEW THING for the ladies... Here you see the amazing new Cavalier Dress-Away chest of drawers at home... The Dress-Away is Cavalier's newest idea in double-purpose furniture. Check the Dress-Away in a beautiful chest of drawers, suitable for use as a chest... When you open the top drawer... it's a desk, the top, generous drawers... and the Dress-Away becomes the beautiful dressing table you've dreamed about... your wardrobe, jewelry and other accessories stored on shelves you can easily rearrange to individual requirements. The Dress-Away, like its companion double-purpose chest of drawers, the Stow-Away and Write-Away, is a real space saver in your home... a good dressing table and chest combined in your own bedroom... a real find for the Cavalier Dress-Away of your home... So go by store name and see the beautiful styled and modern chest.

NEW BEAUTY FOR YOU... new beauty for your home... It's the Cavalier Dress-Away... An chest of drawers that opens to a desk... the dressing table of your dreams... the Dress-Away can be folded or taken apart... It's new... It's different... you'll love the Cavalier Dress-Away... It's ready to parcel and modern styles to go with your other furnishings... How novel now for the new Cavalier Dress-Away... It's new... It's different... it's the perfect gift for the girl graduate... Have the Dress-Away now at home.

IF YOU'RE UNDETERMINED when to give your girl graduate, an ice cream social and see the new Cavalier Dress-Away... It's a dressing table... It's a chest of drawers... that's this... a Dress-Away for the room... You can check for Dress-Away in the period or modern styles at home.

IT'S NEW...IT'S DIFFERENT... It's a chest of drawers and a charming dressing table... in one piece... See it now... It's the Cavalier Dress-Away, in period and modern styles at home.

IT'S A CHEST OF DRAWERS... It's a wonderful dressing table... It's the exciting new Cavalier Dress-Away double-purpose chest of drawers... the Dress-Away and its companion chest, the Write-Away and Stow-Away, in period and modern styles at home, now.

ALWAYS YOU SEE THE NEW CAVALIER...

**Advertiser's Material**

### Drawers give double use

Wonder 'll want nite downs! your eyes your bills your tempo

This new chest... available in multiple... in double beds, for guest rooms... But...

When you pull out the top drawer and lay the... on... you have a complete dressing... because it's... to have drawers... order and ease in bed. They look for it...

## More ADVERTISING AND MERCHANDISING AIDS

This sheet suggests ways for you to get more value for your store from Cavalier's Consumer advertising in leading national

This half page advertisement appears in December **BETTER HOMES AND GARDENS** and **HOUSE BEAUTIFUL**

Illustrated by SABA and reproduced in duplicate these advertisements will appeal to women in your area. Remind them of this advertisement by running this reproduction folder ad mat No. HB 2—no charge with your copy in your newspaper ad telling them where to buy Stow-Aways and Write-Aways in your community.

Remember that you gain by being your store to Cavalier's strong, consistent national advertising—and to Cavalier's 32 year reputation for fine furniture. Many of the women of your community prefer Cavalier because their mothers and grandmothers learned from actual experience that they can depend on Cavalier Craftsmanship.

As seen in **BETTER HOMES AND GARDENS** and **HOUSE BEAUTIFUL**

room magic WITH THE CAVALIER TWINS

**Better Homes**

**House Beautiful**

Display cards tie your store to Cavalier National Consumer Advertising in quality magazines... **House Beautiful**, **Better Homes and Gardens**, **House & Garden**.

**DISPLAYS**

In this package you will find counter cards which reproduce the December 1944 inserts in **Better Homes and Gardens** and **House Beautiful**. Use them in all your store displays. As a suggestion...

OTHER NEWSPAPER ADVERTISEMENTS

In October we mailed you the Cavalier AD-10UR, our big newspaper advertisement and suggestions. Get it back your...

# GOLD BOND PROMOTION

*"There's gold in them thar hills"*

MINE THIS CAVALIER GUARANTEE BOND PROMOTION

CAVALIER CORPORATION • CHATTANOOGA, TENN.

RETURN POSTAGE

## HOW CAVALIER REFUND GUARANTEE BOND PROMOTION WORKS

1. The Cavalier Refund Guarantee Bonds shown on this sheet will be supplied you in the quantity you need, upon request.
2. Notice that the Bond is made very flexible. This is so that you can write your own ticket as to the amount of home furnishings which will entitle holder to refund of price of Cavalier Chest. You also set length of time within which this purchase must be made. This is so that you can plan the promotion to make it most attractive to your customers and at the same time the best deal for you.
3. In a nutshell: You offer to refund to the customer the entire purchase price of her Cavalier Cedar Chest, upon purchase from your store of a complete home outfit within a time limit specified by you. This, of course, means to the customer a saving of the retail price of his Cavalier Cedar Chest on purchase of his Home Outfit. To you it means only an investment of your cost on the chest. It looks mighty good to the young folks starting a home and is a more than good bet for you, since it clinches your sale of a home outfit now, and starts out as customers with you, a young family with many years of furniture buying ahead.
4. In case you're puzzled as to how to set the terms on this refund Bond: Many stores find that a period of 12 or 18 months is about right on time limit of the Bond; that a "home outfit" means, loosely, furnishings for two or three rooms; some set the value of "home outfit" so that Bond represents refund of about 10%. Varying merchandising policies, however, make this entirely a matter to be determined by you for your own store.

CHOOSE A **Cavalier** CEDAR HOPE CHEST and you choose the best

**Cavalier**  
CEDAR HOPE CHEST REFUND GUARANTEE BOND

(NOT TRANSFERABLE)

This Bond issued on this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_

entitles \_\_\_\_\_ to a refund of the full purchase price of \$\_\_\_\_\_ paid for a Cavalier Cedar Hope Chest, on the purchase of a Home Outfit priced not less than \_\_\_\_\_ within a period of \_\_\_\_\_ from this date.

NAME OF GUARANTEEING STORE \_\_\_\_\_

By \_\_\_\_\_ GUARANTEEING STORE OFFICIAL

Serial No. \_\_\_\_\_

for the day  
WHEN DREAMS COME TRUE

**Cavalier**  
CEDAR HOPE CHEST REFUND GUARANTEE BOND

This Bond issued on this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_

entitles \_\_\_\_\_ to a refund of the full purchase price of \$\_\_\_\_\_ paid for a Cavalier Cedar Hope Chest, on the purchase of a Home Outfit priced not less than \_\_\_\_\_ within a period of \_\_\_\_\_ from this date.

**This Cavalier Cedar Hope Chest Guarantee Refund Bond will help make your dream day perfect!**

Here's what you do: When you choose your Cavalier Cedar Hope Chest, we give you a Cavalier Refund Guarantee Bond. Months later, when the exciting day arrives to choose a Home Outfit, bring us your Cavalier Bond. We'll give you credit up to the full purchase price of your Cavalier Cedar Hope Chest on the purchase of a Home Outfit. You buy the best, when you choose the Cavalier Cedar Hope Chest... and get the Cavalier Refund Guarantee Bond in addition. Come by and let us tell you the details of this exciting offer.

(STORE NAME)

ADDED VALUE  
CEDAR HOPE CHEST  
REFUND GUARANTEE BOND

the Best Chest...  
THE Cavalier

**SPECIAL BOND PROMOTION DISPLAY**

This card, displayed in your windows, will attract attention, get use with chest display, in elevators, for counter display. Size of a green, orange and black colors. Request the number of cards you

## YOU WIN 3 WAYS...

1. Cavalier Cedar Hope Chests Carry FULL MARK UP for You.
  2. The Gold Bond Promotion tied in with Cavalier's Strong National Advertising ASSURES PROFITABLE FUTURE SALES
- 2 Cavalier Cedar Hope Chests have Sales Appeal Backed by THE CAVALIER QUALITY
- 

### RADIO SPOTS TO BACK UP REFUND BOND PROMOTION

There's a Gold Bond for you at (Store Name and Address). Yes, indeed... the Cavalier Refund Guarantee Bond will be yours with your beautiful new Cavalier Cedar Hope Chest from (Store Name). That's thrilling news for every girl in love. When you get your Cavalier Cedar Hope Chest, you receive with it one of the Cavalier Bonds that entitles you to a refund of the entire purchase price of a Home Outfit from (Store Name). Just think of it... buy your Cavalier Cedar Hope Chest now... enjoy it now... and when that wonderful day comes for you to choose your Home Outfit...

present the Cavalier Refund Guarantee Bond at (Store Name). You'll get a refund up to the entire purchase price of the Cavalier Cedar Hope Chest on the purchase of your Home Outfit... and keep your Cavalier Cedar Hope Chest too. This offer is limited in time. So go by (Store Name) now and find out how you can take advantage of the Cavalier Refund Guarantee Bond offer.

Have you heard about the Cavalier Refund Guarantee Bond? It's an offer you won't want to miss. It's like finding money to a young couple starting a home. At (Store Name and address) they'll tell you all about it... how you get this Refund Guarantee Bond offer... extra chance to win...

## ... IT STRIKES TO THE HEART OF A VEIN 70% RICH IN NEW CUSTOMER PROSPECTS FOR YOUR STORE

Suppose you sell 100 Cavalier Cedar Chests. Of these 100 chests, statistics\* say, 70 WILL BE SOLD AS THE FIRST PIECE OF FURNITURE FOR A NEW HOME. If you can get 70 new customers for your store out of 100 sales, you've found the answer to the furniture store's dream.

You won't get, or want, every chest purchaser as your permanent customer. But you will find this Refund Guarantee Bond promotion a potent aid in getting the cream of this business. A similar Cavalier promotion

- STEP 1**
- The customer who comes into your store to look at cedar chests is at least slightly favorable toward trading with you. Your advertising, or your reputation, or the advertising and reputation of Cavalier Cedar Chests, or both, brought her there. She's "in" ... and that's the first step.
- STEP 2**
- When she buys a Cavalier Cedar Chest, she likes it. The Cavalier Cedar Chest is the best cedar chest, and people who buy them find that out as they use them. Satisfaction with your merchandise is naturally followed by a favorable reaction toward your store. This customer has...

have that Cavalier Chest will mean most to you... dreams come true... at (Store Name). This Chest just twice as precious your Bond, months from Outfit at (Store Name). amount you paid for your Outfit. Don't miss this chance to find out, without obligation, the Cavalier Refund Guarantee Bond offer.

CAVALIER CHATTANOOGA, TENN.

# HERE IS THE BIG TIME CHAIN WHICH REINFORCES YOUR CAVALIER PROMOTIONS

CAVALIER FULL PAGE NATIONAL MAGAZINE ADS

- Saturday Evening Post
- Life
- House Beautiful
- House and Garden
- Better Homes and Gardens
- Guide for the Bride

## SLANTS ON "AWAYS" TO MAKE UP YOUR NEWSPAPER ADS, FLOOR AND WINDOW DISPLAY CARDS

The NEW look in home furnishings with Cavalier double-purpose chests of drawers.

Double Beauty—Double Duty. Cavalier Double-Purpose Chests of Drawers. Twice as much value and a fraction of the work to keep neat.

It's "AWAY" with mess and clutter... when you own a Cavalier Dress-Away, Stow-Away or Write-Away... the modern way to beautiful rooms, neat and tidy.

**BUYING FOR BEAUTY?**... Cavalier "Aways" are tops in design, fine furniture finished, made in a choice of woods in period and modern styles.

**BUYING FOR ECONOMY?**... Buy one Cavalier double-use chest, you get the service of two ordinary pieces of furniture.

**BUYING FOR THE FUTURE?**... Cavalier "Aways" are suitable for any room in your home, will always fit in as your family needs change, or if you move.

double duty—double beauty



CAVALIER

... the new chests of drawers

# CAVALIER TELLS 12,000,000\* AMERICAN HOMEMAKERS ABOUT "AWAY" DOUBLE-PURPOSE CHESTS OF DRAWERS

... and here are your retail tie-ins and sales angles

WHATEVER YOUR PRESENT VOLUME ON "AWAYS," YOU CAN RAISE IT TO BRING YOU MORE PROFIT BY ADOPTING THESE SUGGESTIONS FOR MERCHANDISING "AWAYS" CHESTS



"TO THE LADIES" IN THEIR OWN WORDS... "SISTER SUE" FOLDER CARRIES THE WOMAN'S ANGLE ON "AWAYS" TO PROSPECTS.

Sister Sue is a smart young woman about home furnishings. She'll let you in on what the girls in-the-know are thinking about Cavalier "Aways" chests. Read the illustrated folder, "Sister Sue and the Comfortable Guest" to get the woman's angle on "Aways." They tell the "Away" story so it's right down a woman's alley. You will find a copy in the top drawer of each "Away" shipped this fall.

RADIO STATION

Here's double use—double beauty—this is the Cavalier "Away" group of double-duty chests. Each chest does not just one, but two jobs. It's a chest with a concealed desk. The Dress-Away table inside a charming chest of drawers, a chest made with thick, solid red cedar for protection. These matching, double-purpose convenience in gracious and beautiful form combine beautifully in pairs or triple units convertible chests of drawers especially designed today. See the Cavalier Dress-Away. With now at store name.

Do you need an extra desk in your home? Do you need a writing table? You can have both in the Cavalier double-purpose chest of drawers that combines a complete desk unit. The Write-Away in your home. It has a large writing surface with compartments below for desk supplies. And it's convertible in addition. See the Write-Away, now at store name.

About once in a blue moon a really new and glamorous thing comes along. The Cavalier double-purpose chest of drawers, now on display at store name and address is a chest of drawers. And they are as practical as if they were truly economical and space saving, the double-purpose chest does the job of two ordinary chests. Ask to see the Cavalier Dress-Away, the Write-Away at store name.

Practically as pretty does, our great grandmothers would want your house to behave as well as it looks. Try double-purpose chest of drawers to your home.

# House Beautiful House & Garden

HISTORIC AMERICAN HOUSES including the Governor's Palace in WILLIAMSBURG

## Cavalier "AWAY" CHESTS OF DRAWERS

Your customers see these Cavalier Away ads in the home and decoration magazines they believe in. From "BELIEVE" to "BUY" is a short, straight line... aimed at your store when you tie in with these punch packed national ads.

DISPLAY THESE COUNTER CARDS ON CAVALIER "AWAYS"

Tie in with this big advertising program and ride it hard to bring these customers to your store for YOUR SALES AND PROFITS. See inside and back of this sheet for fall house furnishings and Christmas gift promotion suggestions on Cavalier Aways... the chests that women are fast recognizing as the most practical, usable, double-purpose furniture in America today.

## "CONVERTIBLES" ARE TOPS IN STYLE

CONVERTIBLE GUEST ROOM IS MERCHANDISING IDEA NOW BEING TRIED

In a medium sized city is having a convertible bed made with a medium sized city is having a convertible bed made with coversings. This is day and night type, box springs and cover for comfortable daytime use, all slip covered to provide material available for draperies or other use in the room for complete guest room. In a window display the Cavalier Write-Away and Dress-Away, finishing out the room with lamps. This will combine the two ideas of a package deal. Their decorating department will work out with you. "Away" chests desired, slip covering for bed. Choose from the custom planned room, yet individual in effect. Practical, one of the excellent standard convertible "away" chests, in showing complete convertible guest room. Effective display requiring relatively small space. See all such suggesting its adaptability to any room. Photographed in N. Y.

## HERE'S THE ANSWER!



The Stow-Away Chest

## Costume For Your

Like a stunning bracelet or pin... these fine furniture... accentuate the charm of your home... unusual in "Jewels" for you come in see them today at... the Good Housekeeping

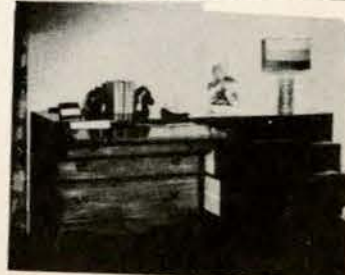


# Better Homes and Gardens

Read by more than 3,000,000

## Hand-Painted Guide for the Bride

## FROM CAVALIER MAGAZINES



In 18th century chest, left, the lid pulls out to form a desk. Its storage bins, right, is a three-drawer chest. (Cavalier Corp., American Furniture Mart.)

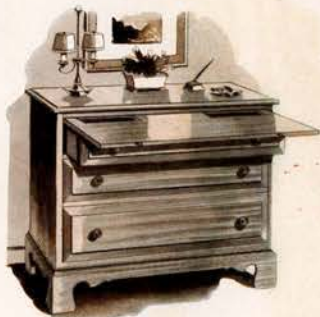
Cavalier Display Cards Dramatize

*for gracious living  
in compact quarters*

**DOUBLE-PURPOSE  
CHESTS OF DRAWERS BY**

**Cavalier**

**CAVALIER** double-purpose chests of drawers solve dozens of home furnishing problems. Each does two, instead of only one job; thus saves money, saves space. Craftsman built, beautifully finished throughout. Made in distinguished modern and traditional styles.



**THE WRITE-AWAY** gives you a beautiful chest of drawers suitable for any room in your home, plus complete desk facilities. Large writing surface pulls out, revealing accessible compartments below for writing materials and desk supplies. Writing desk surface is steady and firm, comfortable for writing, glides away the instant you've finished writing.



**THE DRESS-AWAY** combines a handsome chest of drawers with a complete, hidden dressing table. Dignified, gracious for the daytime room which doubles as sleeping space. Dressing table compartment opens at a touch, revealing ample plate glass mirror, full width of chest. Divided cosmetics drawer has sliding make-up tray. Plenty of knee room.



**THE STOW-AWAY** is a chest of drawers built of thick, aromatic Tennessee red cedar, with handsome cabinet wood heat bonded to exterior to match the other two chests. Stow-Away drawers have a special slotted construction which allows protective cedar vapors to circulate throughout interior of chest. A decorative addition to any room in your home.

**DOUBLE USE—DOUBLE BEAUTY FOR ANY ROOM IN YOUR HOME**

*These matching, double-purpose chests are marvels of convenience in gracious and beautiful form. They fit into any room, group dramatically as multiple units. You need not disturb objects on top of chests when using them in second capacity.*

\*TRADE MARK REG. U. S. PAT. OFF.  
CAVALIER CORPORATION, CHATTANOOGA, TENNESSEE



Contemporary style in limed oak, brass drawer pulls. Available in Stow-Away, Write-Away, Dress-Away.



Colonial design in rich mahogany. Write-Away, Stow-Away, Dress-Away.



Modern walnut with neat, tailored styling in Write-Away, Stow-Away and Dress-Away.



Early American design in amber maple. Available in Stow-Away, Write-Away, Dress-Away.



Walnut with satin-rubbed brass drawer pulls. Made in Write-Away and Stow-Away.



Sheraton mahogany with brass drawer pulls. Available in Write-Away and Stow-Away.

**Cavalier**

**DRESS-AWAY · WRITE-AWAY · STOW-AWAY**  
AT BETTER STORES EVERYWHERE

**ON THE AIR EVERYWHERE!**

# **3,600 Broadcasts Every Week...**

**keep Cavalier on the air every day, Coast to Coast, on America's favorite major network programs. Here's a sample of popular radio shows on which your customers are hearing about Cavalier.**

*Second Honeymoon . . . A Woman's World . . . Give & Take . . . Sing Along . . . Spotlight Quiz . . . Breakfast With Sterling . . . Welcome Travelers . . . Bride and Groom . . . Movie Matinee . . . Super Club . . . The Missus Goes A'Shopping . . . Cinderella Weekend . . . Teen Timers . . . The Coffee Club . . . Win at Home . . . You're the Tops . . . Woman's Club of the Air . . . Click Time . . . Quiz Party . . . Go for the House . . . Sing It Again . . . WPEN Calling . . . The Golden Hope Chest . . . Take a Number . . . Hold the Phone . . . Try for Fun . . . Tell Your Neighbor*

**FIRST ON TELEVISION** . . . Another milestone in the giant Cavalier advertising parade . . . Cavalier, first cedar chest ever televised . . . on August 15, 1948, over seven stations.

**EVERYWHERE IT'S CAVALIER!**

# 16,000,000 newspaper readers



## **BUY-LINES** • *by Nancy Sasser*

A Weekly Sponsored Column of Things Advertised and Interesting



CHATANOOGA, Tennessee, October 31—Came here to see how *the* most treasured Hope Chest, coveted by every daughter of Eve, is made. And how I wish you, too, could witness the care that goes into the making of these famous CAVALIER Cedar Chests . . . with aromatic red cedar patterned into stunning chests that have become the practical symbol for romantic dreams. Yet you need only visit your furniture dealer's to see their superb craftsmanship . . . a gift from Prince Charming that's as romantic as an engagement ring, yet far more useful . . . a present from mother to daughter that's a dowry of dreams and hopes the years will unfold. So make it CAVALIER for Christmas . . . the very finest in cedar chests!

## EVERYWHERE IT'S CAVALIER!



**SCENES** from some  
of the **SHOWS** your  
**CUSTOMERS** hear  
**EVERY** week





for your bedroom

Cavalier's *"Livable Modern"*  
in Alabaster Oak



SEEN IN  
HOUSE  
BEAUTIFUL

Open stock . . . in a stunning modern suite by Cavalier. This grouping is in Alabaster Oak . . . lighter than silver-gray, just darker than white, and altogether entrancing with any color scheme. So practical. Pieces of your choice arrange in many different ways. Grouping pictured has 20 drawers! Mirrors have the wonderful Cavalier "tiltable" feature, adjust at a touch to any angle. An amazing value for such finely built, handsomely designed furniture . . . You'll say it's perfect for your bedroom.

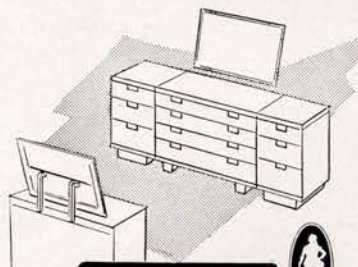
Groupings as low as \$000<sup>00</sup>

STORE NAME





**Cavalier**  
*designs moderns  
 to live with*



**SEEN IN  
 HOUSE BEAUTIFUL**



As livable as it is lovely is this open stock grouping by Cavalier in American Walnut. The finish is smooth as nut brown satin. You can combine the pieces of your choice in many different ways to give you just the effect and the convenience you want. Lots of drawer space and the wonderful Cavalier "tiltable" mirrors that adjust at a touch to any angle. Cavalier hidden values built in . . . interlocking corners, dovetailed joining, cross bracing, dustproof drawers . . . exclusive lock slat beds with extra strong laminated wood side rails. Choose it now because it is so beautiful . . . be glad you did through the years to come because it is so well built.

Groupings as low as **\$000<sup>00</sup>**

**STORE NAME**

# DISPLAYS

These are 12 reasons why you get the Best

when you buy the

# Cavalier



- 1 Superb designing, styling and craftsmanship, product of four generations of fine furniture making.
- 2 Every Cavalier Cedar Chest contains more solid Tennessee Aromatic Red Cedar than the 70% recommended by U. S. Government Bureau of Entomology as standard for moth protection.
- 3 Dust sealed . . . tight closing for clean storage . . . by careful, ACCURATE construction.
- 4 Five-ply heat bonded laminated top preserves lasting beauty.



- 5 Handsome, rich looking bronze lid seal mortised into the body of the chest assures more permanent protection.
- 6 Eleven-tumbler, double bitting, safe compartment type lock on better models means greater security for precious possessions.
- 7 Interlocking corners, specially reinforced for extra sturdiness.
- 8 Offsetting top hinges, on better models, permit lid to open even when placed close against wall or bed.



CAVALIER CHEST



- 9 Lift-level tray rises with lid.

**ADDED VALUE**

**CAVALIER CEDAR HOPE CHEST REFUND GUARANTEE BOND**

entitles you to refund of entire purchase price of your Cavalier Cedar Hope Chest, on the purchase of a Home Outfit.

ASK FOR DETAILS

**Cavalier**

**CEDAR HOPE CHEST REFUND GUARANTEE BOND**

This Bond issued on this \_\_\_\_\_ day of \_\_\_\_\_ 19\_\_\_\_ is a refund of the full purchase price of \$\_\_\_\_\_ paid for a Cavalier Cedar Hope Chest on the purchase of a Home Outfit priced not less than \_\_\_\_\_ within a period of \_\_\_\_\_ from this date.

By \_\_\_\_\_

the Best Chest . . . for the Best Girl

**THE Cavalier CEDAR HOPE CHEST**

**Cavalier**

**WRITING**

IT'S A CHEST PLUS CONVENIENCE

Cedar storage gives Cavalier writing chest the greatest protection. A locking compartment keeps your papers safe from fire, theft, and loss. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

1. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

2. Versatile. Can be used as a desk, or as a writing table. Large and small drawers are easy to get through in this chest.

3. As a gift. An ideal gift for the Cavalier. Fits under or on top of chest on a table.

4. Beautiful. Hand finished. Available in many colors. Durable. Available in many colors. Durable. Available in many colors.

5. Range of sizes. From 12" to 24" wide. From 12" to 24" deep. From 12" to 24" high.

6. Price. From \$12.95 to \$24.95.

7. Range of sizes. From 12" to 24" wide. From 12" to 24" deep. From 12" to 24" high.

8. Price. From \$12.95 to \$24.95.

9. Range of sizes. From 12" to 24" wide. From 12" to 24" deep. From 12" to 24" high.

10. Price. From \$12.95 to \$24.95.

11. Range of sizes. From 12" to 24" wide. From 12" to 24" deep. From 12" to 24" high.

12. Price. From \$12.95 to \$24.95.

CAVALIER CORPORATION, CHATTANOOGA, TENN.

**Cavalier**

**STOW**

A CHEST PLUS CONVENIENCE

Cedar storage gives Cavalier stow chest the greatest protection. A locking compartment keeps your clothes safe from fire, theft, and loss. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

1. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

2. Versatile. Can be used as a desk, or as a writing table. Large and small drawers are easy to get through in this chest.

3. As a gift. An ideal gift for the Cavalier. Fits under or on top of chest on a table.

4. Beautiful. Hand finished. Available in many colors. Durable. Available in many colors.

5. Range of sizes. From 12" to 24" wide. From 12" to 24" deep. From 12" to 24" high.

6. Price. From \$12.95 to \$24.95.

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12. Price. From \$12.95 to \$24.95.

CAVALIER CORPORATION, CHATTANOOGA, TENN.

**Cavalier**

**DRESS-AWAY**

IT'S A CHEST PLUS CONVENIENCE

Cedar storage gives Cavalier dress-away chest the greatest protection. A locking compartment keeps your clothes safe from fire, theft, and loss. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

1. Double compartment lid gives storage facilities. Large and small drawers are easy to get through in this chest.

2. Versatile. Can be used as a desk, or as a writing table. Large and small drawers are easy to get through in this chest.

3. As a gift. An ideal gift for the Cavalier. Fits under or on top of chest on a table.

4. Beautiful. Hand finished. Available in many colors. Durable. Available in many colors.

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CAVALIER CORPORATION, CHATTANOOGA, TENN.

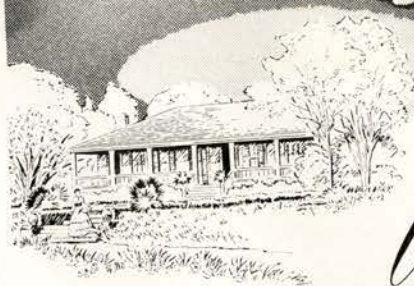
EVERYWHERE IT'S CAVALIER!

# DISPLAYS



3 PIECE WINDOW OR FLOOR DISPLAY . . . Visibility—super! Attention value: the tops! This beautiful three piece display gives effect of depth, is made up in glowing, full color life-size. Consists of (1) girl's figure; (2) background plaque attractively lettered; (3) brilliant colored star with lettering. Complete, ready to use, simple to set up. Ask your Cavalier Salesman how to get this display.

**EVERYWHERE IT'S CAVALIER!**



*from old Natchez*

**Exquisite Cavalier bedroom grouping**

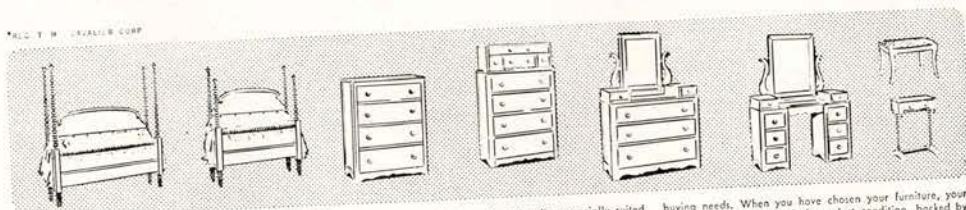
in mahogany, directly inspired by a famous suite at Hope Farm, Natchez, Mississippi. Faithfully retains the grace and dignity of the original design, admired by countless visitors during the Natchez Spring Pilgrimages. Natchez pieces are scaled to fit into today's bedrooms with distinction and elegance and are reasonable in price. Of lustrous, genuine mahogany veneers, heat bonded for permanence, hand shaded and rubbed. Full dust proof drawers, beautifully finished interiors. Specially

designed dust ruffle and canopy available for tall poster bed.  
 Open Stock: Tall poster bed (with or without canopy);  
 twin low poster beds; chest of drawers; chest-on-chest;  
 dresser; vanity; bench; night stand.



BEDROOM FURNITURE • CEDAR CHESTS • STOW-AWAYS  
 CAVALIER CORPORATION, CHATTANOOGA 2, TENNESSEE

REG. U. S. PAT. & TM. OFF. © 1954 CAVALIER CORP.



**WHAT YOUR FURNITURE DEALER DOES FOR YOU**  
 Your Furniture Dealer serves you in many ways you will appreciate. He protects you against inferior merchandise by his expert buying knowledge. He searches out and makes

available a wide selection of merchandise especially suited to your locality, gives you helpful assistance in your decorating problems and in the choice of suitable accessories. He guarantees his merchandise and makes terms to suit your

buying needs. When you have chosen your furniture, your dealer delivers it promptly in perfect condition, backed by his reputation for dependability. These are services you won't forget . . . all rendered by your Furniture Dealer.

**SUITES FROM \$000<sup>00</sup> TO \$000<sup>00</sup>**

**As seen in  
 House & Garden**



## NEW AND DARKLY ELEGANT!

### Cordovan Mahogany *For Modern Living*



**SEEN IN  
HOUSE  
BEAUTIFUL.**

**Cavalier** 

A new Cavalier open stock suite in luscious, deep toned CORDOVAN MAHOGANY. Bright satiny brass drawer pulls contrast dramatically with the glowing darkness of the wood. Grouping pictured includes twin beds, commode-nite stand, chest-on-chest and double dresser with tiltable mirror, adjustable at a touch to any angle. Vanity with wide mirror, full sized bed, and single dresser also available. This is a Cavalier "Livable Modern" design, very new, very smart, but so, so practical. See it right away and find out how economically you can choose a minimum grouping in this fine furniture for your bedroom.

Groupings as low as \$000<sup>00</sup>

**STORE NAME**