

Catalogue of the

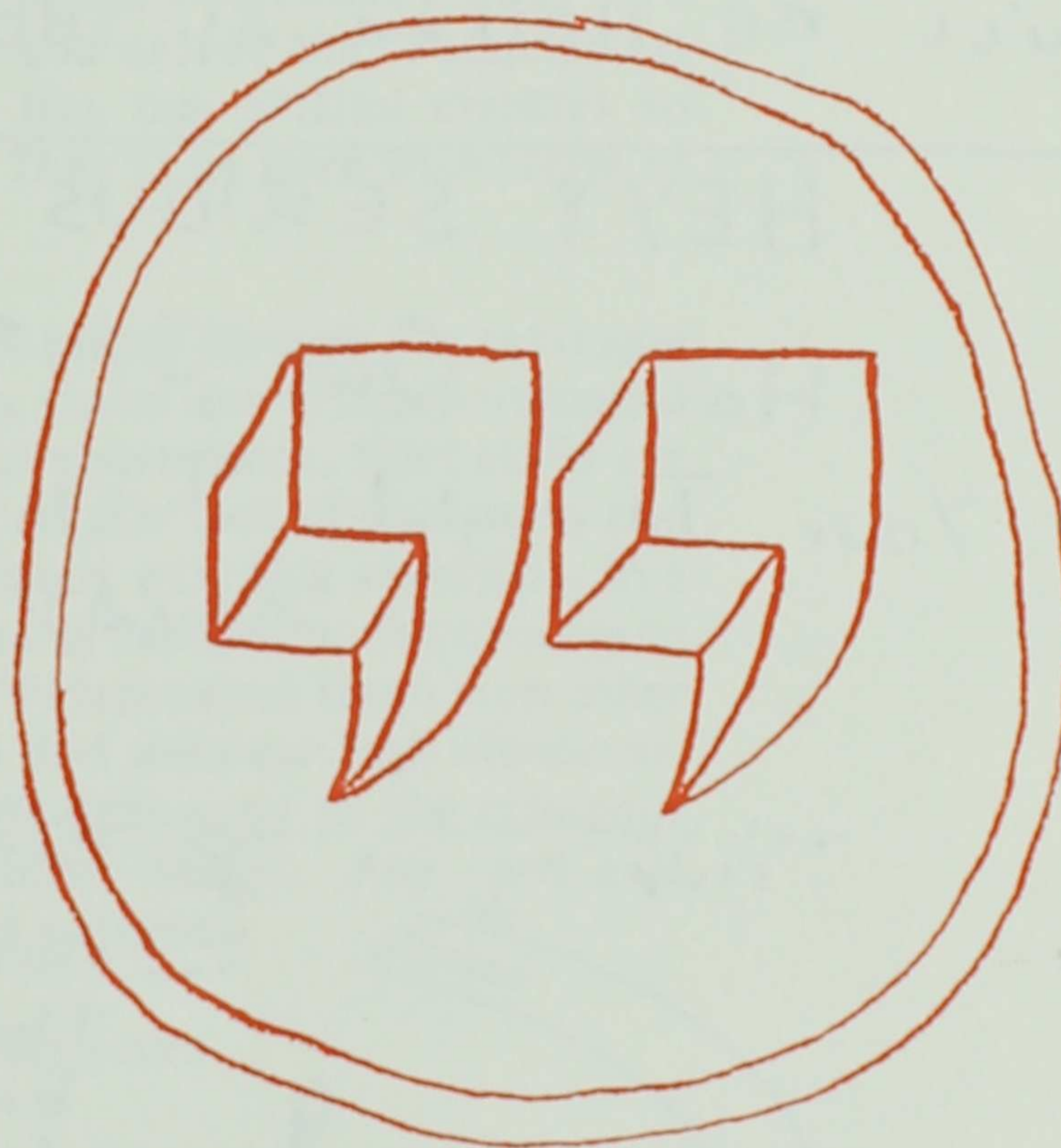
"PATAPHYSICAL  
HARDWARE  
COMPANY

Founded 1944

bpNichol Prop.

Illustrated

Everything for  
your imaginary  
needs.



CONSTANTLY ACCUSED OF BEING THOUGHTLESS?

TRY OUR  
**NEW**

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Tho(ugh)t Balloons™

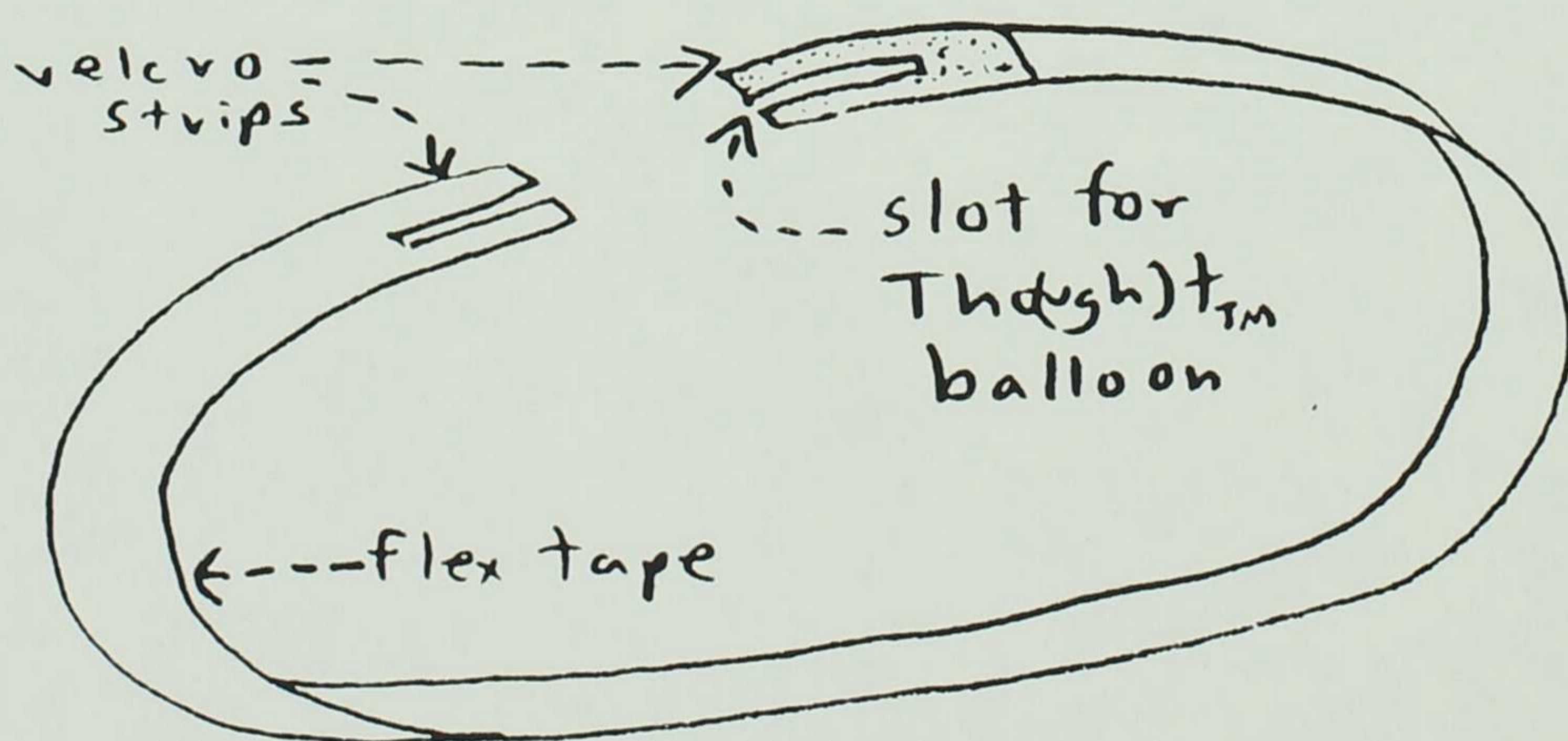
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YOU'LL BE HAILED AS THOUGHTFUL FROM NOW ON.

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HEY! SERIOUS THINKER!

Having One Of Those Days  
Your Thoughts Just Seem To Slip  
AWAY?



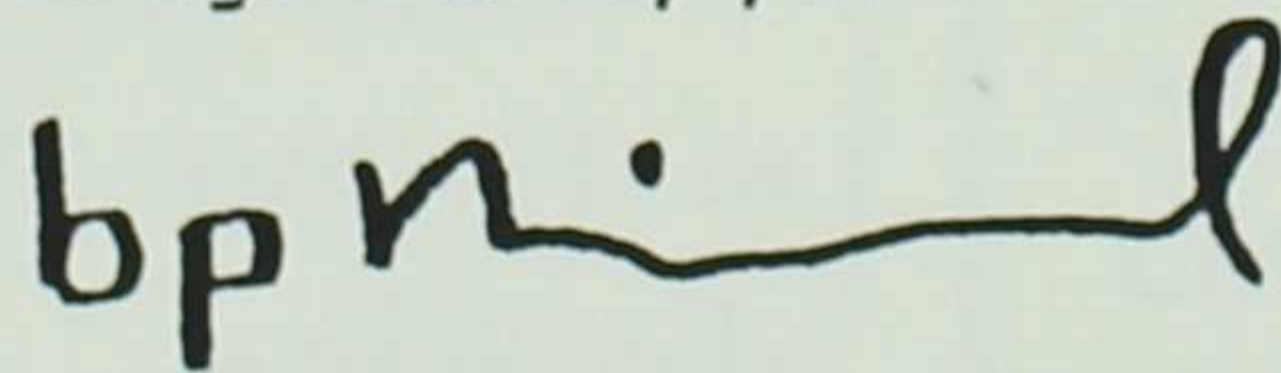
BE SURE YOUR THOUGHTS ARE STILL YOUR  
OWN WITH OUR PATENTED THOUGHT  
HOLDERS! THEY'RE FLEXIBLE!!

YOU CAN CHANGE YOUR THOUGHTS IN A MOMENT TOO.

In response to an overwhelming public demand the "PATAPHYSICAL HARDWARE COMPANY" is now offering its services to the general public. For years only the most discriminating 'Pata- & "Pataphysicians were able to obtain goods from our company. But now anyone can enjoy the same imaginative service that's been thrilling those select few all these years. Its easy. Just browse thru our catalogue and select the "Pataphysical item(s) you'd like our skilled clerK(s) to demonstrate. They'll be more than happy to do so.

As a quick glance through the catalogue will show you, items are grouped in logical series for your convenience. Most items are manufactured on our own premises to our justifiably famous exacting standards. In a few cases (clearly labelled in the catalogue) we've stocked "Pataphysical items from other manufacturers that meet our high standards. Naturally we've left gaps in the catalogue for your future needs. Any and all suggestions are welcome.

Imaginatively yours

A handwritten signature in black ink, consisting of the lowercase letters 'b p n i l' followed by a long, horizontal, wavy line that extends to the right.

Proprietor  
"PATAPHYSICAL HARDWARE COMPANY"

# OWN YOUR VERY OWN SPEECH BALLOONS



made from  
★ washable ★  
high impact  
plastic



2-Sided

so you can talk out of both sides of  
your mouth\*

ASK ABOUT OUR VERY REASONABLE SPEECH  
WRITING SERVICES (you provide the pen tho)

\* you'll have to purchase two if you want to talk out of both sides at once.

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Poetry  
Lovers

get your

GENUINE  
BRAND

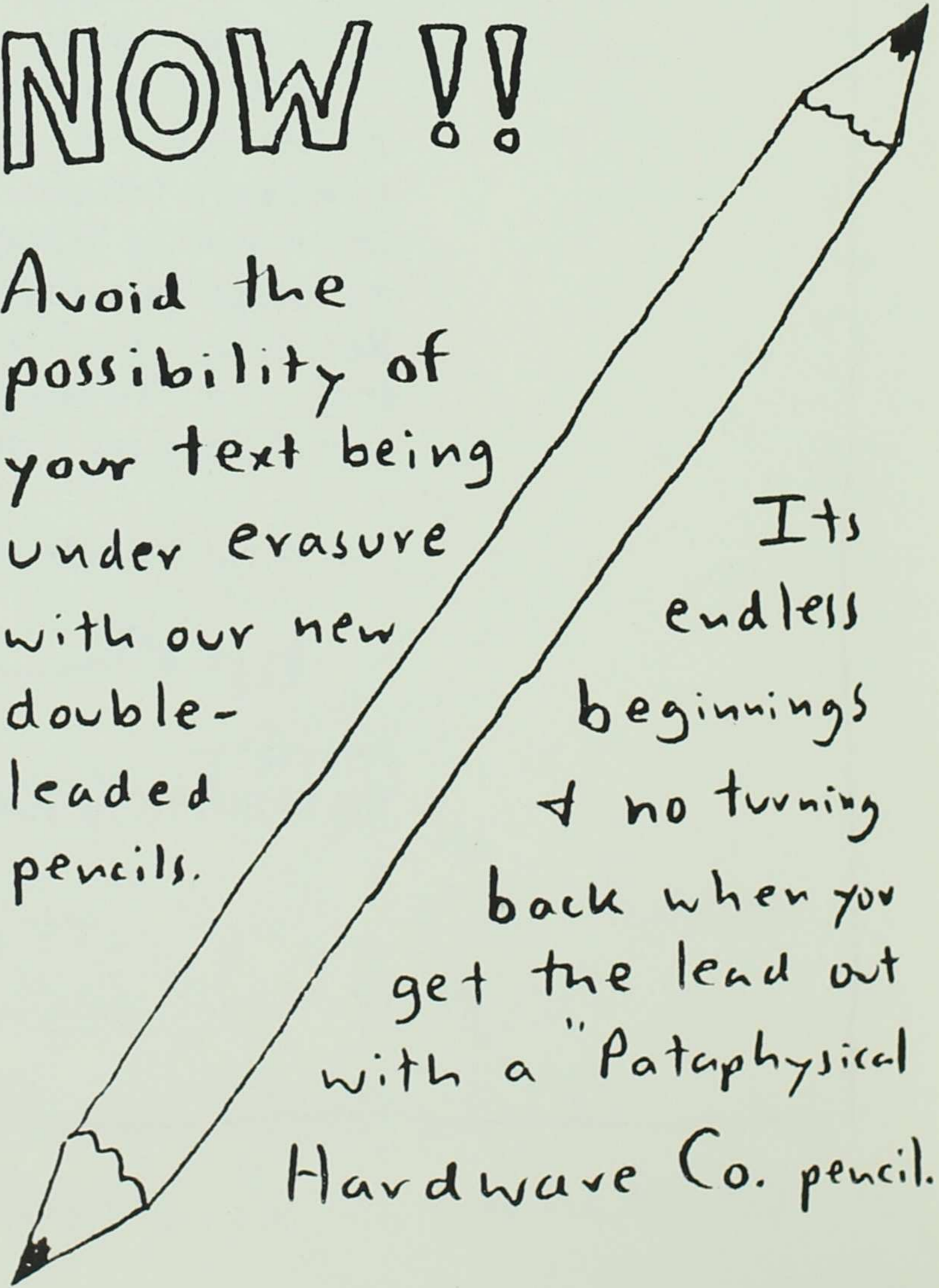
BLANK  
VERSE

"Non blanker or  
your money back"

## NOW !!

Avoid the  
possibility of  
your text being  
under erasure  
with our new  
double-  
leaded  
pencils.

Its  
endless  
beginnings  
& no turning  
back when you  
get the lead out  
with a "Pataphysical  
Hardware Co. pencil.



## SPEECH & THOT SERIES

1. Speech balloon N.A.
2. Tho(ugh)t balloons
3. Tho(ugh)t holder O.O.S.
4. Tho(ugh)t suppressant
- 5.
- 6.
- 7.
- 8.
- 9.

## HARDWARE SERIES

10. Double-ended pencil
11. Double-leaded pencil
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.

## CONCEPTS SERIES

20. Device for generating a poem N.A.
21. Device for generating a contemporary essay title\*
22. Critical Frame of Reference
- 23.
- 24.
25. Blank Verse
26. Free Verse O.O.S.
27. Plagiarized Text # 1
- 28.
- 29.

\*Manufactured by grOnk Press.

Inspirational  
Lights

Why just get a light  
when you can get  
enlightenment too?

GET A HIT OF CULTURE  
WITH EVERY MATCH YOU  
STRIKE!?

---

YOUR CHOICE OF STYLES?

Post-Modern

Colloquial

Classic

Erotic

---

DADAISTS? ANARCHISTS?

Buy a whole box and  
watch most of the edition  
go up in flames. Incomparable!

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CODE:

O.O.S. — Out Of Stock

N.A. — Not Available

serViCes

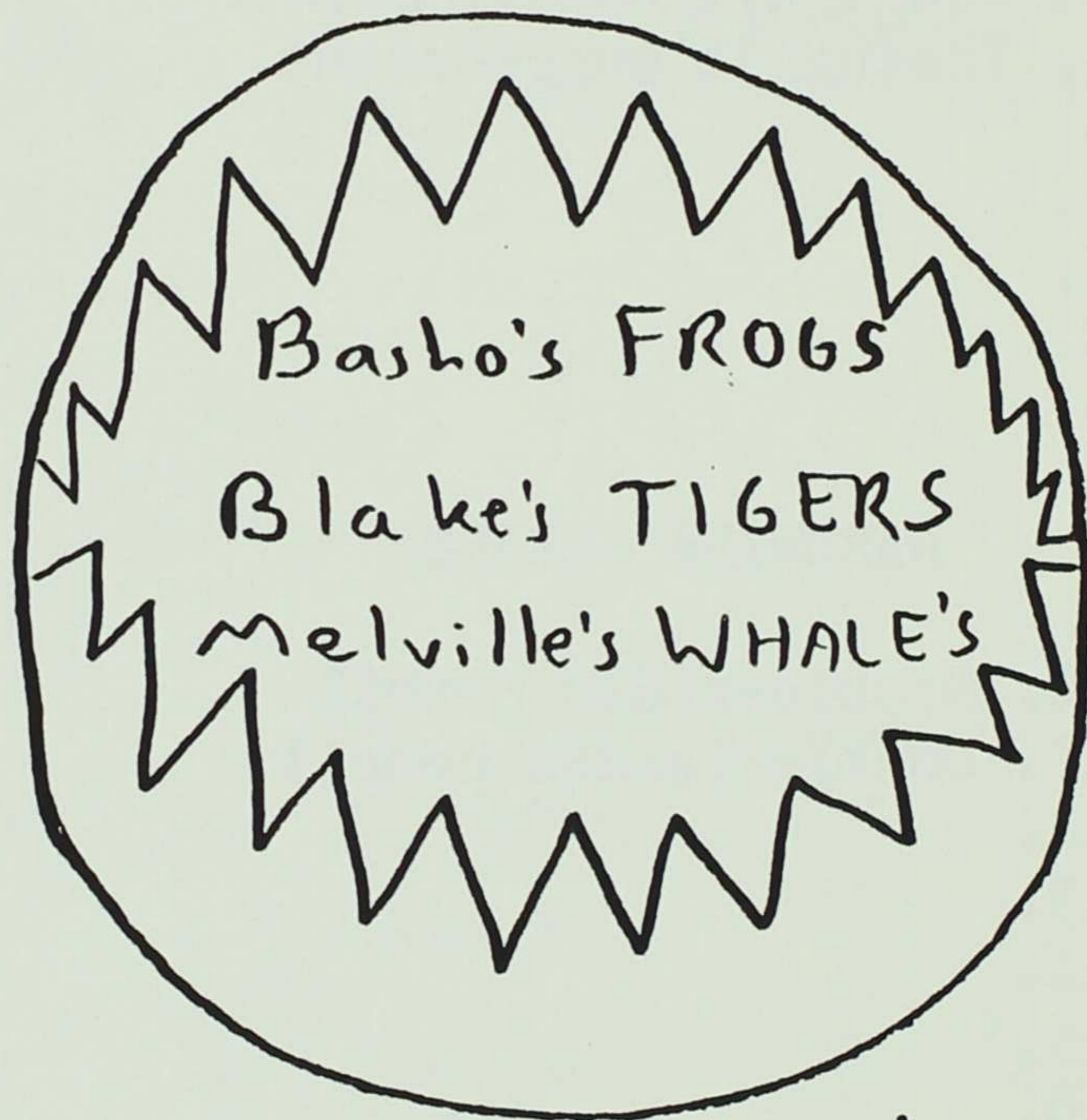
- 30. Open Verse
- 31. Closed Verse
- 32.
- 33.
- 34.
- 35.
- 36.
- 37.
- 38.
- 39.

REFERENCE SERIES

- 40. William Carlos Williams O.O.S.
- 41. Gertrude Stein
- 42. Francis Ponge O.O.S.
- 43. Joyce Kilmer O.O.S.
- 44. William Wordsworth O.O.S.
- 45. Charles Olson O.O.S.
- 46.
- 47. Matsuo Basho N.A.
- 48. William Blake N.A.
- 49. Herman Melville N.A.

PLANNED  
for 1997

The "LIVING-REFERENCES-  
BRING-EM-BACK-ALIVE"  
Series



subject to local laws

COMING  
for Spring 1986

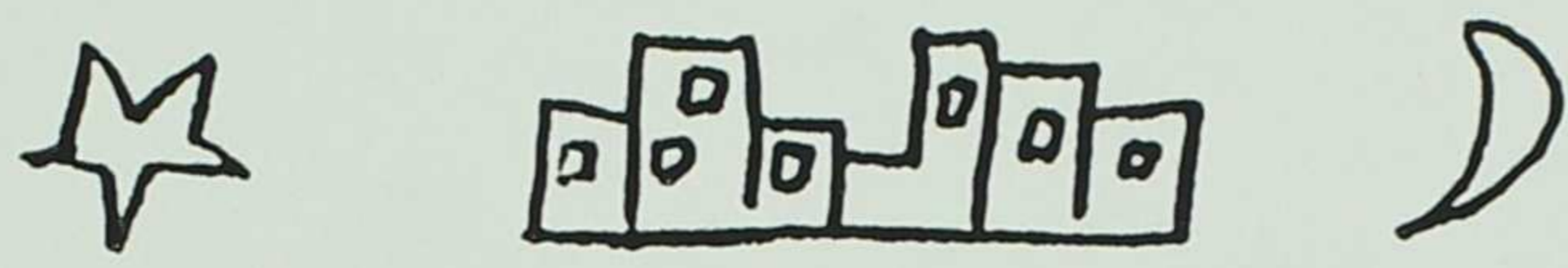
The GROW-YOUR-OWN-REFERENCES Series

Words worth	Daffodils
Stein's	Roses
Olson's	Tansy
Ponge's	Meadow Grass
Kilmer's	Trees

EXPERIENCE THE GREAT REFERENCES OF  
LITERATURE IN YOUR OWN BACKYARD!!

Plaster de Paris

Plaster de Paris



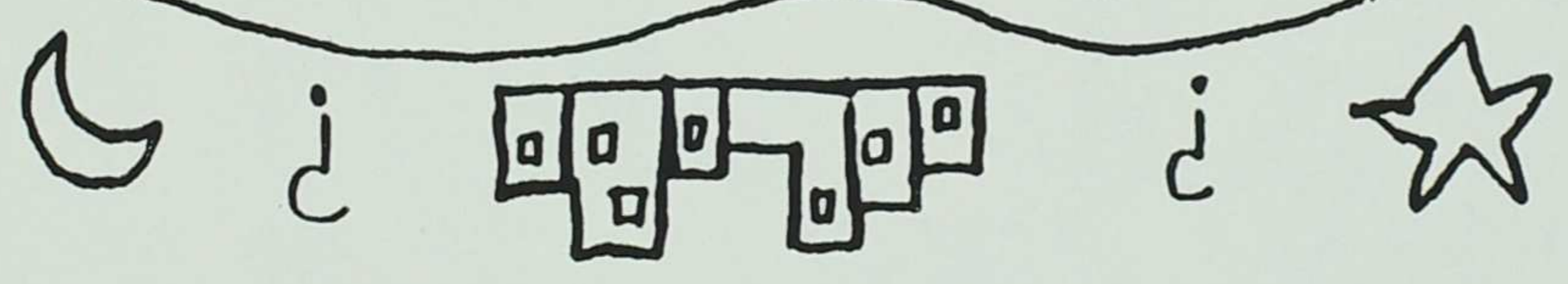
? A NIGHT ON THE TOWN?

NOW

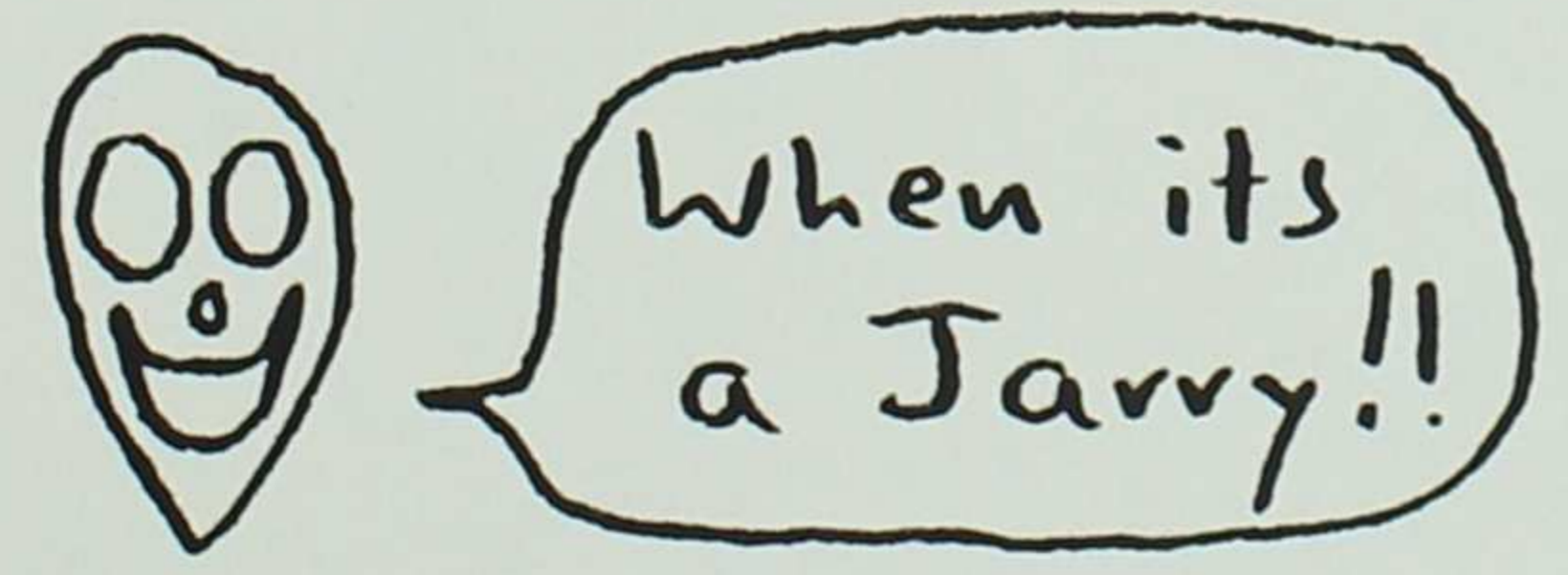
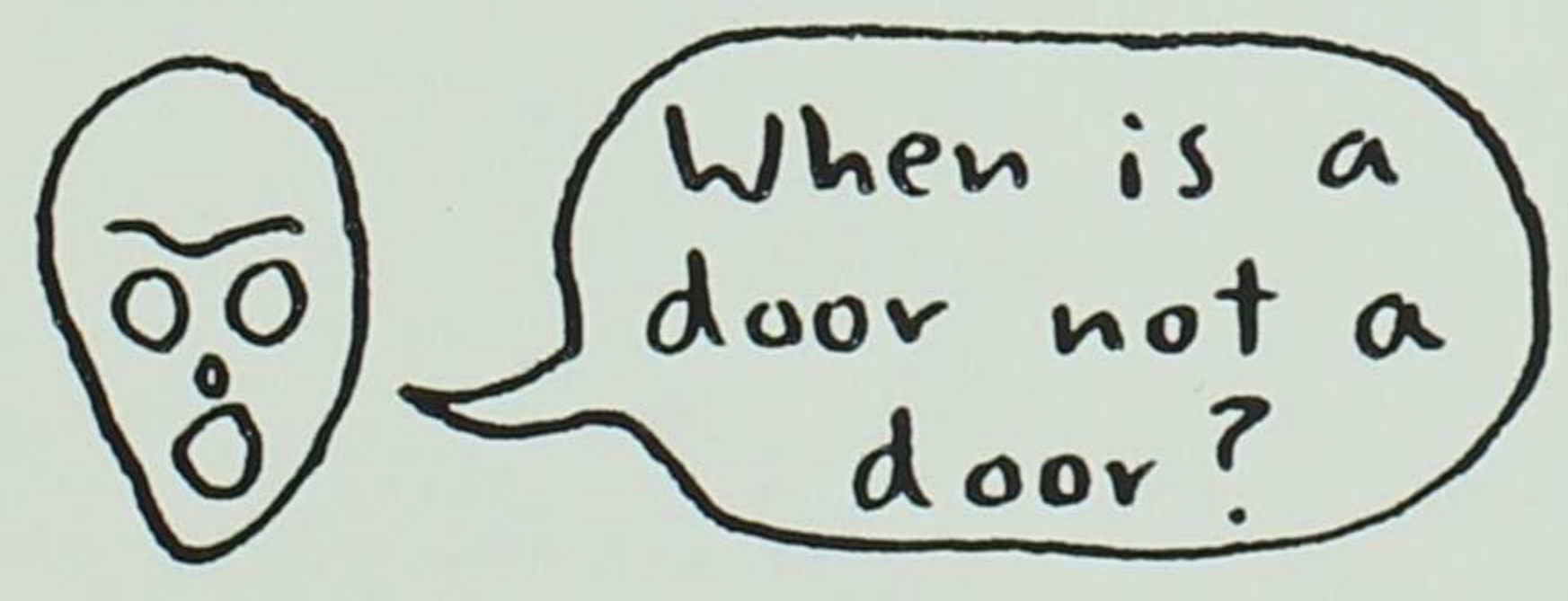
Get plastered in the style that

Alfred Jarry  
made famous!!

Its the look every "Pataphysician  
is cultivating.



REGULAR USERS OF THIS CATALOGUE ARE USED TO OUR JOKE-OF-THE-ISSUE FEATURE. WE OFFER FREE MERCHANDISE IN EXCHANGE FOR ANY JOKE USED. THIS JOKE IS FROM Triste Zava, Age 12:



THANKS Triste!

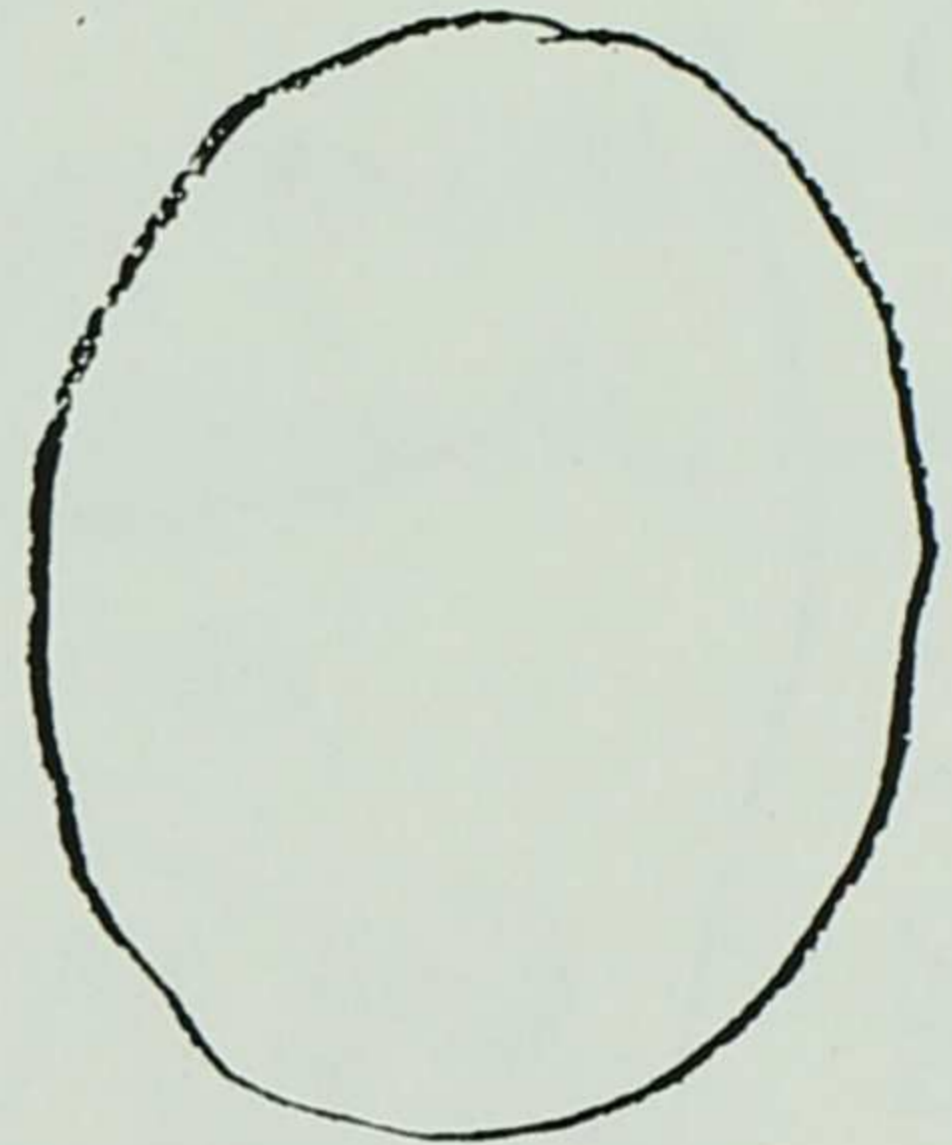
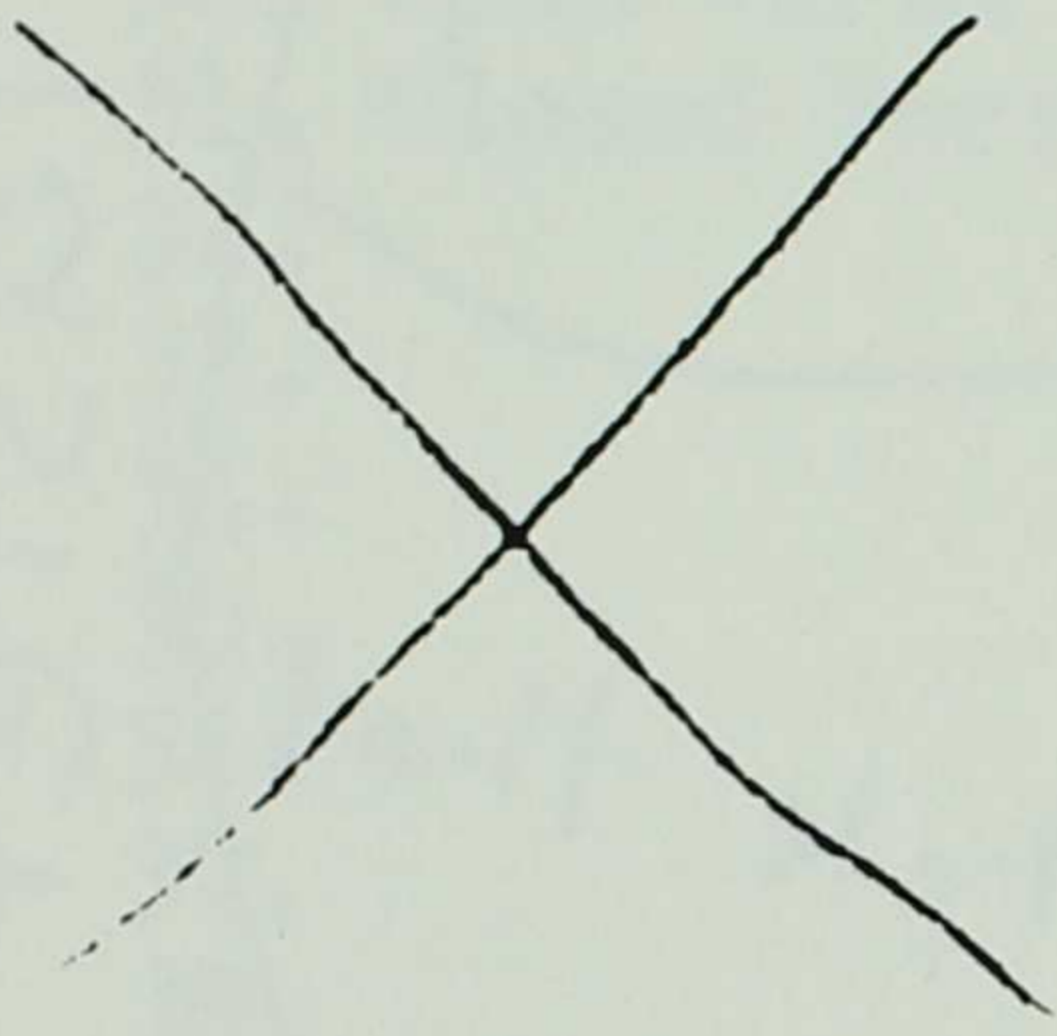
NON SERIES

- 50.
- 51.
- 52.
- 53.
- 54.
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- 57.
- 58.
- 59.

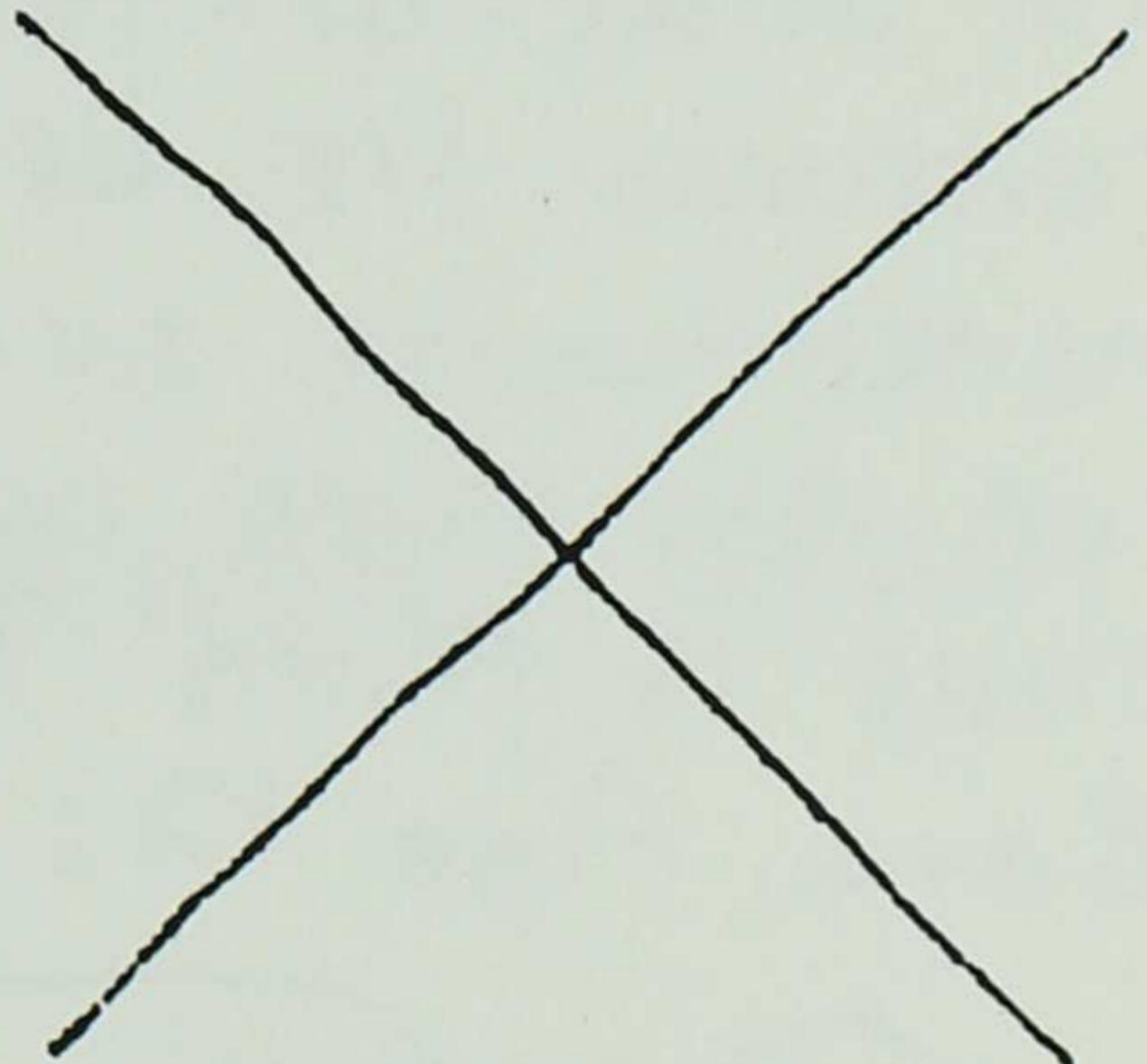
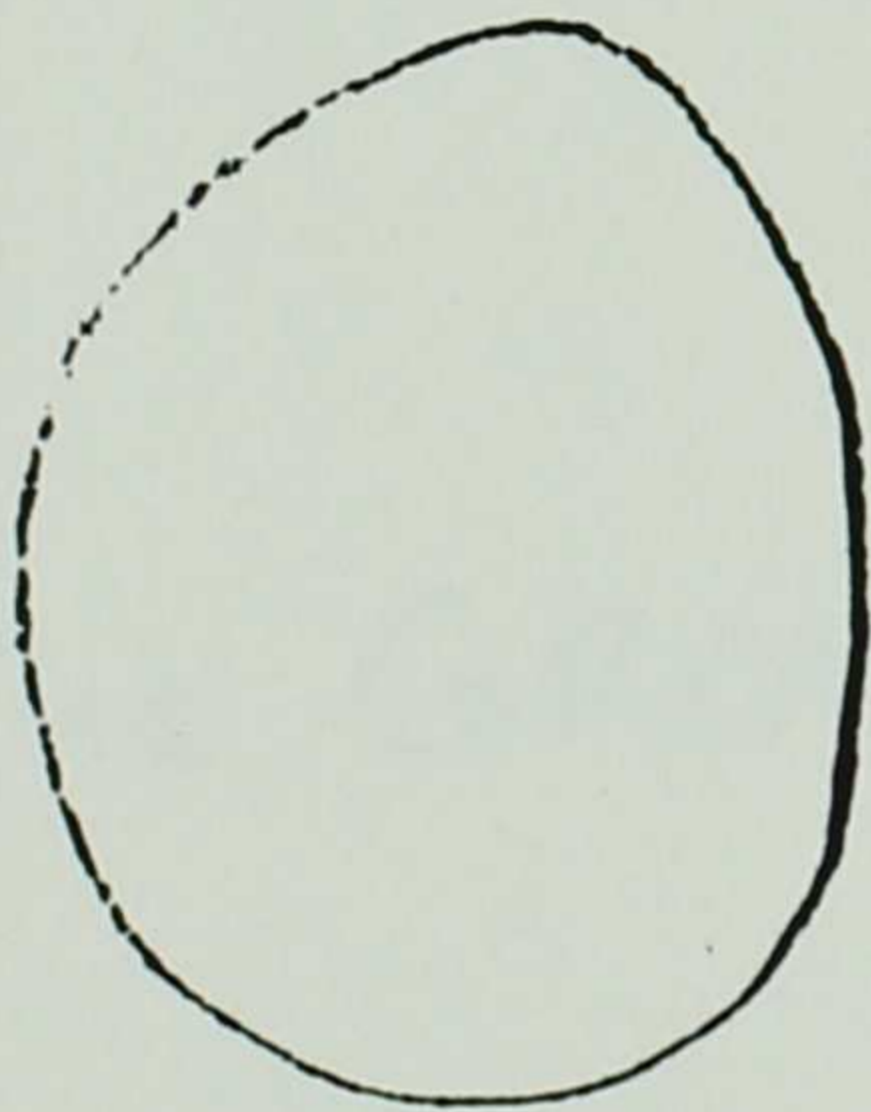
LEISURE LIVING SERIES

- 60.
- 61. Plaster de Paris
- 62. Inspirational Lights: Post-modern\*
- 63. Inspirational Lights: Colloquial\*
- 64. Inspirational Lights: Classic\*
- 65. Inspirational Lights: Erotic\*
- 66.
- 67.
- 68.
- 69.

\*Manufactured by LETTERS bookstore.



ALL  
THAT  
SIGNIFIES  
CAN BE  
SOLD



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from "S, A's" by A. Gold + N. Guppy  
forthcoming from Pata Press