

NEW! EXCITING!



DIVING EQUIPMENT & SUPPLY CO.

Desco

MILWAUKEE 2, WISCONSIN *

**TOPS IN SPORT FAN APPEAL
ALL OVER THE NATION**

Water Sportsters

Spark your profits with

**DESCO DESIGNED, QUALITY MADE WATER
SPORTSTER PRODUCTS**

**6 FAMOUS DESCO WATER SKI MODELS
NATIONALLY KNOWN . . . SLALOME •
SKI-FLYER • SHORTY • SUPREME •
SPORTSTER • PACIFIC FLASH •**

SWIM MASKS • EAR PROTECTORS

NOSE CLIPS • SWIM TAILS

TOW ROPES • FOLD-A-WAY CHAIR

BACKS • NEW STYLE-IZED GOGGLES

DESCO LEADERS IN WATER SPORTSTERS



Order Now

Consult Your Jobber to Insure
Early Delivery

Sports Division

**Diving Equipment and
Supply Co.**

234 N. Broadway
Milwaukee 2, Wisconsin

NEW DESCO *Water Skis* FOR Fun and Thrills

SLALOM WATER SKI

Cat. No. 29257

7' — one ski only

Twist and turn through a Slalom course! An exciting thrill! This ski has a broad running surface. Has sporster binding, and wide rubber toe strap for rear foot.



SPORSTER BINDING

Cat. No. 59086A

Regular binding. Strong form fitting rubber shoe. Can be adjusted to foot size. Foot comes out easily in case of a fall.



SUPREME BINDING

Cat. No. 59086

Quick adjustable binding to any size foot. Binding of anodized aluminum, strong form fitting rubber shoe and phosphor bronze spring for automatic adjustment. Foot comes out easily in case of a fall.

All of finest material. "Vision Proof," natural finish. Desco Quality built for your guarantee of "know how" craftsmanship.

SKI FLYER WATER SKIS

Cat. No. 29259-(4')

Cat. No. 29260-(5')

Excellent for children! Smaller surface will turn and control faster. 5' skis are choice of experienced skiers (up to 200 lbs.).

SHORTY WATER SKIS

Cat. No. 29258-(3')

Very Fast! The Shorty is the ski for the expert! A new thrill in skiing! For experienced skiers!

DESCO *Tow Ropes*

FOR AQUAPLANES AND WATER SKIS

Sturdy Construction for Rough Use!

Cat. No. 59093

The DESCO tow rope is made of 1/4" pure manila rope, 60' long, with hardwood handle, water-proofed and high gloss enameled, with additional floating block attached. Selected as tops by ski fans all over the waterways!



"VISION-PROOF"

Natural Finish

Water Skis!

A New Idea in Ski Finishes — Lets You See What You Buy!

SUPREME WATER SKIS

Cat. No. 29224

Choice of the experts — the modern speed thriller! Sleek leader in water skis, Desco pioneers with the transparent VISION-PROOF marine varnished speed ski. See carefully selected, kiln dried, straight grain long ash for added strength. Color trimmed with bright enamel, Desco Supreme models carry the familiar sailfish as tail end decoration. Quick adjustable binding for any size foot. Light, practical, comfortable, beautiful design, rugged and tough, the "Supreme" is tops for speed. Binding of anodized aluminum, strong rubber shoe and phosphor bronze spring for automatic adjustment.

SPORTSTER WATER SKIS

Cat. No. 29245

Same high quality VISION-PROOF marine varnish finish as Desco Supreme Skis. Same quality construction. It is an ash, hardwood ski of excellent design with our new adjustable foot binding. This is the ski that brother and sister will cherish as their "favorite." The foot binding is made of a tough rubber shoe. A quality ski, priced right. Color trimmed with bright green enamel, decorated with the DESCO SAILFISH.

THE SPORTSTER, FOR THE THRILL OF ALL SPORTS.

PACIFIC FLASH WATER SKIS

Cat. No. 29250

STEP-UP SKI MODEL

This Ski rides high on the water and planes at low speed. Allows skier to maneuver, slalom and gives you the most thrilling ride in skiing. Constructed of tough, kiln dried straight grained hardwood for added strength. Comes in all colors, in high gloss enamel and decorated with the DESCO SAILFISH. The improved, self-adjustable foot binding makes it ready for use by the entire family. It excels in practicability, comfort, beauty and endurance. A Hardwood Ski, light in weight, with binding of anodized aluminum, strong rubber shoe and phosphor bronze spring for automatic adjustment to fit feet of varying size.



"SUPREME"
6 1/2" wide
6' long

"SPORTSTER"
6 1/2" wide
6' long



"PACIFIC FLASH"



DESCO Aquaplanes

Cat. No. 29189

The DESCO aquaplane offers this proven one design, top seller in this popular water sports equipment. Sleek, lightweight, sturdy, solid type, correct, easy towing design. This plane is the favorite of the young and old, amateur or professional, as well as the most popular priced aquaplane on the market today. Made of first quality $\frac{3}{4}$ " marine plywood, 2' x 6' and equipped with non-slip rubber mat, eighteen feet of soft white rope which is secured to the board with special locking brass hardware clips. Colorfully painted and decorated with the DESCO SAILFISH, in special water-resistant enamel. Rugged—built to take it!

Keep Them Moving (With and) on a Desco Aquaplane



Swimtails

Cat. No. 59087



Top view of SWIMTAIL showing undulating principle of design, the result of years of Scientific Study.

Bottom view of SWIMTAIL shows safety Non-slip Waffle Tread. Safe on any surface.

Designed to do for you what fish's tail and fins do for fish. All the principles of fish locomotion—water displacement and undulation, flexion are incorporated in Swimtails. What all swimmers want NOW! What all swimmers can have at this reasonable price. Available in three sizes, with quickly adjustable non-slip buckle and heel strap. Designed by Dr. Charles H. Wilen, of Nice, France, ichthyologist, well known as an authority on underwater fishing and designer of spear-fishing equipment.

Molded rubber construction, designed for comfort, packaged in a colorful display box.



Colorful Carded Display (12 to a card) or furnished in attractive, individual boxes, minimum order of 12 to customer.



PROFESSIONAL MODEL

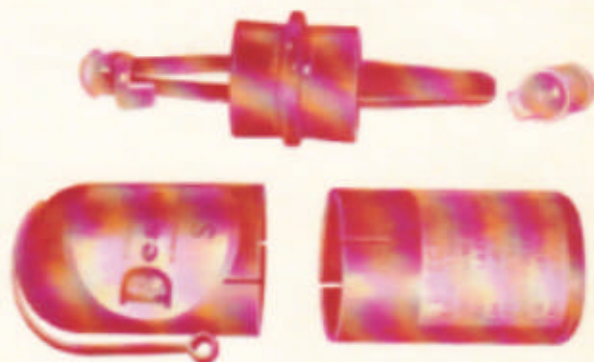
Ear Protectors

Cat. No. 29247



Yes sir, we've got it! An EAR PROTECTOR that does everything you want it to do. A definite protection to the precious ear canals, yet speech warning signals and other ordinary noises can be heard. Comes in an attractive, handy plastic pocket case with a pencil type clip. Attractively displayed on a display card (12 to a card). Comes in assorted sizes on card, 3 Large, 6 Medium, 3 Small.

SCIENTIFICALLY THE BEST



DESCO Nose Clips

Cat. No. 29156

A new advanced design. Seals the nostrils against water and keeps sinus infection at a minimum. The broad rubber surfaces allow pressure to be applied gently and yet firmly without discomfort to the wearer. Rust-resistant nickel plated spring, with rubber nose pads, indestructible. Neck cord prevents loss.

Cat. No. 29246

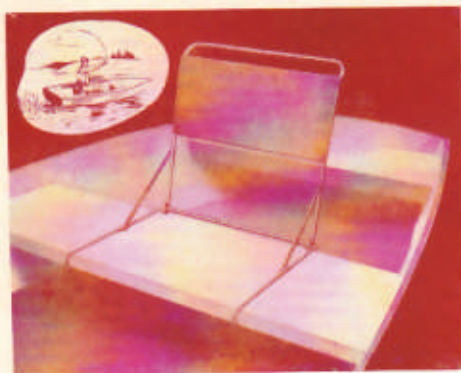
DESCO has sent its dependable nose clip to the "Fashion Colony" and dressed it up with flesh colored soft rubber pads. Neck cord made of nylon, makes this FASHION model not only the most dependable nose clip available today, but also the most attractive.

FASHION model packaged in clear vision Polyethylene bag and placed 12 on attractive card.



FASHION MODEL

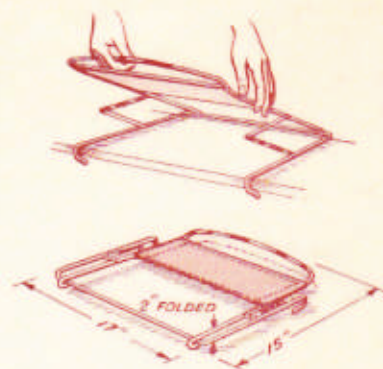
DESCO *Fold-A-Way* CHAIR BACK



Cat. No. 59090

Popular fisherman's pal . . . sturdy as a chair at home! Easy to carry, easy to assemble to seat . . . the convenient hooks grip firmly, chair back opens in one easy motion. Great for bleachers, spectator sports, picnic benches, outdoors events, etc. Attaches to any seat. Made of rolled steel rods, with high gloss durable, aluminum finish. Has comfortable canvas back. A Desco item of high quality at a reasonable price.

- Comfortable!
- Carries Easily — Compact!
- Folds Quickly!
- Sturdy, Rugged Construction!



DESCO *Style-ized* GOGGLES

Cat. No. 59105

- Smart new goggle for land or water sports.
- Water skiing . . . underwater exploring . . .
- Auto — bicycle, etc.
- De Luxe

Something new — original style-ized design —

Water tight cushioned eyepieces, made of soft rubber, chrome plated buckles, adjustable. Clear vision lens. Attractive color.



Styleized for Modern beach wear.



It's new—it's cleverly designed, it's a profit maker—Another Desco first!

Beautiful, multicolored display, six goggles to a card.

An attractive "salesman" on your counter.

DESCO *Swim Masks* with **UNBREAKABLE PLASTIC LENS!**

STANDARD EVERYWHERE FOR UNDERWATER EXPLORING AND SPEARFISHING

DELUXE MODEL — FINEST AND SAFEST MASK MADE

Cat. No. 59070

Colors: Red or Green

Thanks to DESCO, your eyes are doubly protected by the unbreakable plastic lens . . . and eyes and nose are safe from salt or chlorinated water by the perfected soft rubber mask. It molds and fits any type face, seals perfectly. All of DESCO Diving experience makes this mask first choice above and under water.



Colorful in red or green to please any fashion queen.



Multicolored display box, becomes "silent salesman" on your counter!



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234 N. BROADWAY • MILWAUKEE 2, WISCONSIN