

Suit Yourself Kits

“Suit Yourself” of Long Beach California specialised in self-assembly gum rubber suit kits for cold water divers with a limited budget. The completed suits could be used either wet or dry. The firm also sold skin diving accessories at “bargain prices”.

The company’s Southern California distributor D. L. Davis of 3510 Manor Street, Los Angeles 39, CA also retailed its own, more expensive “Davco” suit kits. Forty-four North American dealerships, all but three in California, sold Suit Yourself kits.

Historical

Diving

Suits

19

How to beat the high cost of cold water?
with a “SUIT YOURSELF”

RUBBER SUIT KIT

“SUIT YOURSELF” kits are the original, time tested kits and are preferred by experienced divers everywhere.

Check these exclusive features

- Simply designed for freedom of movement and quick, easy assembly. **ONLY 10 SEAMS.** Anyone can assemble.
- Extra tough rubber especially treated to be salt water and sun resistant.

Kits are complete with precut rubber, cement, patches, seam roller, extra scrap rubber and detailed, simple instructions.

105 Full Suit\$19.95
(Including Connecting Ring)
105A Jumper Only 10.00
105B Pants only 10.00

106 “Shorty”\$13.95
(Including Connecting Ring)
106A Jumper only 7.00
106B Pants only 7.00

So. Calif. Distributor
D. L. DAVIS CO.
3510 Manor St.
Los Angeles 39, Calif.

Elsewhere write for our illustrated brochure

P. O. BOX 7155 **SUIT YOURSELF** LONG BEACH 7, CALIF.

Suit Yourself “Shorty” and Full Suit Kits

Suit Yourself Kit Facts

- Suit Yourself began with a \$24.95 self-assembly kit for a two-piece dry-type front-entry heavy-duty 2-ply rubber suit with hood and moulded boots.
- Simple designs offering freedom of movement and quick, easy assembly were “exclusive features” of Suit Yourself kits. Assembly “only” involved 10 seams and could be done by anybody in 3-5 hours.
- The suit material was extra tough $\frac{1}{32}$ " pure gum rubber specially treated to be saltwater and sun resistant. A sample could be sent on request.
- The kits comprised ample pre-cut rubber, cement, patches, seam roller, extra scrap rubber and detailed, simple, step by step instructions. Required body measurements were head, chest, waist, crotch to floor.
- A full suit kit cost around \$20, including a connecting ring to create a seal between the long-sleeved jumper and the long-legged pants. Jumper and pants were also sold separately.
- A “shorty” suit kit cost around \$14, including a connecting ring to create a seal between the short-sleeved jumper and the short-legged pants. Jumper and pants were also sold separately.

Reference

1. Skin Diving History (2006) *Early Mfg. & Retailers - Suit Yourself*,
http://www.skindivinghistory.com/mfg_retailers/s/Suit_Yourself/Index.html