



YOUR

Display Catalogue

FOR

Fall 1946

From Canada's Fastest Growing Display House

ATTENTION DISPLAY MANAGER

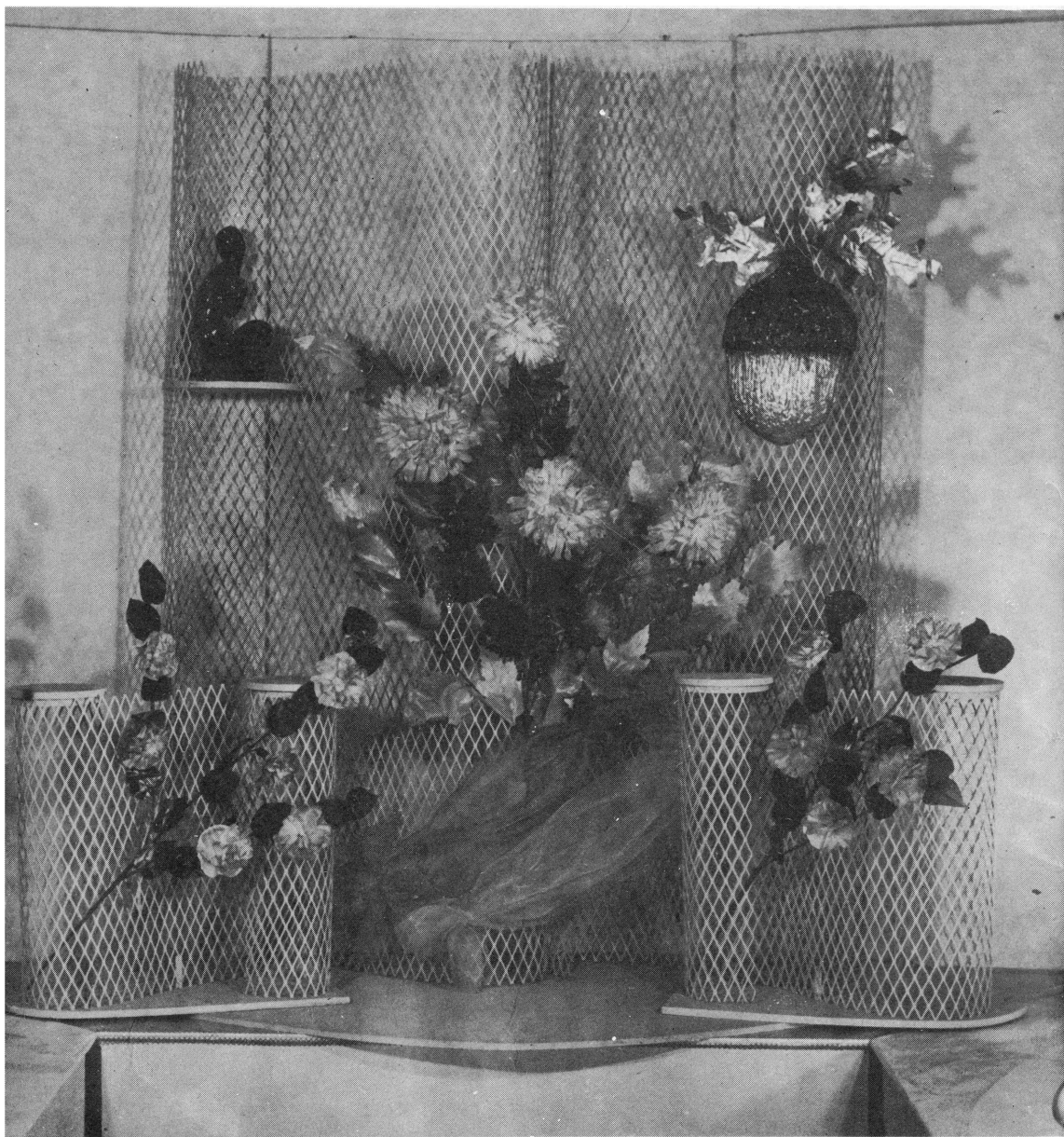
WM. PRAGER LTD.

"Where service originated"

355 Adelaide St. W.
TORONTO

The Men's Shop,

Hespeler, Ont.



Complete Window Units

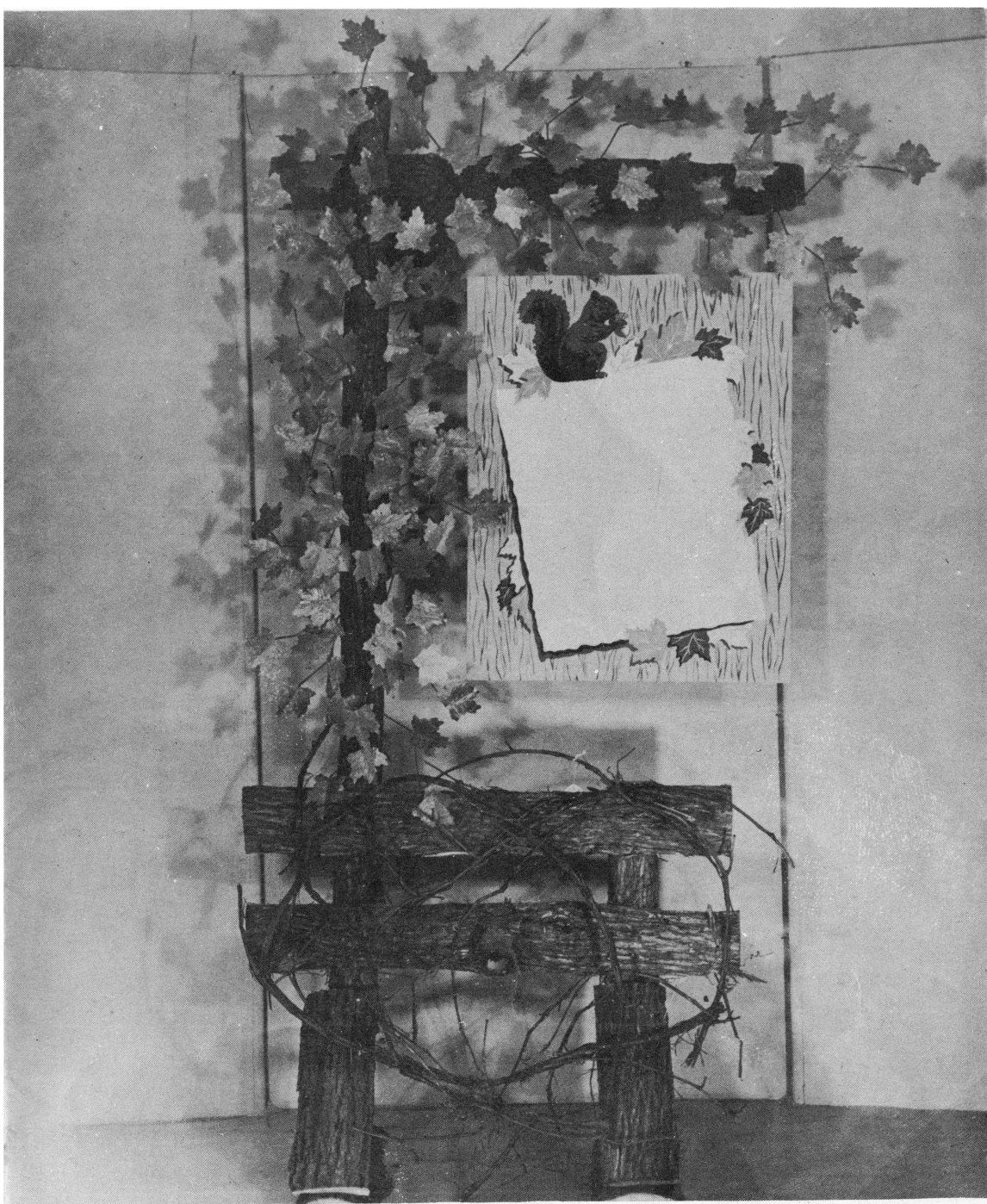
CAN BE BUILT TO SUIT YOUR REQUIREMENTS

METAL DOUBLE SCROLL—Painted any two colours with two small scroll display stands. 6 ft. high, over 80" wide **\$40.00**

For Fall—Trimmed as in picture **\$85.00**

2

WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO



MAPLE LEAF RUSTIC FENCE AND POST

6 ft. high, 38 inches wide. Natural Cedar Bark.

Your wording on sign

\$25.00
Each

3

WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO



Complete Window Units

PARK BENCH AND LAMP

Pastel green. 36 in. wide bench, will hold mannequin. Lamp stands 6 ft. high.

Complete \$55.00

MAPLE LEAF TREE

Fall coloured on natural cedar post. 6 ft. high, 33 in. spread.

\$12.00 Each

4

WILLIAM PRAGER LTD.
 355 ADELAIDE ST. WEST - TORONTO



ARBOR TRELLIS—6 ft. high, 80 in. wide. Finished any color **\$35.00**
 Trimmed with Grape and Grape Leaves **\$65.00**

F-9947—MUM BUSH AND BASE—
 Natural cork bark trunk. Fall coloured.
 Complete **\$35.00**

ASSORTED MUMS—Not Shown—**\$6.00 Doz.**



**F-9940—GRAPE AND
MUM LEAF DROP**

Multi fall colours. 6 ft.
long, 27 in. spread.

\$18.00 Each

**2/9931—HYBISCUS
GARLANDS**

Multi fall colours. 6 ft.
long, 24 in. spread.

\$14.00 Each

**P-201—MARBLE
PEDESTALS**

Any colour marble. 40 in.
high, 4 pcs.

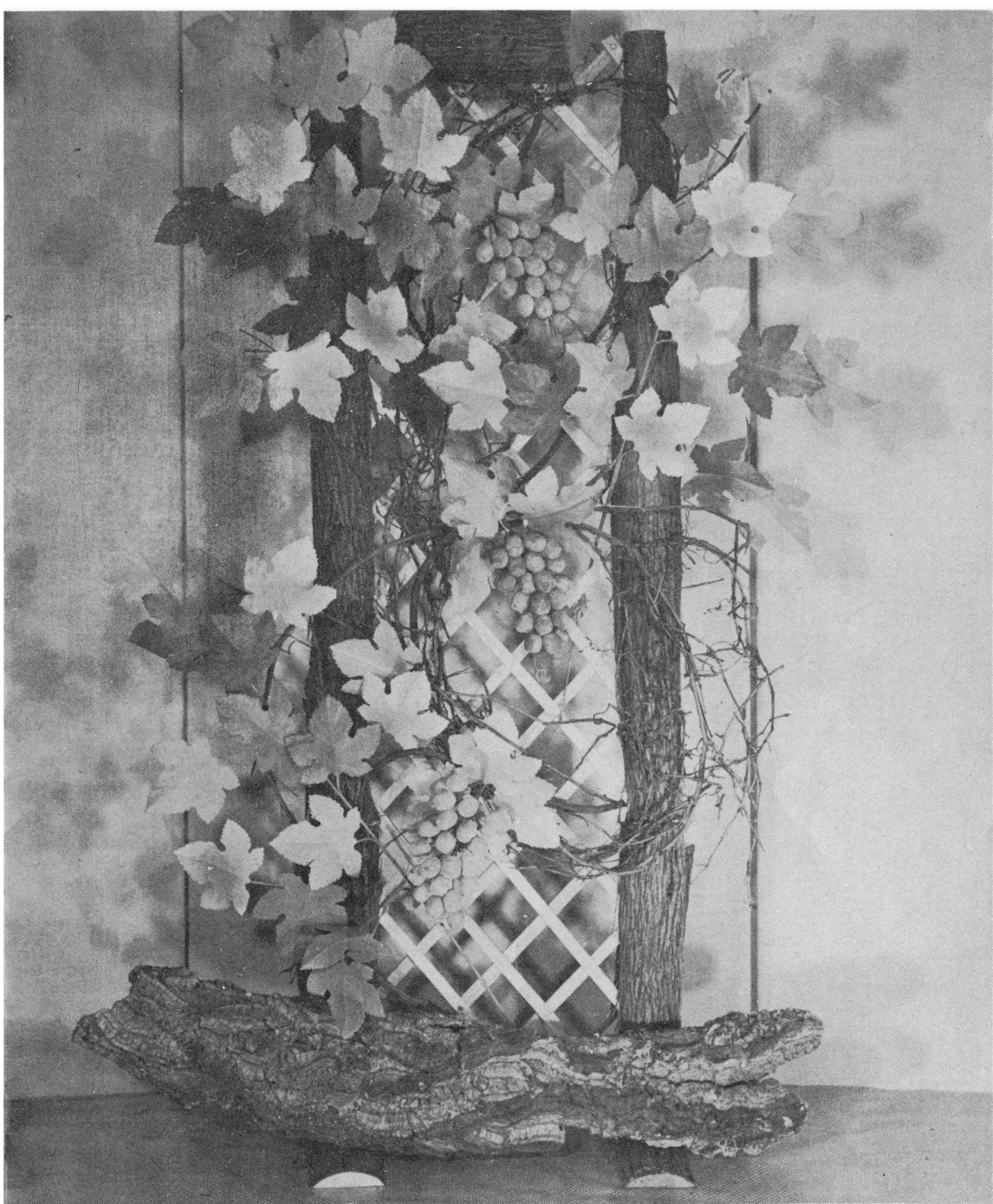
\$10.00 Set

PIN-UP GIRL—\$2.50 Each

WILLIAM PRAGER LTD.

355 ADELAIDE ST. WEST

TORONTO



GRAPE RUSTIC ARBOR

6 ft. high, 38 in. wide

Natural Cedar Bark, Grape Vine

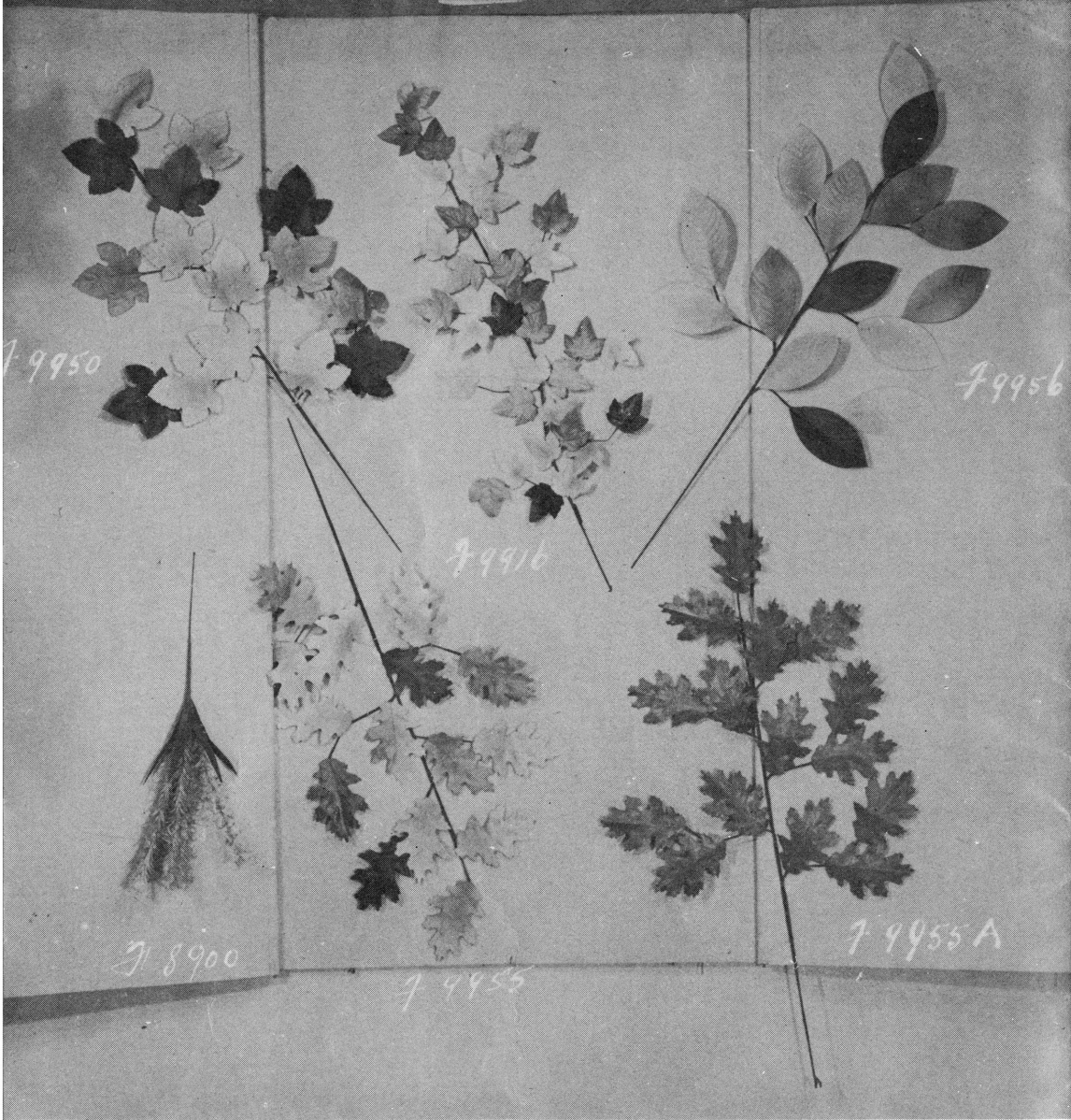
Natural Cork Bark, Acorn Base

\$40.00

Complete

7

WILLIAM PRAGER LTD.
 355 ADELAIDE ST. WEST - TORONTO



FALL SPRAYS—\$24.00 Doz.

Oak Leaf, multi-coloured, 45" long, 22" spread		
Oak Leaf, dark brown	"	"
Oak Leaf, light brown	"	"
Oval Leaf, multi-coloured	"	"
Grape Leaf, multi-coloured	"	"

ORDER BY NUMBER

F-9916—MAPLE LEAF SPRAY

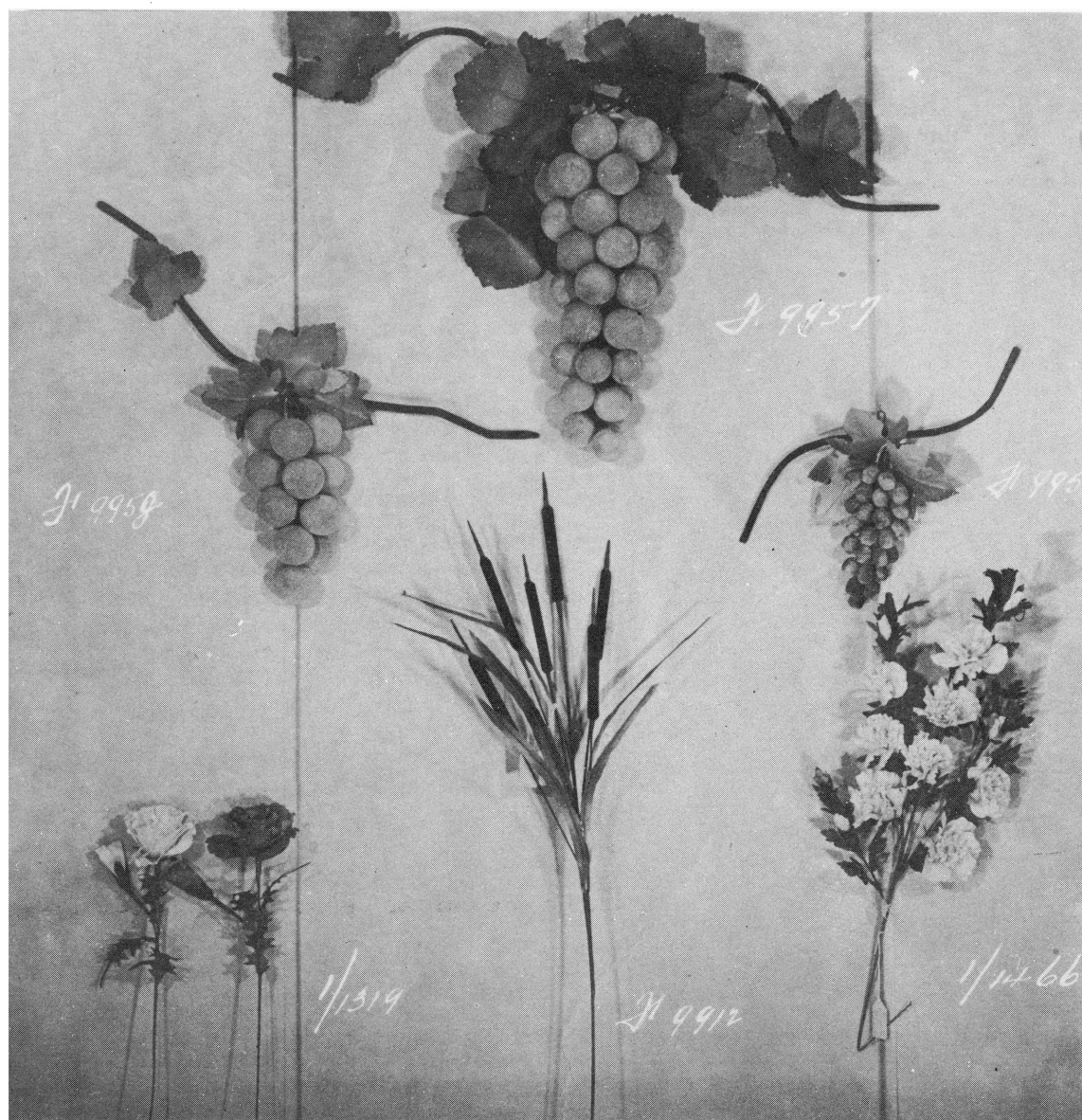
Multi-coloured, 44" long, 15" spread.

\$30.00 Doz.

F-8900—FEATHER SPRAY

Yellow, pink, red, light blue, white. 27" high, 12" spread.

\$12.00 Doz.



F-9957—LARGE GRAPE BUNCH

27" high with 4 ft. vine. Flock sprayed in colours mauve, light green, wine.

\$22.00 Each

F-9958—GRAPE BUNCH

16" high with 3 ft. vine. Flock sprayed in colours mauve, light green, wine.

\$6.50 Each

F-9954—GRAPE CLUSTER

10" high with 2 ft. vine. Flock sprayed in colours mauve, light green, wine.

\$3.50 Each

1/1466—ROSE OF SHARON SPRAY

Colours pink, white, yellow.

\$2.50 Each

**F-9912—NATURAL LOOKING
CATTAIL SPRAY**

46" long, 20" spread.

\$4.50 Each

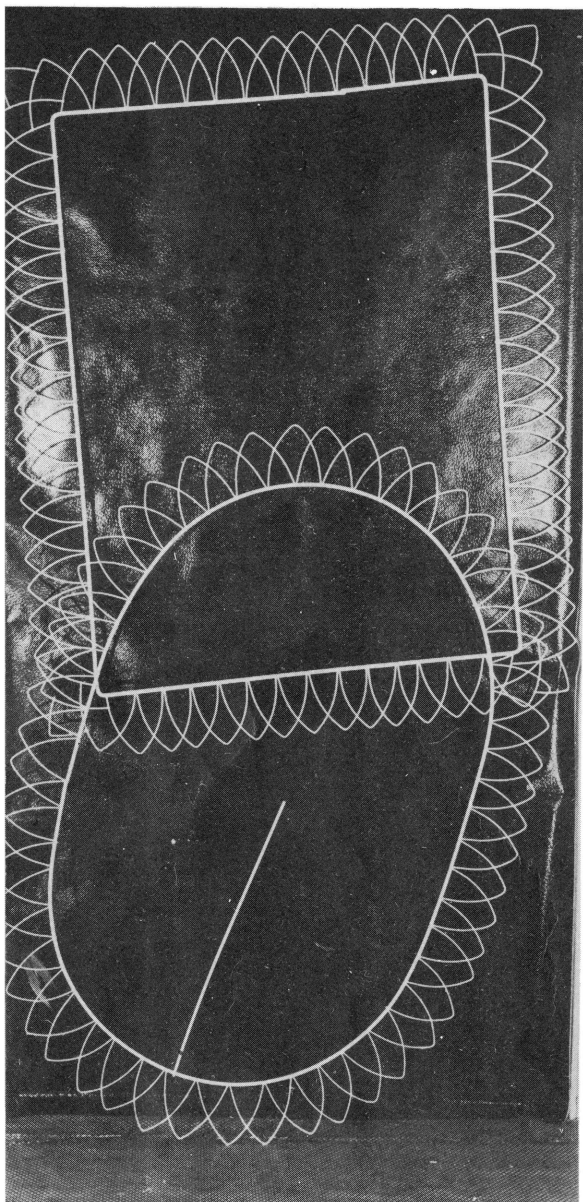
1/1319—POPPIES

5" flower and bud. Coloured red, light blue and white.

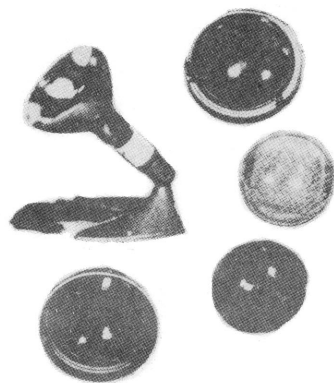
\$6.00 Doz.

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WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO

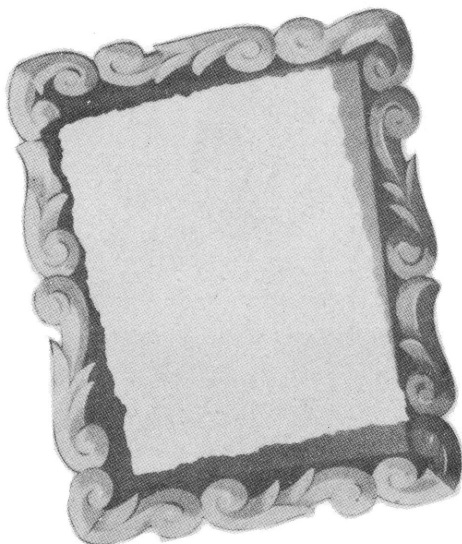


White Wire Oblong Frame, 44" x 35"
 White Wire Oval Frame, 44" x 33"
\$5.50 Each—Coloured, \$6.50



FOR BETTER DISPLAY LIGHTING

Colour Kit with Spotlight Holder . . . The following lenses are furnished with each kit: Red, green, blue and amber. Colour Kit complete **\$3.00**
 Spotlight Holder, complete with cord & plug **\$3.50**
 Birdseye Reflector Lamp—150 watt **\$1.85**



DIMENSIONAL DISPLAYER

The frame of this displayer has baroque sides which fold forward at a 45° angle and interlock at the corners, creating a box-like effect. A sheet of deckle-edged paper is mounted in the centre. Displayer can be used as a lettered poster or merchandise can be attached to it. An easel is attached to back.

M-2932—22" x 28"—\$4.00 Each

Produced in two different colour schemes
 . . . tones of blue and tones of green.

Exclusive Canadian Distributors

WM. PRAGER LTD. presents . . .

Mannequins by "Magnani"

Many merchandise men from our leading department and specialty stores approached us months ago with a request for new mannequins representing the teen-age girl of today. This interest in a new type of mannequin has increased, since many stores created a special teen-age department definitely different from their children's department. This separation was necessitated by the aversion of the teen-ager to purchasing her clothes from the same department in which her "kid sister" bought hers.

With a view to the future, the merchandise man decided to feature the teen-age department prominently in the windows and in the interior; by this procedure, the opportunity to equip two new customers at the same time was brought about—the teen-ager, who does not buy her clothes alone—and the chaperone, who accompanies her.

Our principals have created an enchanting new group of teen-age mannequins, approximating the senior high-school girl, appropriately entitled "Sophistikids." With disarming charm, the "Sophistikids" reflect the versatile teen-ager, equally effective in play clothes, date dress, lounging clothes and evening attire. Through the subtle employment of make-up and mannerisms, the "Sophistikids" reflect exquisitely the characteristic appeal of the teen-ager, bringing delight to the merchandise man's heart.

Our mannequins are light-weight, reinforced papier mache, two-piece bodies, free-swinging arms, split-wrist hands; they are equipped with carefully designed detachable horsehair wigs, which, by means of our special method of construction, fit so securely that it is not necessary to pin them down.

Our present line includes the following figures:

Teen-agers, size 9. Juniors of a more conservative design, in size 11.

Juniors of our French group with doll waistlines, high hipbones, high breasts, long legs, having the charming features of the American college girl, in size 13, and Misses wearing dresses 12 to 14. These represent the aristocratic type of woman with impressive hairdoes, designed for showing without hats.

Another set of Misses sizes 12 to 14 which we call the Fifth Avenue type. These figures are designed with hairdoes to wear hats. They embody all the features of smart American women.

A very sophisticated high styled group of Misses, size 12, are especially recommended to bring out the beauty of furs, evening dresses, and lingerie.

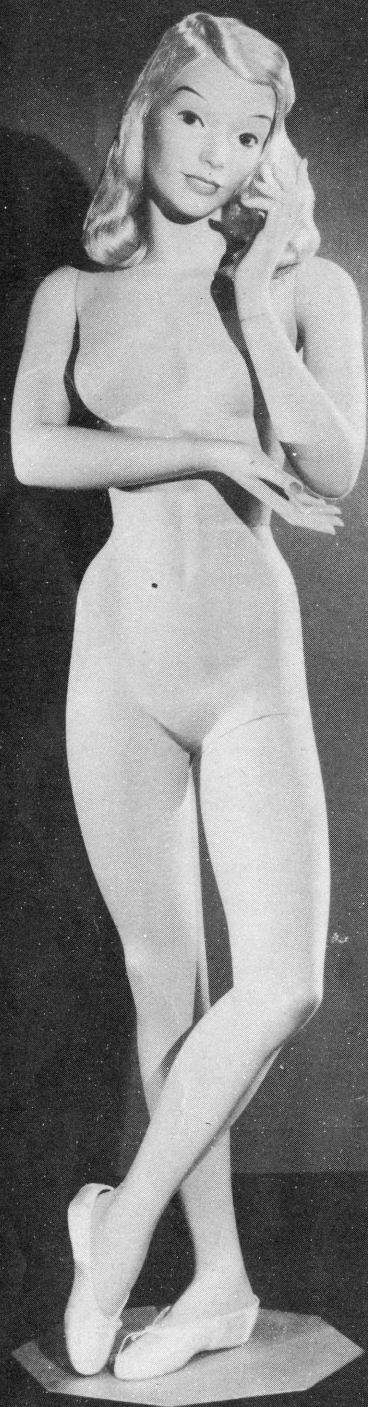
In designing our figures, we strived to bring out an all purpose figure which shows to its best advantage either an evening gown or a tailor made, and attracts attention and focuses it on the garment as a picture frame glorifies the painting.

These mannequins are now being shown and we can assure you that a visit to our showroom will be most interesting.

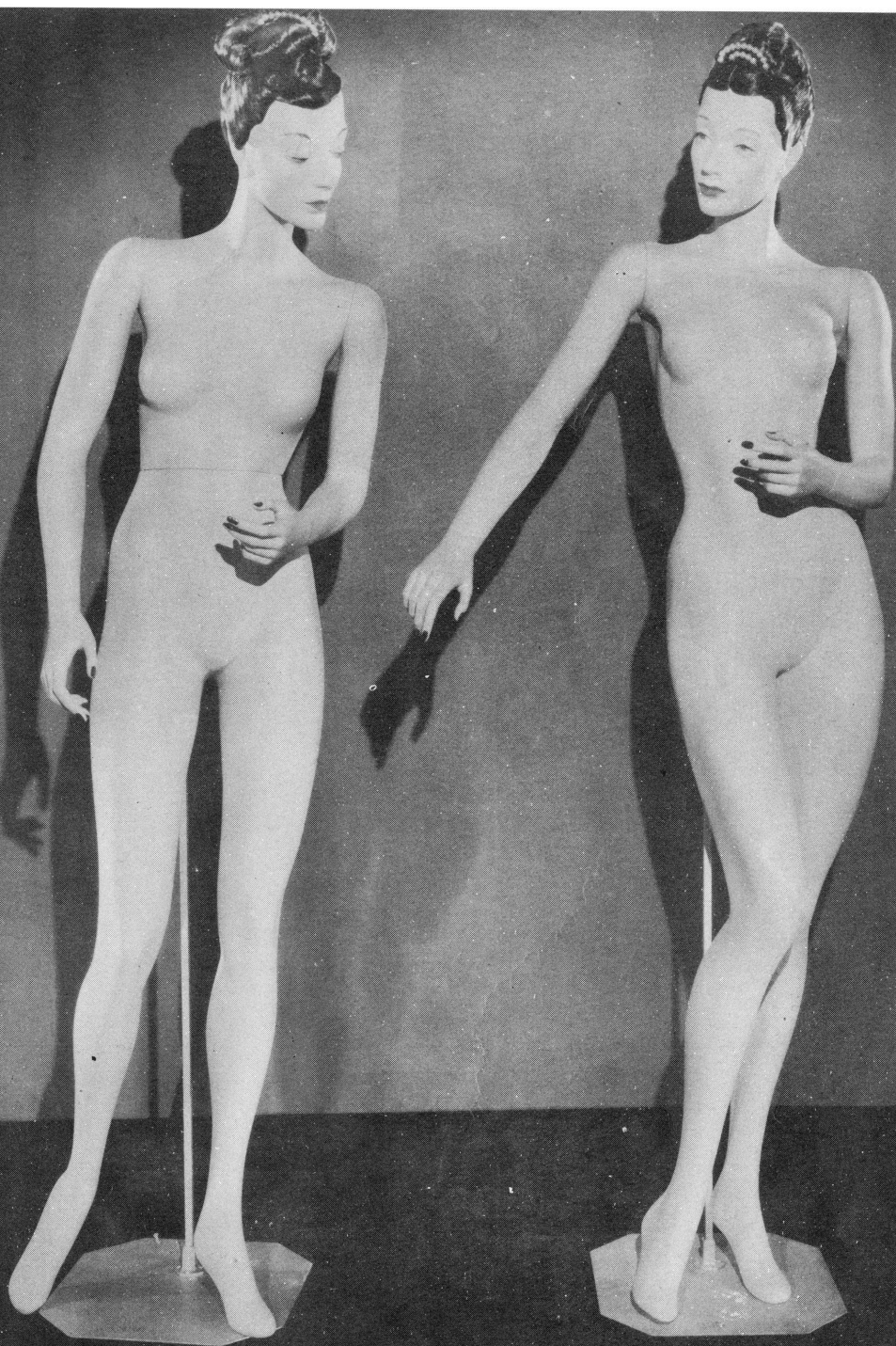
We are also showing our Fall creations of ARTIFICIAL FLOWERS and ACCESSORIES.

Your enquiries will receive our prompt attention.

WM. PRAGER LIMITED



SOPHISTIKIDS
#78



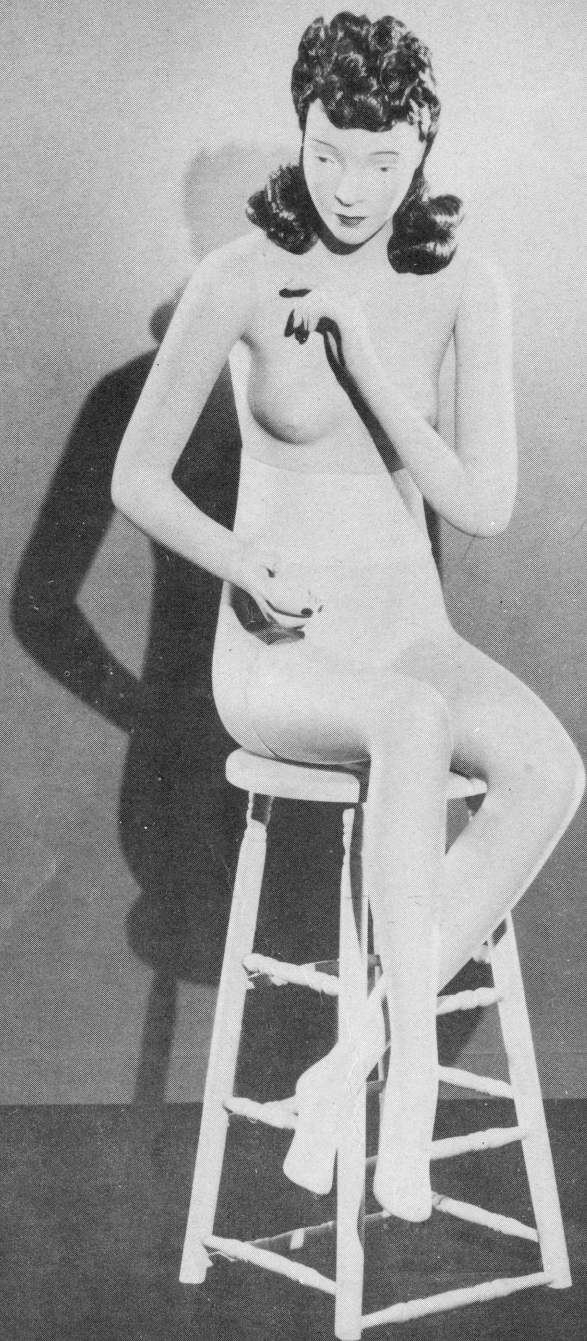
336

335

LS TO CHOOSE FROM

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WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO



No. 565

14 TWENTY-FIVE MODELS TO CHOOSE FROM

WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO

Window Panels



4072—Art panel done in many beautifully harmonized paint colours on burnt orange seamless paper, size 36" x 48"; mounted on goldenrod seamless paper back sheet, size 48" x 60". Deckled edges.

\$7.50 Each



M-5722—"FUR PANEL"—A stunning panel for your fur background. It is silk screen processed in ten brilliant oil colours and is mounted to 48" x 60" fibre tan no seam paper.

\$7.50 Each



M-3709—"FASHION LADY"—This chic beauty will create interest in any women's display story. Panel reproduced in 10 stunning colours and mounted to 48" x 60" Persian lime no seam paper.

\$7.50 Each



No. 46—"OUTDOOR GIRL"—The new freshness of this highly attractive panel renders it a most effective display treatment. 12 perfect pastel tones. Panel—36" x 48". Choice of rich brown or green. Mounting—48" x 60".

Price \$7.50

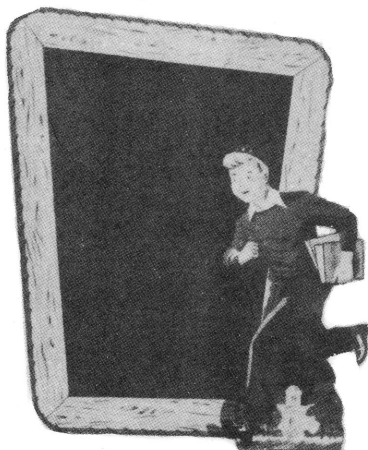
15

WILLIAM PRAGER LTD.
355 ADELAIDE ST. WEST - TORONTO

Here's a novel and unusual way to present a quick-selling story. Blackboard background is specially prepared with a slate paint that enables the writing of a message in chalk. The message can be easily and thoroughly removed with a damp cloth.



Blackboard and figure in
11" x 14" Size
Junior boy M-6211
Junior girl M-6212
Senior boy M-6213
Senior girl M-6214
\$2.25 Each



Blackboard and figure in
22" x 28" Size
Junior boy M-6411
Junior girl M-6412
Senior boy M-6413
Senior girl M-6414
\$4.50 Each



No. 57—THE EXECUTIVES—A "real man's" panel, effective for clothing stores, and men's shops, in eight colours.

Unmounted—26" x 36"

Price \$5.50



No. 54—GREETINGS TO FALL—An attractive panel containing an original setting and suitably exhibited in any type of woman's shop. Panel size—36" x 48". Dubinette colours: twelve.

Mounted—48" x 60". Yellow or white.

Price \$7.50

MAJESTIC DIE-CUT LEAF CLUSTERS

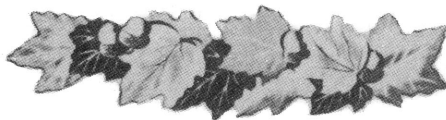
Each Section Size 6" x 21"

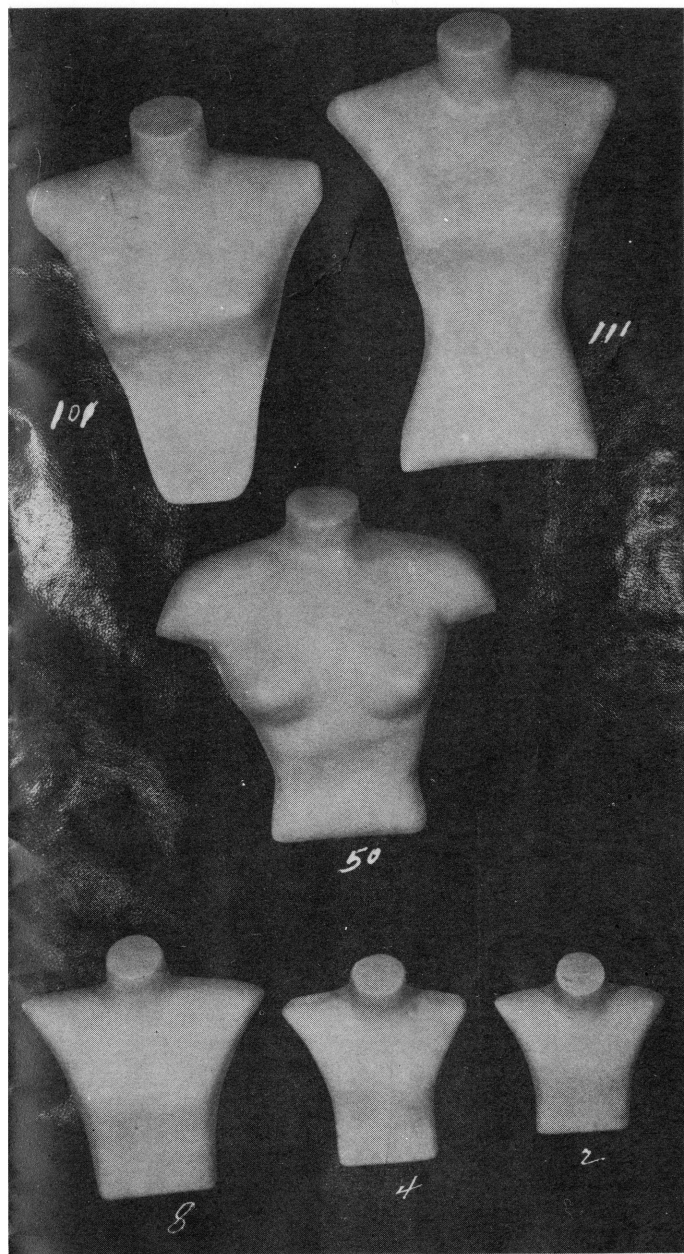
These die-cut Leaf Clusters are processed in 5 luxurious Fall colours on sturdy cardboard.

M-6801

SET OF 4 LEAF CLUSTER SECTIONS

\$3.50 PER SET



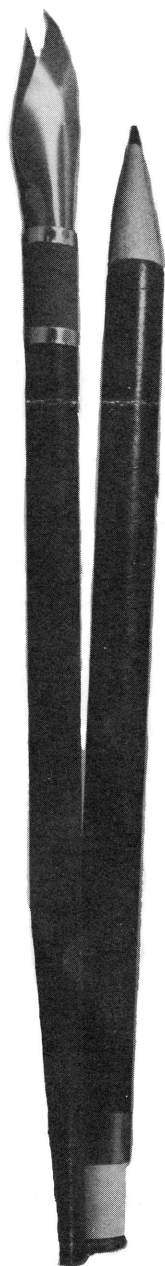


PAPIER MACHE FORMS

No. 101—BLOUSE FORM	\$3.50
No. 111—BLOUSE FORM	5.00
No. 50—BLOUSE FORM	6.50

CHILDREN'S BLOUSE FORMS—Size 2, 4 and 8.
\$3.50 Each

TINTED FORMS—Any Colour—\$1.00 Extra.

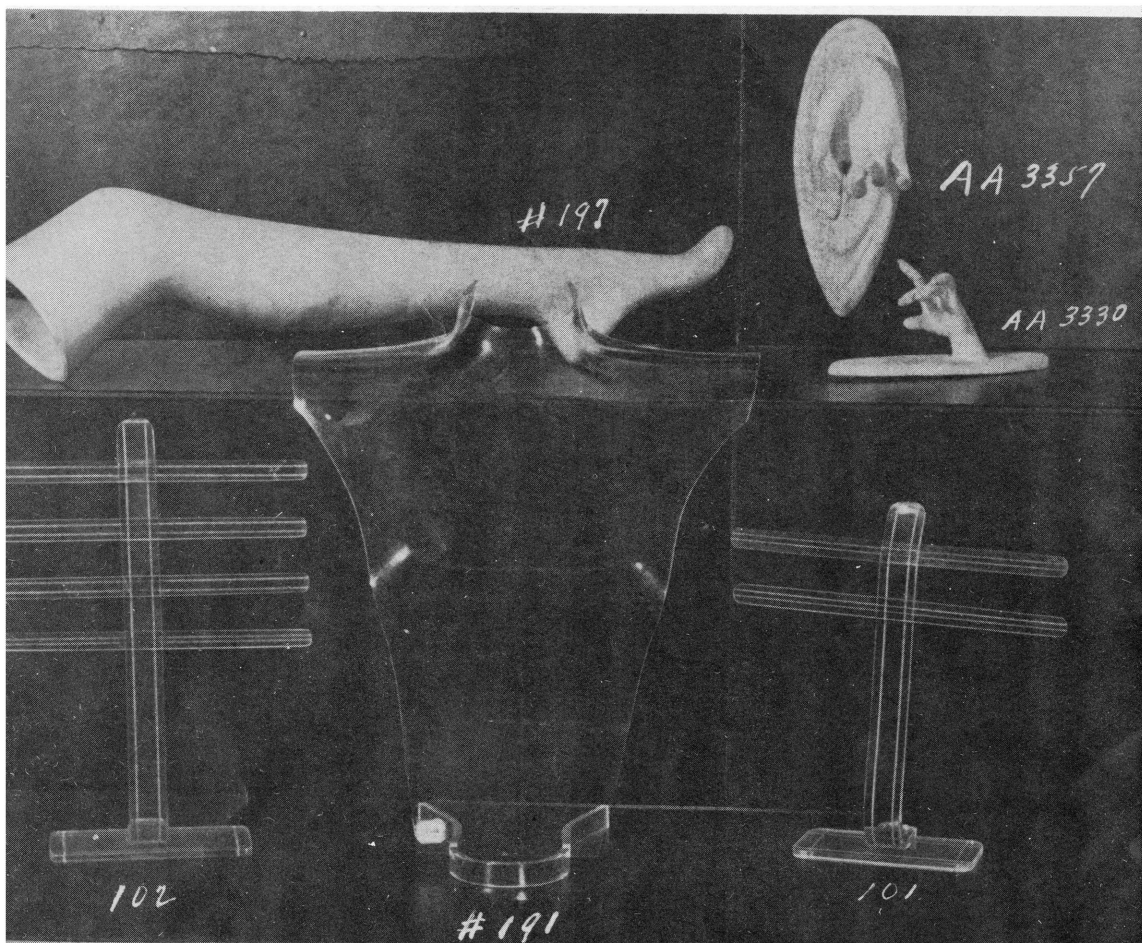


Pen and Pencil Sets

60" x 2³/₄"

\$4.00

PER SET



No. AA3357

JEWELRY HANDS

Black, yellow, blue flocked.

\$13.50 Each

No. AA3330

JEWELRY HANDS

Small size. Black, yellow, blue flocking.

\$6.50 Each

No. 101

2-BAR EARRING STAND

\$4.50 Each

No. 102

4-BAR EARRING STAND

\$5.50 Each

No. 191

**PLASTIC BLOUSE STAND
ON BASE**

\$7.50 Each

No. 197

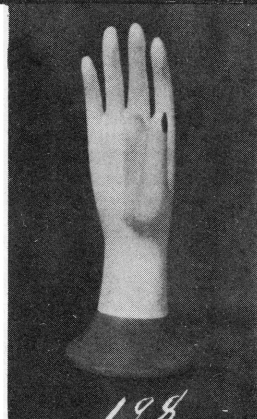
**PAPIER MACHE LEG
FORM**

\$6.50 Each

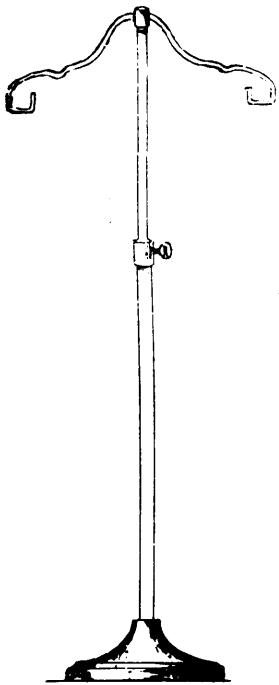
No. 198

**PAPIER MACHE GLOVE
FORM**

\$5.50 Each



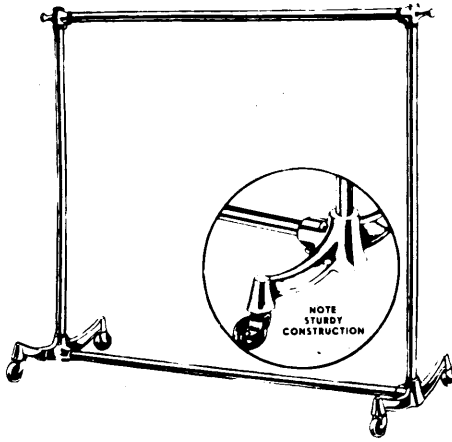
ORDER BY NUMBER ONLY



No. 0612—Real heavy stand for women's coats, 36" to 72" standard, 7" base.

\$5.00 Each

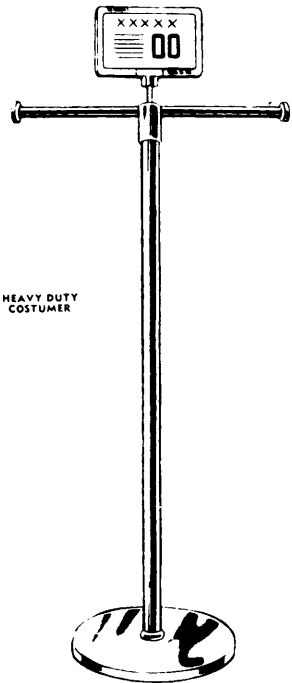
Chrome Display Fixtures



CASTER BASE GARMENT RACKS

Underslung caster bases with 3" easy turning, easy rolling rubber tired casters. Hook style top corners. 1 1/4" seamless hangrails and uprights. Made 5' or 6' long, 66" high. All chrome.

\$25.00 Each

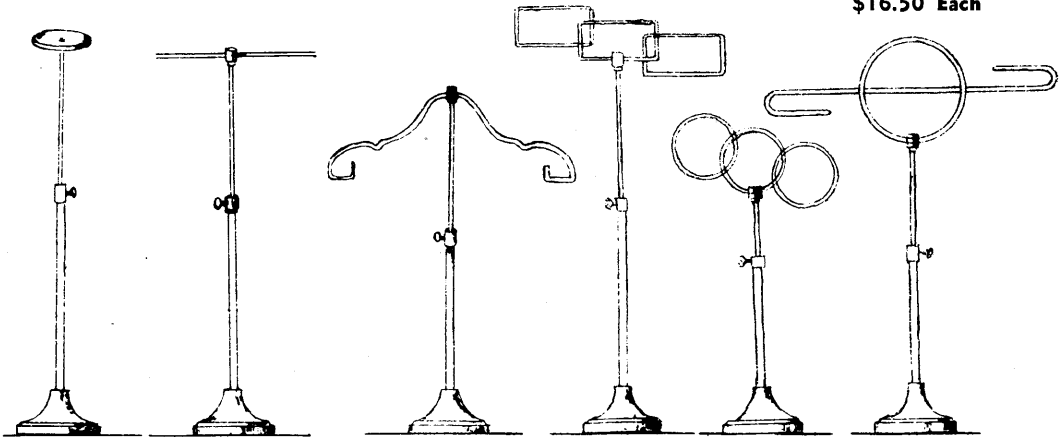


HEAVY DUTY COSTUMER

ROUND CAST BASE COSTUMER

No. 394RT—5' 6" high, 30" cross bar, 7" x 11" card holder. All chrome.

\$16.50 Each



**No. 1
MILLINERY
STAND
\$3.00 Each**

**No. 2
TEE STAND
15" TOP
\$3.00 Each**

**No. 3
BLOUSE
or
GOWN STAND
\$3.00 Each**

**No. 4 No. 5 No. 6
FANCY TOP STANDS
FOR GLOVES, SCARVES,
HOSIERY, ETC.
\$3.50 Each**

ABOVE STANDS ARE ADJUSTABLE AND AVAILABLE
IN LARGER SIZES AT A SLIGHTLY HIGHER PRICE
18" to 36" 24" to 48"

107 INCHES WIDE

No Seam

84½ INCHES WIDE

107 inch Rolls—New Colours—Greater Strength

Robins Egg Blue
Forsythia Yellow
Gentian Blue
Turquoise

Fibre-tan
Peach
Spring Green
Shadow

Flag Red
Harvest
Persian Lime
Atmosphere Blue

Gray Metalloid
Terra Cotta
Lemon
Chocolate

Gold
Black
Morning Glory
Blush Rose
Flag Blue

Price—Medium Colours—12 Yard Rolls **\$9.50**

84½ Inch Rolls

Shadow
Morning Glory
Tee Green

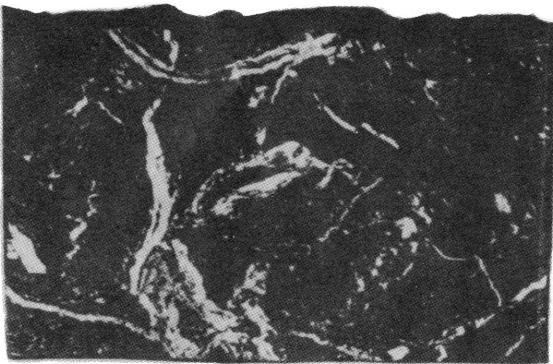
Orchid
Fibre-Tan
Gentian Blue

Blush Rose
Robins Egg Blue
Peach

Orange
Forsythia Yellow
Gold

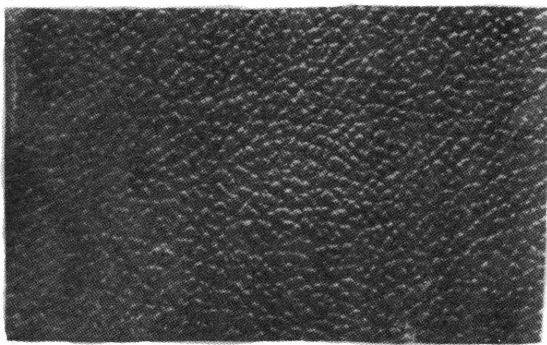
Flag Blue
Xmas Green
Flag Red
Black

Price—Medium Colours—12 Yard Rolls **\$7.50**

**NEOPOLITAN MARBLE**

Marble, the building medium of the world's finest architecture, the medium of art and sculpture is reproduced in exact photographic detail, showing complete variegation of design and colour depth. Can be laminated to cardboard, wood, or applied to wall surfaces with paper hanger's glue. In these marbles—Celeste, Verdi, Cafe, Maro, Rosa.

ROLLS 52" WIDE x 25' LONG
\$3.50 Per Roll

**LEVANT LEATHERETTE**

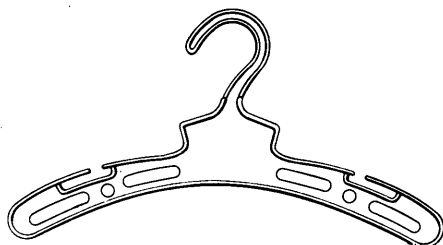
A rich, deep embossing of genuine Levant has been faithfully reproduced on strong, pliable, sturdy paper finished in an extensive range of colours including white, black, grey, ivory, yellow, light green, red, royal blue, light blue and green.

ROLL 40" WIDE x 25' LONG
\$2.75 Per Roll—50 Yd. Roll, \$15.00

KIDDIE CLOTHES HANGER

Pink or blue plastic. Dependable reinforced hook—guaranteed not to warp. Notched conveniently to hold overalls, slips and 2-piece play suits for small fry. Ideal for hanging bathing suits, 12".

\$21.50 Per 100



Something New Has Been Added

NOW FOR IMMEDIATE DELIVERY

GENUINE PLASTIC GARMENT COVERS

PRACTICALLY INDESTRUCTIBLE

FOR LADIES' GARMENTS

Dress Size—8 in. x 19 in.

Order Now While Supply Lasts

\$15.00

Per Hundred

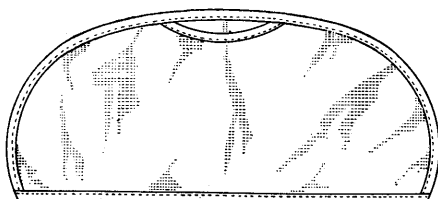
FOR MEN'S CLOTHING

Large size—9 in. x 20 in.

Gusset Ends

\$30.00

Per Hundred

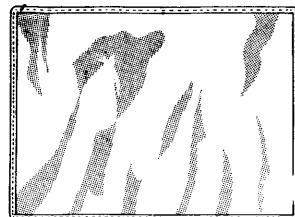


PLASTIC COVERS

8½ x 13 Inches

Protect your expensive lingerie, gowns and sweaters with this wonderful plastic cover.

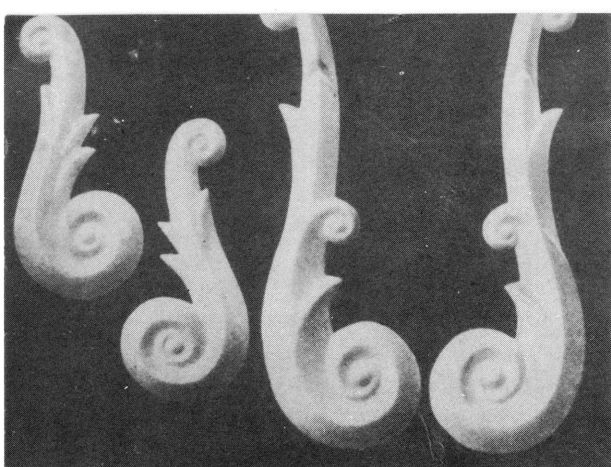
\$15.00 per 100



The Stuff Dream Displays are Made of **Sylkglass FIBER FLOSS**

The softest and silkiest spun glass made. In white and five breathtaking colors. Makes stunning beach and summer wear displays. Deep Green — Jade Green — Chartreuse — Royal Blue — Yellow. Packed in two or five pound packages.

White \$2.00 per lb. — Colors \$3.50 per lb.



PAPIER MACHE JUMBO BAROQUE

In Deep Relief



Can be arranged in endless combinations of decorative designs, props, window borders, mannequin frames, fixtures, etc. Built-in wooden cross bars permit fastening on any surface. Can be used over and over again. Come in two sizes—24" and 48" in right and lefts. Finished in chalk white.

27 BL 27 BR 48 BL 48 BR
\$6.00 Each \$6.00 Each \$8.50 Each \$8.50 Each



BASE METAL CHAIN

A new idea for display. Base-metal made into a link chain of one inch wide lops. Put up in cartons of 45 foot lengths in the following colours' Red and silver, blue and silver, gold and silver, green and silver, silver and silver. Also available in five lengths—nine feet long—one of each colour.

Price \$18.00 per Carton

Price per Foot 50c

FALL DISPLAY PAPERS

SCOTCH PLAID

Red, blue, black
26" width, 50' rolls
\$4.50 per Roll

ANTIQUE LEATHERETTE

Assorted colours
40" width, 25' rolls
\$4.50 per Roll

BASKET WEAVE

Assorted colours
40" width, 5 yd. rolls
\$8.50 per Roll

KRAFTEX PANELS

Assorted colours
40" width, 7' high
\$6.50 per Sheet

SPIRAL TUBES—Assorted colours—\$2.50 Each

Fall Display Papers Also Available

Facil Fab
Velurtex
Jumbo Stripes

Seamless
Malaga Cork
Two Tone Stripes

Gold on Blue
2¾ Stripes
Pink

Yellow
Light Green
Light Blue

FLOORING

Carpet-een (Assorted Colors)

Tuftex

Alligator Lethor

Birch

PRICES AND SAMPLES ON REQUEST



VASES

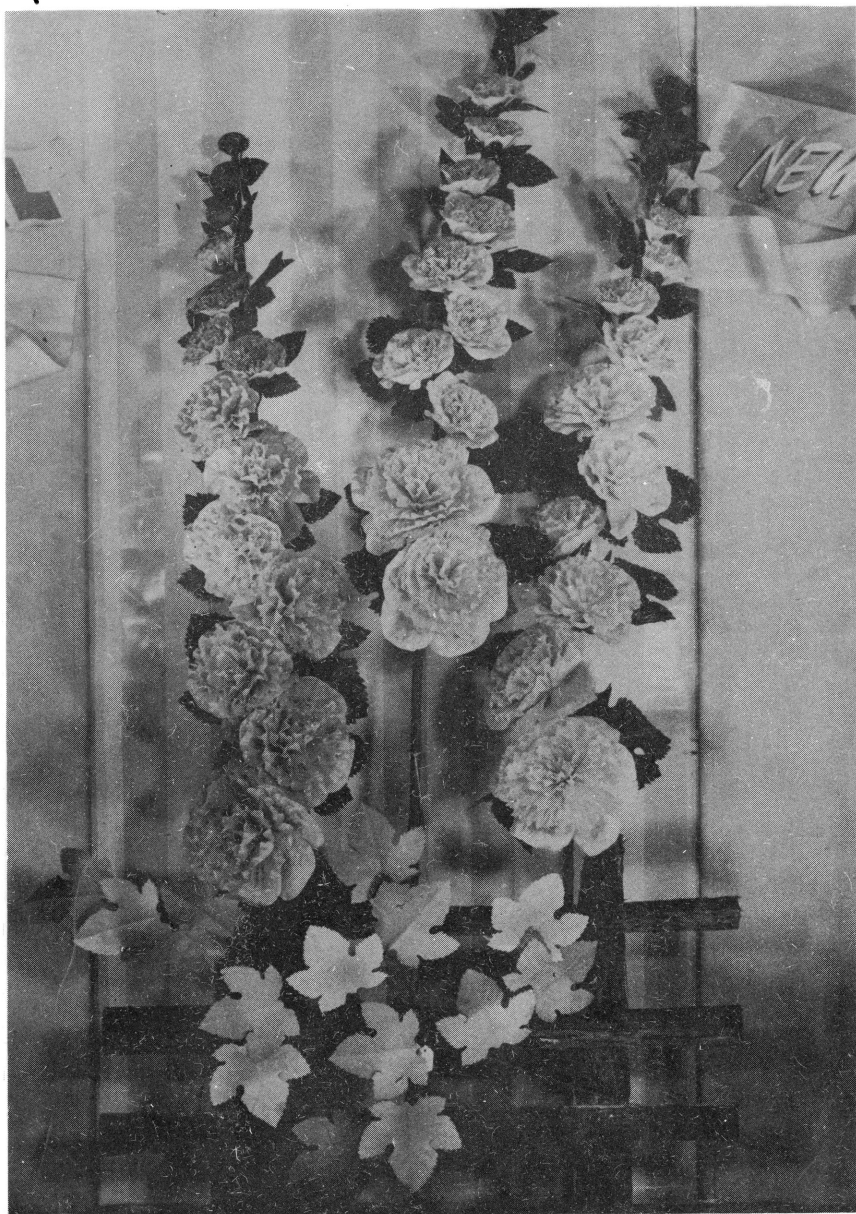
No. 5005	\$ 4.00	No. 6025	\$10.00
No. 0215	8.00	No. 6040	10.00
No. 5008	4.00	No. 6030	10.00

METAL PILLARS—\$10.00 Each

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WILLIAM PRAGER LTD.
 355 ADELAIDE ST. WEST - TORONTO

We shall be pleased to have you visit our new show-room, where our fall showing of mannequins and display material is now on view for your approval.



F-9943—A very beautiful hollyhock creation—3 large hollyhock sprays on a natural cedar fence. Overall dimensions 36 in. wide.

6 ft. High—Per Unit
\$40.00

Individual Sprays
\$15.00 Each