

all 1934's & up 29 All original, all different sizes, plus 15 more all different sizes, plus 6 sets of the Dionne Quints, each different. Plus other accessories including big cabinets. Would like to sell them all as one set. For information call Wed. & Thurs., (909) 635-8257, 9-4 pm please. Speak to Mr. Holmes. 7/10

**FIBERART & FASHIONS & ACCESSORIES**

**HANKIES, HANKIES, HANKIES** all beautiful. Check space 160 at Wertz Brothers Antique Mall, 1607 Lincoln Blvd., Santa Monica, CA. 8/10

**GARDEN ANTIQUES**

Unique, one-of-a-kind items can be found at the **NEW OUTDOOR GARDEN CENTER at Granny's Attic & Antique Mall** in Temecula, CA. Architectural yard art, garden items, statues, fountains, Victorian gates, trellises, wrought iron plant stands and patio furniture are just some of the items you'll find when you pass through the rear exit doors of their 30,000 sq. ft. mall. Visit Granny's at 28450 Felix Valdez, Temecula, CA 92590. Open 7-days, 10 am -5 pm. Call 951/699-9449 for more info. 7/10

**FURNITURE & DECORATIVE ACCESSORIES**

**Patty's Antiques** is where you'll find an outstanding selection of

**American 1890's Oak Furniture.** File cabinets, armoires, tables & chairs, china cabinets, sideboards, hall tree, hutches, hoosier, rocker, roll-top desks, beds. New Antique items every day. **Patty's Antiques, 316 So. Myrtle, Monrovia, CA 91016. (626) 358-0344, fax (626) 358-9199. 8/10**

**JEWELRY**

**NOVOTNY'S ANTIQUES** has the largest & finest selection of Estate, Victorian, Retro, Deco and Modern Jewelry. Only the best on East Pasadena Antique Row, Novotny's, 2552 E. Colorado Blvd., Pasadena. (626) 577-9660. 8/10

**BUY-SELL:** So. Cal's finest selection of vintage jewelry can be found at the **SHERMAN OAKS ANTIQUE MALL.** Always looking for desirable costume, estate jewelry & Bakelite. Will buy one item to entire collections, top \$\$\$ paid. Call Janice (818) 360-8071. 8/10

**PORCELAIN & POTTERY**

Visit dealer #13 at **Stars Antiques Market** for a great selection of **Roseville and Weller pottery** and while you are there check out the selection of **Flow Blue** plates and platters. 526 Pier Ave., Hermosa Beach, CA 90254, 310/318-2800. 8/10

**RAILROADIANA**

**OLD RAILROAD ITEMS WANTED:** Lanterns, locks, keys, china, badges, signs and paper, etc. (916) 663-2463. 6/11

**SERVICES**

577-9660.

8/10

We offer the finest collection of Silver and buy and sell single items or full estates. The first Sunday of every month. We offer **FREE appraisals & restorations, Novotny's, 2552 E. Colorado Blvd., Pasadena, (626)**

**WANTED INFORMATION**

**WANTED Whereabouts of Eugene Mitchell,** antique print dealer, Portland, Oregon. Contact Robert Mapelli, (951) 351-9074. 7/10



**West Coast Peddler.**

*The Oldest Journal of Antiques, Collectibles & Art in the Pacific States*  
**P.O. Box 5134 • Whittier, CA 90607 • (562) 698-1718 • Fax (562) 698-1500**  
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**email: westcoastpeddler@earthlink.net**  
**website: westcoastpeddler.com**

**RATE CARD 14 • January 2010**

**EDITORIAL FORMAT:** A black & white newsprint tabloid size journal with a 4 column format. Styling and tone upscale and scholarly in monthly cover story and inside features, with a heavy use of quality black & white photography. Features are written by authoritative international figures from the West Coast, Midwest, East Coast, the South, England and the Continent.

AD SIZE	1 TIME	3 TIMES	6 TIMES	12TIMES
1/32 page ad	\$ 56.00	\$ 52.00	\$ 47.00	\$ 42.00
1/16 page ad	\$ 72.00	\$ 68.00	\$ 65.00	\$ 57.00
1/8 page ad	\$ 118.00	\$ 112.00	\$ 105.00	\$ 98.00
1/5 page ad	\$ 155.00	\$ 146.00	\$ 140.00	\$130.00
1/4 page ad	\$ 195.00	\$ 180.00	\$ 175.00	\$165.00
1/2 page ad	\$ 360.00	\$ 340.00	\$ 325.00	\$295.00
3/4 page ad	\$ 515.00	\$ 485.00	\$ 450.00	\$415.00
Full page ad	\$ 650.00	\$ 625.00	\$ 585.00	\$540.00

**COLOR PRICES:**

Spot Color \$65.00  
 Process color (4 colors) \$105.00  
**All colors must be submitted as CMYK files.**

**PREFERRED POSITIONS AVAILABLE: (This does not include color).**

**Back Page \$700.00**  
**Inside Front Cover \$675.00**  
**Inside Back Cover \$675.00**

When available, month to month, any other size ad, at 15% premium over table of frequency discounts listed above. All other ads are equitably rotated through the paper, which is edited with as much feature material in rear as in front section without preferred position charge; regular rates apply,

**Agency Commission:** Standard 15% agency commission is granted but no other commission is claimable. This means that it should be camera ready and submitted by the agency for the advertiser.

**Prepaid Discount:** This is available only to advertisers who place their ads with us directly. You may deduct 5% from the above rate when a check accompanies the order... or if you prepay your monthly bill by the 10th of the month preceding the month of insertion.

**Charity Events:** Charities devoting over 60% of total revenues to recognized charities may claim a 20% discount, but no agency commission over that, and no 5% prepaid discount,

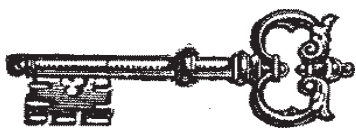
**Frequency Discounts:** The highest frequency discount may be claimed for continuing schedules regardless of size. **Advertisers will be billed for any unearned discounts if total insertions in a year (12 issues) do not equal the table of discounts printed above.**

**Group Ads** are welcome in the West Coast Peddler, but the group coordinator must send consolidated checks prepaid. We will not bill individual members.

**Deadline:** 10th of month preceding date of issue.

**West Coast Peddler.**

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Start my subscriptions to the *West Coast Peddler*. My payment for **\$30.00 (or \$55.00 for 2 years)** is enclosed. Out of the country \$48.00 one year.

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