


NOW it's PYREX®

Never before ~ dishes
so smart, so beautiful
with such amazing strength!

THEY'RE HERE—the kind of dishes you've dreamed of, but never expected to see. Lovely enough for entertaining—sturdy enough to take hard knocks and high oven heat!

PYREX Dinnerware is tempered by an exclusive Corning process. Its gleaming white composition goes all the way through—there is no surface glaze to crack, chip, craze.

Bordered with solid color—with or without 22-carat gold bands—these dishes cost far less than you'd expect for such lasting loveliness! See them at your favorite store today!

There's only one PYREX ware. a product of  Corning Glass Works,

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

"PYREX" is a registered trade-mark of Corning Glass Works in the United States and of Corning Glass Works of Canada, Ltd., in Canada.

DINNERWARE!

16 Piece Service for 4—from \$5⁹⁵

Sets include 4 handsome dinner plates, 4 salad plates, 4 cups, 4 saucers. Bordered with stunning decorator colors—with or without 22-carat gold bands. Tableware setting shown, 16-piece service for 4—only \$8.95. Other dishes available in open stock.

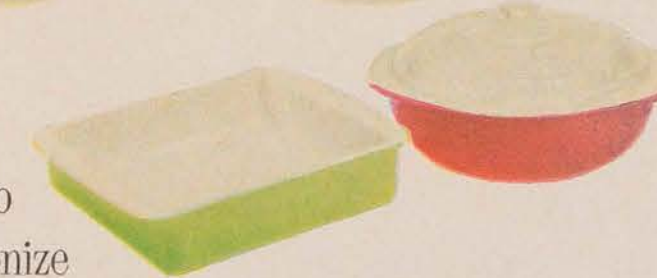
Four High-style Colors to Choose From!



LOOK! Used like a hammer in laboratory test! Just one of many breakage tests PYREX Dinnerware has passed! And cup handles are part of cup—not just attached.



PYREX
baking and
serving dishes to
match or harmonize



PYREX Bakingware heats fast, browns foods evenly and is the easiest ovenware in the world to wash clean!

Just right for baking and serving perfect pies, cakes, casseroles, roasts and vegetables. Shallow, round, square, oblong dishes and covered casserole from 60¢ to \$1.50. Use them proudly with your new PYREX Dinnerware.

Corning, N.Y.