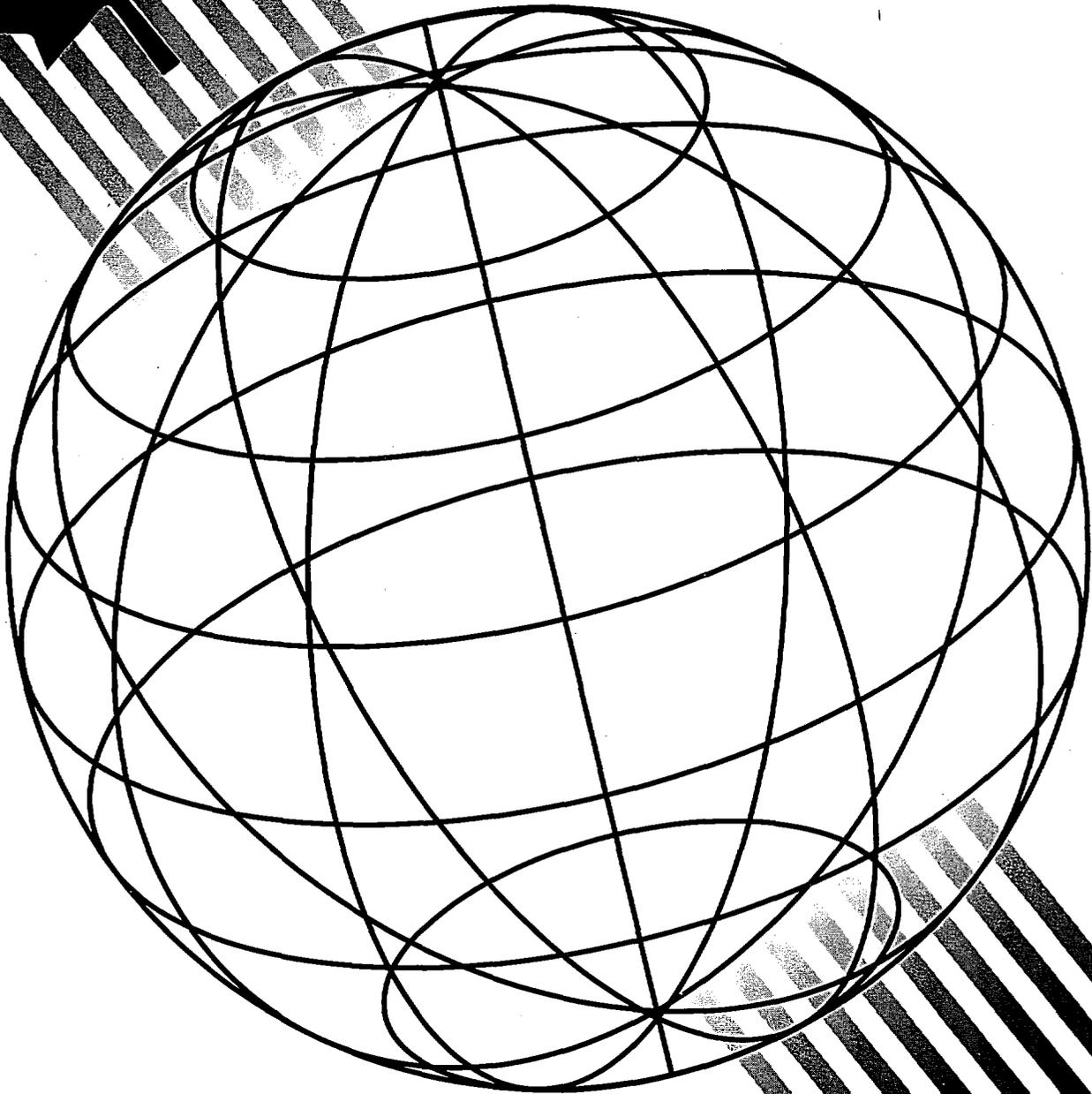


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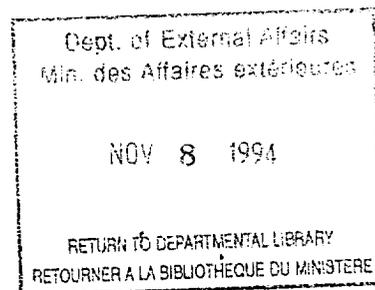
Canadian Exporter's Guide to the U.S. Mail Order Catalogue Industry



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The Department of Foreign Affairs and International Trade (DFAIT) is the federal department responsible for international trade. It also operates and maintains the Trade Commissioner Service, with over 810 officers in 120 cities abroad and 12 cities in Canada. The primary responsibility of the Trade Commissioner Service is to assist Canadian companies starting or expanding export sales in international markets.

To obtain copies of this guide and other DFAIT trade publications, please contact the InfoCentre (MKI), Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call toll-free: 1-800-267-8376. In Ottawa please call 944-4000.



43-268-886

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INTRODUCTION

As international trade becomes more interdependent, Canadian companies have begun to extend their markets and employ new methods to export their products. One of the most successful and fastest growing means of selling goods is through the United States mail order catalogue industry. The geographic proximity of the U.S. to Canada makes a catalogue marketing venture a great opportunity for growth for small Canadian firms. Direct shipments to the catalogue house's warehouse give Canadian manufacturers access to a market of more than 250 million U.S. consumers.

North American lifestyles of the 1990s have become more hurried, often leaving less time for leisure activities. For today's consumer, being able to contemplate purchases without leaving home is no longer a luxury; for the Canadian manufacturer it is an opportunity not to be missed. The Canadian manufacturer or supplier can seize this opportunity and fit into virtually any niche within the U.S. marketplace. Selling your product through a U.S. mail order catalogue provides many benefits, such as having a "professional" market your product, and eliminating the need for a U.S. site of operations.

In 1992, over one half of the adult population in the United States (55.2%) ordered merchandise by mail or telephone. In the past decade, the total percentage of Americans shopping direct increased by 77%, while the growth in population was 16.2%. With this purchasing power, the opportunities presented by exporting through the U.S. mail order catalogue industry are well worth investigating.

As with all new ventures, it is important to take time to introduce yourself and your product to potential buyers. In the mail order catalogue industry, the catalogue houses are, in effect, your consumers. The process of locating and establishing the mail order catalogue most suited to your product differs from the traditional method of promoting your product. This guide has been created to help Canadian manufacturers introduce their products to the highly dynamic U.S. mail order catalogue industry. If you have the ability to export, selling through mail order catalogues can enhance your exporting endeavours.

WHAT TO LOOK FOR IN THE U.S. MARKET

Your first step into the U.S. mail order catalogue industry is to locate and establish contact with a mail order catalogue house that is interested in distributing your product. There are a great many catalogue houses from which to choose, ranging from those selling family apparel and household items, such as Spiegel, to those carrying specific products designed to fit into a special niche of the market, such as the Horchow Collection of decorative accessories.

Selling your product through a catalogue removes the expenses associated with more traditional channels of exporting. In more conventional marketing, you are often responsible for breaking new ground with your product in a certain area of the country. You may need to perform market studies or visit the area of destination to see how similar products are marketed. In the U.S., with the population base spread over vast areas, this is a costly and time-consuming venture. Selling your product through a catalogue eliminates that detail from your area of responsibility.

The catalogue house that you choose knows and understands the market to which it sells. It has completed the market research, and knows the demographics of households, the income level, the number and value of purchases per year, and—most importantly—, which items are selling. Developing this knowledge yourself would be a costly and time-consuming process.

Your responsibility as a manufacturer or supplier is to locate a catalogue house that will carry your product. The items you supply need to fit into the image that the catalogue is attempting to convey to its consumers. The wide variety of catalogues available may make the selection process your most difficult task.

WHERE TO FIND A CATALOGUE HOUSE

There is probably a catalogue house in the U.S. that is an ideal match for your product. A number of directories are available to help you in your search.

The most comprehensive directory is *The Catalog of Catalogs III* by Edward L. Palder, which includes over 12 000 catalogue houses separated into 600 categories. Names, addresses and telephone numbers are listed with each entry, and each catalogue is cross-listed and identified by subject/category and manufacturer.

This publication can be ordered for US\$19.95 (plus \$4.00 shipping and handling) from Woodbine House, 5616 Fishers Lane, Rockville, Maryland 20852.

While many Canadian companies are well suited to supply retail catalogue houses, some may wish to enter the business-to-business catalogue industry, which opens up a direct channel for your product to reach other manufacturers and business end users.

In 1990, nearly US\$75 billion dollars worth of goods were purchased in this sector, offering yet another opportunity to Canadian firms.

One of the most complete listings within this industry can be found in the *Directory of Business-to-Business Catalog*. This publication contains over 5450 listings of companies that procure products from all industries. It can be ordered for US\$80 (plus \$7.50 shipping and handling), from Grey House Publishing Inc., Pocketknife Square, Lakeville, Connecticut 06039.

After you have consulted a directory, your next step is to select catalogues that are compatible with your product, and that you think will fairly represent you and your company's image. Order the latest editions of various catalogues that sell goods similar to yours, then evaluate each thoroughly. Does the catalogue carry a product line that closely matches your product? Does it convey the image you desire? How are products displayed and described? Remember, your product is your calling card, and the way it is displayed in a catalogue can influence the consumers' decision to buy and can determine your future success in the U.S.

CALLING ON A U.S. MAIL ORDER CATALOGUE HOUSE

When you have chosen the most promising catalogues for your products, you can initiate contact with the catalogue houses (a sample directory of mail order catalogues has been included for your information in the back of this guide). The best way to begin your business transaction with a catalogue house is to contact the buyer who would handle your item. The buyer will tell you what you need to supply to the company so it can examine your product. This is a critical step, because different catalogue houses request different material. For instance, it is not correct to assume that all catalogue houses will initially want samples of your product. Follow the buyer's directions carefully.

In general, the catalogue house will request the following:

- a letter of introduction that includes information on:
 - company history
 - annual sales
 - current marketing strategy/methods
 - projected sales for the current year;
- a brochure on your company and/or the item you wish to sell;
- a sample of your product; and
- a price list in U.S. dollars free-on-board port-of-entry.

Remember to ask the buyer when you can expect to receive a decision (the average time is usually six weeks) and the manner in which you will be notified.

FORMATION OF A SUCCESSFUL BUSINESS VENTURE

Once a catalogue house has expressed interest in your product, the next phase is for the buyer and possibly a quality-control inspector to visit your facility. They will be interested in seeing your equipment and talking with your managers before deciding whether your company is able to meet their demands.

Do not be intimidated by large or well-known mail order catalogue houses, such as Spiegel, J. C. Penney, or Sears. Such organizations often make less demanding arrangements with you as a period of indoctrination. This can serve as a gradual introduction to the process of supplying a catalogue warehouse.

Normally, the catalogue house will encourage you to visit its warehouse and facilities so you can see where your shipments will be sent. This visit will give you the opportunity to meet with the people who will be managing and handling your product. For very large items, you will be asked to ship directly to the consumer rather than to the warehouse (i.e. drop shipment). Most often, the catalogue house will reimburse you for shipping charges from the port-of-entry.

Each supplier-catalogue relationship is unique — no two agreements will be the same. This not only varies from catalogue to catalogue, but with supplier agreements within the catalogue house itself. For example, Land's End, a major clothing, bedding and accessories, and luggage catalogue, has over 400 manufacturers and suppliers, and each business contract is unique.

The mark-up on your product will vary, depending on the item and the catalogue house. There may be a mark-up in the range of 50 to 100 percent. Be certain that this issue is clearly addressed during contract negotiations.

Before you enter into a contract with a catalogue house, you should understand the buyer's policy on details such as:

- Back Orders
- Drop Shipments
- Lead Time
- Packaging Requirements
- Payment
- Quality Control
- Returned Items
- Product Servicing
- Schedule of Shipments

In many cases, the catalogue house will provide you with a "vendor package" during negotiations. This information outlines the process by which the catalogue and warehouse work, and explains how you as the vendor, fit into the process. This material also indicates all basic requirements that you and your product must meet.

MOVING YOUR PRODUCT OVER THE BORDER

U.S. Standards and Labelling

Before you make your first shipment, check with commercial and governmental regulatory agencies to ensure that your products comply with U.S. standards. Compliance with such standards, whether they relate to product performance, product safety, consumer protection or environmental concerns, can be required under federal regulations or under standards agreed to within specific commercial sectors.

In checking the requirements, also ensure that, in the case of governmental regulations, you find out from the responsible U.S. agency(ies) the type of proof of product compliance needed.

General information on U.S. standards can be obtained from the Standards Council of Canada at (613) 238-3222, or toll-free 1-800-267-8220. Refer to pages 9-13 of this document for a list of organizations that can provide more specific detail on U.S. regulatory agencies.

Under the North American Free Trade Agreement (NAFTA), almost all goods must be marked to indicate the country of origin, i.e. "Made in Canada." Marking rules apply to Canadian and Mexican goods entering the U.S., regardless of whether or not they are eligible for preferential tariff treatment. For many of these goods, there are specific requirements regarding how and where the marking is applied. If these requirements are not met, your shipment may be refused entry. If you are supplying a private label product, you will need to provide documentation from the catalogue house indicating that you are entitled to use its private label.

Shipping and Customs Procedures

Before shipping a product to the U.S., you should ensure that the merchandise has been properly packed, labelled and documented. It should also be insured against damage, loss or theft.

As a first step toward fulfilling U.S. customs requirements, you need to establish the tariff classification of the product you intend to export. Product classification can be performed by a U.S. customs broker or by a U.S. customs import specialist at a port of entry. It is also possible to seek a binding classification from U.S. customs. The tariff classification determines the rate of duty that applies, and, in some cases, other import requirements such as product quotas (see page 13 for locations of U.S. customs offices).

MOVING YOUR PRODUCT OVER THE BORDER

The NAFTA eliminates tariffs on most goods originating in Canada, Mexico and the United States over a 15-year period. The elimination of tariffs established in the Canada-United States Free Trade Agreement (FTA) continues as scheduled, ensuring that all trade between Canada and the United States is duty-free in 1998. In order to benefit from the preferential duty rate under the NAFTA, a Certificate of Origin must be issued for each product. The certificate is a statement in which the exporter confirms that the goods originate in Canada, Mexico or the U.S.

U.S. border crossings are equipped with computer databases that give customs officers access to information on the rules of origin applicable to each category of goods. The databases also contain information on importers, exporters and transportation carriers. If there is any doubt about the information provided on the certificate, the customs officers can request verification, which may include a visit to the exporter's manufacturing plant.

Both Canada and the United States are now using the Harmonized System of tariff classification for customs purposes.

Transporting Your Product to the United States

How you ship your product to the United States is simply a matter of personal preference. Canadian companies often choose to use the services of a professional freight carrier. These firms should have a Certificate of Operating Authority issued by U.S. Interstate Commerce Commission, which allows the movement of goods among the various states within the U.S.

Intellectual Property

If your product or manufacturing process is one for which you have or are seeking Canadian patent or copyright protection, you should consider similar protection under U.S. law. Similar care should be taken with brand names and registered trademarks.

In general, patent and other intellectual property law is complex. If you believe that you may need some protection, or to confirm that your product complies with U.S. law, you should seek legal advice.

Industry Canada can provide the following general info: Patents: call (613) 997-1936; Trademarks: call (613) 997-2430; Copyrights and Industrial Design: call (613) 997-1725.

SALES (\$) FOR U.S. RETAIL CATALOGUE HOUSES

Mail Order to Consumers (Billions US\$)

	<u>1989</u>	<u>1990</u>	<u>1991</u>
Apparel	6.533	8.642	4.410
Auto Clubs	1.809	1.954	N/A
Automotive	0.518	0.575	1.120
Books	1.912	2.017	2.770
Collectibles	1.946	2.063	1.810
Cosmetics	0.386	0.432	0.450
Crafts	1.146	1.240	0.910
Educational Services	1.106	1.239	N/A
Electronic Goods	2.070	2.650	2.060
Food	0.826	0.892	1.490
Gardening/Horticulture	0.525	0.561	0.980
Gen. Mdse./Housewares/Gifts	8.808	9.515	15.000
Health/Nutrition	9.515	0.902	2.800
Insurance/Financial	12.008	13.329	17.300
Jewellery	0.386	0.436	0.800
Magazines	5.196	5.790	6.580
Photofinishing	0.931	0.987	0.470
Prescriptions	0.567	0.658	N/A
Records/Tapes	1.012	1.143	1.450
Sporting Goods	2.991	3.559	3.910
Tools/Home Repair	0.943	1.085	0.700
Major Catalogue Retailers	5.804	6.146	N/A
TOTAL CONSUMER SALES	66.938	65.797	65.010

SALES (\$) FOR U.S. BUSINESS CATALOGUE HOUSES

Mail Order – Business - to - Business (Billions US\$)

	<u>1988</u>	<u>1989</u>	<u>1990</u>
General office supply/equipment	2.766	3.633	4.371
Specialty office: medical/dental	.552	.649	.743
Educational services	.565	.635	.676
Subscription product	1.170	1.427	1.650
Industrial	1.163	1.413	1.584
Computer supplies/accessories	3.830	5.320	7.014
General business to business	43.198	51.823	58.592
TOTAL SALES	53.224	64.900	74.630

WHERE TO FIND ASSISTANCE

The Department of Foreign Affairs and International Trade (DFAIT) employs experts in a variety of industrial sectors, whose aim is to help Canadian exporters in the United States. They can be reached through the U.S. Trade Promotion Division at (613) 991-5849.

For information on the U.S. market, telephone DFAIT officials at:

General information on the Free Trade Agreement(613) 995-7523
U.S. tariffs and classification, market access(613) 944-5070
Rules of origin and certificates of origin.....(613) 994-2424
Packaging and labelling.....(613) 944-1015
U.S. government procurement opportunities(613) 944-9440
Visa questions(613) 994-2424
General exporting information1-800-267-8376

List of Trade Offices

Canadian Embassy
501 Pennsylvania Avenue, N.W.
Washington, DC 20001
Tel: (202) 682-1740
Fax: (202) 682-7619

Canadian Consulate General
Suite 400 South Tower
One CNN Center
Atlanta, GA 30303-2705
Tel: (404) 577-6810
Fax: (404) 524-5046

Canadian Consulate General
Three Copley Place, Suite 400
Boston, MA 02116
Tel: (617) 262-3760
Fax: (617) 262-3415

Canadian Consulate General
One Marine Midland Center
Suite 3000
Buffalo, NY 14203-2884
Tel: (716) 852-1247
Fax: (716) 852-4340

Canadian Consulate General
Two Prudential Plaza
180 North Stetson Avenue
Suite 2400
Chicago, IL 60601
Tel: (312) 616-1860
Fax: (312) 616-1877

Canadian Consulate General
Illuminating Building, Suite 1008
55 Public Square
Cleveland, OH 44113-1983
Tel: (216) 771-0150
Fax: (216) 771-1688

Canadian Consulate General
St. Paul Place, Suite 1700
750 N. St. Paul Street
Dallas, TX 75201-3281
Tel: (214) 922-9806
Fax: (214) 922-9815

Canadian Consulate General
600 Renaissance Center
Suite 1100
Detroit, MI 48243-1704
Tel: (313) 567-2340
Fax: (313) 567-2164

WHERE TO FIND ASSISTANCE

Canadian Consulate General
300 South Grand Ave., 10th Floor
Los Angeles, CA 90071
Tel: (213) 687-7432
Fax: (213) 620-8827

Canadian Consulate General
701 Fourth Ave. South, Suite 900
Minneapolis, MN 55415
Tel: (612) 333-4641
Fax: (612) 332-4061

Canadian Consulate General
1251 Avenue of the Americas
New York, NY 10020-1175
Tel: (212) 768-2400
Fax: (212) 768-2440

Canadian Consulate General
50 Fremont Street, Suite 2100
San Francisco, CA 94105
Tel: (415) 495-6021
Fax: (415) 512-7671

Canadian Consulate General
412 Plaza 600
Sixth and Stewart Streets
Seattle, WA 98101-1286
Tel: (206) 443-1777
Fax: (206) 443-1782

International Trade Centres

International Trade Centre
P.O. Box 11610
900-650 West Georgia Street
Vancouver, B.C. V6B 5H8
Tel: (604) 660-0434
Fax: (604) 666-8330

International Trade Centre
Canada Place, Suite 540
9700 Jasper Avenue
Edmonton, Alberta T5J 4C3
Tel: (403) 495-2944
Fax: (403) 495-4507

International Trade Centre
Suite 1100
510-5th Street S.W.
Calgary, Alberta T2P 352
Tel: (403) 292-6660
Fax: (403) 292-4578

International Trade Centre
119 - 4th Avenue South, Suite 401
Saskatoon, Saskatchewan S7K 5X2
Tel: (306) 975-5315
Fax: (306) 975-5334

International Trade Centre
4th Floor, 1955 Smith Street
Regina, Saskatchewan S4P 2N8
Tel: (306) 780-5020
Fax: (306) 780-6679

International Trade Centre
330 Portage Avenue, 8th Floor
P.O. Box 981
Winnipeg, Manitoba R3C 2V2
Tel: (204) 983-8036
Fax: (204) 983-2187

International Trade Centre
1 Front Street West, 4th floor
Dominion Public Building
Toronto, Ontario M5J 1A4
Tel: (416) 973-5053
Fax: (416) 973-8161

International Trade Centre
Stock Exchange Tower
800 Victoria Square
Suite 3709, P.O. Box 247
Montreal, Quebec H4Z 1E8
Tel: (514) 283-8185
Fax: (514) 283-8794

WHERE TO FIND ASSISTANCE

International Trade Centre
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick E1C 8P9
Tel: (506) 851-6452
Fax: (506) 851-6429

International Trade Centre
Confederation Court
134 Kent Street, Suite 400
P.O. Box 1115
Charlottetown, P.E.I. C1A 7M8
Tel: (902) 566-7400
Fax: (902) 566-7450

International Trade Centre
1801 Hollis Street
Box 940, Station M
Halifax, Nova Scotia B3J 2V9
Tel: (902) 426-7540
Fax: (902) 426-2624

International Trade Centre
Atlantic Place
215 Water Street, Suite 504
St. John's, Newfoundland A1B 3R9
Tel: (709) 772-5511
Fax: (709) 772-2373

Revenue Canada Customs and Excise

These regional customs offices provide information on current Canadian duties and rules of origin that will apply to your products:

Atlantic Canada.....	(902) 426-2911
Quebec City	(418) 648-3708
Montreal.....	(514) 283-6201
Ottawa.....	(613) 993-0534
Toronto	(416) 973-8258
Hamilton.....	(416) 578-8697
SW Ontario	(519) 973-8500
Central Canada.....	(204) 983-3758
Alberta.....	(403) 292-4628
British Columbia.....	(604) 666-0456

Other important Revenue Canada telephone numbers:

Duty drawbacks.....	(613) 954-6890
GST administration.....	(613) 990-8584
Rules of origin.....	(613) 954-6862

WHERE TO FIND ASSISTANCE

Direct Mail Associations

CANADIAN DIRECT MARKETING ASSOCIATION (CDMA)
1 Concorde Gate, Suite 607
Don Mills, Ontario M3C 3N6
Tel.: (416) 391-2362
Fax : (416) 441-4062

The CDMA was founded in 1967 to promote professionalism among users of direct marketing and to foster both the growth and credibility of direct response marketing in Canada. The association comprises over 850 Canadian and U.S. companies, representing a broad cross section of individuals, industries and services.

DIRECT MARKETING ASSOCIATION (DMA)
11 West 42nd Street
New York, NY 10036-8096
Tel.: (212) 768-7277
Fax : (212) 398-6725

The DMA, established in 1917, is the oldest and largest international trade association representing users, creators and suppliers of direct marketing techniques. The DMA has more than 6000 members from 3000 companies, located in all 50 U.S. states and 55 other countries.

Standards and Product Certification

Compliance with U.S. standards is necessary to successfully market a number of products in the United States. Following are a few addresses of standards, product testing and certification organizations.

A) Government Agencies:

The Animal and Plant Health
Inspection Service
Department of Agriculture
6505 Belcrest Road, Rm. 756A
Hyattsville, MD 20782
Tel: (301) 436-8695

Bureau of Alcohol, Tobacco
and Firearms
Department of Treasury
650 Massachusetts Avenue N.W.
Washington, DC 20226
Tel: (202) 927-7777

Food and Drug Administration
(FDA)
Department of Health
and Human Services
5600 Fishers Lane
Rockville, MD 20857
Tel: (301) 443-1544

Consumer Product Safety
Commission
5401 Westbard Avenue
Bethesda, MD 20816
Tel: (301) 504-0580

WHERE TO FIND ASSISTANCE

B) Private Product Testing Laboratories:

Underwriters Labs Inc. (UL)
333 Pfingsten Road
Northbrook, IL 60062
Tel: (708) 272-8800

ETL Testing Laboratories Inc.
P.O. Box 2040
Industrial Park Route 11
Cortland, NY 13045
Tel: (607) 753-6711

U.S. Customs Service Regional & District Offices

BOSTON

10 Causeway Street, Room 603
Boston, MA 02222-1059
Tel: (617) 565-6147

BUFFALO

111 W. Huron Street, Room 603
Buffalo, NY 14202
Tel: (716) 846-4373

OGDENSBURG

127 North Water Street
Ogdensburg, NY 13669
Tel: (315) 393-0660

PORTLAND

312 Fore Street
P.O. Box 4688
Portland, ME 04112
Tel: (207) 780-3326

CHICAGO

610 South Canal Street
Chicago, IL 60607
Tel: (312) 353-6100

DETROIT

477 Michigan Avenue
Patrick V. McNamara Bldg.
Room 200
Detroit, MI 48226
Tel: (313) 226-3177

WASHINGTON, DC

1301 Constitution Avenue N.W.
Room 1322
Washington, DC 20229
Tel: (202) 927-0300

WASHINGTON, D.C.

Dulles International Airport
Chantilly, VA 22021

LOS ANGELES

300 South Ferry
Terminal Island
San Pedro, CA 90731
Tel: (310) 514-6006

SEATTLE

1000 Second Avenue
Rm. 2200
Seattle, WA 98104
Tel: (206) 553-0554

CATALOGUE HOUSES

SAMPLE RETAIL CATALOGUE LISTINGS

Category Key To Mail Order Catalogue List

- 1** – arts and crafts
- 2** – bedding/accessories
- 3** – books
- 4** – Christmas decorations
- 5** – clothing/accessories
- 6** – clothing, children's
- 7** – clothing, men's
- 8** – clothing, women's
- 9** – cosmetics
- 10** – games
- 11** – flowers/bulbs
- 12** – jewellery
- 13** – gift items
- 14** – home furnishings (housewares, cookware)
- 15** – furniture
- 16** – miscellaneous items
- 17** – outdoor/sporting products
- 18** – shoes
- 19** – silver/china/crystal
- 20** – stationery
- 21** – toys
- 22** – tools/hardware
- 23** – luggage
- 24** – food
- 25** – health and beauty aids
- 26** – office furniture, equipment and accessories
- 27** – health foods, vitamins
- 28** – safety/security

CATALOGUE HOUSES

- | | | | |
|--------------|--|-------------|---|
| 25 | <p>AMERICAN ASSOCIATION OF
RETIRED PERSONS (AARP)
PHARMACY SERVICE
500 Montgomery St.
Alexandria, VA 22314
Tel: (703) 684-0244
<i>Health and beauty aids</i></p> | 13 | <p>BETTER HOMES &
GARDENS BOOKS
1716 Locust Street
Des Moines, IA 50309
Tel: (515) 284-2234
<i>Books on cooking, gardening,
crafts, medical issues.</i></p> |
| 5,8 | <p>A.B. LAMBDIN
3988 Flowers Road
Suite 690
Doraville, GA 30360
Tel: (404) 451-1057
<i>Women's designer fashions
and accessories, sportswear.</i></p> | 12,14 | <p>BLOOMINGDALE'S
155 East 60th
New York, NY 10022
Tel: (212) 705-2052
<i>10 retail outlets – furniture,
home furnishings – department
stores.</i></p> |
| 13,26 | <p>ADAM YORK
Hanover House
340 Poplar
Hanover, PA 17331
Tel: (717) 637-6000
<i>Unique gifts.</i></p> | 11 | <p>BRECK'S DUTCH BULBS
6523 N. Galena Road
Peoria, IL 61656
Tel: (309) 691-4616
<i>Flowers, bulbs.</i></p> |
| 7,8
13,17 | <p>AUSTAD'S
P.O. Box 1428
Sioux Falls, SD 57196
Tel: (800) 759-4653
<i>Sports equipment, golf clothing,
clothing accessories.</i></p> | 6 | <p>BRIGHTS CREEK
Bay Point Landing
Hampton, VA 23653
Tel: (804) 827-1850
<i>Children's clothing.</i></p> |
| 3 | <p>BARNES AND NOBLE
1 Pond Rd
Rockleigh, NJ 07647
Tel: (201) 767-6660
<i>Books, shelves, tapes, records,
video cassettes.</i></p> | 5,7,8 | <p>BROOKS BROTHERS
346 Madison Avenue
New York, NY 10017
Tel: (212) 682-8800
<i>Retail outlets, men's and
women's high end apparel.</i></p> |
| 27 | <p>BARTH VITAMINS
865 Merrick Avenue
Westbury, NY 11590
Tel: (516) 683-0900
<i>Vitamins and minerals, skin-care
products.</i></p> | 13,17
22 | <p>BROOKSTONE COMPANY
787 Vose Farm Road
Peterborough, NH 03458
Tel: (603) 924-7181
<i>Hard-to-find tools, garden and
home maintenance items.</i></p> |
| 9 | <p>BEAUTIFUL VISIONS INC.
90 Orville Dr.
Bohemia, NY 11716
Tel: (800) 348-0090
<i>Cosmetics, perfumes, beauty
aids.</i></p> | 5,8 | <p>BROWNSTONE STUDIO
685 3rd Ave.
New York, NY 10017
Tel: (212) 883-1990
Tel: (800) 221-2468
<i>Women's lingerie and clothing.</i></p> |

CATALOGUE HOUSES

- | | |
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| <p>14,24 CALIFORNIA CUISINE
P.O. Box 596
Maunee, OH 43537
Tel: (800) 753-8558
Tel: (419) 893-5149
<i>Food and cookware of distinction.</i></p> | <p>5,8 CLIFFORD & WILLS
115 Fifth Avenue, 3rd Floor
New York, NY 10003
Tel: (212) 886-8500
<i>Quality women's sportswear and accessories.</i></p> |
| <p>5,8 CARROLL REED
1001 Washington St.
Conshohocken, PA 19428
Tel: (800) 343-5770
<i>Women's clothing and accessories (sporty) – classical</i></p> | <p>5,23 COACH LEATHERWARE CO.
516 W. 34th Street
New York, NY 10001
Tel: (212) 594-1682
<i>Leather bags, belts and accessories, luggage, briefcases.</i></p> |
| <p>1,3 CASUAL LIVING
13,14 5401 Hangar Court
Tampa, FL 33634
Tel: (813) 884-6955
<i>Gift items, games, kitchen accessories.</i></p> | <p>14,22 C.O.M.B. DIRECT MARKETING
26 CORP.
7101 Winnetka Ave N.
P.O. Box 29902
Minneapolis, MN 55429-0902
Tel: (612) 531-2083
<i>Household appliances, tools, office equipment.</i></p> |
| <p>5,8 CHADWICK'S
OF BOSTON LTD.
35 United Drive
West Bridgewater, MA 02379
Tel: (508) 583-8110
<i>Women's casual and career apparel – quality.</i></p> | <p>2 COMPANY STORE, THE
500 Company Store Road
P.O. Box 2167
La Crosse, WI 54601
Tel: (800) 356-9367
<i>Comforters, pillows, wool covers, some sleepwear and sportswear.</i></p> |
| <p>5,8 CHARLES KEATH LTD.
12,13 1265 Oakbrook Drive
15 Norcross, GA 30093
Tel: (404)449-3100
<i>Varied gifts high end – jewellery, women's clothing, home accessories.</i></p> | <p>1,13 COUNTRY BOUQUET
P.O. Box 200
Kellogg, MN 55945
Tel: (800) 328-5598
<i>Country gift items.</i></p> |
| <p>10,21 CHILDCRAFT
EDUCATION CORP.
20 Kilmer Road
Edison, NJ 08818
Tel: (800) 367-3255
<i>Educational toys.</i></p> | <p>1,13 COUNTRY STORE OF
16 GENEVA, INC.
28 James Street
Geneva, IL 60134
Tel: (708) 879-0098
<i>Country gift items.</i></p> |
| <p>2,10 CITISHOPPER
13,14 P.O. Box 1016
15,16 Trumbull, CT 06611-1016
23 Tel: (203) 377-1751
<i>Hi-tech products.</i></p> | |

CATALOGUE HOUSES

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| <p>13,14
20</p> | <p>CRATE AND BARREL, THE
725 Landwear Road
Northbrook, IL 60062
Tel: (708) 272-2888
<i>Expensive gift items.</i></p> | <p>5,78
13,17</p> | <p>EDDIE BAUER
15010 NE 36th St.
Redmond WA 98052
Tel: (206) 882-6100
<i>Products for outdoors – clothing:
men's and women's, gifts.</i></p> |
| <p>5,16</p> | <p>CURRENT INC.
1025 East Woodman
Colorado Springs, CO 80920
Tel: (719) 593-5990
<i>Stationery and gifts, wrapping
paper, clothing, home improve-
ment devices.</i></p> | <p>22</p> | <p>GARRETT WADE
161 Avenue of the Americas
New York, NY 10013
Tel: (800) 221-2942
Tel: (212) 807-1155
<i>Brass hardware, woodworking
tools.</i></p> |
| <p>14</p> | <p>DAK INDUSTRIES, INC.
8200 Remmet Avenue
Canoga Park, CA 91304
Tel: (818) 888-8220
<i>Communications; radios,
stereos, etc.</i></p> | <p>13,19</p> | <p>GEARY'S
351 N. Beverly Drive
Beverly Hills, CA 90210
Tel: (310) 273-4741
<i>Gifts, silver, china.</i></p> |
| <p>11,13
17,21</p> | <p>DAVID KAY INC.
4509 Taylor Lane
Cleveland, OH 44128
Tel: (216) 464-5125
<i>Garden and gift catalogue.</i></p> | <p>2,8,
12,13
15,23</p> | <p>GRAND FINALE
Box 650098
Dallas, TX 75262-0049
Tel: (214) 556-6025
<i>Gifts, jewellery, sale prices
(close-outs from famous
companies)</i></p> |
| <p>5,18</p> | <p>DEERSKIN TRADING POST
725 Dell Road
Carlstadt, NJ 07072
Tel: (201) 935-2450
<i>Clothing, shoes, gloves.</i></p> | <p>13</p> | <p>HAMMACHER SCHLEMMER
9180 Le Saint Drive
Fairfield, OH 45014
Tel: (513) 863-4570
Tel: (800) 543-3366
<i>Uncommon and superior items,
gifts, misc. items.</i></p> |
| <p>2,14</p> | <p>DOMESTICATIONS
P.O. Box 40
Hanover, PA 17331
Tel: (800) 746-2555
<i>Bedding, sleep wear, decorative
pillows, linen, bathroom acces-
sories.</i></p> | <p>8</p> | <p>HANOVER DIRECT
1500 Harbor Blvd.
Weehawken, NJ 07087
Tel: (201) 863-7300
<i>Women's clothing, linens, misc.</i></p> |
| <p>3</p> | <p>DOUBLEDAY
1540 Broadway
New York, NY 10036
Tel: (212) 354-6500
<i>Books.</i></p> | <p>17</p> | <p>HARRY LAWSON COMPANY
3328 North Richey Boulevard
Tuscon, AZ 85716
Tel: (602) 326-1117
<i>Custom rifles.</i></p> |
| <p>13</p> | <p>DOWN'S COLLECTORS
SHOWCASE
1617 South 101 Street
Dept. 19C10
P.O. Box 14991
Milwaukee, WI 53214
Tel: (800) 558-4200
<i>Collectible gifts.</i></p> | <p>13</p> | <p>HARRIET CARTER
425 Stump Road
Montgomeryville, PA 18936
Tel: (215) 361-5100
<i>Distinctive gifts.</i></p> |

CATALOGUE HOUSES

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| <p>24 HARRY AND DAVID
2518 South Pacific Highway
Medford, OR 97501
Tel: (800) 547-3033
<i>Gourmet fruit, gifts, nuts, food.</i></p> <p>1 HERRSCHNERS
999 Plaza Drive
Schaumburg, IL 60173
Tel: (708) 330-6920
<i>Quality needlecraft items.</i></p> <p>13,24 HERSHEY'S CHOCOLATE
WORLD
P.O. Box 800
Hershey, PA 17033-0800
Tel: (717) 534-4912
<i>Chocolate and Hershey theme
novelties.</i></p> <p>13,14 HOFFRITZ
19,23 515 W. 24th Street
New York, NY 10011
Tel: (212) 924-7300
<i>Cutlery and gifts, luggage,
travel aids.</i></p> <p>2,13 HOLD EVERYTHING
14,16 100 North Point Street
P.O. Box 7807
San Francisco, CA 94133
Tel: (415) 421-7900
<i>Household ideas, gift items.</i></p> <p>3 HOLIDAY HOUSE, INC.
425 Madison Ave.
New York, NY. 10017
Tel: (212) 688-0085
<i>Children's books.</i></p> <p>5,8 HONEYBEE
1840 Country Line Road
Huntington Valley, PA 19006
Tel: (215) 953-1753
<i>Medium-priced women's
clothing and accessories.</i></p> <p>5,8 HORCHOW COLLECTION,
13,15 THE
P.O. Box 620048
Dallas, TX 75262
Tel: (214) 714-3100
Tel: (800) 456-7000
<i>Unusual gifts and women's
clothing - high end.</i></p> | <p>5,7 J. CREW OUTFITTERS
8,13 One Ivy Crescent
18 Lynchburg, VA 24513
Tel: (800) 932-0043
<i>Women's and men's sports
clothes.</i></p> <p>5,6,7 J.C. PENNEY
8 P.O. Box 1322
Milwaukee, WI 53201
Tel: (800) 222-6161
<i>Full line catalogue.</i></p> <p>5,7,8 JAMES RIVER TRADERS
5000 City Line Road
Hampton, VA 23661
Tel: (804) 827-7010
<i>Men's and women's clothing
and shoes.</i></p> <p>5,8 JOHNNY APPLESEED'S
18 30 Tozer Road
Beverly, MA 01915
Tel: (508) 922-2040
<i>Women's classic clothing.</i></p> <p>5,7,8 JOS. A. BANK CLOTHIERS
500 Hanover Pike
Hampstead MD 21074
Tel: (401) 239-2700
<i>Classic clothing, accessories for
men and women.</i></p> <p>3,6 JUST FOR KIDS!
21 20 Kilmer Road
Edison, NJ 08818
Tel: (800) 654-6963
<i>Children's toys, games, dolls,
books, clothes and gifts.</i></p> <p>7,18 KING SIZE CO., THE
Longwater Drive
Norwell, MA 02061
Tel: (800) 846-1600
<i>Clothing and shoes for tall and
big men.</i></p> <p>5,8 KNIGHT'S LTD.
13 2025 Concourse Dr.
St. Louis, MO 63146
Tel: (314) 993-1516
Tel: (800) 445-6811
<i>Women's fashions and
accessories, gifts.</i></p> |
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CATALOGUE HOUSES

- 27** L AND H VITAMINS INC.
37 - 10 Crescent Street
Long Island City, NY 11101
Tel: (800) 221-1152
Vitamins, health aids.
- 7,8** L.L. BEAN INC.
17,18 Casco Street
Freeport, ME 04033
Tel: (800) 221-4221
*Men's and women's clothing,
outdoor wear, shoes*
- 5,6,7** LAND'S END
18,23 Direct Merchants
Land's End Lane
Dodgeville, WI 53595-0001
Tel: (608) 935-9341
Tel: (800) 356-4444
*Men's and women's clothing,
outdoor wear.*
- 22** LEICHTUNG WORKSHOPS
4944 Commerce Parkway
Cleveland, OH 44128
Tel: (216) 831-6191
Tel: (800) 321-6840
Woodworking tools.
- 13,14** LILLIAN VERNON
16 510 South Fulton Avenue
Mount Vernon, NY 10550
Tel: (914) 699-4131
Gift items - very extensive.
- 5,7,8** MACY'S-BULLOCKS
The Specialty Store
Catalogue Division
Metro Station
P.O. Box 606
Sacramento, CA 95812-0606
Tel: (415) 954-6000
*Men's and women's clothing,
furniture.*
- 11** MAILORDER ASSOC. OF
NURSERIES, THE
8683 Doves Fly Way
Department GW2
Laurel, MD 20723-1211
Tel: (301) 490-9143
Directory of nurseries.
- 5,8** MARK, FORE AND STRIKE
6500 Park of Commerce
Boulevard N.W.
Boca Raton, FL 33487
Tel: (407) 241-1700
Tel: (800) 327-3627
*High end women's clothing and
accessories.*
- 3,13** METROPOLITAN MUSEUM
19,20 OF ART, THE
1000 Fifth Avenue
New York, NY 10028
Tel: (212) 879-5500
Fine gift items, books, stationery.
- 13,16** MILES KIMBALL CO.
41 West Eighth Avenue
Oshkosh, WI 54901
Tel: (414) 231-3800
Numerous gift items.
- 3,5** MUSEUM OF FINE ARTS,
10,12 BOSTON
13,14 295 Huntington Avenue
Boston, MA 02115
Tel: (800) 227-5597
Gifts.
- 1,13** NASCO'S
15,16 P.O. Box 901
901 Janesville Avenue
Fort Atkinson, WI 53538
Tel: (800) 558-9595
Arts and crafts.
- 5,13** NATURE COMPANY, THE
15,16 750 Hearst Ave.
Berkley, CA 94710
Tel: (510) 644-1337
Tel: (800) 227-1114
Unusual gifts, nature-oriented.
- 5,8** NEWPORT NEWS FASHIONS
Avon Lane
Newport News, VA 23630
Tel: (804) 827-9000
*Women's clothing and
accessories.*

CATALOGUE HOUSES

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| <p>5,8 NICOLE SUMMERS
P.O. Box 3003
Winterbrook Way
Meredith, NH 03253
Tel: (603) 279-7012
<i>Ladies' clothing and accessories,
sizes 10-20.</i></p> | <p>24 PEPPERIDGE FARM
Mail Order Co. Inc.
P.O. Box 119 Rt. 145
Clinton, CT 06413
Tel: (203) 669-9245
<i>Gourmet foods, gift packages.</i></p> |
| <p>8,13 NORM THOMPSON
14,16 Dept. CH 84, P.O. Box 3999
18,24 Portland, OR 97208
Tel: (800) 547-1160
<i>Ladies' and men's apparel and
accessories, outdoor clothers,
unusual gifts.</i></p> | <p>11 PETALS
1 Aquaduct Road
White Plains, NY 10606
Tel: (914) 328-8600
<i>Silk flowers and plants.</i></p> |
| <p>5,8 OLD PUEBLO TRADERS
18 Palo Verde at 34th
P.O. Box 27800
Tuscon, AZ 85726-7800
Tel: (602) 748-8600
<i>Dressy and casual fashions.</i></p> | <p>13,16 PLOW & HEARTH, THE
17 301 Madison Road
P.O. Box 511
Orange, VA 22960
Tel: (800) 866-6072
<i>Gift items for country living.</i></p> |
| <p>24 OMAHA STEAKS
INTERNATIONAL
P.O. Box 3300
Omaha, NE 68103
Tel: (800) 228-9055
<i>Gourmet beef and other frozen
entrées.</i></p> | <p>8,10 POTPOURRI
12,13 120 North Meadows Road
Medfield, MA 02052
Tel: (800) 688-8051
<i>Arts and crafts-handcrafted
merchandise-gift items.</i></p> |
| <p>18 ORTHO-VENT
DIVISION INC., THE
Division of Stuart McGuire
115 Brand Road
Salem, VA 24156-0710
Tel: (813) 573-3730
<i>Men's leather shoes.</i></p> | <p>17 RAMSEY OUTDOOR
226 Route 17, P.O. Box 1689
Paramus, NJ 07652
Tel: (201)261-5000
<i>Outdoor and camping gear.</i></p> |
| <p>5,7,8 ORVIS CO. INC., THE
18,17 10 River Road
Manchester, VT 05254
Tel: (802) 362-3622
<i>Men's and ladies' clothing, gifts.</i></p> | <p>14,22 RENOVATOR'S SUPPLY
Millers Falls, MA 01349
Tel: (800) 659-2211
<i>Home furnishings, hardware.</i></p> |
| <p>10,13 PARAGON, THE
14,21 P.O. Drawer 511
89 Tom Harvey Road
Westerly, RI 02891
Tel: (401) 596-4936 or 0134
<i>Unusual gift items.</i></p> | <p>5,8 ROYAL SILK
Royal Silk Plaza
800-810 31st Street
Union City, NJ 07087
Tel: (201) 392-0100
<i>Silk blends, ladies' clothing.</i></p> |
| | <p>3,5 SCULLY & SCULLY, INC.
10,13 504 Park Avenue
15,19 New York, NY 10022
Tel: (212) 755-2590
<i>Exquisite and expensive gifts.</i></p> |

CATALOGUE HOUSES

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| <p>5,8
18</p> | <p>SERENDIPITY
Palo Verde at 34th
P.O. Box 27800
Tuscon, AZ 85726-7800
Tel: (602) 748-8600
<i>Ladies' clothing and accessories.</i></p> | <p>20</p> | <p>STATIONERY HOUSE
INC., THE
P.O. Box 1393
1000 Florida Avenue
Hagerstown, MD 21740
Tel: (301) 739-4487
Tel: (800) 638-3033
<i>Stationery supplies, personal and business.</i></p> |
| <p>5,13
19</p> | <p>SEVENTH AVENUE
1112 Seventh Avenue
Monroe, WI 53566
Tel: (608) 324-7000
Tel: (800) 356-9000
<i>Gifts, collectibles, personalized accessories and more.</i></p> | <p>1,13
14</p> | <p>STURBRIDGE YANKEE
WORKSHOP
90 Blueberry Road
Portland, ME 04104
Tel: (800) 343-1144
<i>Traditional American gifts, reproductions.</i></p> |
| <p>10,13
17,26</p> | <p>SHARPER IMAGE, THE
650 Davis St.
San Francisco, CA 94111
Tel: (800) 344-5555
Tel: (415) 445-6000
<i>Computer gifts, exercise equipment, sports products, etc.</i></p> | <p>24</p> | <p>SUNNYLAND FARMS, INC.
Willson Road at Pecan City
P.O. Box 8200
Albany, GA 31706-1800
Tel: (912) 883-3085
<i>Pecans, nuts, candy and dried fruit.</i></p> |
| <p>17</p> | <p>SMITH & HAWKEN
117 E. Strawberry Dr.
Mill Valley CA 94941
Tel: (415) 383-6399
<i>Garden furniture, tools, books.</i></p> | <p>24</p> | <p>SWISS COLONY, THE
1112 - 7th Avenue
Monroe, WI 52566
Tel: (608) 328-8400
<i>Gourmet cheeses, foods and gift assortments.</i></p> |
| <p>10,13
21</p> | <p>SMITHSONIAN INSTITUTION,
THE (mail order division)
7955 Angus Court
Springfield VA 22153
Tel: (703) 455-1700
Fax: (202) 357-1826
<i>Unusual gifts and jewellery, toys, games, books, puzzles and more.</i></p> | <p>5,8</p> | <p>TALBOT'S
175 Beal Street
Hingham, MA 02043
Tel: (617) 749-7600
Tel: (800) 992-9010
<i>Classical women's clothing and accessories.</i></p> |
| <p>2,5,6
7,8
13,14
15</p> | <p>SPIEGEL
P.O. Box 7623
Chicago, IL 60680-7623
Tel: (312) 986-7500
<i>Full catalogue line.</i></p> | <p>13, 14</p> | <p>TAPESTRY
340 Poplar Street
Unique Merchandise Mart
Building 46
Hanover, PA 17331
Tel: (717) 633-3319
<i>Up-class variety gifts, home furnishings.</i></p> |
| <p>11</p> | <p>SPRING HILL NURSERIES
Catalogue Division
6523 North Galena Road
Peoria, IL 61632
Tel: (309) 691-4616
<i>Perennials, flowers, bulbs, houseplants and more.</i></p> | | |

CATALOGUE HOUSES

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| <p>5,8
18</p> | <p>TAYLOR, ANN
P.O. Box 805
New Haven, CT 06511
Tel: (203) 772-2516
<i>Ladies clothing, accessories
and shoes.</i></p> | <p>12</p> | <p>VANITY FAIR (S.A. Peck & Co.)
55 E. Washington St., Suite 539
Chicago, IL 60602
Tel: (312) 977-0300
<i>Diamond jewellery and importers.</i></p> |
| <p>13</p> | <p>TAYLOR GIFTS
355 E. Conestoga Rd.
P.O. Box 206
Wayne, PA 19087-0206
Tel: (610) 688-3046
<i>Miscellaneous gifts.</i></p> | <p>2,5,7
8,14
16,18,
24</p> | <p>VERMONT COUNTRY STORE,
THE
P.O. Box 3000
Manchester Center,
VT 05255-3000
Tel: (802) 362-2400
<i>Country variety; clothes, shoes,
linens, cooking accessories,
foods.</i></p> |
| <p>12,13</p> | <p>TIFFANY & COMPANY
801 Jefferson Road
Parsippany, NJ 07054
Tel: (201) 428-8600
<i>High quality jewellery and gifts.</i></p> | <p>5,8
13</p> | <p>VERY THING, THE
25 Recreational Park Drive,
Suite 200
Hingham, MA 02043
Tel: (617) 740-2718
<i>Ladies' fashions, gifts and
accessories.</i></p> |
| <p>5,8
17,18</p> | <p>TOG SHOP, THE
US Highway 19 North
Americus, GA 31710
Tel: (912) 924-8800
<i>Women's apparel and shoes.</i></p> | <p>7,8
17,18</p> | <p>WEAR-GUARD CORP.
Longwater Drive
Norwell MA 02061
Tel: (800) 343-4406
<i>Rugged casual work wear for
men and women.</i></p> |
| <p>2</p> | <p>TOUCH OF CLASS
Huntingburg, IN 47542
Tel: (812) 683-3707
Tel: (800) 457-7456
<i>Bedding and accessories.</i></p> | <p>14</p> | <p>WILLIAMS-SONOMA
100 North Point Street
San Francisco, CA 94133
Tel: (415) 421-7900
<i>Cookware items.</i></p> |
| <p>8,13
15,19
20,21
23</p> | <p>TRIFLES
P.O. Box 620050
Dallas, TX 75262
Tel: (214) 556-6055
<i>High-end gifts and women's
fashions.</i></p> | <p>13,14</p> | <p>WINE ENTHUSIAST, THE
404 Irvington Street
P.O. Box 39
Pleasantville, NY 10570
Tel: (914) 747-3170
<i>Wine and food accessories.</i></p> |
| <p>3,13
14,21</p> | <p>TROLL LEARN & PLAY
CATALOGUE
100 Corporate Drive
Mahwah, NJ 07430
Tel: (201) 529-8000
<i>Children's books and
tapes, toys, gift items.</i></p> | <p>12,13
14</p> | <p>WINTERTHUR MUSEUM &
GARDENS
Catalogue Division
100 Enterprise Place
Dover, DE 19901
Tel: (302) 888-4600
<i>Gift items, home furnishings.</i></p> |
| <p>11</p> | <p>VANDENBURG
Black Meadow Road
Chester, NY 10918
Tel: (914) 469-9161
<i>Flowers, bulbs.</i></p> | | |

CATALOGUE HOUSES

- 6,8** WOODEN SOLDIER, THE
Kearsarge St.
North Conway, NH 03860
Tel: (603) 356-7041
*Women's and children's holiday
clothing.*
- 13,14** WOODEN SPOON INC., THE
Route 145, Heritage Park
P.O. Box 931
Clinton, CT 06413-0931
Tel: (800) 431-2207
*Gourmet gadgets and cooking
tools.*
- 22** WOODWORKER'S SUPPLY
OF NEW MEXICO
5604 Alameda Place Northeast
Albuquerque, NM 87113
Tel: (505) 821-0500
Tel: (800) 645-9292
Craftsmen's tools and supplies.
- 3,10** WRITEWELL CO. INC., THE
16,20 5850 W. 80th Street
P.O. Box 68188
Indianapolis, IN 46278
Tel: (317) 871-6710
*Stationery, writing aids, cards,
books, etc.*

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

SAMPLE CATALOGUE LISTINGS

1. Agricultural Supplies
2. Apparel/work/uniforms
3. Art/Graphics Supplies
4. Audio Video Equipment & Tapes
5. Automotive Parts & Supplies
6. Aviation
7. Books
8. Building Supplies
9. Chemical Processing
10. Computers
11. Controls
12. Dental
13. Disabilities Products
14. Electronics
15. Exhibit Materials
16. Fire Protection
17. Furniture-Office & Institutional
18. Gifts
19. Healthcare Manufacturers
20. Heating/cooling & Pumps
21. Interior Textiles
22. Laboratory Supplies
23. Landscaping
24. Lighting
25. Mailing List Companies
26. Maintenance
27. Metals
28. Models
29. Optical
30. Packaging & Shipping
31. Plastics
32. Printing
33. Restaurant Supplies
34. Safety
35. Security
36. Telecommunications
37. Tools & Machinery

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

1. AGRICULTURAL SUPPLIES:

ABRASIVE BELT MASTER
936 Stadem Drive, Suite 5
Tempe, AZ 85281-1960
Agricultural control agents
Sales: \$10+ million
Tel: (602) 921-3110
Fax: (602) 921-3225

ARCON MANUFACTURING, INC.
P.O. Box 19627
Charlotte, NC 28219
*Feed handling and bins, storage
and containment systems*
Sales: \$10+ million
Tel: (704) 394-2198
Fax: (704) 392-4741

BALER EQUIPMENT COMPANY
P.O. Box 25150
Portland OR 97225
Agricultural and industrial equipment
Sales: \$10+ million
Tel: (503) 292-4118
Fax: (503) 297-5991

JACKLIN SEED CO.
West 5300 Riverbend Avenue
Post Falls, ID 83854
Turfgrass and forage grass seeds
Circulation: one time per year to 20,000
Tel: (208) 773-7581
Fax: (208) 773-4846

2. APPAREL/WORK/UNIFORMS:

**ALLIED GLOVE & SAFETY PRODUCTS
MFG. CO.**
4711 West Armitage Avenue
Chicago, IL 60639
*Industrial safety apparel, aprons
and gloves*
Sales: \$10+ million
Tel: (312) 804-1800
Fax: (312) 804-1810

BAILEY'S
44650 Highway 101
Laytonville, CA 95454
*Woodcutting, reforestation, outdoor
clothing and supplies*
Sales: \$3-5 million
Circulation: five times per year to 400,000
Tel: (707) 984-6133
Fax: (707) 984-8115

CLOTHES THAT WORK
903 Brandt Street
Dayton, OH 45404
Work clothes, uniforms and accessories
Sales: \$1 million
Circulation: 1.5 million
Tel: (513) 236-1500
Fax: (513) 236-8875

3. ART/GRAPHICS SUPPLIES:

FLAX ART & DESIGN
1699 Market Street
San Francisco, CA 94120
Graphic art supplies and accessories
Sales: \$.5-1 million
Circulation: 4 times per year
Tel: (415) 468-7530
Fax: (415) 468-1940

GRAPHIK DIMENSIONS, LTD.
2103 Brentwood St.
High Point NC 27263
Picture frames and associated materials
Sales: \$5-10 million
Circulation: 12 times per year to 4 million
Tel: (910) 887-3700
Fax: (910) 887-3777

JILCRAFT
5 Lakeland Park Drive
Peabody, MA 01960
Greeting cards
Sales: \$3-5 million
Circulation: 12 times per year to 4 million
Tel: (508) 532-9300
Fax: (508) 535-7736

BUSINESS-TO-BUSINESS CATALOGUE HOUSES

4. AUDIO & VIDEO EQUIPMENT & TAPES:

ADVANCED VIDEOTECH
CORPORATION
1840 County Line Road
Huntingdon Valley, PA 19006
Industrial and business two way products
Sales: \$1-3 million
Circulation: 1 time per year to 50,000
Tel: (215) 322-4600
Fax: (215) 322-4606

ATLANTA CABLE SALES, INC.
5675-A Oakbrook Parkway
Norcross, GA 30093
*Telecommunications and audio/
video cables*
Sales: \$10+ million
Tel: (404) 448-6311
Fax: (404) 263-1015

CENTER VIDEO INDUSTRIAL CO., INC.
5615 West Howard Street
Niles, IL 60714
*Sells and rents industrial and
broadcast video equipment to
industrial and institutional users*
Sales: \$3-5 million
Circulation: 4 times per year
Tel: (708) 647-8700
Fax: (708) 647-8707

ICS WAREHOUSE, INC.
ICS Catalogue
1802 East 18th Street
Tucson, AZ 85719
Audio-visual supplies
Sales: \$500,000
Circulation: 6 times per year to 100,000
Tel: (602) 882-3853
Fax: (602) 623-5168

5. AUTOMOTIVE PARTS & SUPPLIES:

MIZE & CO., INC.
Mize Wire Products
300 Industrial Avenue
Kingman, KS 67068
Automotive electrical and industrial hose
Sales: \$1-3 million
Circulation: 1 time per year to 30,000
Tel: (800) 835-1016
Fax: (316) 532-2459

SUMMIT RACING EQUIPMENT
580 Kennedy Road
Akron, OH 44305
Racing equipment, supplies and parts
Sales: \$10+ million
Circulation: 6 times per year
Tel: (216) 798-9440

6. AVIATION:

AAA AIRCRAFT SUPPLY, INC.
36 Suffield Street
Windsor Locks, CT 06096
*Aircraft fittings, fasteners and other
hardware*
Sales: \$10+ million
Tel: (203) 627-0181
Fax: (203) 623-2483

SL AUBURN, INC.
89 York Street
Auburn, NY 13021
Aviation parts and supplies
Sales: \$5-10 million
Tel: (315) 252-9501
Fax: (315) 252-8172

7. BOOKS:

GENIUM PUBLISHING CORPORATION
1 Genium Plaza
Schenectady, NY 12304-4690
Books, manuals, software and videotapes
Sales: \$10+ million
Circulation: 3 times per year to 75,000
Tel: (518) 377-8854
Fax: (518) 377-1891

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

KLEIN ASSOCIATES
Box 8503
Coral Springs, FL 33065
Business directories
Sales: \$10+ million
Circulation: 1 time per year to 50,000
Tel: (305) 752-1708
Fax: (305) 752-2547

TELECOM LIBRARY, INC.
12 West 21st Street
New York, NY 10010
Telecommunications, marketing and law books
Sales: \$500,000
Circulation: 2 times per year to 120,000
Tel: (212) 691-8215
Fax: (212) 691-1191

8. BUILDING SUPPLIES:

ENDURE-A-LIFETIME
PRODUCTS, INC.
7500 NW 72nd Avenue
Miami, FL 33166
Building supplies
Sales: \$10+ million
Tel: (305) 885-9901
Fax: (305) 888-6302

EXCELSIOR HARDWARE COMPANY
39 Woodland Avenue
Stamford, CT 06904
Hardware
Sales: \$10+ million
Tel: (201) 340-1000
Fax: (203) 353-0730

9. CHEMICAL PROCESSING:

ALFA PRODUCTS
P.O. Box 8247
Ward Hill, MA 01835
Research chemicals and accessories
Sales: \$10+ million
Tel: (508) 777-1970
Fax: (508) 521-6350

MECH-CHEM ASSOCIATES, INC.
148 Main Street, P.O. Box 473
Norfolk, MA 02056
Chemical processing and mechanical engineering, pollution control systems, hazardous inspection and energy recovery systems
Sales: \$10+ million
Tel: (508) 528-5672
Fax: (508) 528-8972

10. COMPUTERS:

AGIO DESIGNS, INC.
1400 Northwest Compton Drive
Beaverton, OR 97006
Computer workstations
Sales: \$10+ million
Circulation: 2 times per year to 75,000
Tel: (503) 690-1400
Fax: (503) 690-1423

B&R INDUSTRIAL AUTOMATION
CORPORATION
1325 North Meadow Parkway S-130
Roswell, GA 30076
Programmable controllers, industrial computers, software and support
Sales: \$10+ million
Tel: (404) 772-0400
Fax: (404) 772-0243

11. CONTROLS:

BARNSTEAD/THERMOLYNE
2555 Kerper Blvd.
Dubuque, IA 52004
Laboratory equipment, water purification systems, furnaces and temperature controls
Sales: \$10+ million
Tel: (319) 556-2241
Fax: (319) 556-0695

CCI CONTROLS
5052 Cecelia Street
South Gate, CA 90280
Toxic gas detectors, air pollution monitors and combustible vapor detectors
Sales: \$10+ million
Tel: (213) 560-6060
Fax: (213) 560-1136

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

STEWART WARNER INSTRUMENT
CORPORATION
580 Slawin Court
Mt. Prospect, IL 60056
*Auto and industrial instruments
and equipment*
Sales: \$10+ million
Tel: (708) 803-0200
Fax: (708) 803-8441

12. DENTAL:

ALMORE INTERNATIONAL, INC.
P.O. Box 25214
Portland, OR 97225
Dental equipment and supplies
Sales: \$500,000
Circulation: 4 times per year to 100,000
Tel: (503) 643-6633
Fax: (503) 643-9748

MASTERCUT TOOL CORPORATION
1070 Harbor Lake Drive
Safety Harbor, FL 34695
Industrial and dental machinery & tools
Sales: \$10+ million
Tel: (813) 726-5336
Fax: (813) 725-2532

13. DISABILITIES PRODUCTS:

BAILEY MANUFACTURING CO.
118 Lee Street
Lodi, OH 44254
Rehabilitation equipment
Sales: \$10+ million
Circulation: 1 time per year
Tel: (216) 948-1080

SILCRAFT CORPORATION
528 Hughes Drive
Traverse City, MI 49684
Barrier free bath and shower equipment
Sales: \$1-3 million
Circulation: 1 time per year to 600
Tel: (616) 946-4221
Fax: (616) 946-1740

14. ELECTRONICS:

CONSOLIDATED ELECTRONICS INC.
705 Watervliet Avenue
Dayton, OH 45420
Electronic parts and equipment
Sales: \$1-3 million
Circulation: 3 times per year to 50,000
Tel: (513) 252-5662
Fax: (513) 252-4066

RWS WIRE & CABLE, INC.
2300 West Park Place Blvd.
Stone Mountain, GA 30087
Electronics and telecommunications
Sales: \$10+ million
Tel: (404) 469-3515
Fax: (404) 469-3556

15. EXHIBIT MATERIALS:

CROWN INDUSTRIES, INC.
155 N. Park Street
East Orange, NJ 07017
Exhibit booths
Sales: \$10+ million
Tel: (201) 672-2277
Fax: (201) 672-7536

16. FIRE PROTECTION:

GUARDIAN FIRE EQUIPMENT, INC.
3430 NW 38th Street
Miami, FL 33142
Fire equipment
Sales: \$10+ million
Tel: (305) 633-0361
Fax: (305) 638-4632

17. FURNITURE-OFFICE & INSTITUTIONAL

BUSINESS & INSTITUTIONAL
FURNITURE CO.
B1 Furniture Catalog
611 North Broadway
Milwaukee, WI 53202
*Business and institutional furniture
and related items*
Sales: \$3-5 million
Circulation: 2 times per year to 4,000
Tel: (414) 272-6080
Fax: (414) 272-0248

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

IMPERT INDUSTRIES, INC.

Electra-Tec Division
557 West M-89 Highway
Ostego, MI 49078
Modular technical furnishings
Sales: \$10+ million
Circulation: 1 time per year
Tel: (616) 694-2058
Fax: (616) 694-5880

18. GIFTS

BULLYLAND, INC.

Bully Gifts & Toys
210 East 58th Street, Suite 3K
New York, NY 10022
Gifts and toys
Sales: \$500,000-1 million
Circulation: 1 time per year
Tel: (212) 759-5530
Fax: (212) 838-8522

LOCK CITY CRAFTSMEN

908 Niagara Falls Blvd.
N. Tonawanda NY 14120
*Promotional and advertising gifts
and ideas*
Sales: \$10+ million
Tel: (716) 694-3244
Fax: (716) 694-1800

19. HEALTHCARE MANUFACTURERS:

BRUCE MEDICAL SUPPLY

411 Waverly Oaks Road
Waltham, MA 02154
Medical supplies
Sales: \$10+ million
Circulation: 4 times per year
Tel: (617) 894-6262
Fax: (617) 894-9519

MOORE MEDICAL CORP.

389 John Downey Drive
New Britain, CT 06050
Medical and surgical supplies
Sales: \$5-10 million
Circulation: 2 times per year to 150,000
Tel: (203) 225-4621
Fax: (203) 223-2382

20. HEATING, COOLING & PUMPS:

BREEZEMAKER FAN COMPANY, INC.

1608 N. 24th Street
Tampa, FL 33605
*Duty fans, blowers, ventilators
and other systems*
Sales: \$10+ million
Tel: (813) 248-5552
Fax: (813) 248-2669

INSTECH LABORATORIES, INC.

5209 Militia Hill Road
Plymouth Meeting, PA 19462
*Portable pumps, flow pumps and
pumping tube assemblies*
Sales: \$10+ million
Tel: (610) 941-0132
Fax: (610) 941-0134

21. INTERIOR TEXTILES:

HOLLINGSWORTH & VOSE COMPANY

112 Washington Street
East Walpole, MA 02032
Nonwoven interior fabrics
Sales: \$10+ million
Tel: (508) 668-0295
Fax: (508) 668-6526

22. LABORATORY SUPPLIES:

ALLOMETRICS, INC.

P.O. Drawer 15825
Baton Rouge, LA 70895
*Specialty laboratory equipment
and supplies*
Sales: \$10+ million
Tel: (504) 272-4484
Fax: (504) 272-0844

WHEATON

Wheaton Full Line catalog
1000 North 10th Street
Millville, NJ 08332
*Laboratory products; glassware,
plastics etc.*
Sales: \$10+ million
Circulation: 1 time per year to 100,000
Tel: (609) 825-1100
Fax: (609) 825-1131

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

23. LANDSCAPING:

BEMIS MANUFACTURING COMPANY
300 Mill Street, P.O. Box 901
Sheboygan Falls, WI 53085-0901
Sales: \$10+ million
Tel: (414) 467-4621
Fax: (414) 467-8573

EARLEE

2002 Highway 62
Jeffersonville, IN 47130
Organic fertilizers and soil amendments
Sales: \$10+ million
Tel: (812) 282-9134
Fax: (812) 282-2640

24. LIGHTING:

HAVIS-SHIELDS EQUIPMENT
CORPORATION
P.O. Box 2099
Warminster, PA 18974
Lighting equipment
Sales: \$10+ million
Tel: (215) 957-0720
Fax: (215) 957-0729

PACKAGED LIGHTING SYSTEMS, INC.
41 Grant Street
Walden, NY 12586
*Lighting and control systems for the
stage, television and entertainment
industries*
Sales: \$10+ million
Tel: (914) 778-3515
Fax: (914) 778-1286

25. MAILING LIST COMPANIES:

HUGO DUNHILL MAILING
LISTS, INC.
630 3rd Avenue
New York, NY 10017
Mailing lists
Sales: \$.5-1 million
Circulation: 2 times per year to 500,000
Tel: (212) 682-8030
Fax: (212) 983-1676

MARKET DATA RETRIEVAL

16 Progress Drive
Shelton, CT 06484
Educational mailing lists
Sales: \$5-10 million
Circulation: 4 times per year to 100,000
Tel: (203) 926-4800
Fax: (203) 929-5253

26. MAINTENANCE:

ADVANCE MACHINE COMPANY
14600A 21st Avenue N.
Plymouth, MN 55447
Industrial cleaning equipment
Sales: \$10+ million
Tel: (612) 473-0650
Fax: (612) 475-9821

RED TIGER PRODUCTS, INC.

420 Elder
Winnetka, IL 60093
*Office, household and plant maintenance
products*
Sales: \$10+ million
Tel: (708) 446-6909

27. METALS:

MIDWEST METAL PRODUCTS
COMPANY
800 66th Avenue SW
Cedar Rapids, IA 52404
Metal fabricators
Sales: \$5-10 million
Tel: (319) 366-6264
Fax: (319) 366-6710

28. MODELS:

MODEL PLANNING COMPANY, INC.
42 Vail Road. P.O. Box 500
Blairstown, NJ 07825
*Dimensional scale models for plant
layouts*
Sales: \$10+ million
Tel: (908) 362-8112
Fax: (908) 362-5246

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

29. OPTICAL :

ANTHEM MARKETING COMPANY
2720 Loker Avenue West, Ste. D
Carlsbad, CA 92008
Fiber optic sensors and devices
Sales: \$10+ million
Tel: (619) 431-5227
Fax: (619) 431-9107

PRISM OPTICALS
10992 NW 7th Ave., Dept. DMC 90
N. Miami, FL 33168
Eyeglasses
Sales: \$10+ million
Circulation: 6 times per year
Tel: (305) 754-5894
Fax: (305) 754-7352

W.A. CHARNSTROM COMPANY, INC.
10901 Hampshire Avenue South
Minneapolis, MN 55438
Optical products
Sales: \$ 10+ million
Circulation: 1 time per year
Tel: (612) 944-8555
Fax: (612) 944-1546

30. PACKAGING & SHIPPING:

ALLFLEX PACKAGING PRODUCTS
Race & Ridge Streets
Ambler, PA 19002
*Hazardous material containers, insulated
containers and protective packaging*
Sales: \$10+ million
Tel: (215) 542-9208
Fax: (215) 643-3339

MAILBOX INTERNATIONAL, INC.
65 East Palatine Road, Ste. 215
Prospect Heights, IL 60070
*Material handling containers, boxes, totes
and bags*
Sales: \$10+ million
Tel: (708) 541-8466
Fax: (708) 541-8160

MINNESOTA AUTOMATION
P.O. Drawer 190
Crosby, MN 56441
*Production packaging equipment
and machinery*
Sales: \$10+ million
Tel: (218) 546-2100
Fax: (218) 546-2252

31. PLASTICS:

ROEHLING ENGINEERED
P.O. Box 2729
Gastonia, NC 28053
Plastics manufacturers and fabricators
Sales: \$5-10 million
Tel: (704) 922-7814
Fax: (704) 922-7651

32. PRINTING:

SHOEMAKER PAPER CO.
P.O. Box 520
Guilderhand NY 12084
Paper
Sales: \$10+ million
Tel: (518) 464-6745
Fax: (518) 464-0258

THE BLUEPRINT CO.
295 Madison Avenue
New York, NY 10017
*Copying, color reproductions, drafting
materials, supplies and equipment*
Sales: \$10+ million
Tel: (212) 686-2436
Fax: (212) 532-8397

33. RESTAURANT SUPPLIES:

GAVCO
8232 NW 14th Street
Miami, FL 33126
Food handling and processing equipment
Sales: \$10+ million
Tel: (305) 591-7181
Fax: (305) 599-8911

BUSINESS -TO - BUSINESS CATALOGUE HOUSES

HOUSE OF WINSTON

The Food Service
Technology Merchant
2345 Carton Drive
Louisville, KY 40299
Commercial food service equipment
Sales: \$3-5 million
Circulation: mailed to 10,000
Tel: (502) 495-5455
Fax: (502) 495-5458

34. SAFETY

AMERICAN HEALTH & SAFETY, INC.
6250 Nesbitt Road
Madison, WI 53719
Safety equipment and supplies
Sales: \$3-5 million
Tel: (608) 273-4000
Fax: (800) 326-3245

ROCKFORD MEDICAL AND SAFETY EQUIPMENT

4620 Hydraulic Road
Rockford, IL 61109
*Emergency care products; rescue
and extraction equipment*
Sales: \$.5-1 million
Circulation: 1 time per year to 75,000
Tel: (815) 874-7891
Fax: (800) 368-7891

35. SECURITY:

AFY DISTRIBUTORS
3-C Oak Road
Fairfield, NJ 07004
*Electronic security, video and audio
surveillance devices and equipment,
police and protection equipment*
Sales: \$10+ million
Tel: (201) 882-2888
Fax: (201) 882-0468

FEDERAL APD, INC.
24700 Crestview Court
Farmington Hills, MI 48335
*Automatic parking control systems,
gate opening devices, ticket dispensers,
auto gates, security gates and various
machinery*
Sales: \$10+ million
Tel: (810) 477-2700
Fax: (810) 477-0742

36. TELECOMMUNICATIONS:

HI-FI HOUSE GROUP OF COMPANIES

Pro Video
1001 Sussex Blvd.
Broomall, PA 19008
*Video, audio, telecommunications,
CCTV, satellites and consumer
electronics*
Sales: \$3-5 million
Circulation: 1 time per year to 50,000
Tel: (610) 328-7448
Fax: (610) 544-3489

VSI TELECOMMUNICATIONS, INC.

9329 Douglas Drive
Riverside, CA 92503
*Telecommunications, equipment
and supplies*
Sales: \$10+ million
Tel: (909) 687-2492
Fax: (800) 999-8232

37. TOOLS & MACHINERY:

BONN TOOL COMPANY

4430 Gibsonia Road
Gibsonia, PA 15044
Construction tools and equipment
Sales: \$.5-1 million
Circulation: 4 times per year
Tel: (412) 443-7080
Fax: (412) 443 7090

RUTLAND TOOL & SUPPLY CO.

16700 Gale Avenue
City of Industry, CA 91745
Machine shop supplies and equipment
Sales: \$10+ million
Circulation: 2 times per year
Tel: (818) 961-7111
Fax: (818) 336-5733

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