CATALOG OF COPYRIGHT ENTRIES

Third Series
CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 7, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY–JUNE

1953

COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON: 1953
REMOVAL OF DEPOSITS FROM
COPYRIGHT OFFICE

NOTICE is given to authors, copyright proprietors and other lawful claimants that they may claim and remove before January 1, 1954, any article of the following named classes of published works deposited for copyright between January 1, 1950, and January 1, 1951, not reserved or disposed of as provided by sections 213 and 214 of Title 17 of the United States Code and still remaining in the files of the Copyright Office at the time of the request for their removal. The classes of published works covered by this notice are:

Books and Pamphlets.
Contributions to periodicals.
Works of art; models or designs for works of art.
Reproductions of a work of art.
Drawings or plastic works of a scientific or technical character.
Photographs.
Prints and pictorial illustrations excluding prints or labels used for articles of merchandise.

Other published works and all unpublished works are excluded from this notice.

The request for the removal of any copyright deposit should be signed by the person entitled thereto or his duly authorized agent. Such request should identify the work by stating the title, author, copyright proprietor, registration number and year of deposit, and should be addressed to the Copyright Office, Library of Congress, Washington 25, D. C.

L. C. card, 6-35347

This number identifies the Library of Congress printed card for the complete series of the Catalog of Copyright Entries.

For sale by the Register of Copyrights, Library of Congress, Washington 25, D. C. Price for this part: $1.00 per issue, $2.00 per year.
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## PREFACE

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the United States Code. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

Each annual volume is subdivided to represent the classes of material listed in section 5 of Title 17 of the United States Code. The table at the end of this preface shows the organization of the Catalog, together with a brief listing of the materials principally contained in each part, the symbols used to distinguish the materials, and the prices of semi-annual issues and of the annual subscription to the complete Catalog.

Each copyright registration listed in the Catalog is recorded in a main entry, which includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, the copyright date, the copyright registration number, etc.). Cross-references, and, in some cases, indexes, are provided.

The name of the copyright claimant in each entry is that given in the application for registration. Available information in the records of the Copyright Office relating to subsequent changes of ownership can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in the law for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of Title 17 of the United States Code, or, in the case of published three-dimensional works of art, there has been compliance with section 202.8 (b) of the regulations of the Copyright Office, published in the Code of Federal Regulations, 1949 Edition, which provides for the deposit of identifying reproductions in lieu of the work itself. To distinguish foreign works, for which two copies have been deposited under section 215 of Title 17 of the United States Code, a zero immediately following the class symbol in the registration number has been used.

For a more complete description of the contents of this issue of the Catalog see p. vii.

Orders, payable in advance, for all parts of the Catalog of Copyright Entries should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts or for the complete Catalog, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the Catalog. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.
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HOW TO USE THE CATALOG OF COPYRIGHT ENTRIES, PART 11B

Commercial Prints and Labels (Part 11B) lists, in the first section, prints and labels published in connection with the sale or advertisement of articles of merchandise which were currently registered in Class K under the symbol KK. Renewal copyrights of commercial prints and labels are listed in the second section. Each registration is described in a main entry and cross-references are provided to facilitate the location of the main entries.

Each list is arranged alphabetically under the names appearing at the beginning of the main entries. Interfiled with the main entries are cross-reference entries beginning with other names or titles for which a searcher might look; in each case, the cross-reference refers the searcher to the name under which the main entry can be found. Main entries for currently registered works are listed under the names of the copyright claimants and when the name is followed by the copyright symbol, it is in the form given in the application. For renewal copyrights, the entries are listed under the names of the renewal claimants. Cross-references for currently registered works cover other names associated with the works, together with variant forms of these names; for renewal copyrights, the cross-references cover joint claimants and titles.

Each main entry for currently registered works includes, in addition to the name used in the heading, the following information descriptive of the work, if available and applicable:

1) Title.
2) Statement of the nature of the article of merchandise to which the print or label relates if not indicated elsewhere in entry.
3) A brief physical description of the item (labels are designated by the term “label”; prints are described by the use of such terms as “sheet,” “card,” etc.) followed by the name and issue date of the periodical or newspaper in which printed, in the case of an advertisement, when this information is available either in the application or the copy.

4) Names of authors given in the application which do not appear elsewhere in the entry.
5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees.
6) Information contained in the application which relates to the registration of an earlier version of the work.

Information relating specifically to the claim of copyright is preceded by the copyright symbol © and includes the following:

1) Name of the copyright claimant when it is necessary to record essential information given in the application which cannot be included in the heading, otherwise the name of the claimant appears only in the heading followed by the copyright symbol.
2) Date of publication as given in the application.
3) Registration number.

An explanatory note is added to the main entry whenever it is necessary to indicate a variance in information which relates to the date of publication or the name of the claimant as given in the application and in the copy of the work.

For renewal copyrights the main entry includes, under the heading, the following information descriptive of the work:

1) Title.
2) A statement of the nature of the article to which the print or label relates.

Information relating to the claim of copyright is preceded by the copyright symbol © and includes:

1) Original copyright date.
2) Original registration number.
3) Renewal registration number.
4) Date of receipt of the renewal application.
5) Name of the renewal claimant, followed by an abbreviation in parentheses representing the claimant’s statement of the basis of his renewal claim—e. g., John Doe & Co. (P) indicates that renewal of copyright, as claimed by John Doe & Co., as proprietor of a commercial print or label.
ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as
appl. —application
© —copyright symbol
c.a. —circa
col. —colored
d.b.a. —doing business as
l. —leaf, leaves
p. —page, pages
(P) —proprietor of a commercial print or label
pseud. —pseudonym
pub. —published, publishing
rev. —revised, revised by, revision
t.a. —trading as
v., vol. —volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1953

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The above figures represent the number of registrations for commercial prints and labels for January–June 1953, but do not necessarily represent the exact number of entries in this issue of the Catalog of Copyright Entries. Registration figures for other classes of material may be found in the respective parts.
COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise, registered during the period covered by this card, is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the works and from variant forms of names are interfiled with the main entries.

ABC DESSERT COMPANY ©.

A. B. C. WIPING MATERIALS.
Key working towels, sold or rented. You will say that's it. Pit the job with rags by Tubin, Card. © R. Bernard Tubin, d.b.a. A. B. C. Wiping Materials; 26Apr52; KK86597.

A-1 MANUFACTURING COMPANY ©.
California's finest jeans. Gold Rivets created in the vast and made only by A-1. You can sell Gold Rivets with confidence, because they are guaranteed ... (Boys clothing) Adv. from the Boy's outfitter magazine, Feb. 1953, p. 113. © 5Feb53; KK82268.

AP PARTS CORPORATION.


Old winter make your car a gas chamber? For your life's sake, have your muffler checked free at the sign of the specialist. AP. Adv. From the Saturday evening post. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 20Mar53; KK87276.


Don't let your engine get old this winter. Mechanics know that most engine wear occurs in winter. Miracle Power. (Additive) Adv. from


I figure Miracle Power can make me $500 per year on 100 cars. Laurel C. Worman. (Additive) Adv. from Automotive news. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 19Jan53; KK81276.


I figure Miracle Power can make me $500 per year on 100 cars. Laurel C. Worman. (Additive) Adv. from Super service station, Jan. 1953, p. 41-42. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Jan53; KK81276.


Maximum power? Yes. Long life? Yes. Safety? Yes. Silence? Yes. Then it's the new AP heavy duty truck muffler. © The AP Parts Corp.; Muffler Division; 1Apr53; KK81866.


AP PARTS CORPORATION. Cont'd.

Proved by acetylene torch, Miracle Power Lubricates when oil burns off. (Additive) Adv. from True, the man's magazine, Apr. 1953, p. 16. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 7Jan53; KKB213.


New unique plasticized formula for prolonged protection against contact dermatitis. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 16May53; KK85824.

She's the missing link in the family circle! BB110. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 16Feb53; KK83234.

When she's in the mood, tell her past temptation's hurdles. Babyex hydrochloride. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 1Feb53; KK82934.

When she's in the mood, tell her past temptation's hurdles. Babyex hydrochloride. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 1Feb53; KK82934.

ABBOTT, LYLE. Peebles pig, pork, soy's milk replacement, for pig feeding emergencies. KK82103. SEE Western Condensing Company.

ABBOTT LABORATORIES ©.


De cada parte, menos de la que necesitas. (Sanitation) Folder. Appl. author: George H. Hicks. © 1Jan53; KK83160.

Raise to a job in the world. If you had help from man, from the patient who represents the uses for short-acting Methubital. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 5Jan53; KK81621.


Este es el Streptococcus Faecalis, normalmente muy resistente a los antibióticos. Què succede al encontrarse con la Pantomicina? (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 17Apr53; KK84717.

For the 3 patients in 4 who have an atheromatous dermatitis of the scalp. New treatment offers consistently effective results. Prescribe Selsun sulfide suspension. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 18Feb53; KK82441.

El Fumidil se suministra en frascos de 10 y 60 cápsulas de 10 mg. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 23Mar53; KK83506.

He's heard the call for Vi-Daylin. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 5Mar53; KK83504.

Intastino grosso con amas vasos an- cianos, endometritis, (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 11Feb53; KK82934.


Milk for peo- ple... Proved. © ABBOTT, Proved by acetylene torch, Miracle Power Lubricates when oil burns off. 1953, p. 16. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 7Jan53; KKB213.


ACME BROWNING COMPANY ©.


ACME CHEMICAL COMPANY ©.

Boiler treatments. Price list, effective date (Sanitation products) 6 p. Appl. author: John V. Halska. © 1Jun53; KK86162.

ACROMARK COMPANY.


ADAMS CARBIDE CORPORATION ©.


ADAMS, ROY HOWARD ©.

Selected gift ideas from leading Eugene stores. Pamphlet. © 5Dec52; KKB135.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.


The sign of savings for over 100,000 American businesses. Wherever you find Addressograph Multigraph, you find repetitive writing being done at lowest possible cost. (Office equipment) Adv. from American Banker, Apr. 1953, p. 57. Appl. author: Edward F. Farran. © 10May53; KK83456.

ADMIRAL ADVERTISING AGENCY, INC.

Alicio Daily Mail Rossellone Ricotta cheese. KK86252. SEE Alicio Daily Farm Company.

ADOLFUS, LTD. ©.


This is it, the product you've read about. Makes all meat more tender.
All-Timer nationally advertised salt water jumbo size reel. Salt water fishing kit for the Portsmouth star, Portsmouth, Va., Apr. 5, 1953, comic section. © 5Apr53; KK86089.

All-Timer 9 way famous playground 1 1/4 lb all steel gym set. Adv. from the Lima star, Lima, Ohio, Aug. 24, 1953, p. 2. © 2Aug53; KK86081.


At Kelly's ... the new, improved famous complete hunting outfit. Kessel Westernatter model, 2 shotbolt action repeater 12 gauge shot gun. All-Timer products. (Knife, shot gun, axe) Adv. from the Eau Claire leader, Eau Claire, Wis., Sept. 23, 1952, p. 2. © 23Sep52; KK86111.


Directors' smashed prices on new famous fireplace sets. Safety plus elegance with this All-Timer drawn chair fireplace ensemble. Adv. from the Nashville Tennessean, Nov. 30, 1952, p. 33. © 30Nov52; KK86111.


Famous Tommy Masters 8 piece matched, professional quality, autographed, registered golf set. All-Timer products. Adv. from the Nashville Tennessean, Nov. 30, 1952, p. 33. © 30Nov52; KK86111.


Penn furniture ... All-Timer nationally-advertised, professional quality 15 go. socket wrench set. Adv. from the Altoona evening star, Altoona, Pa., Mar. 19, 1953, p. 3. © 19Mar53; KK86089.


Special sale ... Add enchantment to graceful living with Wedgwood. 117 piece All-Timer dinnerware, all silverware. (Special sale). Adv. from the Buffalo herald express, Jan. 25, 1953. © 25Jan53; KK86089.

Special sale ... All-Timer hammer & steel stand. Adv. from the Daily herald, Gulfport & Biloxi, Miss., Apr. 10, 1953, p. 12. © 10Apr53; KK86089.

Special sale ... 2 All-Timer nationally advertised professional deluxe quality fishing outfits. Adv. from the Bristol herald courier, Bristol, Va., Mar. 19, 1953, p. 15. © 19Mar53; KK86089.


Special sale ... For dining elegance, the excitingly new square round 117 piece All-Timer dinnerware glassware dinnerware and silverware. Adv. from the Detroit Free press, Detroit, Dec. 7, 1952. © 7Dec52; KK86089.

Special sale ... Take pictures indoors or outdoors, black or color. Stylex folding flash camera. (Camcorder) Adv. from the Inquirer & news, Battle Creek, Mich., Apr. 2, 1953, p. 19. © 2Apr53; KK86089.

Special sale at Kelly's ... 4 Cannon blankets. All-Timer products. Adv. from the Duluth herald, Feb. 26, 1953, p. 3. © 26Feb53; KK86089.


Stock up now & save ... 60 piece All-Timer Cannon ensemble sheets and towels. Adv. from the Norfolk Virginia-pilot, Nov. 2, 1952. © 2Nov52; KK86089.

This is a co-operative ad ... 9 x 12 foot Beavuearing, America's most sensual rug value. All-Timer products. Adv. from the Commercial appeal, Memphis, June 1, 1953, p. 11. © 1Jun53; KK86089.

Altenka, W. George. Beverage, fruit juices and concentrates. KK85754. SEE Mission Dry Corporation.


COMMERCIAL PRINTS AND LABELS

Irrigation news, from Aluminum Company of America, (Farm irri-


Apr. 1953. Florida vegetable grow-


June 1953. Sprinkler irrigation pays off in increased milk produc-
tion. Adv. From Country gentle-
man, south ed., June 1953, p. 40. • 27May53; KK85990.

June 1953. Tomato grower's sprinkler saves him highest mar-

Spring 1953. Irrigation of 300-
acre tract ups alfalfa yield 4 1/2 times Adv. From Country gentle-
man (West), Mar., 1953, p. 74. • 25Feb53; KK85626.

Spring 1953. 62 o/o increase in potato yield after sprinkler irri-
gation. Adv. From Country gentle-
man (Mid-West), Mar., 1953, p. 74. • 25Feb53; KK85621.

Winter 1952-1953. Virginia cattle-
man tells how portable irriga-
tion system saves $4,000 the first year the Pro-
gressive farmer, Mar., 1953, p. 128. • 15Feb53; KK85165.

Sell the best, sell Alcoa aluminum roofing and siding and Alcoa alu-
mun farm roofing coverings. Folder. • 1Jan53; KK80087.

AMERICAN BAKERS ASSOCIATION ©.

AMERICAN BAKERS ASSOCIATION ©.

Most popular Wear-Ever oven uten-
sils. These pans improve baking 2 1/2 times, and ease of cleaning 2 1/2 times. Daily, Jun., 1953, p. 23. • 25Mar53; KK85543.


AMANA REFRIGERATION, INC. ©.

Because your food plan is only as good as your freezer, make sure your freezer is the Amana upright food freezer. Adv. From Sunset magazine, Aug., 1952, p. 72-73. • 25Aug52; KK86912.

AMBERGER, RAYMOND B.

Keco-A-Carb, for less breakdown of steel. • KK85213. SEE Wicks Corporation. United States Graphite Company Division.

AMBLER MILLING COMPANY, INC. ©.

The Ambler pennant. (Rabbit feed) 26 p. • 25Mar53; KK85161.

GUARD AGAINST THRUST-SRATCH. ENJOY THE SMOKE OF FINE TOBACCO IN FINE CIGARETTES. Cov. from Collier's, Apr. 25, 1953, p. 27. • 25Mar53; KK86551.


We stop them all, safely, American Brakeblock, the safety brake lin-

GUARD AGAINST THRUST-SRATCH. GUARD AGAINST THRUST-SRATCH. ENJOY THE SMOKE OF FINE TOBACCO IN FINE CIGARETTES. Cov. from Collier's, Apr. 25, 1953, p. 27. • 25Mar53; KK86551.


We stop them all, safely, American Brakeblock, the safety brake lin-

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We stop them all, safely, American Brakeblock, the safety brake lin-

AMERICAN EXTRACTED PRODUCTS COMPANY, Auroras, efficient, effective watering without expensive watering systems. Ampeco Sure-Soak sprinkler irrigation. The natural irrigation that sprinkles, soaks, sprays, Folders. © 11-Feb53; KK82777.

AMERICAN FAMILY PORTRAIT CLUB ©. Dear Mom and Dad: Here it is at last, America's Family, Portrait Club's astounding photographic offer ... Shea. Author: Joseph W. De Lapa. © 11-May53; KK85756.

AMERICAN FLEXIBLE COUPLING COMPANY ©. Chromaflex, the distinguished name in dinette furniture. 30 p. Applt. author: Milton H. Larson. © 15-Jan53; KK83760.


Field fertilization for flue-cured tobacco. Adv. from the Southern planter, Jan. 1953, p. 21. (No. 16 in a series on flue-cured tobacco) Applt. author:
Carl Camenisch Advertising, Inc. © The American Tobacco Co.; 1 Jan53; KK81631.

Give cartons of Luckies this Christmas; Luckies. cleaner, fresher, smoother. Lucky Strike cigarettes. Ad from Playbill, Dec 1, 1952. Appl. author: Tessie M. Krause. © 1 Dec52; KK81580.


Imported notes in music -- Beethoven - symphony no. 5 in E flat major, op. 67. Lucky Strike cigarettes. Ad. From Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1 Jun52; KK815914.


Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Ad. From C. C. N. Y. campus, Dec 4, 1952. Appl. author: Tessie M. Krause. © 4 Dec52; KK835565.

Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Ad. From C. C. N. Y. reporter, Nov 18, 1952. Appl. author: Tessie M. Krause. © 18 Nov52; KK835565.


AMERICAN TOBACCO Co. Cont'd.  


Retail reminders by Lucky. Lucky Strike cigarette. Ad from Chain store age, May 1953. (No. 8 in a series) Appl. author: Tassie M. Krause. 0Seq532; KK83597.


Tobacco growers have come to fear black shank ... One-year report on black shank control. Adv. from the Kentucky farmer, Feb. 1953, p. 5. (No. 22 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, Inc. The American Tobacco Co.; 1Feb53; KK88052.

Tobacco plant spacing, under present labor conditions on the farm, is largely a matter of economics or costs. Close burley spacing means dollars to growers. Adv. from the Kentucky farmer, May 1953, p. 52. (No. 29 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, Inc. The American Tobacco Co.; May53; KK88791.

AMERICAN TOBACCO Co. Cont'd.  
Add. to the American Tobacco Co.; Jun53; KK86159.

AMEX, ENOS RAY, d.b.a. AMES INDUSTRIES. See Ames Industries.

AMEX INDUSTRIES.  


AMER. ROBERT W., d.b.a. ROIGINA. See Roigina Products.

AMERICAN ELECTRIC CORPORATION.  
Product specifications sheet DS-2, model 175. Magnetic recorders. Ampl. crocodile design; Appl. author: Tassie M. Krause. 0Seq5p532; KK83597.

AMERICAN SYNDICATE.  
Dear Client: This is the time of the year when thousands of people take to the woods for planting ... [Force Strings keep help keep our forests green] (Mats) Sheet. The American Syndicate; KK85595; KK86079.

AMTEA CORPORATION.  

ANALYST COMPANY, INC.  
Analyst for oils. Stops cold symptoms in many cases in a single day. H. E. Hilman family of New York City, (Pharmaceuticals) Adv. Appl. author: Poole, Cone & Holing. 5Nov53; KK82899.

ANCIENT AGE DISTILLING COMPANY.  


ANDERSON, CHARLES EVERT  
Sealed, 50¢ on this beautiful rose pattern dinnerware. 16-pc. starter set $3.99. Sheet. Appl. author: June E. Hunter. 18Feb52; KK83108.

This certificate saves you money on the purchase of genuine Household Institute stainless steel waterless cookware. Sheet. Appl. author: June E. Hunter. 18Feb52; KK83108.

ANDERSON, CHARLES EVERT  
Sealed, 50¢ on this beautiful rose pattern dinnerware. 16-pc. starter set $3.99. Sheet. Appl. author: June E. Hunter. 18Feb52; KK83108.


ANDERSON, MERRILL.  
Are you still just looking? KK84155. See Maco.

The best secretary in the company. KK84156. See Maco.

Can we give you a hand, mister? KK84156. See Maco.

The First National, a bank with a business viewpoint. KK84142. See Maco.

First National says I can do it right, and right now. KK84142. See Maco.

No hum, nothing to do. KK84140. See Maco.

Home (It's precious, let us help you take care of it) KK84334. See Maco.

How fast is your word changing? KK84117. See Maco.

Just as you'd check your bills, check your bills. KK84444. See Maco.

That man trusts nobody. KK84115. See Maco.

The merry-go-round goes 'round. KK84336. See Maco.

The money is waiting and waiting at First National. KK84335. See Maco.

One of my friends is sure to outlast us, the First National. KK84144. See Maco.

Portrait of a hero. KK84146. See Maco.

When I see some of the cars on the road today. KK84137. See Maco.

Women have been interested in men for such a long time. KK84144. See Maco.

ANDERSON, R. H., AND DORA ANDERSON, composing the partnership HOLLYWOOD CHEMICAL COMPANY. See Hollywood Chemical Company.


ANDERSON AND CAIN, INC. Cracked ice, another Cranston first. 24Nov53; KK83701. See Cranston Print Works Company.

ANDERSON COMPANY. Anco windshield washer solvent. 6 oz. bottle. Label. The Anderson Co.; 2Nov52; KK88100.

Another Guess-Fest for June; can get you up to $500.00. Anco TV products. This is your 4th ... card, series D ... (Windshield wiper blades) Folder. The Anderson Co.; 2May53; KK85930.


Keep your windshield clean... Anco windshield washer solvent for use in all windshield wipers. (Carton which holds 12 x 5 oz. bottles) Label. © The Anderson Co.; 28Jan53; KK80995.

Mr. Angell, please hold your temper. This is a quick, easy Anco 1-2-3 dead-blade test... Form Qt-01950. (Windshield wiper blades) Card. © The Anderson Co.; 25Mar53; KK85911.

Mr. Angell, win more cash prizes for April. The guess costs you nothing. Can get up to $500.00, (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 31Mar53; KK83633.

Mr. Dealer: Here is your May Guess-Past. Your guess costs you nothing. Can get you up to $500.00. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 1Mar53; KK85627.

Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco universal replacement vacuum windshield wiper motor and sales service. Form Qt-01952, Sheet. © The Anderson Co.; 26Jan53; KK81799.

Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco universal replacement vacuum windshield wiper motor and sales service. Form Qt-01951, Sheet. © The Anderson Co.; 26Jan53; KK81799.

Mr. Dealer: We welcome you to the family of Anco dealers now operating factory-authorized Anco universal replacement vacuum windshield wiper motor blade and arm all car sales and service. Form Qt-01910, Sheet. © The Anderson Co.; 26Jan53; KK81799.

Your guess costs you nothing. Can get up to $500.00 in quick Anco cash. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 1Mar53; KK83061.

ANTENOMAT CORPORATION OF AMERICA ©, Anstromat aspirantes y sin tirar diferencia de aire. (Diffusers for windows) Folder. Appl. author: Gilbert S. Carpenter, © 19Dec52; KK84401.

ANGELL, VICTOR P. Prevent lightning loss. KK84591. SEE Dulac Company.

ANGLE, PAUL W. The Federalist, 1787-1788. KK83998. SEE Kingsport Press, Inc.

Mark Twain, 1835-1910. KK82925. SEE Kingsport Press, Inc.

Mason L. Weems, 1759-1825. KK83186. SEE Kingsport Press, Inc.

Noah Webster, 1758-1843. KK82325. SEE Kingsport Press, Inc.

ANTELL (CHARLES) INC. ©, Charles Antell is being on you. Our sophisticated advertising friends think we are rather naive... For a revelation in hair beauty, we urge you, try Formula 9 today. (Hair care products) Adv. from Cosmetics World, Jan. 1953, p. 5u. © 1Jan53; KK81651.

How to make your hair healthier-looking, more beautiful in just 1 minute. Charles Antell famous lanolin formula 9 and shampoo. Adv. from McCall's, Feb. 1953, p. 125. © 22Jan53; KK81825.

It pays to be a fast woman. That's why you want to now, try Formula 9. (Hair care products) Adv. from Cosmetics World, Jan. 1953, p. 36. © 23Dec52; KK83873.

Ladies, you too can have new hair beauty in 1 minute with famous lanolin formula 9 and shampoo. (Hair care products) Adv. from McCall's, Feb. 1953, p. 69. © 19Jan53; KK81650.

S-s-x by Hoff, Ladies and gentlemen: If you don't think Mr. Hoff is right, well, try our Formula 9 and see. Charles Antell famous lanolin formula 9 and shampoo. (Hair care products) Adv. from McCall's, Feb. 1953, p. 127. © 1Feb53; KK83159.

We invite you to read... Healthier-looking, more beautiful hair in 1 minute or more than your money back. Charles Antell famous lanolin formula 9 and shampoo. Adv. from Ebony, Feb. 1953, p. 107. © 20Jan53; KK81824.

APFL, LAURANCE M. Apfl Tri- thermo projector conditioner. KK82645. SEE Apfl Photo Products.


APPLE, ADRIAN. Pure minding clams with that good ocean-fresh flavor. KK82733. SEE Sea Food Company.

APPLEGRATE ADVERTISING AGENCY. Adds to the beauty, value and convenience of the home. KK86790. SEE Overhead Door Corporation.

All casting lids are not alike. SEE Ball Brothers Company.

Beauty is as beauty does. KK83272. SEE Overhead Door Corporation.

Buy your houses in one pre-sold, complete package national homes. KK82425. SEE National Homes Corporation.

Cut food costs 1 ways with the new Bell all-purpose refrigerator and freezer jar. KK81612. SEE Ball Brothers Company.

Exciting news for all lovers of home-made sausage. KK81307. SEE Ball Brothers Company.

For home, build a five-section door with wide horizontal panels. KK82662. SEE Overhead Door Corporation.

To design a modern door for commercial and industrial building, 1951. KK83222. SEE Overhead Door Corporation.

Garage doors of beauty, endurance, utility, convenience. KK82904. SEE Overhead Door Corporation.

Ground meat held month longer with new airtight Ball freezer jars. KK81798. SEE Ball Brothers Company.

Home builders. SEE National Homes Corporation.

Home canners' first choice. KK86103. SEE Ball Brothers Company.

Home canners save money, save flavor, use Ball dome lids. KK86398. SEE Ball Brothers Company.

Home-canning ideas by Lucille Ball. SEE Ball Brothers Company.

Home-canning tips, by Lucille Ball. SEE Ball Brothers Company, Inc.

An idea developed here, revolutionized the door business. KK81404. SEE Overhead Door Corporation.

It floats on 20 points of strength. KK86902. SEE Overhead Door Corporation.

The man is wise who specifies the Overhead Door For garage, factory, warehouse. KK81511. SEE Overhead Door Corporation.

The most beautiful garage door, and the best engineered garage door. KK86997. SEE Overhead Door Corporation.

New Bell jelly glasses with colorful lids. KK86417. SEE Ball Brothers Company of California, Inc.

Now, new low down payments, monthly payments less than rent. KK81624. SEE National Homes Corporation.

Open your door electrically without leaving your car. KK85907. SEE Overhead Door Corporation.

The Overhead Door. KK86495. SEE Overhead Door Corporation.

The perfect door for that extra room. KK86586. SEE Overhead Door Corporation.

 Presenting the Homemaker by National Homes. KK82794. SEE National Homes Corporation.

So easy to open. KK8586. SEE Overhead Door Corporation.

The strongest garage door built today, the Overhead Door. KK86495. SEE Overhead Door Corporation.

Trust this famous trade mark to get the finest door for your garage. SEE Overhead Door Corporation.

Why should I become a National Homes Builder? KK81901. SEE National Homes Corporation.

Wrong move. SEE North American Van Lines, Inc.

You're wise to choose the Overhead Door. KK84521. SEE Overhead Door Corporation.
ARGYR'S MILKING MILLING COMPANY © Cont'd.

Conte Luna, Fancy macaroni products. Which twin is which? No clue! Two twins. Weight 1 pound. Label. © 8Apr53; KK85192.

ARROWS' CAMERAS, INC. (9)

America's most distinguished 35 mm camera. Argus C-Four. Adv. from Modern photography, May 1952, p. 3 of cover. Appl. author: Young & Rubyncm, Inc. © 10Apr52; KK85169.


How to make a reputation as a photographer, or a gift giver. Argus, the world's largest manufacturer of 35 mm camera. Adv. from Life, June 25, 1952, p. 67. Appl. author: Young & Rubyncm, Inc. © 25Jun52; KK85161.

How to make a reputation as a photographer. Argus, the world's largest manufacturer of 35 mm camera. Adv. from Argus, 1952, p. 11. Appl. author: Young & Rubyncm, Inc. © 1Nov52; KK85161.


How to prepare a camera for maximum efficiency at the Argus 75 without a designer. Argus, 1952, p. 11. Appl. author: Young & Rubyncm, Inc. © 1Nov52; KK85161.


AZEROS BREWING COMPANY, INC. (6)

COMMERCIAL PRINTS AND LABELS

ARMSKIRK CORK COMPANY. Quaker floor and wall coverings, 1953. 96 p. ©12Jan53; KK81860. Quaker rugs made with exclusive K-99 engine. Poster. ©12Jan53; KK81860. Spring 1953 color line; Armstrong's upholstery collection presented in color with the luxury look. Folder. ©15Jan53; KK80925. AERYN (JOHN FAIRKIN) AND COMPANY, INC. Titeflex, helically-wound flexible metal tubing. KK85350. SEE TITE- FLEX, INC. Value, variety, versatility, yours in Travis Court by Drexel. KK85350. SEE DREXEL FURNITURE COMPANY.

ARMOLD, ROBERTSON T. The little drops that saved a life. This battery... KK85749. SEE ARMOLD PRINTING AND LABEL COMPANY.


ARMOLD PRINTING AND LABEL COMPANY.©. The little drops that saved a life. This battery was about to die. The filling station operator... installed a set of three Saab Battery filler caps on the battery. Sheet. Appl. author: Robertson Arnold. ©21Apr53; KK86729.


ASSOCIATED ADVERTISERS ©. Golden Purifiers, Inc. ... going out of business ... For bargains ga- lore ... Selling out to the bare walls ... Adv. Long Island Sunday press, Jan. 16, 1953, p. 30. Appl. author: Harry Uswald. ©18Jan53; KK81795.


AUBERTON, ALFRED A. Bysen paint goes on easier. KK83660. SEE Bysen (Walter N.) Company.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION ©. Cruise along with APMC 1951. (Life preservers and water equipment) Folder. Appl. author: Clarence M. Skolberg. ©9Jan53; KK81677.


AVYCO MANUFACTURING CORPORATION. Crosley Division @. Crosley radio service information. © 1953. Bull. no. 454. © 19Mar53; KK85627.


AVOS (WESLEY) AND ASSOCIATES, INC. Floors with the strength of Paul Bunyan. KK28765. © Sears, Roebuck and Co.


AVOS (WESLEY) AND ASSOCIATES, INC. Floors with the strength of Paul Bunyan. KK28765. © Sears, Roebuck and Co.


AYER (N. W.) AND SON, INC. By your own decorator with Cannon's go-together fabrics. KK28765. © Cannon Mills, Inc.

AYRIL, ARTHUR C. Do it yourself with Sakrete premixed concrete & mortar in a bag. KK56599. © Sears, Roebuck and Co.

AYRIL, ARTHUR C. Do it yourself with Sakrete premixed concrete & mortar in a bag. KK56599. © Sears, Roebuck and Co.

AYRIL, ARTHUR C. Do it yourself with Sakrete premixed concrete & mortar in a bag. KK56599. © Sears, Roebuck and Co.

AYRIL, ARTHUR C. Do it yourself with Sakrete premixed concrete & mortar in a bag. KK56599. © Sears, Roebuck and Co.
BAKE-KRAFT SPECIALTIES.

BAKEN-ETS, INC. 0. L.

BAKER, FRED W.
Baker's Improvements. See Baker's Baking Company.

BAKER, LYNN.
Day and night your magnetic hand reveals your personality. KK93060. See Lorr Laboratories.

BAKER (LYNN) INC.
The coil of a Scottish loch... KK85463. See Chivas Brothers Import Corporation.

Baking pastries adds the plus. KK81157. See Quaker Oats Company. Coast Fishers Division.

This mother loves her Puss 'n Boots. KK80639. See Quaker Oats Company. Coast Fishers Division.

Watching over her kittens takes time and patience... KK80641. See Quaker Oats Company. Coast Fishers Division.

BAKER, R. PAUL.

BAKER, WILLIAM MERROW.
Merrow sewing and oversizing machine. KK84571. See Merrow Machine Company.

BALL BROTHERS COMPANY.


Cut food costs by 75% with the new Ball all-purpose refrigerator and freezer jar. Folder. Appl. author: Applegate Advertising Agency. © 25Jun52; KK81162.


Exciting news for all lovers of homemade sauce. New all-purpose freezer jar holds full meal flavor months longer. All-purpose freezer jar.


Ground meat flavor held longer in new Ball upright freezr frozen jars, 2 sizes: 16 and 22 ozs. ... These... glass jars come with Ball dome lids. Adv. from Locker management, Jan, 1953, p. 17. Appl. author: Applegate Advertising Agency. © 20Dec52; KK81798.


BANK BROTHERS COMPANY OF CALIFORNIA.

BALLARD, SAW W.
Krilik belongs in your midwinter nights' dream. KK80166. See Monsanto Chemical Company.

BALLONE, JAMES M., W.
Rocketburger, hamburgers served in space ships. Spaceshipers, super sonic. Sheet. © 15May53; KK85315.

BANBALL.
Everyone can play Bamball; the Captured Ball Game with the only truly balanced solid racquet in sports. Every time you hit it, it comes back for more. Folder. © Yale Cerrado a.m.a. Banball; 17Dec52; KK8782.

BANCROFT (JOSEPH) AND SONS COMPANY.


BAKER (R. C.) AND COMPANY.
Furniture sale: save up to 50 o/o. [1p] p. © LP&P53; KK82805. Spring furniture sale. 8 p. © LP&P53; KK85290.

BANKERS LIFE AND CASUALTY COMPANY.
Jim can't work, but the bills keep coming just the same. The White Cross plan. (Insurance) Folder. © 20Apr53; KK84786.

Money is paid to you directly and promptly for doctor and hospital bills, when your family is protected under the low-cost White Cross plan. (Insurance) Folder. © 20Apr53; KK84783.

The most expensive minute of your life: The White Cross plan. (Insurance) Folder. © 19Jan53; KK85251.

They took him right to the operating room. The White Cross plan. (Insurance) Folder. © 20Apr53; KK84781.

We'll need the doctor for at least another month. The White Cross plan. (Insurance) Folder. © 20Apr53; KK84475.

What makes you think it can't happen to your White Cross plan. (Insurance) Folder. © 20Apr53; KK84787.

Which of these would hurt you the worst? The White Cross plan. (Insurance) Folder. © 20Jan53; KK81073.

The White Cross plan. Dear friend, Will you do me (and yourself) a favor? (Insurance) Sheet. © 7Jan53; KK8444.

The White Cross plan. Send me free information. Post card 621-T.TA. (Insurance) Card. © 7Jan53; KK82104.
Would your savings be wiped out? The White Cross Plan. (Insurance) Folder. © 6Jan53; KK81072.

BARLOW, 1953

BARLAND


BARKIN, CARMEN. SELL Barrang© AND Company.

BARRANGO, JAMES M. AND COMPANY.

BARTON, Johnson A. ©. St. Nicholas candies from Santa Claus. This season says merry Christmas with assorted candies ... ©. © Mar53; KK88779.

BARLOW WEATHERSTRIP MATERIAL COMPANY ©.


BARTLOW ADVERTISING AGENCY.

Air operated presses for garment manufacturers. KK83767. SEE Prosperity Company, Inc.

BARLOW WEATHERSTRIP MATERIAL COMPANY ©.

Barrington, Joseph Leggett.

BARLOW WEATHERSTRIP MATERIAL COMPANY ©.

Barrington, Elmer, d.b.a. Barlow Weatherstrip Material Co. SEE Barlow Weatherstrip Material Company.

BARRY-WEHMLER MACHINERY COMPANY ©.

Bartolli, Julius. SEE Bartolli Products Company.

BARTOLI PRODUCTS COMPANY ©.

Ask for genuine Bar-Zolli white tile cement. Not wt. 8 oz. Label. Appl. authors: John Bartoli and Julius Bartolli. © 2Jun53; KK86112.

BARTON, INC. ©.

Barton's bonbonniere chocolate Hebrew symbols. Have you ever owned a picture? (Confectionery) Folder. © 2Jan53; KK85799.

BARTON, INC. ©.

Barton's bonbonniere continental chocolate. © 2Jan53; KK85799.

BASK, RAYMOND J., AND JAMES W. GEIGER, forming the partnership J. W. GEIGER AND COMPANY. SEE Geiger (J. W.) and Company.

BATES, CHARLES LAWRENCE. Instructions, parts reference. SEE Mason-Hellan Regulator Company.

BATES, CLIFF. THE Lassie story. KK82264. SEE Barkin, Levin and Company, Inc.

BATES, HAROLD G. Acrorn model 2K power embossing press for tags, labels, number plates. KK85730. SEE Acrorn Company.

BATES, TED AND COMPANY. More old-time magic every time you bake with Duff's gingerbread mix. KK80976. SEE Pillsbury Mills, Inc. Duff's Baking Mix Division.

BASTERON, J. E. A home is reborn. KK83546. SEE Perma-Stone Company. The magic of Perma-Stone, the modern wall covering to change your home. SEE Perma-Stone Company.

BATTEN, BARTON, DURSTINE AND OSBORN, INC.

Here's one lady that won't keep you waiting. KK81125. SEE Timken Roller Bearing Company. Mark of a modern building. KK82013. SEE Pittsburgh Forging Corporation.

Steel that does faster push-ups without fatigue. KK83454. SEE Timken Roller Bearing Company.
BATTEN, BARON, DORSTINE AND OSBORN, INC. Can't. Steel that helps airplane engines breathe easier. KK8561. SEE Timken Roller Bearing Company.

Steel tubing that saves 5 minutes out of an hour. KK8326. SEE Timken Roller Bearing Company.

That decorates your home. KK8159. SEE Pittsburgh Plate Glass Company.

Top your furniture with beauty. KK8158. SEE Pittsburgh Plate Glass Company.

Window, the window with built-in insulation. KK85017. SEE Pittsburgh Plate Glass Company.

We made the magic moccasins for these modern Hiawathas. KK81706. SEE Timken Roller Bearing Company.

We made this rocket really fly. KK8561. SEE Timken Roller Bearing Company.

What's the big idea? KK8565. SEE Shenley Distributors, Inc.

When bombers sit down, this steel stands up. KK84086. SEE Timken Roller Bearing Company.

Who says cows can't fly? KK85890. SEE Timken Roller Bearing Company.

Wilderness railroad goes roller freight ... KK85897. SEE Timken Roller Bearing Company.

BATTON, LESLIE BUNTON. Instructions for reference. SEE Mason-Sellon Regulator Company.

BAUER AND BLACK DIVISION, KENDALL COMPANY. SEE Kendall Company. Bauer and Black Division.

BAUMAN, VALENTINE SAMUEL. Free. No cash necessary, no cash accepted. KK86190. SEE National Tea Company.

BAUGNERTHER, WAREN. Adding to vacation enjoyment. KK80752. SEE General Electric Company.

Guarding our timber resources. KK80754. SEE General Electric Company.


BAYLES, BURGESS. New vanishing cream deodorant with non-staining chlorophyll. KK84547. SEE Carter Products, Inc.

Now for the first time, see underarm odor vanish with new chlorophyll cream deodorant. KK84548. SEE Carter Products, Inc.


BEARD, WRIGHT MARVIN. Lucky 7 ash tray. KK81998. SEE Disabled American Veterans. State Dept. of Washington.


Look good! Wait till you taste it. Springtime chocolate revel. Meadow Gold Ice cream. [Plate of chocolate ice cream with spoon and flower; color picture of girl holding signs] Adv. from Life,
BLATZ BREWING COMPANY ©. Cont’d.


BLOCART COMPANY.
Everbright, the thirsty coaster, chemically absorbent. Set of four.

BLOOMING, PHRACS.
Stitch in time. KK9374. SEE Spool Cotton Company.

BLUE DIAMOND CORPORATION ©.


BLITHE, ALLAN W.
Have you experienced the sensational safety ride with the Allen coil spring booster? SEE Vermon Machine.

BOBREITZ, WES H.
At least, a heavy duty truck muffler with power, long life, safety and silence. See AP Parts Corporation.

BLONDIKE, PHRACS.
Want. KK5372. SEE Spool Cotton Company.

BLONDIKE, PHRACS.
What? KK5374. SEE Spool Cotton Company.

BLONDIKE, PHRACS.
Win. KK5372. KK5374. SEE Spool Cotton Company.

BLOOMINGTON, INC.

BLOOMINGTON, INC.

BLOOMINGTON, INC.
Hi folks, for better cutting buy Boker Tree brand. Snear delight. (Cutlery) Adv. from the Saturday evening post, Apr. 4, 1953, p. 106. Appl. author: Harvey C. Stocking. © 4Apr53; KK93541.

BLOOMINGTON, INC.
Sharp performance by Boker Tree brand. Here it is ... Handy kitchen kit. (Cutlery) Adv. from Saturday evening post, May 16, 1953, p. 152. Appl. author: Harvey C. Stocking. © 16May53; KK93541.

BOLON, CHARLES W.
Aluminum non-corrosive flux for soldering aluminum. See Insulation and Wires, Inc.

BOLAN, EZRA A.
Be proud of your figure, stay slim the Roman Meal way. KK86102. SEE Long (W. E.) Company.

BOLAN, EZRA A.
Best for the whole family. KK90497. SEE Long (W. E.) Company.

BOLAN, EZRA A.

BOLAN, EZRA A.
Colors-talkin’ about the new loof in the sunshine yellow wrapper ... KK86684. SEE Long (W. E.) Company.

BOLAN, EZRA A.
Everybody’s talking about the new loof in the sunshine yellow wrapper ... KK86684. SEE Long (W. E.) Company.

BOLAN, EZRA A.

BOLAN, EZRA A.
Hard workers get hard-working energy the Roman Meal way, KK93615. SEE Long (W. E.) Company.

BOLAN, EZRA A.
How exciting when you introduce the sunshine yellow package into your home, KK86261. SEE Long (W. E.) Company.

BOLAN, EZRA A.
How to look good with bare shoulders or bare legs. KK86599. SEE Long (W. E.) Company.

BOLAN, EZRA A.
How you can slim the Roman Meal way, KK86398. SEE Long (W. E.) Company.

BOLAN, EZRA A.
How you can keep slim the Roman Meal way, KK86398. SEE Long (W. E.) Company.

BOLAN, EZRA A.
It’s easy to keep you slim the Roman Meal way, KK86601. SEE Long (W. E.) Company.

BOLAN, EZRA A.

BOLAN, EZRA A.
New ways are better ways. KK86678. SEE Long (W. E.) Company.

BOLAN, EZRA A.
No more of the same! KK86685. SEE Long (W. E.) Company.

BOLAN, EZRA A.
She gets more body building-blocks the Roman Meal way. KK86397. SEE Long (W. E.) Company.

BOLAN, EZRA A.
She’ll keep that wonderful figure wonderful ... KK86379. SEE Long (W. E.) Company.
BON-TON, HARRY J. Royal Arms toilet tissue. KK82766. SEE National Retailer-Owned Grocers, Inc.

BOND DIAMOND COMPANY ©. Registered Bond free diamonds. Just reach in the bowl at this store and pick out a genuine Bond registered diamond. Sheet. © Show52; KK83996.

BOND WHEELWRIGHT COMPANY. The American Saga series; the White Rose of Memphis by Col. W. C. Falkner; Sonnets to Stevie by Wilbert Snow; Fragments of Life, metaphysics and art, by Léo Bronstein; and others. (Books) Adv. from Publishers' weekly, spring 1953, p. 468. Author: Guthrie Advertising Co. © The Bond Wheelwright Co.; 11Jan53; KK84313.

BON-TON WALL PAPER COMPANY ©. For sale, latest type, old-fashioned trimming. No 90 years. New we understand how our grandfather ... (Imperial precision-trimmed wallpaper) Folder. © 6Feb53; KK82032.

BOONE, DICK, JOE W. KENDRICK, AND H. HART NANCE, d.b.a. BOONE (N. K.) COMPANY. SEE Boone (N. K.) COMPANY. ©


BORG-WARNER CORPORATION ©. Sun position, heat gain and shading data calculator. Ingersoll Koolshade Sunscreen. (Door and window screens) Card. Author: Walkley E. Kwing. © 15Sep52; KK81597.


La rue de luxe fresh buck ice cream; one-half gallon. Label. Author: David Maxwell. © The Borden Co.; 27Apr53; KK84702.


BOSTONIAN SHOES. It's not so much what you pay, but how often you have to pay it. Bostonians. (Shoes) Adv. from the Saturday evening post, Sept. 13, 1952, p. 115. Author: Young & Rubicam, Inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10Sep52; KK82995.

BOSTONIAN SHOES. Like walking on pillows all day long. Mansfields, by the makers of Bostonians. (Shoes) Adv. from Collier's, Dec. 13, 1952, p. 75. Author: Young & Rubicam, Inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 5Dec52; KK82991.


Pedigreed grains, the leader that gives while you get more. (Shoes) Adv. from Esquire, Nov. 1952, p. 19. Author: Young & Rubicam, Inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 15Nov52; KK82994.
BOSTONIAN SHOES. SEE ALSO Common-wealth Shoe and Leather Company.

BOSTON, ROBERT W.
Here's your professional sample of Hemateval's Ulmer. KK81993. SEE Ulmer Pharmaceutical Company.

BOSTRICK, ROBERT W.


BOSTONIAN SHOES. SEE ALSO Common-wealth Shoe and Leather Company.

BOTANY MILLS, INC.


Botany brand 500, tailored by Daroff, unbelievably priced at only $55. (Men's suits) Adv. from Holiday, June 1953, p. 84. Appl. author: Botany Mills, Inc., employer for hire. © 5/5552; KK87795.

Botany brand 500, tailored by Daroff, unbelievably priced at only $60. (Men's suits) Adv. from Collier's, Mar. 21, 1953, p. 50. Appl. author: Botany Mills, Inc., employer for hire. © 3/3153; KK87794.


Botany Mills, Inc., employer for hire. © 2/6553; KK82910.


Botany brand wool. No equal, the only yarn without equal is Botany brand No- dye-let yarn. Adv. from Smart knitting and needlecraft, 11th ed., p. 4 of cover. Appl. author: Botany Mills, Inc., employer for hire. © 2/3153; KK85346.

For hand-knitting, wool has no equal, the only yarn without equal is Botany brand No-dye-yarn yarn. Adv. from Smart knitting and needlecraft, 11th ed., p. 4 of cover. Appl. author: Botany Mills, Inc., employee for hire. © 2/3153; KK85346.

For the dad who's one in a million, the billion dollar quality of Botany brand products for men, (Ties, shirts, slacks, Ad. from the New York times magazine, June 7, 1953, p. 80. Appl. author: Botany Mills, Inc., employer for hire. © 7/5553; KK86165.


This fall, your best bet is Botany. She knows Botany, manufacturers knnows Botany. (Fabrics) Adv. from Women's wear, Daily, Feb. 24, 1953, p. 3. Appl. author: Botany Mills, Inc., employer for hire. © 2/2553; KK85367.


You are cordially invited to dis- cover a gold mine this spring... Botany boys. Adv. from Men's wear, Jan. 9, 1953, p. 52. Appl. author: Botany Mills, Inc., employer for hire. © 2/3153; KK85367.

BOURKE, HOLLAND, AND MILLER, INC. SEE Envoys, Inc.

BOUTELLES C.
Boutelles checkbook to savings. (Furniture and appliances) Hamp- let. Appl. author: Arthur Davidson & Geo. Woerner. © 15/3153; KK82009.

BOYD, ANDREW CULVER, JR.
How to give exciting new flavor to an old favorite Mardi Gras macaroni & cheese. KK82517. SEE Carnation Company.

New idea for a one-dish dinner. KK84570. SEE Carnation Company.

New product makes tough meat tender. KK82009. SEE Carnation Company.

Nothing like this ever happened to meat loaf before cheeseburger loaf. KK82009. SEE Carnation Company.

This is it, the product you've read about. KK82009. SEE Adsoph's, ltd.
BREW (SILAS N.) COMPANY.  Every age is the magic age when your children have life security with Life Insurance Company of Tennessee. Magic age chart. Folder. Appl. author: Silas Herbert Boyer. © 11Apr52; KK8052.

BREWER, SILAS HERBERT. See Brewer (SILAS N.) Company.

BREWING SCIENTIFIC LABORATORIES.  Amylase, the economical foam binder. Amylase is a natural, effective, and enlivens beer and ale properties. (Protein preparation) Sheet. Appl. author: A. L. Nuye. © 6May53; KK89321.


BRIDGEPORT PLAYING CARD COMPANY.  Bridge bidding made simple. New, Goren Bridgepoint playing cards. Speeds bidding, helps beginners. Label. © 1Apr53; KK80505.

BRUESCHE, FRED.  The Gregorian edition of the Catholic Family Bible. KK85256. See Crawford (John J.) and Company.


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BRIGHT STAR BATTERY COMPANY, d.b.a. BRIGHT STAR. See Bright Star.


BRISBEE, LEE. A. X-ad maker furniture advertising and promotion service. See Evans and Brisbois.

3 star sales, day and night. KK81122. See Evans and Brisbois.

BRISTOL, JOSEPH W. Fills cracks in masonry & metal. KK85238. See Shield Chemical Corporation.


BRITTON, ARTHUR THOMAS ©. Principle and operation of the Briton multi-strip sealed piston, with or without wrist pin. Sheet. © 16Jan53; KK81597.


BROWN, ROBERT N. For Brown's vitamin-mineral fortified milk. KK84614. See Brown's Creamery.

BROWN, SAM. Spray painting made easy. KK83110. See Devilbiss Company.

BROWN, WILLIE E. ©. In event of death, will you leave them debt-free homes? No debt should live longer than the man who made the dream come true. Sheet. © 1APr51; KK81281.

BROWN AND GRAVENSON, INC. ©. America's biggest new account openers for 1953. Free mats with orders.


A more realistic triumph. The biggest dollar days and cash special catalog in America. (Household utensils) Adv. 3 p. Appl'r: Sidney M. Brownstein. © 5Jan53; KK82176.


Greatest luggage sale in our history ... 1st matched monogrammed luggage. Sheet. Appl'r: Sidney M. Brownstein. © 9Mar53; KK84030.

Pre-vacation 50 c/o off sale. America's most beautiful 3 pc. matched set luggage. (Luggage, fishing sets and picnic table and chair) Poster. Appl'r: Sidney M. Brownstein. © 9Mar53; KK82177.

Special gift for our preferred customers only. Free 1 pc. copper & ivory bake-serve set, given with purchase of Castcholm dinner service. Sheet. Appl'r: Sidney M. Brownstein. © 2Feb52; KK82175.

The talk of the industry ... the most important dollar of the century ... the biggest the Coronation walking doll. Sheet. Appl'r: Sidney M. Brownstein. © 2Jan53; KK82177.

BROWN AND WILLIAMSON TOBACCO CORPORATION ©. Life cigarettes, filter length. Label. © 10May53; KK85202.

BROWN-OGGETT, INC. ©. Try Big Ball. Thick-smooth melts and mixes. Poster. © 15Apr53; KK86612.


There is nothing better in a highball, because as it says on the label ... Enjoy an Old Forester highball. (Whiskey) Adv. from Cosmopolitan, Mar. 1953, p. 128. Appl'r: Ruthrauff & Rym, Inc. © 1Mar53; KK86199.

BROWN-MILLER COMPANY ©. Delta pickles; home style, summer dill, water garlic. One quart. Label. Appl'r: Ted Drell. © 5Dec52; KK86631.

Rainbo pickles; sweet gherkins. 12 fl. oz. Label. Appl'r: Ted Drell. © 5Dec52; KK86631.


BROWNSTEIN, SIDNEY M. America's hottest new account openers for 1953. Free mats with orders.

Another Richee triumph. KK82176. See Brown and Gravenson, Inc.

Gravenson Car Master matched 3 pc. travel-bag set. KK84030. See Brown and Gravenson, Inc.

Greatest luggage sale in our history ... KK82778. See Brown and Gravenson, Inc.
Pre-vacation 50% off sale. KK90629. SEE Brown and Gravenson, inc.
Special gift for our preferred customers only. KK9175. SEE Brown and Gravenson, inc.
The talk of the industry ... KK82777. SEE Brown and Gravenson, inc.

BRUCE (E. L.) COMPANY ©.
Bruce floor products, the easiest floor care ever. Folder. Appl. author: John Carlyle Fleming. © 1950 McE; KK71664.

BRUCK (FRANKLIN) ADVERTISING CORPORATION.
Coty gifts trimmed at no extra cost. KK8115. SEE Coty, inc.
Four Coty beauty values that really add up. KK95746. SEE Coty, inc.
Introducing Body Beautiful hormone lotion, the finest hormone lotion to help your body look young. KK8191. SEE Coty, inc.
Legend of love and luck surrounds August Des Bola, KK83160. SEE Coty, inc.
Nothing makes a woman feel more feminine. SEE Coty, inc.
Season's brightest gifts, by Coty. SEE Coty, inc.
The spray that makes the day. KK86234. SEE Coty, inc.
There's love in the air. KK85136. SEE Coty, inc.

BRUNBACH, GEORGE E.
Carpenter service bulletin. SEE Carpenter Steel Company.

BRINSWICK-BALKE-COLLENDER COMPANY.
Brunswick brings you a completely new line of school furniture with advanced design. 2 sheets. Appl. author: McCann-Brockman, inc. © The Brunswick-Balke-Collender Co.; 23 Jan 53; KK82561.

BRYAN, GRACE EDAVERA, AND JOSEPH EDGAR BRYAN, d.b.a. BRYAN FROCKS COMPANY. SEE Bryan Frocks Company.

BRYAN, JOSEPH EDGAR, AND GRACE EDAVERA BRYAN, d.b.a. BRYAN FROCKS COMPANY. SEE Bryan Frocks Company.

BRYAN FROCKS COMPANY.

Buchbinder, Henry H. SEE Buchbinder Brothers. Style-Lite-Division.

Buchbinder Brothers. STYLE-LITE DIVISION B.
Buchbinder, a name in functional units. cFixtures to be used in flower shops. Folder. Appl. author: Henry H. Buchbinder. © 21 Jan 53; KK81599.

Buchan Company.
Add new life to lazy lunchrooms with Modernfold doors. KK81497. SEE New Castle Products.
Additional hospital space at no additional cost. KK85234. SEE New Castle Products.
Banking that is building Michigan as it is building this community. SEE Michigan National Bank.
Best seller for 1953, new Spacemaster folding doors. KK8546. SEE New Castle Products.
Boats today. KK85106. SEE Universal Motor Company.
Brand new. KK95150. SEE Club Aluminum Products Company.
Central Oregon got more space at no more cost. KK85665. SEE New Castle Products.
Create double-duty areas, cut construction costs with Modernfold doors. KK85792. SEE New Castle Products.
Every dish a treat with new Stainless-steel waterless cookware. KK85711. SEE Club Aluminum Products Company.
Fit classrooms to class needs with Modernfold movable walls. KK85251. SEE New Castle Products.
Flexible plan for an expanding family. KK91661. SEE New Castle Products.
Get in step with spring. KK86413. SEE Ripon Knitting Works.
Here is the true story of how one family solved that more space problem. KK95500. SEE Wood Conversion Company.
How Park Forest Homes, inc. sells with Modernfold doors. KK85533. SEE New Castle Products.
How to build a bigger bedroom with your screwdriver. KK85355. SEE New Castle Products.
How to make wardrobe space 100% accessible. KK85255. SEE New Castle Products.
It's a best seller, new Spacemaster folding door. KK86405. SEE New Castle Products.
Keep classrooms here, till you need them here. KK86235. SEE New Castle Products.
Modemfolds do not help sales. SEE New Castle Products.
Modemfolds do not make houses moreurable. SEE New Castle Products.
Modernfold doors save space ... KK82997. SEE New Castle Products.
Modernfold magic gives you two bedrooms for the price of one door. KK81659. SEE New Castle Products.
Modernfold magic gives you two brighter rooms for the price of one door. KK81658. SEE New Castle Products.
Modernfold magic puts extra rooms at your finger tips. SEE New Castle Products.
Modernfold magic saves space all through the house. KK81257. SEE New Castle Products.
Modernfold magic saves space all through the house and in business too. KK83532. SEE New Castle Products.

Modernfold makes the sale much easier. KK95076. SEE New Castle Products.
More room all through the house. KK85495. SEE New Castle Products.
New Spacemaster folding door by Modernfold Doors. KK85162. SEE New Castle Products.
Now for the first time in housing history you can offer buyers quality folding doors and cut your per opening costs too. KK82002. SEE New Castle Products.
Now for the first time, profit from the proven sales appeal of quality folding doors ... KK8552. SEE New Castle Products.
One big, 5 - 67 One auditorium. KK83511. SEE New Castle Products.
One room fits large crowds ... KK45310. SEE New Castle Products.
Private dining room? KK86447. SEE New Castle Products.
Problem: To find more classrooms quickly. KK84589. SEE New Castle Products.
The proven way to effective room division. KK86361. SEE New Castle Products.
Recipes that make cooking a pleasure ... KK91512. SEE Club Aluminum Products Company.
The right size for any need. KK85195. SEE New Castle Products.
Ripon profit boosters from the new full line. SEE Ripon Knitting Works.
See how Modernfold magic brings dead corners to life. KK85694. SEE New Castle Products.
See what Modernfold magic can do for your kitchen. KK81253. SEE New Castle Products.
Simple, space saving passage closure. KK86461. SEE New Castle Products.
Space savers, cost savers, sales builders. KK81596. SEE New Castle Products.
Spacemaster beauty is more than skin deep ... KK85466. SEE New Castle Products.
A test that disproves an old insulation belief. KK85748. SEE Wood Conversion Company.
What a wonderful way to serve coffee. KK80892. SEE Club Aluminum Products Company.
When is the basement not a basement? KK85781. SEE Wood Conversion Company.
When you build your home, there are some things you must not skimp on. KK89299. SEE Wood Conversion Company.
Your attic can be a lovely spot. KK85783. SEE Wood Conversion Company.

Buckley, Andrew Forrest, and Jennie Colean Buckley, d.b.a., and sole owners of Coleman Controls. SEE Coleman Controls.

Buckley, Jennie Coleman, and Andrew Forrest Buckley, d.b.a., and sole owners of Coleman Controls. SEE Coleman Controls.

Budd, Montgomery R.
News about Toxophene in Mississippi. KK95316. SEE Hercules Powder Company.
News about Toxophene In the Rio Grande Valley ... KK85177. SEE Hercules Powder Company.

Bultner, Carl.
Mr. Topper, super soda jerker. KK5168. SEE Towne Talk Company.
BULLDOG PALLET COMPANY.  They're not hounds for finding out lines, and they're not hounds for hunting wolves, but they sure are hounds for punishment. Bulldog pallet, built to take it. (Wooden pallet) Folder. Appl. author: Frank F. Newton. © 11Mar53; KK83182.


Complete new Bulero spring newspaper mat service. Pamphlet. © 19Mar53; KK83456.

For big-time sales and satisfied customers too. Hitch your wagon to the star in the low-priced fine watch field. Westfield, a product of the Bulero Watch Co. Pamphlet. © 19Mar53; KK83455.

BUNDAS, RUDOLPH. Heidelberg jumbo quart. KK64986. See Columbus Breweries, Inc.


This is new Bundy wall ceiling radiant heating. Here's new heating that puts other types to shame for comfort, cleanliness and economy. (Metal tubing) Adv. from House beautiful, April 1953, p. 109. Appl. author: Brooke, Smith, French & Dorrance, Inc. © 20Mar53; KK83725.

This is new Bundy wall ceiling radiant heating. Here's an wonderful new wall heating that puts other types to shame for comfort, cleanliness and economy. (Metal tubing) Adv. from House beautiful, April 1953, p. 23. Appl. author: Brooke, Smith, French & Dorrance, Inc. © 20Mar53; KK83726.

This is new Bundy wall ceiling radiant heating. Imagine home heating so comfortable, clean and inexpensive. It's like heat in the sun on your ceiling. (Metal tubing) Adv. from Better homes and gardens, Mar. 1953, p. 121. Appl. author: Brooke, Smith, French and Dorrance, Inc. © 30Mar53; KK83736.

BUNCHAM, GOULEY R., d.b.a. INSPECTORS SEA FOOD COMPANY. SEE Inspectors Sea Food Company.

BURDEN, WILLIAM WILSON. Broaching practice. KK64987. See National Broach and Machine Company.

BURESS, A. W., GERALD KOLAN, THOMAS CONLEY, R. A. MANNING, J. J. RALPH, AND WARD LEARY, composing the firm WIFEX INDUSTRIAL TOWEL SERVICE COMPANY. See Wifex Industrial Towel Service Company.

BURKOPPER, KENN H., ADIE R. ODENBURG, AND KENNETH J. WILBRUNK, d.b.a. KRAEG GAMES. SEE Krag Games.

BURGESS VIBRATIONS, INC. @. Garden spraying easy with this new low-priced all-purpose Burgess electric sprayer. Streamer. Appl. author: Carl L. Sorenson. © 6Mar53; KK83550.

BURGESS VIBRATIONS, INC., ©. Here it is at last. A special paint for spraying. BVI all-purpose annual type, spray paint. Form 8V-1. Sheet. Appl. author: Carl L. Sorenson. © 6Mar53; KK83550.


H. Company. Magl-10. For the home ... For the car. (Upholstery cleaner) Label. C-H Co. (Richard Hammer) © 6Jun53; KK86330.

CABANY, MILDRED. See Cabany Products, Inc.

CABANY PRODUCTS, Inc. ©. After market freshens, deodorizes, and sanitizes the air in your home. 12 fluid oz. Label. Appl. author: Mildred Cabany. © 1Jan53; KK86560.


CAKE, BENJAMIN F. Junior Phillies fresh-packs. Sheet. KK84073.


CALGON, Inc. ©. Calgon for dispersion. (Glassy phospho- rate dispersing agent) Sheet. 7Jan53; KK81139.

Instruction booklet for installation and use of the no. 2 Micronet feeder. (Mechanical mechanical feeder,) Folder. © 12Jan53; KK81134.

Instruction booklet for installation and use of the no. 6-0 Micronet Pump Feeder 20 jet. 7Jan53; (in notice: 1952; KK81134.

Refrigeration salt brine corrosion control with Ranox. Folder. © 20Apr53; KK84709.

Zetoom cleans water softeners. Folder. © 23Mar53; KK85362.


CALIFORNIA PHONE MARKETING PROGRAM ©. Fun Fare. Pass around the treat that's naturally sweet, today's luscious prunes from California. Adv. from San Francisco examiner, Feb. 6, 1953, p. 5. © 15Apr53; KK82069.

Help yourself to energy. Reach for the treat that's naturally sweet, Prunes, the California wonder fruit. Adv. from the Pictorial review, San Francisco examiner, Apr. 12, 1953, p. © 12Apr53; KK85504.

Magic helps of energy. Anytime's the time for prunes, the California wonder fruit. Adv. from San Francisco examiner, Jan. 16, 1953, p. 5. © 15Jan53; KK85790.

This week, discover the California wonder fruit. Concentrated energy, luscious so many ways ... California prunes. Adv. from Sunday pictorial review, San Francisco examiner, Jan. 16, 1953, p. 5. © 15Jan53; KK85790.

CALLAHAN, PAUL L. Presenting Tuscon farm pineapple wallpapers. KK60621. See Rembrandt Steel Corporation. Tucson Steel Division.


CAMECHE (CAHL) ADVERTISING, INC. Burley tobacco varieties to meet grower's problems. KK81377. See American Tobacco Company.

Control plant bed insects to produce better tobacco. KK81497. See American Tobacco Company.

Crop rotation builds soil for higher Burley quality. KK82665. See American Tobacco Company.

Diagnosing plant diseases helps flue-cured growers. KK81606. See American Tobacco Company.

Field fertilization for flue-cured tobacco. KK81634. See American Tobacco Company.

Good field cultivation promotes tobacco growth. KK81605. See American Tobacco Company.
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CANNERY (CARL) ADVERTISING, INC.  Cont'd.  
Harvest and grade carefully for greater tobacco profits.  KK86790.  SEE American Tobacco Company.  
Laboratory evaluation leads to better tobacco.  KK87595.  SEE American Tobacco Company.  
Method of handling influences Burley quality.  KK98797.  SEE American Tobacco Company.  
Recognize deficiencies early to avoid inferior burley.  KK86599.  SEE American Tobacco Company.  
Seeding and fertilizing tobacco plant beds.  KK98157.  SEE American Tobacco Company.  
Tobacco growers have come to rear black shank.  KK98069.  SEE American Tobacco Company.  
Tobacco plant spacing.  KK87954.  SEE American Tobacco Company.  
CAMERON, JACK, d.b.e., DE-STROY LABORATORIES.  SEE De-Stroy Laboratories.  
CAMPBELL, CHARLES LARDON.  Auxilary parts.  KK52756.  SEE Centrifug Corporation.  
High efficiency Centrifug separation.  KK87257.  SEE Centrifug Corporation.  
Internal purifiers ... KK87555.  SEE Centrifug Corporation.  
CAMPBELL, ELAINE.  Beatrice Cooke's realistic adventures.  KK95560.  SEE Beatrice Foods Company.  
CAMPBELL-EDWALD COMPANY, INC.  Doing double duty for Bandali.  KK85164.  SEE Rheem Manufacturing Company.  
Every Rheem Imperial water heater carries a 10-year warranty ... KK85662.  SEE Rheem Manufacturing Company.  
It's a really new gravity furnace.  KK87196.  SEE Rheem Manufacturing Company.  
Feltie found the key to better packaging ... KK86545.  SEE Rheem Manufacturing Company.  
Mrs. Tucker's foods get dependable shelf stability.  KK85157.  SEE Rheem Manufacturing Company.  
A new advertising medium, another Rheem first.  KK98165.  SEE Rheem Manufacturing Company.  
A royal combination.  KK83183.  SEE Rheem Manufacturing Company.  
Save as much  as 4 9/10 of calcule time.  KK85704.  SEE Burroughs Adding Machine Company.  
Sitting pretty.  KK83162.  SEE Rheem Manufacturing Company.  
There are Rheem water heaters to fit any home.  AS8999.  SEE Rheem Manufacturing Company.  
Tips on selling furnaces.  SEE Rheem Manufacturing Company.  
Tips on selling homes.  KK83166.  SEE Rheem Manufacturing Company.  
Tips on selling homes, remember below is the boss.  KK93569.  SEE Rheem Manufacturing Company.  
Tips on selling water heaters.  SEE Rheem Manufacturing Company.  
Wesdon sells as it ships with Rheem's 55-gallon poster drums.  KK86136.  SEE Rheem Manufacturing Company.  
Why sell unknown water heaters ... KK83690.  SEE Rheem Manufacturing Company.  

CANADIAN INDUSTRIES, LTD.  Office.  It is easy living when you knit with mothproof, shrinkfree, long-lasting nylon yarn.  (Nylon garments)  Adv., Canadian home journal, Mar. 1950, p. 11.  ©1Mar50; KK89197.  
CANADIAN SCHOLOGY, LTD.  Office.  Proof of perfection, as conceived by famous artist Porsch, Photograph.  KK98795.  See American Tobacco Company.  
CANALZ, PHARMACEUTICAL COMPANY.  Canalz laboratory tested products.  KK88009.  ©10Mar53; KK82000.  
CANNON MILLS, INC.  Office.  Be your own decorator with Cannon's go-together colors.  (Cannon towels, sheets, blankets, bedspreads and draperies are designed ... Adv. from Life, Apr. 27, 1953, p. 22-23.  Appl. author: Young & Rubicam, Inc.  ©27Apr53; KK85549.  
6 wonderful reasons for putting Cannon percales on your bed.  Any type of bed.  KK83152.  Appl. author: Young & Rubicam, Inc.  ©1Mar53; KK84613.  
Why are Cannon Durabilit percales a better buy than heavy-duty muslin?  (Sheets)  Adv. from Hotel management, Apr., 1953.  Appl. author: Young & Rubicam, Inc.  ©10Apr53; KK86663.  
CAN-PRO CORPORATION.  Particular services of today pref for the M-l flight leader, military designed ... (Flight bags)  Folder.  ©23Apr53; KK83788; KK86663.  
CANNON PRODUCTS CORPORATION, a.k.a. CAN-PRO CORPORATION.  SEE Can-Pro Corporation.  
CAPLIN, ALFRED G.  Lill' Abner.  SEE United Feature Syndicate, Inc.  
CAPPERS PUBLICATIONS, INC.  Cont'd.  There is proof positive that Capper's farmer concentrates on the best farms in America.  (Magazine)  1 v.  ©30Aug52; KK85567.  
Sales are high in Mid-America because merchandising moves with every issue of Capper's Farmer.  (Advertising)  Folder.  ©15Jun53; KK86753.  
CARING, ALFRED H.  Dritz Duo-Rip sewing tweezers and ripper.  SEE Dritz (John) and Sons.  
Dritz needle cushion.  KK81052; KK82001.  
Dritz tailor's chalk pencil.  KK89486.  SEE Dritz (John) and Sons.  
Refill for Dritz tailor's chalk pencil.  KK89486.  SEE Dritz (John) and Sons.  
CARL, GEORGE K., proprietor, OXFORD PRINTING COMPANY.  SEE Oxford Printing Company.  
CARLOS, GEORGES.  Animal art library no. 3637.  KK80852.  SEE Platt and Munk Company, Inc.  
CARLSON PRODUCTS COMPANY, INC.  Cont'd.  Makes ironing easier.  St-pute ironing board cover fasteners.  Label.  Appl. author; Tom Hall.  ©22Jun53; KK8105.  
CARNATION COMPANY.  How to give exciting new flavor to an old favorite Kardi Green macaroni & cheese. Carnation performs cooking miracles not possible with any
CAROLINA CHEMICALS, INC.®


CASTLETON FABRICS, INC.®


CASTRO CONVERTIBLES®


This week only, repeat of a sellout. Castro Convertible sofa. Adv. from the New York Sunday mirror, Nov. 16, 1952, p. 16. © 16Nov52; KK63172.

CASTRO DECORATORS, INC.®


Thro was space, to bring you more and more space. Castro Convertible means that luxurious room. (Sofa-beds) Adv. from the New York Sunday mirror, Dec. 21, 1952, p. 16. © 21Dec52; KK62339.

CASS, OSCAR HUEY®

Cass home hosting equipment to meet the trend. KK81310. SEE Cassolan Corporation, Inc.


CHISHOLM CORPORATION. SALES DIVISION. Who's excited? Everybody. Come see the car that's causing more excitement than Chrysler. Adv. Appl. author: Kraft-Brookstone, Inc. 6Dec52; KK81875.


CHUCK WAGON BRANDS, INC. Chuck Wagon brandless srip steak. 5 ozs. Label. Appl. author: Milprint, Inc. 20Nov52; KK81395.


CHRISTIAN BOARD OF PUBLICATION. Work and study packet. KK72761. See Cramblet, Wilbur H.


CHRYSLER CORPORATION. SALES DIVISION. Who's excited? Everybody. Come see the car that's causing more excitement than Chrysler. Adv. Appl. author: Kraft-Brookstone, Inc. 6Dec52; KK81875.

CHURCH, MEREDITH K. Seasons greetings to you. KK82500. See Marine's Shoreline Service.


CHURCHILL, A. JUDSON O. Chicken a la king. Ready to cook. Churchill's Net wt. 6 oz. Label. 3Jan53; KK81858.

CHURCHILL, A. JUDSON O. Chicken a la king. Ready to cook. Churchill's Net wt. 6 oz. Label. 3Jan53; KK81858.

CHURCHILL, A. JUDSON O. Chicken a la king. Ready to cook. Churchill's Net wt. 6 oz. Label. 3Jan53; KK81858.

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CATALOG OF COPYRIGHT ENTRIES

January - June

CLAIROL, INC. Cont'd.

CLARK, HARRY K.

CLARK, JAMES ANDREW.
S. F. O. enzyme screen print cleaner. KK9782. SEE Wallenstein Company, Inc.

CLARK, WILLIAM.
Detailed instructions for the removal and installation of direct action shock absorbers. KK61644. SEE Monroe Auto Equipment Company.

CLARK BROTHERS COMPANY DIVISION, DRESSER OPERATIONS, INC. SEE Dresser Operations, Inc. Clark Brothers Company Division.

CLARK GRAVE VAULT COMPANY.
Some day you will be the one to whom they turn. (Grave vaults) Adv. from the Saturday evening post, p. 120. Appl. author: Ronald S. West. © The Clark Grave Vault Co.; 7Mar53; KK68276.

CLARK MEMORIALS, INC.
The dependable name in memorials. (Monuments) Appl. author: Meadow Lee Ellis. © 1Jan55; KK82502.

CLARK-MERRIFIELD MANUFACTURING COMPANY.

CLAYTON (A. C.) PRINTING COMPANY.
Crawford label. (Shoe carton wrap) Label. © 5May53; KK66879.

CLAYTON, P. JOSEPH, sole owner, BERRY BLUE FLAME. SEE Berry Blue Flame.

COLOX CHEMICAL COMPANY.
Colox releases big new 1953 advertising campaign. (Bleach and disinfectant) Adv. from Progressive grocer, Apr. 11, 1953. Appl. author: Honig-Cooper Co. © 1Apr53; KK85000.


It takes a Colox-clean wash to satisfy me. Colox makes linens more than white, it makes them sanitary, too. (Bleach) Adv. from San Francisco call-bulletin, May 7, 1953, p. 25. Appl. author: Honig-Cooper Co. © 7May53; KK86044.

I've been proud of my Colox-clean washes for 30 years. Colox makes linens more than white, it makes them sanitary. (Bleach) Adv. from San Francisco call-bulletin, Apr. 23, 1953, p. 18. Appl. author: Honig-Cooper Co. © 23Apr53; KK85921.


Today, more than ever, Colox is America's no. 1 bleach and household disinfectant. Adv. from the Progressive grocer, June 1953, p. 110. Appl. author: Honig-Cooper Co. © 1Jun53; KK86605.


Your linens are snowy-white and sanitary too. when they're Colox-clean. (Bleach) Adv. from Woman's home companion, Feb. 1953, p. 48.

CLOSE, H. EARL.
Dependable, economical winter comfort. SEE Morrison Steel Products, Inc.

Corporation. Guaranteed for 10 years. KK85906. SEE Morrison Steel Products, Inc.

More ways to profit with Morrison Haly-Bower. A sectional garage door. KK85646. SEE Morrison Steel Products, Inc.

More ways to profit with Nor-Sun automatic dryers. KK85791. SEE Morrison Steel Products, Inc.

Morrison Carry-All service bodies. KK85999. SEE Morrison Steel Products, Inc.

Your home will be cleaner, healthier, happier. KK85962. SEE Morrison Steel Products, Inc.

CLOSE, PAUL D.
Simpson woodfiber products manual.

CLOUD, JESS H.
New Wilson condenser tube inserts. KK86733. SEE Wilson (Thomas C.) Inc.

CLOTHIERS.
Clad in the best. KK92399. SEE De Laval Steam Turbine Company.

CLUB ALUMINUM PRODUCTS COMPANY.


Every dish a treat with new Club Hammertone waterless cookware, Adv. from McCall's magazine, May 1953, p. 66. Appl. author: The Buchen Co. © 21Apr53; KK85141.


COAST FISHERIES DIVISION, QUAKER OATS COMPANY. SEE Quaker Oats Company. Coast Fisheries Division.

COAST-TO-COAST STORES, CENTRAL ORGANIZATION.
All store-wide fall sales. 31 p. Appl. author: Irvin Rose. © 30Oct52; KK86587.

Christmas sale; save on gifts for everyone in our 11 big departments. 11 p. Appl. author: Irvin Rose. © 30Nov52; KK86587.
COMMERCIAL PRINTS AND LABELS

The Coast-To-Coast stores plan.
150c52; KK80899.

Proof of lower prices. You save
most at East Coast to Coast Stores. (Hardware, house-
wares, sporting goods, automotive supplies...)
15Jan53; KK86558.

Sparky solves the mystery of the
black box. (Automotive batteries)
13Mar53; KK83477.

Spring selection (Hardware, housewares, sport-
ing goods, automotive supplies...)
13Mar53; KK83474.

Storewide sale. In all departments,
everything for farm, home and car.
(Hardware, housewares, sporting goods, automotive supplies...)
13Jan53; KK81957.

COBLE DARY PRODUCTS, INC. 0.
Reach for me. Coble. (Dairy products)
Yard. appl.: Howard. H. Go-
forth. 5Jan53; KK81380.
Reach for me. Coble homogenized milk.
Poster. Appl. author: Howard. H. Go-
forth. 5Jan53; KK83461.

Coca-Cola COMPANY.
Add zest to food. Have a Coke with
meals. Drink Coca-Cola. A woman
at table: (Soft drink) Adv. from
Democrat and Chronicle, Apr. 4,
1953, p. 15. Appl. author: D'Arcy
Advertising Co.; @ Coca-Cola
Co.; $282712.

Again this year you can profit with
the big holiday promotion of Coca-
Cola. (Coke, Student grades.
From food topics, Nov. 21, 1952, p.
12 & 13. Appl. author: D'Arcy
Advertising Co.; @ Coca-Cola
Co.; $282712.

At home serve Coca-Cola. A bird
house: (Soft drink) Poster.
Adv. from the Louisville
weekly, Feb. 11, 1953, p. 3. Appl.
author: D'Arcy Advertising Co.;
@ Coca-Cola Co.; $282712.

Basketball. A band standing on a
street. A long-shot artist and fam-
ous professional basketball star.
Coca-Cola. (Soft drink) Adv. from
the Louisiana weekly, Feb. 11,
1953, p. 3. Appl. author:
D'Arcy Advertising Co.;
@ Coca-Cola Co.; $282712.

Buddy Young, outstanding profes-
sional football star. Adv. Knows
how to enjoy the pause that
refreshes, with ice-cold Coca-
Cola. (Coke, Student grades.
From Courier, Apr. 25, 1953, p.
4. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Busy people pause for Coke. You hear
people say, Coca-Cola has been a
favorite for four generations.
Girls at airport fountain.
(Soft drink) Adv. from the
New York, Apr. 1953, p. 2 of cover. Appl. author:
D'Arcy Advertising Co.; @ Coca-Cola
Co.; $282712.

Campus capsers call for Coke. Com-
memorating a big day... Drink
Coca-Cola. Our Campus exercise
(Soft drink) Adv.

from the Otu Bison, May 8, 1953,
p. 3. Appl. author: D'Arcy Adver-
tising Co.; @ Coca-Cola
Co.; $2653; KK66314.

Campus capsers call for Coke. Drink
Coca-Cola. cBall sessions (Soft
drink) Adv. from Student Life,
Nov. 21, 1952, p. 5. Appl. author:
D'Arcy Advertising Co.; @ Coca-Cola
Co.; $282712.

Campus capsers call for Coke. Every-
ones favorite class... Drink Coca-Cola.
(cQuad sessions) Adv. from Hill-
dale Co.; 26Nov52; KK882736.

Campus capsers call for Coke. Every-
ones favorite... Drink Coca-Cola.
(Soft drink) Adv. from Erskine
College, Apr. 16, 1953, p. 3.
Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $27Apr53;
KK86130.

Campus capsers call for Coke. How
long can Jack be nimble? Drink
Coca-Cola. (Coke, Student grades. cBoy-
gfancy (Soft drink) Adv. from the
Wilson College press, Apr. 17,
1953, p. 3. Appl. author: D'Arcy
Advertising Co.; @ Coca-Cola
Co.; $282712.

Campus capsers call for Coke. It de-
pends on the point of view, of
course, but almost everyone enjoys
these antics. Drink Coca-Cola.
(Soft drink) Adv. from the Erskine
author: D'Arcy Advertising Co.;
@ Coca-Cola Co.; $282712.

Campus capsers call for Coke. No
capses call for Coke. No
matter if the big act goes wrong...
Drink Coca-Cola. cIce skating scene
(Soft drink) Adv. from Heights
author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. No
matter if this year's team is the
underdog. Drink Coca-Cola. cHoc-
key rally (Soft drink) Adv. from
the Philpian, Nov. 7, 1952, p.
3. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. Parties
clock when the lights are tight.
Drink Coca-Cola. cRecord sessions
(Soft drink) Adv. from Student Life,
Feb. 2, 1953, p. 2. Appl. author:
D'Arcy Advertising Co.;
@ Coca-Cola Co.; $282712.

Campus capsers call for Coke. No
matter if this year's team is the
underdog. Drink Coca-Cola. cHoc-
key rally (Soft drink) Adv. from
the Philpian, Nov. 7, 1952, p.
3. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. Re-
hearsals stretch out... Drink
Coca-Cola. cSchool dances (Soft
drink) Adv. from Student Life,
May, 1953, p. 3. Appl. author:
D'Arcy Advertising Co.;
@ Coca-Cola Co.; $282712.

Campus capsers call for Coke. The
accidents on hit-1-line at the win-
ter carnival... Drink Coca-Cola.
Winter carnivals (Soft drink)
Adv. from the Post, Feb. 5, 1953,
p. 3. Appl. author: D'Arcy
Advertising Co.; @ Coca-Cola
Co.; $282712.

Campus capsers call for Coke. The
hour hand moves fast the night
before exams... Drink Coca-Cola.
(Soft drink) Adv. from the
Flippinian, Nov. 28, 1952, p. 2.
Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. There's
bedlam in the stands when the
term is (on a march to the goal. Drink
Coca-Cola. cFootball games (Soft
drink) Adv. from Hillsdale
Co.; 2Nov52; KK84036.

Campus capsers call for Coke. There's
plenty of need for refreshment...
Drink Coca-Cola. cFootball games (Soft
drink) Adv. from the
Flippinian, Nov. 21, 1952, p. 5.
Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. There's
lots of excitement on the dance
floor. Drink Coca-Cola.
(Soft drink) Adv. from the
Flippinian, Nov. 28, 1952, p. 5.
Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. There's
plenty of need for refreshment...
Drink Coca-Cola. cFootball games (Soft
drink) Adv. from the
Flippinian, Nov. 21, 1952, p. 5.
Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. When
grades are posted, get hold of
yourself. Drink Coca-Cola. cFinal
exam results (Soft drink) Adv.
from the Campus, Dec. 17, 1952,
p. 3. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Campus capsers call for Coke. Win
the race, stay at the top. Drink
Coca-Cola. cCollege sports (Soft
drink) Adv. from the
author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

The Coca-Cola Bottling Company
of New York, Inc., salutes St.
Patrick's Day parade on TV, with
Jack McCarthy. (Soft drink)
Adv. from the Tablet, Mar. 14,
1953, p. 3. Appl. author: D'Arcy
Advertising Co.; @ Coca-Cola
Co.; $282712.

Coca-Cola is still the same price.
Drink Coca-Cola. cSoft bottle
carrot, woman shoppers: (Soft drink) Adv.
from Daily mirror, Jan. 22, 1953,
p. 3. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.

Coca-Cola is still the same price.
Drink Coca-Cola. cSoft bottle
carrot, woman shoppers: (Soft drink) Adv.
from Daily mirror, Jan. 22, 1953,
p. 3. Appl. author: D'Arcy Advertising
Co.; @ Coca-Cola Co.; $282712.


Here’s help to fill your cup. These three simple steps will help you increase traffic and add-on sales. Drink Coca-Cola, Coca-Cola salesman (Soft drink) Adv. from Super service station, Jan. 2, 1953, p. 32. Author: D’Arcy Advertising Co. © The Coca-Cola Co.; 294p53; KK8X194.

This is the refreshing way to ad. Coca-Cola, two women at autograph party (Soft drink) Adv. from Beaumont Journal, April 15, 1953, p. 16. Author: D’Arcy Advertising Co. © The Coca-Cola Co.; 294p53; KK8X194.


Users, 115 to the gallon. The soda fountain traffic leader of your store, and Coca-Cola is the profit leader at your fountain. Customers pouring out from jug! (Soft drink) Adv. from Fountain & fast food, Feb. 1953, p. 2 of cover. Author: D’Arcy Advertising Co. © The Coca-Cola Co.; 294p53; KK8X194.

Dr. safely, drive refreshed. Drink Coca-Cola. Service stations (Soft drink) Poster. Author: D’Arcy Advertising Co. © The Coca-Cola Co.; 294p53; KK8X194.


It’s a real meat, just add coke. Drink Coca-Cola, woman at table, (Soft drink) Adv. from St. Louis post-dispatch, Jan. 29, 1953, p. 10. Author: D’Arcy Advertising Co. © The Coca-Cola Co.; 294p53; KK8X194.


The pause that refreshes. Watch the folks who drink Coca-Cola ... to two ballet dancers (Soft drink) Adv. from the American girl, Apr. 1953, p. 4 of cover. Appl. author: D'Arcy Advertising Co.; The Coca-Cola Co.; 1May53; KK86494.


Roy Campanella, juggling catcher for the Brooklyn Dodgers ... Follow the champions, have a Coke and be refreshed. (Soft drink) Adv. from the Louisiana weekly, Jan. 31, 1953, p. 6. Appl. author: D'Arcy Advertising Co.; The Coca-Cola Co.; 31Jan53; KK86111.


Ted Rhodes, outstanding professional golfer ... Follow the champions, have a Coke and be refreshed. (Soft drink) Adv. from the Louisiana weekly, Mar. 29, 1953, p. 3. Appl. author: D'Arcy Advertising Co.; The Coca-Cola Co.; 2Mar53; KK81941.

There's a difference, you know, when you serve Coca-Cola. (Sidebar party; Soft drink) Adv. from Ladies' home journal, Mar. 1953, p. 139. Appl. author: D'Arcy Advertising Co.; The Coca-Cola Co.; 21Mar53; KK81941.


COE ADVERTISING AND PUBLICATIONS Now, production and profit. KK85513. SEE Prosperity Company, Inc.

Prosperity digest. SEE Prosperity Company, Inc.

Prosperity pioneer manufacturers. KK85509. SEE Prosperity Company, Inc.


COHEN, SAMUEL. Clairiel invites you to attend free educational courses on printing. KK86111. SEE Clairiel, Inc.

COHEN, SEYMOUR, AND ADLE MARKS, forming the partnership GULF STATE ADVERTISING AGENCY. SEE Gulf State Advertising Agency.

COLE, ELLEN C. Coles Wells. KK81709. SEE Cole, Selom G.


COLE BAKERIES, INC. Coles' bakeries. We strive for perfection. (Brand) Label. KK81941.


It's a Colea. These are magic words to your customers, make the most of them. (Swimsuit) Adv. from Women's wear, Mar. 19, 1953, p. 23. Appl. author: Poote, Cone & Belding. © 1Apr53; KK83650.


COLEMAN COMPANY, INC. Coleman home heating equipment to meet the trends.

COLMAN CONTROLS. The scientific method of controlling the heat. © 1950.

COLLACHIA, JAMES. Ker-Vasor street guide. KK86511.

SHOE Cal De Piano Products Company.


COLUMBIA BREWERS, INC. ©. Have a Heidelberg, the beer. Post- card. © 1953.

Heidelberg jumbo quart. Four big 8 oz. glasses. (Beer) Poster. Appl. author: Ralph Bundas. © 5Mar53; KK88962.

Smart wives have Heidelberg handy. The beer. Adv. from Western family, Mar. 8, 1953, p. 43. Appl. author: Pete's Advertising Inc. & Son. © 8Mar53; KK83871.


COLUMBIA RECORDS, INC. ©. Columbia recording development creates the most intriguing new ideas in selling. Don't write, send a $7-78. The warmth and conviction of the spoken word ... new self-mailing 7-78 promise results far beyond the scope of any printed ad we've known. Adv. from Printer's ink, Oct. 17, 1952, p. 18-19. Appl. author: McCann Erickson. © 17Oct52; KK82182.

COLUMBIA TOOL STEEL COMPANY ©. Pete just won't talk with any one but a Columbia man since he hits a production high with Superdie. (Tool steel) Adv. from American machinist, Jan. 19, 1953, p. 334. © 19Jan53; KK82797.

Switch to Columbia Tool Steel. The right one ... Adv. from American machinist, Nov. 24, 1952, p. 284. © 24Nov52; KK80485.

CONANOR, PAULINE ©. Common penny's every booby bird. (Advertising novelty) Label. © 18Sep52; KK82130.


Any wall, any floor can be done by anybody with Gold Seal. (Floor and wall covering) Adv. from Life, Mar. 19, 1953. Appl. author: McCann-Erickson, Inc. © 1Apr53; KK86290.

Any wall, any floor can be done by anybody with Gold Seal. (Floor and wall covering) Adv. from Life, Mar. 19, 1953. Appl. author: McCann-Erickson, Inc. © 1Apr53; KK86290.

CONGO WORLD SHOE AND LEATHER COMPANY ©. See also Bostonian Shoes.

CONGOLEUM-NATIONAL, INC. ©. And still they thrive new exciting patterns in famous Gold Seal Congoleum, with the 8-cost thicknesses, Placemats, place-mats, and walls. Adv. from Look, April 21, 1953. Appl. author: McCann- Erickson, Inc. © 1Apr53; KK86290.

Any wall, any floor can be done by anybody with Gold Seal. (Floor and wall covering) Adv. from Life, Mar. 19, 1953. Appl. author: McCann-Erickson, Inc. © 1Apr53; KK86290.

The big news at the markets will be made by all that's big and new in Gold Seal floors and walls. (Floor & wall covering) Adv. from National furniture review, Jan. 1953, p. 2 of cover. Appl. author: McCann-Erickson, Inc. © 1Jan53; KK86261.


Congowall's covered with sell, sell, sell. (Floor and wall covering) Adv. from Retailing daily, April 17, 1953, p. 19. Appl. author: McCann-Erickson, Inc. © 17Apr53; KK81589.


Easy on the eyes, ears, feet, and budget. The straight "A" answer to the school floor covering problem is ... Gold Seal Nairn Inlaid Linoleum. Adv. from the Nation's schools Oct. 1952, p. 127. Appl. author: McCann Erickson. © 1Sep52; KK81893.


Easy on the eyes, ears, feet, and budget. The straight "A" answer to the school floor covering problem is ... Gold Seal Nairn Inlaid Linoleum. Adv. from the Nation's schools Oct. 1952, p. 127. Appl. author: McCann Erickson. © 1Sep52; KK81893.

Easy on the eyes, ears, feet, and budget. The straight "A" answer to the school floor covering problem is ... Gold Seal Nairn Inlaid Linoleum. Adv. from the Nation's schools Oct. 1952, p. 127. Appl. author: McCann Erickson. © 1Sep52; KK81893.

Easy on the eyes, ears, feet, and budget. The straight "A" answer to the school floor covering problem is ... Gold Seal Nairn Inlaid Linoleum. Adv. from the Nation's schools Oct. 1952, p. 127. Appl. author: McCann Erickson. © 1Sep52; KK81893.

Easy on the eyes, ears, feet, and budget. The straight "A" answer to the school floor covering problem is ... Gold Seal Nairn Inlaid Linoleum. Adv. from the Nation's schools Oct. 1952, p. 127. Appl. author: McCann Erickson. © 1Sep52; KK81893.
2 hospital blasts kill 2 patients... Don't let this happen to you. Make your surficial areas safer with Gold Seal Nairn inlaid linoleum. Adv. Appl. author: McCann-Erickson, Inc. © 1953.


What's so only about Gold Seal Nairn inlaid linoleum? It's the only genuine inlaid linoleum developed, tested and proved for installation over on-grade concrete. Adv. from Architectural record, May 1953, p. 120. Appl. author: McCann-Erickson, Inc. © 1953.

We've heard you haven't heard about this. See for yourself what's happening to the Gold Seal line. Get the whole Gold Seal story at the local retail store. (Floor and wall covering) Adv. from Retailing daily, Jan. 6, 1953. Appl. author: McCann-Erickson, Inc. © 1953.


CONLEY, THOMAS, R. A. WINNING, J. J. MASON, WARD, A. W. BURGESS, AND GERALD NOLAN, composing the firm WIPFX INDUSTRIAL TOOL SERVICE COMPANY. SEE WIPFX Industrial Tool Service Company.

CONLEY, BALZER, PERTTER AND STERNAD. Dress up your windows with aluminum Tension-tite fabric, to best bulbs, decks, etc. KK8578. SEE Hondry (C. J.) Company.

CONFINED, LEONARD. How to install type TC Tension-tite screens. KK8668. SEE Rider-Leng Company.

CONSOLIDATED Steel Cast COMPANY. Tide Tension-tite etc.-breath. KK8526.5. SEE Hondry (C. J.) Company.

CONSERVATED TEX COMPANY, CONSOLIDATED IRON-STEEL MANUFACTURING COMPANY. SEE Consolidated Iron-Steel Manufacturing Company. Conso Cast Ware Division.


CONSOLIDATED OIL COMPANY. Consolidated Oil Co. (Distributing oil) Label. Post to Yoshida, d.b.a. Consolidated Oil Co.; 2Apr53; KK85069.

CONSOLIDATED PRODUCTS COMPANY. Al Schloct says: Here's how we hatch Karoites only by using semi-solid E Emulsion. (Baby chick feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 1Jan55; KK85967.


40 Golden Acers by Roscoe Pollitt. Both ends of our production line can be seen in operation this month at our semi-solid demonstration farm in Iowa. (Animal feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © Feb55; KK82976.

40 Golden Acers by Roscoe Pollitt. A picture is worth a thousand words, maybe more when I write the words. After we ran the winter scenes from the Semi-Solid demonstration farm in this space last month ... Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 2Jan55; KK83021. Frode Roth Greenan says: Here's how I know this egg will hatch. Semi-solid E Emulsion. Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 2Mar53; KK82666.

Get your free trial Sparx and the new dried Sow Emulsion at these dealers. You'll know doubtful pigs alive and kicking. (Hog feed) Sheet. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 2Jan55; KK83206.

Keff-A costs less to feed than other milk replacers, and raises better calves than whole milk. Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 16Dec52 (in notice: 1952); KK82547.

Keff-A costs less to feed than other milk replacers, and raises better calves than whole milk says Louis Schloss. Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 2Feb53; KK82626.


Way did this sow farrow 6 pigs last spring, 6 pigs last fall? Now dried Sow Emulsion. (Hog feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, Inc. © 17Jan55; KK82179.

CONSTABLE, JAMES CURTIS. Another new IBM electronic development for business. KK44595. SEE International Business Machines Corporation.

The IBM electronic data processing machines. KK45982. SEE International Business Machines Corporation.

The new IBM accumulating reproducer. KK46593. SEE International Business Machines Corporation.

The new versatile IBM printing equipment punch. KK54956. SEE International Business Machines Corporation.


CONSTANTINE, DOROTHY. 1/3 less water than candy mixes. SEE Weafer Oil and Snowdrift Company, Inc.

CONTAINER CORPORATION OF AMERICA. Land L Lakes cherry vanilla ice cream. (Carton Label) © 3Feb53; KK82636.

Roney's Real Rich orange sherbet. (Carton label) © 17Feb53; KK82537.


It's the spices you use that give flavor to your... Another of Continental's 76 Flavor-tested menu products... Adv. From American restaurant magazine. Appl. author: Western Advertising Agency. © 10Dec52; KK81061.

CONTINENTAL FOODS, INC. Continental vegetable soup with no preservatives. Sopa de verduras can be frozen with no preservatives. Sopa preparada, can ser congelada. Label. © Continental Foods, Inc. (a.s.); © 2Feb51; KK83310.


We got a but oh so tender. Combining ruggedness on the hoof... Oil plate with Conoco super motor oil. Adv. From the new haven evening post, July 5, 1952. Appl. author: Geyer Advertising, Inc. © 2Jul52; KK83122.

I got Conoco's new 1-2-3 50,000 miles no wear service. Drive to your nearest Conoco mileage merchant... (Oil) Adv. From Salt Lake telegraph, June 24, 1952, p. 17. Appl. author: Geyer Advertising, Inc. © 2Jul52; KK86036.

I got Conoco's new 1-2-3, 50,000 miles no wear service. Here is a proven, tested way to help your...
engine perform better... 

| Commercial Prints and Labels | 39 |

I got Conoco's new 1-2-3, 50,000 miles no wear service. Now smart helper engines last longer... 

*COMMERCIAL MAN* Appl. Salesman, 1952, got it. Ad from Joplin, newspaper, Seagoing Team 50,000 miles, 6-7. (Oil-plate) Adv. from Conoco, petroleum, 1952, got it. Ad from Joplin, newspaper, "What the smart helper engines do..."

**CONVERTED RICE, INC.** The fluffy rice, Here's rice that stays fluffy even in the refrigerator. Uncle Ben's converted long grain rice. Adv. from Life, Jan. 11, 1952, p. 55. © 1952; KK83105.

**COOK, CECILIA** See Cook, James.

**COOK, JAMES** From Cook's Cookery, (Foodstuffs) Label. © 1952; KK80981.

**COOK, PAUL E.** Hl. Sav-A-Step shopping list. (Super market merchandise) Sheet. © 1953; KK82286.

**CORMS, ROBERT S.** The night was dark, his lights were dim, but he could still see Luma-Rim. KK82286. See Luma-Rim Corporation.

**COOPER, BENJAMIN** Carbon monoxide detector. KK8111. See Taller and Cooper, Inc.

**CORDES, LOUIS O.** Pin curl foundation, step by step. Styling and construction follow. Hair style sketches) 6 sheets. © 1952; KK85043.

**CORNELL-DURKILLER ELECTRIC CORPORATION** Engineering bulletin. (Capacitors) Sheet. © 1952; KK82286.


CORO, INC. © Cont'd.

Her jewels. CoroCRAFT, of course. 


CORNOHAD, JESUS.

Mole en polvo, suave. KK82846. SEE Jacques (Clemente) y Companys, S. A.

CORREA, SACARAO.

Lincoln Medical presents the Alpha one ton de luxe ambulance... KK94102. SEE Lincoln Medical Supply Company.

COSMO, INC. ©


COSTA, ANTHONY E. ©

Atomak Ann, every day wonder soap for the use of agricultural, industrial and household workers, garages, etc. (Hand soap) Label. © 27Mar53; KK81010.

COTTAGE PRODUCTS, INC. ©


COTTON CLUB BOTTLING COMPANY.


COTE, LOUIS C.

Super Thermo-Base... KK85220. SEE Gerwin Industries, Inc.

COTY, INC. ©

Coty gifts trimmed at no extra cost. (Toliettries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 10Dec52; KK88116.


Introducing Body Beautiful hormone lotion, the finest hormone lotion to help you look your best. Adv. Appl. author: Franklin Bruck Advertising Corp. © 8Jan53; KK88116.


GRIP, EARNEST C.

Beautiful ornaments for home, farm, cottage. KK85555. SEE Independent Protection Company, Inc.

CROCKET (H. S.) COMPANY, INC.


CROSS, RALPH E. SEE Cross Company.

CROSS COMPANY.


CROWN-ZELLERBACH CORPORATION ©

Daddy's particular, too. He likes the special softness of facial quality Chiffon. (Toliet tissue) Sheet. © 1May53; KK86010.

cFruit sticks (Frozen food wrapper) Sheet. © 1Apr53; KK83286.

For particular people like me and you - only quality Chiffon will do. (Toliet tissue) Sheet. © 1Apr53; KK83114.

Mommy says I'm special, only facial tissue Chiffon will do. (Toliet tissue) Adv. © 1Apr53; KK82563.

New, powder-puff softness in Zee toliet tissue. Ad made. 7-12. ZE. Sheet. © 1Dec52; KK87766.

New powder puff softness in Zee toiliet tissue. Softer than ever before. more absorbent than ever before. Ad. no. 713-ZT. Sheet. © 1Dec52; KK87916.

[Representation of a pie] (Frozen food wrapper) Label. © 1Feb53; KK82845.

[Representation of blueberries] (Frozen food wrapper) Label. © 1Mar53; KK88518.

[Representation of cauliflower] (Frozen food wrapper) Label. © 1Mar53; KK88518.

[Representation of chicken drumsticks] (Frozen food wrapper) Label. © 1Mar53; KK88519.

[Representation of mashed potatoes in a bowl] (Frozen food wrapper) Label. © 1Mar53; KK87502.

Stock 2, small fish fillet. (Frozen food wrapper) Label. © 1Apr53; KK85147.

CROUSE, B. C. COMPANY, INC. ©


CROCKET, HOWIAL, GLEN WARREN, and WAI CHANG, forming the partnership CENTER PRODUCTIONS. SEE Center Productions.

CUDAHY BEAKERS COMPANY ©

Patrick Cudahy sliced bacon (Peacock brand) No. wt. one pound. Label. Appl. author: D'Forest Sackett. © 17Nov51; KK85942.

CUDAHY PACKING COMPANY.


Culligan, the greatest name in soft water service. Adv. from the Saturday evening post, Apr. 25, 1953, p. 13; Appl. author: Alex T. Franz, Jr. © 22 Apr 53; KK85143.


How to eliminate milk stone. Culligan soft water service and Cul-Brite, the can-washing compound. Folder. Appl. author: Alex T. Franz, Jr. © 15 Jan 53; KK81349.


The perfect dishwatering team. Culligan soft water and Cul- Sheen, the soft water washing compound. Folder. Appl. author: Alex T. Franz, Jr. © 16 Apr 53; KK81565.

We are sorry your Culligan serviceman called and found you not at home. Culligan soft water service. Card. Appl. author: Herbert P. Hamblet. © 22 Apr 53; KK82650.

You cover the water front. Culligan. (Water softening, conditioning and treating service, and washing and cleaning compounds) 11 p. Appl. author: Alex T. Franz, Jr. © 5 Mar 53; KK83445.

CULLIGAN ZELLITE COMPANY Culligan serves all your water conditioning needs. You can enjoy Culligan soft water service. Adv. from the Sockite life, Sept. 18, 1952, p. 5; Appl. author: Alex T. Franz, Jr. © 18 Sep 52; KK83201.


Drink cold milk. KK58498. See Monitor Process Corporation.


CUNNINGHAM AND WALISH, INC. All over America, smokers are chang- ing to Chesterfield; See Liggett and Myers Tobacco Company.

Are you overlooking this gold mine? KK67215. See International Silver Company, Holmes and Edwards Division.

Ask me any time ... KK62655. See Liggett and Myers Tobacco Company.

Chesterfield is best for you. See Liggett and Myers Tobacco Company, inc.

Chesterfield is my cigarette, has been for years. KK58756. See Liggett and Myers Tobacco Company.

Choice of young America, Chester- field. £3000000. See Liggett and Myers Tobacco Company.

Distinctive, with a truly different flavor and aroma, extra mild. Fatima continues to grow in favor among king-size cigarette smokers everywhere. KK61335. See Liggett and Myers Tobacco Company.

Don't you want to try a cigarette with a record like this? KK86555. See Liggett and Myers Tobacco Company.

Extra mild and soothing smoke. KK82691. See Liggett and Myers Tobacco Company.

Fatima tips on TV channel 4-2-5. See Liggett and Myers Tobacco Company.

From experience comes faith. See Squibb (E. N.) and Sons.

From the Holmes & Edwards collection of sterling inlaid silverplate. See International Silver Company, Holmes and Edwards Division.

The Holmes & Edwards collection chest starts the sale. KK81459. See International Silver Company, Holmes and Edwards Division.


It's terrific, it has helped us in our selling. KK84990. See International Silver Company, Holmes and Edwards Division.

I've been a two-pack-a-day man for fifteen years ... KK82895. See Liggett and Myers Tobacco Company, inc.

Just as I've told you on our Drag-net shows ... KK84110. See Liggett and Myers Tobacco Company.

New Pete Petropolous. KK57195. See Liggett and Myers Tobacco Company.

New, a 1-2 selling punch for extra silverplate sales. KK64578. See International Silver Company, Holmes and Edwards Division.

Now scientific evidence on effects of smoking. See Liggett and Myers Tobacco Company, inc.

Now send our servicemen Chesterfield KK68251; See Liggett and Myers Tobacco Company.

Simple arithmetic. KK84579. See International Silver Company, Holmes and Edwards Division.

Spring into action KK81168. See International Silver Company, Holmes and Edwards Division.

They satisfy and how ... See Liggett and Myers Tobacco Company.

Time = money. KK65428. See International Silver Company, Holmes and Edwards Division.

Wanted. Silverplate with the look and feel of sterling. KK82350. See International Silver Company, Holmes and Edwards Division.

We hope you found in '52 that your brightest star was the Holmes & Edwards collection. KK58999. See International Silver Company, Holmes and Edwards Division.


Why is the Holmes & Edwards collection your easiest way to extra sales and profits? KK81011. See International Silver Company, Holmes and Edwards Division.

Years ahead of them all. See Liggett and Myers Tobacco Company.

You'll catch more silverplate sales in less time ... KK86566. See International Silver Company, Holmes and Edwards Division.

CURRAN, CURRIE AND APPLIANCE COMPANY Curran cleaning job is your best bet for a more efficient, cleaner and safer heating system. Folder. © 19 Jun 53; KK86909.

Curanaucoler, plus your window fan, air conditions your home. Amazing comfort. Folder. © 3 Jun 53; KK86910.


CURTS, LLOYD M., d.b.a. CURTS-PULSE LABORATORIES. See Curtis-Pulse Laboratories.

CURTS-PULSE LABORATORIES. January 1953 products and prices. Including enough information to adequately describe each product, ... Pharmaceutical chemist to the veterinary profession since 1928. 33 p. © Lloyd M. Curtis, d.b.a. Curtis-Pulse Laboratories; 1 Mar 53; KK85219.

CUSTON FINISHERS GUILD. For the enchantment of beautifully beewaxed wood. Finish Feeder with beeswax, the only feeder polish for furniture. Adv. from Antiques, May 1953, p. 419. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 1 Dec 52; KK85121.

This is the season to cash in on sales of Finish Feeder with beeswax, the unique Finisher polish for furniture. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 2 Apr 53; KK85211.


DADAIAN, CHARLES. Components for the electronic field. KK62096. See Electronic Parts Manufacturing Company, Inc.

DAHLBERG, CARL. See Dahlberg Machinery Company.

DAHLBERG MACHINERY COMPANY. Dahlberg's garage conveyor system, and 1953 slick Hall catalog of fittings, no. 5. Folder. Appl. author: Carl Dahlberg. © 16 May 53; KK85227.

DAIRY QUEEN COMPANY Dairy Queen, D. Q. to you. (Dairy products) Folder. © 25 Feb 53; KK85297.

DAIRY QUEEN NATIONAL TRADE ASSOCI- ATION. Call for the cone with the curl on top, Dairy Queen tastes better. (Whole milk and sweet cream frozen milk,)
CATALOG
Jan.-June


Choose your flavor malt or shake. Dairy Queen tastes better. (Whole milk and sweet cream frozen food) Adv. from Poteau news, Apr. 2, 1953, p. 7. Appl. author: Kenneth D. Warren. © 2Apr53; KK65504.


Dairy Queen is back, and you'll love it. In cones, sundaes, malts ... (Whole milk, sweet cream and frozen food) Adv. from Southern Illinoisan, Carbondale, Ill., Mar. 17, 1953, p. 15. Appl. author: Kenneth D. Warren. © 17Mar53; KK65501.


Specifications for standard Dairy Queen store lot and roof signs. Dairy Queen. (Whole milk and sweet cream frozen food) Sheet. Appl. author: Ken Warren. © 15Jan53; KK65769.


The week's special. Special butter pecan sundae. Dairy Queen tastes better. (Whole milk and sweet cream frozen food) Adv. from Fairfield daily ledger, Apr. 10, 1953, p. 3. Appl. author: Kenneth D. Warren. © 10Apr53; KK65520.


DIAIRY MILLERS LEAGUE, CO-OPERATIVE ASSOCIATION, INC. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 16Mar52; KK65632.


DAN SEE PRETZEL AND POTATO CHIP COMPANY.

Dan Dee Old Dutch pretzel stick. Label. © The Dan Dee Pretzel & Potato Chip Co.; 15Sep52; KK60110.

Dan Dee Old Dutch thin pretzel. Label. © See Pretzel & Potato Chip Co.; 22Sep52; KK61911.

DANA FERRENS, INC. (Ornamental iron & black) Fashions. (Whole iron) Prod. label. © Dana Ferrens, Inc. KK63800. SEE Consolidated Products Company.

DANGERFITZGERALD-SAMPLE, INC.

Al Scholl says ... Consolidated Products Company. Ambrose Brownall says ... KK63800. SEE Consolidated Products Company.

LAU GOLDEN ACRES by Bosco Pollitt. SEE Consolidated Products Company.

Fredsbo Roth Greene says: Here's how I shook this egg last time. KK62856. SEE Consolidated Products Company.

Nuggets from LAU Golden Acres. KK65550. SEE Consolidated Products Company.

Get your fries,erial spary and the new deled Sun Boulion at these dealers. KK52930. SEE Consolidated Products Company.

Kauf-A costs less to feed than other milk replacers, and raises better calves than whole milk. SEE Consolidated Products Company.

Sends your pigs through weaning. KK56566. SEE Consolidated Products Company.

Why did this sow farrow 6 pigs last spring, lh pigs last fall? KK62176. SEE Consolidated Products Company.

DARWIN, JACK

Florida Fashions direct-by-mail to you, for greater savings. KK52558. SEE Florida Fashions.

Florida Fashions glamorous midsummer styles ... KK62509. SEE Florida Fashions.

Florida Fashions see bulletin. KK62314. SEE Florida Fashions, inc.

New, exciting Fashions for now, for Easter, and right thru summer. KK62343. SEE Florida Fashions, inc.

New styles for spring 1953. KK62311. SEE Florida Fashions, inc.

DANT, PETER.


Diana, introducing the newest in Pre-Kut classic designs. (Ornamental iron) Sheet. Appl. author: Philip Carl Lindman. © 2Mar53; KK65565.
For Valentine's Day, your party guests will welcome Coke. KX92756. SEE Coca-Cola Company.

For your holiday week end, have enough Coke. KX92595. SEE Coca-Cola Company.

Fountain of youth? KX94261. SEE Coca-Cola Company.

Game, set, Coke. Active people pace themselves, pause now and then to relax ... KX93284. SEE Coca-Cola Company.

The gift for thirst. SEE Coca-Cola Company.

A gift of beauty - a joy forever. KX90744. SEE Glenmore Distilleries Company, Inc.

Goose Tatum, court showman and world famous basketball star ... KX91093. SEE Coca-Cola Company.

Have a Coke, it's the refreshing way to shop. KX91286. SEE Coca-Cola Company.

Have a Coke says: Take your time. KX96626. SEE Coca-Cola Company.

Have a Coke when you shop, take a carton home. KX91496. SEE Coca-Cola Company.

Here's help to fill 'er up. KX94416. SEE Coca-Cola Company.

Home-grown fun has lots of flavor. KX91474. SEE Coca-Cola Company.

Hospitality all over town. KX91544. SEE Coca-Cola Company.

Hospitality can be so easy. KX91474. SEE Coca-Cola Company.

I'd love it. KX53657. SEE Coca-Cola Company.

I find ice-cold Coca-Cola, good, wholesome refreshment. KX91474. SEE Coca-Cola Company.

It is a happy birthday of our service to you. KX92743. SEE Coca-Cola Company.

It's refreshing, so refreshing in the Switzerland of the Caribbean. KX94244. SEE Coca-Cola Company.

Jesse Owens, Olympic track and field star ... KX90915. SEE Coca-Cola Company.

A little minute for a big rest. KX54625. SEE Coca-Cola Company.

Make it a real meal, just and Coke. KX90515. SEE Coca-Cola Company.

There's a silver lining to the day. KX59448. SEE Coca-Cola Company.

Nice work and you can get it. KX91094. SEE Coca-Cola Company.

Nurses at New Orleans’ Flinthood-Ridge Hospital pause for refreshment with ice-cold Coca-Cola. KX91544. SEE Coca-Cola Company.

Of course, any time is time for Coca-Cola ... KX95631. SEE Coca-Cola Company.

The pause that refreshes. KX91615. SEE Coca-Cola Company.

Play refreshed, have a Coke. KX91943. SEE Coca-Cola Company.

Roy Campanella, slugger catcher for the Brooklyn Dodgers ... KX94916. SEE Coca-Cola Company.

Salesmen in print for December. KX91457. SEE Coca-Cola Company.

Salesmen in print for January. KX94250. SEE Coca-Cola Company.

The pause that refreshes. KX91615. SEE Coca-Cola Company.

Salesmen in print for February. KX91457. SEE Coca-Cola Company.

Salesmen in print for March. KX91457. SEE Coca-Cola Company.

Salesmen in print for May. KX965191. SEE Coca-Cola Company.

Serve delicious Coca-Cola with meals. KX91620. SEE Coca-Cola Company.

Situation well in hand. KX91624. SEE Coca-Cola Company.

So delicious you shop, so convenient to have home. KX96129. SEE Coca-Cola Company.

Stock up for the holidays. KX91949. SEE Coca-Cola Company.

Sugar Way Roulette, world's walter-weight and middleweight boxing champion, pauses between bouts to refresh with ice-cold Coca-Cola. KX96139. SEE Coca-Cola Company.

Sure, any time is time for Coca-Cola ... KX94253. SEE Coca-Cola Company.

Symbol of friendship. KX91945. SEE Coca-Cola Company.

Ted Rhodes, outstanding professional golfer ... KX94914. SEE Coca-Cola Company.

There's a difference, you know, when you serve Coke. KX91619. SEE Coca-Cola Company.

There's nothing like giving folks what they want when they want it. KX90956. SEE Coca-Cola Company.

This year give a bottle of Kentucky Tavern [Whiskey] to this cheery, useful snow man package. KX60765. SEE Glenmore Distilleries Company, Inc.

Three ideas to help bring you more customers ... KX94822. SEE Coca-Cola Company.

Try delicious Coca-Cola with your meals. KX92399. SEE Coca-Cola Company.

Twice on the table, naturally. KX91466. SEE Coca-Cola Company.

What it takes when thirst arrives. Drink Coca-Cola. KX96625. SEE Coca-Cola Company.

Win this Admiral 21" television set. KX94911. SEE Coca-Cola Company.

Work safely refreshed. KX93658. SEE Coca-Cola Company.

You trust its quality. KX92394. SEE Coca-Cola Company.

You'll shop refreshed when you pause for Coke. KX96125. SEE Coca-Cola Company.

Young man's fancy. SEE Coca-Cola Company.

DAVISON, ARTHUR. Bouteil checkbook to savings. KX92009. SEE Bouteil.

DAVIMOS, RICHARD H., CASPER FINKER, JR., AND MALCOLM E. SMITH, JR., t.a. ROOT MAKER COMPANY. SEE Root Maker Company.

DAVIS, C. UY. What are little boys made of? KX91402. SEE Hurmasonic Corporation.

DAVIS, NOEL, AND STEVE J. FEKETE, forming the partnership DAVIS AND FEKETE. SEE Davis and Fekete.

DAVIS, RICHARD L. Perlite Institute member. KX95326. SEE Perlite Institute.

DAVIS AND FEKETE. Engineered air control, by Ventender, Push-Button controls [limited motion, self-powered, geared control device] Folder. ©Davis & Fekete, a partnership of Noel Davis & Steve J. Fekete; 29Jan53; KX92199.

DAVISON-PAXON COMPANY DIVISION of R. E. MACY and COMPANY, INC. SEE Macy (R. E.) and Company, Inc. Davis-Paxon Company Division.
DAWN LIGHTING, INC. ©

The new DAWN DUO-Frame lighting fixture more than doubles the light output of standard fixtures. It gives you more light for less money! The DAWN DUO-Frame is available in several styles. They come in a variety of colors and finishes. The DAWN DUO-Frame is the only true dual fixture on the market today. For complete information, contact your local DAWN representative or write: DAWN LIGHTING, INC., 1202 W. 7th Ave., Los Angeles 21, Calif.


Kobilux grid type glass enclosed units for two, three, and four fluorescent lamps. Sheet 25, section 20, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.

KOBOLEX grid type plastic enclosed units for two, three, and four fluorescent lamps. Sheet 27, section 20, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.


Day-Brite exit signs. Form OD-571. (Fluorescent lighting fixtures) Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81295.


If you haven’t seen space 1222, American Furniture Mart, then you haven’t seen Dayton Koolfoam air-conditioned cushioning. Adv. from Dayton Koolfoam air-conditioned cushioning. Adv. from Dayton Rubber Co.; 2Jun53; KK81661.


Kobilux grid type glass enclosed units for two, three, and four fluorescent lamps. Sheet 27, section 20, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.


Kobilux grid type plastic enclosed units for two, three, and four fluorescent lamps. Sheet 27, section 20, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.


MOBILLEX grid type glass enclosed units for two, three, and four fluorescent lamps. Sheet 25, section 20, Mobilux catalog. Appl. author: Mobilux Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.

MOBILLEX grid type hinged louvered units for two, three, and four fluorescent lamps. Sheet 26, section 20, Mobilux catalog. Appl. author: Mobilux Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.

Kobilux grid type glass enclosed units for two, three, and four fluorescent lamps. Sheet 27, section 20, Day-Brite catalog. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rosier. © 31Dec52; KK81290.
DEPPELMAN, O. P., Plumbing, heating, industrials. KK58186. See Nelson (N. O.) Co.


DERSEY (DONALD) ASSOCIATES, New Drene, the shampoo that silks your hair. KK55/7/5. See Froster and Gamble Company.

DESTROY LABORATORIES, Destrey, deodorants & misc. It kills me, but I love it. © 3 lbs. Label. © Jack Cameron, d.b.a. Destroy Laboratories, 13Feb52 (In notice: 1951); KK81365.

DESTROY, Destrey, deodorants & misc. It kills me, but I love it. © 3 lbs. Label. © Jack Cameron, d.b.a. Destroy Laboratories, 13Feb52 (In notice: 1951); KK81365.

DESIGN, Destrey, deodorants & misc. It kills me, but I love it. © 3 lbs. Label. © Jack Cameron, d.b.a. Destroy Laboratories, 13Feb52 (In notice: 1951); KK81365.

DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DESPER, WILLIAM B., Pour that empty spot on your desk. (Metalic conversion slide rules) Sheet. © 3Feb53; KK83044.


DR. PEPPER COMPANY. Annual spring offer. Free flower seeds with each carton of Dr. Pepper. (Soft drink) Adv. from the Pensacola news-journal, Feb. 15, 1953, conic section. Author: Ruthrauff & Ryan, Inc. © 15Feb53; KK82863.

DODGE, EDWIN G. L. There's a challenge in every sheet metal product ... KK81252. See Kister and Thacher Company.

DOMESTIC INDUSTRIES, INC. SEE SANYMETAL PRODUCTS COMPANY. For clothing, blankets, etc., made from man-made fibers. KK87305.

DOMER, CLIFFORD, STEENS AND SHERRY FIELD, INC. Dcoile is for dolls, not for guys. KK83869. See Allen-A Company.

DOHO CHEMICAL CORPORATION. The gripe otites and influenza. Auxralian. Rheumalg. (Medicinal) Folder. Author: Harry Mendelson. © 27Apr53; KK86907.

DOOLIN CORPORATION. Don't be a martyr to rheumatic and arthritic pains. Doolin. world's best-known product for relief ... Adv. from the Harrisburg news, Harrisburg, Pa., Dec. 29, 1952, p. 5. Author: Victor van der Linde Company. © 29Dec52; KK85165.


DOLGORUKOV, GREGORY S., d.b.a. DOLGORUKOV MANUFACTURING COMPANY, see Dologorukov Manufacturing Company.


DOLGÓRUKOV, GREGORY S., d.b.a. DOLGORUKOV MANUFACTURING COMPANY. Square drafting template Boltograph, for drawing standard bolts, nuts, hexagon head cap screws ... Folder. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Manufacturing Co.; 25Mar51; KK85152.

Tablet T-square, the long needed aid. (Drafting instruments) Sheet. © Gregory S. Dolgorukov, d.b.a. Dolgorukov Manufacturing Company; 7May52; KK85152.

DOMESTIC INDUSTRIES, INC. SEE SANYMETAL PRODUCTS COMPANY. For clothing, blankets, etc., made from man-made fibers. KK87305.

DONBEHR CHAIR COMPANY. Fatigue backache cures and how to get relief & (Office chairs) Folder. Author: Juhl Advertising Agency. © 5Oct52; KK86081.

DONOR (EDWARD) AND COMPANY. Cyclopeda of commercial products. For clothing, furniture, institutions, hospitals, schools, railways, clubs. 490 p. © 1Dec52; KK82816.


Come summer sewing, the Talon zipper’s the hottest thing going. Adv. from Home review, May 1, 1953, p. 8-9. Author: mccann-erickson, inc. © 25Apr53; KK86180.


The out-and-out favorite among zippers, all hands around. The big-selling fall is the Talon skirt zipper ... Adv. from Chain store age, Oct. 1952, p. 9. Author: mccann-erickson, inc. © 7Sep52; KK81984.


DONALD (C. B.) COMPANY. Meet Toby Baltic, (Books and toothbrushes) Folder. © Donalds. 8Mar53; KK87555.


DONNELLY (SEB) COMPANY. See FEINWALD. Toad control is under control always. KK85485. See Feinwald Company.

Dropping Topics. See Drop Forging Association. Fully crowned tooth design can be used to solve your long-standing coupling problems. © 26Mar53; KK85485. See American Flexible Coupling Company.

Glidden industrial review. KK864272. See Glidden Company.

New, a major improvement in door operation and control, by Sanymetal. KK86070. See Sanymetal Products Company, Inc.

You can maintain more of the full-rated pressure with Zurn engineered low pressure drop�ntainers. See Zurn (J. A.) Manufacturing Company.

You see all the floor in a room with a fixture-base floor. KK83870. See Zurn (J. A.) Manufacturing Company.


DORR COMPANY. Dorr clarifiers for water, sewage and industrial waste treatment. 16 p. Author: Albert L. Morris. © The Dorr Co; 8May53; KK86089.


Phosphoric acid plants, triple phosphates plants, designed by Dorr. (Free flowing dustless granular fertilizers) Folder. Author: Albert L. Morris. © The Dorr Co; 20Apr53; KK86156.

DOUGHERTY ADVERTISING AGENCY. The new sensational Fold-O-Fold safety folding high chair. KK86554. See Select Products, Inc.

DOUGLAS (B. S.) COMPANY. Flower spray (Save Garden sprays) Folder. Author: John Leslie Glaseby. © 26Mar53; KK86782.

DOUGLAS FIR PLYWOOD ASSOCIATION. Only in a solid wall, plan no. 5. Douglas fir plywood. Folder. © 27Jan53; KK82067.

Durable music wall, plan no. 8. Douglas fir plywood. Folder. © 27Jan53; KK82067.

Flexible storage wall, plan no. 1. Douglas fir plywood. Folder. © 27Jan53; KK82067.

Island entry wall, plan no. 6. Douglas fir plywood. Folder. © 27Jan53; KK82067.
CATALOG your KK8^638. Jan.-June KK8561(.6. KK80708. suggest jockey DOYLE 48 DRAIN, Monti-Cristo by Oswald Jacoby. Game for skill, game of chance, game of fun. Label. © 31Mar53; KK83854.

DOYERG, MAURICE S. Wool size estimator. SEE Paste Company of America.

DOWNS, CHARLES S. Easiest job in the world, if you had help from all LE of the patients who represent the use for short-acting Numbat. KK81641. SEE Abbott Laboratoires.

For the 5 patients in 4 who have seborrhoeic dematitis of the scalp, KK83435. SEE Abbott Laboratories.

He's heard the call for VI-Deylin. KK83504. SEE Abbott Laboratories.

How unique plasticized formula ... in salt. SEE Abbott Laboratories.

This is Streptococcus Pneumonia, normally highly resistant to antibiotics. KK83484. SEE Abbott Laboratories.

When a jockey rides to lose. KK82934. SEE Abbott Laboratories.

When she's the missing link in the family circle. KK84734. SEE Abbott Laboratories.

DOYLE, JOHN M. For better signs and letters ... KK80829. SEE Spencer Industries, Inc.

DOYLE DANE BEERCH, INC. Do your dollar shopping at Beerch's, where you'll save plenty for a rainy day. KK82537. SEE Ohrbach's, Inc.

Dreams come true at Ohrbach's ... KK82508. SEE Ohrbach's, Inc.

The freshest fashions in the news. KK83509. SEE Ohrbach's, Inc.

High prices got you tied up? KK82509. SEE Ohrbach's.

It's getting to be as traditional as an Easter bonnet. KK83738. SEE Barton's, Inc.

Ohrbach's has flown in originals from Paris and Italy ... KK83727. SEE Ohrbach's, Inc.

The old fashioned dollar comes to life with postcard values on new, smart merchandise, for women, men, children. KK82518. SEE Ohrbach's, Inc.

She's no dummy, she dresses at Ohrbach's. KK82506. SEE Ohrbach's.

Under the circumstances may I suggest Ohrbach's for my Father's Day gift? KK82519. SEE Ohrbach's, Inc.

Watch the amazing Netchi without attachments, sew on buttons, embroider ... KK81282. SEE Necchi Sewing Machine Sales Corporation.

We're off to Ohrbach's. KK83150. SEE Ohrbach's, Inc.

We've stretched our Christmas hours so you can reach your Christmas budget. KK82072. SEE Ohrbach's, Inc.

What makes fire hot? KK88508. SEE Uricelar Society.

What's your hurry, hurry, hurry. KK88508. SEE Ohrbach's, Inc.

The whisper that became a shout. KK84659. SEE Necchi Sewing Machine Sales Corporation.

Why depend on words, see for yourself. KK81600. SEE Ohrbach's, Inc.

You are looking at a wonder wheel. KK856619. SEE Necchi Sewing Machine Sales Corporation.

DRAIN, JAMES J. A good breakfast adds to the school child's learning efficiency. KK82206. SEE American Bakers Association.

"Good breakfasts enable a student to get off to a good start." KK81683. SEE American Bakers Association.

Good breakfasts help make good students, says John Brogneaux. KK83559. SEE American Bakers Association.

Good breakfasts make any pupil more efficient ... KK84190. SEE American Bakers Association.


DREER (MONROE F.) INC. Avon creases leave your skin so lovely ... KK81671. SEE Avon Cosmetics.

B. O. E. Originals. KK80710. SEE Bailey, Green and Elger, Inc.

B. O. E. Originals herald the coronation. KK86628. SEE Bailey, Green and Elger, Inc.

Benjamin Moore paints. KK81699. SEE Benjamin Moore & Co., Inc.

Benjamin Moore paints create new beauty for your home. KK85108. SEE Benjamin Moore & Co., Inc.

The bright gleam of metal ... KK84160. SEE Bailey, Green and Elger, Inc.

Buckles by B. G. E. for the new fall chin-belts. KK80709. SEE Bailey, Green and Elger, Inc.

Button dramas. SEE Bailey, Green and Elger, Inc.

Choose early. KK80713. SEE Avon Cosmetics.

Choosing gifts so convenient the Avon way. Loretta Young. KK81671. SEE Avon Cosmetics.

Coronation colors dominate this B. O. E. Original and enamel button from the coronation group. KK86937. SEE Bailey, Green and Elger, Inc.

Coronation colors inspired this B. O. E. button ... KK86938. SEE Bailey, Green and Elger, Inc.

First choice among professional and amateur photographers. KK81671. SEE Bailey, Green and Elger, Inc.

From coast to coast ... KK86946. SEE Avon Products, Inc.

Fruit buttons imaginatively designed B. O. E. Originals. SEE Bailey, Green and Elger, Inc.

Gifts, beautiful way to say: Merry Christmas. KK82712. SEE Avon Cosmetics.

Help yourself to fruit button business this Easter. KK82629. SEE Bailey, Green and Elger, Inc.

Imagination in plastic. SEE Bailey, Green and Elger, Inc.

Imported jet button. KK86639. SEE Bailey, Green and Elger, Inc.

Imported jet button, with distinguished leaf motif in swirled effect. KK86639. SEE Bailey, Green and Elger, Inc.

It pays to go by the book. KK86954. SEE Avon Products, Inc.

The leader. KK85760. SEE Bright Star.

Lifeline flashlight. KK85763. SEE Bright Star.

Luxury in finest cashmere by Forstmann. KK82072. SEE Forstmann, New York.

Only Avon brings these fine cosmetics to your home. KK84540. SEE Avon Cosmetics.

Only Avon brings this color magic to your home. KK85451. SEE Avon Cosmetics, Inc.

Power packed flashlight battery. KK87516. SEE Bright Star.

Quality, craftsmanship, style. SEE Forstmann Woolen Company.

Season's greetings from Bailey, Green and Elger, Inc. KK82071. SEE Bailey, Green and Elger, Inc.

The three-dimensional look in new fall metallics. B. G. E. KK80708. SEE Bailey, Green and Elger, Inc.

Wise women follow the stars. KK82714. SEE Avon Cosmetics.

The world's finest cashmere by Forstmann. KK82070. SEE Forstmann, New York.

DREILL, HERBERT D. Little Princess jewelry styled for the younger set. KK84416. SEE Drell Manufacturing Company, Inc.

DREILL, TED. Delta pickles. KK86631. SEE Brown-Miller Company.

Rainbow pickles. KK87659. SEE Brown-Miller Company.


DRITZ (JOHN) and SONS ©. Dritz Duo-Rip sewing tweaser and rip-
COMMERCIAL PRINTS AND LABELS

DURANCE, EUGENE.
Field, atmosphere conditioner.
KK84362. See S. S. I. Company.

DUVAL JEWELRY COMPANY ©.
Miss Roll R. Down says: Pay only a dollar down on any Phlaco radio under 50c a wide selection. Adv. Appl. author: Oliver A. Jenkins. © 8Jan53; KK84121.
Yours for only 51.00. 22X gold coated for all dress wear. Label. Appl. author: Oliver Augnund Jenkins. © 20De5E; KK48340.

DYKSTRA, THEODORE A., AND KUSSEL P.
YAN HOUTEN, d.b.a. MODERN DISPLAYS. See Modern Displays.

E-Z GAME MANUFACTURING CORPORATION ©.
First time we have played the E-Z way. 17. (game) Label. Appl. author: Egon Zwicker. © 14May53; KK85591.

E-Z PRODUCTS

EAGLE ROLL LEAF STAMPING COMPANY ©.

EAST-BILD PATTERN COMPANY ©.
Build it yourself, No. 312. Beverly Hills chairs. (Full size printed paper pattern) Envelope. Appl. author: Donald R. Brann. © 2Apr52; KK85919.

EASTERN CORPORATION ©.
The all-time all-stars of basketball as picked by Grantland Rice, for Eastern Corporation, Atlantic bond. (Paper) Sheet, © 16Feb53; KK85155.
The all-time all-stars of track and field, chosen by Grantland Rice for Eastern Corporation, Atlantic bond, fine papers for business. Sheet. © 20Apr53; KK85673.

Grantland Rice picks the all-time all-star baseball pitchers, for Eastern Corporation, Atlantic bond, fine papers for business. Sheet. © 22Jun53; KK85673.

Grantland Rice picks the all-time all-stars of tennis, for Eastern Corporation, Atlantic bond, fine papers for business. Sheet. © 22Jun53; KK85673.


Easy Industries ©.
If you have a flower pot ... you can now grow dozens, hundreds of new big grom flowers, plants, bushes, trees in 2 to 5 weeks. Airwrap. (Method of horticulture) Adv. From the New York times, May 31, 1953, p. 34. © 3May53; KK86903.

EBEL, BOURGIE.
Note on polvo, suave. KK82934.
See Jacques (Clemente) y Compañía.

ECLIPSE SLEEP PRODUCTS, Inc.
Could you sue your mattress for non-support? Eclipse Springwall mattress. First for firmness by...
CATALOG


Pan Dandy, a dandy cleaner for pots and pans. An excellent degreaser and cleaner, protects the aluminum kind to the hands. Net wt. 110 lbs. Label. Appl. author: Harry A. Riemann; KK6959.


ECONOMY FOOD PLAN, INC. © The man with the plan. (Freezers and Food) Sheet. Appl. author: Albert Stein. © 16Feb53; KK8218.


EDWARDS, John F., © Hooker polyester resin. KK8218. SEE Hooker Electrochemical Company.

EDWARDS AND DEUTSCH LITHOGRAPHING COMPANY. Suitable to a giant. KK8218. SEE Lithographic Company.


EINWALD, Dick. © What's happening to your market. KK8606. SEE Oster (John) Manufacturing Company.

EISENHBERG, Leonard S. © Sage tropical, KK8618. SEE Nether Hubbard's Cake Company.

ETSENBERG, A. L. © Paddock of Texas Constructors. KK85976. SEE Paddock of Texas Constructors.

Electric baking and roasting ovens offer all these benefits. Your electric service company. No guesswork, no watchwork. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.


Buyers set their sights on the names in lights. (Sign lighting) Appl. author: Fenton Kelsey, Jr. © 5May53; KK8594.


A cool customer is your hot prospects. Planned air conditioning takes the alpout of summer selling. Now, one compact air-conditioning unit heats and cools homes, stores, and offices alike! Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK8593.

Don't stop with half enough light. 8 ways to save time & labor, boost farm profits. (Electricity on the farm) Folder. Appl. author: Fenton Kelsey, Jr. © 12Oct52; KK8593.

Easy does it with your electric food freezer. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Easy does it with your electric range. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Easy does it with your electric washer and dryer. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Easy does it with your electric water heater. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Electric baking and roasting ovens offer all these benefits. Your electric service company. No guesswork, no watchwork. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Electric baking and roasting ovens offer all these benefits. Your electric service company. No guesswork, no watchwork. Folder. Appl. author: Fenton Kelsey, Jr. © 9Oct52; KK8593.

Everyone benefits from the boom in the appliance sales. Ad. From the clerk in the bottom drawer. Buy air conditioning in a package. Folder. Appl. author: Fenton Kelsey, Jr. © 2Apr52; KK8593.

Fill it up with sales light. ( Adequate and proper cooking equipment) Folder. Appl. author: Fenton Kelsey, Jr. © 2Jan53; KK8594.

Food service operators, here's your 8-step food costs, raising labor costs ... One solution to many problems with electric cooking equipment) Folder. Appl. author: Fenton Kelsey, Jr. © 30Apr53; KK8592.

From the boss on the top floor, to the clerk in the bottom drawer.

What is your shopper stoppers or window dressings? Folder. Appl. author: Fenton Kelsey, Jr. © 23Mar53; KK85984.

You can earn more profits the elec- tric kettle way. Fried foods from an electric to a kettle are always delicious. Folder. Appl. author: Fenton Kelsey, Jr. © 13Mar52; KK85957.


Your windows should pay the rent. (Adequate lighting) Folder. Appl. author: Fenton Kelsey, Jr. © 23Mar53; KK85984.

Electrographic Corporation. LAKE SHORE ELECTRIP RIVATION GI. Do it yourself, for your home. (Household supplies & equipment) Sheet. Appl. author: Vogue Wright Art Studios of Chicago. © 1Mar53; KK86657.

It’s time for the outdoor life. Shorter office hours, more leisure make outdoor living an American tradition. (Outdoor furniture & equipment) Sheet. Appl. author: Vogue Wright Art Studios of Chicago. © May53; KK86657.


Electrolux Corporation G. Imagine. No dust bag to shake out, no paper bag, sack or pan to take out. Only Electrolux sells the cleaner you never have to empty. (Vacuum cleaners) Adv. from Better homes and gardens. Apr. 1953, p. 15. Appl. author: Tessel M. Krause. © 10Mar53; KK8136.

Imagine, no dust bag to shake out ... nothing to take out ... Only Electrolux sells the cleaner you never have to empty. (Vacuum cleaner) Adv. from Life, Mar. 2, 1953, p. 9. Appl. author: Tessel M. Krause. © 2Feb53; KK83563.

Imagine, no dust bag to shake out ... Only Electrolux sells the cleaner you never have to empty. (Vacuum cleaner) Adv. from Life, Mar. 9, 1953, p. 72. Appl. author: Tessel M. Krause. © 6Mar53; KK83564.

Imagine, no dust bag to shake out ... Only Electrolux cleans the cleaner you never have to empty. (Vacuum cleaner) Adv. from Life, Mar. 16, 1953, p. 55. Appl. author: Tessel M. Krause. © 28Mar53; KK83569.

New Electrolux, the cleaner you never have to empty. It's automatic. (Household appliances and furniture) Card. © 16Feb53; KK82376.


ELGIN NATIONAL WATCH COMPANY C. Inc.

Cont'd.


The perfect band for your watch is on this page. It's easy to find with the Hadley Wheel of Fashion. (Watch) Adv. from Life, Nov. 17, 1952, p. 81. Appl. author: Young & Rubicam, Inc. © 1Nov52; KK83002.

Spring will bring 'em out. And this fine assortment of new Elgin newspaper ads will help you bring 'em in. (Watch) Pamphlet. © 23Jan53; KK82626.


ELCO PLASTICS, INC. ©

How to build with American plastic bricks. (Toy building set) 16 p. © 20Mar53; KK83367.

ELEKTROSYSTEMS, INC.

EE&I. See Elektronics, Inc.

ELLS, HAYWOOD LEE.

Clear the dependable name in memorials. KK82802. See Clark Memorials, Inc.

ELSE, INC. ©

Elsie. Special measuring chart for your permanent, personal, exactly-like-you basic pattern. (Bread patterns) Sheet. © 2Mar53; KK81655.

E-MALL-0 PRODUCTS.

E-Mall-0, emollient daytime cream for dry skin. Not wt. 3 1/2 oz. Label. © 2Jan53; KK80419. d.b.a. E-Mall-0 Products; 31Dec52; KK83734.

EM ILLERS. See Illers, Em.

EMPLOYEE MERCHANDISING COMPANY ©


EMPIRE PENCIL COMPANY DIVISION, HASSENFELD BROTHERS, INC. SEE Hassenfeld Brothers, Inc. Empire Pencil Company Division.

ERRIS SPECIALTY COMPANY ©

Milwaukee, land of the brew and home of the Bravos. (Commercial buttons) Label. Appl. author: Emanuel Reis. © 16Mar53; KK83719.

ENAMELED CAST IRON PLUMBING FIXTURES ASSOCIATION ©


ENDUST CORPORATION.

Endust scottering with Endust. Net contents 10 1/2 oz. (Dust absorbing composition) Label. © 7Endust Corp.; 15Mar; KK86136.

ENGEL, THOMAS TOBIAS ©

Bonnie nursery picture. For baby's nursery, with baby's name and birth-date imprinted. Commemorate the birth of your baby. Poster. © 16Jan53; KK83055.

ENGNER-ESSO COMPANY ©

Emeralds, one of the fascinating corona-cals. (Jewelry) Matched handbag accessories, exclusively. (Jewelry goods) Adv. from Madame Wall, Aug. 1952, p. 73. © 29Jul52; KK83753.

ENGLANDER COMPANY, INC.


ENVYOS, INC.

Have you heard? Crazier barrel without checkerboard (Paper bags) Sheet. © Bourke, Holland, Inc. © 2Aug52; KK80115.

ERNAL AND COMPANY.

Tyco, shirt stock discovery, the tie you'd like any other, but not around your neck. Folder. © Ernal & Co., a partnership consisting of Ernest K. Hafner and Alan Hinke; 13Jan53; KK81176.

ERNE'S ENTERPRISES.

It's terrific. Texas jigger. Straight from the horse's mouth, the world's biggest shot glass. [Animated horse] Poster. © Ernest Wiltz, d.b.a. Ernie's Enterprises; Apr'53; KK83984.

ERIK LINDGREN, F.H., INC. ©

F.R. FRANK SABAT, d.b.a. (solo owner) P.O. 128. See P.O. 128.

ERRIN, WABBY AND COMPANY, INC.

Another brooch of brooch cloth. KK85167. See Springs Cotton Mills.

Are you young wife losing sleep about this intimate problem? KK85752. See Zonite Products Corporation.

How a wife can hold on to married happiness. See Zonite Products Corporation.

How a man can hold on to married happiness. See Zonite Products Corporation.

I may be a bit about these intimate physical facts. KK85349. See Zonite Products Corporation.

Larva reveals finger-tip pressure and peak spray for mothproofing. See Zonite Products Corporation.

Rabbit eye tests prove Zonite's absolute safety of foodstuffs in feminine hygiene. See Zonite Products Corporation.

ESSE, INC. ©

Good for all uses, but best for 9 out of 10 all year round. Esses extra gasoline. Adv. © 27Aug52; KK85237.

ESTERBROOK PEN COMPANY.


Choose the right point for the way you write by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from Collie's, June 6, 1953, p. 50. Appl. author: John D. Wooster, © The Esterbrook Pen Co. © 6Jun53; KK85845.

Choose the right point for the way you write by number. Add it to the barrel of an Esterbrook fountain pen. Adv. from Collie's, Feb. 9, 1953, p. 57. Appl. author: John D. Wooster, © The Esterbrook Pen Co. © 9Feb53; KK85825.


LET'S ANALYZE YOUR HANDWRITING, BY RALPH G. WARNER, C. A. A. PSYCH.
(FOUNTAIN PENS) Pamphlet. © The Esterbrook Pen Co.; 1/1Apr53; KK85615.


EVANS, EMMANUEL E. Never, never, never! An offer like this. Your old dinewood is worth 20¢ for each piece. American Home dinewood. Ad. from Record-courier, Hattiesburg, Miss., June 1, 1953, p. 6. © 1Mar53; KK83063.

EVANS, HARRY. New reducing miracle. KK86689. SEE Ditco, inc.


He'll love you all the more if they're Evans hand turned silhoo- pers. Ad. from the Saturday evening post, June 6, 1953, p. 113. Appl. author: R. D. Northrop Co. © 1Jan53; KK85698.


EVERETT PIANO COMPANY. French provincial custom Everett spinet. Ad. from Juhl Advertising Agency. © 2Jan53; KK82588.

French provincial custom Everett spinet. Ad. from Juhl Advertising Agency. © 2Jan53; KK82588.


EVERSHARP, INC. Counter showmanship shoves Schick sales up to all-time in leading tobacco stores. These are only a few of the greatest points of pro- fit merchandising. Displays ever developed in the razor and blade business. New Eversharp Schick Injector razor and blade. Adv. with N.A.T.D. co-ordinator, Feb. 1953, p. 11. Appl. author: The Biow Co., inc. © 1Jan53; KK83161.


EYERDS, JAMES CHARLES. Doesn’t count any more. Either. KK8634. SEE Holsum Unified Bakers.

Eyerds. Do I like my vitamins toasted? KK8640. SEE Holsum Unified Bakers.

I know my family’s healthy ... KK8639. SEE Holsum Unified Bakers.

Teacher says we need plenty. KK8640. SEE Holsum Unified Bakers.

Vitamins couldn’t taste nicer. KK8630. SEE Holsum Unified Bakers.

What won’t they think of next. KK8640. SEE Holsum Unified Bakers.

Would you believe it, new Holsum gives you 93 1/2 o/o of your daily requirement of vitamin D. KK8639. SEE Holsum Unified Bakers.

Wouldn’t serve anything else. KK8630. SEE Holsum Unified Bakers.

Wow, vitamins with butter and jelly. KK8640. SEE Holsum Unified Bakers.

Yes, it’s true. KK8639. SEE Holsum Unified Bakers.

Yes sir, healthier every day. KK8630. SEE Holsum Unified Bakers.


Revolutionary new development puts Eversharp years ahead of the field. New KGB4x cartridge with its secret kimberly formula ink insures all these advantages ... Pens) Ad. from Collier's, June 13, 1953, p. 31. Appl. author: The Biow Co., inc. © 1Jan53; KK86497.


COMMERCIAL PRINTS AND LABELS

1953


The family's own frontier. Today, more than ever, a Ferguson equipment is a better buy for farmers from the financial point, Nov. 29, 1952, p. 27. Appl. author: Adolph Jansen, Jr. © 29Nov52; KK85039.

A Ferguson franchise requires a smaller investment, one size Ferguson tractor meets most of the needs of agriculture. (Farm equipment) Adv. from Farm equipment retailing, Mar. 1953, p. 31. Appl. author: Adolph Jansen, Jr. © 3Mar53; KK83313.

Ferguson has the industry's most potent sales tool. The showdown demonstration. (Advisement) Adv. from Farm equipment retailing, Feb. 1953, p. 5. Appl. author: Adolph Jansen, Jr. © 1Feb53; KK82155.


The resale value of a Ferguson tractor is high. Adv. from Farm equipment retailing, Apr. 1953, p. 5. Appl. author: Dolfen Jansen, Jr. © 1Apr53; KK82849.


Seeing is believing. Get a show-down demonstration of the far more powerful Ferguson 36. (Farm equipment) Adv. from Country gentlemen's guide, Apr. 1953, p. 73. Appl. author: Dolfen Jansen, Jr. © 22Apr53; KK85039.

Seeing is believing. Get a show-down demonstration of the far more powerful Ferguson twenty-85. (Farm equipment) Adv. from Farm and ranch review, Feb. 1953, p. 15. Appl. author: Dolfen Jansen, Jr. © 15Feb53; KK85039.

Seeing is believing. Get a show-down demonstration of the far more powerful Ferguson twenty-85. (Farm equipment) Adv. from Farm and ranch review, Apr. 1953, p. 29. Appl. author: Dolfen Jansen, Jr. © 1Apr53; KK85039.


Stewardship, not ownership. Building a better world through better farm mechanization is the business of Harry Ferguson, Inc. (Farm equipment) Journal of soil & water conservation, Jan. 1953, p. 2. Appl. author: Adolph Jansen, Jr. © 5Jan53; KK86266.


FERRICOLA, JOHN D. See Seagull, this seat occupied. KK95600. SEE Seagull of N. J., Inc.


FETTY, CLARENCE L. Rubble Sodus, KE86889. SEE Ken-I-Kal Engineering Laboratories, Inc.

FIDELLER, EDWARD H. © Wonder, do-it-yourself ... Re-Store, restores as it cleans upholstery, rugs, carpets, contents one pint. Folder. © 1May53; KK85034.


FIELD (MARSHALL) AND COMPANY. SEE Marshall Field and Company.

FILTHOS, INC. © Porous media for the chemical process industries. Filters. (Farm equipment) Adv. from Herbert S. Safranek. © 9May53; KK82089.

FINECOE LABORATORIES © Swish, for washing dishes and fine fabrics. 8 fl. oz. (Liquid dishwashing detergent) Label. © 9Mar53; KK87455.

FINLAY, JOHN J. Counter points, SEE Wayne Knitting Mills.

Flawless fit, fabulous comfort. KK95892. SEE Wayne Knitting Mills.

Flirt, most intriguing hostess shade of the season. KK85356. SEE Wayne Knitting Mills.

To complete your costume's color scheme, KK82757. SEE Wayne Knitting Mills.

FIRESTONE INDUSTRIAL PRODUCTS COMPANY ©. Fast asleep every night of your life on the mattress that rests your body in perfect comfort from head to foot. Exclusively in the Form-fitted mattresses of Firestone Foamex. (Foam rubber mattresses) Adv. from the Saturday evening post, June 21, 1952, p. 69. © 14Jun52; KK83853.

FIRESTONE PLASTICS COMPANY ©. Even a close like this can look like this, with closest accessories made of Firestone Velon. Adv. from Good housekeeping, Feb. 1951, p. 232. © 1Feb51; KK85040.

Wanting more post days through sun and storms, withstood rough-house abuse from healthy youngsters. Made of Firestone Velon. Adv. from the Saturday evening post, May 21, 1952, p. 85. © 21May52; KK85042.

They may appear on style, color or pattern, but they always agree on beautiful, washable upholstery of Firestone Velon. Adv. from Life, June 23, 1952, p. 67. © 23Jun52; KK84720.


Farmers everywhere prefer Firestone, and there are more Farm tractors on Firestone tires than any other make. Adv. from Farm, May 1952, p. 53. © The Firestone Tire & Rubber Co.; 1May52; KK86131.


Good news for budget-minded families. All these famous-for-quality products now on sale at Firestone dealers. (Home appliances) Adv. from Life, Mar. 19, 1952, p. 50-61. © The Firestone Tire & Rubber Co.; 1Mar52; KK82179.


FOAM-BEDDING SLEEPING COMFORT AT A PRICE YOU CAN AFFORD TO PAY. KK95255. SEE Firestone Tire & Rubber Company. At your store.

FISHER, HENRY A. ©. Plaflor's Flavor-Seal outstanding formula, for processing fresh meats. (Flavor-sealing liquid for meats) Label. © 8Apr53; KK86688.
CATALOG OF COPYRIGHT ENTRIES

Jan.-June

FISHER, ROBERT. Paint by number. KK86137. SEE Tennessee Paint Co., Inc.


FISHLOVE, I. Candy turtles, snappy delights. (Box containing a snapping noise making device) Label. Appl. author: I. Fishlove. © 26Feb53; KK81655.


FITZGERALD FLACK, FISHLOVE, K. 2 lb. net. (Cheese food) Label. Appl. author: I. Fishlove. © 21Mar52; KK81655.

FLEXICLOGS Q. Action footwear for active Americans. Flexiclogs. (Sport shoes) Pantphlet. Appl. author: Gregg. © 25Dec54; KK81790.

FLEX-0-CLASS, INC., a.b.a. WARF BROTHERS. Florida Dairies Company ©. Creamy-smooth, country-fresh. You've tried the rest, now buy the best. (Miniature dairy products) Label. © 1May53; KK86193.


FLEISCHER, PAUL K. SEE Fleischer (Joseph) and Company ©.


FLEISCHER, JAMES. White plastic toilet bowl cleaner. Handle our flexible plastic swabber the same way as a brush. Sheet. Appl. author: Jeannette Evelyn Yost. © 2Mar53; KK85599.

FLEISCHER, JAMES. Action footwear for active Americans. Flexiclogs. (Sport shoes) Pantphlet. Appl. author: Gregg. © 25Dec54; KK81790.

FLEISCHER, JAMES. Florida Dairies Company ©. Creamy-smooth, country-fresh. You've tried the rest, now buy the best. (Miniature dairy products) Label. © 1May53; KK86193.

FLEISCHER, JAMES. Flexible Chef's Cook. You're winning meals. © 16Feb53; KK85269.

FLEISCHER, JAMES. Florida Dairies Company ©. Creamy-smooth, country-fresh. You've tried the rest, now buy the best. (Miniature dairy products) Label. © 1May53; KK86193.

FLEISCHER, JAMES. Florida Dairies Company ©. Creamy-smooth, country-fresh. You've tried the rest, now buy the best. (Miniature dairy products) Label. © 1May53; KK86193.

FLEISCHER, JAMES. Florida Dairies Company ©. Creamy-smooth, country-fresh. You've tried the rest, now buy the best. (Miniature dairy products) Label. © 1May53; KK86193.


FREEMAN (RICHARD A.) ADVERTISING AGENCY, Inc. 3 C & D diesel-locomotive batteries. KK85031. © 3 C & D Batteries, Inc.

FREEMAN (RICHARD A.) ADVERTISING AGENCY, Inc. 3 C & D heavy-duty batteries for marine service. KK84583. © 3 C & D Batteries, Inc.

FREEMAN (RICHARD A.) ADVERTISING AGENCY, Inc. 3 C & D heavy-duty batteries for marine service. KK84583. © 3 C & D Batteries, Inc.


FOLTZ-WESSINGER, INC. Are you out on a limb? KK86799.

FONS ELECTRIC COMPANY ELECTRIC HEAT ON THE FARM. Pennsylvania Electric Association, Electric service Filpahlet. KK80774. © Foltz-Wessinger, Inc.

FOLSHEIM, HAROLD MILTON. SEE Folsheim Shoe Company.


FLORES, M. FRANK, AND VADA L. FLOWERS, d.b.a. THE WESTERNS. SEE Westerners.

FLORES, VADA L., AND M. FRANK FLOWERS, d.b.a. THE WESTERNS. SEE Westerners.


FOOT, CONE AND BUILDING. Amazing offer. KK86414. SEE Purex Corporation, Ltd.

FOOTE, CONE AND BUILDING. Amazing offer. KK86414. SEE Purex Corporation, Ltd.

FOOTE, CONE AND BUILDING. Amazing offer. KK86414. SEE Purex Corporation, Ltd.

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FOOTE, CONE AND BUILDING. Amazing offer. KK86414. SEE Purex Corporation, Ltd.
A man's beer, says Jack Dempsey. SEE Liebmann Breweries, Inc.

Mary Austin and Douglas Fairbanks, Jr., are working for every Rheingold dealer. SEE Liebmann Breweries, Inc.

Mary Austin elected Miss Rheingold 1952. KK86505. SEE Liebmann Breweries, Inc.

Meet the faces behind the new fashions. KK63072, SEE International Latex Corporation.

For deep aleen from yest to dain. KK86586. SEE International Latex Corporation.

Four leading American designers show why only a Playtex girdle... KK84614. SEE International Latex Corporation.

Full page Life magazine color ads... KK84616. SEE International Latex Corporation. Precision Products Division.

Give those you love the personal, precious gift of sleep. KK80961. SEE International Latex Corporation.

Going to town. KK86404. SEE Liebmann Breweries, Inc.

Grand gift for Easter. SEE International Latex Corporation. Precision Products Division.

The great white way. KK81952. SEE Cole of California, Inc.

Greatest vote of any beer ever had. KK86591. SEE Liebmann Breweries, Inc.

He's a special man pleasant surprises. KK86240. SEE Swiss Federation of Watch Manufacturers.

It's the right note. KK86608. SEE Liebmann Breweries, Inc.

Hollywood star names favorite. KK86157. SEE Liebmann Breweries, Inc.

Hollywood stars and famous designers call Playtex the perfect girdle... KK84659. SEE International Latex Corporation.

It's a Cole of California, Inc. SEE International Latex Corporation.

It's here now. KK82926. SEE Acme Brewing Company.

It's like giving a $100 bill for Christmas. KK80962. SEE International Latex Corporation. Precision Products Division.

It's like giving a $100 bill to each of your friends. KK80962. SEE International Latex Corporation. Precision Products Division.

It's like slipping a $100.00 bill into your wallet, says James B. Gilligan. KK84664. SEE International Latex Corporation. Precision Products Division.

It's never bitter, never bland, always tasty. KK84602. SEE Liebmann Breweries, Inc.

It's new, it's here. KK84667. SEE General Foods Corporation.

It's under our cap. KK82210. SEE Liebmann Breweries, Inc.

The leader, by a wider margin than ever. KK82210. SEE Liebmann Breweries, Inc.

Lemons prove lifesaver for low-salt diets. KK82550. SEE Sun-kist.

Lemons solve no. 1 problem of low-salt diets. KK82096. SEE Sun-kist.

Low-salt diet? KK86611. SEE Sun-kist.

New, liquid bleach in safe dry form. SEE Purex Corporation, Ltd.

New, new, Poets Sugar Kinkles. KK86206. SEE General Foods Corporation.

New revolutionary liquid bleach in safe dry form. SEE Purex Corporation, Ltd.

The newest gift for heads of the family. KK86557. SEE International Latex Corporation. Precision Products Division.

Now, at last. SEE Purex Corporation, Ltd.

Now get your linens nearly 3 shades whiter. KK86613. SEE Purex Corporation, Ltd.

Now it's here. KK82924. SEE Purex Corporation, Ltd.

An old friend comes back. KK84581. SEE Liebmann Breweries, Inc.

On the 20th century limited, whose famous Bostonians are these? KK86202. SEE Commonwealth Shoe and Leather Company.

Only a Playtex girdle lets you feel as free as this. And look as slim as this. SEE International Latex Corporation.

Pacific sun fashion. KK82051. SEE Cole of California, Inc.

Piling up new records. KK84198. SEE Liebmann Breweries, Inc.

Rheingold is New York City's largest selling beer. KK86566. SEE Liebmann Breweries, Inc.

Rome, America's largest selling wine, because it tastes better. SEE Romal Wine Company.

Six gentlemen of the old school. KK84155. SEE Liebmann Breweries, Inc.

So many people enjoy Roma, it's America's favorite wine. KK83500. SEE Roma Wine Company.

Something new in rockets. KK86582. SEE Liebmann Breweries, Inc.

Still rolling up new records. KK82212. SEE Liebmann Breweries, Inc.

This I gotta tell my wife. KK84591. SEE Purex Corporation, Ltd.

This symbol alone doesn't make a famous motor car. KK82124. SEE Liebmann Breweries, Inc.

This flower are fine and candy is dandy, there's nothing sweeter than the gift of sleep. KK85777. SEE International Latex Corporation.

Time to stop out. KK82137. SEE Cole of California, Inc.

Try this revolutionary new liquid bleach in safe dry form. KK84592. SEE Purex Corporation, Ltd.

TV, at last, seems to have a mature half-hour dramatic series, says the Billboard, leading theatrical weekly. KK86208. SEE Liebmann Breweries, Inc.

Twins will have to taste the difference. KK81259. SEE Liebmann Breweries, Inc.

Two good reasons why 1953 will be a happy new year for Rheingold dealers... SEE Liebmann Breweries, Inc.

A valentine for the whole family. KK84584. SEE General Foods Corporation. SEE International Latex Corporation. Precision Products Division.

Way out ahead, and breaking all records. KK82211. SEE Liebmann Breweries, Inc.
more steps in figure-work ... 
In payroll calculations costs come down with Friden extra thinking. 
The thinking machine of American business. (Automatic calculator) 
In payroll calculations, invoicing, inventory, more Friden thinker-second, multiply savings. 

FRIEND, ROBERT E. 
The world's finest sewing equipment. 
KK85450. SEE Royal (B) Sewing Machine.

FRIEDMANN, ALBERT H. 
Strip No Stick, plastic coated shell covering with scalloped edge. 
KK85635. SEE Domestic Industries, Inc.

FRIEDEN, MAUD LEACHMAN. 
The revolutionary new Travelman. 
KK86490. SEE Leachman Frieden Company.

FRIEDEN, TED. 
The revolutionary new Travelman. 
KK86490. SEE Leachman Frieden Company.

FROST TOY COMPANY. 
KK83651. 

FROSTY PRODUCTS CORPORATION. 
Come and get it. (Frozen confectons) Poster. Appl. author: Sydney L. Weiss. 
KK82108. 

12x10. 

Donald Duck Joy-Frost twins. 
15x542. KK82110. 

Dreamstick. Save bags for swell gifts. 
(Frozen confectons) Streamer. Appl. author: Max Liebman. 
25Mar53; KK85772. 

15May53; KK83209. 

24Apr52; KK82106. 

25Mar53; KK85771. 

Save bags for swell gifts. 
25Mar53; KK85771.

Concrete form ties with spreader. (Construction material) Folder. Appl. author: Dale Hill. © 15Dec52; KK81697.


GATES RUBBER COMPANY.


Feb. 1953. © 14Jan53; KK82627.

Mar. 1953. © 1Apr53; KK82671.

Apr. 1953. © 15Mar53; KK83572.

May 1953. © 15Apr53; KK83555.

June 1953. © 15May53; KK83691.


April 1953. © 15Mar53; KK81149.

June 1953. © 12May53; KK81696.


GAYLORD PRODUCTS, INC. ©

Always in the spotlight, the Gayla girls. Never-dropped Gayla Hold-Bo Bobby pin. Adv. from Chain store age, Feb. 1953, p. 135. © 9Feb53; KK80759.

Have a party hair-do all day long, with Gayla Hold-Bob Bobby pin. Adv. from Woman's Home Companion, July 1950, p. 141. © 11Jul50; KK80774.

Through the years. 1953 the largest selling baby pin in the world. Gayla Hold-Bo Bobby. Adv. from Chain store age, Jan. 1953, p. 344. © 11Jan53; KK82826.

GEIGER (J. W.) AND COMPANY.


GEIGER, JAMES W., AND RAYMOND J. PESS, forming the partnership J. W. GEIGER AND COMPANY. SEE Geiger (J. W.) and Company.

GEIGY COMPANY, INC. GEIGY PHARMACEU-

TICALS DIVISION ©

Butasolin. Therapeutic efficacy and toxicological properties in arthritis and allied disorders. Geigy. (Pharmaceuticals) Pamphlet. © 1Dec53; KK83503.

GENERAL BAKING COMPANY ©


Jane Stendish whole wheat. Thin sliced. Net wt. 1 lb. (Bread) Label. © 17May53; KK59595.

GENERAL CIGAR COMPANY, INC. ©


GENERAL ELECTRIC COMPANY ©

Adding to America’s productivity, painted by Joseph Chemovitch. (Manufacturing machinery essential to the productive materials) Poster. © 1Dec52; KK80749.

Adding to vacation enjoyment, painted by Warren Baumgartner. (Radio and exposure meter) Poster. © 1Dec52; KK80712.

Aiding the Nation’s atomic program, painted by Joseph Chemovitch. (Manufacturing machinery essential to the productive materials) Poster. © 1Dec52; KK80712.

America’s railroads keep pace, painted by Peter Helck. (Shipping service by diesel locomotive) Poster. © 1Dec52; KK80751.

Arc-welders, electrodes, accessories, renewal parts. GE. (Joe Magee’s. Electrical equipment) Sheet. © 30Oct51; KK80734.

Give me 3 minutes to tell you why alternating-current welding will help you increase production, improve quality, cut costs. (Welding equipment) Folder. © 16Feb53; KK80733.

Guarding our timber resources, painted by John J. Hagan. (Ranges, timber industries) Poster. © 1Dec52; KK80756.

Here now. G.E. new welding electrode, type W-610-A, the easy-to-use class E-610 electrode. Window sticker. © 20Mar53; KK80601.

Hotpoint summer shower of special values. A proved program to step up sales. (Hotpoint appliances and similar appliances) Pamphlet. Appl. author: Leroy J. Dobrzanski. © 1Dec52; KK80764.

Lights that say: Merry Christmas, painted by Adolph Tredler. (Christmas lighting, street lighting and urban lighting) Poster. © 1Dec52; KK80756.

Menlo Park in the 1870’s ... painted by Doris Lee. (Lamps and bulbs for home and industry) Poster. © 1Dec52; KK80757.

More power to America, painted by Paul Rebut. (Hydro-power and general) Poster. © 1Dec52; KK80746.

Research in guided missiles, painted by Peter Burd. (Launching, powering and guided missiles) Poster. © 1Dec52; KK80746.

Speeding aircraft production, painted by D. St. Louis. (Motors and skins for jet fighters or transports) Poster. © 1Dec52; KK80747.

Thanksgiving, painted by Trans Merchants (Frigidators, dishwashers, etc.) Poster. © 1Dec52; KK80755.

Welding arcs news.

10-1. © 12Jan53; KK82225.

10-3. © 23Jan53; KK80598.

10-15. © 13May53; KK81359.

10-4. © 12Mar53; KK81959.

10-4K. © 1Mar53; KK81943.

Where the furnace used to be, painted by George Repp (Home-heating equipment; television receivers for the home) Poster. © 1Dec52; KK80755.

GENERAL ELECTRIC COMPANY. MANNING-

BOWMAN DIVISION ©


GENERAL FIREPROOFING COMPANY.

Annual report, 1952. General Fire-

proofing. (Office furniture) Pamphlet. © The General Fire-


General Home Storage and storage equipment. 30 p. © The General Fireproofing Co.; 23Jan53; KK80395.


Birds Eye heat 'em and eat 'em whipped potatoes. Foster no. 5389. (Frozen foods) © 1952; KK82217.


Birds Eye new. (Frozen foods) Appl. author: Young & Rubicam, Inc. © 1952; KK86659.


In lima beans, insist on the brand you know is special. Adv. from New York news, Feb. 12, 1953. © 1952; KK83653.

In peas, insist on the brand you know is special. Birds Eye. Adv. from New Haven register, Mar. 12, 1953, p. 11. © 1953; KK83651.

It pays to insist on frozen foods you know are special. Adv. from Chicago news, Feb. 19, 1953, p. 40. © 1953; KK83652.


Birds Eye strawberries; Birds Eye pears; Birds Eye orange juice. (Frozen foods) Adv. from Western Family, Dec. 11, 1952, p. 44. Appl. author: Young and Rubicam, Inc. © 1952; KK83601.


Carry home the juice of 3 dozen oranges in this handy Birds Eye 4-can pack. Quick-frozen concentrated orange Juice. Adv. from Chicago
NEW POST'S CORN-PETTI, the different kind of corn with the magic sugar coat. Adv. from the Flint journal, Sept. 11, 1952, p. 26. Appl. author: Young & Rubicam, Inc. © 110sep52; KKX1194L.


None quicker, none better, Birds Eye summer fruits – Birds Eye frozen foods. Adv. from Western family, July 10, 1952, p. 6. Appl. author: Young and Rubicam, Inc. © 10jul52; KKX1830L.

Now at low prices, the best Birds Eye bagels. The finest frozen foods from Chicago news, July 10, 1952, p. 16. Appl. author: Young and Rubicam, Inc. © 10jul52; KKX0125L.


Now's the time for Ann Pillsbury's new holiday parfait pies. Made with Jell-O and Pillsbury's Best, the grand national flour, Adv. from Better living, Nov. 1952, p. 6-7. Appl. author: Young and Rubicam, Inc. © 19nov52; KKX0125L.


Now's the time for Jell-O! Having a little trouble. Adv. from this week, July 27, 1952, p. 30. Appl. author: Young and Rubicam, Inc. © 27jul52; KKX1227L.


Now's the time for Jell-O salads. Adv. from Better homes & gardens, Sept. 1952, p. 11. Appl. author: Young and Rubicam, Inc. © 1sep52; KKX1227L.


Now's the time for Jell-O salads. Adv. from Good housekeeping, July 1952. Appl. author: Young and Rubicam, Inc. © 1jul52; KKX1227L.


Recipe for Birds Eye super dinner. (Froze foods) Adv. from Life, Sept. 29, 1952; Appl. author: Young and Rubicam, Inc. © 29sep52; KKX1205L.

Recipe for Birds Eye super dinner. (Froze foods) Adv. from Western family, Sept. 4, 1952, p. 6. Appl. author: Young and Rubicam, Inc. © 4sept52; KKX1227L.

Revolutionary new recipe, takes only 18 minutes, spanish rice pronto. Minute Rice. Sent to tomato sauce. Adv. from Woman's home companion, Oct. 1952, p. 92-93. Appl. author: Young and Rubicam, Inc. © 27oct52; KKX1227L.

See why twice as many Buffalo women now buy Birds Eye eyes in a pinch. Adv. from Buffalo news, July 16, 1952, section 3, p. 54. Appl. author: Young and Rubicam, Inc. © 16jul52; KKX1227L.

See why twice as many Minneapolis women now buy Birds Eye orange juice. Adv. from Minneapolis star tribune, July 21, 1952. Appl. author: Young and Rubicam, Inc. © 21jul52; KKX1227L.

Start with Birds Eye orange juice for the real American breakfast. Adv. from Western family, Nov. 6, 1952, p. 21. Appl. author: Young and Rubicam, Inc. © 6nov52; KKX0125L.

There's something special about a Birds Eye chicken dinner. Form 5260. (Chicken dinner kids) 24-sheet poster. © 15apr53; KKX6681L.

There's something special about Birds Eye orange juice. Form 5605. 24-sheet poster. © 12may53; KKX6682L.

There's something special about Birds Eye strawberry. Adv. from Life, Apr. 11, 1953, p. 44. Appl. author: Young and Rubicam, Inc. © 11apr53; KKX6649L.


2 reasons why twice as many local womans buy Birds Eye orange juice. Adv. from Lewisville news, July 13, 1952, p. 17. Appl. author: Young and Rubicam, Inc. © 13jul52; KKX1227L.

Want to please the fussiest member of your family? Jell-O. Adv. from Ladies home journal, Oct. 1952, p. 207. Appl. author: Young and Rubicam, Inc. © 20oct52; KKX1227L.


You just havent milk and eggs. (Food products) 13.1. © 15dec52; KKX0125L.

Corn and wheat, sugar sweet. Sugar Smiles. Net wt. 10 oz. (Food products) Label. © 1mar53; KKX0125L.

Larro research farm standard milk production graph. Larro foods. Sheet. © 10jan50; KKX0125L.

Maro metered feed calculator. Larro foods. Card. © 30dec52; KKX0125L.


GENTILE, VINCENT. The flower tube. KKX5435. SEE Poster Engineering Company.

GEO. BROTHERS ©. For a proud future in any weather ... Famous GB Lin-Speed, the real oil finish. Label. © 16mar53; KKX0125L.

GEORGIA PACIFIC COMPANY ©. Erinng Wedgewood richly textured wood wall paneling. (Textured plywood) Papelmat. © 9feb53; KKX0125L.

GERHARD, KARL E. We recommend packaged Eagle Claw fish hooks. KKX5515. SEE Wright and McCullin.

Then I got Conoco's new 1-2-3-3, 50,000 mile service. SEE Continental Oil Company.

Why zip, zip, zip when one zip does it. KK8312L. SEE Zippo Manufacturing Company.

CHIRANDLI (D.) COMPANY @
Established since 1906, makes the finest non-fat milk solids. Net weight 1/2 lb. Label. © 1De52E; KK80085.

GIANNOTTO, FRANK.
Fogler's instant coffee. KK86077. SEE Fogler (x. A.) and Company.

GIATTI, VALENTINO.
Martini Manicomi. KK85659. SEE De Martini Maccaroni Company, Inc. Quality product. KK84536. SEE De Martini Maccaroni Company, Inc.


GIBBONS-O'NEILL, INC.
Another 3,000,000 homes & gardens. KK88079. SEE St. Mary's Woolen Manufacturing Company. Someday O' Neill is walking in the meadow, too. KK87292. SEE St. Mary's Woolen Manufacturing Company.

GIBRALTAR CORRUGATED PAPER COMPANY, INC. @
Razor cylinder-formed corrugating medium. Gibraltar Rocker corrugating medium for strength. (Razor for corrugating paper sheets) Label. © 20Aug52; KK83333.

GIBSON REFRIGERATOR COMPANY @
It's time to make your wife to see the new Gibson with exclusive swing-out servers. (Refrigerator) Adv. from Life, May 25, 1953. p. 6. Appl. author: Henri, Hurst & McDonald, Inc. © 5May53; KK85913.

See the new Gibson. The only range with upa- a-day deep-well cooker, plus 2-do-all ovens. Adv. from Home homes & gardens, May 1953, p. 190. Appl. author: Henri, Hurst & McDonald, Inc. © 21Apr53; KK83629.

See the new Gibson. The only range with up-a-day deep-well cooker, plus 2-do-all ovens. (Range) Adv. from Life, Feb. 19, 1953, p. 11. Appl. authors: Henri, Hurst & McDonald, Inc. © 20Feb53; KK85915.

See the new Gibson, the only up-right food freezer with tilt-out bin and stay-packet shelves. Adv. from Life, Apr. 15, 1953, p. 180. Appl. author: Henri, Hurst & McDonald, Inc. © 10Apr53; KK85912.

See the new Gibson, the only up-right food freezer with tilt-out bin and stay-packet shelves. (Food freezer and refrigerator) Adv. from McCall's, June 1953, p. 93. Appl. author: Henri, Hurst & McDonald, Inc. © 22May53; KK86151.


GILLETTE COMPANY.


GILLETTE COMPANY.


Nov. 9, 1952, comic section.
App. author: Maxon, inc. © Gillette Safety Razor Co.; 9Nov52; KK81595.


GILLETTE COMPANY. TONIC COMPANY DIVISION.
Directions for Silver Curl, by Toni. The first, the only home permanent. Folder. © The Toni Co., a division of the Gillette Co.; 10Jan53 (in notice: 1952); KK83332.
Directions for Silver Curl, by Toni. The first, the only home permanent. Folder. © The Toni Co.; a division of the Gillette Co.; 27Apr53; KK85021.

GINN, EDWIN H.
Kill spittlebugs with. Toxaphene. KK85670. See Hercules Powder Company.

GINTER, JAMES LYELE. d.b.a. TROUT INDUSTRIES. See Trout Industries.

GIOU, PAUL.
Lafayette, the finest premium quality beer. KK84156. See Falstaff Brewing Corporation.

GROM, WALTER.
Falstaff beer comes to California. KK83350. See Falstaff Brewing Corporation.


GOGGIN, CARL I. Fluidolub Greaseless. KK81711. GE Hooker Electrochemical Company. 22Jan55; 23Jan53; K88768.

COOPER, HOWARD I. Reel for me. KK81712. COBE Dairy Products, Inc. 22Jan55; 23Jan53; K88768.


Goodall fabrics fly with the finest. Where durability and luxury are the keynote. Goodall fabrics are preferred. Adv. from American aviation, June 22, 1953, p. 67. Appl. author: Ruthrauff & Ryan, Inc. © 22Jun53; K88767.


Goodall fabrics invite you to see a new wide range of coatings ... Zibelines. Shaglux. Adv. from Women's wear daily, May 5, 1953, p. 36. Appl. author: Ruthrauff & Ryan, Inc. © 5May53; K88763.


Harden chooses Goodall fabrics to help sell more chairs and sofas. Adv. from Retailing daily, Apr. 1, 1953, p. 15. Appl. author: Ruthrauff & Ryan, Inc. © 1Apr53; K88766.

New coordinated beauty in chrome sets by Burlington upholstery by Goodall. Table top and Goodall  upholstery Interestingly


GLADDEN, CARL P. SEE Gladd Enter-prises, Inc. 31May53.


GLASHEY, JOHN LESLIE. Flower spray color KK86782. SEE Douglas (0. S.) Company.

GLATZ, HERBERT, a.b.a. MAHA PRODUCTS. SEE Maga Products.

GLADEMORE DISTILLERIES COMPANY, INC. A gift of beauty - a joy forever. This charming decanter is a replica of those that graced the bars ... Kentucky Tavern (whiskey). Adv. from Life, Nov. 9, 1952, p. 53. Appl. author: D'Arcy Advertising Co. © The Gleamore Distilleries Co., Inc.; 31Oct52; K88764.


Norwalk chooses Goodall fabrics to help sell more half-sofas. Adv. from Retailing Daily, Apr. 21, 1953, p. 17. Appl. author: Ruthrauff & Ryan, Inc. © 2Apr53; KK85314.


See these Goodall plastics on drapery fabrics by leading manufacturers this March 15th. Adv. on retailing daily, Feb. 22, 1952. Appl. author: Ruthrauff & Ryan, Inc. © 22Feb52; KK83945.

See these Goodall plastics on drapery fabrics by leading manufacturers this March 15th. Adv. on retailing daily, Jan. 25, 1953, p. 25. Appl. author: Ruthrauff & Ryan, Inc. © 25Jan53; KK83601.


So exquisite, so exclusively Goodall. Only beautiful Goodall fabrics give your home this look of lasting, present day beauty. (Drapery and furniture fabrics) Adv. from House & Garden, Apr. 1953, p. 56. Appl. author: Ruthrauff & Ryan, Inc. © 2Apr53; KK85311.


You know sashels are the biggest sellers of all. Why miss the most magnificent line of all blended-to-perfect Goodall fabrics. Adv. from Retailing daily, May 26, 1953, p. 18. Appl. author: Ruthrauff & Ryan, Inc. © 26May53; KK86430.


GRANDSTANDS COMMERCE PRINTS AND LABELS

GOODMAN (H.) AND SONS, INC.©

Goody matching barrettes with stay tight clasp, holds hair securely. (Barrettes and combs) Card. Appl. author: Oie M. Markson. © 15Jan53; KK84978.

Goody floral bouquet. Evergrip barrettes, guaranteed to hold even the finest hair. (Barrettes and combs) Appl. author: Oie M. Markson. © 15Jan53; KK84979.

Goody matching barrette sets for my money and looks. Hair Held On package, 59c per card 12. (Barrettes, curlers, and combs) Card. Appl. author: Ruthrauff & Ryan, Inc. © 2Jan53; KK81907.

GOODMAN, L. F.©

Confidential money request. Postal Finance Company. Loans by mail to teachers and other school employees. Sheet. © 23Mar53; KK84949.

Pacts you should know to get money by mail. Postal Finance Company. Loans by mail (Sheets) © 26Jan53; KK84B15.


Postal Finance Company. You can obtain a teachers' vacation loan up to $200 now. Sheet. © 23Mar53; KK84950.

GOODMAN, WILLIAM LEE, JR.


GOOLD AND TIEFENBACH, INC.

A bed warmer used to be a welcome gift. KK81087. SEE Landers, Frary and Clark. It's Universal for smart giving and better living. KK81085. SEE Landers, Frary and Clark.

GORDON, HELVIN J., N. G. STONE, AND S. Z. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORDON, S. Z., N. G. STONE, AND HELVIN J. GORDON, forming the co-partnership MANCHESTER HOSIERY MILLS. SEE Manchester Hosiery Mills.

GORELIK, JOSEPH, d.b.a. DC-Pro COMPANY. SEE DC-Pro Company.

GORGAN COMPANY.


Gifts that can really use. From $1.00 to $25.00 and all Gorgan sterling. (Siliverware) Adv. from House Beautiful, May 1953, p. 16. Appl. author: Mrs. C. Le Vathes. © The Gorgan Company; © 1Mar53; KK8641.


GORR (CARYL) PRINTING COMPANY.
The perfect picnic spot is anywhere you make it with table for two. SEE Plaut and Lederman.


GOTHAM HOSIERY COMPANY, INC.©
The only finest stockings in the world have the gold stripe. Gotham Gold Stripe. Adv. from Hosiery Merchandising. © 31Mar53; KK81661.

GOTTESMAN, GEORGE.


GOULD, JOHN.

Speeding aircraft production. KK87047. SEE General Electric.

GOULD-NATIONAL BATTERIES, INC.©

For those who enjoyще, Gould... See Electric, Victory, and Corning. For those who... Gould... See Electric, Victory, and Corning.

GOULD-NATIONAL BATTERIES, INC.©

For those who enjoyще, Gould... See Electric, Victory, and Corning. For those who... Gould... See Electric, Victory, and Corning.

Gould mug shot. © 2Mar53; KK6573.

Gould mug shot. © 2Mar53, to be held at the Hotel Lafayette, Buffalo, New York, Monday, January 12, 1953. (Batteries) Folder. © 29Dec52; KK6081.

Initial charge and installation instructions for lead-calcium batteries, shipped dry, uncharged ... 5 p. Appl. author: Hutchins Advertising Co., Inc. © 1Apr53; KK6573.

Installation and operating instructions for lead-calcium batteries in Signal Corps telephones service. 6 p. Appl. author: Hutchins Advertising Co., Inc. © 10Apr53; KK6573.

Instrucciones generales para la conservación y la operación de los acumuladores Gould, de caucho, (Industrial batteries) Sheet. Appl. author: Hutchins Advertising Co., Inc. © 1Apr53; KK6572.

January ... Start the New Year right. Get all the benefits of Gould battery service. In caso you industrial battery users don't know, our service facilities. Blotter. Appl. author: Frank M. Hutchins. © 28Jan53; KK1961.

Let us help your batteries live a long useful life. (Industrial batteries) Blotter. Appl. author: Frank M. Hutchins. © 1Apr53; KK6256.

GOULDING, ALFRED T. Modern fastening methods. KK3218. See Hasmet Fasteners, Inc.

GOURPAIN, A. S., JR. For television enjoyment, the picture tells the story. SEE Motorola, Inc.

GOWLAND, DOUGLAS KELVIN, and JOHN PINKNEY GOWLAND, a partnership of Gowland and Gowland. SEE Gowland and Gowland.

GOWLAND, JOHN PINKNEY, and DOUGLAS KELVIN GOWLAND, a partnership of Gowland and Gowland. SEE Gowland and Gowland.

GOWLAND AND GOWLAND, America's maritime history in miniature. Shipyard, Ships in bottles. Label. © 13Apr52; KK6570.


Introducing the most distinctly different toaster in the world, the sensational new Toastmaster super de luxe toaster. KK6582. SEE McGraw Electric Company. Toastmaster Products Division.


Profitable way to speed counter service. KK6586. SEE McGraw Electric Company. Toastmaster Products Division.


Strong leadership guides these sales-winners of McGraw Electric Company. Toastmaster Products Division.

Toast oven that builds counter traffic. KK6580. SEE McGraw Electric Company. Toastmaster Products Division.


Toastmaster roll and food warmers speed hot food from kitchen to patient. KK6556. SEE McGraw Electric Company. Toastmaster Products Division.


GRACE-D-LIGHT COMPANY ©. Miss America sews; street dress without any help from mommy; ages 7 to 11. (Sewing kit) Label. © 29May52; KK6051.

GRAHAM, WALTER M., d.b.a. GRAHAM PROGRESS DISPLAYS. SEE Graham Progress Displays.


Even rings priced from $100 to $250 should have a perfect diamond. (Diamond ring ensemble) Adv. from San Francisco Examiner, Feb. 22, 1953, p. 3. © 21Dec52; KK6018.


Merit in choice in diamonds ... Adoration. ... An exclusive Grant ring set with a perfect diamond. Adv. from San Francisco Examiner, Nov. 19, 1953, p. 3. © 19Nov53; KK5277.

The official inaugural medal. The first inaugural; in gold, will be presented to President-elect Dwight D. Eisenhower. Adv. from San Francisco examiner, Jan. 19, 1953, p. 3. © 1Jan53; KK6059.

Read this dramatic story of diamond security. Science shows why tempered gold and platinum safeguard your diamond purchase. Adv. from San Francisco Examiner, Feb. 1, 1953, p. 3. © 1Feb53; KK6059.

Wed-Lok diamond rings look better, wear better, feel better. Adv. from San Francisco Examiner, Jan. 11, 1953, p. 3. © 11Jan53; KK5464.

Why tolerate rings that separate and twist like this? Remount your own diamonds in a Wed-Lok ensemble like this. Adv. from San Francisco Examiner, Jan. 25, 1953, p. 3. © 25Jan53; KK5773.

GRANT, STUART. Fyre-Freeze carbon dioxide portable fire extinguishers. KK6380. See Kidde (Walker) and Company, Inc.

Portable equipment. SEE Kidde (Walker) and Company, Inc.

Stop those fire flies. KK6547. SEE Kidde (Walker) and Company, Inc.

GRANT, D. M., INC. SEE Grant, Delia M.

GRATTAN, DELIA M. Registered glove service. Registered glove service is a unique plan ... to be offered to a manufacturer or manufacturers of men's or women's gloves as a merchandising, advertising and promotional adjunct ... Sheet. © Delia M. Grattan & John D. Hallaren (in notice: D. M. Grattan Co.); 15Jun51; KK6250.

GRATZEL, JOSEPH A., and STEPHEN GRATZEL, d.b.a. GRATZEL'S BAKERY. SEE Gratzel's Bakery.

GRATZEL, STEPHEN, and JOSEPH A. GRATZEL, d.b.a. GRATZEL'S BAKERY. SEE Gratzel's Bakery.

GRATZEL'S BAKERY. It takes six days to make the party. Label. © Joseph A. Gratzel & Stephen Gratzel, d.b.a. Gratzel's Bakery; 15Jun51; KK6250.

GREEN VALLEY LABORATORIES ©. Sulfuric acid, odorless non-toxic. Helps healing and protects skin ... Label. © 18Mar73; KK85915.

GREENE, ALFRED C. Available for immediate delivery, KK85311. SEE Vulcan Motor Products, Inc.

Duel ignition conversion plate kits for Ford and Mercury. KK85165. SEE Vulcan Motor.Products, Inc.

Power-Flyte for better performance. KK85312. SEE Vulcan Motor Products, Inc.

The Vulcan catalog listing distributor contact points, caps, rotors, condensers. KK85151. SEE Vulcan Motor Products, Inc.

GREENWOOD, BURTTON H. Drilalu (No-warp) for tight wrapping. Glu-Beads. KK85759. SEE Burtonon Company.

GREDO AND SON, INC. ©. Corner chinas cabinet, no. 895. This colonial corner cabinet is made of unfinished ponderosa pine ... Sheet. KK85316. Corner chinas cabinet. This colonial corner cabinet is made of unfinished ponderosa pine. Sheet. KK85316.

GREGORY (WILLARD G.) AND COMPANY. Strength permanent sustained hydraulic capacity. KK852824. SEE American Pipe and Construction Company.

GREEN, PERRY HEIN. Think of your family when you buy tires. KK85301. SEE West Side Buick, inc.


GREEN ADVERTISING AGENCY, INC. Double your pleasure on Valentine’s Day, serve double-rich drinks. KK83509. SEE Schenley Distillers, Inc.

Double your pleasure on Valentine’s Day, serve double-rich drinks. KK83509. SEE Schenley Distillers, Inc.

Wojud magic motion stockings. KK83211. SEE Wojud Hosery Company, inc.

Old Stagg, America’s largest selling Kentucky bourbon. SEE Stagg Distilling Company, Inc.

On Christmas day and every day, every sip of Old Stagg is a taste bonus. KK85016. SEE Stagg Distilling Company, Inc.

Only Cream of Kentucky gives you double-rich taste. SEE Schenley Distillers, Inc.

Joyful magic motion stockings. KK83211. SEE Wojud Hosery Company, inc.

Old Stagg, America’s largest selling Kentucky bourbon. SEE Stagg Distilling Company, Inc.

On Christmas day and every day, every sip of Old Stagg is a taste bonus. KK85016. SEE Stagg Distilling Company, Inc.

So smooth, no chaser needed. KK85776. SEE Stagg Distilling Company.

Top off a great weekend with Old Stagg. KK85776. SEE Stagg Distilling Company.

When sportsmen get together, it’s Old Stagg time. KK85930. SEE Stagg Distilling Company.

When you take it easy, enjoy a double-rich drink that’s easy to take. KK85930. SEE Schenley Distillers, inc.

You’ll double the pleasure of your leisure hours ... KK85325. SEE Schenley Distillers, inc.

GREENWALD, INC. ©. Let’s look at it from your side. Better let Grayevan take the load off your mind. (Long distance moving) Folder. © 15Feb53; KK83640.

This is you when you say move it by Greyevan, because you know that Greyevan is going to load your mind just like that. (Long distance moving) Sheet. © 15Feb53; KK85360.

GRIDER (W.) ADVERTISING, INC. ©. Men make passes at girls who drink glasses. Rhymes of the times. Card. © 1Aug52; KK830861.

GRIGG, JOHN L. New, de-celorized, extra dry, KK81037. SEE Famous Foods, inc.

GRIER, EDNA WOOD ©. The meal planner. A service to homemakers. (Display units for recipe cards) Label. © 2Jul52; KK852147.


GRIMM, A. J. The case of the missing teeth. KK85316. SEE Ticonium.

The case of the missing $32,000. KK85425. SEE Ticonium.

Dentist boosts star Outfielder’s batting average. KK85611. SEE Ticonium.

Did you know this about candy, KK80754. © Ticonium. Famous dance team breaks up. KK82965. SEE Ticonium. Famous movie star visits town. KK81602. SEE Ticonium.


GRIMM, DAVID. Quality products for the water works industry. KK86627. SEE Mueller Company.


CATALOG OF COPYRIGHT ENTRIES


GROSS (JOHN) & COMPANY. "Blondey Daves" very old Prime Wet blended Scotch whiskey. 1/2 quart. Label. © 3Mar53; KK82569.


GROSS, RICHARD H. Called, Potempol, that pure orange flavor. KK85772. See Love (J. Corporation.

Gross Dunk, KK82107. See Fruit Products Corporation.


Potempol, pure orange flavor. KK85769. See Love (J. Corporation.

Price list, KK82106. See Fruit Products Corporation.

Save bags for small gifts. KK82103. See Love (J. Corporation.

Save bags, small gifts. KK85768. See Love (J. Corporation.

GROSFIELD, EDWARD A. Elected family favorite for weightless warmth and super-smartness. KK89330. See Winer Manufacturing Company, inc.

GULF STATE ADVERTISING AGENCY. Cartoons. Kore Americans read 'em and love 'em than you could shake a stick at. If you want to try, Video-Laffs bring cartoons to television. (Cartoon slides. Set of 35 television Folders. © Gulf State Advertising Agency, a partnership, composed of Adele Marks and Seymour Cohen; 31Jan53; KK82610.

GUNDESON, QUESTAV CO. Here is your Cor-Ductor. Handiest iron accessory you ever had. (Old household iron) Sheet. © 21Feb53; KK85058.


Here's your modern beer, 99 % sugar-free. Gunther are enjoying Gunther today than ever before. ... Adv. from the Evening star, Baltimore, June 16, 1953, p. 19. Appl. author: The Blow Co., Inc. © 16Jun53; KK86765.

Less sugar means more sugar in your cash register. ... Now Gunther is launching the greatest advertising campaign in its history. "Safeguard. From World, May 1953, p. 30. Appl. author: The Blow Co., Inc. © 6May53; KK86565.


This modern beer is 99 % sugar-free. Gunther is light, dry, easy to digest... Adv. from the Evening star, Washington, May 6, 1952, p. 4. Appl. author: The Blow Co., Inc. © 6May53; KK86220.


HADDOCK, HOYT S., d.b.a. HADDICK'S NURSERY. See Haddick's Nursery.

HADDICK'S NURSERY. Whatever the occasion [sic] a living plant is the ideal gift. Haddick's Nursery (Nursery stock) Sheet. © Hoyt S. Haddock, d.b.a. Haddick's Nursery; 7Apr53; KK86355.


HANFNERREFF AND COMPANY, INC. Enjoy Haffnereff's new double treat pint. 16 full ounces, brewed by Haffnereff, with you in mind. (Beer.) Adv. from Portland press herald, Portland, Me., Apr. 17, 1953, p. 29. © 17Apr53; KK83959.

HAGAN CORPORATION. Differential transformer: type FMB (magnetomotive force control) Folder. © 12May53; KK87953.

Hagan flow signal transmitter, high pressure type. Bulletin 2553. 7 p. © 6Apr54; KK81501.


HAIKNE, PAUL W. See Hainke (Paul) Mower Corporation,

HAJILLE, psued. See Helperin, Lee.

HALASEA, JOHN V. Loader trucks. KK81612. See Acme Chemical Company.


HALL, HOWARD K., AND TOM COOK, d.b.a. BAR-B-Q LITE COMPANY. See Bar-B-Q Lite Company.

HALL, RAY J., SR. Something new under the sun. KK86162. See Schroeder (John) Lumber and Supply Company.

HALL (ROBERT) CLOTHES, INC. Are you paying for these invisible labels? Robert Hall, America's largest chain of super-market chains. Adv. from Chicago daily tribune, Apr. 15, 1953, p. 13. © 15Apr53; KK87447.

The coolest, the most comfortable suits in America, at the lowest price we've seen. (Articles of apparel) Adv. from the Pittsburgh press, May 26, 1953, p. 12. © 26May53; KK86383.


Rush to Robert Hall. Last time we sold out. Robert Hall, America's largest clothing chain. Adv. from the Pittsburgh sun-telegram. © 23Apr53; KK86994.

Sensational spring and Easter 20 to 40% off. Adv. from Life, Mar. 9, 1953, p. 100-101. © 9Mar53; KK83777.
COMMERCIAL PRINTS AND LABELS

1953

This is the new way we buy our clothes, Robert Hall, America's largest clothing super-market chain. Dressmakers announce daily tribune, Apr. 8, 1953, p. 13. © Spar57; KK85573.

HALL, TOM. Makes ironing easier. KK93443. See Carlson Products Company, Inc.


HALLECK, JOHN D. Registered glove service. KK08579. SEE Grott, Della M.

HALLSTROM AND FISHER, Inc. © Try a Dairy Queen Dip Top. Chocolate, lime, orange, cherry ... (World's a banana, frozen food) Display card. Appl. author: W. J. Henderson. © 15May53; KK86056.


At the Taylor Instrument Company; a case history of xerography at work Pamphlet. Appl. author: Thomas J. Liston. © The Haloid Co.; 29Aug53; KK90911.

A case history from the Association of Casualty and Surety Companies. Better communications service to the public and member companies thru xerography, Xerox (Xerographic equipment & supplies) Folder. Appl. author: Thomas J. Liston. © The Haloid Co.; 10Mar53; KK86527.


Xerography at work at Glenn Falls grown. Xerox copying equipment helps maintain up-to-date direc-

Xerography at work at Plasecki Hallo-
copier Corporation. Preparing and reproduction materials ... and office and factory forms of all kinds, with the xerox-offset method for multiple duplicating. (Xero-


HALLPERIN, LEE. Twist-a-doodle. KK08918. SEE Lauren Products Company. SEE Laurel Products Company.

HALPERIN, LEE. Twist-a-doodle board. KK08917. SEE Lauren Products Company.

HALSAM PRODUCTS COMPANY ©. Build with American logs. Café. (Toy building set) Folder. © 6Mar53; KK85177.

HAMEL, HERBERT F. Are you sorry your Curling service- man is too busy to come to your home? KK83220. SEE Culligan, Inc.


HAMILTON MANUFACTURING CORPORATION ©. Boost sales the year around. Use the Cosco merchandiser. (Display stand) Folder. © 23Apr55; KK86699.

Cosco baby jumper, Model 12-A. Sheet. © 1May55; KK86200.

Cosco feed-n-play tables. A handy feeding-table. Sheet. © 20Feb53; KK83682.

Cosco metal household furniture. Tie in, cash in, on the biggest Cosco stool promotion in history. Folder. © 1Mar53; KK83969.

Cosco stool step Model. 11-C. Sheet. © 20Feb53; KK83800.

Cosco utility table with built-in electrical outlet. Model 8-L. Sheet. © 2Jan55; KK86686.

For convenience, safer play. Cosco feed-n-play table. (Baby table) © 9Mar53; KK83887.


You'll be glad you're saving for the years ahead with a Hamilton. (Watches) Adv. from Scholastic, May 14, 1952. Appl. author: Teasie M. Krause. © 31Oct52; KK85176.

HANNAM, RICHARD. See C-H Company.

HARMER, J. C. (FREE-0-Draf, Buy-n-Graph. Live better for less! Wizard Prewaters. (Prewaters cabinets) Card. © 1Jan55; KK85140.


HAMMOND INSTRUMENT COMPANY ©. Cont'd.


Before you buy, find out why the Hammond organ is the world's leading church organ. Adv. from Extension, Nov. 1952, p. 15. Appl. author: Young & Rubicam, Inc. © 10Aug52; KK81501.


Before you buy, find out why year after year more churches have chosen the Hammond organ. Adv. from Extension, Oct. 1952, p. 23. Appl. author: Young & Rubicam, Inc. © 10Sep52; KK81501.


Only Susan is a planist, but we all play the Solovox. Adv. from Life, Sept. 6, 1952, p. 136. Appl. author: Young & Rubicam, Inc. © 5Sep52; KK85710.


To make your Christmas music especially beautiful, and to best serve your church all through the year, Hammond organ, music's most glorious voice. Adv. from Extension, Dec. 1952, p. 7. Appl. author: Young & Rubicam, Inc. © 10Nov52; KK93611.


World's leading church organ is also your greatest organ value. Hammond organ, music's most glorious voice. Adv. from Extension, Jan. 1953, p. 5. Appl. author: Young & Rubicam, Inc. © 10Dec52; KK84818.


Your playing is the hit of the party when you play the Solovox, made by the makers of the Hammond organ. Adv. from Young & Rubicam, Inc. © 15. Appl. author: Young & Rubicam, Inc. © 25Feb53; KK85733.

HAMSCO, ALB-AT W. Sales for advertising. KK85615. SEE Laken's & Sons Company.

HANAH, BENNY. Egg & toaster-size frozen waffles. KK80836. SEE Egg Food Products, Inc.

HANK (PETER) BREWERY COMPANY ©. Bruts you can't serve a finer glass of beer; Pilsner pilsner bruts. © 6 oz. cans. Label. © 10Nov52; KK80056.

Meister Brüt Pilsner beer. Contents 12 fluid oz. [Assorted bottles, jugs, glasses, and mugs design] Label. © 29Nov52; KK82605.

Meister Brüt Pilsner beer. Contents 12 fluid oz. [Assorted metal beer containers] Label. © 29Nov52; KK82605.


Meister Brüt Pilsner beer. Contents 12 fluid oz. [Assorted bottles and marine design] Label. © 1Dec52; KK82650.

Meister Brüt Pilsner beer. Contents 12 fluid oz. [Assorted bottles and marine design] Label. © 1Dec52; KK82650.

Meister Brüt Pilsner beer. Contents 12 fluid oz. [Assorted bottles and marine design] Label. © 1Dec52; KK82650.


Meister Brüt Pilsner beer. Contents 12 fluid oz. [Western music and dancing designs] Label. © 1Dec52; KK82709.


COMMERCIAL PRINTS AND LABELS


This hose reel really functions in LPG delivery service. Economically, smoothly, safely. Hannay hose reels ... Folder. Appl. author: Hevenor Advertising Agency, Inc. © 2Apr53; KK83477.


HANSON, KALTHEN.
Plateen pep. KK81108. See Tested Products Company.

Tested positive economy control method. KK91109. See Tested Products Company.

HARDING, HATT ©.

HARDING, HARTFORD MARION. See Harding, Hart.

HARDWARE WORKS ©.

HARETT-GILMAR, INC. ©.
Travel America electric educational action game. With Wiry Dan, the traveling man. Label. Appl. author: Gilbert Seymour Felshental. © 7Jan53; KK83943.

Wiry Dan's electric baseball game. All the action and thrill of real baseball. Label. Appl. author: Gilbert Seymour Felshental. © 26Jan53; KK83994.

Wiry Dan's electric football game. All the action and thrill of the gridiron. Label. Appl. author: Gilbert Seymour Felshental. © 16Feb53; KK83995.


HARGIS, BAILLEY N. ©.
Spartan trailers. How would you like to own a Spartan house trailer? Sheet. © 25Dec52; KK83692.

HARLEY, DON E.
Meet Toby Brita. KK9755. See Donald (C. B.) Company.

HARRIET, LEE.
Quality on the upper level. KK92935. See Dean Milk Company.

HARRIS, DAVID H.
Burnby Wire-Wraps. See Burnby Engineering Company, Inc.

HARRIS (H. E.) AND COMPANY ©.
What's a mystik adhesives quf' featuring The Story behind the stamp. Pamphlet. © 10ct51; KK81753.

HARRIS, JACOB L.
400 beer, Fox Head. KK82821. See Fox Head Brewing Company.

HARRIS-SEYBOLD COMPANY ©.


H.A., Jan.-Feb. 1953. 4 p. © 27Feb53; KK83265.

HART, SCHAPPFNER AND MARX ©.
Back in the earlier years of the century, one kind of fabric that could always be found is the wardrobe of a well-dressed man was whipcord. (Clothing) Adv. from Time, Oct. 27, 1952. Appl. author: Tassie N. Krause. © 25Nov52; KK83943.

Science says there are four ways to cool the body. (Clothing) Adv. from Life, May 5, 1952, p. 162. Appl. author: Tassie N. Krause. © 2May52; KK83837.

Two of the most interesting problems that a man can face involve the choice of a wife and the choice of a sport coat. (Clothing) Adv. from Time, Nov. 17, 1952. Appl. author: Tassie N. Krause. © 1Nov52; KK83951.

HARTMAN, CARL F.
Protexol Pentosante, oil borne penta-chlorophenol solution. KK80996. See Protexol Corporation.

HARTMAN (GEORGE H.) COMPANY ©.
I can make money for you. KK93110. See Mystic Adhesive Products.

I can save you time and money. KK83681. See Mystic Adhesive Products.

I have lost my shirt on our new advertising campaign. KK93215. See Chicago Show Printing Company.

Make more money. KK8397. See Mystic Adhesive Products.

MYSTIK brand Self-Stik. KK81916. See Mystic Adhesive Products.

MYSTIK brand Self-Stik new Flex-Stron. KK86794. See Mystic Adhesive Products.

MYSTIK brand Self-Stik new Thintack masking tape, fastest and best masking tape made. KK83140. See Mystic Adhesive Products.

MYSTIK brand tape Self-Stik. See Mystic Adhesive Products.

MYSTIK brand tapes Self-Stik. See Mystic Adhesive Products.

MYSTIK brand tapes Self-Stik like Lincoln. KK83139. See Mystic Adhesive Products.

MYSTIK brand Self-Stik Flexstron. KK82665. See Mystic Adhesive Products.

New ribbon-fibrous masking tape speeds your job. KK83249. See Mystic Adhesive Products.


You be the judge. KK80122. See Mystic Adhesive Products.

HARTSELL, HAROLD E. ©.

HARVEY AND HONE, INC. ©.
Homekeeping simplified by O-Cedar. KK81179. See O-Cedar Corporation.

Homekeeping, what is it and how to do it? KK80149. See O-Cedar Corporation.

Praise winning cookies. KK86535. See Church and Dwight Company, Inc.

Quick leaf broads. KK86536. See Church and Dwight Company, Inc.

6 easy desserts from 1 soda-made dessert mix. KK86535. See Church and Dwight Company, Inc.

Top candy favorites. KK86534. See Church and Dwight Company, Inc.

HASSBROUCK, MURIEL. See Hassbrouck (Muriel) inc.

HASSBROUCK (MURIEL) INC. ©.
Which one is mine? Muriel Hassbrouck brings you personality in perfume. Folder. Appl. author: Muriel Hassbrouck. © 29Apr53; KK89493.

HASGAL, MAURICE.
Fresto plastic seal. KK86339. See Fresto Chemical Company.

HASKENFELD BROTHERS, INC. EMPIRE PENCIL COMPANY DIVISION ©.
Empire's life line is your life-line to growing making pencil sales ... Folder. Appl. author: Joseph Bernstein. © 1Jan53; KK83681.

HATHAWAY BAKERIES, INC. ©.
Know your history. Portraits of famous events in American history. Life enlarged by F.P. © 16Mar53; KK83212.

HAUSWALD, JOHN P. ©.
Color for Am. Hauswald's. [End seals] [Brand] Label. © 20Aug53; KK83953.

HAWKINS, GEORGE, d.b.a. G. H. TIME ©.
HAWKINS, NORWAN L., JR. ©.
Hawk-Eye-Flextors for every purpose. [High grade signs] Folder. © 15Mar51; KK10002.


HAWKINSON (PAUL E.) COMPANY ©.
Hawkinson equipment rubber die sizes for most passenger and truck tire curing rings. Hawkinson treads, more than a recap. Sheet. Appl. author: Earl W. Hawkinson. © 21Jan53; KK80156.

HAYNE, CATHERINE M. ©.
Aren't you glad you used Dial soap? See Armour and Company.

HAYZELL'S LAMINOTTES ©.

HEAZARD, WILLIAM HIGGINS.
Darlene ice cream and ices. KK83261. See Dart, Peter.

Harbison fresh from the dairy ice cream. KK83262. See Dart, Peter.

HEALEY, JOHN. ©.
Man, it satisfies. See Bavarian Brewing Company, Inc.
COMMERCIAL PRINTS AND LABELS

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HERRICK, J. Coord-mates by Minkin. KK86099. See Minkin Togs, Inc.

HERSHARE KASTATZ C. Hershey, Pennsylvania; 50th anniversary of Chocolate Town, 1903-1953. (Hershey's cocoa, chocolate and syrup) Pamphlet. © 15Mar53; KK83299.

HERSHEN-PAXTON COMPANY. The truth about food can plans. A factual report. Plus valuable information on how to select and use a home freezer. (General food products) Pamphlet. © 15Mar53; KK83299.

HESSE (DR.) and CLARK, INC. See Dr. Hess and Clark, Inc.

HEVENOR ADVERTISING AGENCY, INC. Henney hose reel save time and money ... KK82599. See Henney (Clifford B.) and Son, Inc.

Henney hose reels save work and time, say the men who use them. KK86147. See Henney (Clifford B.) and Son, Inc.

In military as well as civilian service KK87367. See Henney (Clifford B.) and Son, Inc.

This hose reel really functions in LPG delivery service. KK81477. See Henney (Clifford B.) and Son, Inc.

Top performance proved on some of the LPG industry's best tank trucks. KK83795. See Henney (Clifford B.) and Son, Inc.

HEY, ROBERT. Oskar laminated boat kits. KK84559. See Oskar, Inc.

HIBBS, R. M. ©. Now, the amazing new Tote-Box 877. At last, new revolutionary, money, space, time-saver, labelling Tote Boxes. Folder. © 5Jun53; KK86812.


when packed 14 oz. (Hickory sawdust from Lee Bros. © George E. Macom- nick & Nelson B. Cundell, d.b.a. Hickory Sprinkle; 10Apr53; KK85056.

HICKS, CHARLES R. Americas first actors drives. KK83443. See Accurate Parts, Inc.

HICKS and KRIEHT, INC. Announcing Leywit, world's most modern vacuum cleaner. KK86715. See Leywit Corporation, Inc.

Coming, world's first and only refrigerator that makes ice cubes without trays. KK81750. See Servel, Inc.

Darling, how did you do it? KK81370. See Home Decorators, Inc.

It all began two years ago. KK84198. See Home Decorators, Inc. State House Sterling Division.

Servel, America's first freezers with Cold-Sea1 construction. KK82549. See Servel, Inc.

Servel, first to offer Cold-Sea1 construction in home freezers. KK84505. See Servel, Inc.

Servel, world's first and only refrigerator that makes ice cubes without trays ... See Servel, Inc.


HILL, DALE. Appliances to the new Gates Break Seok concrete form tie. KK81702. See Gates and Sons, Inc.

Build your forms the easy way in half the time. KK81702. See Gates and Sons, Inc.

Build your forms the easy way with Gates concrete, with spreader. KK82705. See Gates and Sons, Inc.

Concrete forms tie. See Gates and Sons, Inc.

Concrete form ties with spreaders. KK81697. See Gates and Sons, Inc.

Gates concrete form tie with spreader. KK81701. See Gates and Sons, Inc.

Gates splits with the dealer. KK81705. See Gates and Sons, Inc.

Price list for immediate delivery in metropolitan Denver. KK81700. See Gates and Sons, Inc.

Rod type concrete form ties, with spreader. KK82165. See Gates and Sons, Inc.

HILL, IVAN. Men and children get funy idea about food. KK82056. See Kitchens of Sara Lee.

Monark super deluxe bicycle. See Monark Silver King, Inc.

Not even grandma's grandma. KK82277. See Kitchens of Sara Lee.

Rotomatic all-purpose power mower. KK82275. See Monark Silver King, Inc.

Rotomatic all-purpose power mower does every lawn job. See Monark Silver King, Inc.

We forgot Aunt Helie. KK82278. See Kitchens of Sara Lee.


HOLSUM UNIFIED BAKERS CO. Cont'd.

See, do I like my vitamins toasted.


IOMAC FRESH STONE GROUND MILLERS, INC. 6.

Holsum bread. From wheat, to flour, to table. Net weight 1 pound. Label. © 5Jan53; KK68611.

HOME DECORATORS, INC. 6.

Hicks & Greist, Inc. 6.

HOME DECORATORS, INC. STATE HOUSE STEALERS DIVISION 6.

I'll begin two years ago. Like every bride ... (Sterling silver) Advertisement, Form 16Jan53; P. 6, 06. Applt. author: Hicks & Greist, Inc. © 15Apr53; KK85498.

HOMEMAKERS' PRODUCTS CORPORATION 6.

Dispareso presents baby's bath and skin care materials (Pharmaceutical) Folder. Applt. author: Thomas J. Mahon. © 2Jan53; KK85668.

KING-COOPER COMPANY 6.

Clorox releases a new 1953 advertising campaign, KK85000. SEE Clorox Chemical Company.


You can't taste it, but Clorox NEW Holsum gives you 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Apr. 16, 1953, p. 38. Applt. author: James Charles Evers. © 16Apr53; KK68630.


Yea air or land, every day. I eat new Holsum with 93 3/4 o/o of your daily requirement of vitamin D. (Bread) Adv. from St. Petersburg times, Feb. 6, 1953, p. 36. Applt. author: James Charles Evers. © 6Feb53; KK85992.

HOPPES, HARRY WILLIAM, AND SILVER MELAHAN, co-partners, d.b.a. H & S LABORATORIES. SEE H & S LABORATORIES. See H and S Laboratories.

HOPES, ABE A. SEE Vin-Creo products. 6.

HORN, HOWARD. 6.

Castleton year round cottons. KK85439. SEE Castleton Fabrics, Inc.

HORCHERT, ISADORE. 6.

Keep your children healthy, happy and at home with Gym-Dandy. SEE Universal Manufacturing Company, Inc.

HOSE ACCESSORIES COMPANY 6.

Dangers under pressure. KK85425. SEE Universal Manufacturing Company, Inc.

HOSPITAL SPECIALTY COMPANY 6.


HOUGH (FRANK G.) COMPANY 6.


HOUGH SHADE CORPORATION 6.

Ra-Tox folding doors. Ra-Tox folding doors offer the architect a new way to separate one room area from another. Bulletin no. 406. 3 p. © The Hubbard Shade Corp.; 1May53; KK85890.

Ra-Tox folding doors. Ra-Tox folding doors offer the architect a new way to separate one room area from another.
COMMERCIAL PRINTS AND LABELS

For wet or dry applications, American Brake Shoe prove the best. K88449J. See American Brake Shoe Company.

Just off the press, K82668B. See American Brake Shoe Company.

Now at your jobber, K88427. See American Brake Shoe Company.

Protect your workmanship, K88258. See American Brake Shoe Company.

We stop them all, safety, K88162. See American Brake Shoe Company.

HOWELL, JOHN C.

At your store, K82255. See Superior Sleeprite Corporation.

For living comfort tonight, tomorrow, and for years to come, K882815. See Superior Sleeprite Corporation.

Now at your store for the first time, K882735. See Superior Sleeprite Corporation.

Your store, K88160. See Superior Sleeprite Corporation.


Your store shows you how a pair of love seat Over-Hatters that open out to two separate inner spring single beds. K881894. See Superior Sleeprite Corporation.

HUDSON RIVERS COMPANY O.

The news is out. Extra ... HUDSOL's process W-k takes the bite out of the hopes. Never before such golden smoothness. Try it from the Cincinnati times-star, May 1, 1953. Author: Ronald S. West. @ 30 Apr 53; K85057.

HUDSON (N. D.) MANUFACTURING COMPANY ©.


HUDSON MINIATURES.


Hudson Motor Car Company ©.

Hudson for '53. A fabulous new Hudson Hornet ... Folder. Appl. author: B. S. F. & D. © 1 Dec 52; K850065.

El Hudson Super Jet. Trae el uljo, el funcionamiento y la durabilidad de los coches finos, a la ... (Cars) Folder. Appl. author: B. S. F. & D. © 30 Jan 53; K852780.

Hudson the new Hudson Jet would not be possible without exclusive step-down design. Poster. Appl. author: B. S. F. & D. © 30 Jan 53; K850926.


HUFFTON MANUFACTURING COMPANY ©.

How can the quiet light weight Huffy make your lawn easier to mow? (Lawmowers) Folder. Appl. author: Horace McKee Huffman, Jr. © 2 Jan 53; K853160.


HUFFMAN MANUFACTURING COMPANY ©.

HUFFTON MANUFACTURING COMPANY ©. How to make your lawn easier to mow. (Lawmowers) Folder. Appl. author: Horace McKee Huffman, Jr. © 2 Jan 53; K853160.


HUFFMAN MANUFACTURING COMPANY ©. How to make your lawn easier to mow. (Lawmowers) Folder. Appl. author: Horace McKee Huffman, Jr. © 2 Jan 53; K853160.

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HUFFMAN MANUFACTURING COMPANY, Cont’d.


HULBERT, HEED OWEN. Smash-Proof. KK85215. SEE Smash-Proof Company, Thousands of Smash-Proof creepers in everyday use are fifteen years old or older. KK82611. SEE Smash-Proof Company.

HUM, ALBERT W. Model CTV, throttling type. KK81650. SEE Robertshaw-Fulton Controls Company.

Model DG gas thermostat. KK81652. SEE Robertshaw-Fulton Controls Company.

Model DF gas thermostat. KK81653. SEE Robertshaw-Fulton Controls Company.

Horizontal double seat, throttling type gas thermostat for gas heated coffee urns and coffee makers. KK81654. SEE Robertshaw-Fulton Controls Company.

Robertshaw model CE high temperature thermostat. KK83709. SEE Robertshaw-Fulton Controls Company.

Robertshaw model DT thermo-magnetic automatic pilot. KK83711. SEE Robertshaw-Fulton Controls Company.

Robertshaw models SC-ST steam thermostats. KK83710. SEE Robertshaw-Fulton Controls Company.

HUNHOLS, JOHN F., Jr. Viphagen, an animal food supplement. Label. © 14May53; KK834503.

HUNT, DONALD E. Huntstone process gives you a strikingly beautiful, simulated stone surface at a fraction of previous cost. KK83507. SEE Huntstone Company.

You can have this Huntstone wall in your home. KK83501. SEE Huntstone Company.

HUNT WOODS, INC. Revolutionary new recipe, takes only 18 minutes, tastes like pork fronto. KK82111. SEE General Foods Corporation.

HUNTER, DAVE E. A free gift for you. KK85286. SEE Club Aluminum Products Company. Save 10 9/10 or 50 9/10 off this beautifu rose pattern dinnerware. KK85306. SEE Anderson, Charles Evert.

This certificate saves you money ... KK83929. SEE Anderson, Charles Evert.

HUNTFORD COMPANY. Huntstone process gives you a strikingly beautiful, simulated stone surface at a fraction of previous cost. (Interior decorating) 32 p. Appl. author: Donald E. Hunt. © 15Nov53; KK83262.

You can have this Huntstone wall in your home. (Simulated stone surface) 32 p. Appl. author: Donald E. Hunt. © 15Nov53; KK83261.

HURD, PETER. Research in guided missiles. KK80416. SEE General Electric Company.

HUTCHINS, FRANK M. Could advertise it in reaches more than 2,000,000 readers every month. KK82753. SEE Gould-National Batteries, Inc.

January ... KK81661. SEE Gould-National Batteries, Inc.

Let us help your batteries live a long useful life. KK82286. SEE Gould-National Batteries, Inc.

HUTCHINS ADVERTISING COMPANY, Inc. For those who enjoy cheese. KK85671. SEE Gould-National Batteries, Inc.

Initial charge and installation instructions for lead-calcium battery. KK85672. SEE Gould-National Batteries, Inc.

Installation and operating instructions for lead-calcium battery. KK85673. SEE Gould-National Batteries, Inc.

Instrucciones generales para la conservacion y la operacion de los acumuladores de caucho. KK85674. SEE Gould-National Batteries, Inc.

HUTCHINSON, RICHARD B. Color chart. KK85271. SEE McGregor Products Company.

Take pictures in thrilling McGregor high fidelity color films. KK85678. SEE McGregor Products Company.

HUTSON, HERNET HERBERT. Seat buys you ever made. KK82197. SEE White’s Super Markets.


IDENTIVISOR PROTECTION. Now you can identify the against loss or theft of personal property. (Identivisor card) Folder. © Clyde H. Swain &/or Kerion R. Stewart. Identivisor Protection; 20Jun53; KK86559.

IDOE BROTHERS, Inc. ©. Refrigerators, freezers, hardware, tools, building materials. 1953. Calendar. © 17Dec52; KK81281.


ILENS, RN; EDIT MILLER VEINTAUCH. d. a. B.E. POLO OWNER OF PFT PUNT. SEE Felt Punt.

ILLINI MOLDED PLASTICS Co. IMP Du-Seat. Engineerized plastic for home & industry. (Combination toilet seat for adults and horses) Appl. author: Richard Martin Ried. © 6Feb53; KK86025.


ILLINOIS WATCH CASE COMPANY, d. a. b. ELGIN AMERICAN. SEE Elgin American.

IMPERIAL FABRIC COMPANY. Imperial presents one of their famous Picture Classics for your home. Mississippi, from an original song and words collector's item. (Draperies fabrics and pictures) Foster. © Herbert Mand & Milton B. Rubenstein, t.a.. Imperial Fabric Co.; 10Feb53; KK82235.

It's here. See the exciting new style in Imperial Picture Classics. Caged bucket. From an original Currier and Ives collector's item. (Draperies fabrics and pictures) Foster. © Herbert Mand & Milton B. Rubenstein, t.a.. Imperial Fabric Co.; 10Feb53; KK82235.

Picture Classics. Winter scene. From an original Currier and Ives collector's item. (Draperies fabrics and pictures) Foster. © Herbert Mand & Milton B. Rubenstein, t.a.. Imperial Fabric Co.; 10Feb53; KK82235.


IMPERIAL PEARL SYNDICATE, Inc. ©. A gift for you, an imperial cultured pearl. Folder. © 1Jan53; KK83591.

The romance of cultured pearls by Imperial. Folder. © 1Jan53; KK83592.

INDEPENDENT PAPYRUS AND VANISH COMPANY ©. One-cost beauty treatment for worn, unsightly plaster walls and ceilings, Raytex texture wall paint. Folder. © 45Feb52; KK85766.


COMMERCIAL PRINTS AND LABELS

INDUSTRIAL CHEMICAL DEVELOPING CORPORATION.
Transparent, non-combustible micro-film, an invisible, protective umbrella for masonry. Folder. © 1956; KK6375.

INDUSTRIAL SYNTHETICS CORPORATION.

INPELCO, INC., O.

INLAND WALLPAPER CORPORATION.
Hints for hanging Eze hang [wall-paper] Folder. © 25Jul$2; KK6090.

INKNESS, JOSEPH BERNARD O.
Clamp-in-place drain chain. (Tree decoration) Sheet. © 17Dec$2; KK6104.

INSPECTORS SEA FOOD COMPANY.

INSTANT-GRIP COMPANY.

INSTRUMENT SPECIALTIES COMPANY, INC.

INSULATION AND WIRES, INC.

INSEL-MASTIC CORPORATION OF AMERICA O.

INTERNATIONAL BUSINESS MACHINES CORPORATION.
Dear Mr. Saxe: Ours is the age of wonderful machines. KK65517. SEE Holland (Reginald H.) Inc.

[continued...]

INTERNATIONAL CELLULOSIC PRODUCTS COMPANY.
Cold call for Kleenex. "Little Lulu and a little piece of Kleenex in a windstorm" (Tissue) Poster. (Its [Design no. 800]) Appl. author: William F. Snyder. © 1Mar$3; KK6281.

INTERNATIONAL ELECTRIC COMPANY.
The best stop to control your stock. Weed Chopper, electric faner. Label. Appl. author: SII Simon. © 20May$3; KK66272.

INTERNATIONAL HARVESTER COMPANY.

NEW YORK CORPORATION.
Great new kitchen idea. The decorator refrigerator by International Harvester. Adv. from Better homes & gardens news, p. 1L. Appl. author: Leo Burnett Co., Inc. © 25Feb$3; KK82897.


NEW YORK CORPORATION.
At regular prices, they're a beautiful buy. A large box of sale savings, don't pass them by. First quality Playtex pillows. Ad no 15155. Sheet. © 29May$3; KK68622.

At store name, new hands for old with novelty. These fabric-lined gloves protect the beauty of your hands and manucures while you work. Sheet. EILL. © 1Mar$3; KK68525.

Baby, it's a soft life. Only Playtex patents, the a-t-e-a-t-c-h-y latex pantys, fit so gently...
CATALOG OF COPYRIGHT ENTRIES

INTERNATIONAL LATEX CORPORATION ©


Beautiful Janice Rule, film star and ballerina says: I am thrilled to discover Playtex. It's always so completely invisible under everything I wear. (Girdles) Poster. © 29De562; KK82297.


Beauty magic for hands at work. Protect hands and manicure this new, easy way, with new Playtex Glovelies. (Gloves) Sheet. B136. © 1952; KK85276.

Buy them in pairs and double your savings. Finest quality Playtex pillows. Ad no. 5155A. Sheet. © 1952; KK86021.


Come, meet Miss Beth Roeke, Playtex figure consultant ... Discover the secret of true figure makeup with Playtex lined girdles. (Counter cards F279) Display poster. © 28Nov52; KK80991.

Complete product information on Playtex baby needs. Sheet. P540. © 20Feb53; KK83045.

Cut the high cost of haircuts. Families may save up to $100 a year with the sensational new Playtex home hair cutter. Sheet. © 1953; KK83535.


Don't be a square. Your bulges are gone, real gone when you wear Playtex Magic-Controller. (Girdle) Catalogue. (Girdle) Leaflet. © 1953; KK85053.

First aid for sleepless days. Customized Playtex pillows. Sheet. 5149. © 1953; KK85519.

1st time available, new profit opportuni-
ty for Tex Rep introduces the only baby lotion with chlor-

First time every. Discontinued styles of Playtex pillows. Sheet. Ad. no. 5140. © 27Mar53; KK83913.

For deep, sleepless times, choose the Playtex pillow that's just right for you. Sheet. P602. © 20Jun53; KK84542.

For deep sleep from yawn to dawn. Father will sleep like a baby on his new Playtex customized pillow. (Slow pillow strobes) Adv. from the New York times magazine, June 7, 1953, p. 2. Appl. author: Playtex, Cone and Belding. © 1953; KK83858.

For Father's Day, June 21st, Play-
tex pillows, customized for the sleeping comfort of the needs. Streamer. P59. © 1953; KK85418.

For Father's Day, the perfect gift for the heads of the family. Amazing new Playtex home hair cutter. Streamer. P59. © 1953; KK85417.

For theforty years we have been doing it all for you. Father who has everything, give him a Playtex pillow, customized for the sleeping comfort he wants. Sheet. © 1953; KK85454.

Four leading American designers show why only a Playtex girdle lets you look as slim as this, and feel as free as this. CFigures, Mangone, Sano, Derby endorsements. Adv. from Good housekeeping, Feb. 1953, p. 19. Appl. author: Foote, Cone and Belding. © 1953; KK85446.

From its homeless 8-inch roll top, to its hidden finger panels, there's not a girdle in the world like the new Playtex Magic-Controller. Sheet. 039. © 29Mar53; KK83527.


Give him deep sleep from yawn to dawn. Customized Playtex pillows, designed to give your dad the sound, healthful sleep he needs. Sheet. S55. © 1953; KK85421.

Give those you love the personal, precious gift of sleep: give Playtex, the world's sleepingest pil-

A glamorous star and her glamorous baby. Your glamorous baby deserves Playtex baby needs during National Baby Week, Nov. 16-22. Miss Lupino says: I've used Playtex for my baby from the start .... Poster. © 1953; KK83948.


Hollywood stars and top designers agree. Only a Playtex girdle reveals your own true figure naturally alluring, naturally com-

How to use Playtex Glovelies. (Gloves) Card. © 23Jun53; KK82072.

Hurry, hurry, hurry, this week only. Freebie Playtex baby oil, powder and cream. Sheet. B123A. © 5Jun53; KK85444.

I look so cute in Playtex Dress-
Zas, the gay waterproof panties of soft plastic with a fresh, crisp gingham-look. Poster. © 1953; KK82074.

I use Playtex baby powder because it's superfine, wonderfully softened .... Poster. © 23Jun53; KK82074.

I use Playtex chlorophyll baby lotion, the only lotion with chlorophyll. Poster. © 23Jun53; KK82074.

I use Playtex Dryper, the Fan-
In-stant disappearing method that keeps me comfortable and protected .... Poster. © 23Jun53; KK82074.

I use Playtex panties made of cotton. Poster. © 23Jun53; KK82075.

I wear Playtex panties. They're waterproof, fit so lightly, so smoothly, that you forget you're in them. Poster. © 23Jun53; KK82079.

If you could shape, smooth and firm your silhouette with your own hands, you'd be working the wonders of the amazing new Playtex Magic-Controller. (Girdles) Sheet. © 23Jun53; KK83525.

Important instructions, please read carefully. Playtex adjustable girdles are completely new and dif-
ferent from any other adjustable girdle. (Girdles) Sheet. P561. © 23Apr53; KK86953.

Instructions of use effectively using all material in your Playtex display kit. (Rahms) Sheet. © 23Jun53; KK82079.

Instructions assembly of metal floor stand no. 4. P518. code 784. Play-
tex. (Baby needs) Sheet. © 23Jun53; KK82079.

Introducing more than a girdle. It's a completely new idea in natural figure control. New Playtex Magic-Controller. (Girdle) Catalogue. (Girdle) P503. Folder. © 27Mar53; KK87511.

Introducing the panty brief that does two jobs, both. New Playtex Magic-Controller panty brief. Sheet. © 1953; KK85328.
Introducing the panty brief that does more than just fit. A new Playtex Magic-Controller panty brief. Sheet. 0351. © 8Mar53; KK85250.

Is the wrong stuff robbing you of a good night’s sleep? Now choose the pillow that’s just right for you from our line of wonderful, custom-fit Playtex pillows. Sheet. P577. © 20Apr53; KK68774.

It looks like a panty brief, it feels like a robe, but it holds you, controls you, slims and supports you as no panty brief ever has before. A new amazing new Playtex Magic-Controller panty brief. (Girdles) Sheet. 0349. © 1May53; KK05423.

It’s June in January with this special Playtex swim cap deal. Ask your Playtex salesmen about the special credit terms...Adv. from Drug topics, Dec. 1, 1952, p. 10. Appl. author: Charles Dallas Reach Co., New York, Inc. © 8Dec52; KK61392.


Just arrived, the panty brief that does more than most girdles. New Playtex Magic-Controller. P599. Streamer. © 1May53; KK85241.


Keep your baby Socially Acceptable. Playtex cover all bib. [Trans- parent package] Label. © 21Feb53; KK85666.


Look, a new non-roll top that stays up, hidden finger panels that control your body’s tension...the magic of new Playtex Magic-Controller. (Girdles) Sheet. 0341. © 2Jan53; KK85250.

Look ma, seven fingers. Now, seven magic fingers mold a magic figure...New Playtex Magic-Controller with boneless non-roll top, and hidden finger panels. (Girdles) Sheet. 0342. © 2Jan53; KK85249.

Lovely screen star Anne Baxter says: Playtex gives me wonderful freedom for all my strenuous studio activities. (Girdles) Poster. © 2Nov52; KK82296.

Let’s look at some of the ways Playtex has been the magic of new Playtex Magic-Controller with boneless non-roll top, and hidden finger panels. (Girdles) Sheet. 0341. © 2Jan53; KK85250.

Meet the faces behind the new fashions. The world’s leading designers say: No girl will do as much for your figure as Playtex. Adv.

from Spring fashions, the New York times magazine, Mar. 1, 1953, p. 2. Appl. author: Fouto, Cone & Belding. © 1Mar53; KK83707.

Mommy, buy Playtex baby beds. Here’s a display poster. P492. © 2Jan53; KK88071.


More than a girdle, better than a control. Amazing new Playtex Magic-Controller with new non-roll top and hidden power panels... (Girdles) Sheet. P581. © 3Apr53; KK85277.


More than a girdle, better than a corset. New Playtex Magic-Controller. Sheet. 0316. © 8Mar53; KK82919.

More than a girdle, better than a corset. New Playtex Magic-Controller. Label. © 15Feb53; KK83439.


New hands for old with new Playtex Glovelies. These fabric-lined gloves protect the beauty of your hands and add free freedom to your work. Sheet. B131. © 20Mar53; KK80380.

New Playtex baby lotion with chlorophyll...Poster. © 2Jan53; KK82086.

New Playtex Glovelies. (Gloves) Sheet. P551. © 8Mar53; KK82181.

New Playtex Glovelies promise you beauty magic for your hands while you work. New Playtex Glovelies promise you beauty magic for your hands while you work. (Gloves) Sheet. B130. © 20Mar53; KK83281.

New Playtex Glovelies promise you beauty magic for your hands while you work. (Gloves) Sheet. B131. © 20Mar53; KK83279.

New Playtex Magic-Controller. More than a girdle as this. Sheet. P548. © 20Feb53; KK83064.

New Playtex Magic-Controller with the new non-roll top that stays up without a bone, seam or stitch. Plus finger panels that are really looking good! Sheet. Streamer P553. © 1Mar53; KK83200.

New with chlorophyll, Playtex baby lotion. Label. © 16Jan53; KK82296.

Night and day, all through the year only Playtex Dryper makes changes as safe and comfortable as...Chimzr. Adv. from Commentary, Jan. 1953, p. 2 of cover. Appl. author: Charles Dallas Reach Co., of New York, Inc. © 5Jan53; KK81394.

Now a completely new kind of figure control. The new Playtex Magic-Controller. (Girdles) Sheet. 0315. © 6Mar53; KK82921.

Now, a panty brief that does more that most girdles. New Playtex Magic-Controller. Folder. c/w11 embourences P596. © 1Mar53; KK82920.

Now, a panty brief that does more than most girdles. New Playtex Magic-Controller. Label. P66. Broadside. © 27May53; KK86494.

Now nature’s own slimming action with new non-roll top and tunny-floatening power panels. New Playtex Magic-Controller. (Girdles) Sheet. 0311. © 8Mar53; KK82919.

Now, nature’s own slimming action, with new non-roll top and tummys-mincing power panels. Playtex Magic-Controller. (Girdles) Sheet. 0335. © 25Mar53; KK83526.

Now Playtex customized pillows, double-covered, for something new in sleeping comfort. Sheet. P594. © 22May53; KK85626.

Now save $4 a pair on 1st quality discontinuou styles of Playtex pillows. Sheet. No. P211. © 27Mar53; KK83908.

Now, see what nature’s own slimming action can do for you! Come see ... the amazing new Playtex Magic-Controller. (Girdles) Poster. © 2Jan53; KK80380.

Now something wonderful happens to your body with this natural figure control. Playtex Magic-Controller. We saw it, we tried it... (Girdles) Sheet. 0335. © 25Mar53; KK83524.

Now try the new fabric lined Playtex girdle. More slimming power... Playtex known everywhere as the girdle in the famous slim tube. Counter display P50H. Display card. © 29Dec52; KK81330.

Now try the new fabric lined girdle. Counter display P460. Tube card. © 23Jan53; KK81317.

Now, you can give yourself professional-looking haircuts at home for only 3¢ each. Revolutionary Playtex hair cutter. Poster. P537. © 8Mar53; KK81755.


Only a Playtex girdle lets you feel as free as this and look as slim as this. c/Philip Mangone, endorser;
CATALOG OF COPYRIGHT ENTRIES

Jan.–June

Whether you're tiny or tall, slight or stumpy, size counts ... New Playtex Magic-Control- tency briefs are modern, good quality—first choice Playtex pillows. Ad. no. 51544. Sheet. © 29May53; KK86520.

Wrong pillows rob millions of a good night's sleep. Now, for the first time you can choose the pillow just right for you. Only Playtex makes it possible. Scientists in lab. Adv. from Life, Apr 21, 1953, p. 5. Appl. author: Charles Dallas Beach Co., Inc., of New York. © 26Apr53; KK86520.

Your gift is worth $100 a year to dad. Amazing new Playtex home hair cutter. Sheet. HT03. © 1May53; KK86520.

Your new dress will look and fit better over a Playtex fabric lined girdle. [Counter display W53. Display card w69. KK86514.]

You've seen it in Life, we have it. Amazing new Playtex Magic-Controller with new non-roll top and hidden power panels ... We've never seen a girdle like this before. Sheet. SH11. © 29Mar53; KK86533.

INTERNATIONAL LATEX CORPORATION. PRECISION PRODUCTS DIVISION ©. Pull page Life magazine color ad supports your store's Christmas sale of the sensational new Playtex home hair cutter. Full 1/0 color for CBR. [Counter display W51. Display card w65. KK86520.]


It was 5° below when the boller let go but because of a discovery by Inkco readers the Boilers were soon hot again. (Nickel and nickel products) Adv. from the New York times, Jan 1, 1953, p. 22. © The International Nickel Co., Inc.; 12Jan53; KK81610.

The road is down the track, there's an unseen friend helping to safeguard their home- coming. (Nickel and nickel products) Adv. from Farm journal, May 1953, p. 11. © The International Nickel Co., Inc. KK86064.

This soil is anchored to the land. Thanks, in part, to the chisel plow and your unseen friend, nickel, Inco nickel. (Nickel and nickel products) Adv. from Farm journal, May 1953, p. 11. © The International Nickel Co., Inc. KK86064.

While the city sleeps, both the polies and your unseen friend are wide-awake protecting it from harm. (Nickel and nickel products) Adv. from the New York times, Mar. 2, 1953, p. 10. © The International Nickel Co., Inc.; 2Mar53; KK88806.

INTERNATIONAL PAPER COMPANY ©. Great documents of human freedom, 1952 Calendar. © 17Dec52; KK81407.

INTERNATIONAL PAINTS CORPORATION ©. [If it's power you want try True Tone duet... appl. author: Sol K Miller. © 12Jan53; KK81610.]


INTERNATIONAL SILVER COMPANY. Cont'd.

But I don't want to invite the Clarks for dinner. International sterling, the solid silver with beauty that lasts forever. E. Keith Stewart, Mar. 23, 1953, p. 93. Appl. author: Young & Rubicam, Inc. @ The International Silver Co.; 20Mar53; KK8610.


Presenting Hedwig sterling, by International. (Silverware) Adv. KK86506.


These are the reasons why more women choose 1677 Rogers Bros. (Silverware) Adv. from Life, Nov. 17, 1952, p. 2 of cover. Appl. author: Young & Rubicam, Inc. © The International Silver Co.; 17Nov52; K085014.


We didn't realize how much it mattered, international sterling, the solid silver with beauty that lives forever. Adv. from Life, Feb. 16, 1953, p. 50. Appl. author: Young and Rubicam, Inc. © The International Silver Co.; 16Feb53; KK86609.

Which wedding trip would you have taken if you had international sterling, the solid silver that lives forever. Adv. from Life, Sept. 22, 1952, p. 6-7. Appl. author: Young & Rubicam, Inc. © The International Silver Co.; 22Sep52; KK82125.


From the Holmes & Edwards collection of sterling inlaid silverplate, Silverplate with the look and feel of sterling for $200 less. Adv. from Good Housekeeping, Feb. 1953, p. 27. Appl. author: Cunningham and Walsh. © 20Feb53; KK86437.

From the Holmes & Edwards collection of sterling inlaid silverplate, the silverplate with the look and feel of sterling for $200 less. Adv. from Good Housekeeping, Feb. 1953, p. 57. Appl. author: Cunningham & Walsh, Inc. © 20Feb53; KK86656.

The Holmes & Edwards collection, the chest starts the sales. (Silverware) Adv. from Jewelers circular keyword, Dec. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, Inc. © 13Jan53; KK81559.

The Holmes & Edwards collection, Silverplate, with the look and feel of sterling. Adv. from McCall's, Jan.-June.
COMMERCIAL PRINTS AND LABELS

1933


What Jack & Heintz is doing about obsolescence. Jack & Heintz rotomotive equipment ... designed to solve unusual problems of tomorrow's world. (Precision machinery) Adv. from Newswear, June 8, 1953, p. 69. App. author: Edward J. Martin. © 1Apr53; KK82506.


Outwears ordinary twills, keeps that brand-new look. KK5011. SEE Lee (R. D.) Company.


COMMERCIAL PRINTS AND LABELS

1933


What Jack & Heintz is doing about obsolescence. Jack & Heintz rotomotive equipment ... designed to solve unusual problems of tomorrow's world. (Precision machinery) Adv. from Newswear, June 8, 1953, p. 69. App. author: Edward J. Martin. © 1Apr53; KK82506.


Outwears ordinary twills, keeps that brand-new look. KK5011. SEE Lee (R. D.) Company.


COMMERCIAL PRINTS AND LABELS

1953


JOHNSON, David B.
Hollywood Hearts, skin conditioning while you eat. KK61352. SEE De Haviland (David) Ltd.

JOHNSON, Doris
Beatrice Cookies & blueberry pancakes recipe. KK82030. SEE Beatrix Foods Company.

Meadow Gold mealtime adventures. SEE Beatrix Foods Company.

JOHNSON, John
Braisel powdered infant food. KK0701. SEE Borden Company.


Carmae Johnson's. Cleans as you rub it on. Contents 1 pint liquid. (Car cleaner & polisher) Label. © 30Jan53; KX52511.

Car-Plate pre-wax cleaner. for all car finishes 1 gallon. Label. © 15Apr52; KX60016.


Heavy duty Hand-Top, Johnson's. Soff Resistant floor finish. Label. © 28Feb53; KX82706.

Jubilee kitchen wax Johnson's. For enameled surfaces. Contents 1 pint. Label. © 20Oct53; KX14612.


Midwinter price list on Skipper Sam's fresh fish, 1953. Now in in- sure-late box. Skipper Sam's fresh fish and frozen... Folder. © 23Jan53; KX61735.

New price list for mid-winter and Lent, 1953. (Fresh frozen lake seafood & fish) Sheet. © 2Jan53; KK61736.

Winter price list on guaranteed fresh frozen fish. Folder. © 28Nov52; KK60892.

Write your next fish order on this order blank and get the best fish at lowest prices. Winter season 1952-53. [Order blank & price list] Sheet. © 28Nov52; KK60896.

JOHNSON, Scott.
Kite dog racing. KK87779. SEE Gillette Greyhound Club.

JOHNSON and COTTO.
Cotton balls, underpads and diapers, obstetrical pads, combine pads. (Surgical dressings) Poster. (Surgical education program, chart 2) © Johnson & Johnson, Mid-Western Hospital Division; KX0553. KK67727.

Sourcebook of visual materials for nursing education. 56 p. © Johnson & Johnson, Mid-Western Hospital Div.; KK3053. KK67727.

Sponges, surgical, and postoperative types. (Surgical dressings) Poster. (Surgical education program, chart 1) © Johnson & Johnson, Mid-Western Hospital Division; KK3053. KK67726.

Tip sheet, a gloss of selling sentences. Next time use Johnson's cotton tips, so you'll hear less whiskles. (Gloved applicators) Sheet. © Johnson & Johnson; Oct 52; KK71712.

Tip sheet, a series of selling sentences. Next time use Johnson's cotton tips, so you'll hear less whiskles. (Gloved applicators) Sheet. © Johnson & Johnson; Nov 52; KK71712.

Johnson's, a gift for a new baby... Johnson's baby gift box. (Baby products) Sheet. © Johnson & Johnson; 2Sep52; KK6246L.

JOHNSON, Alan C.
Hang me up chart. KK65906. SEE Southern Supply Company.

JOHNSON, W. Derrick, d.b.e. HIGH PRESSURE EQUIPMENT COMPANY. See High Pressure Equipment Company.

JOLLY, Jerry.
It's new, it's works. KK67272. SEE Air Engineering, Inc.

JONES, Forrest A.
Revolutionary new Tru-Sonic-D-2 hearing device. KK68995. SEE Taggart.

JONES, John Thompson.
It's true, Milton Kauffman Construction Corporation has done the im- possible. KK67222. SEE Kauffman (Milton) Construction Corporation.


JONES AND TAYLOR and ASSOCIATES.
New easier way to shop and budget. KK68690. SEE South Bend, Inc. National Bank and Trust Company.

Users of O'Brien's Sateen say... KK65291. SEE O'Brien Corporation.

JONES BAKERIES, INC. Holloom bread is satisfying to your appetite. Thick or thin-sliced goodness in each tasty bite. Adv. from Midwestern Journal, Winston-Salem, N. C., Nov. 8, 1952, p. 5. Author: Maddy & Reddy & Shovel; KK6757.

More truth than poetry. In all Holloom ads, you never have read fancy claims and boasts about Holloom bread. Adv. Author: M. S. Sell; © 27Jun52; KK5273.

JOHNNY, Kirk A.
Dairy Queen, the cone with the curl on 1947. KK65874. SEE Dairy Queen National Trade Association, Inc.

JUDY COMPANY.
Look at numbers, 90 pieces by Judy. 26 capital, 54 small letters, 16 numerals. (Transparent flexible containing cut-out letters and numbers) Card. Author: Kyme A. Herman. © The Judy Co.; KK6537.

JUHL ADVERTISING AGENCY.
Accordians with Voiceomatic tone selectors. KK60802. SEE Jollison Accordion, Inc.

Artillery metal office chairs. KK60806. SEE Artillery Metal Products, Inc.

Contemporary executive, supervisory, and side chairs. KK60806. See Artillery Metal Products, Inc.

Custom kitchens in the Mutschler manner. KK58095. See Mutschler Brothers, Inc.

Famous men of music. KK82587.

See Music Bureau.

Fatigue basksake [its causes and how to get rid of it]. KK80801. See Domore Chair Company.

French provincial custom Everett spinet. See Everett Piano Company.

Important installation instructions. KK83312. See Solar Airflo, Inc.

Modern suite, executive, supervisory and side chairs. KK60806. See Artillery Metal Products, Inc.

Solar windows. KK63712. See Solar Airflo, Inc.

JUBBE, WILLIAM B.
Here's your key to a brand new, unsaturated market. KK62415. See Rayline Clipper Company.

It's a red hot deal." KK84111. See John (John) Manufacturing Company.

It's a red hot promotion. KK65367. See Oster (John) Manufacturing Company.

Look, make meals in minutes with the new modern meal maker. KK84113. See Oster (John) Manufacturing Company.

Look, meals in minutes with the new modern meal maker, the Osterizer. KK65219. See Oster (John) Manufacturing Company.

Look, the new modern meal maker puts party in every meal. KK85558. See Oster (John) Manufacturing Company.

Look what the new modern meal maker will do for you in '53. KK82946. See Oster (John) Manufacturing Company.

Look what you can do with the Osterizer. See Oster (John) Manufacturing Company.

Look what you get for a gift when you buy the Osterizer, the new modern meal maker, the Osterizer. KK65220. See Oster (John) Manufacturing Company.

The new modern meal maker... KK65216. See Oster (John) Manufacturing Company.

Other fine Oster products. KK8217. See Oster (John) Manufacturing Company.

Suffer all D. E. D. (day's end drag)? KK85362. See Oster (John) Manufacturing Company.
KANIN, J. T.
Now you can cook with pleasure, serve with pride.
Adv. from Consolidated Iron-Steel Manufacturing Company. Conno Cast Ware Company Division.

JUILLIARD (A. D.) AND COMPANY, INC. 
Julliard; it is wool. Look for this label because fine fabrics are the foundation of fashion. (Clothing) Adv. from Vogue, Feb. 1, 1953, p. 27. Appl. author: Gotham Advertising Co. © 21Jan53; KK82005.

Julliard woolens. Curvedly detailed and suited detail by Swansdown of Eldene ... Look for this label because fine fabrics are the foundation of fashion. (Clothing) Adv. from Vogue, Feb. 1953, p. 9. Appl. author: Gotham Advertising Co. © 22Jan53; KK82007.


JUNOHEIN, ARNO A.
Salerno chocolate creams. KK86912. SEE Salerno-Hegewen Biscuit Company.

Salerno Hendriques. KK85174. SEE Salerno-Hegewen Biscuit Company.

K
KADEX OIL COMPANY.

KARDENA PRESS.

KANIN (DAVID) INC. Co.

KAISER, H. F. SEE KAISER'S (E.) Sons Company.

KAISER FRIZER EXPORT CORPORATION.


KAISER FRIZER SALON CORPORATION.


KAISER, J. H.


KALART COMPANY, INC. Kalart Round-The-Clock flash guide and exposure calculator. Easy way to add sparkling highlights... (Photographic equipment) Folder. Appl. author: Aubrey Buicld Bishop. © The Kalart Co., Inc. 1Jan53; KK8691.

KALINSKI, Anton A. SH Acceleror. KK6510. SEE Enfiloe inc.

KALLO, J. J. Gm. K-lur swirns like a fish. The K-lur has out-performed leading artificial lures in competitive fishing tests during the past 3 years. Label. © 22Aug52; KD5320.

KAMASKE, ART. Profit calculator. KK9079. SEE Grizzly Manufacturing Company.


KASTOR (H. W.) and SUBS ADVERTISING COMPANY. Look for these two comic books at your grocer's, now. KK81411. SEE International Milling Company.

KASTOR, FARRELL, CESLEY and CLIFFORD, INC. The belt with the split personality... KK84549. SEE Hickok Manufacturing Company.

KATZ, ADOLPH. Devielle by Coro. KK6821. SEE Coro, Inc.

KATZ, ADOLPH. Her jewelry. KK81975. SEE Coro, Inc.

KATZ, ADOLPH. Her jewels. KK81974. SEE Coro, Inc.

KATZ, ADOLPH. Her jewels, Corocraft of course. KK81951. SEE Coro, Inc.

KATZ, ADOLPH. Mignon by Coro. KK81955. SEE Coro, Inc.

KATZ, ADOLPH. Wrist charmers by Coro. KK81988. SEE Coro, Inc.

KATZ, ADOLPH. Your jewels for spring, Corocraft of course. KK81952. SEE Coro, Inc.

KAUFMAN (WILTON) CONSTRUCTION CORPORATION. It's true, Wilton Kaufman Construction Corporation can build it, do the impossible. (Welling) Folder. Appl. author: John Thompson Jones. © 1Nov52; KK8122.

KAUFMAN, JEROME. Lustron triple lawnlin wool wave... KK85650. SEE Sales Affiliates, Inc.

KAUFMAN, JEROME. Quik-Seal, new high speed neutralizer. KK56539. SEE Sales Affiliates, Inc.

KAUFMAN, WYNN, d.b.a. RUSSMARK GREETINGS. SEE Russmark Greetings.


KAYLON, INC. 0. Who's getting the business from the two big spring issues of Seventeen, featuring Tommies. (Clothing) Folder. Appl. author: Rosemary E. Meyer. © 27Mar53; KK8372.
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KELLY, JOHN HAYES. Cont'd.
A Studebaker truck stands out in looks and in gas saving. KK81593.
Studebaker Corporation.
Sturdy Studebakers have been hauling America's farm loads for
over 100 years. KK80697. SEE Studebaker Corporation.
You save a lot of cash by owning a Studebaker truck. KK85977.
SEE Studebaker Corporation.
KELLY, LOUIS G.
Steno-Creme. Fortified with lanolin, waterless hand cleaner.
KK81325. SEE Kelly Products Company.
KELLY, MARY ANN.
When a folks needs a beer. SEE Bavarian Brewing Company, Inc.
When a folks needs a beer, time for
Bavarian's old style. SEE Bavarian Brewing Company, Inc.
KELLY, NASON, INC.
Ashaway sportsman 1953. KK8371.
SEE Ashaway Line and Twine Manufacturing Company.
KELLY PRODUCTS COMPANY.©
Steno-Creme. Fortified with lanolin, waterless hand cleaner. 2 oz.
Label. Appl. author: Louis G. Kelly. © 27Dec52; KK81133.
KELSEY, PENTON, JR.
All conditions, sell-out in '53. KK85946. SEE Electrical
Information Publications, Inc.
A cool customer is your hot prosp-
et. SEE Electrical Information Publications, Inc.
Don't stop with half enough light. KK85949. SEE Electrical
Information Publications, Inc.
Easy does it with your electric food freezer. KK85926. SEE Electrical
Information Publications, Inc.
Easy does it with your electric range. KK85924. SEE Electrical
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Easy does it with your electric washer and dryer. KK85929. SEE Electrical
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Easy does it with your electric water heater. KK85925. SEE Electrical
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Electric heat lamp brooding as
simple as 1-2-3, KK85935. SEE Electrical
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Everyone benefits, from the boss on
the top floor, to the clerk in the bottom
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Food service operators, here's your
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Hold everything, by Joanne Englund. KK85922. SEE Electrical
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How to make the cook stands still. KK85945. SEE Electrical
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How you can cut corners with elec-
tric food warmers. KK85942. SEE Electrical Information Pub-
llications, Inc.
It's make or break in the first 8
weeks. KK85920. SEE Electrical
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Lighting for your home. SEE Electrical
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The tragic lamp for scores of chores.
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Tell low-cost help on your place? KK85945. SEE Electrical
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Now is the time for all good office
workers to start light. KK85930. SEE Electrical
Information Publications, Inc.
Recipe for a prosperous summer ... SEE Electrical Information Pub-
llications, inc.
Round the clock with waffles. KK85940. SEE Electrical
Information Publications, Inc.
Snap shot telling pays the rent.
KK85951. SEE Electrical Information
Publications, Inc.
Warth and protection save pigs,
boost your profits. KK85961. SEE Electrical Information
Publications, Inc.
You can earn more profits the elec-
tric way. KK85948. SEE Electrical
Information Publications, Inc.
You can't squeeze restaurant profits
out of pests. KK85950. SEE Electrical
Information Publications, Inc.
Your book of electric deep fat frying
 KK85945. SEE Electrical
Information Publications, Inc.
Your windows should pay the rent.
KK85944. SEE Electrical Information
Publications, Inc.
KEMP (R. F.) CORPORATION.©
Easter greetings. (Nuts) Label.© 13Mar53; KK83967.
KEMP, WALTER.
Salted leg of beef. KK84501. SEE General Nuts, Inc.
KENDALL COMPANY.
The first-aid dressings that most
leading hospitals use. Curity.
Adv. From 20 questions
like the experts, p. 9. © The Kendall Co.; 8Apr53; KK85120.
Kendall Company. BAUER and BLACK
DIVISION.©
Is anything less good enough for
solution to high food costs, plan-
ing labor costs ... KK85927. SEE Electrical
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From the boss on the top floor, to
the clerk in the bottom drawer, KK85936. SEE Electrical
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Here's how good sales light is often
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Lucky Louis. A little tip from the
birds ... (Ad-mats) Sheet.
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Lucky Louis. If you're hit on the
habe you had still remember.
Don't jump in the wrong direction,
remember. (Ad-mats) Sheet.
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Some hole, in fact, it was a steal.
But who wants it? Ever buy a cat
in a bag? He can carry his home
around with him still remember.
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KENDER MANUFACTURING COMPANY.©
The mist makes space 435 fur-
KENNEDAL, INC.©
Announcing Kennedal grade khv tools
and blanke, stocked in Latrobe.
Supplement 1 to catalog 52. Sheet.
Appl. author: Frank W. Penington.© 31Jun53; KK86069.
Here's how you end down-the-hole
check valve trouble. Kennedal
intered cap. Safety valves and seats
last 20 times longer. Folder.
© 30Apr53; KK85211.
KENNEDY (ALLAN A.) and SON, d.b.a.
THE PAINT POT. SEE Paint Pot.
KENNEDY, GROSVENOR J.©
Indust. news. SEE Gates Rubber
Company.
KENNEDY, JOHN H.
Hand colored. KK82978. SEE
Paint Pot.
The Paint Pot. KK82979. SEE Paint Pot.
KENNER PRODUCTS COMPANY.
Nursery birds by Kenner. Baby's
First (Birthday or gift) Label.©
Bromo-Hint Co., d.b.a.
Kenner Products Co.; 26May53; KK86892.
KENTUCKY DIVISION, UNITED STATES BRAW-
ERS FOUNDATION. SEE United States
Brewers Foundation. Kentucky Divi-
sion.
KERR, THOMAS B.
Free of extra cost, 2 Elsie family
cookie cutters ... KK87700. SEE
Borden Company.
KESSELINGER (JOSEPH W.) ASSOCIATES.
Quick Dye Book. Plain or fancy
KK86682. SEE Tudor Chemical Spe-
cialties, Inc.
KETTLE, ORVILLE H.©
[Radio parts catalog] KK89919.
SEE Ashe (Walter) Radio Company.
KIEFFEL and ESHER COMPANY.©
K & E presents the Zeis-o-pton automatic self-leveling level
KK86910. Folder. © 3Mar53; KK86910.
KIMBER ROSS CORPORATION.©
A better boiler of steel for heat-
ing homes. Folder. Form 976.
Appl. author: C. Keith Ferguson.© 11May53; KK86227.
Think of the boiler now. (Steel
boilers) Form 877.
Appl. author: C. Keith Ferguson.© 11May53; KK86226.
KIMMANN MANUFACTURING COMPANY.©
Kimmann woodenware, furniture,
equipment. Catalog no. 52. 299 p.
Appl. authors: Gordon E. Aldrich and
Robert J. Notes.© 13Nov52; KK86131.


Let's swap ideas. Match your printing ideas with these and win a $50 bond. (Pocket handkerchief. Adv. from business week, Feb. 11, 1953, p. 69. Appl. author: Harvey Clements. © 11Feb53; KK83828.)


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For elevation of mood without overstimulation... KK83566. SEE Schenley Laboratories, Inc.
For the life that begins at 90 ... SEE Schenley Laboratories, Inc.
For the patient coughing himself into knots... SEE Schenley Laboratories, Inc.
For the patient feeling mighty low, tablets Euphased... KK86752. SEE Schenley Laboratories, Inc.
For the patient who carries no weight... KK85216. SEE Schenley Laboratories, Inc.
For the patient who needs to simmer down... KK83372. SEE Schenley Laboratories, Inc.
For the patient with a dormant colon... SEE Schenley Laboratories, Inc.
For the patient with too much gastrointestinal upset... KK82144. SEE Schenley Laboratories, Inc.
A new high in hormone quality, and at a much lower cost, now available under the Schenley label... KK82511. SEE Schenley Laboratories, Inc.
More potent protection for the life that begins at 90... KK83566. SEE Schenley Laboratories, Inc.
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High tension type and thin... KK83576. SEE Schenley Laboratories, Inc.
New topical broad-spectrum approach to vaginal antiseptics. Synchron... KK86757. SEE Schenley Laboratories, Inc.
New, now available under the Schenley label... KK83567. SEE Schenley Laboratories, Inc.
PVP-Haures... A new为ic (blood volume extender) for prevention and treatment of shock... KK82511. SEE Schenley Laboratories, Inc.
Sombulox... an unusual barbiturate... KK87652. SEE Schenley Laboratories, Inc.
Spotting a hidden danger whenever aminophylline and phenobarbital are indicated... KK82540. SEE Schenley Laboratories, Inc.
Stanolone Schenley; antitumor-anabolic steroid. KK87658. SEE Schenley Laboratories, Inc.
To foster a feeling of well-being... KK82540. SEE Schenley Laboratories, Inc.
To gain weight, gain strength, gain appetite... KK82540. SEE Schenley Laboratories, Inc.
To subdue the Mr. Hyde in Dr. Jekyll... KK84645. SEE Schenley Laboratories, Inc.
When gain in weight is the objective... KK82445. SEE Schenley Laboratories, Inc.
With this antibiotic combination you can control a wide variety of bacterial infections, quickly, safely, economically... KK84645. SEE Schenley Laboratories, Inc.
KLEPPNER, OTTO.
Dewar's White Label and Victoria Vat. Scotch whiskeys... KK85137. SEE Schenley Import Corporation.
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Now the prescribed beauty treatment for saleable homes. Asbestos-Life. (Asbestos shingle coating) Folder. © 29Feb52; KK82222.
KOCH (H.) AND SONS ©.
KOEBEL DIAMOND TOOL COMPANY ©.
Koebel type X Handexer. A hand operated laboratory device... Folder. Appl. author: George O. Walcott. © 1Apr53; KK84739.
Koebelite diamond core bits. Solid crown or ringset core bits for oil field service. Sheet. Appl. author: George O. Walcott. © 1Apr53; KK84738.
KOERTHER, FREDERICK N.
Premier pest mos. KK85666. SEE Pest Pest Control Inc.
KONRAD, L.
Brighton his Christmas picture... KK82512. SEE Manhattan Shirt Company.
KONG, N.
Smart collector's items. KK81411. SEE Manhattan Shirt Company.
KONG, ALEXANDER, BLANCHE KONG, AND FLORENCE KONG SMITH, d.b.a. THE KONO MANUFACTURING COMPANY ©. SEE Kono Manufacturing Corporation.
KONO, ALEXANDER, BLANCHE KONG, AND FLORENCE KONG SMITH, d.b.a. THE KONO MANUFACTURING COMPANY ©. SEE Kono Manufacturing Corporation.
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Kono manufacturing company. Mink is pure luxury. Wild mink, the newest frame color, is as rich and warm-toned as its predecessor. (Spectacle frames) Sheet. Appl. author: Florence Kono Smith. © Alexander Kono, Blanche Kono, and Florence Kono Smith, d.b.a. The Kono Manufacturing Co.; 1Apr52; KK8389.©
The Kono wearing Mandarin, is center of attraction. (Spectacle frames) Adv. from Optical journal and review of optometry, Feb. 1, 1953, p. 11. (©) The Kono Manufacturing Co.; 1Feb52; KK8389.©
KOPS BROTHERS, INC. ©.
The big anti-vise campaign is on. To customers! If your gir sole fits you like a vise, you need Nemo Adjustable Waist. Adv. from Corset & underwear review, Feb. 1953, p. 69. © 2Feb53; KK81961.©
Fit to be seen, the Nemo bra styled by Ittily Decéit (Corsetry) Adv. from Harper's bazar, Mar. 1953, p. 37. © 6Mar53; KK83107.©
The prize in every box is the new Nemo Crackerjack. (Lingerie) Adv. from Corset & underwear review, June 1953, p. 120. © 1Jun53; KK86316.©
Surprise! a flurry of Nemo snowflakes. (Lingerie) Adv. from Corset & underwear review, June 1953, p. 120. © 1Jun53; KK86316.©
KOERBER (F.) AND BROTHERS, INC.
KORFUND COMPANY, INC.
KOSINSKI, ROMAN JAN, d.b.a. ROMAN KOSINSKI JEWELERS. SEE Kosinski (Roman) Jewelers.
KOSINSKI (ROMAN) JEWELERS.
KOYVELESKI, JOHN, d.b.a. HUDSON MINIATURES. SEE Hudson Miniatures.
KRAG GAMES.
Times Square for multiplication... (Educational) Adv. from Educational Review, (©) Alice E. Giesow, Kenneth J. Wahldrink, Rene B. Burgdorfer, d.b.a. Kraeg Games; 30Apr53; KK85617.©
KRAUSE, RAYBURN R.; RAYMOND W. KRAUSE AND SON. SEE Krase (Raymond W.) and Son.
KRAUSE, TRISTIE W.
Ask your jeweler he knows your best buy is Hamilton. KK81595. SEE Hamilton Watch Company.
Ask your jeweler he knows your best buy is Hamilton for style... KK81577. SEE Hamilton Watch Company.
At the crossroads of the nation. KK81577. SEE Sheraton Corporation of America.
Back in the earlier years of the century, BK85716. SEE Hart, Schaffer and Marx.
Be happy - go Lucky. KK81595. SEE American Tobacco Company.
Big paint in your favor. KK81579. SEE Schenley Distributors, Inc.
Cheers. The appearance of this sparkling decanter... KK8166. SEE Schenley Distributors, Inc.
Darling, how did you know I wanted a Hamilton? KK85566. SEE Hamilton Watch Company.
Dorothy Collins suggests... KK81951.5. SEE American Tobacco Company.
A dramatic success. KK81655. SEE Schenley Distributors, Inc.
Easiest sewing of all on the wonderful new White... KK84702. SEE White Sewing Machine Corporation.
Enjoyed round the world. KK86700. SEE Schenley Distributors, Inc.
Follow the gams with this Schenley security slip. BK86200. SEE Schenley Distributors, Inc.
For the real news in sewing machines... BK86200. SEE all new White. SEE White Sewing Machine Corporation.
Give a Hamilton to make this Christmas gift forever. KK81593. SEE Hamilton Watch Company.
This Christmas for her, for him, for all. KK9187. See Hamilton Watch Company.

Two of the most engaging problems that a man can face ... KK9189. See Hamilton Watch Company.

What was it that [the] Empress Josephine wore to bed and the Prince of Wales wore to the United States? KK9191. See Hart, Schaffner and Marx.

World-wide favorite. KK9190. See Schenley Distillers, Inc.

You'll be right on time for the years ahead with a Hamilton. KK9194. See Hamilton Watch Company.

KRAUSE (RAYMOND W.) and SONS. Good Pick brand potatoes. 50 lbs. net. Label. © Raymond W. Krause & Son (Raymm Un Krause); 9Feb53; KK92279.

KRAWITZ, LOUIS E., d.b.a. EXALIN PRODUCTS COMPANY. See Exalin Products Company.

KREICHER AND WELKIN, Inc. To keep your gravy train rolling. KK96989. See McGraw Electric Company.

KRIPER PRESERVING COMPANY. Jolly Good red kidney beans. Contains 1 lb. Label. © The Krier Preserving Co.; 6Apr50; KK93806.

KROCK, VANTAN. Walpole, Mass. ATLANTIC PRINTING COMPANY. See Boston Printing Company.

KROPP (E. C.) COMPANY. ©. Rail and road dice games. Card. © 11Dec52; KK91948.

KUN EN ZOON'S LITHOGRAPHE EN HANDELSDRUKKERIJ ROTTORVAN, Oost Poortje, Amsterdam, distinguished Genever grain, product of Holland. KK91824. See Schade and Babing.

KULWIN, SEMMOUR, d.b.a. JEFFREY-ALLAN INDUSTRIES. See Jeffrey-Allan Industries.


KURSH, HERMAN. See Kureh Products, Inc.

KURSH PRODUCTS, Inc. ©. Da-Mite Swirl, solid brass reflect- ing house numbers. Largest, smartest, finest. Herman Kursh. © 6Feb53; KK91862.

KURTZ, HARRY D. Aircraft reciprocating and turbo- jet engine starters, aircraft-type tank starters. KK9161,3. See Jack and Heinz, Inc.


KURTZKE, JOSEPH J., and JOHN A. Kurtzke, d.b.a. THE JAK VISOR COMPANY. See Jak Visor Company.

KWISSET SALES AND SERVICE COMPANY ©. Make every second count. Use Kwisset installation aids. (Leads) Folder. © 1Jan53; KK91836.

L.


L. AND S PRODUCTS ©. Ro-Thun-Do, recommended in the treat-
COMMERCIAL PRINTS AND LABELS

LEE, DORIS. Menlo Park in the 1870's... KK80757. See General Electric Company.


Lee, Herbert Thal. Don't make Kennar space 133 furniture cart. KK86659. See Kennar Manufacturing Company.


Lee, Wyles W. Love-lee, the world's finest interior finish. KK86811. See Zimmach (William F.) Inc.

LEPPARD, MATTHEW. Attention trimming buyer... KK86698. See Janice Lace Company, Inc.


JA-Sandra. Cut-up chicken for frying. 1 lb. KK86573. Label. 1960195; KK82486.


LEFRIER (AL PAUL) COMPANY, INC. Glass-knox-oxi fogger plays important role in $25,000,000 gas conversion job. KK81572. See Blem-Knox Company.


LENK and PINK PRODUCTS CORPORATION. For your child's greater safety. A handbook on infantile paralysis. Distributed by the makers of Lysoil. KK83197.

LEONARD RADIO, INC. O. Music of the world; high fidelity cabinets (Radio equipment and furniture) 2929518; KK80825.

LENDER, MANUEL. Do you need another bedroom? KK81671. See Victory Builders and Lumber Company, Inc.


LE TOYER, HOMER. The gift that begins a lovely family tradition. KK86610. See Zimmach (William F.) Inc.

LEVONARD, EARL C. Rued-Dove is remedied in the treatment of poison ivy, sunburn, minor burns. KK85191. See L and S Products Company.

LEVINE, CLARENCE S. Kadox, the perfected sterilizer oil. KK81657. See Kadox Oil Company.

LEVINE, LIEVIN. Kane Weil. KK81755. See Snag-Pruf Zipper Corporation.


LEVINSchw (J.) COMPANY, INC. O. New imported cabinets, eye-catching wafer cup tops. Decorated with Europe's best artists, with piping jelly on selvedge wafer paper. Sheet. 11Mar53; KK85778.

LEVITT, JOSEPH C. Sales depend on clothes, too. The difference between sale and fall in your showroom may be decided by the clothes you feature... (Men's clothes) Adv. 15051952; KK80906.


LEYLOVLORENTZ, INC. O. Custom venetians made with Leverol features are better. (Venetian blind components) Adv. from Good housekeeping, May 1952, p. 298. 20Apr52; KK83977.

LEWIS, WILLIAMS AND SLEYOR, INC. O. So new, so different... KK80659. See Jacoby-Bender, Inc.

LEWIS, FLOYD W., AND FRED W. LEWIS. d.b.a. WILLIAMS PRODUCTS COMPANY. See Williams Products Company.

LEWIS, FRED W., AND FRED M. LEWIS. d.b.a. WILLIAMS PRODUCTS COMPANY. See Williams Products Company.


LEWIS, ROSEMARIE. Amazing discoveries by Lewis. KK81031. See Vogarell Products Company.

LEWIS, ROY L. O. Lewis sales plan. This new and exclusive Lewis sales plan is interesting, realistic and practical. (Retail sales) Sheet. 18Feb53; KK82614.

LEWIS AND GOLDER. How you can have the impossible. A miracle mattress that assures you... Adv. from New York herald tribune, June 13, 1953, p. 62. 1Jun53; KK86796.

LEWITT CORPORATION. O. Announcing Lewitt, world's most modern vacuum cleaner. Officially
Famous actor tells secret. Rex Harrison, what's your favorite beer? Rex Harrison's favorite is Rheingold extra dry ... ©Photo of Rex Harrison; Adv. from the Binghamton sun, Mar. 12, 1953; Appl. author: Poote, Cone & Belding. © 1953; KK83212.

Going to town. John Crawford, Rheingold extra dry. ©Photo of John Crawford and her make-up men (Beer); Adv. from the Binghamton sun, Apr. 27, 1953; Appl. author: Poote, Cone and Belding. © 1953; KK83212.

Great votes of confidence in Rheingold extra dry lager beer. Adv. from the New York times, Apr. 28, 1953; P. 156; Applt. author: Poote, Cone & Belding. © 28Apr53; KK85811.

Hollywood star names favorite. Lovely actress Lilli Palmer says: One thing I found here in the east, the West and New York is Rheingold extra dry beer. ©Photo of Tommy Dorsey and band; Adv. from the Binghamton sun, Apr. 10, 1953; P. 5; Appl. author: Poote, Cone and Belding. © 1953; KK83212.


Chairman of board goes shopping. This picture was taken a few weeks ago at a New York shop. No wonder Rheingold extra dry is New York City's largest-selling beer. ©Adv. from New York world-telegram and sun, May 4, 1953, p. 21; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

The chances are, that while you read this, another New Yorker is deciding for himself by taste alone that Rheingold extra dry beer is as good as any other brand. ©Adv. from the New York post, May 4, 1953, p. 25; Appl. author: Poote, Cone & Belding. © 1953; KK85811.


Current attraction. Joan Fontaine. Lovely, white-haired Abe Belsky brings you the good news: Rheingold extra dry beer is the best beer in town. ©Adv. from the Binghamton sun, Apr. 17, 1953, p. 4; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

Mary Austin and Douglas Fairbanks, Jr., are working for every Rheingold dealer. Rheingold extra dry lager beer. ©Photos of Mary Austin and Douglas Fairbanks, Jr.; Adv. from Connecticut beverage journal blue book, June, 1953, p. 137; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. ©Lantern and book; Adv. from Daily mirror, Dec. 29, 1952, p. 9; Appl. author: Poote, Cone & Belding. © 1952; KK85811.

My beer is Rheingold, the dry beer, says Beatrice Little. It's beer as beer should taste. ©Adv. from New York world-telegram and sun, Feb. 9, 1953, p. 16; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Cole Porter. ©Adv. from the New York post, May 18, 1953, p. 9; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Conrad Nagel. ©Adv. from Daily mirror, Dec. 29, 1952, p. 9; Appl. author: Poote, Cone & Belding. © 1952; KK85811.

My beer is Rheingold, the dry beer, says Donald O'Connor. ©Adv. from Daily mirror, Dec. 29, 1952, p. 9; Appl. author: Poote, Cone & Belding. © 1952; KK85811.

My beer is Rheingold, the dry beer, says George Manus. ©Adv. from the New York post, May 16, 1953, p. 17; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says George Manus. ©Adv. from the New York post, May 16, 1953, p. 19; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Valmon. ©Adv. from Daily mirror, May 16, 1953, p. 11; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Joan Crawford. ©Adv. from Daily mirror, Apr. 13, 1953, p. 13; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Joanne Dru. ©Adv. from Daily mirror, Apr. 13, 1953, p. 13; Appl. author: Poote, Cone & Belding. © 1953; KK85811.

My beer is Rheingold, the dry beer, says Joan Crawford. ©Adv. from Daily mirror, Apr. 13, 1953, p. 13; Appl. author: Poote, Cone & Belding. © 1953; KK85811.
My beer is Rheingold, the dry beer, says Linda Darnell. Adv. from Daily mirror, Jan. 26, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 2Jan53; KK82209.

My beer is Rheingold, the dry beer, says Yoama, Miss Rheingold 1953. Adv. from Daily mirror, Jan. 26, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 2Jan53; KK82209.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From the New York post, Apr. 13, 1953, p. 31. Appl. author: Foote, Cone & Belding. © 7May53; KK94657.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. © 2Mar53; KK85455.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. CFlower cart scene: Adv. from Daily mirror, Mar. 2, 1953, p. 7. Appl. author: Foote, Cone & Belding. © 2Mar53; KK96460.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. © 2Mar53; KK85455.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. CPhotograph of Mary Austin trying on hats: Adv. from Park east, Mar. 1, 1953, p. 4. Appl. author: Foone, Cone & Belding. © 2Mar53; KK85455.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From the New York times, Feb. 2, 1953, p. 16. Appl. author: Foote, Cone & Belding. © 2Feb53; KK83971.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From the New York times, Apr. 6, 1953, p. 17. Appl. author: Foote, Cone & Belding. © 6Apr53; KK86853.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From Daily mirror, Feb. 19, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 2Jan53; KK88125.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From Daily mirror, Feb. 19, 1953, p. 11. Appl. author: Foote, Cone & Belding. © 2Jan53; KK88125.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953. From the New York times, Feb. 23, 1953, p. 10. Appl. author: Foote, Cone & Belding. © 2Mar53; KK93899.

My beer is Rheingold, the dry beer, says Nigel Bruce, Adv. from New York post, Sept. 29, 1952, p. 15. Appl. author: Foote, Cone & Belding. © 29Sept52; KK89099.

My beer is Rheingold, the dry beer, says Paul Doucette, from the New York post, Apr. 20, 1953, p. 29. Appl. author: Foote, Cone & Belding. © 20Nov52; KK62599.

My beer is Rheingold, the dry beer, says Peter Arno. It’s beer as beer should taste; always refresh-

Two good reasons why 1953 will be a happy new year for Rheingold dealers (Miss Rheingold in ski suit; Douglas Fairbanks, photo) (Beer) Adv. from Connecticut beverage journal, Feb. 1953, p. 3. Appl. author: Foote, Cone & Belding. © 1Jan53; KK81107.

Two good reasons why 1953 will be a happy new year for Rheingold dealers. Rheingold extra dry lager beer, cMiss Rheingold 1953 with Delaware by the books, from National Review & Connecticut items of interest, Feb. 1953, p. 2. Appl. author: Foote, Cone & Belding. © 1Feb53; KK82211.


Lien, Carl B. SEE Lien Chemical Company.


Lietzow, Gordon F. SEE-Shells, the protective case with sliding shelf for household items. Brochure. SEE See-Shell Products Company.

liggett and Myers tobacco company ©. All over America smokers are changing to Chesterfield. I certify ... Frank A. Amstad, Virginia Mayo sounds off for Chesterfield. (Cigarettes) Adv. from Screen stories, Sept. 1952, p. 4 of cover. Appl. author: Cunningham and Walsh, Inc. © 30June52; KK86175.

Ask anyone and she'll say much milder Chesterfield is best for me, Vera Francis. Now, 10 months scientific evidence for Chesterfield. (Cigarettes) Adv. Appl. author: Cunningham and Walsh, Inc. © 1Apr53; KK81255.

Chesterfield is best for you. And first to present this scientific evidence on effects of smoking. Carolyn W. Write(s) Adv. from June, 1953, p. 4 of cover. Appl. author: Cunningham & Walsh, Inc. © 6Aug52; KK82235.

Chesterfield is best for you. And first to present this scientific evidence on effects of smoking. Before I was smoking Chesterfield was my cigarette... Carolyn Moore, Livingston College ‘52. Adv. Appl. author: Cunningham & Walsh, Inc. © 19Dec52; KK81177.
CATALOG

LIGGETT & MYERS TOBACCO COMPANY \(\text{\textcopyright} \text{\textregistered}\)

Cont'd,


LILY NOSTRIBE container, no. 212. 745. Two good places to sat. (Geometric ornament) (Paper cups and food containers) Label. © 2Mar53; KK8496.

LILY NOSTRIBE container, no. 212. 745. Two good places to sat. (Geometric ornament) (Paper cups and food containers) Label. © 2Mar53; KK8496.

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LILY NOSTRIBE container, no. 212. 745. Two good places to sat. (Geometric ornament) (Paper cups and food containers) Label. © 2Mar53; KK8496.


LIPPOTH, Lipton. 1953. Save time and work. Quality and flavor always uniform. Lipton white onions dried sliced. Net weight 1 lb. 12 oz. Label. © 185epe52; KK8282.


LISTO PENCIL CORPORATION. Do you use a Listo? There's only one Listo, the marking pencil that writes on everything. Adv. from National grocers' bulletin, Feb. 1952, p. 10. Appl. author: Robert P. Hoffman. © 12May52; KK8563.

LISTO PENCIL CORPORATION. Listo, the marking pencil that writes on everything. Adv. from Variety store merchandiser, Apr. 1952, p. 70. Appl. author: Robert P. Hoffman. © 10Apr52; KK8563.

LISTO PENCIL CORPORATION. Everyone uses a Listo, the marking pencil that writes on everything. Adv. from Variety store merchandiser, Apr. 1952, p. 70. Appl. author: Robert P. Hoffman. © 10Apr52; KK8563.

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LISTO PENCIL CORPORATION. Everyone uses a Listo, the marking pencil that writes on everything. Adv. from Variety store merchandiser, Apr. 1952, p. 70. Appl. author: Robert P. Hoffman. © 10Apr52; KK8563.
LONG (W. E.) COMPANY.


LONG, LANA ©.

Spring and summer fashion serenade for juniors, misses, and women. (Clothing) 63 p. Appl. author: Dobin Advertising, inc. © 5Jan53; KK81055.

Rural, rhapsody of fashions by Lana Logan-Locke, for juniors, misses, and women. (Clothing) 63 p. Appl. author: Dobin Advertising, inc. © 5Jan53; KK81055.

LOCAL TRADMARKS, INC. ©.

Cy Coley sez: Prevent forest fires. (Mats) Sheet. © 1May53; KK85439.

Fuel kids say: Prevent forest fires. (Mats) Sheet. © 1May53; KK85439.

INTRODUCTION OF SPEEDY, a new comic strip ... (Mats) Sheet. © 2Mar53; KK82627.

Little plumber says: Save the wild-life, save your trees. Prevent forest fires, please. (Mats) Sheet. © 15Mar53; KK87576.

(Speedy says) Do careful as you travel, you'll help keep our forests green. (Mats) Sheet. © 1Mar53; KK85504.

LOCKE MANUFACTURING COMPANY ©.

Custom railing order form. (Wrought iron railing) Folder. Appl. author: Lester H. Butler. © 20Dec52; KK83080.

Locke, the key to home distinction. Railings, columns, metal building products. Folder. © 1Jan53; KK85438.

Safety for you. Traditional beauty for your home. Locke ornamental iron, for traditional beauty and your round safety at a low cost. (Metal building products) Folder. © 2Feb53; KK82903.

LOCKWOOD HARDWARE MANUFACTURING COMPANY ©.


LOWRY (RAYMOND) ASSOCIATES ©.

Jet-alsea and Norvel ice cream. KK81605. See National Dairy Products Corporation.

LOGAN-LONG COMPANY ©.

Architectural charm and deep textured effect of the hand split shingle in a fire resistant, colorful asphalt shingle. Sheet. © The Logan-Long Co.; 1Mar53; KK82425.

A correctly designed valley widens as it approaches the eave line in order to accomodate the increasing volume of water. (Asphalt shingles) Sheet. © The Logan-Long Co.; 1Mar53; KK82425.

Tabs of overlying shingles set tightly against underlying shingles at all points. (Asphalt shingles) Sheet. © The Logan-Long Co.; 1Mar53; KK82425.

LONDON, ARON ©. See London and Company, inc.

LONDON AND COMPANY, INC. ©.

The original London'squina gin, for gin & tonic, Label. Appl. author: Aaron London. © 2Mar53; KK83590.

LONG, JUNE ©.

Permit softened water makes a delightful difference. KK86302. See Permit Company.
Enter the White King soap $72,000
cast. Win a brand new Bendix
... Just tell us in your own
words why you prefer White King's
real soaps ... Adv. from Los
Angeles Times (This week
magazine
section) Jan. 21.

Author: Raymond R. Morgan. © 1Feb53; KK81906.

Erie Terrey is one of thousands of
women who say: I prefer White
King's real soaps over no-rinse
chemicals. Adv. from Los
Angeles times, (This magazine
section), June 21, 1953, p. 17.
Appl. author: Raymond R. Morgan.
© 21Jun53; KK84066.

For 32 years, she says, my family
soap. White King has always
been my family soap, says Mrs.
Taylor ... (Soap and cleaner)
Adv. from Los Angeles times (This
week magazine section) May 24,
1953, p. 21. Appl. author: Ray-
mond R. Morgan. © 2May53; KK85904.

No burnt hands, that is why Alberta
Knoeb is one of 91,890 women who
say: For washing clothes I prefer
White King's real soaps ... (Soap
and cleaner) Adv. from Los
15. Appl. author: Raymond R.
Morgan. © 26Apr53; KK81659.

She calls them her on-the-double
suds. White King quick dissolving
soap. Adv your American times
(That week magazine section) Jan.
24, 1953, p. 15. Appl. author: Ray-
mond R. Morgan. © 24Jan53; KK81078.

Yours, 2 famous White King products
bring you this exciting offer.
Imported camellia flowering
pruning begonia bulb. (Soap)
Adv. from Los Angeles times, This
week magazine section, Mar. 29,
1953, p. 27. Appl. author: Ray-
mond R. Morgan. © 2Mar53; KK82107.

LOWE (JOE) CORPORATION. 
Caucat. Popisole, that pure orange
flavor. (Frozen confections)
Adv. from Life, May 18, 1953, P.
133. Appt. author: Richard H.
Gross. © 18May53; KK85773.

Cheezeo. Deliciously coated ice
cream. For the record: Author:
Sydney L. Weiss. © 29Jun53; KK82104.

Delicious Popsicle, frozen fudge,
32c. 37c. 39c. 41c. (Confection
section) Poster. Appl. author: Sydney L.
Weiss. © 2Feb53; KK85767.

Meet me for a ... Save bags for
swell gifts. (Frozen confections)
Poster. Appl. author: Sydney L.
Weiss. © 29Jun53; KK82102.

Popsicle Pete, 1953-1954. Giant
Dreamicle. (Frozen confections
section) Poster. Appl. author: Richard H.
Gross. © 26Jan53; KK82105.

Popsicle, pure orange flavor, 3c.
(Frozen confections) Poster.
Appl. author: Richard H. Gross.
© 3Mar53; KK82103.

Save bags for swell gifts. (Shout-
ing boy. Frozen confections)
Poster. Appl. author: Richard H.
Gross. © 2Feb53; KK82101.

Save bags, swell gifts. Popsicle
5c. 3c. (Frozen confections)
Poster. Appl. author: Richard H.
Gross. © 17Feb53; KK81768.

Take one free. Popsicle prizes are
out of this world. Popsicle reci-
gent gift list (confections)
Sheet. Appl. author: Max Liebman.
© 22Jan53; KK82101.

LOWE, R. E.
Schwen's special ice cream.
©KE89309. See United Dairy
Cooperatives' Association.

LOWE, RUSSELL
Lehig Valley ice cream.
©KE89347. See Lehig Valley
Cooperative Farmers.

LOWELL (MONTIMER) COMPANY, INC.
Warning. Beware nature's danger
signal. KK83636. See Macy's
Department Store.

LUCKOFF AND WAYBURN, IN.
De Luxe and Contract service.
Jan. 21, 1953. © Luckoff, Wayburn &
Frankel, Inc.; 26Dee52; KK89824.

Feb. 19, 1953. Luckoff, Wayburn,
©2Jan53; KK81733.

Mar. 15, 1953. © Luckoff & Wayburn,
©19Feb53; KK89836.

Apr. 5, 1953. © Luckoff & Wayburn,
©24Mar53; KK89837.

June 15, 1953. © Luckoff & Wayburn,
©25May53; KK86136.

LUCKY STRIKE SHOES, INC.
Fashion shoe sales. I hope you're
the shoes famous models choose.
In-stock catalog 1953. Pamphlet.
© 2Feb53; KK81081.

LUDLIN, EARL, JR.
Aerma help solve new product
development problems.
©KE82981. See Armour and
Company.

Available now in tank car quantities,
for immediate shipment anywhere,
Armour's fractionally distilled,
high purity copper sulfate. KK82600.
©KE82981. See Armour and
Company.

Economical emulsions for many fields
possible with Armour's emulsifiers.
©KE87073. See Armour and
Company.

Many new product developments
indicated by new work on fatty
acids. ©KE89956. See Armour and
Company.

New products and profits with Armour
chemicals. ©KE89956. See
Armour and Company.

Oil-wetting characteristics lead
to new water-repellent applications
for surfactants. KK85705. ©KE89956.
See Armour and Company.

Six weeks of high temperatures prove
Armour's oil-wetting agent really
stable. KK82902. ©KE89956. See
Armour and Company.

LUDWIG MANUFACTURING COMPANY, INC.
Ludwig snap fasteners. Spring
tension snap, a snap for screen and
storm windows. Label. Appl. author:
Axel Moeller. © 19Jun53; KK81664.

LUKENS STEEL COMPANY.
Announcing Lukens copper-clad steels.
© 4p. © 6Oet52; KK81567.

Clad fabrication data; the steel
side is welded first. Poster.
© 2Oct52; KK81567.

Conversion tables and theoretical
weights. (Carbon, low alloy &
copper alloys) Poster. © 8Sep52; KK81567.

Lukens copper-clad steels. 16 p.
© 29Oct52; KK81586.

Types in living; gas connections with
modern appliances. (Gas range) Poster.
Appl. author: Albert W. Hanspon.
© 1Nov53; KK85815.

LUMA-RIM CORPORATION
Think new, his lights were
dim, but he could still see Luma-
Rim. See and be seen with
Luma-Rim. (Advertorial)
© 1Feb53; KK82287.

When winter winds begin to blow and
the air is filled with rain or
snow, streets are slippery, visi-
bility is low. Driving made safe.
©1Feb53; KK82287.

When winter winds begin to blow and
the air is filled with rain or
snow, streets are slippery, visi-
bility is low. Driving made safe.
©1Feb53; KK82287.

LUMINOUS CEILINGS, INC. ©
Acui-luminous ceilings; no noise;
no glare, even light everywhere.
© 9Nov50; KK80920.

LUTTIGER, LIONEL
S & S filtration chart, for use in
chemical analysis. KK83659. See
Schleicher (Carl) and Schuell Company.

LYONS, JOHN T., M.B.A. LYONS UTILITY
COMPANY. © Lyons Utility Company.

LYONS UTILITY COMPANY. Sensa-
tional new design Bev-L edge
shakes. Poster. © John T. Lyons,
d.b.a., Lyons Utility Co.; 20May53; KK84925.

LYSTAD AND REDICK, INC. ©
Have your customers ever seen cock-
roaches in your store? Lystad's
can eliminate all of your pest
worry's with our deaccredited
system of pest control. Would
your plant pass government inspection today?
© 5Jan53; KK82421.

M

M AND H LABORATORIES, LTD.
Hand Groom waterless hand cleaner.
Contains lanolin and glycerine.
© 4Nov58; KK80896.

Author: Elmer Neabas & Harry William
Hopp, co-partners, G.B.A. M & H
Laboratories; 1Apr53; KK80896.

M AND M WOOD WORKING COMPANY. ©
Expedient Maldykey house. [Plans
for homes] (Plywood & doors)
© 8p. Appl. author: Henry S.
© 6Nov52; KK81554.

M AND M DIETETICS LABORATORIES, INC. ©
Why the luscious smile? Nothing
like a golden cup of coffee, made
rich and creamy with Textfest
Preem. Adv. from the Family
circle magazine, May 1953, P. 127.
© 3Ocrp52; KK85879.

M AND R LABORATORIES, INC. Carbonyl
for the newborn of the species,
Similac powder. (Pharma-
aceuticals) Poster. Appl. author:
William Douglas MacAdams, Inc.
© 15Mar53; KK85144.

A common dermatitis of the newborn.
Bathing problems reduced when
Similac is the prescribed infant
feeding. (Pharmaceuticals) Sheet.
© 25Mar53; KK85144. Appl. author:
William Douglas MacAdams, Inc.
© 10Feb53; KK85144.

The economy of good growth and un-
derdeveloped countries. Similac
powder. (Pharmaceuticals) Fold-
er. Appl. author: William Douglas
MacAdams, Inc.; 1Apr53; KK85223.

Fat for the infant of the species.
For all mammalian species.
© 25Mar53; KK85144.
At the top of the list of vaginal preparations, KK8572. SEE Pfizer (Charles) and Company, inc.


Blitzs notice. KE85212. SEE Pfizer (Charles) and Company, inc.

Blood pressure down. KE86012. SEE Chilcott Laboratories, inc.

Carbohydrate for the newborn of the species. KE81411. SEE M and R Laboratories, inc.

Carry Gratis for your convenience. KE89352. SEE Pfizer (Charles) and Company, inc.

Check stocks now on your Terramycin big five. KE89359. SEE Pfizer (Charles) and Company, inc.

Chillcott double feature, marked reduction in blood pressure, and marked reduction in price. KE89351. SEE Chilcott Laboratories, inc.

Combitro medicated for the milky ineffective species. KE89354. SEE Pfizer (Charles) and Company, inc.

A common dermatitis of the newborn. KE85312. SEE M and R Laboratories, inc.

Common skin infections. KE87186. SEE Pfizer (Charles) and Company, inc.

The consistently widening circle of clinical acceptance... KE89303. SEE Pfizer (Charles) and Company, inc.

May you want to be awed under with profits? KE89353. SEE Pfizer (Charles) and Company, inc.

Doughy effectiveness. KE89356. SEE Pfizer (Charles) and Company, inc.

D.M.N.T. Prolol. KE89350. SEE Chilcott Laboratories, inc.

The economy of good growth and uncomplicated development. KE89352. SEE M and R Laboratories, inc.

Fall profit preview. KE85720. SEE Pfizer (Charles) and Company, inc.

Fort for the infant of the species. KE85262. SEE M and R Laboratories, inc.

For effective therapy... KE85950. SEE Pfizer (Charles) and Company, inc.

For prevention and wide variety of illnesses. KE85211. SEE Pfizer (Charles) and Company, inc.

For impetigo patients. KE85219. SEE Pfizer (Charles) and Company, inc.

For infections of the oral cavity. KE85211. SEE Pfizer (Charles) and Company, inc.

For the treatment of tuberculosis. KE85785. SEE Pfizer (Charles) and Company, inc.

A guide to Terramycin dosages. KE85211. SEE Pfizer (Charles) and Company, inc.

In periorchitis... KE85213. SEE Pfizer (Charles) and Company, inc.

In the direction of economy. KE85955. SEE Pfizer (Charles) and Company, inc.

In whooping cough. KE85178. SEE Pfizer (Charles) and Company, inc.

Infantile vomiting and the digestibility factor. KE85172. SEE Pfizer (Charles) and Company, inc.

An interval of up to 2 days, and a bed suited to each dosage form. KE85379. SEE Pfizer (Charles) and Company, inc.

Intrauterine therapy. KE85946. SEE Pfizer (Charles) and Company, inc.

Intestinal diarrhea. KE85398. SEE Pfizer (Charles) and Company, inc.

It is obvious that restoration of function cannot consist in changing the contents... KE85084. SEE Chilcott Laboratories, inc.

It's a Pfizer (Charles) sure good taste. KE82212. SEE Pfizer (Charles) and Company, inc.

Let's take a look at the spectrum. KE85950. SEE Pfizer (Charles) and Company, inc.

Like Flassosol. KE82126. SEE Pfizer (Charles) and Company, inc.

Magnamycin. Another contribution... KE86777. SEE Pfizer (Charles) and Company, inc.

Magnamycin. For most indications... KE86771. SEE Pfizer (Charles) and Company, inc.

Magnamycin tablets, sugar coated. KE85946. SEE Pfizer (Charles) and Company, inc.


Measured therapy with Terramycin. KE85946. SEE Pfizer (Charles) and Company, inc.

New antibiotic... KE85946. SEE Pfizer (Charles) and Company, inc.

A new antibiotic... KE85946. SEE Pfizer (Charles) and Company, inc.

A new antibiotic discovered in the research laboratories. KE85960. SEE Pfizer (Charles) and Company, inc.

New broad-spectrum antibiotic. KE85946. SEE Pfizer (Charles) and Company, inc.

New. For longer lasting penicillin levels. KE85946. SEE Pfizer (Charles) and Company, inc.

A new product with real appeal to doctors! A new antibiotic. KE86777. SEE Pfizer (Charles) and Company, inc.

New; terramycin tablets. KE85946. SEE Pfizer (Charles) and Company, inc.

Newest broad-spectrum antibiotic in dental therapeutics. KE85178. SEE Pfizer (Charles) and Company, inc.

The newest form for younger patients. KE85767. SEE Pfizer (Charles) and Company, inc.

Only one. KE85946. SEE Pfizer (Charles) and Company, inc.

The year the market, the support and the package, the price and your profit. KE85932. SEE Pfizer (Charles) and Company, inc.

Pathological liar. KE85946. SEE Chilcott Laboratories, inc.

Pelvic inflammatory disease. KE85178. SEE Pfizer (Charles) and Company, inc.

Percentage of relapses low. KE85946. SEE Pfizer (Charles) and Company, inc.

Pfizer memo from L. J. Barrett. KE85397. SEE Pfizer (Charles) and Company, inc.

W AND R LABORATORIES INC. Cont'd.

Infantile vomiting and the digestibility factor. When Similac is the feeding, the likelihood of vomiting is greatly reduced... (Pharmaceuticals) Folder. Appl. author: William Douglas MacAdam, inc. © 1954;5; KE85172.


To attain an infant food so similar to the milkly, we have nourished mothers that there is no common equivalent. Similac. (Pharmaceuticals) 11 p. Appl. author: William Douglas MacAdam, inc. © 1954;5; KE85172.

Too late and too great, too often administration of vitamin D is delayed... (Pharmaceuticals) Folder. Appl. author: William Douglas MacAdam, inc. © 1954;5; KE85172.

Too late and too little. Too often administration of vitamin C is delayed even the second month... Similac powder for feeding infants. (Pharmaceuticals) Folder. Appl. author: William Douglas MacAdam, inc. © 1954;5; KE85373.


When the surface is greater. The fire burns faster. And digestion is easier and more rapid... The principle of greater-surface-for-action applies in Similac feeding. (Pharmaceuticals) Sheet. Appl. author: William Douglas MacAdam, inc. © 1954;5; KE85172.

MCADAM, PAUL A. Copper for our cause. Our Lady of Fatima new church organ fund. Where your cents make sense. (Fund raising) Label. © 1954;5; KE85196.

MCADAN (WILLIAM DOUGLAS) INC. Accuracy & confidence. KE82122. SEE Pfizer (Charles) and Company, inc.

Always a new market for the new 1.0 gram terramycin pediatric drops. KE85373. SEE Pfizer (Charles) and Company, inc.

At every step, more than a dual action. KE85396. SEE Pfizer (Charles) and Company, inc.
To prevent attack in angina pectoris. SEE Chilcott Laboratories, Inc.

To reduce blood pressure and relieve hypertensive symptoms and complaints. Methim... KK6724. SEE Warner-Dudnut, Inc.

To reduce maternally related infant infections. KK5222. SEE M and R Laboratories.

Too late and too great. KK81723.

The use of Peritrate to prevent attacks in angina pectoris. KK80545. SEE Chilcott Laboratories, Inc.

The use of Peritrate to prevent attacks in angina pectoris. Warner-Chilcott Laboratories Division.

Well tolerated. KK81791. SEE Chilcott Laboratories, Inc.

When maternal anxiety distorts the image. KK81282. SEE M and R Laboratories.

When the surface is greater, the fire burns faster, and digestion is easier and more rapid... KK81725. SEE M and R Laboratories.

MCBride, Harris.

Oszk sunny pic. KK864065. SEE Buresa Ozsk Food Corporation.

Mccann-Erickson, Inc.

And still they come, more new exciting patterns in famous Gold Seal carpeting. KK6290. SEE Congoleum-Nairn, Inc.

Another Telon zipper first. KK6250. SEE Donahue Sales Corporation.

Any wall, any floor can be done by anybody with Gold Seal. KK6173. SEE Congoleum-Nairn, Inc.

Be bountiful, give sheet and towel sets by Wamsutta. KK81877. SEE Wamsutta Mills.

Best last year with Wamsutta. KK81747. SEE Wamsutta Mills.

The big new at the markets will be made by all that’s big and new in Gold Seal flooring. KK62621. SEE Congoleum-Nairn, Inc.

The big news is Bermuda hues in Gold Seal Vinyl tiles. SEE Congoleum-Nairn, Inc.

Brunswick brings you a completely new line of school furniture with advanced design. KK62141. SEE Brunswick-Balke-Collender Company.

Build sales. KK81881. SEE Congoleum-Nairn, Inc.

Cash in on today’s booming do-it-yourself trend. KK82615. SEE Congoleum-Nairn, Inc.

Center your spring piece goods buying around Wamsutta’s fabricates for .53. KK81583. SEE Wamsutta Mills.

Center your spring piece goods promotion around Wamsutta’s fabricates for .53. KK81716. SEE Wamsutta Mills.

Christmas profits zoom with the high-flying Congoleum Rocket Rug. SEE Congoleum-Nairn, Inc.

Columbia recording development creates the most intriguing new idea in wall covering. KK81885. SEE Columbia Records, Inc.

Come summer sewing, the Telon zipper’s the hattin’. KK82679. SEE Donahue Sales Corporation.

Congowall’s covered with sell, sell, sell. KK82606. SEE Congoleum-Nairn, Inc.

Dramatic new color tone design in Congoleum wins immediate acceptance. KK82522. SEE Congoleum-Nairn, Inc.

Dynamite, the money-making blast of big, full-color Gold Seal ad equipment... Chilcott Laboratories. KK81897. SEE Congoleum-Nairn, Inc.

The easiest way to make ends meet. SEE Victociln Company of America.

Easy on the eyes, ears, feet, and budget. SEE Congoleum-Nairn, Inc.

Easy on your eyes, easy on your feet, this floor is stylish, bright and quiet for years. KK82625.

SEE Congoleum-Nairn, Inc.

Every day your kitchen takes a 3,000-step beating. KK82853. SEE Congoleum-Nairn, Inc.

Famous Gold Seal tiles sell themselves. KK81895. SEE Congoleum-Nairn, Inc.

Famous name for fabrics of finest quality. KK81872. SEE Wamsutta Mills.

Garroway’s back, big as Life... KK82821. SEE Congoleum-Nairn, Inc.

Get ready for the merry, merry month of Congowall. KK82624. SEE Congoleum-Nairn, Inc.

Get set, Mark Congowall month. KK82623. SEE Congoleum-Nairn, Inc.

Go up easily, stays up for good. KK82812. SEE Congoleum-Nairn, Inc.

Great hit on radio. KK82680. SEE Pacific Wax Company.

Here comes Dave the Garoway... KK82622. SEE Congoleum-Nairn, Inc.

Here’s when to expect frost. KK81889. SEE Atlas Supply Company.

How to modernize your kitchen. KK81899. SEE Congoleum-Nairn, Inc.

How to save money with Gold Seal floors. SEE Congoleum-Nairn, Inc.

I have 75,000 children... KK82626. SEE Atlas Supply Company.

Introducing Gold Seal rubber tile, the new high-fashion floor covering with the clearest, truest color in the industry. KK81886. SEE Congoleum-Nairn, Inc.

Is there an all-purpose floor covering? KK82618. SEE Congoleum-Nairn, Inc.

It’s a long way down on Tioga Pass... KK82627. SEE Atlas Supply Company.

Jacques Fath serves up excitement in Luster Damask... KK82626. SEE Wamsutta Mills.

Kindergarten tots will be in college before this floor wears out. KK82625. SEE Congoleum-Nairn, Inc.

Laraine Day says: so easy to sew your Wamsutta Fashion-Sure wardrobe, because the fabric’s in the fabric. KK82626. SEE Wamsutta Mills.

Light when you need it most. KK82775. SEE Ray-O-Vac Company.

Look at the wonders you can work with Gold Seal Congowall. KK82629. SEE Congoleum-Nairn, Inc.

Look how we’re covering your market for Congowall sales in May... KK82627. SEE Congoleum-Nairn, Inc.

Look, the new Gold Seal Linoleum design that seems to move walls back KK82890. SEE Congoleum-Nairn, Inc.

New colors, new designs, new excitements in Gold Seal Congowall... KK83929. SEE Congoleum-Nairn, Inc.

There’s Terramycin. KK85786. SEE Pfizer (Charles) and Company, Inc.

Quick, convenient, effective, new... KK65947. SEE Pfizer (Charles) and Company, Inc.

Read spectrum, appearing weekly in the Journal of the American Medical Association. KK85797. SEE Pfizer (Charles) and Company, Inc.

Response: more patients get well more rapidly. KK81780. SEE Pfizer (Charles) and Company, Inc.

Role of Terramycin in treatment of pneumonia. KK85957. SEE Pfizer (Charles) and Company, Inc.

Rump round ham. KK85956. SEE Pfizer (Charles) and Company, Inc.

Select Steraject for rheumatic fever prophylaxis. KK65856. SEE Pfizer (Charles) and Company, Inc.

Select Steraject: prophylactic therapy... KK65797. SEE Pfizer (Charles) and Company, Inc.

Similar powder feeding schedule... See KcK7412. SEE M and R Laboratories.

So good, every time. KK81781. SEE Pfizer (Charles) and Company, Inc.

The sugar coated Rx specialty. KK81799. SEE Pfizer (Charles) and Company, Inc.

A tale of research in two cities. KK80466. SEE Chilcott Laboratories, Inc.

10 questions and the answers... KK86776. SEE Pfizer (Charles) and Company, Inc.

10 reasons why Terramycin is the antibiotic of choice in dentistry. KK83961. SEE Pfizer (Charles) and Company, Inc.

Terramycin in cross-section. KK82195. SEE Pfizer (Charles) and Company, Inc.

Terramycin in dentistry. KK82117. SEE Pfizer (Charles) and Company, Inc.

Terramycin pediatric drops. KK86779. SEE Pfizer (Charles) and Company, Inc.

Terramycin veterinary. KK85830. SEE Pfizer (Charles) and Company, Inc.

There is a difference chemically in the unusual molecular structure of Terramycin recently reported. KK82111. SEE Pfizer (Charles) and Company, Inc.

There’s a difference. KK81787. SEE Pfizer (Charles) and Company, Inc.

To attain an infant food so similar to the milk of healthy, well-nourished mothers that there is no closer equivalent. KK83178. SEE M and R Laboratories.

To correct your spring piece merchandise inventory. KK81286. SEE Chilcott Laboratories, Inc.

To lower blood pressure toward normal levels. KK82046. SEE Chilcott Laboratories, Inc.
MCCAW-BRICKMAN, INC. Cont'd.
No matter how tough your problem ...
KK4705. SEE Congoleum-Nairn, Inc.
Nothing beats it. KK4704. SEE Congoleum-Nairn, Inc.

Now a 3-way community with Jackstraw. KE3592. SEE Congoleum-Nairn, Inc.
Now in bloom for spring. KE2889. SEE Donahue Sales Corporation.
Now the only genuine inlaid linoleum developed, proved and guaranteed. KE1876. SEE Congoleum-Nairn, Inc.
One still protects all winter long. KE2596. SEE Atlas Supply Company.
One word describes it, one tankful proves it. KE6383. SEE Standard Oil Company.

Operation safety. KE3803. SEE Congoleum-Nairn, Inc.
The out-and-out favorite among zipperers, all hands around. KE3184. SEE Donahue Sales Corporation.
Pin your profits on white. KE3597. SEE Donahue Sales Corporation.
Proof of perfection ... KE3592. SEE Canadian Hardware, Inc.
Remarkable new Pemalube is a real fightin' oil. KE3484. SEE Standard Oil Company.
Remodel it yourself, use the best, save 1/3 or even more. KE8198. SEE Congoleum-Nairn, Inc.
Rusty and Dusty?... Chelseborough Manufacturing Company.
Save with Supercase by Wamsutta. KE3955. SEE Wamsutta Mills.
See what happens when you add the Gold Seal Nairn Inlaid Linoleum ... KE86294. SEE Congoleum-Nairn, Inc.
See what you can do with the gold Seal Nairn inlaid linoleum ... KE86291. SEE Congoleum-Nairn, Inc.
Sewing taught me to appreciate fine Wamsutta cottons. KE35956. SEE Wamsutta Mills.
There's a honey of a deal waiting for you at your Atlas tire yard see. KE66298. SEE Atlas Supply Company.
This floor will stand up for years ... KE35930. SEE Congoleum-Nairn, Inc.
This is your next floor. KE1888. SEE Congoleum-Nairn, Inc.
This new, new Congowall display will pay ... KE86285. SEE Congoleum-Nairn, Inc.

Vitaull, the best method for piping. KE8622. SEE Vitaull Company of America.
Wamsutta Lusterscale, America's finest broadcloth. KE3471. SEE Wamsutta Mills.
We clocked him at 90, says chief Roy Brink. KE3709. SEE Atlas Supply Company.
We've heard you haven't heard about this. KE35970. SEE Congoleum-Nairn, Inc.
What a floor, what a sink-top. KE86292. SEE Congoleum-Nairn, Inc.
What's my favorite zipper? KK4702. SEE Donahue Sales Corporation.
What's only about Gold Seal Penci-
tile linoleum? KE86288. SEE Congoleum-Nairn, Inc.
Which floor covering best suits your particular need? SEE Congoleum-Nairn, Inc.

Years of beauty and comfort underfoot. No other linoleum ... KE86287. SEE Congoleum-Nairn, Inc.
You're looking at the only inlaid ... KE86286. SEE Congoleum-Nairn, Inc.

MCCARTHY, J. J.
Approved Parmatic automatic transmis-
tion fluid. KE94507. SEE Paragon Oil Company.

Mighty and mitey. KE86254. SEE Paragon Oil Company, Inc.

MCCASKILL, HENRY M., JR.
Your property tax would be 10 % more. KE88641. SEE United States Brewers Foundation. Kentucky Di-
vision.

MCCONVILLE, R. H.
The spacecarver, for architects and builders. KE86283. SEE New Castle Products.

MCCORKILL, ADA P., @
Young man stoned. Three leading mag-
azines are stoning a brilliant Yale graduate of 1950. Controversi-

MCCONNELL, H., & NELSON B.
GUNDELL, d.b.a., HICKORY SPRINKLE. SEE Hickory Sprinkle.

MCCONNELL, MILLER, and \&
MATTHEW CO.
MCCORMACK, PETER, d.b.a., THE HOGUE COMPANY.

MCCURRY, BURTON ARTHUR.
Panio exit devices. KE8131. SEE Lockwood Hardware Manufacturing Company.

MCDONALD-DOUGLAS CO., 5 different models, one specially for you. KE86367. SEE Spring-
Air Company.

MCGILL, H. T., @
How Visqueen Fumigation shooting services are东京. M c g i l l , industrial Fumigation equipment and supplies, Bulletin no. F-12, Polder. © 23Apr53; KK82320.

MCGOWIN, PEARL K. SEE McAdon (Pearl K.) inc.

MCGOON (PEARL K.) INC. ©
Dear Hookstratian. (Hooked rug pat-
© 15Mar53; KK83475.

MCGRAH, JACK.
Famous Rugger yearbook, 1952. KE82822. SEE Hillerich and Bradsby Company.

MCGRAW ELECTRIC COMPANY.
First gift choice ... first choice for profit among electric house-

MCGRAW ELECTRIC COMPANY. CLARK DIVI-
Sion ©.

MCGRAW ELECTRIC COMPANY. MANNING-BOW-
MAN DIVISION ©.
America's biggest values. Selling's easy with the Manning-Bowman quality fan line at these prices. (Electrical appliances) Adv. from Electrical merchandising, Feb. 1953, p. 21. Appl. author: Frederick J. Wachter. © 2Feb53; KK82602.


MCGRATH, J. W.

MCGRAW ELECTRIC COMPANY. TOASTMASTER PRODUCCIONS DIVISION ©.
Announcing the sensational new Toastmaster super de lux toaster. World's only toaster with amazing new power-action. Adv. from Electric-

MCGRAW ELECTRIC COMPANY.

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MCGRAW ELECTRIC COMPANY.

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MCGRAW ELECTRIC COMPANY. Toastmaster division ©.

MCGRAW ELECTRIC COMPANY.

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MCGRAW ELECTRIC COMPANY. Toastmaster division ©.
How to get a lifetime of pleasure from your new Toastmaster super de luxe toaster. Pamphlet. Appl. author: W. E. O'Brien. © 1Jan53; KK82952.


It makes perfect toast for so many years. Nor will you find Toastmaster toasters than any other kind. Adv. from Country gentleman, Dec. 1952, p. 74. Appl. author: Frederick J. Wachter. © 2Nov52; KK82956.


The new Toastmaster toaster oven, thermal action takes the bread right out of your fingers. Folder. Appl. author: Frederick J. Wachter. © 10Apr53; KK86505.


Strong leadership guides these sales-winners ... as independent brands, Toastmaster, 100-110; Everhot and Manning-Bowman have all sold well for years. (Electrical appliances) Adv. from Retailing daily, Dec. 4, 1952, p. 31. Appl. author: Edward J. Grabow. © 1Dec52; KK82949.


This folder contains free Toastmaster toaster mats to help you bring in customers. Appl. author: Frederick J. Wachter. © 8May53; KK85806.


Introducing the sensational new Everhot toaster oven. Model '52, automatic electric cooking at its best ... Everhot toaster.utilizable. Sheet. Appl. author: J. E. Elgin. © 30Dec52; KK83120.


Tropic-Aire offers you this complete retail advertising service, free. Automatic electric blanket. Folder. Appl. author: Frederick J. Wachter. © 1Sep52; KK83118.

Tropic-Aire, the electric blanket that's 4 ways new for '52. Folder. Appl. author: Frederick J. Wachter. © 15Sep52; KK83121.


You owe yourself a good night's sleep. Tropic-Aire automatic electric blanket. Adv. from Collier's, Nov. 8, 1952, p. 31. Appl. author: Frederick J. Wachter. © 8Nov52; KK85833.

TROPIC-AIRE PRODUCTS CO. Color film, 35mm color magazine [Instruction] Sheet. Appl. author: Richard B. Hutchinson. © 10Feb53; KK85821.


MCGUIRE, ROBERT E. Reliable Ray leaves light on the oil burner ... KK86456. See Ray Oil Burner Sales, Inc.

When you think of welding think of Stuvesant. KK85849. See Stuvesant Oil Burner Corporation.

WACHEN, RICHARD. Beef pie. KK82753. See Swanson (G. A.) and Sons.
MACHAYER, RICHARD. Cont'd.

Chicken breasts ready for frying.

MACHER, JOHN AND ADAMS, INC.

Briggs beauty paper in color.

MDM-000.

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Maiden Form Brassiere Company, Inc. ©

I dreamed I was a fixture in my Maidenform bra. (Brasierettes) Adv. From Motion picture & television, June 1953, p. 46. Author: William H. Weintraub & Co., Inc. © 20Mar53; KK86900.


Maidenform was my dream. Member, Corporation from June 1952, 1953. p. 11. Author: William H. Weintraub & Co., Inc. © 1Feb53; KK83326.


WATOCI, DARIO ©

New Darío Grad-o-meter. The kind of pattern grading instrument you have always hoped for. Folder. © 7Jan53; KK81667.

MAKER, JOHN A. ©

Baby-Rite scientific toothbrush. KK81636. SEE Oral Prophylactic Association, Inc.

Maker's Midget, a toothbrush for children up to 6 years. KK82116. SEE Oral Prophylactic Association, Inc.

MAKOVER, JACK H. ©

Member, Pennies For Health Club. KK81199. SEE Academy Advertising Agency.

WALINTCK, NATHAN ©

Rock Creek bra. KK82286. SEE Rock Creek Ginger Ale Company, Inc.

WALLACE FOUNDERS SOCIETY ©

The saleable iron foundry and you. Pamphlet. © 1Mar53; KK87552.

MANCHESTER (J. GORDON) ADVERTISING, INC. ©

A Florida vacation all year long. KK82352. SEE General Industries Corporation of America.

MANCHESTER HOISERY MILLS ©

Ask about our free gift. This beautiful cornice is yours with every 3 pair purchase of Lady Hampshire hosiery. Folder. © 1Mar53; KK87552.

MANGOLD, WILLIAM J. ©

Spring Shadows, Uncanny, the way you can call them "pink". It's like spring designs right off the fabric. Manhattan, (Men's ties) Adv. From Time, Mar. 16, 1953, p. 66. Author: P. Planagen. © 12Mar53; KK83666.


MANNOWOC EQUIPMENT WORKS, INC. ©

A new way to better living, from a leading American manufacturer. (Food freezers) Pamphlet. Author: Bert S. Ottins. © 19Feb53; KK81316.

MANY-ELLS, INC. ©

All plastic tire cord reinforced. KK83612. SEE Industrial Synthetics Corporation.

Foam Rubber Center. SEE Foam Rubber Center, 1953.

For your lawn's sake, remember this. KK81128. SEE Industrial Synthetics Corporation.

Pamphlet in beauty KK81856. SEE Foam Rubber Center.

Natural wool felt & 35" foam rubber. KK83117. SEE Foam Rubber Center.


MARATHON CORPORATION ©

Park Club strawberry ice cream. Label, Appl. author: Roll Wiprud. © 28Feb53; KK81420.


MARCALUS MANUFACTURING COMPANY, INC. ©

Maral sandwich bags. Large waxed bags 20. 40. ... for cleanliness, freshness, thrift. Label. © 3Apr52; KK81286.

MARCUS, EMIL, d.b.a. INSTANT-GRIP COMPANY. SEE Instant-Grip Company.

MARCUS, LOUIS ©

New, stimulating sale promotion idea. (Display materials) Sheet. © 31Dec52; KK85614.

MARGO PRODUCTS COMPANY ©

TypeDef, the modern typewriter type cleaner. Label, Appl. author: Frederick C. Buchanan. © 1Mar53; KK83062.

MARIE-DESIGNER, INC. ©


Enjoy... Do
used
5.

Do you know how to relax?
Millions
don’t.
Learn how now in
the
world’s only
Contour Chair-Lounge.
Adv. from the Citizen, Beverly
© 1952; KK85805.

Do you know how to fit it
and why? ... The Contour Chair
Lounge is made in 3 models ...
Adv. from Los Angeles, Nov.
27, 1952, p. 8. © 27Nov52; KK86656.

Don’t be a dud ... investigate
the world’s only Contour Chair-Lounge.
Adv. from the Mirror, Los Angeles,
Mar. 18, 1952, p. 4. © 18Mar52; KK86654.

Don’t be misled by so-called
imitators. There is only one
Contour Chair-Lounge. Adv. from
Los Angeles times home magazine,
Aug. 5, 1951, p. 16. © 5Aug51; KK85902.

Enjoy a merry Christmas in a
contour Chair-Lounge. Adv. from
Los Angeles, De 25, 1951, p. 12. © 26Nov51; KK85805.

Evenings take on new enchantment
when you provide for your
program in a new Marie designer
chair. (Contour chair) Adv. from
Los Angeles evening paper,

Facts of the relaxing miracle, found
only in a Contour Chair-Lounge.
Adv. from Los Angeles examiner,
Nov. 19, 1952, p. 15. © 19Nov52; KK86510.

The first new idea in chairs since
man was on the rocks. The importance
of relaxation is explained.
I have been using the Contour
Chair-Lounge in my practice ...
Folder. © 16Oct52; KK85556.

Get acquainted with the sensational
new relaxing miracle, Marie chair
designer ... (Contoured chair)
Adv. from the Houston chronicle,
Apr. 12, 1953, p. 7. © 12Apr53; KK85344.

Greetings: Am so thrilled that now I
can relax and do in comfort ...
Our Marie chair is so comfortable,
so relaxing, that to get upset in its
contours is a pleasure.
Postcard. (6) © 25Jun53; KK86925.

Greetings: This room couldn’t be
used for anything but relaxing ...
It’s cozy, and with my Marie
chair in this smart new fabric ...
Postcard. (3) © 25Jun53; KK86922.

Hello folks: Here I serve a double
purpose ... When my master comes
home ... I have heard him say that,
crushed in most contaminated forms ...
(Contour chair) Postcard. (4)
© 25Jun53; KK86923.

Hello folks: It’s so nice to come
home to. My favorite Marie chair ...
The adjustable headrest gives
me just the right position ...
Postcard. © 25Jun53; KK86921.

Nothing this side of heaven relaxes
like a relaxed designer chair ... (Contoured chair)
Adv. from Los Angeles times,
June 24, 1952, p. 4. © 24Jun52; KK85663.

How many chairs have held you
with loving arms? Only the new
Marie designer chair, designed for
gracious living.
Adv. from Pasadena
star-news, June 12, 1953, p. 2.
© 12Jun53; KK85552.

How relaxation helps you toward
success. Contour Chair-Lounge
quickly restores energy for better work,
believes Miss Essie, Aug.
1951, p. 9. © 10Jul51; KK85512.

The ideal gift. Relaxing miracle
banishes fatigue in 7 minutes. Why
everyone needs a Contour Chair-
Lounge. Adv. from PFB52 (in
notices); 1951; KK85553.

If you feel tired, you’re not
relaxing. Try the ... Contour Chair-
Lounge. Adv. from Los Angeles,
July 29, 1952, p. 1. © 29Jul52; KK85790.

If you feel tired, you’re not
relaxing. Contour Chair-Lounge
... University’s.
Adv. from Los Angeles, Apr.
9, 1952, p. 18. © 9Apr52; KK85580.

Intra in the competition design for
lif e in ’53. The all-new relaxing
miracle of our times, designed by
Marie designer chair ... (Contoured chair) Adv.
from Los Angeles examiner south-
west living magazine, Mar.
1953, p. 10. © 10Mar53; KK85399.

Key to relaxation. Contour Chair-
Lounge pre-moulded to fit you.
Folder. © 16Oct52; KK85556.

Lady, be good to yourself. Relax
in the chair that has everything,
the Marie designer chair. (Contour chair) Adv.
from Los Angeles times, June 15, 1953,
p. 2. © 15Jun53; KK86769.

Live better, feel better in world’s
only Contour Chair-Lounge. Adv.
from California clubwoman, Feb.
1952, p. 4 of cover. © 2Feb52
(in notices); 1951; KK85607.

Make dad’s every day Father’s Day.
Give him a Marie designer chair.
The relaxing miracle of the year ...
(Contoured chair) Adv. from
Mother’s views, June 1953, p. 4 of
cover. © 5Mar53; KK85176.

Make your holiday reflection
with a Contour Chair-Lounge.
Adv. from the Indianapolis star
magazine, Nov. 18, 1951, p. 7.
© 18Nov51 (in notice); KK85614.

Miracle-chair makes you relax,
Con-
tour Chair-Lounge. Adv.
from Los Angeles times, Nov. 2, 1950,
p. 26. © 2Nov50; KK87978.

Mrs. Smith tells why we can’t
get enough Contour Chair-Lounges
to supply the demand. Adv.
from Metropolitan star, Aug. 9, 1950,
p. 5. © 9Aug50; KK85907.

The new relaxing miracle, Marie
designer chair, 10 p. © 16Oct52; KK86920.

Nothing this side of heaven relaxes
like a relaxed designer chair ... (Contoured chair)
Adv. from Los Angeles times,
June 24, 1952, p. 4. © 24Jun52; KK85663.

Presenting a new design for
living. The Marie designer chair, designed for
the relaxation by Maria, pio-
neer of contour comfort.
Adv. from the Houston post, Apr.
15, 1953, p. 3. © 15Apr53; KK85581.

Put the sweet in home sweet
home with a Marie designer chair.
(Contour chair) Adv. from Home
show...rogram, June 14-15, 1953, p. 9.
© 14Jun53; KK85770.

Relax, and enjoy living. See
how pre-moulded contours aid health and
relaxation. There is only one
Contour Chair-Lounge. Adv. from Los Angeles
examiner, July 20, 1950, p. 5.
© 20Jul50; KK86611.

A relaxed state of body and mind
reduces amount of energy burned
and automatically keeps the
body temperature down. Contour
Chair-Lounge. Adv. from Los Angeles
times home magazine, July 20,

Relaxing miracle banishes fatigue
in 7 minutes. Why everyone needs a
Contour Chair-Lounge. Adv. from
© 2Aug51; KK85580.

Relaxing miracle. World’s most
comfortable chair ... Contour
Chair-Lounge. Good house-
keeping, Mar. 1951, p. 289.
© 22Feb51 (in notices); 1950;
KK85749.

Special demonstration ... The secret
6 zone control ... Contour Chair-
Lounge. Adv. from Los Angeles
times, Nov. 5, 1951, p. 10.
© 5Nov51; KK85816.

That now back magic has you in
its spell the moment you sit in a
new Marie designer chair ... (Contoured chair)
Adv. from Los Angeles exami-
ner, May 17, 1953, p. 3.
© 17May53; 13Jun53; KK85801.

That now back magic has you in
its spell the moment you relax into
a Marie designer chair. Adv.
from the Houston chronicle, ROTogravure magazine, May 27, 1953, p. 23. © 27May53; KK85355.
This is a restful posture ... No other chair is like
the one-and-only Contour
Chair-Lounge. Adv. from Pasadena
© 24Aug50; KK85550.

3 important facts about the relaxing
miracle with a Contour Chair-
Lounge. Adv. from Los Angeles times
home magazine, July 1, 1951, p. 15.
© 1Jul51; KK85801.

To you ... We’re sure you will be
delighted to learn that we have
added a new model to the line
of Contour Chairs ... known as the
Contour-ette. Folder. © 21Nov51; KK85552.

Use our Christmas lay-away plan.
Contour Chair-Lounge. Adv. from
Los Angeles times home magazine,
Nov. 19, 1951, p. 16. © 19Nov51; KK85789.

Why true relaxation gives life new
zeal. The Contour Chair-Lounge.
Adv. from Los Angeles times,
Apr. 15, 1951, p. 2 of cover. © 15Apr51; KK85800.

World’s only Contour Chair-Lounge.
Your contour is the center of
interest. Adv. from Los Angeles
times home magazine, June 20,
1950, p. 30. © 20Jun52; KK85806.
Yes, you can relax in a Contour
Chair-Lounge. You can’t help it.
Adv. from Better star, July
COMMERCIAL PRINTS AND LABELS

1953

MARCHFIELD FIELD AND COMPANY. 


MARSCHALL-JACKSON COMPANY. 

Mark a minute book, the catalog of... stationery, office furniture, printing. 340 p. Appl. author: Phototypes, Inc. © 1956; KK61712.

MARTHA ANI BAKERY. 

What is the truth about bread? In Martha and read you in... freshness, flavor, nutrition value. Adv. from End morning news, p. 21. "1954; KK61712.

MARTIN, EDWARD J. 

What Jack & Heints is doing about acceleration. KK85534. SEE Jack and Heints, Inc.

What Jack & Heints is doing about commercial aviation. KK85332. SEE Jack and Heints, Inc.

What Jack & Heints is doing about complexity. KK85621. SEE Jack and Heints, Inc.

What Jack & Heints is doing about humidity. KK68448. SEE Jack and Heints, Inc.

What Jack & Heints is doing about impact. KK61399. SEE Jack and Heints, Inc.

What Jack & Heints is doing about obsolescence. Jack & Heints protective equipment... KK86743. SEE Jack and Heints, Inc.

What Jack & Heints is doing about the thermal barrier. KK85908. SEE Jack and Heints, Inc.

What Jack & Heints is doing about vibration. KK62667. SEE Jack and Heints, Inc.

MARTIN, LOUIS EARL. 

Calitina, world famous ski-bind-... (Water sports equipment) Sheet. Supplement page to Water safety & water sports equipment. © Apr53; KK65285.

MARTIN, MAC. 

Richardson's Studio... This beautiful... (Portrait album) Label. © 27Nov52; KK81023.

MARTIN FABRICS CORPORATION. 

Spring 1953 patterns. Suggested for use with Martin Velvet, the flatter-... fabric. (Velvet ribbon and warp rope) Pamphlet. © 17Feb53; KK62561.

MARTINI, LOUIS M. 

Distinguished American wines. KK85099. SEE Marquis (P.) and Brothers, Inc.

MARTUCCI, NICHOLAS L. A. 

How to select poster regulators. KK81276. SEE Poster Engineering Company.

MARSHELUS PRODUCTS COMPANY. 

Triple the wear of nylon, silk, or rayon hose... Runproved, new plastic treatment... Label. © Paul J. Birkmeier, d.b.a. Marseful Products Co.; ©Dec52; KK61712.

MARY FRANCINE, SISTER. 

Monthly posters printed for the members of the NOCA. Poster. © 12Nov52; KK80926.

MASON-HILTON REGULATOR COMPANY. 


COMMERCIAL PRINTS AND LABELS


MEISENBERG, HAROLD G.

Protect steel bridges against rust and corrosion with No-Ox-Id. KK96109. SEE Dearborn Chemical Company.

MEISENNER AND CULVER, INC.

Coin of the realm. KK96011. SEE Bersworth Chemical Company.

The confusion proof meter. KK96401. SEE Marion Electric Instrument Company.

Shawmut's new form 208 Amp-trep. KK96697. SEE Chase-Shawmut Company.

Versatile chelants for heavy metals. KK96521. SEE Bersworth Chemical Company.


MELLAIRE DISTRIBUTING COMPANY.


MELKED, LOUIS.

The Coast-To-Coast store plan. KK96099. SEE Coast-To-Coast Stores, Central Organization, Inc.

MELLEND, FENSMITH, INC.

Buy your paint now and save. KK95536. SEE Glidden Company.

Here it is. SEE Glidden Company. It's new and it's a Ford. SEE Dearborn Motors Corporation.

New one-cost white house paint. SEE Dearborn Company.

A new wonder enamel for western homes. KK96577. SEE Glidden Company.

No fumes. KK96188. SEE Glidden Company.

So beautiful, so washable, so easy to apply. KK95077. SEE Glidden Company.

Tinnerman high-speed production ... KK96801. SEE Tinnerman Products, Inc.

We don't believe in work for women. SEE Apex Electrical Manufacturing Company.

You've never seen a tractor to match this new Ford tractor. KK96184. SEE Dearborn Motors Corporation.

MELKOV, GREGOR G.

The wonder collection lamp. Actual size 12 1/2 in. Folder. © 13Jan53 (in notice: 1952); KK96392.

MELLEN, FRED P.

SEE Mellen (Floyd F.) Advertising Agency.

MELLEN (FLOYD F.) ADVERTISING AGENCY.

Here's buying opportunity you can't afford to miss. Paramount doesn't sell you the food. Free of extra cost with every Norge.


MENDZELSON, HARRY.

The grpeet ottoles and influence. KK96097. SEE Dobo Chemical Corporation.

MERCHANTISE SELECTORS, INC. ©


18 piece socket tool set, the perfect set for home, for shop, for farm. B-14. Appl. author: Meyer Robbins. © 2Jan53; KK93396.


MERCURY ELECTRO-PRODUCTS, INC. ©

Illustrated instruction manual for U-Test-It. The Safe Electric trouble finder. New. Locates trouble in electric circuits ... Pamphlet. © 1Apr53; KK96552.

MERRIAM Q.


The cosmic explorer's toy watch with moving picture labels. Appl. author: Evelyn Staisny. © 20Oct52; KK98097.

The cowboy toy watch with moving picture labels. Appl. author: Evelyn Staisny. © 20Dec52; KK98097.


MERRITX CHEMICAL COMPANY.

Merix anti-static compound 79-01 especially developed for use on auto seat covers ... 8 fl oz. Label. © Eric O. Sonneman, d.b.a. Merix Chemical Co.; 20Dec50; KK80672.

Merix anti-static compound 79 prevents static on plastic sheets or molded products. (Chemical) Label. © Eric O. Sonneman, d.b.a. Merix Chemical Co.; 15Jun52; KK98075.

MERRICK, JON A.

General purpose sterilized potting soil, from the garden spot of Ohio. KK83693. SEE jard-n-fak, Inc.

MERRON, BURL.

How to apply Nestle Colorhair oil shampoo tint. KK96747. SEE Nestle-Lemur Company.

MERRIAM (G. AND O.) COMPANY ©


Feb. 1953. © 2Feb53; KK95294.

Mar. 1953. © 22Feb52; KK95295.

Apr. 1953. © 1Apr53; KK95290.

May 1953. © 1May53; KK95291.

June 1953. © 1Jun53; KK96719.

MERTRIPPEL, A. M., d.b.a. CLARK-\nMERRIFIELD MANUFACTURING COMPANY. SEE Clark-Merrifield Manufacturing Company.

MERRICK MACHINE COMPANY.

Instructions for setting up and operating Merrow high speed trimming and oversewing machine class A. (Sewing machines) 8 p. Appl. author: John Merrow Washburn. © The Merrow Machine Co., 1Jun53; KK96511.


MERRIMACK, WILLIAM.

My Merry dollie's make-up. Look, just like your's, safe and harmless, too. (Facial make-up kit) Label. © 2Jan53; KK96425.
MERRY MANUFACTURING COMPANY ©. Cont'd.
Merry garden grows in 3 days. A real growing toy for every girl and boy. (Toy garden kits) Label. © 1Apr53; KK6596.
Merry Grow-A-Garden in 3 days. A real growing toy for every girl and boy. (Toy garden kits) Label. © 1Apr53; KK6597.
Merry manicure. Look, pretty hands just like mommies'. Safe and harmless too. Label. © 13Mar53; KK8293.

METEORS, GERALD P. Garden Kist liquid fertilizers. KK55600. SEE Cede (W. W.) Sales Company.

METAL GLASS PRODUCTS COMPANY ©. The stainless steel percolator. The San-i-Tank percolator makes positive the full extraction of flavors. Folder. © 10Mar53; KK6591.


MELDALL (DOBECO'S) T. COMPANY. Mount Hope cloth opening equipment. KK64555. SEE Mount Hope Machinery Company.

MOUNT HOPE LAMINAX inc. Mount Hope Laminax molded or fabricated fiberglass tanks, trucks, tubes, etc. KK65297. SEE Mount Hope Industries, Inc.

Phalo insulated wire and cable cord set assemblies. KK63597. SEE Phalo Plastics Corporation.

METROPOLITAN SUNDAY NEWSPAPERS, INC. ©. The sales force that stands up and sells. All these troopers, tried and true, attract more customers for you. (Promotion of advertising business) Poster. © 29Mar55 in notice: 1952; KK64600.

MEYER, CHARLES T., Jr. Puts hustle in your muscle, and punch in your lunch. KK64056. SEE Meyer's Bakery.

MEYER, ROSEMARY. New Terrace Tommies. KK62061. SEE Kaylon, Inc. Who's getting the business from the two big spring issues of Seventeen, featuring Tommies. KK63722.


MEYERHOFF (ARTHUR) and COMPANY ©. Now, the highest grade gasoline in our history. KK65654. SEE Petco Corporation. Clark's Super 100 Division.


MICHIGAN NATIONAL BANK ©. Banking that is building Michigan as it is building this community. Adv. from the Enquirer and news, Battle Creek, Mich., Jan. 11, 1953, 16 p. Appl. author: The Buchen Co. © 11Jan53; KK83079.

Banking that is building Michigan as it is building this community. Adv. from the Enquirer and news, Battle Creek, Mich., Jan. 11, 1953, 16 p. Appl. author: The Buchen Co. © 11Jan53; KK83078.

Banking that is building Michigan as it is building this community. Adv. from the Enquirer and news, Battle Creek, Mich., Jan. 11, 1953, 16 p. Appl. author: The Buchen Co. © 11Jan53; KK83077.

Banking that is building Michigan as it is building this community. Adv. from the Grand Rapids herald, Jan. 11, 1953, p. 22. Appl. author: The Buchen Co. © 11Jan53; KK83076.

Banking that is building Michigan as it is building this community. Adv. from the Grand Rapids herald, Jan. 11, 1953, p. 22. Appl. author: The Buchen Co. © 11Jan53; KK83075.

Banking that is building Michigan as it is building this community. Adv. from the Grand Rapids herald, Jan. 11, 1953, p. 22. Appl. author: The Buchen Co. © 11Jan53; KK83074.


Midwest Vista Pak old fashioned cinnamon cracker. (Bakery products) Label. Appl. author: The Dobekmun Co. © 31Dec52; KK81102.


MID-WESTERN HOSPITAL DIVISION, JOHNSON and JOHNSON. SEE Johnson and Johnson. Western Hospital Division.

MITHS, EARL SCHENCK. The Federalist, 1787-1788. KK93998. SEE Kingsport Press, Inc.

Mark Twain. KK81025. SEE Kingsport Press, Inc.

Mason L. Wees, 1759-1825. KK83186. SEE Kingsport Press, Inc.

Noah Webster. KK83235. SEE Kingsport Press, Inc.

MIGHTY GOOD BAKING COMPANY ©. Happy Fall onched bread. 1 lb. Label. Appl. author: Leonard Garagnanco, d.b.a. Mighty Good Baking Co. © 2Dec52; KK81432.


Pettle French dressing. (Flavoring) Label. 8 fl. oz. Label. Appl. author: Jack C. Hoffman. © 1Aug52; KK81050.

MILSWORTH, ROBERTS. All these parts on top of your stove are easy to clean with S. O. S. KK86666. SEE S. O. S. Company.

Holiday dishes are easier when everyone helps. KK85241. SEE S. O. S. Company.

Inside tip to clean stoves. KK21280. SEE S. O. S. Company. Keep those white-wall tires white, really white with S. O. S. KK85262. SEE S. O. S. Company.


MILLER, HAROLD E. First aid in all development in bank safety in paper in more than 70 years. KK93971. SEE Todd Company, Inc.

MILLER, ROLICK, JR., sole owner PROVIDENCE HOSPITAL BUREAU. PROVIDENCE Hearing Bureau.

MILLER, JOHN W. THE APPL. KK81341. SEE Miller (John W.) and Associates, Inc. The APPL. line. KK84777. SEE Texture Plaster Company, Inc.

MILLER (JOHN W.) and ASSOCIATES, INC. THE APPL. line. The complete finishing system for dry wall construction. Paragraph: Appl. author: John W. Miller. © 1Feb53; KK81341.

MILLER, MARTIN, d.b.a. THE MARTIN MILLER COMPANY. SEE Miller (Martin) Company.

MILLER (MARTIN) COMPANY. ADV. FROM MACHINIST AND MECHANIC. The world is getting warmer. General Electric. (Air conditioning equipment) Sheet. © Martin Miller, d.b.a. The Martin Miller Co; 1Feb53; KK81341.


MILLER, MARTIN, d.b.a. THE MARTIN MILLER COMPANY. SEE Miller (Martin) Company.
MILLIGAN, FRANK TOLLIVER. Plant Plate Weatherizer. (Plant insecticide adhesive) Label. © 1Mar51; KK81079.

MILLARD, JOSEPH. A higher standard in cement work. This presentation was given at the Conference Board of the Cuyahoga County Cement Contractors Association and Columbus Concrete Association. Label. © 10Mar53; KK82271.

MILLPRINT, INC. Chuck Wagons boneless strip steak. KK81555. SEE Chuck Wagons Brands, Inc.

MINEART, JR. Made to seal that means in flavor. KK82614. SEE Wise Food Products Company.

MINETT, ROBERT W., JR. Handsome reward if you stop Preddie the Mitten. KK82856. SEE Moe Light, Inc.

MINNIN, R. A., J. J. RALPH, WARD LEAVITT, A. R. BURKE, GERALD NOLLY, and THOMAS CONLEY, composing the firm WIPEX INDUSTRIAL TOWEL SERVICE CORPORATION. SEE Wipex Industrial Towel Service Company.

MISKIN, HERBERT. How to grow thousands of flowers without dirtying your hands. SEE Garden Research Laboratories.

MISSION BOTTLE COMPANY. Beverages, fruit juices and concentrates, and representation of a belfray label. Appl. author: W. George Atken. © Apr53; KK87574.


MITCHELL, ALBERT. Premiers mouldings and trims in aluminum and stainless steel. KK89518. SEE Metal Trims, Inc.

MITCHELL, SHIRLEY. Your hair your way. KK83033. SEE House of Beauty.

MITCHELL, W. ROBERT. Sure Spec drill rod. KK86896. SEE Solar Steel Corporation.

MITTEN, JESSIE V. SEE Mittens' Display Letters.

MITTENS' DISPLAY LETTERS. American's finest in select Mitten letters for distinctive sign and display work. Sheet. Appl. author: Jessie V. Minett, Jr. © 25Nov52; KK82447.

MITTEN'S DISPLAY LETTERS. Giant model and hobby catalog no. 27. (New York City modelers) 127 p. Appl. author: Arthur A. Winston. © 5Jan53; KK82865.

MODERN DISPLAYS. Handy-hook fixtures. Convenient, neat, and ready for the great space saving ... (Display boards) Sheet. © Russel D. Van Houten & Theodor A. Dykstra, d.b.a. a partnership under the name of Modern Displays; 23Feb53; KK82702.

MODERN ENGRAVING AND MACHINE COMPANY. Master hydraulic embossing machine and engraved matched hardened forged steel embossing rolls. © 29Jan53; KK82896.


MORRIS, J. F. SEE Metal Trims, Inc.

MOW LIGHT, INC. Handsome reward if you stop Preddie the Mitten. Contact your Moe Light distributor without delay. Form no. 201A. (Lighting fixtures) Folder. Appl. author: Robert W. Minett, Jr. © 15May53; KK86356.


MULLER, ALBERT. Ludwig nail fasteners. KK81660. SEE Ludwig Manufacturing Company, Inc.
MOELLER, AXEL. SEE Moeller Manufacturing Company, Inc.

MOELLER MANUFACTURING COMPANY, INC. O

SKOFFIT (LUCIAN Q.) INC. ©
B. F. Goodrich cutless rubber bearings for industrial equipment ... for any spot where a bearing may be water lubricated. 33 p. Appl. author: Lucian Q. Skoffitt. © 22Jan53; KK81369.

MOJONNER BROTHERS COMPANY ©


MOJUD HOSEHIN COMPANY, INC. ©


MOLZAHN, WALTER, AUGUST.

MONARCH DRY CLEANERS COMPANY ©

MONARCH MANUFACTURING WORKS, INC. ©
Monarch oil burner accessories. Catalog 0. 12 p. Appl. author: E. Bartow Frame. © 20Apr53; KK80359.

MONARK SILVER KING, INC. ©


Rotomatic all-purpose power mower does every lawn cutting job. Many of your customers need power. Adv. from American bicyclist and motorcyclist, Jan 1953, p. 10. Appl. author: Ivan Hill. © 15Jan53; KK82274.

Rotomatic all-purpose power mower. Engineered to perfection at every point. All-purpose Rotomatic is powered with the most efficient ... Adv. from Hardware, Feb. 1953, p. 5. Appl. author: Ivan Hill. © 5Feb53; KK82275.

MONITOR PROCESS CORPORATION ©


MONK (HOWARD H.) AND ASSOCIATES, INC.

MONGO AUTO EQUIPMENT COMPANY ©
Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil springs. 6 p. Appl. author: William Clark. © 8Dec52; KK81668.

MONSANTO CHEMICAL COMPANY.


MONTENIER, JULES B.
Florence. Factory in underarm deodorants. KK86658. SEE Squeeze, Inc.

MONTGOMERY, O.
How to call your fellows. KK83061. SEE Manhattan Shirt Company.

MOOD RECORDS, INC. ©
Mood records. ( Phonograph records) Label. © 1Apr53; KK81716.

MOOG, HUBERT C.
Moog streamliner. KK85157. SEE Moog Industries, Inc.

Streamliner supplement, front and rear coil springs. KK81921. SEE Moog industries.

MOOG INDUSTRIES, INC. ©
Have you tried Moog piston rings? The word is getting around. Recent proof from Jobber topics, Dec. 1952, p. 10-19. Appl. author: Maxwell Advertising Co. © 15Feb53; KK82856.

Jobbers get these 5 big advantages when they team up with Moog. (Automotive parts) Adv. from Jobber's desk, Jan. 1953, p. 18-19. Appl. author: Maxwell Advertising Co. © 15Feb53; KK82856.


Moog coil action parts pass the field. Nos. 810 idler arm bracket ... (Automotive parts) Adv. from Automotive service digest, Mar. 1953, p. 22. Appl. author: Maxwell Advertising Co. © 15Mar53; KK81519.


Moog streamline spring tower springs. Standardised sets for small light trailers, for house trailers. Appl. author: Hubert C. Moog, © 28Apr53; KK85157.

Streamliner supplement, front and rear coil springs. (Automotive parts) 4 sheets. Appl. author: Hubert C. Moog. © 15Feb53; KK81921.


MORRIS, KENNETH E. Protect the increased value of your home with the best house paint you can buy. KK6579; See Sherwin-Williams Company.

You benefit four ways when your home is painted with SW. See Sherwin-Williams Company.

You can't possibly know how good SW house paint is... KK56208. See Sherwin-Williams Company.

You'll be even more sure your walls are protected when you discover there is a difference in house paints. See Sherwin-Williams Company.

MORGAN, MURRAY ©. For goodness' sake, try Donald Duck Dubble. KK52109. See Fruit Products Corporation.

MORGAN, RAYMOND R. Buy 2 get 1 free. KK82285. See Los Angeles Soap Company. Enter the White King soap $2,000 contest. KK81908. See Los Angeles Soap Company. Erma Torrey is one of thousands of women who say... KK69111. See Los Angeles Soap Company. For 32 years, she says, my family soap. KK85904. See Los Angeles Soap Company. No burnt hands... KK86469. See Los Angeles Soap Company. She calls them her on-the-double oats. KK61076. See Los Angeles Soap Company. Yours, 2 famous White King products... KK41317. See Los Angeles Soap Company.

MORNINGSTAR, ROBERT FELICOTTO ©. Multi-Wall: We're light. dry and handy. (Favor bags) Card. © 16Mar53; KK68343.


The DorrCloner, a new tool for sand producers. KK81601. See Dorr Company.

Phosphoric acid plants, triple super-phosphate plants... KK4658. See Dorr Company.

MORRIS, C. A. American Legion (and) American Legion Auxiliary emblem catalog. 1953. KK84776. See American Legion.

American Legion Auxiliary emblem catalog. KK83511. See American Legion.

For Memorial Day. KK83977. See American Legion.

Official shirts and ties. KK83497. See American Legion.

Order blank for athletic equipment and sportswear. KK83496. See American Legion.

Order blank for Memorial Day supply. KK83496. See American Legion.

Uniforms for Junior baseball teams, Legion softball teams. KK83596. See American Legion.

MORRISON, CAVERSON G., d.b.a. SUPERIOR SALES SERVICE. See Superior Sales Service.

MORRISON STEEL PRODUCTS, INC. ©. Dependable, economical winter comfort... KK83497. See American Legion.


Morrison Carry-All service bodies. Efficiency bodies designed for the service industry. (Truck bodies) Poster. Appt. author: H. Earl Close. © 1Apr53; KK83599.

Your home will be cleaner, healthier, happier. MORRISON automatic warm air heat. (Warm air furnaces) Appt. author: H. Earl Close. © 10Apr53; KK84178.


MORRIS, RAYMOND ©. Food control assures food profits the Demonator way. KK86196. See Demonator Company, inc.


MOSE, ROBERT STANLEY ©. Comos cold cream cleansing. KK86466. See Comos, inc.

MOSE AND COTINS, INC. New famous Enzyme Credo lights with full page ads. KK52442. See Muench-Kraeuter Candle Company, inc.


MOSS TYPE CORPORATION ©. How to prepare copy for flexographic printing. Several plates. Moss-type. Folder, © 10Apr53; KK82286.


FORCED-AIR HEATING WITH DUO-THERM is all automatic by Duo-Therm. It offers mobile homes this heating comfort...

**FORCED-AIR HEATING WITH DUO-THERM**

**Automatic Heating**

From L.P. gas, Aug. 1952, p. 93.

App. author: Young & Rubicam, Inc.

© 15Sep52; KK81250.

**L.P. gas business from thin air.**


App. author: Young & Rubicam, Inc.

© 29Aug52; KK81237.

**L.P. gas business from thin air, with a helping hand from Duo-Therm.**


App. author: Young & Rubicam, Inc. © 25Jun52; KK81188.

**Make three sales in one with this water heater, Duo-Therm.**


**Mr. Noble home dealer, now Duo-Therm offers you fully automatic forced-air heating.**


App. author: Young & Rubicam, Inc.

© 15Sep52; KK81250.

**Mr. Noble home dealer, only Duo-Therm offers you a fully automatic forced-air heating.**

Adv. From Trailer dealer, Aug., 1952, p. 36.

App. author: Young & Rubicam, Inc. © 25Aug52; KK81505.

**New Duo-Therm console gas heater, for the brightest new prospect yet.**

Adv. from gas age, Jan. 1, 1953, p. 75.

App. author: Young & Rubicam, Inc. © 1Jan53; KK81572.

**New, Duo-Therm silver Jubilee oil home heater.**


App. author: Young & Rubicam, Inc. © 20Aug52; KK81505.

**Plenty of pills for that old head-ache, price, Duo-Therm.**


App. author: Young & Rubicam, Inc. © 25Jun52; KK81190.

**Past, we can get it for you retail.**


App. author: Young & Rubicam, Inc. © 1Aug52; KK81186.

**Solves every mobile home heating problem. The beautiful new Duo-Therm model 530 heating system.**


App. author: Young & Rubicam, Inc. © 20Jun52; KK01256.

**Take a winter vacation from tiresome heating chores. Duo-Therm.**


App. author: Young & Rubicam, Inc. © 13Oct52; KK81018.

**Turn garbage and trash into cash with new 1953 Duo-Therm gas incinerators.**


App. author: Young & Rubicam, Inc. © 1Feb53; KK81540.

**25th anniversary buy-now bonus. Automatic thermostat free of extra cost with your Duo-Therm home heater.**


App. author: Young & Rubicam, Inc. © 20Aug52; KK81186.

**25th anniversary buy-now bonus. Automatic thermostat free of extra cost with your Duo-Therm oil home heat-
Dream kitchens priced to enjoy now. Whether you build, buy or modernise is a Youngstown Kitchen ... Adv. from Better homes & gardens, Jan. 1953, p. 118. Appl. author: B S F & D. © 1Dec52; KK80786.


Dream kitchens priced to enjoy now. Whether you build, buy, or modernise, a Youngstown Kitchen can be yours to enjoy in your home. Feb. 1953, p. 67. Appl. author: B S F & D. © 25Jan53; KK81987.


House selling hints. For the past ten or twelve years, builders have found them easier than ever before. Youngstown Kitchens. Folder. Appl. author: B S F & D. © 1Feb53; KK80792.

Dream luxury you can afford. B S F & D. © 1Mar53; KK82956.


Mulvey, Robert Charles. See Mulve Company, Candy Company.


Munbleeg, Dra. J. (a) Big Bass Fishing. Let's play the Big Bass Fishing game. Sheet. © 1952; KK80760.

Murphy, Dominick S. (a) Italian spaghetti dinner. Ready to cook, made like Italian. Ready to cook and serve. A perfect dinner for 4. Label. © 1Mar53; KK80760.

Mundt, Charles (a) and Sons (a) Stainless steel, fabricated screens for your industry. Folder. © 1952; KK80760.


MUSSEK, FRED A. SEE Mussker Forests, Inc.

MUSSEK FORESTS, INC. O. Christmas tree growers’ guide. (Evergreen trees) 13 P. Appl. author: Fred A. Mussker. © 10Feb53; KK82568.

MUSSE, PHILLIP J. As milk goes down, you grow up. KK81121. SEE Visual Aids, Inc.

MUSCHLER BROTHERS COMPANY, INC. O. Custom kitchens in the Muschler manner. Folder. Appl. author: Juhl Advertising Agency. © 7Nov52; KK80803.

MUTUAL CITRUS PRODUCTS COMPANY O. Never before has such a thing been possible. Amazing new N.C.P. method lets you make cherry jam without cooking or boiling. (Jams and jellies, conserves) Adv. from Los Angeles, Apr. 30, 1953, p. 8. Appl. author: Herbert Thiel Leo. © 30Apr53; KK85235.


You be the judge. Prove to yourself you can do a better job ... with new Mystik brand Thinflex masking tape. (Adhesive tapes) Adv. from Motor service, May 1951, p. 126-127. Appl. author: George H. Hartman Co. © 1May51; KK86122.

MYSTIK ADHESIVE PRODUCTS DIVISION, CHICAGO SHOW FRUITING COMPANY. SEE ALSO Chicago Show Printing Company, Mystik Adhesive Products Division.


NAPOLES RESTAURANT, INC. O. Luigi’s brand Italian pizza sauce. Net weight 1/2 ounce. Label. © 1952 Mar 6; KK73725.

Luigi’s brand Italian spaghetti sauce. Net weight 1/2 ounce. Label. © 1Mar53; KK83726.

MASH, JIM. Happy time assortment. KK66005. SEE Carr Consolidated Biscuit Company.

MASH, OGDEN. Reptiles of the world, uninc. Seven poems by Ogden Nash written to celebrate the opening of Fleming-Joffe’s new offices March 2, 1953. (Leather goods) Poster. © Ogden Nash; 2Mar53; KK85713.


NASHA FOOTWEAR CORPORATION. Moc-about, styled by Nasha, M2000A. (Shoe boxes) Label. Appl. author: Hodge-Sprague Corp. © 1Feb52; KK85221.


NATIONAL AUTOMOBILE DEALERS ASSOCIATION. Employer-employee relations service. Employer-employee relations special. (Flyer to enclose with enclosures and posters) Sheet. © 20Nov52; KK83047.

NATIONAL BANK AND TRUST COMPANY, SOUTH BEND, IND. SEE South Bend, Ind. National Bank and Trust Company.


Card no. 2, Index. © 1Mar52; KK85822.

Card no. 3, Map. © 1Mar53; KK85823.

Card no. 3, Map reading. © 1Mar53; KK85823.

Card no. 4, Sleeping out. © 1Mar53; KK85823.

Card no. 5, Pesta. © 1Mar53; KK85823.
COMMERCIAL PRINTS AND LABELS

1953


At Santa Barbara, smart guests agree on PM, the dividend whiskey. Adv. From Life, Apr. 13, 1953, p. 190. Appl. author: The Blow Co., Inc. © 1Apr53; KK85051.

At Southampton, smart guests agree on PM, today's magnificent PM, the dividend whiskey. Adv. From Life, June 6, 1953, p. 102. Appl. author: The Blow Co., Inc. © 1Jun53; KK86903.


Why should I suggest a National Homes built by (prefabricated houses) 18 p. Appl. author: Applegate Advertising Agency. © 17Jan53; KK82848.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION. Planning and decorating with furniture. (Oak flooring) 15 p. Appl. author: Berch & Smith & Ross, Inc. © 30Dec52; KK81343.

NATIONAL RESEARCH CORPORATION. Diffusion pump performance (4-P curves) (High vacuum equipment) Sheet. Appl. author: M. Myer. © 1May53; KK86198.

Vacuum gauges, model 710 thermocouple, ionization gauge control. (High vacuum equipment) Sheet. © 1Jun53; KK86199.


NATIONAL RETAILER-OWNED GROCERS, INC. © Royal Arms toilet tissue. Label. Appl. author: Harry J. Bonath. © 18Jun52; KK82766.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION. Every day is like a Saturday heating your home the electric way. Sheet. Appl. author: William S. Roberts. © 25Mar53; KK86160.

I'm living better. Now that we have electric power at our house. Sheet. Appl. author: William S. Roberts. © 25Feb53; KK87350.

It is a shock to use all. Plenty of room to move. (Electric service) Sheet. Appl. author: William S. Roberts. © 30Nov52; KK80986.

Save the electric way. Using electricity to do the chores around the farm ... (Electric service) Adv. Appl. author: William S. Roberts. © 25Jan53; KK86276.


Willie Wirehead says: First on your list of electric farm equipment take the pressure water system. Sheet. Appl. author: William S. Roberts. © 29Feb53; KK87120.

Willie Wirehead says: Good wiring safety, convenience, economy, more production. Proper electric wiring pays its way ... Adv. Appl. author: William S. Roberts. © 25Jan53; KK85277.


NATIONAL STORE FIXTURES AND EQUIPMENT COMPANY. The ultimate in self service, the Multi-unit, automatic furniture dispenser. Folder. © 5Jan53; KK83069.

NATIONAL TEA COMPANY. Free. No matter how lucky, no cash accepted. Club Alumnium Hammered-cast cookware to be purchased with your sales tax receipts from National. Adv. Appl. author: Valentine Samuel Baum and National Tea Co. © 29Apr53; KK86919.
NEIMAN-MARCUS COMPANY O.

Announcing our January sale of furs. Adv. from the Dallas morning news. © 2Jan53 (in notice; 1952); KK8135.


Dramatic M-Fur sale, 1/2 off and more. Adv. © 27Mar53; KK9559.

February fur sale. Weather you were born under the sign of Aquarius or not, the month of February is going to be ... Adv. © 1Feb53; KK82012.

BOX hunting? Neiman-Marcus. If you've been fashion, you know it's the smart thing to do. Fox is back. (Fur) Adv. © 16Feb53; KK8239.


The great January sale of M-Furs. Adv. from the Dallas morning news, Jan. 4, 1953. © 1Jan53; KK9107.

The inaugural ball. For the grandest of state occasions we see one Neiman-Marcus woman wearing ... a magnificent sweep of natural blue fox. (Fur) Adv. © 11Jan53; KK91320.

A little mink goes a long way. From our always new collection of summer travel minks. (Fur) Adv. © 19May53; KK9559.

A mink for summer. We thoroughly recommend it, the small, smart fur that lasts through every season and travels so well later. Adv. © 1Apr53; KK9359.

Mink on her mind. And in her dreams. No doubt about it. She'd love it for this Christmas. (Fur) Adv. © 30Nov52; KK82155.

Mink 795.00 tax included. Our famous exclusive sale of natural ranch mink ... Adv. © 6Dec52; KK82152.

Women bought fur costs this new season. M-Fur than ever before in our history. Do you want to make history? Give her a mink from M-Fur. Adv. © 1Mar53; KK82208.

A most remarkable Christmas buy ... Neiman-Marcus. (Fur) Adv. © 7Nov52; KK82152.

N-Fur 500.00 limit fur sale. Choice M-Fur, fashionable, luxurious, and not one a costs more than ... Adv. © 13Jan53; KK9559.

Never before has this favored mink entered our Salon with such a beautiful mark. Royal pastel mink, $955.00. Adv. © 17Apr53; KK93467.

New mink stole shape. (Fur) Adv. © 1May53; KK93461.

Our final fur sale. Only four more days. Final reductions and further reductions made ... Adv. © 25Feb53; KK92751.

Outstanding value in ranch mink. (Fur) Adv. © 6Mar53; KK5136.

Presenting topase mink. For the first time in all the world, this completely new mink color. Only Thursday ... and tomorrow at Neiman-Marcus you can see this present of rare furs. Adv. © 16Feb53; KK95218.

Ranch mink. By far and wide the greatest value of fur today ... Neiman-Marcus. (Fur) Adv. © 22Dec52; KK80704.

The tarest of them all. Where else in the world can you find not the rarest mink of all ... Adv. © 1Dec52; KK80120.

Sapphire mink. Announcing an important new collection of mink in the Dallas morning news. © 2Mar53; KK80581.

Her's wonderful. She deserves a luxurious M-Fur scarf for her birthday. (Fur) Adv. © 29Apr53; KK87905.

Silverblu mink, $795.00. A wonderful fur for any age ... Adv. © 2Nov53; KK82163.

Some reduced for first time, all others further reduced. Final clearance of M-Furs, 1/2 price and less. Neiman-Marcus. Adv. © 11Mar53; KK93191.

Special purchase. Mink stoles for the small woman. (Fur) Adv. © 5Mar53; KK82269.


The time to buy mink. (Fur) Adv. © 29Nov52; KK82196.

12 dramatic M-Fur mink values. Even our expert mink buyer is amazed over these values ... Neiman- Marcus. (Fur) Adv. © 10Apr53; KK93565.

295.00 and so on M-Fur. What a Christmas this will be ... (Fur) Adv. © 30Dec53; KK82196.


Wish you were here. A very memorable Christmas gift. Neiman-Marcus. Adv. © 21Dec52; KK92705.

Which fur would she prefer? If she’s the smart one, we think a horse-quarter coat is an excellent gift choice. Adv. © 3Dec52; KK82193.

NELMS, RALPH AQUILLA.

Don't drag the year, KK8566. See Reynolds Manufacturing Company.

Reyco engineered brake drums are better from the start, best for the stop. KK82158. See Reynolds Manufacturing Company.

Reyco. When your trailer ... KK93464. See Reynolds Manufacturing Company.

NELSON, DICK.

Be safe, use Pom- N- gone. KK82982. See Pampane Company.

NELSON (N. O.) COMPANY ©.


NELSON, R. W.

One application traffic lines that will last for years. KK93560. See Traffic Safety Supply Company.

HISTLÉ COMPANY, INC. ©.


Laut American coffee plants, Sr. Valente Salazar Hernandez ... says Histél is the instant

CATALOG OF COPYRIGHT ENTRIES
Jan.-June
Create double-duty areas, cut construction costs with Modernfold doors. Adv. from Catholic building and maintenance, Mar. 1953, p. 63.


Central Oregon got more space at no more cost. The doors that fold like an accordion, Modernfold doors. Adv. from Institutions, Apr. 1953, p. 61. Appl. author: The Buchen Co.

Modernfold magic gives you two bigger rooms for the price of one door. There's really nothing to it, your Modernfold man can show you ... (Folding doors) Adv. from Better homes & gardens, Feb. 1953, p. 101. Appl. author: The Buchen Co.


NEW CASTLE PRODUCTS ©, Cont'd.

Problem: To find more classrooms quickly. Solution: Modernfold doors. Ad. from National's Schools, Mar. 1953, p. 190. Appl. author: The Buchen Co. © 1Apr53; KK85995.

The proven way to effective room division. Modernfold, the original folding door. Adv. from Institutions, June 1953, p. 73. Appl. author: The Buchen Co. © 1Jun53; KK86361.

The right size for any need. With Modernfold movable walls, a parlor like the one shown above is just the right size for a small family service, or for an overflow crowd ... Adv. from the American Funeral director, Jan. 1953, p. 1/2. Appl. author: The Buchen Co. © 1Jan53; KK86361.


NEW ENGLAND ART PUBLISHERS ©.

Another ... making-money plan for your own greeting card and gift shop at home. Folder. © 7Jan53; KK81031.

Box assortment order blank everyday 1953. (Greeting cards) Sheet. © 7Jan53; KK81031.

New England Art Publishers proudly present their new 1953 everyday line 025. See selling, top quality, super value greeting card assortments ... 1/2 p. © 7Jan53; KK81031.

Yours, this useful, famous Ecko aluminum mixing bowl at almost 1/2 off. After below. (Greeting cards) Poster. © 7Jan53; KK81031.

NEW ENGLAND TANK AND TOWER COMPANY ©.

Netco agitating equipment catalog 530. 11 p. Appl. author: Hammond-Goff Co. © 2May53; KK85646.

NEW MILL NOODLE AND MACARONI COMPANY ©.

Pasta noodles with New Mill, a better noodle for the better trade. Label. © 15Dec52; KK86111.

NEWALD, CORA GEIGER.

Safe and sound. KK59266. See Babe-Tenda Corporation.

NEWCOMB, BENJAMIN R.

The Waldron 6000, the most high speed textile printer. KK34798. See Waldron (John) Corporation.

Waldron reverse roll colorer. KK68214. See Waldron (John) Corporation.

NEWHOUSE, EDNA M., and ERNEST J.

NEWHOUSE, owners, PACIFIC LUBRICANTS COMPANY. SEE Pacific Lubricants Company.

NEWHOUSE, ERNEST J., and EDNA M.

NEWHOUSE, owners, PACIFIC LUBRICANTS COMPANY. SEE Pacific Lubricants Company.

NEWMMER, FRED L.

Here's the secret, low cost way to kill weeds. KK59576. SEE Pittsburgh Coke and Chemical Company.

Pitt Chem plastic manual ... KK59253. SEE Pittsburgh Coke and Chemical Company.

Pittsburgh low volatile brush killers. KK59257. SEE Pittsburgh Coke and Chemical Company.

Stop split end damage with Pittsburgh KK59256. SEE Pittsburgh Coke and Chemical Company.

Use Pittsburgh Ludners ... KK59277. SEE Pittsburgh Coke and Chemical Company.

You'll do a better, faster coating job with Pitt Medi-Fused enamel. KK59252. SEE Pittsburgh Coke and Chemical Company.

NEW, CUMWESVILLE, PA.


NEWTON, FRANK A.

They're not hounds for finding outs ... KK85241. SEE Bulldog Fallet Company.

NICKEL, EDWIN A.

Unrivalled world's most flexible all purpose metal framing. SEE Universal Products Company.

World's most flexible all purpose metal framing. KK59290. SEE Universal Products Company.

NITROPP (C. E.) AND COMPANY ©.


NIELSON, IVAN A.

Throw away the cap. KK81025. SEE Kehl Beverage Company.

NIMAN, L. J.

Tastetree viennois enriched bread. KK85749. SEE Purity Bakers Company.

NIXON, J. STANLEY, SEE Nixon Camera and Photo-Supply Company.


NOBLE (DON) AND COMPANY, INC.


From coast-to-coast, accordion bands 100 0/0 Nobleized ... Beginners deserve Noble accordion, the world's finest accordion, from the very first lesson. Folder. Appl. author: Donald Noble. © 5Mar53; KK85259.

The glorious tone of the concert artist accordion, is out of this world. From the royal family of world famous Noble accordions... The Noble supermaster concert artist grand. Folder. Appl. author: Donald Noble. © 10Feb52; KK85252.


Introducing the new and beautiful super Nobility accordions. Super Nobility accordions. A noble product is the world's finest. Folder. Appl. author: Donald Earl Noble. © 10Feb52; KK85253.

Most famous Noble accordions. The most beautiful new Ace Lite quartette. Folder. Appl. author: Donald Earl Noble. © 2Sep53; KK85410.

Noble accordions, the greatest line of all stringed instruments. Folder. Appl. author: Donald Earl Noble. © 1Jan53; KK85252.

A Noble introduction to the corona- tion models from the royal family of Noble accordions. (Musical instruments) Folder. Appl. author: Donald Earl Noble. © 23Apr53; KK85013.

Noble, the greatest name in accordions. New golden violin and violin artist accordions. Folder. Appl. author: Donald Earl Noble. © 1Mar53; KK85254.

Presenting newest 1953 Noble masterpiece line. (Accordion) Folder. Appl. author: Donald Earl Noble. © 10Feb52; KK85253.

NOBLE, DONALD EARL. SEE Noble (Don) and Company, Inc.

NOLAN, GERALD, THOMAS COLEY, R. A.

NINGNING, J. J. RALEIGH, WARD LEAHY, AND A. R. BURGESS, composing the firm of MR. PISTON INSTRUMENT CO. SEE Wipex Industrial Towel Service Company.

NOLL, WILLIAM FREDERICK ©.

Captain Kidde's treasure chest. (Child's play stationery) Card. © 13May53; KK85433.

NORDBERG MANUFACTURING COMPANY ©.


NORMAN PRODUCTS COMPANY ©.

Hidden corner to turn more home for the money. The Norman Southerner original compact horizontal gas furnace delivers excellent performance ... Adv. from AASHO correlator, May 1952, p. 79. Appl. author: John V. Williams. © 1May52; KK85471.

NORRIS, INC. ©.

The variety box, chocolates and confections. Norris exquisite candy. (Confectionery) Label. Appl. author: Blanche R. Henderson. © 30Apr53; KK85668.
COMMERCIAL PRINTS AND LABELS


An all new tissue, softened twice. New Northern tissue, look for it in the Chicago tribune, June 1, 1952, p. 6. Appl. author: Young & Rubicam, Inc. © 1Jun52; KK81240.


Tell you all you need if they’re Evans hand turned slipper. KK86501. See Evans! (L. B.) Son Company.


New improved Mountie offset, combining increased opacity and brightness. A Northwest pedigreed paper. (Mountie watching Eskimo boy ice fishing) Folder. © 6Sep52 (in notice 1953); KK81244.


New improved Mountie offset, combining increased opacity and brightness. A Northwest pedigreed paper. (Mountie watching Eskimo boy ice fishing) Folder. © 6Sep52 (in notice 1953); KK81244.


NOWILAS, FERET ©. Knick-Knack of the Month Club plan. A special invitation is extended to you, join the Knick-Knack of the Month Club. (Novelties and toys) Sheets. © 1Apr53; KK83831.

NOTES, ROBERT J. & Kewaunee laboratory equipment. KK83131. See Kewaunee Manufacturing Company.

Novella ©. It’s Seweasy to make a skirt. (Ladies’ garments) Sheet. Appl. author: Harry Goracle. © 18May53; KK86321.

NOYER, A. L. Aylan, the economical foam binder. KK85922. See Brewers Scientific Laboratories.

BSEL cooker enzymes. See Brewers Scientific Laboratories.

BSEL cooker enzymes insures against deficiency, contamination and strayy flavors. See Brewers Scientific Laboratories.

BSEL yeast antiseptic. KK86311. See Brewers Scientific Laboratories.

Blank beer, mellowed rite, no tongue bite. KK86327. See Brewers Scientific Laboratories.

Brewers Cooker K-Zymes. KK85311. See Brewers Scientific Laboratories.

Brewers Distase Enzymes. KK86731. See Brewers Scientific Laboratories.

Brewers letter. See Brewers Scientific Laboratories.


Brewer's putum, long lasting, rich creamy head on beers and ales. KK85318. See Scientific American. Scientific Laboratories.


NULOMOLINE DIVISION, AMERICAN KOLASSES COMPANY. See American Kolasses Company. The Nulomoline Division.


The chemist's page. Only DMD Cobalt is free from contaminants. Nuodox. (Chemical additives) Adv.
NUDEX PRODUCTS COMPANY, INC.©

Cont'd.

from American paint journal, Mar. 9, 1953, p. 75. Appl. author: Richard Hedin. © 2Mar53; KK83308.


How? Like this. R is for research, another extra you get with Nuexod driers... (Paint driers) Adv. from American paint journal, June 8, 1953, p. 29. Appl. author: Richard Hedin. © 8Jun53; KK86409.


NURSMATIC CORPORATION ©.

What are little boys made of? What are little girls made of? Mother gives you more on your first... in life. Nursmatic nourisher, the one and only self-regulating nourisher with stain-proof steel sash-valve. (Nursing bottle) Folder. Appl. author: Guy Davis. © 15Dee52; KK82692.

NUTRENA MILLS, INC.©

Ask yourself these 3 questions... How to be sure your chicks get... (Poultry) Adv. from Illinois farm journal, May 1952, p. 175. © 15Apr52; KK82602.


The truth about antibiotics. How with new stabilizer it's easy to give your chick... with Nutreana Stable-O-Life feed. Adv. from the Progressive farmer, Apr. 1952, p. 95. © 1Apr52; KK83645.

Nylonet Corporation ©

Remember last year you were caught in the rain? Be ready with the marvelous Weather Bonnet. New, original design by Nylonet. Poster. Appl. author: Lewis H. Escott. © 30Dec52; KK86099.

O'BRIEN, EDNA.

The Oshkosh 5-point plan for orderly... with your Oshkosh GT wardrobe case. KK50775. SEE Oshkosh Trunks & Luggage®. Our design for orderly traveling with your Oshkosh all-hanger wardrobe case. KK52942. SEE Oshkosh Trunks & Luggage®.

O'BRIEN, W. H.


O'BRIEN CORPORATION.


O-CEDAR CORPORATION ©


OCONOGOWGO CANNING COMPANY ©.

Chef's Best early peas are especially planned and produced to meet the needs of hotels, restaurants and institutions. Contents 6 lbs. 9 ozs. Label. © 20Nov52; KK35552.

Chef's Best whole kernel golden sweet corn. Contents 6 lbs 10 oz. Label. © 29Apr52; KK83313.

O'DAN'GIS COMPANY.


O'DAY, C. N.

Agistrial strain air diffusors with built-in diffusing vanes. KK82603. SEE Diffusors, Inc.

OHIO NUT J NUT AND BOLT COMPANY.


OHIO OIL COMPANY.


Does it matter, really, where I stop for gasoline? Marathon Cat... see Regular. Adv. Appl. author: Ronald S. West. © The Ohio Oil Co.; 6May53; KK85853.

How important are the next 50 seconds to this motorist? Plenty, if he's getting that tankful of Marathon Cat gasoline. Adv. Appl. author: Ronald S. West. © The Ohio Oil Co.; 16Apr53; KK85853.

How would you describe it? It all adds up. For power you get in Marathon Cat gasoline. Adv. Appl. author: Ronald S. West. © The Ohio Oil Co.; 23Apr53; KK85620.


OHRBACH'S, INC. ©

Do your daily shopping at Ohrbach's, and you'll save plenty for a rainy day. (Clothing) Adv. from Los Angeles times, Mar. 15, 1953, p. 13. Appl. author: Doyle Dane Bernbach, Inc. © 29Apr53; KK83909.


High prices got you tied up? Do you long to own the newest, smartest new suits, but feel trapped by high prices? You can have your suit and afford it too at Ohrbach's. Adv. from Los Angeles times, Mar. 8, 1953, p. 19. Appl. author: Doyle Dane Bernbach, Inc. © 20May53; KK83090.

Ohrbach's has flown in originals from Paris and presents it's amazingly authentic reproductions... tomorrow, at 10:00. (Clothing) Adv. from New York times, Mar. 29, 1953, p. 53. Appl. author: Doyle Dane Bernbach, Inc. © 29Apr53; KK83721.

The old fashioned dollar comes to life with great values on new, smart merchandise, for women, men, children at every day at Ohrbach's. (Clothing) Adv. from Newark star ledger, Feb. 23, 1953, p. 1. Appl. author: Doyle Dane Bernbach, Inc. © 23Feb53; KK85616.

She's not Sammy, she dresses at Ohrbach's. Adv. from Los Angeles times, Mar. 17, 1953, p. 17. Appl. author: Doyle Dane Bernbach, Inc. © 15Mar53; KK83706.
COMMERCIAL PRINTS AND LABELS


We're off to Ohrbach's. Mommy says their children's clothes are out of this world. Adv. from New York times, Mar. 12, 1953, p. 19. Appl. author: Doyle Dane Bernbach, Inc. © 15Mar53; KK83150.

We've stretched our Christmas hours so you can structure your Christ- mas budget. Ohrbach's. (Clothing) Adv. from Los Angeles times, Apr. 5, 1953, p. 19. Appl. author: Doyle Dane Bernbach, Inc. © 5Apr53; KK84401.

What's your hurry, hurry, hurry; every day is bargain day at Ohr- bach's. (Clothing) Adv. from the New York times, Apr. 5, 1953, p. 15. Appl. author: Doyle Dane Bernbach, Inc. © 5Apr53; KK85000.

For the first time in 30 years ago. You'd want smart women confiding to each other I got it at Ohrbach's... (Clothing) Adv. from the New York times, Apr. 19, 1953, p. 57. Appl. author: Doyle Dane Bernbach. © 19Apr53; KK85903.

The whisper that became a shout. The whisper that became a shout 1953, p. 57. Appl. author: Doyle Dane Bernbach. © 12Apr53; KK83400.

OLECK, DAVID.
Director of Manufacturers of America. See Directory of Manufac- turers of America.


OLMSTED, FRED R.
Your best values for hardware week. KK56200, SEE National Retail Hardware Association.


OLSON, EVELYN ELMA.
Nature's health bath. KK55799. SEE Byron, Edward Nelson.

OLSON, ROBERT E. ©

OLSON RADIO WAREHOUSE © A miracle in resistors. Prices slashed. (Radio equipment) 39 p. © 100555; KK83966.

Olson's flower garden. Wire at less than the garden vender. (Radio equipment and parts) 39 p. © 15Aug52; KK84997.

OLSON RUG COMPANY © Come direct to the Olson factory, for your broadloom carpets, rugs, Adv. from the Chicago sun tribune, Feb. 8, 1953, p. 19. Appl. au- thor: Arthur William Frussing. @ 8Feb53; KK82652.


Olson ushers in the spring season with a great 79th anniversary sale, of all the lovely, smart new broadloom rugs and carpeting, at our lowest factory-to-you prices in years. Adv. from Sun times, Mar. 1953. Appl. author: Arthur William Frussing. © 22Mar53; KK83661.


Save up to 1/2 on rugs. Look what you can do with your old rugs, clothing, Olson rug book. Adv. from Woman's day, Apr. 1953. Appl. author: Arthur William Frussing. © 1Jan53; KK83700.

OMAR, INC. ©
Bakery fresh to your door, Omar. Tray no. 237. (Rolls & pastries) Label. © 2Mar53; KK82687.


Old fashioned bread. Omar. Net weight 1 1/2 pounds. Label. © 2Mar53; KK83836.

Old fashioned white bread. Omar. Net weight 1 1/2 ozs. or over. Label. © 2Mar53; KK83836.

Omar cakes. How to cut tender Omar cakes. Carton no. 105. Label. © 2Mar53; KK83836.

Pullman rye bread. Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK83836.

Pullman wheaty bread, Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK83836.

Pullman white enriched bread. Omar. Net weight 22 ozs. or over. Label. © 2Mar53; KK83836.


Raisin nut bread, Omar. Net weight 1 pound. Label. © 2Mar53; KK82683.


White enriched bread. Omar. Net weight 20 ozs. or over. Label. © 2Mar53; KK82687.
OREGON HEARING CENTER ©

Revolutionary new Tru-Sonic-D hearing aid...will give you nothing in your ear except this tiny device. Adv. Appl. author: Forrest A. Jansen. © 23Jan55; KK85549.


ORELLEY CORPORATION ©

Get new positive attitudes by freezing, the Orley home fresser. 36 p. Appl. author: Charles P. Rosen. © 31Aug55; KK85549.

OFR (furniture) W. ASSOCIATES, INC.


O'SHEA BRUNES & LUGOGO ©


OSTER (JOHN) MANUFACTURING COMPANY ©


Look, make meals in minutes with the new modern meal maker, the Osterizer. Adv. from McCall's, May 1953, p. 97. Appl. author: William Juhre. © 22Apr53; KK85535.


Look what you get for a gift when you buy the Osterizer, the new modern meal maker, from the Saturday evening post, Feb. 28, 1953, p. 73. Appl. author: William Juhre. © 25Feb53; KK85522.


The new modern meal maker .Only the Osterizer, the original Ikuzier-blender, has all these practical features. Adv. from What's new in home economics, Apr. 1953, p. 120. Appl. author: William Juhre. © 1Apr53; KK85521.


Saturday evening post, June 6, 1953, advertising new Applegate Advertising Agency. 
© 3Jan53; KK86350.

The door design provides door with horizontal panels, 1951. Only the Overhead Door. (Garage doors) Advertising Agency. © 27May53; KK85707.


OWENS (R. E.) AND COMPANY. I'll do your dirty work. Lenox warm air heating systems. Folder. © 16Apr53; KK86659.


OZARKA, INC. Ozarka laminated boot kits, Exclusive super strength laminated oak rib and stem construction. 30 p. App. author: Robert Hay, © 12Jan53; KK85459.

P

P AND S SUPPLY COMPANY, INC. Adapters that fit will solve your faucet problems. (Washing machine) Washing machine fittings. Sheet. © 1Jul53; KK86141.

Filler and drain, ½ ft. of hose, no. PD2. Supplement no. 253. P and G. (Washing machine fittings and hose assemblies) Pamphlet. © 1Apr53; KK85837.

Supplement no. 1252. (Washing machine fittings and hose assemblies) Folder. © 15Jan53; KK85759.

PABST BREWING COMPANY. Before you use any feed supplements, find out about these feed supplements. (Animal feed) Adv. from American feed & grain dealers. © 17Apr53. App. author: Warwick & Legler, inc. © 15Nov52; KK85256.


Garments have 100 too, and Exsizme gets it out. At most good jobbers everywhere. Try Exsizme today. (Cleaning agent) Adv. from Laundry & cleaning agent, Feb. 1953, p. 81. App. author: Warwick and Legler, inc. © 10Feb53; KK85366.

Good deal. Only one way to play a hand like this, with your other hand holding a glass of smooth, saleable, satisfying Pabst Blue Ribbon. Here is a brand you love to linger over. Adv. from Life, Jan. 5, 1953, p. 3 of cover. App. author: Warwick and Legler, inc. © 2Jan53; KK85307.

Grand opening, Pabst Blue Ribbon, (Beer) 24-sheet poster. (See design) author: Warwick and Legler, inc. © 1May53; KK89980.


The leading restaurants in Texas are now featuring Pabst Blue Ribbon, Snow-on-the Beam beer in all of Texas. Adv. from Chuck wagon, Mar. 1953, p. 27. App. author: Warwick and Legler, inc. © 22Apr53; KK85267.


PABST BREWING COMPANY ©. Cont’d.

Now you’re the first and only sweet-smelling protein digestor that actually flushes, cleans, and to the last drop, Exzyme. (Cleaning agent) Adv. From Cleaning & laundry world, Apr. 15, 1953, p. 18. Appl. author: Warwick & Legler, Inc. © 10Apr53; KK65056.


Pabst Blue Ribbon is proud to announce that Mr. Nathan Schmeck has assumed full control of the Pabst Distributing Company... (Beer) Adv. from the Reading times, Reading, Pa., Feb. 4, 1953, P. 2. Appl. author: Warwick & Legler, Inc. © 3Mar53; KK64757.


COMMERCIAL PRINTS AND LABELS

PADDOCK OF TEXAS CONSTRUCTORS.


FAIT POT.

Hand hung colors. (Paint colors) Sheet, Appl. author: John H. Kennedy. © Allan A. Kennedy & Son, d.b.a. The Pot Print; © Dec 52; KK82780.

The Pot Print. (Paint fabrics) Sheet, Appl. author: John H. Kennedy, © Allan A. Kennedy & Son, d.b.a. The Pot Print; © Sep 52; KK82799.

PATEAH, CHARLES H.


PALM, ARTHUR CLELAND.

Fageol Van profit facts. KK81546, SEE Van Coach Company. Here, Mr. International Harvester Motor Truck salesman ... KK81546, SEE Van Coach Company.

10 reasons why Fageol Vans are today's best truck investment. KK81635. SEE Van Coach Company.

PALMS FROM FLORIDA, INC., ©.

A Florida memory. A tropical remembrance. Now, with the knowledge that they will thrive in your own home or office, you can buy Florida's most appealing plants by mail. The Palm Folder. © Mar 53; KK81073.

Mini-palm, a growing miniature palm. Label. © Apr 53.

Now, Florida all-year round, right in your own home. Miracle Moss, Tropitones, colored stones for indoor plants) Folder. © Feb 53; KK81073.

Yes, out-doors Florida may now be transformed into indoor's-your home, with all the tropical color the thought conceives, (Indoor foliage plants). Folder. © 1 Mar 53; KK81076.

PAPEL, GEORGE BYRON.

Endurance insurance for your tools. KK81252. SEE Adams Carbine Corporation.

First with carbide that lasts. KK81788. SEE Adams Carbine Corporation.

Teeth for the giant. KK81814. SEE Adams Carbine Corporation.

PAN-AMERICAN COFFEE BURMICK ©.


PARAGON ELECTRIC COMPANY ©.


Extra comfort for home owners with the Paragon window fan timer. Model PF-22X. Appl. author: Peter Murphy. © Apr 53; KK81430.


Here are some De-frost-it advertising ideas. Enjoy automatic defrosting on your refrigerator. Get a Paragon De-frost-it thrifty twin today. Sheet, Appl. author: Peter Murphy. © Apr 53; KK81436.

Keep cool in the easy way. Just set this dial and relax in cool comfort. These Paragon timers control your fans automatically. Folder, Appl. author: Peter Murphy. © Apr 53; KK81437.


PAR-FORM FOUNDATIONS, INC. ©. You, selling a ton ... influencing your curves ... looking like a million ... Par-Form sea fashions. (Retailers) Adv from Seventeen, May 1952, p. 93. © 1May52; KK86610.

Your way of figuring ... beautifully formed ... wonderfully flattened. Par-Form sea fashions. (Retailers) Adv from Seventeen, May 1952, p. 93. © 21Apr52; KK86619.

PARKENS, CARON. Fleurs de Noceville poudre de Caron. © 12Jul51; KK28012. SEE Caron Corporation.

PARK, IRENE M. Every woman wants one. KK85776. SEE Lumarz (Barnett) inc.

ROY, JOHN HAYDEN. Duncan Hines says: Here's one of my favorite make-up facts people ... KK86726. SEE Hines-Park Foods, inc.

How any time in shortcake time, says Duncan Hines ... KK86729. SEE Hines-Park Foods, inc.

PARCHE, DAVIS AND COMPANY, INC. ©. Attributes and advantages of Chloromycetin in the hands of the physician. (Pharmaceuticals) Folder. © 25Jun52; KK82199.

Chloromycetin in surgery. Notably effective, well tolerated, broad spectrum antibiotic. (Pharmaceuticals) Folder. © 16Feb53; KK87792.

Chloromycetin ophthalmic, soothing, nontoxic, effective, Chloromycetin in eye conditions. (Pharmaceuticals) Folder. © 4May53; KK85103.

Counterbalance is the clue to better control of the climacteric. Menagen with methyltestosterone. (Pharmaceuticals) Card. © 26Mar53; KK82135.

Counterbalance is the clue to improved management of your menstrual pattern with methyltestosterone. (Pharmaceuticals) Card. © 30Mar53; KK82130.

My gift, they never gift-wrap. The simple little box you see above contains a very special gift. It holds a description, an important aid to better health. (Pharmaceutical & Biological products) Adv from Women's Home Companion, June 17, 1952, p. 80. Appl. author: Young & Rubican, inc. © 3Jun52; KK82499.

In eye infections. Chloromycetin ophthalmic, unusually well tolerated, prompt antithromboidal effect free from irritation. (Pharmaceuticals) Card. © 2Mar53; KK84290.

In the menopause, Menagen with methytestosterone. (Pharmaceuticals) Folder. © 1Mar52; KK82681.

The most important part of your retirement plan is something you don't see here. Parke, Davis & Co. and the drugs prescribed by physicians and dispensed by pharmacists. (Pharmaceuticals) Folder. © 24Mar52; KK82640.

Something can be done for the child with epilepsy. Parke, Davis & Co. are makers of medicines prescribed by physicians and dispensed by pharmacists. (Pharmaceuticals) Folder. © 24Mar52; KK82640.

Through the years. Chloromycetin effective and well tolerated in ulcerous infections. (Pharmaceuticals) Folder. © 23Feb53; KK82791.


Why are medicines supplied in these forms? Since 1866, physicians have prescribed and pharmacists have dispensed medicines manufactured by Parke, Davis & Co. (Pharmaceuticals & Biological products) Adv from Life, 1952, p. 91. Appl. author: Young & Rubican, inc. © 10Oct52; KK82687.

FESTIVE FLATS MADE FLEXIBLE BY Shugor. KK85153. SEE Taylor (Thomas) and Sons.

Right across the board, three favorites fitted with Shugor. KK85154. SEE Taylor (Thomas) and Sons.

Shugor comfort rides the bandwagon. KK81060. SEE Taylor (Thomas) and Sons.

Shugor, styles teen-age feet, KK82860. SEE Taylor (Thomas) and Sons.

Shugor shoes, KK82069. SEE Taylor (Thomas) and Sons.

PARKER, RALPH A. Bands of Shugor, wide, colorful, comfortable, KK85796. SEE Taylor (Thomas) and Sons.

PARKER BROTHERS, INC. ©. Magic color pictures. (Game) Label. Appl. author: Parker Bros., inc. © 2Mar52; KK85771.
COMMERCIAL PRINTS AND LABELS

© 30Apr53; KK84777.

© 1May53; KK85221.

PARKER PEN COMPANY.

Even in the darkest hour you can tell it’s your Parker 51 pen. You don’t have to see your Parker 51 pen to know it’s yours. Adv. from the Saturday evening post, Mar. 21, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 16Mar53; KK85226.

PARKER PEN COMPANY.


How Mrs. Hazel Chunette will wrap the Parker 51 pen this Christmas for one of her Denver friends. This Christmas wrap for a new Parker 51, the world’s most wanted pen. Adv. from the Denver post, Dec. 27, 1952, p. 12. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 17Nov52; KK80177.


New Parker pens, more prices to choose from than ever before. There’s a Parker on the serviceman’s gift list ... Adv. from Post exchange, Dec. 1952, p. 4. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 1Dec52; KK81175.


Parker 51, the pen with the eidetic memory. Eidetic may be a strange word to you. Adv. from the New Yorker, Apr. 11, 1953, p. 9. Appl. author: J. Walter Thompson Co. © 9Apr53; KK81234.


APPLO author: J. Walter Thompson Co. © The Parker Pen Co.; 15Apr54; KK85991.

Parker 51, the pen that never forgets is the Parker 51. Don’t you forget. Remember, Parker 51 is the pen name for the perfect gift. Adv. from the Saturday evening post, June 13, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 16May53; KK86784.

Something exciting happens to a Parker 51 pen, too. One day you’re writing along with your new Parker 51 pen ... Adv. from Life, Apr. 6, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 13Apr53; KK88860.


Get your letters read. You expect any letter you send to be read. Your letters are more likely to be read if they’re on one of Parsons fine bond or writing papers. Adv. from Fortune, Mar. 1, 1953, p. 204. Appl. author: Wilson, Haight & Welch, Inc. © 1Mar53; KK85277.

How to project good character. If your business or profession calls for writing of quality ... you need Parsons bond or writing paper ... Adv. from the Office, Mar. 1, 1953, p. 117. Appl. author: Wilson, Haight & Welch, Inc. © 1Mar53; KK85277.

PASTE COMPANY OF AMERICA.


FATCO PRODUCTS COMPANY, INC.


PASTE OIL COMPANY.


PATENT SCAFFOLDING COMPANY, INC.


PAULUGI, JEN P.

Oriental menu magic. KK5795. Sales, inc.

PAULY, OREO.

Action footwear for active Americans. Flexiclogs. KK61750. See Flexiclogs.

PAULSON, ROBERT K.

Now and this revolutionary, new development in electric heating comfort, the Southernaire. KK6046. See St. Joe Machines. Electric Prod. Division.

PECK, FLORENCE L.

Signal hospital cord holder. Here is a little tool that has many advantages. Card. © 2Mar53; KK82853.

PEDIC LABORATORY.

Copi-Pad appliances, Pedic Laboratory. (Foot appliances). Adv. from Western journal of chiropody, Dec. 1952, p. 28. Laboratory owner, Erwin S. Lemeran; 15Dec52; KK81156.

PELTRO’S SPUDNUTS, INC.


Spudnuts. Take home a dozen today. Just because they are so good, doesn’t mean you have to eat ...

For intramuscular, oral suspension. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, Inc. © 20Jan53; KK858.5.


Do you want to be snowed under with profits? Start the ball rolling with the big sales and profits you'll win with Terramycin. (Pharmaceutical) Pamphlet. Appl. author: William Douglas McAdams, Inc. © 1May55; KK8536.


For patients with severe Terramycin, oral suspension. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, Inc. © 3Jan53; KK8511.


Let's take a look at the spectrum. Terramycin for more extensive and continuous antibiotic coverage. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, Inc. © 2Dec52; KK8211.

Like Picasso? Like pomegranates? Every man has his own ideas about art and eating ... Terramycin, oral suspension. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, Inc. © 2Dec52; KK8211.

Magnamycin, a new antibiotic, particularly effective against those gram-positive organisms often resistant to penicillin. Physican's sample. (Pharmaceutical) Card. 3PM 7-8, 8073. Appl. author: William Douglas McAdams, Inc. © 1Apr53; KK8394.

Magnamycin, a new antibiotic, particularly effective against those gram-positive organisms often resistant to penicillin. Physicians' sample. (Pharmaceutical) Card. 3PM 7-13 8, 9249. Appl. author: William Douglas McAdams, Inc. © 18Jun53; KK8678.

Magnamycin. For most indications the usual dose is 1 to 2 gm. daily in divided doses. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, Inc. © 3PM52; KK8392.


A new antibiotic, clinically active, particularly against penicillin-resistant bacteria. Magnamycin. (Pharmaceutical) Blotter. 3PM D-18 8574. Appl. author: William Douglas McAdams, Inc. © 1Apr53; KK8395.


New, for longer lasting penicillin levels. Permapen. 2 convenient forms for oral or parenteral administration. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, Inc. © 3Jan53; KK8396.


The opportunity and the market, the support and the package, the price and your profit. Magnamycin, a new antibiotic. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, Inc. © 1May53; KK8396.


Percentage of relapses, low; percentage of bacteriologic as well as clinical cures, high. Terramycin. (Pharmaceutical) Card. 3PM 10-1 F, 9105. Appl. author: William Douglas McAdams, Inc. © 18Jun53; KK8671.
CATALOG
Jan.-June

Pfizer (Charles) and Company, Inc.©. Cont'd.

Pfizer memo from L. J. Barrett. To all pharmacists... Streptomycine... the first streptomycine-sodium-isoniazid chemical. (Pharmacetical) Sheet. Appl. author: William Douglas McAdams, Inc. © 1Mar53; KK83177.


10 questions and the answers, given by your colleagues who select Terramycin as a broad-spectrum antibiotic... (Pharmacetical) Folder. 2PT 152 F, 8866. Appl. author: William Douglas McAdams, Inc. © 18Jan53; KK86776.


There is a difference chemically in the mucous molecular structure of Terramycin recently reported. Clinically, rapid absorption... (Pharmacetical) Blotter. Appl. author: William Douglas McAdams, Inc. © 2Dec52; KK82186.

There's a difference. Clinically un-suspected terramycin... (Pharmacetical) Folder. 2PT 75-2 F, 8130. Appl. author: William Douglas McAdams, Inc. © 20Jan53 (in notice: 1952); KK81780.


PHOTOPRESS, INC. Manual, a user's book, the catalog of... KK81732. See Marshall-Jackson Company.

PIC-PUC. Now, un-own picture puzzle. You may have your own personalized picture puzzle of your child or pet, Pic-Puc. Folder. © Frank Sabat Environ, A.B.A. (sole owner) Pic-Puc; 28Feb53; KK83357.

Pickands, Alexander B. Timely, technical tips for the technician, characterizing gances after processing with Colorstat powder. KK82196. See Hotlott Company.

PICSWEET FOODS, INC. ©. PicSweet frozen fresh asparagus spears. (Pharmacetical) 3 oz. Label. © 28May53; KK83675.

PicSweet frozen fresh corn-on-the-cob. (Pharmacetical) 3 oz. Label. © 13Feb53; KK83675.

PicSweet ready to cook diced potatoes for hash browning, with onion. (Pharmacetical) Net weight 12 oz. (Frozen potatoes) Label. © 16Feb53; KK85614.

Pilckington, Aubrey E. F is for fun. KK85653. See Flaming Pit, Inc.

Piller, E. Amusing new appli-coter. KK86627. See Empire Merchandising Company.


Pfloin, Ray J. ©. A helps in planting and planning. The landscaping of your beautiful home is a test of good judgement. (Seeds) Pamphlet. © 1Feb53; KK82128.

Pinescot Industries, Inc. ©. Pinescot authentic early American reproductions for suburban and country living. (Furniture) Label. © 22Jun53; KK86616.


Finker, Dewey. Could you sue your mattress for non-support? See Eclipse Sleep Products, Inc.

Is your waking back an aching back? See Eclipse Sleep Products, Inc. Just what the doctors ordered. See Eclipse Sleep Products, Inc.


Peppin, Everett M. Old ham in Hemorrhagic waterless cookware, with Cock-n-look covers. KK82639. See Club Aluminum Products Company.

For good coffee every time. KK85192. See Club Aluminum Products Company.

Special offer new 6-pc service set Club Hemorrhakraft. KK85085. See Club Aluminum Products Company.


Pittsburgh Coke and Chemical Company ©. Her's the safe, low cost way to kill weeds. Pittsburgh 2, 4-D. (Chemical) Folder. Appl. author: Fred L. Newmeyer, Jr. © 20Jan53; KK80578.


Now you can have fun-to-live-in rooms in a few hours with Pittsburgh Wallhide rubberized satin finish. Adv. from the Saturday evening post, Apr. 21, 1953, p. 50-51. Appl. author: Maxon, Inc. © 18Mar53; KK86642.


Pittsburgh Color Dynamics contributes to higher hotel efficiency these 5 ways. Pittsburgh paints ... Adv. from Hotel management, Apr. 1953, p. 33. Appl. author: Maxon, inc. © 15Apr53; KK86854.


Pittsburgh Color Dynamics puts color to work to give you these 5 important benefits. (Paint) Adv. from National home economics, May 1953, p. 129. Appl. author: Maxon, Inc. © 15Apr53; KK86649.

Pittsburgh Color Dynamics puts color to work to give these 4 important benefits ... (Paint) Adv. from the Modern hospital, June 1953, p. 219. Appl. author: Maxon, Inc. © 1Jun53; KK8664L.


That decorator touch for your home. Pittsburgh Wallhide glass tops beautify and add beauty and distinction to your rooms. Folder. Appl. author: Batten, Barton, Durstine & Osborne, Inc. © The Pittsburgh Plate Glass Co.; 16Jan53; KK86640.

Top your furniture with beauty. Pittsburgh plate glass tops beautify and add to your role. Folder. Appl. author: Batten, Barton, Durstine & Osborne, Inc. © 9Jan53; KK86816.

Twinfold, the window with built-in insulation. (Double glass window) Appl. author: Batten, Barton, Durstine & Osborne, Inc. © 2Feb53; KK82017.


Now you can have fun-to-live-in rooms in a few hours with Pittsburgh Wallhide rubberized satin finish. Adv. from the Saturday evening post, Apr. 21, 1953, p. 50-51. Appl. author: Maxon, Inc. © 18Mar53; KK86642.


Pittsburgh Color Dynamics contributes to higher hotel efficiency these 5 ways. Pittsburgh paints ... Adv. from Hotel management, Apr. 1953, p. 33. Appl. author: Maxon, inc. © 15Apr53; KK86854.


Pittsburgh Color Dynamics puts color to work to give you these 5 important benefits. (Paint) Adv. from National home economics, May 1953, p. 129. Appl. author: Maxon, Inc. © 15Apr53; KK86649.

Pittsburgh Color Dynamics puts color to work to give these 4 important benefits ... (Paint) Adv. from the Modern hospital, June 1953, p. 219. Appl. author: Maxon, Inc. © 1Jun53; KK8664L.


That decorator touch for your home. Pittsburgh Wallhide glass tops beautify and add beauty and distinction to your rooms. Folder. Appl. author: Batten, Barton, Durstine & Osborne, Inc. © The Pittsburgh Plate Glass Co.; 16Jan53; KK86640.

Top your furniture with beauty. Pittsburgh plate glass tops beautify and add to your role. Folder. Appl. author: Batten, Barton, Durstine & Osborne, Inc. © 9Jan53; KK86816.

Twinfold, the window with built-in insulation. (Double glass window) Appl. author: Batten, Barton, Durstine & Osborne, Inc. © 2Feb53; KK82017.


The last word. It's getting around. Mrs. Murphy haven't you heard, Prosperity has the last word in fine, quick-service laundering. (Laundry machinery) Folder. Appl. author: Barlow Adv. Agency. © The Prosperity Co., Inc.; 31Jan53; KK82676.


PROSPERITY COMPANY, INC. Cont'd.


PROTECTOWIRE COMPANY.
How to protect your home and family from fire. (Automatic fire alarm systems) Pamph. © The Protectowire Co.; 10Mar52; KK85224.

Now you can prevent this. Protectowire gives you low cost automatic fire protection for your home. Adv. from Hardware dealer, Jan. 1952, p. 27. @ The Protectowire Co.; 2 Jan 53; KK84787.

PROTECTOR CORPORATION ©

PROVIDENCE HEARING BUREAU.
A friendly doorway in Providence. The doorway to happy hearing. A hearing aid is a symbol of character ... Adv. © Providence Hearing Bureau, Hollick James Miller, sole owner; 31 Jan 53; KK81028.

PUSHING, ARTHUR WILLIAM.
Come direct to the Olson factory, for your broadloom carpets, rugs. KK84549.

Don't miss this great Olson factory-to-you sale ... KK82541. See Olson Rug Company.

Here's modern magic. See Olson Rug Company.

Here's rug magic. KK87003. See Olson Rug Company.

Look what you can do with your old rugs, clothing. See Olson Rug Company.

Lovely broadloom rugs for less money than you thought possible. See Olson Rug Company.

Olson factory-to-you sale ... See Olson Rug Company.

Olson carpets & rugs. KK82247.

See Olson Rug Company.

Olson rugs now, better than ever. See Olson Rug Company.

Olson shows in the spring season with a greatly reduced anniversary sale ... KK84641. See Olson Rug Company.

Rugs, save up to 1/2. KK82878. See Olson Rug Company.

Save up to 1/2 on rugs. KK83700. See Olson Rug Company.

PUBLICATION CORPORATION. ALCO-GRAVURE DIVISION ©
Alcottons, v. 3, no. 1, 1952. 31 p. © 29Mar52; KK81124.

PUBLISHERS' AUTHORIZED BINDING SERVICE ©.
E-checklist: (Library binding) Sheet. © 13Apr52; KK85436.

Have your scientific and technical journals bound carefully and attractively at moderate cost, by Publishers' Binding Service. (Library binding) Folder. © 21Apr52; KK86470.

PUERTO RICO DISTILLING COMPANY ©.
Delicious, dramatic flaming desserts. (Wine, rum) © 3May53; KK85436.


Of course all your customers want it, that's why it pays to push holiday sales of Ronrico. Adv. from Beverage media, Dec. 1952, p. 66. © 1Dec52; KK80919.


PUERTO RICO DISTILLING COMPANY, SEE ALSO Ronnie Corporation.

PURCELL, VERONA, d.b.a. VERONA PURCELL G & W. SEE Puerto Rico Distilling Company (Verona) Games.

PURCELL (VERONA) GAMES.


PURErawn LEJON JUICE CORPORATION OF AMERICA. (G. R. J. & Sons, Inc.) Incl. R. E. Clark (H. L.) and Sons, Inc. Pure drawn Lemon Juice Corporation of America Division.

PURE OIL COMPANY.

PUREX CORPORATION LTD. ©. Amazing offer. 11-30 knife set for only 59¢, with one label from Purex laundry bleach. Adv. from the Dallas morning news, Apr. 20, 1952, comic section. Appl. author: Foote, Cone & Belding. © 20Apr52; KK86414.


New, liquid bleach in safe dry form ... Purex Dry Bleach deodorizes ... Adv. from the Daily sentinel, Grand Junction, Colo., Apr. 22, 1953, p. 5. Appl. author: Foote, Cone & Belding. © 22Apr53; KK85417.


Try this revolutionary new liquid bleach in safe, dry form. Amazing new Purex Dry Bleach replaces ... Adv. © 29Mar53; KK85492.

Try this revolutionary new liquid bleach in safe, dry form. Amazing new Purex Dry Bleach replaces ... Adv. © 29Mar53; KK85492.
QUAKER OATS COMPANY, COAST FISHERIES DIVISION.


This mother loves her Pass 'n Boots. See what it is. Blue Rib is a Pass 'n Boots cat! (Cat food) Adv. from Woman's day, Aug. 1952, p. 131. Appl. author: Baker, Inc., © 31Jul52; KK80669.

Watching over her kittens takes time and patience... See what it means to be a Pass 'n Boots cat! (Cat food) Adv. from Family circle, Aug. 1952, p. 70. Appl. author: Lynn Baker, Inc., © 1Aug52; KK80341.

QUALITY BAKERS OF AMERICA COOPERATIVE, Inc.

Boys and girls get your free Hoppy game, Hapalagon's Pussy's Hunter Roundup now at your grocer. Get mom to buy Blue Ribbon, it's Hoppy's favorite bread. Adv. © 2Aug52; KK80587.

Boys 'n girls collect Hoppy's picture: on the end of every loaf of Blue Ribbon Bread... Get mom to buy Blue Ribbon, it's Hoppy's favorite bread. Adv. © 7Aug52; KK80587.

Boys 'n girls have fun with this free Alice in Wonderland fill-in picture. Blue Ribbon Bread. Adv. © 2Aug52; KK80582.


Hi ya, pardner, collect Hoppy's pictures. Get mom to buy Blue Ribbon, it's Hoppy's favorite bread. Adv. © 30Aug52; KK80690.

Look, boys 'n girls, now Hoppy's on every loaf. Get mom to buy Blue Ribbon, it's Hoppy's favorite. Adv. © 22Aug52; KK80578.


QUALITY CHEEK DARTY PRODUCTS ASSOCIATION ©

Quality Cheek chocolate ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81159.

Quality Cheek strawberry ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81159.

Quality Cheek vanilla ice cream. French-Bauer. One pint liq. Label. © 15Dec52; KK81156.

QUALITY COSMETICS CORPORATION ©

Your hands tell a story. Monique hand cream. Folder. © 12Sep52; KK80987.

QUIGLEY (W. B.) LABORATORIES.


QUIGLEY, WILFRED BURNETT, d.b.a. W. B. QUIGLEY LABORATORIES. See Quigley (W. B.) Laboratories.

R

RCA ESTATE APPLIANCE CORPORATION SUBSIDIARY, RADIO CORPORATION OF AMERICA, SEE Radio Corporation of America. RCA Estate Appliance Corporation Subsidiary.

RABAT, PAUL

More power to America. KK80746. See General Electric Company.

RACLIN (H. L.) and SONS, INC. PURE FROZEN LEMON JUICE CORPORATION OF AMERICA DIVISION.

Milk grape juice. Quick frozen concentrated cord. Contents 6 fl. oz. Label. © 23Feb53; KK82597.


Raclin, Lora M. See Raclin (H. L.) and Sons, Inc., Pure Frozen Lemon Juice Corporation of America Division.

RA-10 PRODUCTS COMPANY.

Rain-coat moistureproofing wires on all automobiles, trucks, industrial & marine motors. Ra-Co. One gallon. Label. © 2Aug52; KK80692.

Radiation Counter Laboratories, Inc. © RacI illustrated product list no. 12. Control equipment for Nuclear reactors. 15 p. © 10Nov52; KK80625.

RADIO CORPORATION OF AMERICA. RCA ESTATE APPLIANCE CORPORATION SUBSIDIARY.

RCA Estate electric ranges. 18 p. Appl. author: Lewis W. Selmayer. © RCA Estate Appliance Corp., a Radio Corp. of America subsidiary; 5Jan53; KK81161.

RAD, RICHARD MARTIN.

Imp Duo-Sest. KK80625. See 1111 molded plastics.

RADLUSK, VERN.

Clairol Removal kit. KK83098. See Clairol, Inc.

How to use new, amazing Miss Clairol Hair Color Bath. KK83093. See Clairol, Inc.

It's the wonder-product you've been waiting for. KK83099. See Clairol, Inc.

Miss Clairol presents 10 secrets for beautiful hair. KK9129. See Clairol, Inc.

Your questions answered on hair-coloring. KK83100. See Clairol, Inc.

RAILTON (RICHARD) company.


RAILTON, RICHARD STONE.

The birdcall game. KK80739. See Rallton (Richard) Company.

RAINEY, ROBERT L.

Twelli B. C. router. KK85646. See Bill's Diner.


RAMSDALE (JEE) and COMPANY, INC.

A new type of therapy for respiratory problems in... KK83147. See Air-Shields, Inc.

To save the breath of life, KK80322. See Air-Shields, Inc.

RAMSELL, WILLIAM H.

Think of it, you can't lose. KK81639. See Ramsell Manufacturing Company.

RAMSELL MANUFACTURING COMPANY ©

Think of it. You can't lose. 40 oz. profit, even on samples. Order this window Paint-Shield. (Liquid mask tape) Folder. Appl. author: William H. Ramsell. © 15Aug53; KK80619.

RAMSET FASTENERS, INC. ©


RASMUS, JOHN O.

Easy on the eyes. See Byron Jackson Company.

RAINEY, WILLIAM C.

All you need is a match. See Sterling Manufacturing Company.

American 5-9's wagon gear, with the 3-way stretch. KK84551. See American Road Equipment Company.

Like zincing on and off your coveralls is the way this new stacker-loader mounts and unmounts. KK62718. See American Road Equipment Company.

RAISIL CORPORATION ©

Chrome-plated or regular, Ramco no gap Spiro-Seal increases your profit power. (Automotive piston rings) Adv. from Motor, Apr. 1955, p. 75. Appl. author: Van Auen, Hagland and Stevens. © 15Apr53; KK80436.


Other make used cars move off your lot faster with this unbeatable combination. Ramco 10 up piston rings and piston stabilizers. Adv. from Chevrolet dealers news. Appl. author: B. P. Stevens, employee for hire. © 1Feb51; KK80577.

Plain talk. Changes must never be made at the Jobber's expense. Ramco. (Fiston rings) Adv. from...

SOLD to Raymonds. Fashion wise Bostonians are flocking to Raymonds for top selection of glamorizing spring coats. All of Incognito, a famous brand in disguise. (Men's, women's and children's apparel) Adv. from Boston, Mar. 31, 1953, p. 5. © 3Mar53; KK83502.


RAYO CORPORATION ©. Rayo brush holder; saves brushes. Label. © 7Jan53; KK81760. Save your pennies. Rayo brush holder. Folder. © 26Jan53; KK82170.


RAMSON, HARRY N. Insul-Mastic type D. KK83731. SEE Insul-Mastic Corporation of America.


SOLD to Raymonds. Fashion wise Bostonians are flocking to Raymonds for top selection of glamorizing spring coats. All of Incognito, a famous brand in disguise. (Men's, women's and children's apparel) Adv. from Boston, Mar. 31, 1953, p. 5. © 3Mar53; KK83502.


RAYO CORPORATION ©. Rayo brush holder; saves brushes. Label. © 7Jan53; KK81760. Save your pennies. Rayo brush holder. Folder. © 26Jan53; KK82170.


RANCH TREAT PACKING COMPANY ©. Here's your Ranch Treat tree ripened Santa Claus prunes. & 30Jan53; KK85249.

RAY, HARRY N. Insul-Mastic type D. KK83731. SEE Insul-Mastic Corporation of America.


REICH, GEORGE. Air conditioning. REMINGTON CORPORATION, REMINGTON AIR CONDITIONING DIVISION, REMINGTON AIR CONDITIONING DIVISION. Remington Air Conditioning Corporation. Remington Air Conditioning Division. 15Jan53; KK86128; ESTATE, INC. APPL. TO: LEAO WOLF. 15Jan53; KK86157.


Pumpkin pie time is profit time. Thanks to this great pumpkin pie and Reddi-Wip promotion ... (Whipping cream) Food topics, Nov. 10, 1952, p. 5. Appl. author: Ruthrauff & Ryan, Inc. © 13Apr$53; KK85338.


Redtop extra dry. 99.0% /a sugar free means extra dry as beer should be. Adv. From Indianapolis times, Feb. 18, 1953. © The Reedtop Brewing Co.; 18Feb53; KK85380.

REED, DAVID. De luxe two-way industrial hand cleaner. Label. © 15Apr53; KK82664.

REICH, ROBERT ALFRED. Catalog 55. KK80735. See Ohio Nut and Bolt Company.

REINER, GEORGE. Anklewear luxurious stockings. KK85290. See Sanson Hosery Mills, Inc.


REMINSTON AIR CONDITIONING DIVISION, REMINGTON CORPORATION, REMINGTON AIR CONDITIONING DIVISION. 15Jan53; KK86128; ESTATE, INC. APPL. TO: LEAO WOLF. KK86157.

REGENCY HOUSEWARES, Remington Air Conditioning, division of Remington Corp.; 5Jan53; KK861111.

Remington. 2 sheets. Appl. author: [redacted]. © 15Sep52; KK81672.

RENKEN, HERBERT. Rice cream. KK82065. See Linda Foods, Inc.


REMY tape transport. See Aircraft-Marine Products, Inc.

Ruthrauff's automatic wire terminators and Auto-Crimp strip terminals. KK82597. See Aircraft-Marine Products, Inc. The creative approach to better wiring. KK86231. See Aircraft-Marine Products, Inc.

RENKEN, WILIE CATHARINE. The Remeny's Pumpkin fish spread for tasty snacks. KK82613. See Remeny, Edgar William.

REPUBLIC MOLDING CORPORATION. All-flexible crisper. Exclusively another creation by Republic. The only complete nationally advertised line of polyethylene housewares. Polly-Flex products. Sheet. Appl. author: Leo Wolf. © 15Jan53; KK85201.


RAOOL, DAVVIT, O. Pakage smoked fish spread for tasty snacks. KK82613. See Remeny, Edgar William.


REVOO, INC. You'll like Revo's great capacity, quality, economy, (Food freezers) Folder. Appl. author: William Thomas Ristske. © 5Apr53; KK85218.


Revere lighting changes nighttime into daytime. Revers lamp holder. (Lighting) Sheet. Appl. author: R. J. Skala Co. © 29Dec52; KK81649.

300-500 watt heavy duty cast aluminum floodlights. The housing of this Revere Floodlight is of cast aluminum. (Lighting) Sheet. Appl. author: R. J. Skala Co. © 3Dec53; KK81852.
A royal combination, Royal Triton, the amazing purple motor oil and Rheem furnaces help Union Oil Company put color to work. (Plumbing and heating products) Adv. from Purchasing, Feb. 1952, p. 239. Appl. author: Campbell-Ewald Co., inc. © 1Feb53; KK©12516.


There are Rheem water heaters to fit any home. Only Rheem provides such a complete line of automatic storage water heaters. Adv. from Plumbing & heating business, Nov. 1952, p. 70. Appl. author: Campbell-Ewald Co., inc. © 15Nov52; KK©12589.

Tips on selling furnaces. Remember, a man is the world’s worst skeptic ... There’ll be no doubt in his mind when you show him a Rheem furnace. Adv. from Sheet metal worker, May 1953, p. 83. Appl. author: Campbell-Ewald Co., inc. © 7May53; KK©12589.

Tips on selling furnaces. Remember, a woman loves to be talked to. She wants all about your merchandise. ... Rheem is ready to help you talk to her. Adv. from Gas heat, May 1953, p. 137. Appl. author: Campbell-Ewald Co., inc. © 1May53; KK©12589.


Tips on selling water heaters. Remember men are very choosy. He may have a brand on his mind ... Adv. from L-F gases, Feb. 1953, p. 145. Appl. author: Campbell-Ewald Co., inc. © 1Mar53; KK©12589.


Why sell unknown water heaters, when most people are sold on Rheem. And remember, every Rheem water heater is pressure-proved, Adv. from Plumbing & heating business, Sept. 1952, p. 43. Appl. author: Campbell-Ewald Co., inc. © 1Sep52; KK©12590.

Rhoades, Rufus.

Mild cream style French dressing. Rhetted Co., inc. © 1Dec52; KK©12585.

Valley of the Moon, dry wine vinegar French dressing. KK©12585. SEE Girard’s, inc.
RICH PLAN OF GREATER NEW YORK ©

The Rich Plan in all principal cities. Basic nutritional requirements. (Want) Folder.
© 19Apr53; KK86422.

RICHARDS, WALTER C.

Engineer answers vital questions about the strongest wire rope made, Fisher Brand. KK82770. See Leschen (A.) and Sons Rope Company.

RICKMAN-LEE COMPANY ©

This seal of protection in garage or close assures greater value for your home. Protecting savings insured. Rickman-Lea. (Weatherstripping) Fostar. Appl. author: Gerth-Pacfic Advertising Agency. © 10Jan53; KK6372.

RICKS (Nelson) CREAMERY COMPANY ©


RIEMEN, HARRY A.

Glass Magic washing compound, for brush machine use. KK85058. See Economics Laboratory, inc.

Pan Dandy, a Randy cleaner for pots and pans. KK86509. See Economics Laboratory, inc.

Soil-A-Way heavy duty dishwashing compound, for machine use only. KK86507. See Economics Laboratory, inc.

Soilmaster heavy duty dishwashing compound, for machine use only. KK86510. See Economics Laboratory, inc.

Tetrox for handwashing of glassware & dishes. KK86511. See Economics Laboratory, inc.

RIDE, WILLIAM A.

Hudson sprayers and dusters for gardening pleasure, garden beauty. KK85097. See Hudson (B. D.) Manufacturing Company.

Hudson sprayers and dusters help make 10 acres yield like 50. KK85521. See Hudson (B. D.) Manufacturing Company.

Hudson sprayers and dusters mean pennies spent, dollars saved. KK85520. See Hudson (B. D.) Manufacturing Company.

RIETER AND THEMACHER COMPANY ©


RIBBLE, THOMAS ©

You'll like Revo's great capacity, quality, economy. KK85216. See Revo, Inc.

RIVERZEE, WILLIAM THOMAS ©

What type of watcher should we buy? KK85217. See Revo, Inc.

RIGAL, PAUL ©

Drapeo art bulletin. See Drapeo Stationary Company.

RIKER, WALTER JOSEPH ©

Laboratory and pilot plant fillers. KK86226. See Oliver United Filters, Inc.

RILCO LAMINATED PRODUCTS, INC. ©

Rilco type F-75 tined arches with waterproof trim. (Building arches) Folder. Appl. author: C. W. Masterman. © 26Nov52; KK861029.

NILLING DERMTICS COMPANY ©


RIEMERT, ALAN, AND ERNESTINE RII- MER, & a partnership of EHRN AND COMPANY. See Ehrn and Co.

RIEMERT, ERNESTINE, AND ALAN NH- MAN, a partnership of EHRN AND COMPANY. See Ehrn and Company.

RIPON KNITTING WORKS ©


Ripon profit boosters from the new fall line. The argyle ... new ankle high ghillie fashioning somewhere, sometime this summer. And wherever else you go, be sure to take along places of Ripon-men's comfort socks. Adv. from the Saturday evening post, June 7, 1953, p. 135. Appl. author: C. Clifford Buchen Co. © 1May53; KK85522.

This Christmas make it a family affair with genuine Ripons. (Footwear) Adv. from the Saturday evening post, Dec. 1, 1951, p. 127. Appl. author: Clifford DeWaes. © 1Dec51; KK81026.

You may never fish the尼pon, but it's a safe bet that you'll be going fishing somewhere, sometime this summer. And wherever else you go, be sure to take along places of Ripon-men's comfort socks. Adv. from the Saturday evening post, June 7, 1952, p. 135. Appl. author: C. Clifford DeWaes. © 7Jun52; KK83347.

RITTER (P. J.) COMPANY ©


RITTER, SHELDON ©

Latest innovation in teen toiletries. KK84341. See d'c6 company.

RIVALS MANUFACTURING COMPANY ©


ROBBIN, MERRYN ©

Big 6 inch all-metal bench tilt ar- bor saw. KK83999. See Merchandise Selectors, Inc.

Blanks gift to you for making this 10 day watch trial. KK83562. See Robbin Products.

Coupon value. KK83563. See Robbin Products.

Field glasses free. KK83565. See Robbin Products.

For the price of 2. KK83556. See Robbin Products.

8-pc. stainless steel kitchen util- ity set, KK83395. See Merchandise Selectors, Inc.

18 piece socket & tool set, the perfect set for home, for shop, for farm ... KK83396. See Merchandise Selectors, inc.

Folding table of 1001 uses. KK82547. See Robbin Products.

Giant high wall ring wading pools, with portable showers and pillow balls. KK85541. See Robbin Products.

Hand painted Caribbean Colorama dimmerware. KK53596. See Merchandise Selectors, Inc.

New, the successor to the wheel- barn, all purpose Jumbo Cart [with] Perch-seed spreader. KK85362. See Merchandise Selectors, Inc.

19 piece Princess Anne electric au- tomatic coffee maker set. KK85100. See Merchandise Selectors, Inc.

Overall de luxe all metal till- arbor bench saw, KK83997. See Merchandise Selectors, Inc.

Sale, lamps, 2 for the price of 1. KK83941. See Merchandise Selectors, Inc.

Save 1/3. KK83361. See Robbin Products.

Save 1/3 ... KK83354. See Merchandise Selectors, Inc.

Special purchase garden sale. KK83559. See Robbin Products.

10-carload-purchase sale. KK83558. See Robbin Products.

5 piece set, tester style. KK83555. See Robbin Products.

3 sets for 1 price. KK82302. See Robbin Products.

Tool guild selection. KK8360. See Robbin Products.

12 pc. flash camera outfit. KK81272. See Merchandise Selectors, Inc.

2 for the price of 1 Double play, top grade cowhide baseball gloves. KK85565. See Robbin Products.

For the price of 1, Peace de la Pas twin planter lamps. KK85103. See Merchandise Selectors, Inc.

For the price of 1, wishing wall twin planter lamps. KK85104. See Merchandise Selectors, Inc.

ROBBIN PRODUCTS ©

Blanks gift to you for making this 10 day watch trial. Use it, abuse it, this watch can take it. 17 jewel Ruff & Tuff watch. Pocket free waterproof windbreaker. From. no. 617. (Men's watch and raincoat) Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK8362.


Pkg., save $1. For gift to you just for making 10 day watch trial. Use it, abuse it, this watch can take it. 17 jewel Ruff & Tuff watch. From. no. 618. Sheet. Appl. author: Meyer Robbin. © 19Jan53; KK8363.
ROBBINS PRODUCTS. \( \text{Cont'd.} \)


Special purchase garden sale. Large size garden sprayer; all-purpose garden sprayer. Promotion no. 150. Sheet. Appl. author: Meyer Robbins. © 19Feb53; KK83350.

10-carload-purchase sale. For one week only you save 1/2. All steel ball bearing wheelbarrows, 3 garden tools. From. no. 118. Sheet. Appl. author: Meyer Robbins. © 19Feb53; KK83350.


3 sets for 1 price. Complete china-ware sets, everything included. (Orobus) Sheets. Appl. author: Meyer Robbins. © 7Jan53; KK82202.


ROBBINS, MRS. C. Q. Smoothness: a slide down a snowy slope and the glide of an airborne skier ... KK85271. SEE Spool Cotton Company.

ROBBINS, MRS. C. W. For high-caliber satisfaction in fair for Crown zippers. KK86660. SEE Spool Cotton Company.

ROBBINS, JAMES. Micro-processed electronic components: Broadcast Quality Copper. KK86590. SEE Instrument Specialties Company, Inc.

ROBERTS, STANLEY SAMUEL. How to buy a tractor. KK83688. SEE Ferguson (Harry) Inc.

Operation showdown. KK86120. SEE Ferguson (Harry) Inc.

ROBERTS, WILLIAM S. Every minute of every day is a Saturday beating your water the electric way. KK8160. SEE National Rural Electric Cooperative Association.

I'm living better. KK87150. SEE National Rural Electric Cooperative Association.

It was all new to us all. KK6159. SEE National Rural Electric Cooperative Association.

Our heartiest good wishes to you for the last year of your lives. KK60968. SEE National Rural Electric Cooperative Association.

Save the electric way. KK82708. SEE National Rural Electric Cooperative Association.


Model DP gas thermostat. A dependable, accurate, ruggedly built control of improved design for commercial cooking equipment and various industrial applications. Folder. Albert W. Humm. © 15Oct52; KK81692.


ROBINSON, FRANCIS M. And grand was the day in the spray. KK85251. SEE Union Steel Chest Corporation.

ROBINSON, PAUL D. Cowboy printing set. KK85651. SEE Frost Toy Company.

ROBINSON, ULYSSES GRANT C. The message of hope. Being the latest indictment proven existence of specific cure (Sick health food) 32 p. © 2Jan53; KK81273.

ROBINSON, PAUL. Rock Creek zinnerale company, Inc. \( \text{Cont'd.} \)

NEW ENGLAND MANUFACTURING COMPANY. Model 1001 regulators. A thousand and one uses for the gas industry. Bulletin no. 1092-Rev. 3. 15 p. © 29Apr53; KK85629.

RODERICK (E. H.) COMPANY, Inc. \( \text{Cont'd.} \)

Robinson brand syrup. Net volume 1 qt. 11/2 oz. (Glass syrup) label. © 19Nov52; KK81284.


RULFE, JOHN. Beatrice Cook's ice cream cups. KK85240. SEE Beatrice Foods Company.

Do you know Meadow Gold costs you no more than to serve it. KK85240. SEE Beatrice Foods Company.

For the likes of you, Emerald Mint Meadow Gold ice cream. KK87159. SEE Beatrice Foods Company.

Look for KK86525. SEE Beatrice Foods Company.

Meadow Gold mealtite adventures, by Beatrice Cook. KK85211. SEE Beatrice Foods Company.

Serve something simple, delicious and thrifty. SEE Beatrice Foods Company.

To a queen's taste and your Coronation vanilla. KK86590. SEE Beatrice Foods Company.

ROLTON OF AMERICA. \( \text{Cont'd.} \)


ROLLINS, HAZELLE. Airplane control marinettes. KK83172. SEE Hazelle's Marinettes.

ROMA WINE COMPANY. \( \text{Cont'd.} \)

Roma, America's largest selling wine, because it tastes better. Find in Rome the delightful flavor and...
ROSEN, Ronald, Jr. All store-wide fall sale. KK80896. SEE Coast-To-Coast Stores, Central Organization, Inc.

ROYAL TYPENET, INC. Inc. Eine neue royal portable. (Type-writer instructions book printed in German) 13 p. © 16Jun53; KK86428.

A new Royal portable. (Type-writer instructions book printed in Portuguese) 13 p. © 16Jun53; KK86427.

Votre nouvelle Royal portative. (Type-writer instructions) 13 p. © 16Jun53; KK86609.

Your new portable. (Type-writer instructions) 21 p. © 5May53; KK85234.

RUBIN, WILLIAM L. Owl's Owl proud papa. Package. SEE General Cigar Company, Inc.


Helena Rubinstein announces new 5-way Permanent, for every type of hair. Adv. from the Dayton daily news, Dayton, Ohio; Nov. 9, 1952, p. 15. © 9Nov52; KK82616.

Helena Rubinstein announces Stay-Long, the longest lasting lip-stick in the world... Adv. from the Indianapolis star, Mar. 22, 1953, p. 12. © 22Mar53; KK82067.

Helena Rubinstein announces Stay-Long, the longest lasting lipstick in the world... Adv. from the Sunday sun, Baltimore, Mar. 22, 1953, p. 2. © 22Mar53; KK82067.

Helena Rubinstein creates the first make-up, especially for dry skin. Glamorous new Silk-Tone gives young dehy-fresh look to dry skin... (Cosmetics) Adv. from the Buffalo evening news, Feb. 3, 1953, p. 8. © 3Feb53; KK82067.


Helena Rubinstein says: A smart, young career girl needs only 15 minutes a day, and $25.00 a year to look her most beautiful. (Cosmetics) Adv. from Glamour, Mar. 1953, p. 89. © 20Feb53; KK82067.

Helena Rubinstein's secrets of a blonde. (Cosmetics) 15 p. © 3Jan53; KK82070.

Helena Rubinstein's Stay-Long, the world's longest lasting lipstick... Adv. from Vogue, Mar. 15, 1953, p. 131. © 15Mar53; KK82081.


This is the way to take a bath. Helena Rubinstein's long-lasting scents and luxurious body smooth. Aie (16oz) Adv. from Harry's barrier, Jan. 55, 1953, p. 37. © 2Jan53; KK82696.

ROYAL TYPENET INC. Inc. Eine neue royal portable. (Type-writer instructions book printed in German) 13 p. © 16Jun53; KK86428.

A new Royal portable. (Type-writer instructions book printed in Portuguese) 13 p. © 16Jun53; KK86427.

Votre nouvelle Royal portative. (Type-writer instructions) 13 p. © 16Jun53; KK86609.

Your new portable. (Type-writer instructions) 21 p. © 5May53; KK85234.
RUBINSTEIN (HELENA) INC. @ Cont'd.

Wash your hair with color. Helena Rubinsteins has invented shampoo which not only wash your hair, but intensifies its color. Adv. from the Journal, Mar. 1, 1953, p. 29. @ 1Mar53; KK8575u.

You too can look younger after 21 years of marriage. Helena Rubinsteins explains how estrogenic hormones can make women over 35 look younger. (Cosmetics) Adv. from the Cincinnati enquirer, Jan. 11, 1953, p. 16. © 11Jan53; KK8577u.

RUBINSTEIN, MILTON B., AND HERBERT MAND, t.a. IMPERIAL FABRIC COMPANY. SEE Imperial Fabric Company.

RUDICK-KELKIAN, INC. @


RUDIGER-LANG COMPANY.


First with faster installation, smoothest operation ... Type TC Tension-tite screens. For metal casements with under-screen operator, (Window screens) Folder. Appl. author: Conley, Baltzer, Pettier, and Stewart. © 15Apr53; KK85193.

How to install type TC Tension-tite screens, (Window screens) Sheet. Appl. author: Conley, Baltzer, Pettier, and Stewart. © 2May53; KK8560u.

How to repair window screens. It’s simpler, it’s cheaper, and so much faster to install Tension-tite all aluminum window screens. Folder. Appl. author: Conley, Baltzer, Pettier, and Stewart. © 2Mar53; KK85615.

RUGBY KNITTING MILLS, INC. @

Count the extras you get in Rugby sportswear. Label. Appl. author: The Amount S. Nell Co., Inc. © 4Mar53; KK82310.

RUGEX COMPANY.

Rugex. The concentrate that mothproofs as it cleans. Label. © Joseph O. McCorkley & Ernest A. Peterson, d.b.a. the Rugex Co; 2May52; KK86051.

RULON, KUSS.

To all lovers of beautiful house plants, SEE Gurmay Seed and Nursery Company.

RUPPERT (JACOB) BRENNERY, INC. @


RUPPERT KNICKBOCKER BEER AND RUPPERT ALE.


Ruppert Knickerbocker beer display contest. Your Knickerbocker salesman will be glad to help. Adv. from the independent grocer, Jan. 29, 1953, p. 3. Appl. author: The Bow Co., Inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 29Jan53; KK82802.


COMMERCIAL PRINTS AND LABELS

1933

Willie Bryant, mayor of Harlem, says:

Enjoy the beer that's extra light, frothy-dry, and less filling, too.

New York's famous Knickerbocker beer.


RUSSELL, JOSEPH A.

Fire dept. uniforms and equipment.

KK84506. See Russell Uniform Company.

Russell police uniforms and equipment.

KK85207. See Russell Uniform Company.

RUSSELL-MILLER MILLING COMPANY, Inc.


Occident all-purpose cake mix, white or yellow. Net wt. 1 lb. 1 oz. Label. © 15Mar53; KK85218.

Occident cake mix. Angel Food. Net wt. 1 lb. 3 oz. Label. © 15Mar53; KK85218.

RUSSELL UNIFORM COMPANY.

Fire dept. uniforms and equipment. All badges are illustrated exact size. Folder. Appl. author: Joseph A. Russell. © 27Mar53; KK85506.


RUSK GREETINGS.


RUST MASTER CHEMICAL COMPANY. Inc.


RUTHRAUFF AND MYERS, Inc.

Add hours of freshness to your days ... KK85576. See Contour Sales, Inc.

Annual spring offer. KK85563. See Dr. Pepper Company.

Be a talked-about holiday hostess with Sally Heely's just wonderful Reddi-Wip desserts. KK85595. See Reddi-Wip, Inc.

Be a talked-about holiday hostess with Sally Heely's wondrous Reddi-Wip dessert sensations. KK85595. See Reddi-Wip, Inc.

Better see Motorola radios for the brightest ideas under anybody's Christmas tree. See Motorola, Inc.

Better see Motorola radios, new pin-up clock radio, in four decorator colors. KK85510. See Motorola, Inc.

Better see Motorola TV. See Motorola, Inc.

Better see Motorola TV for beauty and styling found only in the finest furniture. KK85516. See Motorola, Inc.

Better see Motorola TV, standout picture with miracle interlace. See Motorola, Inc.

Better see Motorola TV, with the sensational new standout picture. See Motorola, Inc.

Contour chairs. KK84536. See Contour Sales, Inc.

Cork, Goodall's new plastic, choice of Lloyd's for dinettes featured at the many new 19576. See Goodall Fabrics, Inc.

Doctor, lawyer, merchant, chief, find release from nervous tension ... KK84576. See Contour Sales, Inc.

Dora's dish-chip hair. KK85775. See Curtis (Helene) Industries, Inc.

February only. See Contour Sales, Inc.

Fiesta cake, easy to make with Betty Crocker cake mix and Reddi-Wip. KK84517. See Reddi-Wip, Inc.

The finest names in fabric for over 80 years, Goodall fabrics. KK84529. See Goodall Fabrics, Inc.

For '53, better see Contour Sales TV. KK85207. See Contour Sales, Inc.

For '53, better see Motorola TV, standout picture with miracle interlace. KK85207. See Motorola, Inc.

For the beauty of finest furniture ... KK85207. See Motorola, Inc.

Frostup winter-sweet appetites with springtime shortcake. KK85722. See Reddi-Wip, Inc.

A gift to be remembered. KK85039. See Bright-Forman Distillers Corporation.

Goodall fabrics contribute to the luxury of modern efficiency of ... KK84907. See Goodall Fabrics, Inc.

Goodall fabrics for the finest furniture ... KK85207. See Goodall Fabrics, Inc.

Goodall fabrics fly with the finest. KK84907. See Goodall Fabrics, Inc.

Goodall fabrics help Le Bonheur Children's Hospital achieve its look of luxury with economy. KK85768. See Goodall Fabrics, Inc.

Goodall fabrics introduce a magnificent new line of tablelinens. KK85609. See Goodall Fabrics, Inc.

Goodall fabrics introduce a new sales era for furniture manufacturers with the first all-ylon friese Nylap. KK85084. See Goodall Fabrics, Inc.

Goodall fabrics invites you to see a new wide range of coatings ... KK84529. See Goodall Fabrics, Inc.

Goodall fabrics meet architects' specifications in Le Bonheur Children's Hospital. KK85076. See Goodall Fabrics, Inc.

Goodall fabrics meet every decorating need in greater Pittsburgh airport. KK85205. See Goodall Fabrics, Inc.

Goodall fabrics, originator of fabric fashions for over 85 years brings you new beauty KK85495. See Goodall Fabrics, Inc.

Goodall fabrics, pace setter of fabric fashions for over 85 years ... KK84529. See Goodall Fabrics, Inc.

Goodall’s new plastic pattern. Demetronic. KK85248. See Goodall Fabrics, Inc.

Harden choose Goodall fabrics to help sell more chairs and sofas. KK85206. See Goodall Fabrics, Inc.

Here's what happens when you always serve frozen berries in Reddi-Wip. KK85516. See Reddi-Wip, Inc.

Here's what happens when you serve fresh frozen berries with Reddi-Wip. KK85723. See Reddi-Wip, Inc.

It's time to make strawberries twice as exciting with Reddi-Wip. KK85966. See Reddi-Wip, Inc.

Just tailored model dress on a brand new 1953. KK85811. See Motorola, Inc.

Named for its affinity for French provincial. KK85249. See Goodall Fabrics, Inc.

Never-kissed Nancy. KK84559. See Curtis (Helene) Industries, Inc.

New coordinated beauty in chrome sets ... KK85145. See Goodall Fabrics, Inc.

The new Los Angeles Statler. KK85249. See Goodall Fabrics, Inc.

Norwalk chooses Goodall fabrics to help sell more half-sofas. KK85144. See Goodall Fabrics, Inc.

Now her pumpkin pie becomes mate dish, thanks to Reddi-Wip with its new, improved home-style flavor. KK85045. See Reddi-Wip, Inc.

Now, in seconds your favorite gelatin desserts become real party treats ... KK85459. See Reddi-Wip, Inc.

Only Goodall plastics bring furniture manufacturers and retailers this new sales and color magic. See Goodall Fabrics, Inc.

Pumpkin pie time is profit time. KK85538. See Reddi-Wip, Inc.

Reddi-Wip puts big smiles on little faces. KK85972. See Reddi-Wip, Inc.

See these Goodall plastics on dis- crete furniture by leading manu- facturers at the market. KK85145. See Goodall Fabrics, Inc.

Simmons chooses Goodall fabrics to help sell more kids' beds. KK85321. See Goodall Fabrics, Inc.

So exotic, so exclusively Good- all. KK85511. See Goodall Fabrics, Inc.

Special offer! KK85087. See Reddi-Wip, Inc.

TV selects Goodall fabrics for new super constellations, the Ambassa- dor. KK85516. See Goodall Fabrics, Inc.

There is nothing better in a high- ball, because as it says on the label ... KK85519. See Brown-Forman Distillers Corporation.

To accent the finest furniture in your home, see KK85811. See Motorola, Inc.

To the woman who knows a fine piece of furniture when she sees it. KK85509. See Motorola, Inc.

The 20 minutes that give the energy pickup of two hours sleep ... See Contour Sales, Inc.

Wanted a younger-looking skin. KK88096. See Hilling Dermatics Company.

Will you look this young at 51? KK85973. See Contour Sales, Inc.

Windblown, new Goodall inspiration for electric fans. KK85276. See Goodall Fabrics, Inc.
S-K-0 CORPORATION.  

S. O. S. COMPANY.  
All of these parts on top of your stove are easy to clean with S. O. S. (Steel wool cleanser). Adv. from Farm Journal, May 1952, p. 173. Appl. author: Robbins Milbank. © The S. O. S. Co.; 1Agw53; KK98066.


ST. CHRISTOPHER CENTER.  
S. Christopher Center, While traveling, be under the protection of St. Christopher, with an ideal emblem to pint. (Religious articles) Card. © Edward U. Charbonneau, d.b.a., St. Christopher Center; 4Feb53; KK95066.

ST. CLAIR FARM.  
For those who breed and raise chinchillas. Folder. Appl. author: Phillip A. Sinclair. © The St. Clair Farm; 15Apr52; KK95098.

ST. JOE MACHINES. ELECTRIC PRODUTS DIVISION.  
Now see this revolutionary, new development in electric heating comfort. The Electric electric circulating air heating system by Electroden Products. Folder. Appl. author: Robert K. Paxson. © Electric Products Corp.; 15Apr52; KK95097.


ST. MARYS WOOLEN MANUFACTURING COMPANY.  


SABRE, INC.  

SALERNO-KEWENI BISCUIT COMPANY.  


SALLS AFFILIATES, INC.  
Let the wave, with Cuick-Seal, new high speed neutralizer. Contents: 4 fl. oz. wave lotion, 12 grams neutralizer. Label. Appl. author: Jerome Kaufman. © 10Apr53; KK95639.

SAL-PAYNE CORPORATION.  
Happy. She remembers to relieve that pain with Sal-Payne. Brighten up. Get a Sal-Payne lift from dull headache. Poster. © 14Jan53; K91931.

SANDERSON, ALVIN.  
Dancing, drums are bulging with all the wrong clothes. KK98288. SEE Bradley and Taylor.

SANDERS, KARL W.  
Arithmetic champion game number 1. KK98260. SEE Purcell (Verona) Games.

Arithmetic champion game number 2. KK98264. SEE Purcell (Verona) Games.

SANLADER, J. F.  
Propellers aero-dynamically designed & tested by Kayus. KK98095. SEE Kayus, Inc.

SANSON HOSIERY MILLS, INC.  

SANSON HOSIERY MILLS, INC.  
The Christmas Underwear Bank. To give is to live. Save to give. (Gift card) Label. Appl. author: Victor E. Piton. © 25Feb53; KK95097.

SANSON HOSIERY MILLS, INC.  
How a taste is born. You may not know it, but the making of Schenley whiskies begins with you. Adv. From Time, Mar. 2, 1953, p. 95. Appl. author: Tessa M. Krause. © KK86753.


Cheers. The appearance of this sparkling decanter of Old Schenley is in keeping with the host from guest. (Liquor) Adv. From Time, Feb. 9, 1953, p. 64. Appl. author: Tessa M. Krause. © Feb 53; KK81732.


For the patient with a dormant colon. Desensol provides dependable relief of constipation ... Schenley. (Pharmaceutical) Adv. from American professional pharmacists, Jan. 1953, p. 60. Author: Paul Klemmt & Co., Inc. © 1955; KK83366.


To gain weight, gain appetite. Ediol, a highly palatable meal containing 50 percent of the caloric content of the model diet ... (Pharmaceutical) Adv. from American Journal of medicine, July 1955. Author: Paul Klemmt & Co., Inc. © 1955; KK83390.

To subdue the Mrs. Hyde in Dr. Jekyll. Vasomutum, for the life that begins at forty. (Pharmaceutical) Folder. Author: Paul Klemmt & Co., Inc. © 1955; KK82421.

When gain in weight is indicated, for the objective. Ediol, a highly palatable meal containing the caloric content of the model diet ... (Pharmaceutical) Adv. from American Journal of medicine, July 1955. Author: Paul Klemmt & Co., Inc. © 1955; KK83390.


SCHENLEY LABORATORIES, INC. Cont'd.


Elevates the mood without inducing jitters. Euphased ... combines mood-lifting desoxyephedrine ... (Pharmaceutical) Adv. from American professional pharmacists, Jan. 1953, p. 60. Author: Paul Klemmt & Co., Inc. © 1955; KK83366.

Emotionally disturbed and thin, Ediol offers a calorie boost without gastric burden (Pharmaceutical) Folder. Author: Paul Klemmt & Co., Inc. © 1955; KK83364.

To foster a feeling of well-being, Euphased ... combines mood-lifting desoxyephedrine ... (Pharmaceutical) Adv. from American professional pharmacists, Jan. 1953, p. 60. Author: Paul Klemmt & Co., Inc. © 1955; KK83366.

To foster a feeling of well-being, Euphased combines mood-lifting desoxyephedrine ... without over-stimulation or drug hangover. (Pharmaceutical) Folder. Author: Paul Klemmt & Co., Inc. © 1955; KK83390.

To gain weight, gain strength, gain appetite. Ediol, an exceptionally palatable meal, stabilized with coconut oil ... and sucrose. (Pharmaceutical) Folder. Author: Paul Klemmt & Co., Inc. © 1955; KK83390.


To gain weight, gain strength, gain appetite. Ediol, an exceptionally palatable meal, stabilized with coconut oil ... and sucrose. (Pharmaceutical) Folder. Author: Paul Klemmt & Co., Inc. © 1955; KK83390.
If you like beer, you'll love Schlitz. It's mellow, with no harsh bitterness and only the kiss of the hops. [Menu scene] Adv. © 27May53; KK85403.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. C'Smoke scene Adv. © 24Apr53; KK85420.

If you like beer, you'll love Schlitz. It's dandy and mellow, with no harsh bitterness and only the kiss of the hops. [Menu scene] Adv. © 13Jun53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. [Menu scene] Adv. © 27Mar53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. C'Smoke scene Adv. © 25Feb53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 25Mar53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 25Feb53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 25Mar53; KK85635.

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If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 11Feb53; KK85635.

If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 10Feb53; KK85635.

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If you like beer, you'll love Schlitz. No harsh bitterness, just the kiss of the hops. CWindow scenes Adv. © 1953; KK85635.

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SCHLITZ (JOS.) BREWING COMPANY ©. Cont'd.

Tonight on TV, Schlitz Playhouse of Stars, Charles Glickford stars in the Copper Ring. (Beer) Adv. © 0Mar53; KK68585.

Tonight on TV, Schlitz Playhouse of Stars, David Brian stars in 19 Rue Madeleine. (Beer) Adv. © 0Mar53; KK83139.

Tonight on TV, Schlitz Playhouse of Stars, Donald Woods stars in Girl of my Dreams. (Beer) Adv. © 27Feb53; KK82892.

Tonight on TV, Schlitz Playhouse of Stars, Edmund O'Ryan stars in Guard of the Flood. (Beer) Adv. © 23Jan53; KK81977.

Tonight on TV, Schlitz Playhouse of Stars, Ellen Drew stars in the Governor. (Beer) Adv. © 3Apr53; KK84728.

Tonight on TV, Schlitz Playhouse of Stars, Fay Brent stars in Jenny. (Beer) Adv. © 0Jan53; KK80883.

Tonight on TV, Schlitz Playhouse of Stars, Gene Raymond stars in the Girl that I married. (Beer) Adv. © 28Nov52; KK86482.

Tonight on TV, Schlitz Playhouse of Stars, George Brent stars in Women in Uniform. (Beer) Adv. © 1May53; KK83989.

Tonight on TV, Schlitz Playhouse of Stars, Hans Conrad stars in Mr. Greenland and India. (Beer) Adv. © 13Feb53; KK82956.

Tonight on TV, Schlitz Playhouse of Stars, Harry Carey stars in Pope goes to the ball. (Beer) Adv. © 17Apr53; KK84724.

Tonight on TV, Schlitz Playhouse of Stars, Helen Hayes stars in Happy ending. (Beer) Adv. © 27Mar53; KK85725.

Tonight on TV, Schlitz Playhouse of Stars, John Newland stars in Big Jim's boy. (Beer) Adv. © 5Mar53; KK83096.

Tonight on TV, Schlitz Playhouse of Stars, John Caillfield stars in a string of beads. (Beer) Adv. © 26Dec52; KK80882.

Tonight on TV, Schlitz Playhouse of Stars, John Ireland stars in the last kiss. (Beer) Adv. © 16Jan53; KK81212.

Tonight on TV, Schlitz Playhouse of Stars, John Newland stars in the Utopian letter. (Beer) Adv. © 9Jan53; KK81265.


Tonight on TV, Schlitz Playhouse of Stars, Joseph Schilldefeit stars in Poetic Justice. (Beer) Adv. from the New York times. © 10Jan53; KK81796.

Tonight on TV, Schlitz Playhouse of Stars, John Newland stars in the world. (Beer) Adv. from the New York times. © 19Jan53; KK86896.

Tonight on TV, Schlitz Playhouse of Stars, Maureen O'Sullivan stars in Parents' week-end. (Beer) Adv. © 2Mar53; KK81322.

Tonight on TV, Schlitz Playhouse of Stars, Nancy Davis stars in 2 Suscane road. (Beer) Adv. © 3Mar53; KK85385.

Tonight on TV, Schlitz Playhouse of Stars, Nancy Davis stars in Pursuit. (Beer) Adv. © 28May53; KK86186.

Tonight on TV, Schlitz Playhouse of Stars, Richard Carlson stars in the Playwright. (Beer) Adv. © 1Apr53; KK85726.

Tonight on TV, Schlitz Playhouse of Stars, Victor Jory stars in the Mirror. (Beer) Adv. © 10Apr53; KK85726.

Tonight on TV, Schlitz ... presents the White cream pitcher, starring Walter Sleek in the new winter series The Schwarz play- house of stars. (Beer) Adv. © 12Dec52; KK88072.

We join the citizens and industries of Milwaukee in wishing every success to the Milwaukee Braves. The Joe, Schlitz Brew Co. Schlitz, the beer that made Mil- waukee famous. Ad from the Mil- waukee Journal, April 6, 1953, p. 17. © 8Apr53; KK84734.

SCHLITZ BREWING COMPANY, P.O. Box 3596, Milwaukee, Wisconsin. A home only as good as its coffee. KK84597. Schlitz Brewing Company.

SCHMID (JULIUS) INC. @. Rameable flexible cushioned diaphragm. (Diaphragm & Tube Jelly) Label. © 16Feb51; KK87701.

SCHMIXLER, CHARLES S., d.b.a. MARINE MOISTURE CONTROL COMPANY. SEE Marine Moisture Control Company.

SCHNEIDER, A. C. Pennzoil, the Tough-Pipe motor oil. KK81361. SEE Pennzoil Company.

Save oil. KK82363. SEE Pennzoil Company.

Save two ways with this long quarter. KK89930. SEE Pennzoil Company.

SCHNEIDER (MITCHELL) COMPANY, INC. ©. Here it is! The highlhenal gold set sure to start a Mother's Day gold rush (Mother's Day special) Adv. from Women's wear daily, March 13, 1953, p. 21-25. Author: the Kodak Co. © 12Mar53; KK82185.

SCHRUMPHAN (J.) INC. ©. For an important U. S. male, Fronte- nae, the miracle warred suit. Flex tailored. Folder. Appl. author: Charles Cahn. © 27Mar53; KK83820.


Imported Coromoda, as featured in Life. Newspaper; summer 1953. (Men's clothing) Pamphlet. Appl. author: Charles Cahn. © 27Mar53; KK83820.

Imported Grabos, as featured in Life. Newspaper; summer 1953. (Men's clothing) Pamphlet. Appl. author: Charles Cahn. © 27Mar53; KK83820.

Man of the hour. It could be you. The man of the hour wears our ex- clusive Kingardege pure warred suit. Folder. Appl. author: Charles Cahn. © 27Mar53; KK98156.


Off to a flying start; Lassy Chick- lets. 50 lbs. net. (Feud bag) Label. Appl. author: Allen B. Schreiber. © 30Dec52; KK80184.

SCHREIBER, ALLEN B. SEE Schreiber Mills, Inc.


Lassy year round guide to bigger poultry profits. Success with poultry depends on these 4 factors: 1. good management ... (Feed) Folder. Appl. author: Allen Schreiber. © 28Apr53; KK86747.

OFF TO A FLYING START LASSY CHICKLETS 50 LBS. NET. (FEED BAG) LABEL. APPL. AUTHOR: ALLEN B. SCHREIBER. © 30 DEC 52; KK80184.


Schulz, Robert E. Four-cycle spark-fired gas engines. KK80535. See Nordberg Manufacturing Company.


Ten minutes is all you need to take apart for cleaning, adjustment, repair. The Schutz-O'Neill pulverizer. Folder. Appl. author: Poulate Agency, Inc. © 2Jan53; KK82943.

Schwartz, Harold L. Eagle ear-so-called phone pad made of Firestone foamex. KK85891. See Eagle Roll Leaf Stamping Company.


Schwarz, Norbert. Kold Kup. See Wyler and Company.


Searle (A. D.) and Company ©. Dramamine, brand of dimenhydrinate. (Pharmaceutical) Folder. © 10Jun53; KK91956.

Fro-Banthione bromide, brand of prophylactic bromide. (Pharmaceutical) Folder. © 8Jun53; KK86583.

Searle sclerosing solution. Sylmcol. 5/0 with Benzyl alcohol, 2/0 brand of Cottin Pyrilite. (Pharmaceutical product) Folder. © 15Jun53; KK86569.


Setag of N. J., Inc. ©. Setag. Tues. This seat occupied. (Seating tag) Appl. author: Schor, John D. Fernicola. © 20Dec52; KK85600.


Compare Sheaffer's TM with any other pen in the world. SEE Sheaffer (W. A.) Pen Company.

Elgin American gifts. KK81351. SEE Elgin American.

Elgin American musical compact. KK81622. SEE American American.

For your regal moments, Elgin American regal americana. KK80926. SEE Elgin American.

Give dad a break on Father's day... KK84669. SEE Elgin American.

Give the gift that shows care. KK81351. SEE Elgin American.

Sheaffer's TM for your gents. KK85266. See Sheaffer (W. A.) Pen Company.

This is new. SEE Sheaffer (W. A.) Pen Company.

The two best ways to fill a pen... KK85260. See Sheaffer (W. A.) Pen Company.

Write 3 times as long, letter perfect to the last word. SEE Sheaffer (W. A.) Pen Company.


Having trouble with your nylons? Stop washing them the old-fashioned way, with soaps and shampoos. Tonight and every night, wash then with new Nylast. Adv. Appl. author: William H. Weintraub and Co., Inc. © 30Mar53; KK83666.


Segal, Ben. Join the thousands enjoying the real hobby with wall repair kits. KK85459. See Bengal Company.


Simple sewing cards. KK81280. See Platt and Hunck Company, Inc.


Sell, Nadderly B. Helium bread is tempting to your appetite. KK85271. See Jones Makers, Inc.

More truth than poetry. KK85273. See Jones Makers, Inc.

Shepherd, Linus &. RCA estate electric ranges. KK81356. See Radio Corporation of America, Electric Appliance Corporation Subsidiary.


Convolg, world’s first and only refrigerator that makes ice cubes without trays, and puts them in a basket automatically. Servel automatic ice-maker refrigerators. Adv from Life, Jan., 1953, p. 52. Appl. author: Servel, Inc. © 4Feb53; KK83899.
SERVEL, INC. © Cont'd.

Coming, world's first and only refrigerator that makes ice cubes without trays. Adv. from Life, Jan. 19, 1953, p. 4j. Appl. author: Hicks & Greist, Inc. © 19Jan53; KK81314.


SERVEL, world's first and only refrigerator that makes ice cubes without trays, and puts "em in a basket all automatically, Adv. from Life, Mar. 30, 1953, p. 14j. Appl. author: Hicks and Greist, Inc. © 30Mar53; KK81392.


Durasteel pre-fabricated all-steel buildings. Beauty, low cost to build, permanence ... Packed. Appl. author: Leslie Yates. © 3Dec52; KK82118.

SERX, JOHN Park Club vanilla ice cream. KK88516. SEE MARATHON CORPORATION.


Fresh up with Seven-Up. Fresh up dad and you too, mother ... (Soft drink) Adv. from the Comic weekly, Chicago herald American, Mar. 15, 1953, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 15Mar53; KK81359.


Fresh up with Seven-Up. Spring is here and everything springs. The all-family drink. (Soft drink) Adv. from the Comic weekly, Apr. 12, 1953. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 12Apr53; KK80593.


Now is the season of all the year when doorbells jingle and company's here. Fresh up with Seven-Up. (Soft drink) Adv. from St. Louis post dispatch, comic section. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 1Dec52; KK81762.

Now is the season of all the year when doorbells jingle and company's here. Fresh up with Seven-Up. (Soft drink) Adv. from Saturday evening post, Dec. 7, 1952, p. 76. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 7Dec52; KK81762.

Now is the season all the year when doorbells jingle and company's here. Fresh up with Seven-Up. (Soft drink) Adv. from the Chicago herald American, Mar. 24, 1953, p. 103. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 24Mar52; KK83666.


SEVIGNY'S CANDY, INC. © Sevigny's famous ribbon candy, the world's thinnest, Net weight 12 oz. Label. © 5Feb53; KK82100.

SEXTON, GEORGE LYNN. Don't let spring extend the life of cut flowers. Label © George L. Sexton; 10Dec52; KK81985.

SHAPER, EUGENE W. Evs fluid conditioners. KK85107. SEE EVS Manufacturing Company.

Evis-iized H2O conquers scale for the shipping Industry. KK85110. SEE EVS Manufacturing Company.

Industry's newest way to stop water scale formation. KK85108. SEE EVS Manufacturing Company.

Installation instructions. KK85118. SEE EVS Manufacturing Company.

The most advanced method of conditioning most waters and fluid mixtures. KK85119. SEE EVS Manufacturing Company.

A successful new technique in water scale control. KK85109. SEE EVS Manufacturing Company.


SHAPER, HYMAN WALTER. Don future rocketeer. KK82217. SEE Shaper (H. W.) Game Company.

SHANE, C. B. God that outsmarts the weather. KK86621. SEE Shane (C. B.) Corporation.

Wherever you go. KK86620. SEE Season Skipper Corporation.


SHAPRO, JERSEEL. Ad-Cel-H2O, the modern cellulose wallpaper paste. KK85138. SEE SHAPRO, JERSEEL.

Jewel Lab's Ad-Cel-H2O, the modern cellulose wallpaper paste. KK81476. SEE JEWEL LABORATORIES.

SHARON BOLT AND SCREW COMPANY, INC. © Sharon (color keyed) key kits, 7 sizes, from .050" to 1/16" across flats. Card. Appl. author: Samuel S. Steinberg. © 20Jan53; KK81522.

Sharon combines dramatic color, practical utility, salesmaking packaging, eye-stopping display. Sharon key kits. Sheet. Appl. author: Samuel S. Steinberg. © 20Jan53; KK81521.

SHASTA WATER COMPANY. Alkali Shasta is Alkaline water. Sparkling. It's taste be Shasta. Contents 1 quart. (Carbonated water) Label. © The Shasta Water Co.; 4Jan53; KK81525.

This is new Sheaffer's TM Snorkel. No one on your list has a gift like this ... (Pens & pencils) Adv. from Newsweek, Nov. 17, 1952, p. 3 of cover. Appl. author: Russel M. Seeds Co., Inc. © 15Nov52; KK83265.

This is new Sheaffer's TM Snorkel. Only once in a long while do you have a chance like this ... (Pens & pencils) Adv. from the Saturday evening post, Dec. 13, 1952, p. 113. Appl. author: Russel M. Seeds Co., Inc. © 10Dec52; KK83264.

This is new Sheaffer's TM Snorkel. Point never dinked, never needs writing. (Pens and pencils) Adv. from the National geographic magazine, Nov. 1952, p. 4 of cover. Appl. author: Russel M. Seeds Co., Inc. © Nov52; KK83269.

This is new Sheaffer's TM Snorkel. The two best ways to fill a pen: Sheaffer's touch down one stroke; Sheaffer's New Super Snorkel. Sheaffer's. (Pens and pencils) Adv. from Collier's magazine, Dec. 6, 1952, p. 2 of cover. Appl. author: Russel M. Seeds Co., Inc. © 17Dec52; KK83267.


This is new Sheaffer's TM Snorkel. You can read more. (Pens & pencils) Adv. from Name your hometown magazine, Apr. 4, 1953, p. 2. Appl. author: J. Walter Thompson Co. © 1Apr53; KK83500.


Sherman and Marquette, Inc. Beat high coffee prices. KK85679. SEE Nestle Company, inc.

This is new Sheaffer's TM Snorkel. No one on your list has a gift like this ... (Pens & pencils) Adv. from Newsweek, Nov. 17, 1952, p. 3 of cover. Appl. author: Russel M. Seeds Co., Inc. © 15Nov52; KK83265.

This is new Sheaffer's TM Snorkel. Only once in a long while do you have a chance like this ... (Pens & pencils) Adv. from the Saturday evening post, Dec. 13, 1952, p. 113. Appl. author: Russel M. Seeds Co., Inc. © 10Dec52; KK83264.

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SHERWIN-WILLIAMS COMPANY. Cont'd.
You'll be money ahead when you dis-
cover there's a difference in
house paints. Insist upon SWP.
Adv. from American magazine, May
1952, p. 11. Appl. author: Kenneth
E. Moore. © The Sherwin-Williams
Co.; 27Apr53; KK8554u.

You'll be money ahead when you dis-
cover there's a difference in
house paints, SWP, Sherwin-
Williams house paint. Adv. from
the Saturday evening post, May
21, 1953, p. 137. Appl. author:
Kenneth E. Moore. © The Sherwin-
Williams Co.; 20May53; KK8553r.

You'll be money ahead when you dis-
cover there is a difference in
house paints, Sherwin-Williams
house paint. Adv. from Country
gentleman, May 1953, p. 108.
Appl. author: Kenneth E. Moore.
© The Sherwin-Williams Co.;
29Apr53; KK8533u.

You'll be money ahead when you dis-
cover there is a difference in
house paints. Sherwin-Williams
makes SWP. ... Adv. from Popular
mechanics, May 1953, p. 313.
Appl. author: Kenneth E. Moore.
© The Sherwin-Williams Co.;
1May53; KK8660u.

You'll be money ahead when you dis-
cover there is a difference in
house paints. You benefit four
ways when your home is painted
with SWP American home,
July 1953, p. 25. Appl. author:
Kenneth E. Moore. © The Sherwin-
Williams Co.; 25Jun53;
KK86607.

SHVALO, ALLAN.
Awaken your sleeping beauty with
new, amazing Miss Clairol Hair
Color Claroivy. Important news about your hair.
SEE Clairol, inc.

Mr. Carter, why did you switch to
Miss Clairol Hair Color Claroivy?
KK86620. SEE Clairol, inc.

Which hair color should you use?
SEE Clairol, inc.

Why did you switch to Miss Clairol
Hair Color Claroivy? SEE Clairol, inc.

Your professional beautician knows
best. KK86621. SEE Clairol, inc.

SHICKMAN, M. A.
Swordfisht with each purchase;
full trade-in value, 2 1/2 year
free service, each diamond regis-
tered. Plastic counter display.
© 27Jun53; KK86690.

SHIDLER, ROSS ODOR.
Have you tried our booster eggs from
the growing rooster dispenser.
KK8664a. SEE United States Equip-
ment Corporation.

SHIELD CHEMICAL CORPORATION.
Fills cracks in masonry & metal.
Concrete beauty won't shrink or
crack. Label. Appl. author:
Joseph W. Bristol. © 6May53;
KK85238.

SHOPPING LIST DIVISION, JARETT PRESS.
SEE Jarett Press. Shopping List
Division.

SHORT, JACK.
New hairdo miracle. KK86597.
SEE Clairol, inc.

SHORT, HAL E.
Roof now with Aluminum-Lock shingles
to end your roofing costs forever.
KK86410. SEE Aluminum-Lock Shing-
le Corporation of America.

SHORT (HAL) AND COMPANY.
These 5 points can change your life.
KK86217. SEE Oregon Hearing Center.

Why be lonely in a crowd? KK86218.
SEE Oregon Hearing Center.

You can hear again today.
KK86219. SEE Oregon Hearing Center.

SIEGEL, MURRAY &.
Out of my mind, by Murray Sice.
(1952, 8p. 14p.) Appl. author:
2Phb53; KK86246.

SING, JACK B.
For pictures, toppings, desserts, Reddy-
Fruit. KK85209. SEE ABC Dessert
Company.

SILBERSTEIN, ALFRED J., BERT GOLDSMITH, inc.
American modern with a genius for
raising your standard of living...
KK85116. SEE House of Worsted-Tex, inc.

Our exclusive British lounge model
to American specifications.
KK85160. SEE House of Worsted-
Tex, inc.

Tropi-Tex, the British lounge model ...
KK86793. SEE House of Wors-
Ted-Tex, inc.

Worsted-Tex. KK86719. SEE House of
Worsted-Tex, inc.

SILVERS, LOUIS.
The vocal dictionary of ballet termin-
ology. KK86550. SEE Stepping
Tones.

SIMONS, LEONARD K., d.b.a. SIMONS
POLISH CO. SEE Simons Polish
Company.

SIMONS, PAUL C., Jr.
Follow the Browns with Falstaff beer.
KK82507. SEE Falstaff Brewing
Corporation.

SIMONS COMPANY O.
After 25 years in the bedding business
what's the secret of your success?
Beautrest. (Mattress) Adv. from
National woman's review, Oct.
1952, p. 145. Appl. author:
Young & Rubicam, inc. © 19Nov52;
KK86103.

Champ makes exhibition tour. Simons
sends Beautrest, champ of all mat-
resses, on a coast-to-coast trip.
Adv. from Life, Apr. 11, 1952,
p. 59-59. Appl. author: Young & Rubi-
cam, inc. © 1Apr52; KK86101.

Come one, come all, to your Simons
dealer. See the biggest comfort
show in the history of Simons
Beautrest. (Mattress) Adv. from
the Saturday evening post, Sept.
6, 1952, p. 70-71. Appl. author:
Young & Rubicam, inc. © 1Sep52;
KK86134.

Don't play blind man's buff when
you're buying a mattress. Beaut-
rest. (Mattress) Adv. from the
Saturday evening post, Nov.
8, 1952, p. 127. Appl. author:
Young & Rubicam, inc. © 1Nov52;
KK86102.

Simons, LOUIS M., and ALICE A.
GALVANI, d.b.a. GAL-MIN.
SEE GAL-MIN.

SIMON, RAYMOND, d.b.a. RAYMOND
PRODUCTS. SEE Mayrow Products.

SIMON, SI.
The best stop to control your stock.
KK86272. SEE International Elec-
tric Company.

SIMNON COMPANY O.
Sonia and Hilithe, the waxy-rich
furniture polish. No rubbing.
10 Fluid oz. Label. © 15Nov52;
KK86103.

Simons white side liquid tire
cleaner. Contents 12 fluid
coumes. Label. © 29Nov52;
KK81602.

Sure I let them play. Even roughhouse
kids won't scuff a Simons shine.
At last, a really non-scratch floor
wax. No scuffing, no streaks.
Adv. from the Saginaw news, Feb.
19, 1953, p. 28. © 19Feb53;
KK87317.

SIMONS-MICHELSON COMPANY.
Do you agree with the stamping
plant operator's version of
variables? KK86106. SEE Detroit
Steel Corporation.

The feel for steel... KK83987.
SEE Detroit Steel Corporation.

Imagine buying sheet and strip the
way you do nuts and bolts.
KK86660. SEE Detroit Steel Corpo-
ration.

Maybe if the steel in our blood ...
KK86108. SEE Detroit Steel Corpo-
ration.

Steel is worth what it does for you.
KK86709. SEE Detroit Steel Corpo-
ration.

You'll enjoy smoother sailing with a strip when using it. © Detroit Steel Corporation.


SINGFIELD, PHILLIP A. Profits for you by breeding and raising chinchillas. KK85588. SEK 81. October 1952.


Binding edge of material and ruffling strip within in one operation on machine L00435. Form 3303-4 MT (153) [Fittings for industrial machinery] Sheet. © The Singer Manufacturing Co.; KK82978.


Folding edge of material under and ruffling strip under fold in one operation on machine L00435. Form 3303-5 MT (153) [Fittings for industrial machinery] Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82977.


Burling and attaching strip between two plies of material in one operation on machine L00435 with adjustable strip guide and mount (153) [Fittings for industrial machinery] Sheet. © The Singer Manufacturing Co.; 25Feb53; KK82977.


Singer RA3 motors, showing points of wear. (Motor parts for family sewing machines) Sheet. Form 20663 (153) © The Singer Manufacturing Co.; KK85014.


SINGER MANUFACTURING CO., Cont'd.


Singer 30-1 machine electrical equipment, showing points of wear. (Parts for family sewing machines) Sheet. Form 2064l (353) © The Singer Manufacturing Co.; 12Jan53; KK83560.


COMMERCIAL PRINTS AND LABELS

SLATER, MAX R., and MAY DINNIGAN, composing the partnership WASS FOOD PRODUCTS COMPANY. See Wass Food Products Company.


SLOANE, JOSEPH T. The nervous system of controlled manufacture. KK86932. See TelAutoGraph Corporation.


SMALL, CHASE. Every second you're up-to-the-minute with Manhattan. KK62862. See Manhattan Shaker Company.

SMALL, DOUGLAS C. Carnival bells for toys, favors, decorations, costumes. KK83632. See Hofiton.

SMASH-PROOF COMPANY. Smash-Proof. Dealer cost, effective Jan. 1, 1953. (Garage mechanics creepers, casters and tool carrier) Sheet. © The Smash-Proof Co.; 1Jan53; KK89218. Thousands of Smash-Proof creepers in everyday use are fifteen years old or older. Folder. Appl. author: Reed Owen Hulbert. © The Smash-Proof Co.; 3Jun53; KK86211.

SMITH, CALDWELL P., d.b.a., CAMBRIDGE RECORD COMPANY. See Cambridge Record Company.

SMITH, FLORENCE KONO, BLANCHE KONO, AND ALEXANDER KONO, d.b.a., THE KONO MANUFACTURING COMPANY. See Kono Manufacturing Company.

SMITH, W.B. HAROLD Q. The-Son-of-A-Gun-In-A-Sack. This isn't a food of tomorrow, it is a food of yesterday. (Ingredients for a pudding in dryeral form) Card. © 7Nov52; KK89049.

SMITH, JOSEPH L. This is the plastic sign used in hospitals from coast to coast ... KK85021. See Plastisign Corporation of America.

SMITH, LILLIAN M., sole owner of JIFFY STUDELBOARD COMPANY. See Jifty Studelboard Company.

SMITH, MALCOLM E., JR., RICHARD H. DAVIS, and CASPER PISKER, JR., t.b.a., ROOT WARE COMPANY. See Root Maker Company.


SNOW (COPY) INC. 1. All year round selling season. KK85356. See Rust Master Chemical Company.

SYNDERS, WILMFRID S. Wash well for Kleenex. KK82810. See International Cellulotton Products Company.

Sweat will be the new low prices. KK82811. See International Cellulotton Products Company.

You can blow to beat the band. KK85256. See International Cellulotton Products Company.


SOLAR AIRCRAFT COMPANY ©. MicroJet. A reliable new control device, operating on a unique pressure balance principle, for jet engine and aircraft applications. (Fluid pressure operated control) 6 p. © 17Feb53; KK89217.


SOLDADO, GENE. Double profits for you. See Paragon Electric Company.

Free new 12-page booklet. KK82801. See Paragon Electric Company.

Now two great De-frost-it models for double selling opportunity. KK82299. See Paragon Electric Company.

One of these Paragon thrifty twins brings automatic defrosting to your refrigerator. KK82518. See Paragon Electric Company.

One of these Paragon thrifty twins stops the freezer self-defrosting. See Paragon Electric Company.

One of these Paragon thrifty twins will make your refrigerator self-defrosting. KK83268. See Paragon Electric Company.

Save up to $40 on fuel every year ... See Paragon Electric Company.

When it comes to dependability, you can beat a Paragon time switch. KK82406. See Paragon Electric Company.

SOLNICK, EDWARD, AND MYRON SOLNICK, forming the co-partnership BROOKLYN METALWIRING COMPANY. See Brooklyn Metalwiring Company.

SOLNICK, MYRON, AND EDWARD SOLNICK, forming the co-partnership BROOKLYN METALWIRING COMPANY. See Brooklyn Metalwiring Company.

SOMMER, JOHN. Quaker's Mr. Freshie, the freshest item in town. KK89217. See Jefferson City Baking Company.

SONNENZ, ERIC O., d.b.a., MEREX CHEMICAL COMPANY. See Merex Chemical Company.

SORENSEN, CARL L. Garden spraying is easy with this new low-priced all-purpose Burgess electric sprayer. KK85530. See Burgess Vbricator Company, Inc. Here it is at last. KK85900. See Burgess Vbricators, Inc. Mothproofing is easy with this new low-priced all-purpose Burgess electric sprayer. KK83531. See Burgess Vbricators, Inc. Painting is easy with this new low-priced all-purpose Burgess electric sprayer. KK85532. See Burgess Vbricators, Inc. Takes the pain out of painting. KK85399. See Burgess Vbricators, Inc.


SOUTHERN CALIFORNIA KNUFFER COMPANY. Roland Aqua-Flow exhaust system and allied exhaust system products. Catalog no. 53-4, effective Apr. 15, 1953, Section(s) 1 (and) 2. (Automotive exhaust systems) © Southern California Knuffer Co.,
SOUTHERN CALIFORNIA MUFFLER COMPANY.

“...a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Apr53; KKX8715.


Now, we're building 'em for Jago. Another fine car can boost power with the Belond dual exhaust system. Adv. from Auto speed and sport magazine, Feb. 1953, p. 37. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 8Jan53; KKX8109.


Southern California Muffler Company, Culver City, California manufacturers of Belond exhaust systems, Mello-tone dual muffler sets... (Automobile exhaust systems) Looseleaf cover. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 1Apr53; KKX8715.


Wherever you have a Belond Equa-Flow exhaust system, you'll find more power, added per-gallon mileage, no tune-up costs. (Automobile exhaust systems) Adv. from Hot rod magazine, Apr. 1953, p. 3. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 16Apr53; KKX8772.


SPADEER, WILLIAM T. © Investigate the new wonder liquid Level and stay back guarantee. (Leveling instruments) Label. © 1Sep53; KKX8106.

Reflects stick tight target for dark industrial and leveling targets! Label. © 1Mar53; KKX8307.

SPALDING (A. G.) AND BROTHERS © Golf professional. Spalding, spring 1953 summer (Sports equipment) 32 p. © 20Feb53; KKX8264.

Spalding 1953 college, school & institutional edition. (Sports equipment) 76 p. © 2Feb53; KKX82604.

Spalding spring & summer 1953. (Sports equipment) 50 p. © 17Dec52; KKX8099.

SPARSHAM, C. O., BEN COPPEY, AND A. J. TANKERSLEY, d.b.a. BAKE-KRAFT SPECIALTIES. SEE Bake-Kraft Specialties.


SPELL & COMPANY © The house I live in is furnished by Spell. © 2Mar53; KKX81738.

SPECIALIET DEVELOPMENT CORPORATION © Brighten your bows with Dyna Foam. A shampoo for rugs and upholstery. Makes one full gallon. (Cleaning concentrate) Folder. Applicant author: John M. Braschowitz. © 2Mar53; KKX81298.


Happy Felton says you can always bank on a good sport. (Banking service) Flip pin. Applicant author: Robert L. Weil. © 25Apr53; KKX8019.

Happy Felton's knot-hole gang. This is the thing. (Banking service) Card. Applicant author: Robert L. Weil. © 25Apr53; KKX8018.


Tip-top bread for stronger bones and teeth. Tip-top cans are better baked goods. Applicant author: Robert L. Weil. © 30Mar53; KKX85017.
SPENCER, H. W. Condemned partial price list. KK90156. SEE Stonce Electric Products Company.


SPIEDER, WILLIAM MCK. New Spier watercolor prints are smash hit. Folder. © 1Apr53; KK4177.


I switched to Squirt, says Mary Jane Stover ... (Non-alcoholic beverage) Adv. From the American Advertiser, bottler, Apr. 1953, p. 109. © The Squirt Co.; 7Apr53; KK85541.


STADELMAN, PAUL O. Where styles begin by Paul Stademalm. Hafrench nearer than a French cuff ... (Custom Shirts) Sheet. © 29Jan53; KK81314.


SPECK, DONALD WILLIAM. For New condensed 'Specially A Spring-Air Folder. KK82319.

SPREADENS HOME PRODUCTS DIVISION. DEMERT and DOUGHERTY, INC. SEE Demert and Dougherty, Inc. SPEE-Dee Home Products Division.

SPEECH, E. W. Condensed partial price list. KK90156. SEE Stonce Electric Products Company.

SPERRY, WILLIAM MCK. New Spier watercolor prints are smash hit. Folder. © 1Apr53; KK4177.
STANDARD OIL COMPANY Cont'd.

STANDARD TOY KRAFT PRODUCTS, INC.


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COMMERCIAL PRINTS AND LABELS

TANNERLY, A. J., BEN COFFEY, and C. O. SPERERMAN. d.b.a. BAKE-KRAFT SPECIALTIES. SEE BAKE-KRAFT SPECIALTIES.

TANNER, MICHAEL.
A Barrel of Fun for everyone. KK64977. SEE Circle Magic.


TAYLOR BAKING COMPANY. Tastykake, come and get it. Foster. (Its [Design no. 151]) © 15Mar53.
Tastykake - it's a date. Foster. (Its cDesign no. 152) © 15Mar53.
Tastykake slides right down. Foster. (Its [Design no. 152]) © 16Feb56.
Tasty-pie Blasts huangry. Foster. (Its [Design no. 156]) © 15Jun56.
Tasty-pie still champion. Foster. (Its [Design no. 151]) © 15Apr53.


TAYLOR, KIRBY W. SEE Taylor (K. W.) Company.

TAYLOR, MARTON B. O. Shoe-On garment zipper. Sheet. © 1Jan53; KK84148.

TAYLOR, STANLEY E. O. Dr. Taylor's skin cream. Label. © 1Apr53; KK82075.

TAYLOR (THOMAS) and SONS O. Bands of Shugor, wide, colorful, comfortable. (Shoeoring) Ad. from Boot and shoe recorder, Mar. 1, 1953, p. 52. Appl. author: Ralph A. Parker. © 1Mar53; KK81068.

Right across the board, three favorites fitted with Shugor. (Shoeoring) Ad. from Boot and shoe recorder, May 1, 1953, p. 20. Appl. author: Ralph A. Parker. © 8May53.


TELETYPHOGRAPH CORPORATION ©. The nerve system of controlled manufacturing is communication. (Teletypewriter) 16 p. Appl. author: Charles T. Sloan. © 20May53; KK86935.

TELL (WILLIAM) INC. ©. William Tell apple sauce. Contents 1 pound. Label. © 30Dec52; KK85303.

TENNIX, CHARLES S. ©. SEE Tekskin (Charles S.) Colorama cards. COVER.

TENNIX (CHARLES S.) INC. ©. Ten Gossip, by Mark Shelton. Last Sunday was one of the greatest comedy nights on television. © 17May53; KK83149.

TEMINSON, JAMES DANIEL, JR. SEE Teminson Brothers, Inc.


TENISON, JAMES DANIEL, JR. SEE Teminson Brothers, Inc.

TERRE HAUTE BREWING COMPANY ©. The Champagne Velvet hour, at home or in your favorite bar. This is the hour when your taste is keenest, when you need what beer can give you. Adv. Appl. author: Weiss and Geller. © 20Feb53; KK83964.

TERRY, JANE L. ©. I'm a Jane. (Doll ornaments) Label. © 1Jan53; KK86299.

TESTED PRODUCTS COMPANY (C). Cont'd.
© 1951; KK8109.

TEXTILE PLASHER COMPANY, INC. (C).

THACKER, ALEXANDER (COMMONWEAL). Instructions, parts references. KK2266. See Mason-Kellan Regulator Company.

THOMAS, BARBARA (C)_A SPECIALTY COMPANY. See Artco Company.

THOMAS, DONALD A., d.b.a. THOMPSON SPECIALTY COMPANY. See Thompson Specialty Company.

THOMAS, WALTER J. (C). THE ABC of boiling. KK0208. See United States Brewers Foundation, Inc.

THOMPSON, CATHERINE E., d.b.a. ARTCO COMPANY. See Artco Company.

THOMPSON, DONALD A., d.b.a. THOMPSON SPECIALTY COMPANY. See Thompson Specialty Company.

THOMPSON, J. WALTER (C). The ABC of boiling. KK0208. See United States Brewers Foundation, Inc.

THOMPSON, J. WALTER (C). The ABC of boiling. KK0208. See United States Brewers Foundation, Inc.

TOBY, EDWIN L. (C).

Wright five fold, 5 way great coffee fashion. Label. © 1952; KK5626.

THOMPSON, CATHARINE E., d.b.a. ARTCO COMPANY. See Artco Company.

THOMPSON, DONALD A., d.b.a. THOMPSON SPECIALTY COMPANY. See Thompson Specialty Company.

THOMPSON, J. WALTER (C). The ABC of boiling. KK0208. See United States Brewers Foundation, Inc.

THOMPSON, WALTER J. (C). THE ABC of boiling. KK0208. See United States Brewers Foundation, Inc.

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THOMPSON, CATHARINE E., d.b.a. ARTCO COMPANY. See Artco Company.

THOMPSON, DONALD A., d.b.a. THOMPSON SPECIALTY COMPANY. See Thompson Specialty Company.

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THOMPSON, CATHARINE E., d.b.a. ARTCO COMPANY. See Artco Company.

THOMPSON, DONALD A., d.b.a. THOMPSON SPECIALTY COMPANY. See Thompson Specialty Company.


TINKER ROLLER BEARING COMPANY.

Now train gives wings to thoughts and people, and helps the next great step in railroad. Watch the railroads go on Tinker tapered roller bearing. Adv. from Boston Herald, Apr. 28, 1953. Appl. author: Young & Rubicam, inc. © 30Apr53; KK66667.


Tinker carbide insert rock bit price list. Folder. Appl. author: Peter C. Foss. © The Tinker Roller Bearing Co.; 1Apr53; KK83527.

We made the magic moccasins for these modern Micmacs. The newest miracle is Roller Freight. Watch the railroads go on Tinker tapered roller bearings. Adv. from the Saturday evening post, Jan. 10, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Tinker Roller Bearing Co.; 9Jan53; KK8357.


TINKER ROLLER BEARING COMPANY.

Now train gives wings to thoughts and people, and helps the next great step in railroad. Watch the railroads go on Tinker tapered roller bearing. Adv. from Boston Herald, Apr. 28, 1953. Appl. author: Young & Rubicam, inc. © 30Apr53; KK66667.


Tinker carbide insert rock bit price list. Folder. Appl. author: Peter C. Foss. © The Tinker Roller Bearing Co.; 1Apr53; KK83527.

We made the magic moccasins for these modern Micmacs. The newest miracle is Roller Freight. Watch the railroads go on Tinker tapered roller bearings. Adv. from the Saturday evening post, Jan. 10, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Tinker Roller Bearing Co.; 9Jan53; KK8357.


COMMERCIAL PRINTS AND LABELS

1953

UNION STEEL CHEST CORPORATION.
And grand was the day in spite of the spray. (Tackle boxes) Folder. Appl. author: Francis N. Robinson. © 10Feb53; KK852521.

UNISTRUT PRODUCTS COMPANY.
Unistrut, world's most flexible all purpose metal framing. Catalog. no. 600. Unistrut, world's most flexible all purpose metal framing. Unistrut price schedule, no. 701. Appl. author: Edwin A. Nickel. © 1Dec52; KK84125.

UNITED BAKERS, INC.

UNITED DAIRY COOPERATIVE ASSOCIATION.


UNITED FEATURE SYNDICATE, INC.

L'l Abner, by Al Capp cpsi. of Alfred G. Caplin A baby ... Cream of Wheat. (Cereal) Adv. from Sunset, Jan. 1953, p. 68. © 25Dec52; KK81564.


UNITED PURE FOOD COMPANY.
More for your money. Finest Be Unbe... Product. Label. © 6Jan53; KK85167.

UNITED STATES REDDING COMPANY.

UNITED STATES BREWERS FOUNDATION, INC.
The ABC of beer advertising. Book... K84089.
UNITED STATES BREWERS FOUNDATION, INC. 06. Cont'd.
From where I sit, by Joe Marsh. (Brew.) Adv. Author: J. Walter Thompson Co. 
Biff falls for his own story. © 26Mar53; KK85515.
Chip pulls a pipe. © 9Apr53; KK86539.
A difficult situation. © 12Mar53; KK85626.
Going, going, almost gone. © 20Nov52; KK2166.
Just a little outdated. © 12Feb53; KK86846.
Left hand sheet, 40p. © 30Nov52; KK82191.

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Have you tried our booster eggs from the crowing rooster dispenser.
(Hard boiled eggs) Folder. Appl. author: Ross Odor Shideler. © 1Nov52; KK89046.

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Make every room a quiet zone, with low cost Quietone acoustic tile. Sheet. © 25Sep52; KK85302.
New super resilient Red Top insulating wool. Label. © 15Jan52; KK85101.

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NATIONAL SURFACE TREATMENT ©.

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Lawn-Do-All, world's finest mower, trimmer, pulverizer. (Electric lawn mowers) Label. Appl. author: Clifford Hostetter Planigan. © 5May53; KK86546.
Shake handle as you tighten hinge knobs. (Hinges) Label. (Electric lawn mower-trimmer-pulverizer) Label. Appl. author: Clifford Hostetter Planigan. © 5May53; KK86546.

You can have a large beautiful lawn the proven, easy way. Universal LawnDo-All Double Tomato. (Electric lawn mower-trimmer-pulverizer) Folder. Appl. author: Clifford Hostetter Planigan. © 5May53; KK86526.

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Basic information. Cortisone acetate. Cortisone propion (Pharmaceuticals) Folder. © The Upjohn Co.; 16May52; KK80530.
Differentially different penicillin with all the action of penicillin G, but only about 1/10 the incidence of reaction, Ccr-0-01111. (Pharmaceuticals) Folder. © The Upjohn Co.; 28Apr53; KK88909.
The cortisone therapy kit. Upjohn. (Pharmaceuticals) 8 p., folder, sheet (in portfolio) © The Upjohn Co.; 23Sep52; KK87032.
Modern as a jet. A product of Upjohn. (Pharmaceuticals) Folder. © The Upjohn Co.; 9Feb52; KK86539.
Operation hemoglobin. (Pharmaceuticals) Folder. © The Upjohn Co.; 31Dec52; KK81707.

USWALD, HARRY.
Golden Purifiers, Inc. KK81975. KK82192. SEE Associated Advertisers.

UTLEY, G. WHEELER. SEE Utley Brothers, Inc.

UTLEY BROTHERS, INC. ©.
Here's the way you get the cash. For each clip: for that you sell or call in to us and is sold a car by us, we will mail you a check for the amount of your rebate. Folder. Appl. author: James R. Utley. © 26Feb53; KK86816.

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V

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The Liquisort cake process with Van- 

dae. (Emulsifier) Folder. © 18Dec52; KK81860.

The Liquisort cake process with Van-
dae... a streamlined method of preparing cake batters... (Cake emulsifier) Folder. © 10Jun53 (in notice: 1952); KK85722.

Vandame emulsifier for use in cakes containing shortening. Folder. © 2Mar53; KK82467.

VAN DER LINDEN (VICTOR) COMPANY. Arthritis, rheumatic disorders. KK81342. SEE Pan Pharmaceuticals, Inc.

Don't be a martyr to rheumatic and arthritic pains. SEE Dolcin Corporation.

Rheumatic and arthritic pains. SEE Dolcin Corporation.

Try this tested therapy for arthri-
tic, rheumatic disorders at our expense. KK86076. SEE Pan Pharmaceuticals, Inc.

You are invited to make the Ber-ex test for arthritic, rheumatic disorders at our expense. KK86343. SEE Pan Pharmaceuticals, Inc.

VAN HOEVENBERG, RUDOLF, d.b.a. PARK ON THE MILL. SEE Park on the 

VAN HOUTEN, HUSSN D., AND THEODORE A. DEKKER, d.b.a. MODERN DISPLAYS. SEE Modern Displays.
COMMERCIAL PRINTS AND LABELS


Only by Vanity Fair; a fascinating nightdress with bodice... Adv. from Town and country, Nov. 15, 1952, p. 30-31. Appl. author: Abbott Kimball Co., Inc. © 3Nov52; KK81161.

Only by Vanity Fair, a nightdress as fabulous as her gown. Adv. from Fashion of the hour, 1952 centennial Christmas issue, p. 10. Appl. author: Abbott Kimball Co., Inc. © 28Dec52; KK81165.

Only by Vanity Fair, a nightdress of misty nylon... Adv. from Gentry, 1952 holiday issue, p. 6. Appl. author: Abbott Kimball Co., Inc. © 1Nov52; KK81162.


Only by Vanity Fair, dressing gown of distinction in new Taffeta, the Vanity Fair nylon tricot... (Lingerie) Adv. from the New Yorker, Feb. 11, 1953. Appl. author: Abbott Kimball Co., Inc. © 5Feb53; KK81204.

Only by Vanity Fair, dressing gown of distinction in new Taffeta, the Vanity Fair nylon tricot... (Lingerie) Adv. from Vogue, Jan. 15, 1953, p. 31. Appl. author: Abbott Kimball Co., Inc. © 3Jan53 (in notice: 1952); KK81333.


Only by Vanity Fair, Regal recline, indeed. This brief boudoir wrap in magnificent nylon lace... (Lingerie) Adv. from the New Yorker, Apr. 15, 1953, p. 13. Appl. author: Abbott Kimball Co., Inc. © 16Apr53; KK81319.

Only by Vanity Fair, Superbly fitting slip with exquisite bodice... Adv. from the New Yorker, Apr. 15, 1953, p. 13. Appl. author: Abbott Kimball Co., Inc. © 16Apr53; KK81319.

Only by Vanity Fair, Superbly fitting slip with exquisite bodice... Adv. from the New Yorker, Nov. 21, 1953, p. 22-23. Appl. author: Abbott Kimball Co., Inc. © 10Mar53; KK81219.

Only by Vanity Fair. The newest, most romantic in the celebrated series of Vanity Fair nightdresses in nylon tricot... Adv. from Vanity Fair, spring 1953, p. 79. Appl. author: Abbott Kimball Co., Inc. © 13Apr53 (in notice: 1952); KK81338.


Only by Vanity Fair, this slip so pretty and provocative... Adv. from Vogue, Dec. 1952, p. 43. Appl. author: Abbott Kimball Co., Inc. © 1Dec52; KK81171.

Only by Vanity Fair, this whiff of distillation... Adv. from Vanity Fair, Nov. 1953, p. 10. Appl. author: Abbott Kimball Co., Inc. © 2Nov53; KK81168.

Only by Vanity Fair, Xenia and dashed this delightful nightdress in ballerina length... Adv. from Town and Country, Mar. 1953, p. 17-18. Appl. author: Abbott Kimball Co., Inc. © 27Nov52; KK81168.

With the liltting gaiety of lacy fluttered ruffles in matchless nylon tricot, daintily edged with net. Only by Vanity Fair... (Lingerie) Adv. from Brides magazine, summer 1953, p. 17. Appl. author: Abbott Kimball Co., Inc. © 15Apr53; KK81213.

Wonderful blouse-slip, only by Vanity Fair. Cleverly designed in exquisite nylon tricot... Adv. from Charm, Mar. 1953, p. 11. Appl. author: Abbott Kimball Co., Inc. © 2Mar53; KK81203.

VANSAINT, DUQALDE AND COMPANY. Laco shampoo gently brings out all the natural beauty of your hair. KK81539. SEE Laco Products, Inc. © 20May53; KK81213.

VANZETT, THRODETHERO W. Apparatus for engineering tests of soils, asphalt, concrete materials. KK81364. SEE Soiltest, Inc.

VARY, E. CLAY. Traffic featuring silent operation, finger tip control, simple to install. KK81055. SEE Varry Company.

VASOLO, VINCENT. To a couple of happy young spandrifters. KK81061. SEE Bankers Life Company.

VAUGHAN, C. BUFORD. SEE Vaughan and Company.

VAUGHAN AND COMPANY. Natural color printing that looks natural, (Citrus fruits) Folder. Appl. author: C. Buford Vaughan. © 27Nov52; KK81071.

A perfect picture from Hooper Groves, (Citrus fruits, jellies, candies, etc.) Folder. Appl. author: C. Buford Vaughan. © 27Nov52; KK81071.

VAVRO, ADOLPH. SEE VAVRO School of Music.


VELENGA, BERNARD, JR. Have your draperies cleaned by specialists. KK81260. SEE Monarch Dry Cleaners Company.


VERMONT MACHINE. Have you experienced the sensational safety ride with the Allen coil spring water? Make safety comfort stability... Poster. Appl. author: Allen W. Blythe. © 1Aug52; KK81294.


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The easiest way to make ends meet.

VIC-TAULICb’s handy, portable Vic-
Groover toolset (Piping) Adv. from Work
date, Mar. 1953, p. 271.
App.. author: McGean-Brockson,
Inc. © KK86270.

VIC-TAULICb, the best method for pip-
ing. (Pipe lines and couplings)
Adv. from Engineering news-
record, July 9, 1951, p. 13.
App. author: McGean-Brockson,
Inc. © 1943151; KK86022.

VICTORY BUILDERS AND LUMBER COMPANY, INC. ©.
Do you need another bedroom? Add-A-
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porch into a bedroom or recrea-
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Vin-Chef, the liquid douche. Label.
App. author: Abe A. Nosse.
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for refrigeration use) 4 sheets.
App. author: Rollin Bafford Is-
rael. © 3Nov52; KK80066.

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Another modern eye to the brain
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Visirecord, the world’s fastest
visible record keeping system (cards and equipment for inventory
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Visible vertical record keeping
equipment: a unit for every need.
Visirecord, the world’s fastest
visible record keeping system (cards and equipment for inventory
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KK86746.

VISUAL AIDS, INC.
As milk goes down, you grow up.
Cards. App. author: Phillip
(in notice: Visual Aids, Inc.)
3Nov52; KK81211.

VITAMINE COMPANY, INC.
Shortest route to nutritional recov-
er in Sebaceous deficiency.
Injection Superba. (Pharmaceuti-
cal) Folder. App. author: Irving
P. Shaw. © 1Jan53; Vitamine Co., inc;
1Mar53; KK83193.

VIT-A-WAY, INC. ©.
Let your livestock judge how much
more minerals and vitamins they
need to balance their feeds and
gases. Adv. from the Progressive
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VITO, EMANUEL F.
Flepok folding cup for handbag.
desk, auto, picnics. KK82062.
SEE Ivory Plastic Company.

VITY, GEORGE N. ©.
Peron & Michel. La marque de qualiité
Instruction and parts manual for
Lotuxor. (Pharmaceutical) Folder.
© 20Dec52; KK85071.

VOGARELL PRODUCTS COMPANY ©.
Amazing discoveries by Lewis.
Inray Rub. (Cold rub) Adv.
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Do it yourself. KK86856. SEE
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Lake Shore Electrotype Division.

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Corporation. Lake Shore Electrotype
Division.

Let us prepare your car for a safe
happy vacation ... KK868565. SEE
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VOICE OF DESTINY.
Astrological birthday greetings for
persons born in January. An indivi-
dual horoscope for every birthday in
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Voland universal balance. Never
before such accuracy in a projection
balance. (Analytical weighing
balance) Folder. App. author:
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Pineleaf lawn seed, for a lawn of
distinctive beauty. Net weight 1
pound. Label. © 1Jan53; KK86862.

Improved Pork Mix lawn seed, for a
sturdy fast growing lawn. Net
weight 1 pound. Label. © 1Jan53;
KK86463.

Merion bluegrass lawn seed, for
durability and beauty. Net weight
10 ounces. Label. © 1Jan53;
KK86461.

VOORHEEDE, ALBERT H.
Simplified guide to a beautiful lawn.
KK95996. SEE Lawncraft.

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Available for immediate delivery.
The Vulcan pulley for 1953 Chev-
rolet. Vulcan no. 8095. (Auto-
motive replacement parts) Sheet.
App. author: Alfred C. Greene.
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Dual Ignition conversion plate kits
Ford and Mercury. The Vulcan
author: Alfred C. Greene. © 20Jan53;
KK81367.

Power-Flyte for better performance.
The Vulcan Power-Flyte dual igni-
tion breaker plate assemblies.
(Automobile replacement parts)
Sheet. App. author: Alfred C.
Greene. © 1IMay53; KK85312.

The Vulcan catalog listing distribu-
tor contact points, caps, rotors,
condensers, (Automotive replace-
ment parts) Sheet. App author:
Alfred C. Greene. © 1IMay53;
KK85311.

VULCAN RADIATOR COMPANY.
For their health’s sake, smooth,
draft-free heating comfort with
Vulcan fin-tube radiation. Vulcan
Radiator installations. Sheet.
Bul. no. 81. App. author:
Richard B. Sweet. © The Vulcan
Radiator Co.; May53; KK86340.

Vulcan Linovector, Catalog, no. 625.
(Commercial radiation). 27 p.
App. author: Richard B. Sweet.
© The Vulcan Radiator Co.; 27Dec52;
KK81156.

Vulcan Linovector. Catalog
no. 65A. 27 p. App. author:
Richard B. Sweet. © The Vulcan
Radiator Co.; 19Jan53; KK86396.

Vulcan Linovector. Pinned-tube
radiant baseboard, completely New
Vulcan-Line automatic accesso-ies. Folder. App. author:
Richard B. Sweet. © The Vulcan
Radiator Co.; 15Jan53; KK81159.

Vulcan Radi-Vector baseboard radia-
tion. Catalog. no. 298. 15 p.
App. author: Richard B. Sweet.
© The Vulcan Radiator Co.; 2Jan53;
KK81153.

W

WAGENER, FREDERICK J.
America’s biggest values. KK85402.

Name-brand division.

Are you wasting up your profits ...
KK82863. SEE McGraw Electric
Company. Toastmaster Products
Division.

Automatic cooking anywhere you
say. KK85952. SEE McGraw Electric
Company. Tropic-Aire, inc.

Completely Automatic. KK8567.
Toastmaster Products Division.

Completely Automatic. McGraw
Company. Tropic-Aire, Inc.

Cook and serve right at the table.
KK85953. SEE McGraw Electric
Company. Tropic-Aire, Inc.

Everhot de luxe oven. KK85603.
Tropic-Aire, Inc.

Everhot toaster ensemble. KK81220.
Tropic-Aire, Inc.

First gift choice ... KK85610. SEE

Furniture warmer wherever you want it. KK86162.
Tropic-Aire, Inc.

Full-scale cooking in any little
corner. KK86560. SEE McGraw
Electric Company. Tropic-Aire, Inc.

Give her cooking ease this Christ-
mas. KK8586. SEE McGraw Electric
Company. Tropic-Aire, Inc.

Hot rolls make warm friends.
KK86256. SEE McGraw Electric
Company. Toastmaster Products
Division.

It makes perfect toast for so many
years. KK86256. SEE McGraw
Electric Company. Toastmaster
Products Division.

The most distinctively different
toaster in the world. KK8634.
Toastmaster Products Division.

New lineup under proved leadership.
KK86250. SEE McGraw Electric
Company. Toastmaster Products
Division.

Jan.-June

Quick, cool, carefree way to cook complete meals. KK855606. SEE McGraw Electric Company. Toastmaster Products Division.

They sent the Toastmaster toaster. KK852957. SEE McGraw Electric Company. Toastmaster Products Division.

This folder contains free Toastmaster toaster mats to help you bring in customers. KK855607. SEE McGraw Electric Company. Toastmaster Products Division.


Toastmaster bun toasters help glorify Wimpy, the glorified hamburger. KK855608. SEE McGraw Electric Company. Toastmaster Products Division.


Toastmaster’s add-a-unit plan saves your hospital money. KK855609. SEE McGraw Electric Company. Toastmaster Products Division.

Troplio-Aire offers you this complete retail advertising service, free. KK51138. SEE McGraw Electric Company. Troplio-Aire, Inc.

Troplio-Aire, the electric blanket that’s always new for ‘52. KK511221. SEE McGraw Electric Company. Troplio-Aire, Inc.


Waffles sell around the clock at 69 9/10 to 79 9/10 gross profit. KK852955. SEE McGraw Electric Company. Toastmaster Products Division.

Warmth without weight brings deep, relaxing sleep. KK856149. SEE McGraw Electric Company. Troplio-Aire, Inc.

You own yourself a good night’s sleep. KK856152. SEE McGraw Electric Company. Troplio-Aire, Inc.

WARD (GEORGE) ADVERTISING AGENCY. First aid for cold discomfort. KK857171. SEE Miles Laboratories, Inc.

When you have a headache, first, fast, always, Aleen-Seltzer. KK856128. SEE Miles Laboratories, Inc.


WAGNER IRON WORKS. A load of money, $15,000.00, is coming your way, in a spectacular


WAGSTAFF, G. C. (Q). Pencillin Pete says: Bring out yer shootin’ irons, less celebrate ... Envelope. © 1Jan53; KK81743.

Pencillin Pete says: Did ye ever git yer finger in the wrong dial hole? Envelope. © 1Jan53; KK81746.

Pencillin Pete says: Everybody seems to have Pencillin. Envelope. © 1Jan53; KK81750.

Pencillin Pete says: Gallbladder if I ever saw anything like these folks where I works ... Envelope. © 1Jan53; KK81742.

Pencillin Pete says: Here’s a nall for you to use with the hammer they sent you last month. Envelope. © 1Jan53; KK81741.


Pencillin Pete says: It’s hotter’n all gitout but it ain’t unusual ... Envelope. © 1Jan53; KK81768.

Pencillin Pete says: It’s Thanksgiving time ... Envelope. © 1Jan53; KK81749.

Pencillin Pete says: That’s the pitchinest critter I ever saw. (Walling envelope with copy & cartoon) © 1Jan53; KK82286.

Pencillin Pete says: The folks I works for are shore hammerin’ hard to please good folks like you. Envelope. © 1Jan53; KK81740.

Pencillin Pete says: The folks where I works shore aim straight shooters. Envelope. © 1Jan53; KK81745.

WAHLBRINK, KENNETH J., ARTHUR C. McCOY, and EUGENE H. BURGDOFFER, d.b.a. KRABO GAMES. SEE Kreg Games.

WALCO BEAD COMPANY, Inc. ©. Beads and fancy spangle kit. Decorate your own hats, belts, ... No. 163. Walco quality, unassessed. Label. © 7Mar53; KK85242.

WALDIE AND BRIGGS, Inc. ©. Utopia label; control. KK81115. SEE Whiting Corporation.

How the Trackmobile simplifies car handling for the Dow Chemical Company. KK855908. SEE Whiting Corporation.

Whiting products serve all industry. KK81116. SEE Whiting Corporation.


WALKER, E. D. O. Rotor: A definitive cream deodorant with its real neutralizing effect ... (Deodorant for the human body) Label. © 23Nov52; KK85700.

WALKER, HAROLD C. Factory fresh. KK81805. SEE Dureea-Atwood Company.

WALKER, FRISBEE ©. Bonded glue, powdered urea resin. Label. © 3Jan53; KK81142.


WALTER, GEORGE W. Detrex drycleaning equipment. KK85401. SEE Detrex Corporation.


WALTHER-BOLLARD ASSOCIATES. Product specification sheet DS-2, model F75. KK81747. SEE Apex Electric Corporation.


Center your spring piece goods buying around Wamsutta’s fabric line for ’53. Wamsutta textured cottons are in this high-fashion line ... Adv. Appl. author: McCann Erickson. © 14Oct53; KK81863.


Save with Supercalls by Wamsutta. (Sheets and pillow cases) Folder. Appl. author: McCann-Erickson, Inc. © 9Mar53; KK85395.


WARNER-HUBBUT, INC. WARNER-CHILCOTT LABORATORIES DIV. SEE ALSO Chilcott Laboratories, Inc.

WARNER MANUFACTURING CORPORATION ©. Enjoy today the fruits of tomorrow. Warner triple-track aluminum screen and storm sash combinations with Dupa-loc. Folder. © 1Jan53; KK85610.

WARNER, SCHEULENBERG, TROY AND ASSOCIATES, INC. Now for the first time, a completely practical test of all Pabst beer. KK84625. SEE Meyer-Blanken Company.

WARNICK AND LEONER, INC. Before you use any feed supplements, confirm your brand of Pabst feed supplements. KK85228. SEE Pabst Brewing Company.

Between rounds treat your friends to Pabst Blue Ribbon. KK85269. See Pabst Brewing Company.

Blue points and Blue Ribbon. KK85269. See Pabst Brewing Company.

Brewing our finest beer in 109 years. KK86223. See Pabst Brewing Company.

Congratulations, to the graduating members of the Navy Supply Corps School. KK85268. See Pabst Brewing Company.

For reliability, textile finishers realize it pays to deal with Exzile-T. KK85267. See Pabst Brewing Company.

For standard results be wise, deal with Exzile-T KK85267. See Pabst Brewing Company.

If you have MSD and Enzyme 9 gets it out. KK85267. See Pabst Brewing Company.

Good deal. KK85267. See Pabst Brewing Company.

Grand opening. KK85267. See Pabst Brewing Company.

Greater Miami thanks Pabst Blue Ribbon ... KK85276. See Pabst Brewing Company.

The importers of these world famous Irish whiskies ... KK85221. See Pabst Brewing Company.

The leading restaurants in Texas are now featuring Pabst Blue Ribbon. KK85267. See Pabst Brewing Company.

More people in America call for Pabst Blue Ribbon than ever before. KK86222. See Pabst Brewing Company.

More people in America take home Pabst Blue Ribbon than ever before. KK85222. See Pabst Brewing Company.

Now yours. KK86058. See Pabst Brewing Company.

Pabst Blue Ribbon is proud to announce ... KK85277. See Pabst Brewing Company.

Pabst Blue Ribbon proudly brings to the midwest, the flight of the year. KK85250. See Pabst Brewing Company.

Pabst Blue Ribbon salutes beverage dealer and tavern owner with its 20th anniversary. KK86055. See Pabst Brewing Company.

The perfect pair. KK86053. See Pabst Brewing Company.

Peculiarly every food you serve tastes better with smooth, saleable, satisfying Pabst Blue Ribbon. KK85707. See Pabst Brewing Company.

Smo-o-o-theest beer in all of Texas. KK85266. See Pabst Brewing Company.

Try it today. Pabst Blue Ribbon. KK85266. See Pabst Brewing Company.

Try this sm-o-o-theest tasting Pabst Blue Ribbon. KK85264. See Pabst Brewing Company.

What do you want? See Pabst Brewing Company.

When company comes. KK85281. See Pabst Brewing Company.
COMMERCIAL PRINTS AND LABELS

WASCO FLASHING COMPANY.©
Guide to more efficient, more economicacl daylighting with WascoLite Skydomes. (Skylight units) Folder. Appl. author: Max Wasserman. @ 120552; KK86128.
WascoLite Skyshade. Data Sheet no. 8. (Skylight units) Sheet. Appl. author: Max Wasserman. @ 540553; KK86131.
WASHBURN, JOHN MERROW.
Instructions for setting up and operating Merrow Machine. Appl. author: Max Wasserman. © 17Apr53; KK8534.
WASSERMAN, MAX.
Guide to more efficient, more economical daylighting with WascoLite Skydomes. KK86128. SEE Wasco Flashing Company.
Wasco thru-wall and spandrel flashings. KK86129. SEE Wasco Flashing Company.
WascoLite Skyshade. KK86141. SEE Merrow Machine Company.

WASSERMAN, WASSERMAN, WASHBURN, WASCO 1953

WATERMANN PEN COMPANY, INC.©
It's all write... Surprise mother next Sunday with a Waterman's Sphere. Waterman's first, and only jewel point pen. (Fountain pen) Adv. from New York times, Mar 3, 1953. Appl. author: Tassie M. Krause. @ 3May53; KK86703.
It's here, the first and only ball point retractable pen... Waterman's Flat. Adv. from New York news, May 11, 1953. p. 20. Appl. author: Tassie M. Krause. @ 11May53; KK86703.
Now, at last, your writing partner for life. The first and only ball point retractable pen... Waterman's Flat. Adv. from New York news, Apr 27, 1953. p. 31. Appl. author: Tassie M. Krause. @ 27Apr53; KK86703.
Now local stores are featuring the first and only ball point retractable, Waterman's Flat. (Fountain pen) Adv. from New York news, May 25, 1953. p. 35. Appl. author: Tassie M. Krause. @ 25May53; KK86703.

WATERS (NORMAN D.) AND ASSOCIATES, INC.
Always a bride... Only Koolglo gives you a world of bridal sleep. KK85133. SEE Dayton Rubber Company.
Announcing the world's first furniture... KK86133. SEE Dayton Rubber Company.
Here's proof positive of Dayton Koolglo foam air filled superiority. KK86113. SEE Dayton Rubber Company.
How to make friends as well on your August sales write. KK85756. SEE Dayton Rubber Company.
If you haven't seen space 1222... KK86897. SEE Dayton Rubber Company.

WATER PRODUCTS, INC.©
Glass jalousies. The Weather Control Eye, most modern glass jalousie. Label. © 2Jan53; KK86165.

WEATHERMASTER JALOUSIE AND WINDOW MANUFACTURING COMPANY ©
First completely weatherstripped jalousie. The Weathermaster glass louvered, weather sealed window and door. Sheet. Appl. author: Edward L. Denison. @ 2Jan53; KK86165.
For the first time a completely weatherstripped jalousie that provides protection in any weather. Weathersealed windows and doors) Sheet. Appl. author: Edward L. Denison. @ 2Jan53; KK86165.

WEBSTER-CHICAGO CORPORATION ©
And now, a $1,000,000 worth of national advertising and promotion behind Webcor (Photographs) Adv. from Electrical merchandising, Apr. 1953. Appl. author: Fuller & Smith & Ross, Inc. © Webster-Chicago Corporation, a.k.a. Webster-Chicago; 1Apr53; KK86360.
How are you going to vote? Webcor votermaker records. (Tape recorder) Adv. from the Saturday evening post, June 28, 1952. Appl. author: Fuller & Smith & Ross, Inc. © 28Jun52; KK86102.
Webcor treats your records better. Your records are valuable and should be protected. A 1953 Webcor hi-fidelity phonograph gives them longer playing life. Adv. Appl. author: Fuller and Smith and Ross, Inc. © 28Mar53; KK83866.

WECO PRODUCTS COMPANY ©
Everyone would love to get a Gainsborough -the new miracle hairbrush that brushes hair clean in 5 times faster. Adv. from the Chicago herald American, weekly section, Dec. 7, 1952. Appl. author: J. Walter Thompson. © 7Dec52; KK86165,
Second teeth, second chance. If you were to pick one time when it's most important... Dr. West's Rivado Toothpaste. (Toothbrush) Adv. from Parents' magazine, Dec. 1952, p. 4. Appl. author: J. Walter Thompson Co. © 2Nov52; KK86166.
WEIL, JOE ©. Another pace-setting brush sensation. The Rub-Whisk multi-purpose household brush. Card. © 7Apr53; KK84027.

IT'S WONDERFUL, the rubber whiskbroom; the new perfect brush for clothes for hats ... Rub-Whisk. Label. © 28Nov52; KK80985.

WEIL, JOE. SEE ALSO Weil (Joe) Associates.


WEIL, ROBERT L. Baked goods department, featuring Ware's Tip-top bread [and] cakes. KK69050. SEE Specialty Advertising Service, Inc.

Cisco Kid. KK69015. SEE Specialty Blatz Advertising Service.

Happy Felton says you can always bank on a good sport. KK69019. SEE Specialty Advertising Service, Inc.

Happy Felton's knot-hole gang. KK69016. SEE Specialty Advertising Service, Inc.

Kalogratos' Emacs are smacking good. KK69016. SEE Specialty Advertising Service, Inc.

Funch. Enriched Tip-Top is better brush. KK69017. SEE Specialty Advertising Service, Inc.


Tip-top brush for stronger bones and teeth. KK69017. SEE Specialty Advertising Service, Inc.

WEILL (ARMAND S.) COMPANY, INC. Count the extra you get in Rugby sportswear. KK69119. SEE Rugby Knitting Mills, Inc.

WEINBERGER, EMMET, d.b.a. EMMET'S PAPER GROSSES. SEE EMMET'S Enterprise.

WEINBERGER, JOSEPH J. Koch of California proudly presents ... KK85539. SEE Koch (R.) and Associates.

WEINTRAUB, EDITH MILLER, d.b.a. EM ILLERS AND SOLE OWNER OF FELT FUN. SEE Felt Fun.

WEINTRAUB, WILLIAM H. AND COMPANY, INC. Ahead of you 100,000 miles of magnificent safety. KK85304. SEE Kaiser Frazer Sales Corporation.

Air-Wick 3 times as effective, KK85074. SEE Seeman Brothers, Inc.

Amazing now Nylast means extra sales to your women customers. KK82173. SEE Seeman Brothers, Inc.

And the most beautiful thing about it is its safety. KK82505. SEE Kaiser Frazer Sales Corporation.

At Cannes ... KK84022. SEE Kaiser Frazer Sales Corporation.

At last, at last, KK91305. SEE Seeman Brothers, Inc., best seller all around. KK82689. SEE O. H. P. Cigar Company.

Best sellers for Father's Day. KK84553. SEE O.H.P. Cigar Company.

Blatz, largest-selling beer in Milwaukee. KK81174. SEE Blatz Brewing Corporation.

A doctor looks at the world's first safety-first car. KK83500. SEE Kaiser Frazer Sales Corporation.

Drive and save on easiest street, in the new '53 Henry J. KK85206. SEE Kaiser Frazer Sales Corporation.

In '53 Henry J, the big car with small car economy. KK82174. SEE Kaiser Frazer Export Corporation.

'53 Kaiser, world's most beautiful, most desiring Service. KK82689. SEE Kaiser Frazer Export Corporation.

important Article. KK82505. SEE Kaiser Frazer Sales Corporation.

important Article. KK82505. SEE Kaiser Frazer Sales Corporation.

important Article. KK82505. SEE Kaiser Frazer Sales Corporation.

important Article. KK82505. SEE Kaiser Frazer Sales Corporation.

important Article. KK82505. SEE Kaiser Frazer Sales Corporation.
COMMERCIAL PRINTS AND LABELS

1953

New, the only face make-up that actually beauty-treats your skin. KK82095. SEE Revlon Products Corporation.

Order now for stateside delivery. KK82123. SEE Kaiser-Frazer Export Corporation.


A safety engineer looks at the world's first safety-first car. KK86806. SEE Kaiser-Frazer Sales Corporation. Safety-test the world's first safety-first car ... KK82155. See Kaiser-Frazer Sales Corporation. Save $125.80 on gas alone when you drive on Easliest St. in the new Henry J. KK84109. See Kaiser-Frazer Sales Corporation. Seek no more my lady. See G. H. F. Cigar Company. See the auto show held over by popular demand. KK84063. See Kaiser-Frazer Sales Corporation. Stop cooking odors. See Seaman Brothers, Inc. There's no beer like Milwaukee beer. KK82021. See Blatz Brewing Company.


WEINTRAUB BROTHERS AND COMPANY ©. Salute. (Uniforms) Folder. v. 9, no. 1. © 12Jan53; KK82009. v. 9, no. 2. © 9Feb53; KK82868. v. 9, no. 3. 3Mar53; KK86127. v. 9, no. 4. © 6Apr53; KK85200. v. 9, no. 5. © 15May53; KK86120.


K. Me for a ... KK82102. See Lowe (Joe) Corporation.

Prize list, Donald Duck. KK85770. See Fruit Products Corporation. Save bags for swell gifts. KK85771. See Fruit Products Corporation.

WESS AND GELLER. The Champagne Velvet hour, at home or in your favorite bar. KK83966. See Terre Haute Brewing Company.

WELCH, JAMES L., EUGENE C. EOGDEN and DOUGLAS J. KAIDEN, sole owners DAWN ADVERTISING AGENCY. See Dawn Advertising Agency.


WEST RICE BROTHERS. Distinguished American wines. KK85759. See Kerbel (P.) and Brothers, Inc.


WERNER, ARNOLD J. A load of money ... KK83696. See Wagner Iron Works.

WESLEY ADVERTISING AGENCY. Tall? We've got you covered. KK82085. See Tall Apparel Shops, Inc. Tall? You're lucky. KK85666. See Tall Apparel Shops, Inc.

WESTON OIL AND SNOWDRIFT COMPANY, INC. ©. 1/3 less arnimon than cake mixes. This new Qulk-Beaut cake saves 150 to 300 strokes with Snowdrift. (Shortening) Adv. from every woman's magazine, Feb. 1953, p. 87. Appl. author: Dorothy Constantine. © 10Jan53; KK82056. 1/3 less arnimon than cake mixes. This new Qulk-Beaut cake saves 150 to 300 strokes with Snowdrift, the shortening pre-whipped 2,000 times.


WEST, RALAND S. And away you go. KK86123. See Ohio Oil Company. And that powerful cat comes right out of here. KK86739. See Ohio Oil Company. But you never expected this? KK86138. See Ohio Oil Company. Does it matter, really, where I stop for gasoline? KK85532. See Ohio Oil Company.

How important are the next 50 seconds to this motorist? KK85619. See Ohio Oil Company. How would you describe it? KK80812. See Ohio Oil Company. Maybe it won't make any difference in your car, but most motorists find it makes plenty. KK85536. See Ohio Oil Company.

The news is out. KK85005. See Rudolph Brewing Company. Some day you will be the one to whom they turn. KK82876. See Clark Grave Vault Company.

This eager? KK86110. See Ohio Oil Company. Tell it to go, and it goes. KK85620. See Ohio Oil Company. When you are the one to whom others look. KK81318. See Clark Grave Vault Company. When you need it, it's there. KK85621. See Ohio Oil Company.

WEST SIDE BUICK, INC. ©. Think of your family when you buy tires. In traffic emergencies their safety may depend on your tires. You can depend on Generals. Folder. Appl. author: Perry Helm Crash. © 31Mar52; KK83301.


WESTERN ADVERTISING AGENCY. At Caproni's it's Pasta and more coffee flavor, KK81660. See Continental Coffee Company. Haeger ceramics make the difference. KK82160. See Haeger Pottery, Inc.

I am feel power, I bring you record-making production. KK81165. See Allied Mills, Inc.

It's the spice you use that give flavor to your cooking. KK81016. See Continental Coffee Company.

The overhead garage door that opens with old-size magnetic action. KK82995. See Frantz Manufacturing Company.

The taste difference makes the sales difference. KK84625. See Stange (Wm. J.) Company.

CATALOG

WESTERN AUTO SUPPLY COMPANY ©. Cont’d.


WESTERN CONDENSING COMPANY ©.

Peeling pig’s liver for replacement, for pig feeding emergencies. (Pig feed) Folder. Appl. author: Clyde Abbott. © 20Jan53; KK82123.

WESTERNFANS.

Tiffin-Tite tea. Label. © Vada L. Flowers, Frank Flowers, d.b.a. the Westerners; 25Nov52; KK81759.

WESTALB F. LABORATORIES, INC. ©.


WHATMORE, MARTHA ©.

Soy starch. Heat spray it on and iron. Label. © 21Oct53; KK83236.

WHEELEN AND SIMPLA PRODUCTS, INC. ©.


WHEELOCK (WARD) COMPANY.

Easter Sunday April 5, remember her with Whitman’s chocolates. KK82429. SEE Whitman (Stephen F.) and Son, Inc.

He remembered. KK82429. SEE Whitman (Stephen F.) and Son, Inc.

Here’s how I remember. KK82428. SEE Whitman (Stephen F.) and Son, Inc.

Here’s how we remember. KK82270. SEE Whitman (Stephen F.) and Son, Inc.

WHITE, ROGER B.

Indolube HD-W motor oil for heavy-duty service. KK82463. SEE Standard Oil Company.

Stanolube HD-W motor oil for heavy-duty service. KK84364. SEE Standard Oil Company.

Stanolube HLA motor oil for heavy-duty service. KK84362. SEE Standard Oil Company.

STANDARD OIL COMPANY.

Stanolube 5-1 motor oil for heavy-duty service. KK84363. SEE Standard Oil Company.

WHIDDEN, ROSS B.

Irrigation news. SEE Aluminum Company of America.

WHITE SEWING MACHINE CORPORATION ©.

Easiest sewing of all on the wonderful new White, only sewing machine with perfect all-speed stitching ... Adv. from Woman’s home companion, June 1953. Appl. author: Tessie M. Krause. © 22May53; KK86702.

For the new real in sewing machines, try the wonderful new White, Adv. from Woman’s day, Apr. 1953, p. 109. Appl. author: Tessie M. Krause. © 22May53; KK86703.


An ideal gift for graduate or bride, the wonderful new White, only sewing machine with perfect all-speed stitching ... Adv. from Woman’s home companion, June 1953. Appl. author: Tessie M. Krause. © 2Apr53; KK86703.

Look, the wonderful new White sewing machine with perfect all-speed stitching ... Adv. from Woman’s home companion, Jan. 1953. Appl. author: Tessie M. Krause. © 2Jan53; KK86704.


WHITE’S SUPER MARKETS ©.

Best buys you ever made. Shop White’s Super Markets for table trimmed ... Adv. from Whitman’s Supermarkets. (Office equipment) Label. © 20Dec52; KK82357.

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WHITMAN PUBLISHING COMPANY ©.

Letter letters; 16 sheets; kitten and puppy stationery and 12 envelopes. Label. © 11Nov52; KK80796.

Keeler Goosey springy company 16 sheets; 12 envelopes. Label. © 10Nov52; KK80795.

WICKERS CORPORATION, UNITED STATES

GRAPHITE COMPANY DIVISION.

Carb-X, for mild reclamation of steel ... Mar. 1, 1953. (Graphite) Label. Appl. author: Raymond H. Amberger, O The United States Graphite Co., of division of the Wickers Corp.; 1Mar53; KK85213.

205 has these advantages. One pound 205's lasting graphite. The solid lubricant with 1000 uses. Label. Appl. authors: Ralph J. Zemanek. © The United States Graphite Co.; 2May55; KK85953.

WILCO COMPANY ©.


WILCO COMPANY, SERVICE STATION SUPPLY DIVISION ©.

Service Station Supply merchandiser. Dec. 1952. 8 p. © 2Jan53; KK87036.

WILLIAMS, FREDERICK C.

House’s hat. KK81120. SEE Everitt Hat Company.

WILLIAMS PRODUCTS COMPANY.


WILLIAMSON-DICKIE MANUFACTURING COMPANY ©.

Dickies fit you, fit your job. All pockets sanforized本事all fit to stay roomy after washing. For more of the Dickies shirts & pants. (Clothing) Label. © 12May52; KK83283.

Dickies [shirts] fit you, fit your job fully sanforized ... (Working shirts) Label. © 12May52; KK83283.

Sweat-fitting, sanforized, sturdy, Dickies ladies’ jeans. Real western style made right in Texas. To fit you, fit better you. Label. © 7Jan53 (in notice: 1952); KK83285.

WILSON PRODUCTS, INC. ©.

How many days will the sun shine in your state? You’ll enjoy sunshine more when you wear Wilborene sun glasses. Sheet. © 2Mar53; KK82865.

WILSON, CLAYTON T.

Better milk. KK84392. SEE Sutherland Paper Company.

Cereal and flour, sugar, cream, sugar, black. KK81175. SEE Sutherland Paper Company.

Cupboard ice cream. KK81932. SEE Sutherland Paper Company.

WILSON, JOHN ©.

Hidden comfort means more home for the money. KK84571. SEE Norman Products Company.

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Prompt and prolonged aeration and drainage in colds, sinusitis, allergic rhinitis. (Pharmaceutical) folder. © 30Jan53; KK82619.


WIPRUD, WOLP. Holsum enriched bread. KK83719. See Merchants Bakery, Inc.

Park club strawberry ice cream. KK84210. See Marathon Corporation.

WORMER, GEORGE. Bottlers checkbook to savings. KK82609. See Bottlers.

WOTA, R. A. Mrs. Cheesher's chicken ... KK83661. See Cheesher (L. H.) and Company.

Fine State cross-country style ice cream. KK823800. See United Dairy Cooperative Association.

WOLF, LEO. All-flexible crisper. KK81654. See Republic Molding Corporation.


Bread container. KK81655. See Republic Molding Corporation.

Dishpan. KK81656. See Republic Molding Corporation.

Polly-Flex bowl set. KK80306. See Republic Molding Corporation.

Polly-Flex compartment plates. KK80390. See Republic Molding Corporation.

Polly-Flex food container set. KK80380. See Republic Molding Corporation.

Polly-Flex houseware products. KK81745. See Republic Molding Corporation.

Polly-Flex housewares. KK81657. See Republic Molding Corporation.

Polly-Flex utility bowl set. KK80905. See Republic Molding Corporation.

Republic Freezette food containers. KK81298. See Republic Molding Corporation.

Republic's Polly-Flex products. KK81129. See Republic Molding Corporation.

This is your key to bigger business. KK81128. See Republic Molding Corporation.

WOLFE, ALBERT A., d.b.a. FABIAN ENTERPRISES. See Fabian Enterprises.

WOLFE and COMPANY. Comparative common stock values. Our new index of comparative values are calculated to show unequivocally which common stocks offer the greatest statistical values per dollar of market value. (Brochure) Adv. from Barron's national business and financial weekly, v. 33, no. 1, p. 18. © 26Jan53; KK82034.

WOLFP (ED) and ASSOCIATES. Now, date, protect, sign your checks. Announcing the new Todd Protectograph check disbarmer. KK82761. See Todd Company, Inc.

Now, date, protect and sign your checks in just one operation ... KK83673. See Todd Company, Inc.

WOLFF, MELVILLE L., and SANFORD BECKER, d.b.a. BAILEY DISTRIBUTING COMPANY. See Bailey Distributing Company.


WOOD, ETHELMAE BARNES. The E. A. M. pin for practical nurses, nurses aides, attendants, etc. KK81316. See Folder. © Ethelyn B. Wood, a.k.a. E. Barnes Wood; 1Apr52; KK81886.

WOOD CONVERSION COMPANY. Here is the true story of how one family solved that more space problem. Balsam-Wool. Nu-Wood. (Remodeling system) Folder. Appr: author: The Bucben Co. © 28Apr53; KK85300.

A tool that disproves an old insulation belief, and a guarantee that only Bucben-Wool extends to you. Folder. Appr: author: The Bucben Co. © 28Apr53; KK85298.


When you build your home, there are some things you must not skip on. Balsam-Wool. Nu-Wood. (Remodeling system) Folder. Appr: author: The Bucben Co. © 28Apr53; KK85299.


WOODFORD, BURRISH BOWDITCH. Pyrolysis protection pays well with Guinthera and Quinomex. KK89067. See John-Sanville.

WOODLAND HILLS REPORTER. Let's live in Woodland Hills. (Real estate) Sheet. Appr: author: Clark Allen. © 2May53; KK86427.

WOODLEY (ALBERT) COMPANY. The marvelous batting cardigan. KK83807. See Berger's. Play as you go jersey shirtwaister by Serbin, §7.98. KK85916. See Berger's.
WOODLEY (ALBERT) COMPANY. Cont’d.
Smart set, sweater and dresses.
KK50120. See Best's Apparel.

WOODS, HARRY E.
See Bird of paradise and Downelle...
..(Wool ounces). (Wool fabrics)
(See Worthington Company.

WOODWARD, ALBERT YOUNG, d.b.a. CUSTOM FINISHERS GUILD. See Custom Finishers Guild.

WOOSTER, Cecil B.
Meet Tony Britte. KK57595. See Donald (C. B.) Company.

WOOSTER, John D.
Choose the right point for the way you write by number. See Esterbrook Pen Company.

Holds 10 times more ink than ordinary fountain pens. KK52851. See Esterbrook Pen Company.

The pen that fills itself. See Esterbrook Pen Company.

WORTHINGTON CORPORATION.
Bronze rotary pumps with herring-
bone gears. Type OB. Bulletin W-
631-142A. (Machine) Folder. © 6June53; KK56241.

Ceramic plungers for reciprocating


Horizontal duplex piston pumps for general services: valve plate style, renewable liner type; type VA. Bull. W-111-1812. 6 p. © 12Jun53; KK59136.

Packaged oil field compressors for gas boosting. well flowing... [Bulletin L-640-81A]. (Machine) 11 p. © 11May53; KK61869.


Type CN centrifugal pumps for petroleum and chemical services, [Bulletin] W-311-1B1. (Machine) Folder. © 6May53; KK56188.


WORTHINGTON MANUFACTURING COMPANY.

Wonderful Worthington. Only a wonderful flannel can take, and hold these... (Wool fabric) Adv. from Vogue, Feb. 1, 1953. p. 4/6. © 30Jan53 (in notice: 1952); KK62915.

Wonderful Worthington. The flattery of this warmweight flannel... (Wool fabrics) Sheet. © 2Nov53; KK52879.

Wright, George B.
Installation and operation. KK5439. See Nash Engineering Company.

The Has type CSM vacuum heating pump. KK5722. See Nash Engineering Company.

Wright, James P. Co.
Fun for all ages. Glitter Magic 3-dimensional picture decorating set. The new easy fascinating hobby. Label. © 22Apr53; KK5781.

Glitter Magic decorating tinsel. Wright's. Contents 1 1/2 ounces. Label. © 2Mar53; KK55559.

Wright, James Sheridame.

Wright, Stanley M. See Wright and Mogill Company.

Wright and Mogill Company.
Assembly of your no. 16 pre-line reel. (Fishing reels) Folder. Appl. author: Stanley M. Wright. © 19Feb53; KK58477.


Glass spinning rods. Circ. 5306. (Fishing rods) © p. Appl. author: Stanley M. Wright. © 9Apr53; KK56695.

Glass spinning rods. Here is an assortment of spinning rods that keeps pace with America's fast-growing fishing type. © p. Appl. author: Stanley M. Wright. © 2Feb53; KK52803.

Glass spinning rods. In a kind. All different. Inside this folder you will find the three top cards in the fishing tackle game. They are the three cards of Eagle Claw snelled hooks. Folder. Appl. author: Stanley M. Wright. © 1Feb53; KK52821.

We recommend packaged Eagle Claw fish hooks. They hook and hold. Circ. 2507. Folder. Appl. author: Karl E. Gerarden. © 1Feb53; KK58515.


Wright, William J., d.b.a. BILL'S DINNER. See Bill's Diner.

Wyld, Ann E., HEWINS WYLD, THE BERRY PATCH. See Berry Patch.

Wyler, Arm A. See Wyler and Company.

Wyler and Company.
Kold Kup; imitation flavor cherry drink mix, complete with sugar. Net w. 3 ounces. Label. Appl. author: Reginald S. Wyler and Horbert Schwarz. © 6Mar53; KK53829.

Kold Kup; imitation flavor strawberry drink mix, complete with sugar. Net w. 3 ounces. Label. Appl. author: Reginald S. Wyler and Horbert Schwarz. © 6Mar53; KK53829.

Kold Kup; orange flavored drink mix, complete with sugar. Net weight 5 ounces. Appl. authors: Arza S. Wyler and Horbert Schwarz. © 6Mar53; KK53829.

Wyler, Arm A. See Wyler and Company.

Yates, Thomas Leslie.
Durasteel built-in, modern beauty, modest cost. KK5309. See Servi-Stations, Inc.

Durasteel pre-fabricated all-steel buildings. KK5516. See Servi-Stations, Inc.


Yoshida, Toshiro, d.b.a. CONSOLIDATED OIL CO. See Consolidated Oil Company.

Yoost, Jeanette Evelyn.
Handy-Bo-Clear, SK55780. See Flexible Sales Company.

Handy-Bo-Clear, flexible plastic swabber. KK55300. See Flexible Sales Company.

White plastic toilet bowl cleaner. KK55500. See Flexible Sales Company.

Young and Rubeck, Inc.
After 25 years in the bedding business what is the secret of your success? KK55150. See Simmons Company.

Again Zenith says: Don't be fooled. KK58719. See Zenith Radio Corporation.

Ageless beauty from the past. See International Silver Company.
Ahoy, here's Corn-Petti, new kind of corn flakes with the magic sugar coat. KK81210. SEE General Foods Corporation.

All at sea about what to give for Christmas? KK81209. SEE Eight National Watch Company.

An all new tissue, softened twice. SEE Northern Paper Mills.

All over America, they're moving up to the 1953 Zenith family TV. KK81813. SEE Zenith Radio Corporation.

America's most distinguished 35mm camera, Argus C-four. SEE Argus Camera, Inc.

Any storage problems? KK81221. SEE Lane Company, Inc.

Another fabulous first from Zenith. SEE Zenith Radio Corporation.

Are you buying time here? KK86688. SEE Zenith Radio Corporation.

At your touch, a new experience in music. SEE Hammond Instrument Company.

Bank on Duo-Therm, the fast-rising name in the gas business. KK85714. SEE Motor Wheel Corporation. Duo-Therm Division.

Before you buy, find out why the Hammond organ is the world's leading church organ. KK85007. SEE Hammond Inc.

Before you buy, find out why year after year more churches choose the Hammond organ than any other. KK85101. SEE Hammond Instrument Company.

Before you buy, find out why year after year more churches have chosen the Hammond organ. KK85102. SEE Hammond Instrument Company.

The best-dressed beds wear Cannon percales. SEE Cannon Mills, Inc.

The best-dressed bed wears Cannon percales, and how little they cost. KK86111. SEE Cannon Mills, Inc.

Best eatin' chicken that ever went to a picnic. SEE General Foods Corporation.

Best-eating chicken you ever served up, Birds Eye. KK85187. SEE General Foods Corporation.

Big introductory push on new Birds Eye chicken pie. KK86199. SEE General Foods Corporation.

Big new Duo-Therm LP-gas heater helps you sell in style. KK86670. SEE Motor Wheel Corporation. Duo-Term Division.

Biggest Birds Eye bargains ever offered. KK86172. SEE General Foods Corporation.

Birds Eye, best for your money, KK86185. SEE General Foods Corporation.

Birds Eye chicken parts ... SEE General Foods Corporation.

Birds Eye chopped spinach or whole leaf. KK86190. SEE General Foods Corporation.

Birds Eye first on every count. KK83494. SEE General Foods Corporation.

Birds Eye kids dolls only 25c. KK86659. SEE General Foods Corporation.

Birds Eye news. SEE General Foods Corporation.

Birds Eye package takes the heat out of August supper-fixing. KK86185. SEE General Foods Corporation.

Birds Eye strawberries. KK86501. SEE General Foods Corporation.

Bloom time in International Sterling. KK85787. SEE International Silver Company.

A brand-new tissue, softened twice. KK86120. SEE Northern Paper Mills.

Brand-new togs for more sales action. KK81192. SEE Northern Paper Mills.

Bring this year's vacation back home. KK86161. SEE Argus Cameras, Inc.

But I don't want to invite the Christmas tree to dinner. KK86160. SEE International Silver Company.

But if you had those clothes to wash. KK86667. SEE Procter and Gamble Company.

By paying a little more today, you save shoe dollars tomorrow. KK88595. SEE Bostonian Shoes.

Cameras, cameras, cameras, that say merrymerry Christmas. KK82986. SEE Argus Cameras, Inc.

Can you keep it wrapped till Christmas? KK85997. SEE Argus Cameras, Inc.

Cannon's launching the biggest May-June sheet promotion you ever saw. KK86162. SEE Cannon Mills, Inc.

Carry home the jule of 3 dozen oranges in this handy Birds Eye lemon pack. KK86123. SEE General Foods Corporation.

Carry home the jule of 27 oranges in this handy Birds Eye 3-can pack. KK86196. SEE General Foods Corporation.

Casey Stengel, from has-been to genius. KK81106. SEE Time, Inc.

Champ makes exhibition tour. KK61200. SEE Simons Company.

Check the high-priced features in the low-priced Argus 75. KK86147. SEE Argus Cameras, Inc.

The Christmas gift that solves all storage problems. KK85016. SEE Lane Company, Inc.

Church goes. KK85743. SEE Hammond Instrument Company.

The clock radio with the almost-human mind. KK85641. SEE Zenith Radio Corporation.

The company that's ahead in heating is behind you now. KK85017. SEE Motor Wheel Corporation. Duo-Therm Division.

Come one, come all, to your Simons dealer. KK86421. SEE Simons Company.

Complete your Christmas shopping here. KK85957. SEE Argus Cameras, Inc.

Completely new, softened twice. SEE Northern Paper Mills.

Concert-hall clarity in your living room. KK85746. SEE Zenith Radio Corporation.

Daily guide to good listening on FM radio. KK85701. SEE Zenith Radio Corporation.

Delicious. All-in-one dinner. KK85597. SEE General Foods Corporation.

Delighted Detroit teens select their favorite International sterling patterns. KK83573. SEE International Silver Company.

Don't be fooled. KK81521. SEE Simons Company.

Duo-Therm electrifies the heating business. KK86688. SEE Motor Wheel Corporation. Duo-Therm Division.

Easy to own to use. KK86110. SEE Argus Cameras, Inc.

1817 Rogers Bros. brings you Heritage. SEE International Silver Company.

Enjoy TV's clearest picture on VHF or UHF. KK86687. SEE Zenith Radio Corporation.

Everybody's reviving about new Birds Eye chicken pie. KK86651. SEE General Foods Corporation.

Existingly new, amazingly different. KK81533. SEE Procter and Gamble Company.

Expand your home, overnight. KK81181. SEE Bostonian Shoes.

Features to look for when you buy TV. KK85728. SEE Zenith Radio Corporation.

58½ a month, 13½ a week, less than 58½ a night. KK85111. SEE Simons Company.

First choice in the world of church music today. KK85121. SEE Hammond Instrument Company.

First for value, first choice in the world of church music. SEE Hammond Instrument Company.

Flies with record fans. KK83029. SEE Zenith Radio Corporation.

5 customer-convincing reasons why your best answer to television is Zenith. KK86689. SEE Zenith Radio Corporation.

Five new ways to start your collection of storage problems, starting this Christmas. KK85011. SEE International Silver Company.

For a special someone, a very special occasion. KK81220. SEE Lane Company, Inc.

For approximately 2123 reasons, read this before you buy a television set. KK85721. SEE Zenith Radio Corporation.

For Christmas, Argus C-four, America's most distinguished 35mm camera. KK83583. SEE Argus Cameras, Inc.

For one knob tuning at its best, it's Zenith TV for UHF or VHF. KK86675. SEE Zenith Radio Corporation.

For your graduation gift ask for the gift that gives more gifts, a Lane cedar chest. KK86190. SEE Lane Company, Inc.

Forced-air heating that's completely automatic. KK83507. SEE Motor Wheel Corporation. Duo-Therm Division.

Forced-air heating with Duo-Therm is all automatic. SEE Motor Wheel Corporation. Duo-Therm Division.
CATALOG OF COPYRIGHT ENTRIES

YOUNG AND RUBICAN, INC. Cont'd.

In Michigan, FM pulled twice the inquiries at 1/8 the cost. KK5711. SEE Zenith Radio Corporation.

In North Carolina, FM pulled 5 times more inquiries at 1/17 the cost. KK5711. SEE Zenith Radio Corporation.

Inevitably you will want 1953 Zenith quality TV. KK5319. SEE Zenith Radio Corporation.

International sterling. SEE International Silver Company.

It's your television set outmoded? KK56645. SEE Zenith Radio Corporation.

It's here. SEE Procter and Gamble Company.

It's here, it's new, excitingly different washday magic. KK51599. SEE Procter and Gamble Company.

It's here, it's new, and it's improved. KK51599. SEE Procter and Gamble Company.

It's here, it's new, Procter & Gamble's excitingly different washday magic. KK56675. SEE Procter and Gamble Company.

It's new, it's blue, it's Cheer. KK56675. SEE Procter and Gamble Company.

It's his, it's hers, it's an Argus C5. For grand color pictures. KK56675. SEE Argus Camera, Inc.

It's new, it's better, it's softened twice. KK51263. SEE Northern Paper Mills.

It's new, it's blue, it's magic. See Procter and Gamble Company.

It's new, it's blue, and it's washday magic. KK56675. SEE Procter and Gamble Company.

It's new, it's different, Procter & Gamble's amazing washday savings discovery. KK51596. SEE Procter and Gamble Company.

It's new, Procter & Gamble's most exciting, different washday savings in 115 years. KK51596. SEE Procter and Gamble Company.

It's not how little you pay, but how much you get. KK39997. SEE Sesame Weather Station.

It's not so much what you pay, but how often you have to pay it. KK39995. SEE Sesame Weather Station.

Joan of Arc. KK53010. SEE International Silver Company.

Just hold it, feel it. KK51261. SEE International Silver Company.

Let these stars be your guide to good pictures. KK51821. SEE Argus Camera, Inc.

Let your gift bring the joy of music to all your family. KK59510. SEE Hammond Instrument Company.

Let's look at the facts about WHF ... KK59286. SEE Zenith Radio Corporation.

Like to add a touch of glamour to dinner tonight? KK51193. SEE General Foods Corporation.

Like it will always be all day long. KK82991. SEE Bostonian Shoes.

A little more money buys a lot more shoe. KK93001. SEE Bostonian Shoes.

Looking for a fancy dish you can make today, serve tomorrow. KK51131. SEE General Foods Corporation.

Looking for something out of this world? KK59595. SEE Elgin National Watch Company.

LP gas business from thin air. KK51257. SEE Motor Wheel Corporation. Duo Therm Division.

LP gas business from thin air, with a help from the Duo-Therm. KK51258. SEE Motor Wheel Corporation. Duo Therm Division.

The legs and the legend. KK51252. SEE The National Magazine, Inc.

Low price bargains now on Birds Eye vegetable combinations-in-a-box. KK52001. SEE General Foods Corporation.

Magnificent new Zenith TV, featuring the marvelous K-31 chassis with 11 jewel quality. KK5716. SEE Zenith Radio Corporation.

Make three sales in one with this water heater. KK6591. SEE Motor Wheel Corporation. Duo Therm Division.

Mansfield's first again. KK82997. SEE Bostonian Shoes.

Mary took a chance, Alice played safe. KK81199. SEE Lane Company, Inc.

A masterpiece in contemporary design. KK53009. SEE International Silver Company.

Nineteen people have chosen their favorite International sterling patterns. KK66697. SEE International Silver Company.

Ann 10.24 a year in less time. KK5117. SEE General Foods Corporation.

The most important part of your retirement plan is something you don't see here. KK82997. SEE Parkes, Davis and Company.

Most like to please on Christmas. KK82997. SEE Argus Camera, Inc.

New beauty combined with Zenith quality in America's favorite table radio-phonograph. SEE Zenith Radio Corporation.

New beauties in business. KK53008. SEE International Silver Company.


New Duo-Therm console gas heater, for the brightest new year prospect yet. KK5716. SEE Motor Wheel Corporation. Duo-Therm Division.


New, improved Cheek, most exciting different washday savings in 115 years. KK51596. SEE Procter and Gamble Company.

New kind of instrument you play without touching. KK39997. SEE Hammond Instrument Company.

The perfect gift for any occasion.
KX8034L. SEE Lane Company, Inc.
The perfect way to treat your mother-in-law and father-in-law.
KX81179. SEE International Silver Company.
Pick up the world and take it with you.
KX8595. SEE Zenith Radio Corporation.
Plays any record at its true speed.
KX8595. SEE Zenith Radio Corporation.

Now, you're never seen anything like it.
KX81532. SEE Procter and Gamble Company.

New York's best Birds Eye green peas, new jobs.
SEE Zenith Radio Corporation.

Newly-weds, newly-weds, newly-weds, newly-weds.
Now, we can get it for you retail.
KX81189. SEE Motor Wheel Corporation. See Therm Division.
Pull in all the record fans with the new Zenith Wall Unit.
SEE Zenith Radio Corporation.

Put fresh color in your room with Cunningham.
KX82101. SEE Cannon Mills, Inc.

A quart of things to think about before you buy a television set.
SEE Zenith Radio Corporation.
The radio that makes the world your oyster.
SEE Zenith Radio Corporation.

Recipe for Birds Eye super dinner.
SEE General Foods Corporation.

Revolutionary new recipe, takes only 10 minutes from start to finish.
KX8121L. SEE General Foods Corporation.

Sales tell the true story on UHF.
KX85718. SEE Zenith Radio Corporation.

Same truck, same store, but one mattress nets six times more.
KX84613. SEE Simons Company.

Say merry Christmas with an Argus.
KX85908. SEE Argus Cameras, Inc.

Sawing. Buffalo women now buy Birds Eye orange juice.
KX81239. SEE General Foods Corporation.

See why twice as many Minneapolis women now buy Birds Eye orange juice.
KX81239. SEE General Foods Corporation.

Now twice as fast. Now twice as potent. Now twice as strong.
KX81242. SEE Northern Paper Mills.

Now, the time for Ann Pillsbury's new holiday parfait pies.
SEE General Foods Corporation.

Now's the time for Jell-O. SEE General Foods Corporation.

Now's the time for Jell-O salads. See General Foods Corporation.

On edge about what to give her for Christmas? SEE Elgin National Watch Company.
On Zenith TV, a child can change stations with one knob. KX85715. See Zenith Radio Corporation.
Only Susan is a pianist, but we all play the Solovox. KX8101L. SEE Hammond Instrument Company.
Pay a little more now, get a lot more longer.
KX82999. SEE Bostonian Shoes.

Pedigreed grains, the leather that gives you just what you ask it.
KX82999. SEE Bostonian Shoes.

The perfect band for your watch is on this page. KX93002. SEE Elgin National Watch Company.


New Post's Corn-Potti, the different kind of corn flakes with the magic sugar coat. KX81214. SEE General Foods Corporation.

New stainless, by International in a specially designed portable chest ... KX81179. SEE International Silver Company.

Now, Time-saving ... KX83598. SEE General Foods Corporation.

New, wonder watch KX84614. SEE General Foods Corporation.

New wonder vegetable Birds Eye French fried eggplant.
KX82103. SEE General Foods Corporation.

None quicker, none better, Birds Eye summer fixings.
KX81251. SEE Time, Inc.

Now an easy answer to tough washing jobs.
KX81192. SEE Procter and Gamble Company.

Now, an easy way to start your sterilizing.
KX84699. SEE International Silver Company.

Now at street fairs, the best Birds Eye bargains ever.
KX81239. SEE General Foods Corporation.

Now, Birds Eye dinner-in-a-bag.
KX81260. SEE General Foods Corporation.

Now, great new Cheer is here.
KX81527. SEE Procter and Gamble Company.

Now, new Kent with Micronite filter.
KX86665. SEE Lorillard (F.) Company.

Now, prices way down on Birds Eye peas, chopped spinach.
KX81196. SEE General Foods Corporation.

Now the thrill of perfect pitch in record playing.
KX81250. SEE Zenith Radio Corporation.

Now twice as fast. Now twice as potent. Now twice as strong.
KX81242. SEE Northern Paper Mills.

Now, the time for Ann Pillsbury's new holiday parfait pies.
SEE General Foods Corporation.

Now's the time for Jell-O. SEE General Foods Corporation.

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Pay a little more now, get a lot more longer.
KX82999. SEE Bostonian Shoes.

Pedigreed grains, the leather that gives you just what you ask it.
KX82999. SEE Bostonian Shoes.

The perfect band for your watch is on this page. KX93002. SEE Elgin National Watch Company.
CATALOG OF COPYRIGHTED ENTRIES

YOUNG AND RUBICAN, INC. Cont'd.

who is Cannon Durallite pereates a better buy ... KK86663. SEE Cannon Mills, Inc.

Why are medicines supplied in these FORMAT? KK86662. SEE Parks, Davis and Company.

Why don't you start making plans for Christmas? KK83296. SEE Lane Company, Inc.

Why did the shamrock withering away? KK86665. SEE Time, Inc.


Why teaching the organ pays better? KK86669. SEE Ham mond Instrument Company.

Why the world's leading church organ is also your greatest organ value? KK83464. SEE Ham mond Instrument Company.

Will he really turn his back on it? KK81932. SEE Time, Inc.


You can turn a new Zenith blind-folded. KK85702. SEE Zenith Radio Corporation.

You get an after-Christmas salesman with every new Zenith you sell. KK85210. SEE General Radio Corporation.

You just host 'em up and eat 'em up. KK86668. SEE General Foods Corporation.

You listen, and your heart swells with joy. KK83612. SEE Ham mond Instrument Company.

You may not need an outside aerial with a new Zenith. KK57272. SEE Zenith Radio Corporation.

You play, and a new adventure begins. KK81225. SEE Ham mond Instrument Company.

You play, and the magic begins again. KK81225. SEE Ham mond Instrument Company.

You reach the keys and it happens to you. KK81221. SEE Ham mond Instrument Company.

You won't need a clumsy converter to get the new stations with Zenith. KK57272. SEE Zenith Radio Corporation.

You'll have the world at the tips of your fingers! KK86681. SEE Zenith Radio Corporation.

You'll never be money dialing, if you get Zenith TV for perfect UHF or VHF reception. KK86577. SEE Zenith Radio Corporation.

Your most prized pictures start right here on this page with the Argus 75, world's easiest camera to use. KK82144. SEE Argus Cameras, Inc.

You're never seen anything like it. KK81598. SEE Procter and Gamble Company.

Z in not. KK85720. SEE Zenith Radio Corporation.

Zennith et a million dollars you'd want a really new TV set. KK83618. SEE Zenith Radio Corporation.

Zenith is bringing you just what you want for Christmas. KK83026. SEE Zenith Radio Corporation.

Zennith, quality TV wins history with an incomparable 27-inch picture. SEE Zenith Radio Corporation.

The Zenith super Trans-Oceanic, the yachtsman's most wanted radio. KK85721. SEE Zenith Radio Corporation.

Zenith's helpful hands ... KK86686. SEE Zenith Radio Corporation.

Zenith's new personal portable. KK85037. SEE Zenith Radio Corporation.


ZABRISKIE, L. O. Home and dressing baby. KK81713. See Chicago Mills, Inc.

ZEPP (ROY D.) and ASSOCIATES, INC. Mojonier bulk milk system. KK85576. SEE Mojoniers Brothers Company.

Mojonier equipment and supplies for laboratory and plant. KK85577. SEE Mojoniers Brothers Company.

New applications for models 13 and 31. KK85589. SEE Mojoniers Brothers Company.

ZEMAKER, RALPH J. 205 has these advantages. KK65953. SEE Wicks Corporation. United States Graphite Company Division.


COMMERCIAL PRINTS AND LABELS


The clock radio with the almost-human mind. A triumph of Zenith quality with no date or time. Adv. from the Saturday evening post, Nov. 29, 1952, p. 79. Appl. author: Young & Rubicam, Inc. © 28Nov52; KK83616.


Don't be fooled. You can enjoy good TV reception in Fresno, Calif., Why waste Zenith ADV from the Fresno Bee, Fresno, Calif., Nov. 4, 1952, p. 7. Appl. author: Young & Rubicam, Inc. © 3Nov52; KK87571.

Enjoy TV's closest picture on VHF or UHF. Zenith TV, Mar. 1953, p. 29. Appl. author: Young & Rubicam, Inc. © 1Mar53; KK86687.


For approximately 2123 reasons, read this before you buy a television set. Zenith, the only radio and television. Adv. from the Saturday evening post, Feb. 11, 1953. Appl. author: Young & Rubicam, Inc. © 11Feb53; KK85723.

For one knob tuning at its best, it's Zenith TV for UHF or VHF. Adv. from Bayonne times, Bayonne, N. J., Mar. 3, 1953, p. 5. Appl. author: Young & Rubicam, Inc. © 3Mar53; KK86714.

Gifts like nothing else in this world, for the person who has everything. The Zenith super Trans-Oceanic. (Radio) Adv. from Cherry circle, Dec. 1952, p. 11. Appl. author: Young & Rubicam, Inc. © 1Dec52; KK86661.

Give your family a Zenith quality Christmas, and you will have many happy memories with radio and television. Adv. from Collier's, Dec. 6, 1952, p. 52-53. Appl. author: Young & Rubicam, Inc. © 8Dec52; KK85717.

Near all the fine music on the air. Zenith, the radio of television and radio. Adv. from Chicago symphony orchestra program, Jan. 1953, p. 10. Appl. author: Young & Rubicam, Inc. © 29Jan53; KK85952.

Here's the midwinter pick-me-up you need. (Radio) Adv. from Electrical merchandising, Sept., 1952, p. 24L. Appl. author: Young & Rubicam, Inc. © 19Sep52; KK86601.


In North Carolina, FM pulled 5 times more inquiries at 1/17 the cost. Zenith, the royalty of television and radio. Adv. from Advertising age, Feb. 1951, p. 47. Appl. author: Young & Rubicam, Inc. © 2Feb53; KK85711.


Let you look at UHF, the proof is in from Portland. Performance of Zenith channel switcher, Zenith's first commercial UHF market. (Radio and television) Adv. from Retelling daily, Nov. 19, 1952. Appl. author: Young & Rubicam, Inc. © 19Nov52; KK85926.


Play up the world's quality with the Zenith super Trans-Oceanic radio. Adv. from Motor boating, Mar. 1953, p. 91. Appl. author: Young & Rubicam, Inc. © 3Mar53; KK85707.


Sales tell the true story on UHF, UHF or VHF, for selling quality, feature Zenith, the royalty of radio and television. Adv. from Retelling daily, Feb. 18, 1953, p. 45. Appl. author: Young & Rubicam, Inc. © 18Feb53; KK85718.


These are the television receivers you know would come some day. 1953 Zenith quality with or without TV forecast, Nov. 15, 1952, p. 13. Appl. author: Young & Rubicam, Inc. © 15Nov52; KK85616.

These are the television receivers you knew would come some day. 1953 Zenith quality TV. Adv. from Townsfolk, Nov. 15, 1952, p. 1. Appl. author: Young & Rubicam, Inc. © 15Nov52; KK85615.


You can put away the salt, boys. The world's around you can take what you hear about the Zenith TV for '53 without a grain of salt. Adv. from Western appliance & television, Dec., 1952, p. 22. Appl. author: Young and Rubicam, inc. © 15Oct52; KK83619.


Zimmer, Allen E. Your property tax would be 10% more under the United States Brews Foundation. Kentucky Division.


Zymban, Earl H., d.b.a. EASY INDUSTRIES. SEE Easy Industries.

Zion COUNTRYSIDE BAKERS. Lion's Head, Lomita, Calif. 6 1/2 oz. Label. © Zion Industries, inc., d.b.a. Zion Countryside Bakers; 20May53; KK86181.

Zion chocolate maltmeat cookies, covered with a delicious butterscotch or cocoa coating. Zion. Net wt. 7 oz. Label. © Zion Industries, Inc., d.b.a. Zion Countryside Bakers; 1April53; KK86097.

COMMERCIAL PRINTS AND LABELS

ZION INDUSTRIES, INC., d.b.a. COUNTRY-SIDE BAKERS. SEE Zion Countryside Bakers.

ZIPPO MANUFACTURING COMPANY ©.
Eavesdrop at the heart of a man and you'll hear his pulse beat Zip-po, (Cigarette lighter) Adv. from Life. Appl. author: Geyer Advertising, inc. © 28Nov52; KK83965.
Giv'e the ones you love the world's best-loved lighter, Zippo, the one-zip windproof lighter. (Cigarette lighter) Adv. from United States Coast Guard magazine. Appl. author: Geyer Advertising, inc. © 10Dec52; KK83125.

ZONITE PRODUCTS CORPORATION ©.
Now a wife can hold on to married happiness. Be sure, don't guess about these intimate facts. (Germicide) Adv. from Secrets, July 1953, p. 57. Appl. author: Erwin, Wasey and Co., inc. © 3Jun53; KK86142.
I was blind as a bat about these intimate physical facts. Zonite. (Germicide) Adv. from Modern romances, May 1953, p. 12. Appl. author: Erwin, Wasey and Co., inc. © 9Apr53; KK834394.


ZUMACH (WILLIAM F.) INC. ©.

ZURN (J. A.) MANUFACTURING COMPANY ©.
Grease interception. Technical guide of the proper sizing and selection of grease interceptors. Zurn. 15 p. © 17Dec52; KK80737.
Replacement parts. Label. Appl. author: Melvin A. Zurn. © 17Dec52; KK80904.
Recover from waste water with a Zurn solids interceptor. Folder. © 15Oct52; KK86018.
You can maintain more of the full-rated pressure with Zurn engineered low pressure drop strainers. Sheet. Appl. author: The Lee Donnelley Co. © 1Mar53; KK831272.
You can maintain more of the full-rated pressure with Zurn engineered low pressure drop strainers. Sheet. Appl. author: The Lee Donnelley Co. © 1Mar53; KK83170.
You see all the floor in a rest room with a fixture-bare floor. Zurn. Fixture-bare floors give the effect of spaciousness to rest rooms, reduce the over-all cost of building. (Plumbing fixture carriers) Sheet. Appl. author: The Lee Donnelley Co. © 1Feb53; KK83172.
Zurn engineered carrier systems usually reduce the over-all cost of fixture installations. (Plumbing fixture carriers) Sheet. Appl. author: The Lee Donnelley Co. © 1Feb53; KK83171.

ZURN, MELVIN A.
Replacement parts. KK80904. SEE Zurn (J. A.) Manufacturing Company.

ZWICKER, E.00.
Picture framing craft. KK85491. SEE E-Z Game Manufacturing Corporation.
Race thru space. KK85493. SEE E-Z Manufacturing Corporation.
RENEWALS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal copyrights were registered during the period covered by this catalog. Information relating to both the original and renewal registrations is included in each entry.

AMERICAN BOY. R106509. SEE Andala Company.

AMERICAN Elixir OF BITTER WINE. R108244. SEE Triner (Joseph) Corporation.

ANDALA COMPANY.

BAYKU CIGARS, INC.
Ripe Brown. (Cigars) © 21Feb25, Label 29651. R106551, 27Jan53, Bayuk Cigars, Inc. (F)
Ripe Light. (Cigars) © 21Feb25, Label 29649. R106549, 27Jan53, Bayuk Cigars, Inc. (F)
Ripe Light Brown. (Cigars) © 21Feb25, Label 29650. R106550, 27Jan53, Bayuk Cigars, Inc. (F)

BELLE OF PIRU. R105522. SEE Piru Citrus Association.

BRODIS, JAMES W. W.
Campaign cigar - vote for. © 1Nov25, Label 30593. R110167, 13Apr53, James W. W. Brodis (F)

BRUNING, C. A.
Horse radish. © 12Nov25, Label 29766. R106990, 9Feb53, C. A. Bruning (F)

EL CAJON VALLEY CITRUS ASSOCIATION.
Silver Cuts. (Preserved oranges) © 2Apr26, Label 30720. R111422, 27Apr53, El Cajon Valley Citrus Assn. (F)

CAL-ADJE. R111314. SEE Exchange Orange Products Company.

CALIFORNIA. R111315. SEE Exchange Orange Products Company.

CAMPAIGN CIGAR- VOTE FOR. R110167. SEE Brodis, James W. W.

CHALLENGE CREAM AND BUTTER ASSOCIATION.
Challenge. (Butter) © 15May25, Label 28869. R105150, 2Jan53, Challenge Cream & Butter Assn. (F)

CHULA VISTA CITRUS ASSOCIATION.
Coronet. (Oranges) © 6Apr26, Label 30703. R110780, 20Apr53, The Chula Vista Citrus Assn. (F)
Pals. (Oranges) © 6Apr26, Label 30702. R110779, 20Apr53, The Chula Vista Citrus Assn. (F)
Serra. (Oranges) © 6Apr26, Label 31806. R110782, 20Apr53, The Chula Vista Citrus Assn. (F)

Sundial. (Oranges) © 5Apr26, Label 30705. R110781, 20Apr53, The Chula Vista Citrus Assn. (F)

CLOVER MEADOW. SEE Dairymens Ohio Farmers Milk Company.

CORONET. R110780. SEE Chula Vista Citrus Association.

COUNTRY COUSIN. R10352. SEE Rossville Packing Company.

CROCKER, JOSIAH H.
Fingo Shive Stowwax. (Stove polish) © 4Feb26, Label 8766. R111277, 5May53, Josiah H. Crocker (F)

CUTLER-MAGNER COMPANY.
Old Hickory. (Salt) © 1Jul25, Label 29671. R113177, 9Jun53, Cutler-Magner Co. (F)

DAIRYMEN'S OHIO FARMERS MILK COMPANY.
Glover Meadow. (Dairy products) © 15Jan25, Label 28773. R106222, 2Jan53, Dairymens Ohio Farmers Milk Company (F)
Glover Meadow. (Dairy products) © 15Jan25, Label 28875. R106223, 2Jan53, Dairymens Ohio Farmers Milk Co. (F)

DIXIE QUEEN. R112546. SEE Southern Dairies, Inc.

DUPPY MEDICINE COMPANY.
Kiddo, the great kidney and backache remedy. (Pharmaceutical) © 20Oct25, Label 29778. R106552, 28Jan53, Duppy Medicine Co. (F)

EXCHANGE ORANGE PRODUCTS COMPANY.
Cal-Adje. (Orange drink) © 7Jan26, Label 29494. R111311, 24Apr53, The Exchange Orange Products Co. (F)
Califoranges. (Orange juice) © 25Nov25, Label 29992. R111315, 24Apr53, The Exchange Orange Products Co. (F)

EXETER CITRUS ASSOCIATION.
Skyrocket. (Oranges) © 30Dec25, Label 29892. R110872, 9Mar53, Exeter Citrus Assn. (F)

FITZGER BREWING COMPANY.
Silver Spray. (Soft drinks) © 25Feb26, Label 30180. R109226, 2Jan53, Fitzger Brewing Co. (F)

GENERAL PETROLEUM CORPORATION.
Gilmore gasoline monarch of all. © 26Aug25, Label 29509. R106989, 9Feb53, General Petroleum Corp. (F)

GILMORE GASOLINE MONARCH OF ALL. R106989. SEE General Petroleum Corporation.

GOLD STAR. R10578. SEE Upland Heights Orange Association.

GOLDEN CIRCLE. R110375. SEE Redlands Cooperative Fruit Association.

GOLDEN CROSS. R108579. SEE Upland Heights Orange Association.

HELLS-FIRE DRAIN PIPE CLEANER. R108208. SEE Hellis Supply Company.

HINES TURNER GLASS COMPANY.
Pencil edge. (Glass) © 17Nov25, Label 29664. R106505, 6Jan53, Hines Turner Glass Co. (F)

HOME OF RAMONA. R105526. SEE Piru Citrus Association.

HORN SEED COMPANY.
Radiatoracked. (Peanuts) © 20Oct25, Label 29792. R106576, 28Jan53, The Horn Seed Co. (F)

HORSE RADISH. R106990. SEE Bruning, C. A.

JAMESTOWN-ROYAL UPHOLSTERY CORPORATION.
John bunny chair. © 1Nov25, Print B913, R106207, 2Mar53, Jamestown-Royal Upholstery Corp. (F)

JOHN BUNNY CHAIR. R108207. SEE Jamestown-Royal Upholstery Corporation.


LUXURY. R110379. SEE Redlands Cooperation Fruit Association.

MOORE (BENJAMIN) AND COMPANY.
Quality Forever-Moore. (Paints, varnishes and muresco) © 8Jun25, Print 8270. R112725, 2Mar53, Benjamin Moore & Co. (F)

M. WHITNEY. R109395. SEE Tule River Citrus Association.

NEWSBOY. R110377. SEE Redlands Cooperative Fruit Association.

OLD HICKORY. R113177. SEE Cutler-Magner Company.

PALS. R110779. SEE Chula Vista Citrus Association.

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| Pingo Shine Stovwax. R111727. See Crocker, Josiah H. |
| Luxury. (Oranges) © 1 Apr 26, Label 30501, R110378, 17 Apr 53, Redlands Cooperative Fruit Association (P). |
| Newaboy. (Oranges) © 1 Apr 26, Label 30500, R110377, 17 Apr 53, Redlands Cooperative Fruit Association (P). |
| Royal Knight. (Oranges) © 1 Apr 26, Label 30504, R110376, 17 Apr 53, Redlands Cooperative Fruit Association (P). |
| Ripe Brown. R106351. See Bayuk Cigars, Inc. |
| Ripe Light. R106349. See Bayuk Cigars, Inc. |
| Ripe Light Brown. R106550. See Bayuk Cigars, Inc. |
| Rossville Packing Company. Country Cousin. (Canned Corn) © 2 Jan 26, Label 30200, R110552, 16 Apr 53, Rossville Packing Co. (P). |
| Royal Knight. R110376. See Redlands Cooperative Fruit Association. |
| Silver Gate. R111422. See El Cajon Valley Citrus Association. |
| Silver Spray. R109226. See Fitger Brewing Company. |
| Silverdale. R110339. See Varanelli, A. F. |
| Town Talk. R107127. See Wortendyke Manufacturing Company. |
| Red X. (Oranges) © 2 Jan 26, Label 30675, R108580, 9 Mar 53, Upland Heights Orange Assn. (P). |
CATALOG OF COPYRIGHT ENTRIES

Third Series
CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 7, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1953

COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON: 1954
REMOVAL OF DEPOSITS FROM
COPYRIGHT OFFICE

NOTICE is given to authors, copyright proprietors and
other lawful claimants that they may claim and remove
before January 1, 1955, any article of the following named
classes of published works deposited for copyright between
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posed of as provided by sections 213 and 214 of Title 17 of
the United States Code and still remaining in the files of the
Copyright Office at the time of the request for their removal.
The classes of published works covered by this notice are:

Books and Pamphlets.
Contributions to periodicals.
Works of art; models or designs for works of art.
Reproductions of a work of art.
Drawings or plastic works of a scientific or technical char-
acter.
Photographs.
Prints and pictorial illustrations excluding prints or labels
used for articles of merchandise.

Other published works and all unpublished works are
excluded from this notice.

The request for the removal of any copyright deposit
should be signed by the person entitled thereto or his duly
authorized agent. Such request should identify the work by
stating the title, author, copyright proprietor, registration
number and year of deposit, and should be addressed to the

L. C. card, 6-35347

This number identifies the Library of Congress printed
card for the complete series of the Catalog of Copyright
Entries.

For sale by the Register of Copyrights, Library of
Congress, Washington 25, D. C. Price for this part:
$1.00 per issue, $2.00 per year.
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PREFACE

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the United States Code. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

Each annual volume is subdivided to represent the classes of material listed in section 5 of Title 17 of the United States Code. The table at the end of this preface shows the organization of the Catalog, the symbols used in the registration numbers to distinguish the classes, and the prices of the semi-annual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for $20 a year.

Each copyright registration listed in the Catalog is recorded in a main entry, which includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, the copyright date, the copyright registration number, etc.). Cross-references, and, in some cases, indexes, are provided.

The name of the copyright claimant in each entry is that given in the application for registration. Available information in the records of the Copyright Office relating to subsequent changes of ownership can be obtained upon request and upon payment to the Register of Copyrights of the fee specified in the law for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of Title 17 of the United States Code, or, in the case of published three-dimensional works of art, there has been compliance with section 202.8 (b) of the regulations of the Copyright Office, published in the Code of Federal Regulations, 1949 Edition, which provides for the deposit of identifying reproductions in lieu of the work itself. To distinguish foreign works, for which two copies have been deposited under section 215 of Title 17 of the United States Code, a zero immediately following the class symbol in the registration number has been used.

For a more complete description of the contents of this issue of the Catalog see p. vii.

Orders, payable in advance, for all parts of the Catalog of Copyright Entries should be sent directly to the Register of Copyrights, Library of Congress, Washington 25, D. C. Orders may be placed for individual issues, as subscriptions for one or more parts or for the complete Catalog, and for periods of one or more years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Register of Copyrights.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the Catalog. Such communications should
be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.

In the following table, the symbols listed represent the materials principally contained in each part; for other materials, including renewals (always designated by the symbol R), which may be included in a particular part and for a more complete statement of contents, the respective "How-to-Use" section should be consulted. In a registration number a zero immediately following the symbol, i. e., AF0, EF0, indicates that two copies of a foreign publication have been deposited with a catalog card and application for registration, under the provisions of section 215 of Title 17 of the United States Code.

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HOW TO USE THE CATALOG OF COPYRIGHT ENTRIES, PART 11B

Commercial Prints and Labels (Part 11B) lists, in the first section, prints and labels published in connection with the sale or advertisement of articles of merchandise which were currently registered in Class K under the symbol KK. Renewal copyrights of commercial prints and labels are listed in the second section. Each registration is described in a main entry and cross-references are provided to facilitate the location of the main entries.

Each list is arranged alphabetically under the names appearing at the beginning of the main entries. Interfiled with the main entries are cross-reference entries beginning with other names or titles for which a searcher might look; in each case, the cross-reference refers the searcher to the name under which the main entry can be found. Main entries for currently registered works are listed under the names of the copyright claimants and when the name is followed by the copyright symbol, it is in the form given in the application. For renewal copyrights, the entries are listed under the names of the renewal claimants. Cross-references for currently registered works cover other names associated with the works, together with variant forms of these names; for renewal copyrights, the cross-references cover joint claimants and titles.

Each main entry for currently registered works includes, in addition to the name used in the heading, the following information descriptive of the work, if available and applicable:

1) Title.
2) Statement of the nature of the article of merchandise to which the print or label relates if not indicated elsewhere in entry.
3) A brief physical description of the item (labels are designated by the term "label"; prints are described by the use of such terms as "sheet," "card," etc.) followed by the name and issue date of the periodical or newspaper in which printed, in the case of an advertisement, when this information is available either in the application or the copy.
4) Names of authors given in the application which do not appear elsewhere in the entry.
5) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees.
6) Information contained in the application which relates to the registration of an earlier version of the work.

Information relating specifically to the claim of copyright is preceded by the copyright symbol © and includes the following:

1) Name of the copyright claimant when it is necessary to record essential information given in the application which cannot be included in the heading, otherwise the name of the claimant appears only in the heading followed by the copyright symbol.
2) Date of publication as given in the application.
3) Registration number.

An explanatory note is added to the main entry whenever it is necessary to indicate a variance in information which relates to the date of publication or the name of the claimant as given in the application and in the copy of the work.

For renewal copyrights the main entry includes, under the heading, the following information descriptive of the work:

1) Title.
2) A statement of the nature of the article to which the print or label relates if not indicated elsewhere in entry.

Information relating to the claim of copyright is preceded by the copyright symbol © and includes:

1) Original copyright date.
2) Original registration number.
3) Renewal registration number.
4) Date of receipt of the renewal application.
5) Name of the renewal claimant, followed by an abbreviation in parentheses representing the claimant's statement of the basis of his renewal claim—e. g., John Doe & Co. (P) indicates that renewal of copyright was claimed by John Doe & Co., as proprietor of a commercial print or label.
ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. — also known as
appl. — application
© — copyright symbol
ca. — circa
col. — colored
d.b.a. — doing business as
l. — leaf, leaves
p. — page, pages

(P) — proprietor of a commercial print or label
pseud. — pseudonym
pub. — published, publishing
rev. — revised, revised by, revision
t.a. — trading as
v., vol. — volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1953

Commercial prints and labels .......................................................... 5,382
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The above figures represent the number of registrations for commercial prints and labels for July–December 1953, but do not necessarily represent the exact number of entries in this issue of the Catalog of Copyright Entries. Registration figures for other classes of material may be found in the respective parts.
COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise, registered during the period covered by this catalog. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the works and from variant forms of names are interfiled with the main entries.

A


Oil usage cut 30% with Miracle Power. (Additive) From Truck engine chart, From the Sunday evening post, Cal., Feb. 23, 1953, p. 73. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 23Feb53; KK90908.

Oil usage cut 30% with Miracle Power. [Trucks, breed & knife] (Additive) From True, Sept. 1953, p. 73. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 3Sep53; KK90909.


Muffler Power and dfs push-button lubrication saves us hours, stops comebacks. (Additive) From Automotive news. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 19Oct53; KK90912.


Why are traffic cops often grouchy? (Additive) From Saturday evening post, May 23, 1953, p. 11. Appl. author: Gus H. Roberts. © The AP Parts Corp.; 23May53; KK90915.

AASE, JON, KERSTEN AASE, AND MAURICE AASE, d.b.a. HI-LO MARGIN MARKER COMPANY. © The AP Parts Corp.; 1Sep53; KK90916.

AASE, KERSTEN, JON AASE, AND MAURICE AASE, d.b.a. HI-LO MARGIN MARKER COMPANY. © The AP Parts Corp.; 1Sep53; KK90917.

AASE, MAURICE, KERSTEN AASE, AND JON AASE, d.b.a. HI-LO MARGIN MARKER COMPANY. © The AP Parts Corp.; 1Sep53; KK90918.


ADAMS, INC. (cat. 4 and 5)


ACME CHEMICAL COMPANY 0

- **Difficult Eizen for marine use. From stem to stern, cleaning is made easier.** (Sanitation product) Sheet. Appl. author: John V. Halaska. © 1965p; KK9663.


**Price list, effective November 2, 1953.** (Sanitation products) Folder. Appl. author: John V. Halaska. © 1965p; KK9176.

ACME MANUFACTURING COMPANY 0

- **Instructions only direct mail.** Postal for one down only under this label. (Merchandise intended to be sent through mail) Appl. author: Marlin P. Hess. © 1965p; KK9065.
- **Instructions. Place only mixed mails for state and below under this label.** (Merchandise intended to be sent through mail) Appl. author: Marlin P. Hess. © 1965p; KK9064.
- **Instructions. Place only mixed states under this label.** (Merchandise intended to be sent through mail) Appl. author: Marlin P. Hess. © 1965p; KK9065.

ACCTRADE, INC. (cat. 11)


ACCTRADE PRODUCTS, INC. (cat. 11)

- **Waters and plants as needed.** (Fountain planter) From the New York times, Nov. 22, 1953. Appl. author: Frank R. Whalen. © 1965p; KK9125.

ADAMS (A. D.) ADVERTISING, O


ADAMS AND BROOKS, INC. (cat. 11)


ADAMS SERVICE PRODUCTS 0


ADRESSEOROGRAPHER-MULTI ORA P tactics Corporation 0


There is a multithick master to do it better. (Office equipment) From Offset duplicator review, Nov. 1953, p. 22-23. Appl. author: Charles Farran. © 1965p; KK9431.


ATLER, ALBERT, t.a. ADVANCE. See ADVANCE.

ADVANCE.


- **Queen of the Nile Scarab pendant.** (Jewelry) From Albert Adler, t.a. ADVANCE. © 1965p; KK9786.


ADOLPH'S, LTD. 0

- **How to save money on meat in quantity cooking with the original Adolphs.** Fellow. © 1965p; KK9782.

ADVANCED AUTOMOTIVE PRODUCTS COMPANY 0

- **Greater gas economy with Aero-Jet order now.** Sheet. © Ralph A. Shade, d.b.a. Advanced Automotive Products Co.; 16 Sep 1953; KK9004.


AI金华 DAIRY FARM COMPANY 0


ATONER (G. J.) COMPANY 0

- **Aico Typorite, index tabbing with pick spaced inserts.** Label. Appl. author: Charles C. Agner. © 1965p; KK9717.

AIR DEVICES, INC. (cat. 19)


AIR-SHIELDS, INC. 0


AIRSOLES 0

- **Air-Drif; electric clothes closet dryer.** Protek-Sorb 121 enclosed space dehumidifier. Card. Appl. author: Joseph M. Kaspar. © 1965p; KK92020.

AIRCRAFT-MARINE PRODUCTS, INC. 0


AKHTAR, JMTL, d.b.a. INDIA COSMETIC COMPANY. See India Cosmetic Company.

AKRON TREAD WIRE COMPANY 0

- **And you add up the mileage, too, in saving with hawkinson wire treades.** Sheet. Appl. author: Lester H. Butler. © 1965p; KK9042.


ALBERTA'S CERAMIC STUDIO 0

- **Hold catalog, pages 27-30 (Ceramic molds) © Alberta's Ceramic Studio, Charles G. & Albert S. Gaskell, co-owners; 20 Jul 1953; KK9756.

- **Hold catalog, pages 29-30 (Ceramic molds) © Alberta's Ceramic Studio, Charles G. & Albert S. Gaskell, co-owners; 20 Jul 1953; KK9756.

- **Hold catalog, page 31-32 (Ceramic molds) © Alberta's Ceramic Studio, Charles G. & Albert S. Gaskell, co-owners; 20 Jul 1953; KK9756.

ALBRECHT, MARTIN, d.b.a. MARTIN'S LEATHER PRODUCTS. See Martin's Leather products.

ALLEN, CHARLES B., and JULIE R. VON STERNBERG, composing the copartnership SHOW-HOUSE. See Show-House.

ALMAN RUBBER COMPANY 0

- **Alamed.** Folder. v. 15, no. 6. © 1965p; KK9727.

- **Alamed.** Folder. v. 15, no. 7. © 1965p; KK9727.

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- **Alamed.** Folder. v. 15, no. 9. © 1965p; KK9727.

- **Alamed.** Folder. v. 15, no. 11. © 1965p; KK9727.

ALFAPA FOOD COMPANY 0

- **Alfalfa and Sesame seed food supplement.** Label. © Alfalfa Food Co., Louis Richard Kocher & Edith Lively Kocher, sole owners; 12 Aug 1955; KK9868.

ALL-JERSEY MILK PRODUCTS OF CALIFORNIA, INC. 0

- **Alfredo served the best milk ever.** Her family cow was a Jersey. Arden. From Sacramento bee, Sacramento, Calif., Nov. 21, 1953, p. 15; Appl. author: Alfredo. © 1965p; KK9719.


“Alfredo served the best milk ever.” Her family cow was a Jersey. Arden. From Sacramento bee, Sacramento, Calif., Dec. 17, 1953, p. 2; Appl. author: Alfredo. © 1965p; KK9719.
COMMERCIAL PRINTS AND LABELS

1953

ALLIED MILLS, INC. ©
Get more eggs per bag with new
Wagner feed setter. From electron plant,

ALLISON-KAUFMAN COMPANY @
Sure replacement auto and money, money,
for you. Must turn our diamond
inventory into cash. Sheet. Appl. author:
Kaufman. © 1Jul15; KK87193.

ALLSTATE INSURANCE COMPANY ©
Allstate buyers' guide to better
automobile insurance. Form no.
1954, p. 3. KK88034.

Carried away by the conversation.
From the Saturday evening post,

Daydream turned nightmare. From the
Saturday evening post, May 2, 1953,
Oct. 31, 1953, p. 56. © 2JulJun53; KK88280.

Higher than a firecracker. From the
Saturday evening post, June 27,
1953, p. 56. © 2JulJun53; KK88280.

How to protect your right to drive
under Arizona's getting a vehicle
safety responsibility act, effective
June 11, 1953. Form no. AA92
(Insurance). Folder. © 1JulJun53; KK87381.

How to protect your right to drive
under North Carolina's new motor
vehicle safety responsibility act,
effective Jan. 1, 1954. Form no.
DS02. (Automobile insurance) Folder. © 14Mar53; KK80039.

How to protect your right to drive
under Ohio's new motor vehicle
safety responsibility act, effective
Mar. 1, 1953. Form no. DI05.
(Automobile insurance) Folder. © 1Mar53; KK87381.

 Intercepted pass. Red Puller's favor-
ite team was upset and so was Red.
From the Saturday evening post,
Nov. 21, 1953, p. 126. © 18Nov53; KK90118.

Key, the sales magazine of the All-
1953. © 2Feb53; KK87380.

Spring 1953. © 23Apr53; KK87379.

Summer 1953. © 1Aug53; KK80067.


Last call for dinner. From the Sat-
urday evening post, Apr. 4, 1953,
Oct. 31, 1953, p. 40. © 2Apr53; KK80076.

Out of this world. From the Sat-
urday evening post, Oct. 10, 1953,
Oct. 31, 1953, p. 112. © 7Oct53; KK90994.

Put yourself in this picture. © Form
no. D369-1. Folder. © 1Mar53; KK86805.

Short cut to the cemetery. From the
Saturday evening post, May 23,
1953, p. 152. © 23May53; KK82022.

Whatever happens, you're in good
hands with Allstate auto insurance.
Before you buy or renew auto
insurance ... From the Saturday evening post,
Oct. 10, 1953, p. 113. © 7Oct53; KK89991.

Whatever happens, you're in good
hands with Allstate auto insurance.
Here's the kind of better value ...
From the Saturday evening post,
Oct. 10, 1953, p. 113. © 7Oct53; KK89991.

Whatever happens, you're in good
hands with Allstate auto insurance.
There's why more than 1,500,000
owners ... From the Saturday evening post,
Sept. 19, 1953, p. 95. © 16Sep53; KK80909.

Whatever happens, you're in good
hands with Allstate auto insurance.
Here's why more than 1,500,000
owners have selected Allstate ...
From the Saturday evening post,
Apr. 5, 1953, p. 61. © Apr53; KK90282.

Whatever happens, you're in good
hands with Allstate auto insurance.
There's why more than 1,500,000
owners ... From the Saturday evening post,
May 23, 1953, p. 115. © 20May53; KK80281.

Whatever happens, you're in good
hands with Allstate auto insurance.
If you like to get the most for your
money, come from the Saturday evening post,
May 23, 1953, p. 57. © 20May53; KK80281.

Whatever happens, you're in good
hands with Allstate auto insurance.
Today, more than 1,500,000 car
owners have selected Allstate, a
better value ... From the Sat-
urday evening post, May 23, 1953,
May 31, 1953, p. 6. © 2May53; KK80281.

Worried to death. From the Saturday evening post,
Sept. 19, 1953, p. 61. © 2Aug53.

You can be sued for these everyday
accidents and countless others.
© Form no. D130. Folder. © 1Jan53; KK86004.

ALPE, EDWARD J., sole owner THE EDWARD J. ALPE CO. See ALPE (Edward J.) Company.

ALPE (EDWARD J.) COMPANY.
Faro Alto emergency telephone
numbers. (General merchandise)
Label. © The Edward J. Alpe Co.,
Edward J. Alpe, sole owner; 19535; KK88793.

San Jose and Santa Clara emergency
telephone numbers. (General mer-
chandise) Label. © The Edward J.
Alpe Co., Edward J. Alpe, sole
owner; 19535; KK88793.

ALTMEIDER AND BASS, INC. ©
American Flyer electric elevated
trestle train set. From the Louis-
ville Leader-Journal, Louisville,
Oct. 8, 1953, p. 11. © 8Oct53; KK90298.

Dormeyer deep-fry cooker. From In-
dependent press-telegrams, Long
8-11. © 4Oct53; KK90299.

48 piece All-Timer Cannon ensemble.
Sheets and towels. From the Sunday
journal-starr, Peoria, Ill., June 28, 1953, comic section.
© 28Jun53; KK80624.

4 wire wheel type hub cap covers.
From the Lexington, Louisville,

Front & rear wheel hand brakes, ball
bearing 3-speed English racer. (Bicycle)
From the Buffalo evening news,
May 22, 1953, p. 28. © 22May53; KK86065.

New car-woman's weather sucoast.
From the Daily herald telephone,
Bloomington, Ind., Oct. 8, 1953,
p. 6. © 8Oct53; KK90300.

New improved electric mixer sold at a
new low price. At the Morning
mixer and juicer. From the Sidney
daily news, Sidney, Ohio, June 25, 1953,
p. 10. © 25Jun53; KK80623.


Analysis of tobacco helps keep quality high. From the Kentucky farmer, Nov. 1953, p. 5. Appl. author: Carl Camensch, Inc. © The American Tobacco Co.; 1Nov53; KK90594.


RETAIL REMINDERS by Lucky. (No. 12 of a series.) From Chain store age, Sept. 1955, p. 17. [App. author: Barton, Barton, Durstine & Osborn, Inc. © 1955; KK91575.]

Retail reminders by Lucky. (No. 13 of a series.) From Chain store age, Nov. 1955, p. 166. [App. author: Barton, Barton, Durstine & Osborn, Inc. © 1955; KK91576.]

Save time and labor in handling tobacco. From the Kentucky farmer, Oct. 1953, p. 3. [App. author: Carl Camenisch Advertising, Inc. © The American Tobacco Co.; KK89636.]

Smoking enjoyment is all a matter of taste, and Lucky's taste. Part 2, From Look, Nov. 1953, p. 5. [App. author: Barton, Barton, Durstine & Osborn, Inc. © 1955; KK93152.]


From Daily News, Apr. 21, 1953. [App. author: Luck Strike. © 1953; KK89535.]


From Daily News, Apr. 21, 1953. [App. author: Luck Strike. © 1953; KK89535.]


For you and your friends. (Assorted wraps) From The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 31Oct53; KK98644.

For you and your friends. (Assorted wraps) From The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 31Oct53; KK98644.

For your sensational new 30-day money saving coupon inside, now. (Assorted wraps) From The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 31Oct53; KK98644.


Retail reminders by Lucky. (No. 11 of a series.) From grocery ed., July 1953, p. 34. [App. author: Barton, Barton, Durstine & Osborn, Inc. © 1953; KK89545.]

For your sensational new 30-day money saving coupon inside, now. (Assorted wraps) From The American Wholesale Co., a partnership composed of Robert L. Shoaf & Elizabeth S. Shoaf; 31Oct53; KK98644.


Here’s your easy July guess-fest. Your guess is nothing. (Windshield wiper blades for automobiles) Folder. © The Anderson Co.; 21Aug53; KK97675.


AMERICAN ASSOCIATED.


AMERICAN WOOD WINDOW INSTITUTE, INC.


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The one place where your professional ideas can be seen, not just imagined. (Home exterior and insulation building materials) Blotter. © 1Jul53; KK87860.
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ARGUS, INC.
20 original ArgusBernart Christmas cards, inc., arguing American's favorite way to look at color slides. From Modern photography, June 1955, p. 2 of cover. Appl. author: Young & Rubicam, Inc. © 1Jun55; KK91483.

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ELECTRONICS NEWS FROM CROSLEY. (TELEVISION) FROM RADIO & TELEVISION JOURNAL, JANUARY 4, 1954, P. 32. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © AVCO MANUFACTURING CO.; 1AUG53; KK89553.

HERE'S THE '54 CROSLEY WITH THE ELECTRONIC PICTURE-SENTRY ... (TELEVISION) FROM RADIO & TELEVISION JOURNAL, NOVEMBER 21, 1953, P. 8. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © AVCO MANUFACTURING CO.; 1NOV53; KK91590.

MAINE AGrees WITH MISSISSIPPI. CROSLEY WITH NEW PICTURE-SENTRY. FROM DAILY NEWS, NEW YORK, SEPT. 22, 1953, P. 8. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK89159.

MAKES A HIT WITH THE BABY SITTER. CROSLEY WITH THE EXCLUSIVE PICTURE-SENTRY. FROM DAILY NEWS, NEW YORK, OCTOBER 15, 1953, P. 41. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK89158.


THE NEW 1954 CROSLEY TV GIVES YOU THE BEST BAIT EVER OFFERED FOR CATCHING CUSTOMERS. FROM NEW ENGLAND APPAREL & TV NEWS, AUGUST 1953. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © AVCO MANUFACTURING CO.; 1AUG53; KK88557.

THE NEW 1954 CROSLEY TV GIVES YOU THE BEST BAIT EVER OFFERED FOR CATCHING CUSTOMERS. FROM TELEVISION RETAILING, AUGUST 1953. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © AVCO MANUFACTURING CO.; 1AUG53; KK89554.

CROSLEY DELUXEMATIC WASHER SERVICE MANUAL. MODEL LWF. 36 P. APPL. AUTHOR: WALTER F. HENIZE. © CROSLEY DIVISION, AVCO MFG. CORP.; 1JUL53; KK89113.

CROSLEY HIGH FIEND FM, AM RADIO-PHONOGRAPH, 9-200 SERIES. APPL. AUTHOR: WALTER F. HENIZE. OCTOBER 1953, BULL. NO. 771. © CROSLEY DIVISION, AVCO MFG. CORP.; 1SEP53; KK90647.


NOW, TV PICTURES FREE FROM INTERFERENCE. 1954 CROSLEY TV WITH THE ELECTRONIC PICTURE-SENTRY. FROM DAILY NEWS, NEW YORK, SEPT. 21, 1953, P. 37. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 21SEP53; KK91594.

ON THE BEAM WITH CROSLEY TV. CROSLEY '54 LINE FEATURES EXCLUSIVE PICTURE-SENTRY. FROM ELECTRICAL MERCHANDISING, AUGUST 1953. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © AVCO MANUFACTURING CO.; 1AUG53; KK88553.

ON THE BEAM WITH CROSLEY TV. CROSLEY '54 LINE FEATURES EXCLUSIVE PICTURE-SENTRY. FROM RADIO & TELEVISION JOURNAL, AUGUST 1953. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 1NOV53; KK91604.

ON THE BEAM WITH CROSLEY TV. CROSLEY'S EXCLUSIVE PICTURE-SENTRY, STIRRELL'S INTEREST. FROM NORDA NEWSLETTER, SEPT. 7, 1953, P. 4. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK91590.

ON THE BEAM WITH CROSLEY TV. DOWNCAST AGREES WITH HOWESTER. FROM RADIOTELEVISION NEWS, SEPTEMBER 15, 1953, P. 23. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK91593.

ON THE BEAM WITH CROSLEY TV. W. A. BLEAS SAYS ... FROM NORDA NEWSLETTER, AUG. 10, 1953, P. 2. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK91596.

ONLY CROSLEY HAS IT. EXCLUSIVE PICTURE-SENTERY THAT WIPES OUT ROLL-OVER, STROKES AND FLUTTER. (EN- DORSED BY S. K. EYRISON & 2 OTHERS.) FROM EBONY, NOVEMBER 1953, P. 67. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 1NOV53; KK91597.

PERFORMANCE SELLS TV, AND CROSLEY GIVES YOU TOP PERFORMANCE. FROM TELEVISION RETAILING, SEPT. 21, 1953, P. 20-21. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 2SEP53; KK89169.

POP SAYS, MOM SAYS, AND THE KIDS SAY, GIVE US COLORFUL CROSLEY RADIOS FOR CHRISTMAS. FROM PROGRESSIVE COMMUNICATION, NOVEMBER 1953. APPL. AUTHOR: BATTEN, BARTON, DURSTINE & OSBORN, INC. © 1NOV53; KK91593.

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RADIO SERVICE INFORMATION. APPL. AUTHOR: WALTER F. HENIZE. © CROSLEY DIVISION, AVCO MFG. CORP.; JULY 1, 1954, BULL. NO. 463. © 5AUG53; KK89686.


New Ball freezer jars, the first and only jar for modern freezing. From Lake Elsinore Valley sun, Elsinore, Calif., June 11, 1953, p. 10. Appl. author: Applegate Advertising Agency. © 11Jun53; KK68725.

BANKER (R. C.) AND COMPANY ©. Check these golden opportunities to save. Autumn furniture sale. Folder. © 21Aug53; KK68682.

Christmas gift ideas. (Furniture) Pamphlet. © 18Nov53; KK66662.

Our store is bursting with many bright new Christmas gift values. (Furniture) © 10Oct53; KK69251.

Our store's a treasure of home values during our big stock reduction furniture sale. Folder. © 10Jun53; KK69193.

You haven't seen such furniture savings in years. August furniture sale. Folder. © 10Jun53; KK69193.

BANKERS LIFE AND CASUALTY COMPANY ©. Are you protected against doctor and hospital bills ... White Cross Plan. (Insurance) Folder. © 5Oct53; KK69153.

Don't close your eyes and don't worry. The White Cross Plan. (Insurance) Folder. © 1Dec53; KK69153.

Now you can get up to $200.00 a month in cash. The White Cross Plan. (Insurance) Folder. © 23Nov53; KK69252.

White Cross Plan is writing out free information in nation-wide drive. (Insurance) Folder. © 23Jun53; KK69212.

Within 3 seconds it can happen to you. The White Cross Plan. (Insurance) Folder. © 15Dec53; KK69212.


What? My family could be forced to sell a $100,000 farm for taxes! (Insurance) From Country gentleman, Nov. 1953, p. 28. Appl. author: Vincent Vassolo. © 20Oct53; KK69032.


What? Sacrifice my $100,000 farm, the labor of a lifetime to pay taxes. (Insurance) Appl. author: Vincent Vassolo. © 26Aug53; KK68690.

BARTHEL INDUSTRIES, Inc. O. Autosaver. Drive up Thrift Highway, the road is clear ... (Banking services) Folder. © 25Apr53; KK68850.


BARBER-COLMAN COMPANY ©. Let's talk turkey about temperature control profits. 10 p. Appl. author: George L. Kane. © 21May53; KK92986.

BARCLAY (J.A.) AND COMPANY, LTD. ©. Time to save money. Next occasion calls for a sociable drink ... (Whiskey) From Collier's, Oct. 2, 1953, p. 96. Cover. © 10Sep53; KK90673.

Time to say Corby's. Whether it's that special hot toddy or just a highball made up (Whiskey) From Collier's, Dec. 11, 1953, p. 2 of cover. © 27Nov53; KK91925.


BARR c)GEase COMPANY, d.b.a. B. C. COMPANY SEE B. C. COMPANY.

BARNES-JESSON-RAYMOND DIVISION OF ASSOCIATED SPRING CORPORATION SEE Associated Spring Corporation.


Pyramid pops. Net weight 5 oz. (Candy) Label. © 15Jun53; KK90260.

BARTON AND CHASE, INC. ©. Winding pinion & clutch wheel assortment, for most popular [watch] model by interchange chart. Card. © 1Dec53; KK91235.

BARTON, INC. ©. Happy new year. Barton's bonbonniere. Two pounds net. (Confectionery) Label. © 23Jan53; KK97764.


BAVARIAN BREWING COMPANY, INC. O. Man, it satisfies. cbuts of man in sweater, besides beard and paint can, holding a can of beer. From the Middletown journal, Middletown, Ohio, June 12, 1953, p. 17. Appl. author: John Healy. © 12Jun53; KK97994.


Man, it satisfies. cbuts seated in chair smiling, facing a display of Sparklers & holding a can of beer. From the Middletown journal, Middletown, Ohio, July 2, 1953, p. 13. Appl. author: John Healy. © 2Jul53; KK97895.

When a fellow needs a beer. (Car parked in driveway with smashed front fender) From the Middletown journal, Middletown, Ohio, Mar. 15, 1953, p. 21. Appl. author: Mary Ann Kelly. © 19Mar53; KK97939.


When a fellow needs a beer. (Hasbord falling from step ladder) From the Middletown journal, Middletown, Ohio, Apr. 10, 1953, p. 20. Appl. author: Mary Ann Kelly. © 10Apr53; KK97846.

When a fellow needs a beer. (Man at desk making out income tax) From Middletown journal, Middletown, Ohio, Mar. 4, 1953, p. 8. Appl. author: Mary Ann Kelly. © 8Mar53; KK97846.

When a fellow needs a beer. (Man holding gun and whispering) Crow eats seeds from garden) From the Middletown journal, Middletown, Ohio, Feb. 27, 1953, p. 21. Appl. author: Mary Ann Kelly. © 27Feb53; KK97932.

When a fellow needs a beer. (Man leaning against car with flat tire) From the Middletown journal, Middletown, Ohio, Feb. 27, 1953, p. 21. Appl. author: Mary Ann Kelly. © 27Feb53; KK97932.

When a fellow needs a beer. (Man walking his dog and smoking his pipe upside down) From the Middletown journal, Middletown, Ohio, Feb. 4, 1953, p. 5. Appl. author: Mary Ann Kelly. © 4Feb53; KK97932.


BAXTER LABORATORIES, INC. O. Enlarged outlook in carbohydrate alimentation. 10% Traverse solution boring glassy glass: Self-mailer. Appl. author: Reinecke, Mayer & Finn, Inc. © 15Jun53; KK94046.

5 new Traverse 10% Electrolyte solutions to supply increased carbohydrate . . . BAX. Self-mailer. Appl. author: Reinecke,

Meadow Gold melamine adventures by Beatrice Cooke. Recipe for butterscotch bread sticks. From McCall’s, Sept. 1953, p. 56. Appl. author: Doris Johnson. © 22ul55; KK89979.


The milk so loved by young and old is mighty good. ’tis Meadow Gold. Girl holding carton of milk; kittens drinking milk; From Life, Aug. 3, 1953, 12. Appl. author: Doris Johnson. © 31ul55; KK88396.

Spread it on thick. Meadow Gold costs you no more to serve than the bread it butters. From Life, Nov. 23, 1953, p. 136. Appl. author: Doris Johnson. © 25ul55; KK89755.

You save the price of an extra serving, when you buy this new Meadow Gold half-gallon ice cream. From Life, Sept. 1, 1953, p. 94. Appl. author: Doris Johnson. © 30ul55; KK90401.


BECK, C. O. ©. 1st choice. (Bread) Label. © 14Jun53; KK9498.


BETTER-DILT DOOR COMPANY ©

BETTER VISION INSTITUTE, INC. ©
Don't take chances with your family's eyesight. From Good housekeeping, May 1955, p. 102. © Better-Vision Institute, Inc.; Paulina & Helen Badcon, sole owners; 20Jan53; KK87682.

BELL-ADS COMPANY.
All potato chips are good, ours only taste better. [Image of potato chips.] [Bill-ad] Sheet. © Sidney H. Felster, d.b.a. The Bell-Ads Co.; 12Jun53; KK90357.

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Ken Bick by Small Abbott. [Shoe cartoon] Label. ©17Jun53; KK98734.

BRESSEIN STUDIOS, INC. ©

BISHOP (HENZ) COMPANY, INC. ©
Infants and children take to Dusskin non-narcotic cough control, because it's easier to take. Folder. Appl. author: L. W. Franich Co., Inc. ©17Nov53; KK91658.

BISHOP (G. H.) COMPANY ©
To give you lower costs, better products for years to come. Bishop lifetime steel steel truck tub; Bishop starch cooker. [Production equipment for laundries] Sheet. Appl. author: A. Freeman. ©17Jun53; KK96987.

BISHOP (HAZEL) INC. ©
Amazing lasting nail polish stays on 3 to 5 days longer, without chipping or peeling. From Sunday mirror, New York, Aug. 5, 1955, p. 13. ©Applicant: Raymond Spector Co., Inc. ©8Nov53; KK91106.


Hazel Bishop flattering colors that stay on, and on, and on. [Nail polish and lipstick] Poster. Appl. title: Hazel Bishop color selector chart. Appl. author: Raymond Spector Co., Inc. ©16Sep53; KK89656.


Here it is. The entirely new Hazel Bishop polish that stays on 3 to 5 days longer. Tray deal no. 595. [Package insert andobbet-cost cutting insert] Appl. author: Raymond Spector Co., Inc. ©3Aug53; KK89008.

Hazel Bishop brings this profitable volume back to druggists. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., Inc. ©15Aug53; KK89081.

Nearly 100 million bottles of nail polish are sold yearly ... Now Hazel Bishop brings this profitable volume back to beauty shops. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., Inc. ©15Aug53; KK89081.

Nearly 100 million bottles of nail polish are sold yearly ... Now Hazel Bishop brings this profitable volume back to you. [Advertising enclosure for distributors] Appl. author: Raymond Spector Co., Inc. ©20Aug53; KK98086.

Outsold all the gifts last Xmas. Hazel Bishop jeweled lipstick. [Salesman's catalog sheet] Appl. author: Raymond Spector Co., Inc. ©15Aug53; KK98087.

BISON PRODUCTS ©
Bison (Phonograph records) Label. ©26Apr53; KK79399.

BIVENS, ARTHUR, AND ROBERT BIVENS, d.b.a. BIVENS CHEMICAL COMPANY. ©See Bivens Chemical Company.

BIVENS, ROBERT, AND ARTHUR BIVENS, d.b.a. BIVENS CHEMICAL COMPANY. ©See Bivens Chemical Company.

BIVENS CHEMICAL COMPANY.

BIXLEN, NODER, sole owner, APPLIANCE SERVICE SPECIALISTS COMPANY. ©Appliance Service Specialists Company.

BLACK GOLD STAMP COMPANY ©

BLATZ BREWING COMPANY ©

Blatz dark beer. 8 fluid ounces. Continental special. Label. ©1Jul53; KK91069.

Milwaukee's 1953 beer facts. Blatz is Milwaukee's finest beer. Pamphlet. ©1Sep53; KK99082.


BLOOMER BROTHERS COMPANY ©
Leniek's ice cream. Vanilla. One pint liquid. Label. ©15Sep53; KK95277.

BLUE STAR HOSPITAL PLAN.

BLUE STAR INSURANCE PLAN. ©See Blue Star Hospital Plan.
BROCKMAN, IRVING, d.b.a. ED-U-CARDS. SEE ED-U-CARDS.

BRASS-RAFT MANUFACTURING COMPANY, INC. © Speedy flexible water supply. Eliminates clumsy pipes ... Label. © 1Juj53; KK80607.

BREAKSTONE BROTHERS, INC. © California style creamed cottage cheese pasteurized. © oz. net wt. Label. © 15Jun53; KK87940. Creamed cottage cheese pasteurized. 1 lb. net wt. Label. © 13Apr53; KK88097.

Genuine yogurt. Half pint. (Cul- 
milk) Label. © 10Aug53; KK88307.

Skin milk cottage cheese. ½ oz. net wt. Label. © 7Jul53; KK87979.

Strawberry yogurt cultured milk. Half pint. Label. © 1Nov53; KK90515.

BROESL, FRED, JR., d.b.a. BALAB. SEE Babal.

BROSHAN (JOHN) AND COMPANY. © Safe-T-Soap, the only soap with a safety factor, contains tufalum. Label. Appl. author: John K. Brusman. © 2Jun53; KK94221.


It's the modern world we live in. 4 cycle gas. From Look, Nov. 17, 1953, p. 7. Appl. author: Howard Crum. © 9Nov53; KK91105.

It's the modern world we live in. Mountains of grass. (Engines) From the Saturday evening post, June 20, 1953, p. 137. Appl. author: Howard Crum. © 17Jun53; KK87905.


BROADWAY DEPARTMENT STORE. Mr. Twinkles says, Broadway scrip is the modern budget way to buy Christmas merchandise. Lab. order. © 29Nov53; KK90776.

BROADWAY-HALE STORES, INC., d.b.a. THE BROADWAY DEPARTMENT STORE. SEE Broadway Department Store.

BROMO-MINT COMPANY, d.b.a. KENNEDY PRODUCTS CORPORATION. SEE Kener Products Company.

BROOKER SALES, INC. © Warehouse unloading sale. (Furniture and household appliances) From the Daily banner-news, Magnolia, Ark., Nov. 6, 1953, p. 18. © 8Nov53; KK90660.

BROWN, VIOLET DEC, d.b.a. GIFT-OF-THE-MONTH CLUB FOR MOTHER. SEE Gift-of- the-Month Club for Mother.

BROWN AND GRAVENSON, INC. © American Flyer electric mountain engine train set. (Junior type-writers, pianos, dolls & furniture) Appl. author: Sidney M. Brownstein. © 1Oct53; KK91114.


Sensational fall 1953 dollar days, account openers & cash special catalog. (Glassware, hardware, kitchen utensils) Appl. author: Sidney M. Brownstein. © 2Jul53; KK97113.

7 pc. Highland Lassie kitchen set Tree of extra cost with purchase of ... Folder. Appl. author: Sidney M. Brownstein. © 29Jun53; KK97714.

31 pc. English Fox Hunt matched beverage ensemble. (Glassware, jewelry, watches ...) Folder. Appl. author: Sidney M. Brownstein. © 1Jul53; KK97742.


There is nothing better in your highball, your Manhattan, or your old- fashioned Old Forester. From Town & Country, Sept. 1, 1953, p. 2 of cover. Appl. author: Ruthrauff & Hyne, Inc. © 1Sep53; KK91108.


BROWNBERRY OVEN, INC. © Catherine Clark's Brownberry bread. Wt. 1 1/2 pounds. Label. © 20Aug53; KK90440.
How to have beautiful hardwood floors with the easiest of care. Bruce cleaning wax. Folder. Appl. author: Arthur Roberts. © 10ct53; KK89795.

How to install Bruce laminated oak blocks. Folder. Appl. author: John Carlyle Fleming. © 27Jul53; KK78882.

If you see ants near your home you may have termites. Termite Folder. Appl. author: Holton Rush. © 31Mar53; KK92166.

Modern hardwood floors of Bruce blocks. Folder. © 90ct53; KK99293.


Something new in oak floors. Bruce Ranch Plank floor. Traditional charm with a modern flair. Folder. © 90ct53; KK99292.

Something new in oak floors. Bruce Ranch Plank floor. You can now have a distinctive hardwood floor at moderate cost. Folder. © 90ct53; KK99292.


You're for a lifetime. Bruce hardwood floors. Folder. © 90ct53; KK99292.


With this ring. (Hapkin) Label. © Roy J. Vernon, d.b.a. Bruesheide Monogram Co.; 20Feb53; KK69784.

BUCHAN BAKING COMPANY ©. What makes Buchan's so good? Montana wheat, sugar sweet ... The Bonnie good bread. From Seattle times, July 26, 1953, p. 3. Appl. author: Wallace Mackey Co. © 26Jul53; KK90676.

BUD, EVERN ©. The carton form. (Forms for concrete and like materials) Sheet. © 17Aug53; KK85801.

BULOWA WATCH COMPANY, INC. ©. Now in one new service. Bulowa newspaper mats for summer, fall and Christmas. Pamphlet. © 22Jun53; KK97302.

BUNCH, JOHN LESTER ©. Ozalie Killer and Seed Control.
COMMERCIAL PRINTS AND LABELS

C

CBS-HYTRON, A DIVISION OF COLUMBIA
BROADCASTING SYSTEM, INC.  SEE
Columbia Broadcasting System, Inc.

C. O. D. SALES, INC.  C.C.
Ro-Sober tablets (counteracts alcoholic
intoxication) contains 12 tablets.
(Drugs) Label. @ 21Oct53; KK90971.

CAIRES, HENRY W., d/b/a. BOX PRODUCTS
COMPANY.  SEE Rox Products Company.

CALBORN, JOHN JAY C.
The joy of music lasts forever.
(Music instruction service)
Folder. © 11Aug53; KK88428.

CALCINATOR CORPORATION C
Get rid of garbage and trash forever,
with Calcinator automatic home dis-
posal unit. Poster. Appl. author:
John W. Hebert. © LMay53; KK91952.

The new Calcinator automatic home
disposal unit, rid you of garbage and
traceable forever. Folder.
Appl. author: John W. Hebert.
© LMay53; KK91959.

CALCITRON CORPORATION.
This is it, it is your profit, this is
Calcitrone automatic home disposal
unit. Pamphlet. Appl. author:
John W. Hebert. © LMay53; KK91960.

CALBORN, INC.
Instruction booklet for installation
and use of the no. 2 Micromet feed-
er. (Water treatment feeder)
© 22Jul53; KK77765.

Instruction booklet for installation
and use of the no. 5, 10 & 15
Micromet feeders. (Water treatment
feeders) Folder. © 21Jul53; KK87536.

Instruction booklet for installation
and use of the no. 1 Micromet
Feeder. (Water treatment feeders)
© 11Aug53; KK86854.

Ionic adsorption test for clays.
Sheets. © 13Aug53; KK86836.

Orelane ... an organic complexing
agent for sequestering polyvalent
metal ions in solution. 2 p.©
5Oct53; KK87918.

Stop red water, rust corrosion, lime
scale with Micromet and Micromet
Feeder. Folder. © LMay53; KK90288.

CALIFORNIA TEXAS OIL COMPANY, LTD.
Know and use these profitable ser-
vice steps. Caltex circle service.
Poster. © The California Texas
Oil Co., ltd.; 13Aug53; KK89516.

CALIFORNIA WINE ASSOCIATION C.
Eleven Cellars California chablis.
Label. © 11Dec53; KK92194.

CALMNET AND HECLA, INC.
What's a wholesaler's salesman?
(Rubbing) Sheet. Appl. author:
John Wells Dimley, © 19Walter
Wells Dimley & Hecla, inc.; 19Nov53; KK92273.

CAMPANA CORPORATION C.
Sheer Magic liquid makeup beautifies
the complexion ... Net cont. 1 fl.
oz. Rose tan. Label. © 21Aug55; KK86608.

CANNON MILLS, INC.  C.
The best dressed beds wear Cannon
percale sheets. From McCalls's,
July 1953, p. 15. Appl. author:
Young & Rubicam, inc. © 21Jun53; KK90998.

Now beds almost make themselves with
Cannon fitted sheets. From Better
Appl. author: Young & Rubicam, inc.
© 23Oct53; KK92001.
Sale, Cannon percale fitted sheets.
From the Washington star pictorial
magazine, Washington, D. C., May 3,
1953, p. 21. Appl. author: Young &
Rubicam, inc.; 26May53; KK91936.
Sale, Cannon percale sheets. From
the Washington star pictorial maga-
azine, Washington, D. C., Apr. 26,
1953, p. 19. Appl. author: Young &
Rubicam, inc. © 26Apr53; KK92395.
Use this Cannon page as a buying
guide when you shop for sheets
tomorrow. From Chicago tribune,
Oct. 4, 1953, p. 38. Appl. au-
thor: Young & Rubicam, inc.
© 0ct53; KK92015.
Why are Cannon Duralite percales a
better buy than heavy-duty muslin?
John A. Kugher. (Sheets) From
Hotel management, Feb. 1953, p. 95.
Appl. author: Young & Rubicam,
inc. © 10Feb53; KK90695.
Why are Cannon Duralite percales a
better buy than heavy-duty muslin?
Mr. Neil R. Kessick. (Sheets) From
Hotel management, June 1953, p.
76. Appl. author: Young & Rubi-
cam, inc. © 1Jun53; KK91900.

CANTRELL AND COCHRANE CORPORATION C.
Mother, for winter living ... soft
drinks enriched with vitamin C.
Super Coola. From Daily news,
author: Ted Bates & Co. © 20Oct53; KK90592.

Super soft drinks launch precedent-
breaking cold weather advertising
campaign ... Super Coola. Sheet.
Appl. author: Ted Bates & Co.
© 11Nov53; KK90595.

CANYON COMPANY C.
Character history. Pamphlet.
Appl. author: Olive Ferris May.
© 13Jul53; KK97613.

CAPPERS LABORATORIES C.
Improved concentrate, a vitamin,
mineral [livestock] feed supplement.
© 13Sep53; KK95965.

CAPPERS PUBLICATIONS, INC.  G.
The farm & town unit. (Advertising
space in magazine) Pamphlet.©
30Jun53; KK78043.
More sales ahead in Mid-America,
because drugstore moves with every
issue of Capper's Farmer. (Ad-
vertising space in magazine) Folder.
© 26Aug53; KK78042.
Sales are showing in mid-America.
(Advertising space in magazine)
Folder. © 20Jul53; KK88105.

CAPP'S, CIELO, pseud.  SEE FLY, William
Henry.

CARDBOARD COMPANY.
The hit of the season. Pla-Set-It, it's
real baseball. (Card game) Label.
© Robert Taft, Jr., sole owner, Card
Baseball Co.; 30Sep53; KK89500.

CARDINAL CLOTHES, INC.  C.
Ah, that Italian flavor. Jared-
Stevens clothes ... From Daily news
record, New York City, Sept. 40,
Clothing with snob appeal. Jared-
Stevens clothes. From the New
York times magazine, Oct. 18,
1953, p. 6. © 18Oct53; KK99313.

CARNOFF COMPANY C.
No-pog chemically treated cleaning
tissues for perfect visibility.
author: N. J. Gerberis. © 1Sep53; KK98564.

carlander, carl gustav.
All the world's its stage. (Televi-
sion) Sheet. © Carl G. Carlander;
11Jun53; KK91943.

CARNIN, ANN STIRN C.
Instructions for multi-wrapping
techniques on new contour hair
curlers. Sheet. © 22Aug53; KK88310.

CARNATION COMPANY C.
Easy new way to make soup taste
catcher. Carnation evaporated milk
from contented cows. From
author: A. Oliver Boyd, Jr. © 12Oct53; KK89816.

Now, easy, wonderful. 1-2-3 fudge
sauce. (Evaporated milk) From
author: A. Oliver Boyd, Jr. © 7Sep53; KK89665.

This way to the best pumpkin pie.
Evaporated milk. From Life, Nov.
16, 1953, p. 195. Appl. author:
A. Oliver Boyd, Jr. © 16Nov53; KK91183.

CARPEIN STEEL COMPANY.
Service bulletin. Folder. Appl. author:
George R. Brumbach, v. 3, no. 16. © The Carpenter
Steel Co.; 1Dec53; KK52043.

CARR (AL) LUMBER COMPANY.
Let the house Doctor cure your home
ills. He builds, he repairs ... From
the Toronto Star news, Sep. 9,
Lumber Co.; 23Sep53; KK97797.

CARR, ALVA U., d/b/a. AL CARR LUMBER
COMPANY.  SEE CARR (AL) Lumber
Company.

CARTER, HAROLD H. C.
Yours for real convertible driving
pleasure [Automobile top] 15 p.
© 1Jun53 (in notice: 1953); KK90778.

CARTER (WILLIAM) COMPANY C.
All aboard in Carter's. (Children's
wear) From My baby, July 1953.
Appl. author: Batten, Barton, Dur-
stine & Osborn, inc. © 10Jun53;
KK89050.

Hippity-hop to the barbershop.
(Children's wear) From My baby,
author: Batten, Barton, Durstine
& Osborn, inc. © 10Jun53; KK89050.

Special delivery for babies here and
babies near. (Children's wear)
From Woman's home companion,
Aug. 1953, p. 100. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 21Jul53; KK90537.
COMMERCIAL PRINTS AND LABELS


You stop shoppers when we create your advertising at the point-of-sale. (Advertising displays, banners, booklets) From Advertising age, Sept. 11, 1953, p. 50. Appl. author: George Hartman Co. © Chicago Show Printing Co.; 15Sep53; KK99373.


CHRYSLER CORPORATION. That cap the nurse on duty wear ... by Edgar A. Guest. (Automobiles) Appl. author: Robert C. Bricklin, Inc. © 1Oct53; KK92112.


The man who drives your taxicab. From Life, June 8, 1953, p. 2-3. © 3Jun53; KK87417.

Meet a mighty big wheel in your life. From Planet owner, July 1953, p. 76-79. © 1Jul53; KK87412.


Waging peace is their career. From Marine corps gazette, Dec. 1953, p. 12-17. © 29Nov53; KK92110.

CINCINNATI RETAIL GROCERS AND MEAT DEALERS ASSOCIATION. From Decalcomania. Appl. author: James M. Riffe. © 15Aug53; KK98690.

CICO CORPORATION. Cico builders hardware. Catalog 53. 80 p. © 30Sep53; KK99016.


Chlorophyll Magic Cushion. Goodyear well work shoes. Label. © 17Nov52; KK99972.

Fresco for foot pleasure. (Footwear) Label. © 15Oct52; KK99973.

The Magicarpent work shoe. Label. © 17Nov52; KK99973.

The Magicushion work shoe. Label. © 17Nov52; KK99974.


It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdew. [Dark haired girl holding container in front of face] From Detroit news, Nov. 6, 1953, p. 36. Appl. author: Robert W. Orr & Associates, Inc. © 6Nov53; KK92214.

It's like being born all over again, with beautiful hair. That's the miracle of Clairol Hairdew. [Dark haired girl holding container to side of face] From Detroit news, Dec. 4, 1953, p. 5. Appl. author: Robert W. Orr & Associates, Inc. © 4Dec53; KK92216.

I can't get linens really clean without Clorox. (Household bleach & disinfectant) From San Francisco call-bulletin, Nov. 12, 1953, p. 21. Appl. author: Honig-Cooper Co. © KK92222.


You can't beat Clorox for washing summer whites. (Household bleach & disinfectant) From San Francisco call-bulletin, July 20, 1953, p. 22. Appl. author: Honig-Cooper Co. © 20Jul53; KK98460.

The gift you'll enjoy giving or getting, Care-set by Inland. (Glassware) From Inland glassware magazine, winter 1953, p. 13. Appl. author: The Buchen Co. © 15Jan53; KK90021.

Golden Freedom boating season is easy with Club Hammertone waterless cookware. From Living for young homemakers, Oct. 1953, p. 52. Appl. author: The Buchen Co. © 20Sep53; KK99571.


The smart way to serve coffee. Inland Carafe and coffee warmer. From the Bride's magazine, winter 1953, p. 151. Appl. author: The Buchen Co. © 15Jan53; KK90026.

Something for the girls, something for everyone in gift items by Inland. (Glassware) From Giftware magazine, July 1953, p. 51. Appl. author: The Buchen Co. © 10Jul53; KK98800.


The adventures of Kit Carson starts Sept. 29th. (Kit Carson & Sierra Jack) (Soft drink) From Daily...
COMMERCIAL PRINTS AND LABELS

1953


COFFMAN (R. H.) COMPANY, INC. Add charm and beauty to your doorway, with a screen door grille by Coff- man. Form 123 (Ornamental iron) Folder. Appl. author: Frank Hermesdorff. © The R. H. Coffman Co., Inc.; 31Jan53; KK90993.


COHN, HERMAN, t.a. HERMAN COHN COMPANY, THE HOUSE OF FUZZY AND FUZZY AND STIEGE, ENTERPRISES, INC. SEE House of Fuzzy.

COHN (HERMAN) COMPANY. SEE House of Fuzzy.

COLE CHEMICAL COMPANY ©. Xanthinux, an aphrodisiac; tablets. (Pharmacy) Appl. author: Frederick Damanski. © 19Aug53; KK82822.


COLONIAL FURNITURE FRAME COMPANY, INC. ©. Guaranteed fine sofa and chair frames. Poster. © 15Jun53; KK87125.

COMMERCIAL PRINTS AND LABELS


COLUMBUS SHOW CASE COMPANY. Columbus cases. Salute to Bough Bakeries, Inc. (Merchandise display cases) Photograph: Jeremiah C. Montgomery. © The Columbus Show Case Co.; 25Nov53; KK92197.


Cash in on today's booming ... Gold Seal Tile-O-Matic. (Floor & wall tile) From Hardware retailer, Sept. 1953, p. 341. Appl. author: McCann-Erickson, Inc. © 3Sep53; KK99594.

Come see the new developments in Jackstraw ... Gold Seal floors and walls. From National furniture review, June, 1953. Appl. author: McCann-Erickson, Inc. © Jun53; KK98939.


Don't miss the big news in Jackstraw. The Gold Seal Linoleum design that has started a style trend. From Retailing daily, June 23, 1953. Appl. author: McCann-Erickson, Inc. © 23Jun53; KK98753.

Don't miss the Gold Seal booth number 36 at the Store Modernization Show; Wall floor covering) From Chain store age, May 1953, p. 22. Appl. author: McCann-Erickson, Inc. © 30May53; KK97856.


The Jackstraw story ... Gold Seal floors and walls. From National furniture review, July, 1953. Appl. author: McCann-Erickson, Inc. © 1Jul53; KK98941.


Life out today, with a full color page on Gold Seal Congowall. From Retailing daily, Nov. 6, 1953, p. 35. Appl. author: McCann-Erickson, Inc. © 6Nov53; KK97068.


No matter what they track in your kitchen, Gold Seal Congowall protects the most thickness wear-layer (that can be cut and wall covering) From Progressive Farmer, May 1953. Appl. author: McCann-Erickson, Inc. © 15May53; KK97857.

Not one of these can mar the beauty of Gold Seal Vinyl Inlaid. From Sunset magazine. Appl. author: McCann-Erickson, Inc. © 15May53; KK97068.

If you kept a car in the classroom, it still couldn't hurt this new resilient tile. Gold Seal Vinylbest. From The Nation's schools, Oct. 1953, p. 116-117. Appl. author: McCann-Erickson, Inc. © 20Oct53; KK92094.

If you kept your car in the living room, it still couldn't hurt this new resilient tile. Gold Seal Vinylbest. From Chain store age, Nov. 1953, p. 7. Appl. author: McCann-Erickson, Inc. © 27Oct53; KK92102.

If you kept your car in the living room, it still couldn't hurt this new resilient tile. Gold Seal Vinylbest. From House beauti- ful. Appl. author: McCann-Erickson, Inc. © 20Oct53; KK92090.

In first 45 days, sales of Gold Seal Linoleum tile §5,500. From Hardware age, Aug. 29, 1953, p. 106. Appl. author: McCann-Erickson, Inc. © 29Aug53; KK98946.

It's time for Jackstraw, the Gold Seal Inlaid Linoleum. (Wall floor covering) From The American home, Sept. 1953, p. 19. Appl. author: McCann-Erickson, Inc. © 29Sep53; KK97856.

Two great names join to make September Jackstraw month. OR [and] Gold Seal, (floor & wall coverings)

- Do-it projects start here, revolutionary new floor and wall tile. (floor & wall tile) From Retailing daily, Feb. 19, 1953, p. 20. Author: McCann-Erickson, Inc. © 1Feb53; KK92079.

Up today in more than 5,000,000 homes with complete customer satisfaction. Gold Seal and Jackstraw. From National furniture review, Nov. 1953, p. 2 of cover. Author: McCann-Erickson, Inc. © 1Nov53; KK92109.


Why have more than 5,000,000 people chosen Gold Seal floors and walls. From Farm journal, Sept. 1953. Author: McCann-Erickson, Inc. © 4Aug53; KK92099.

The nextest things always happen when you tie in with Gold Seal floors and walls. From National furniture review, Oct. 1953, p. 2 of cover. Author: McCann-Erickson, Inc. © 1Oct53; KK92109.


CONRAD, ERNEST R. Bingo King bulletin. Revised bulletin no. 714A. A free service from the Bingo King Co., Inc. (game supplies) Folder. © 25Nov53; KK92029.

Bingo King bulletin. Revised bulletin no. 714C. Given as a special service feature of the Bingo King Co., Inc. (game supplies) Folder. © 15Nov53; KK92030.

Bingo King bulletin. Revised bulletin no. 760AC. Given as a special service feature of the Bingo King Co., Inc. (game supplies) Folder. © 16Dec53; KK92036.

The Bingo King Company, Incorporated. (game supplies) Letterhead. © 21Aug53, KK90361.

The Bingo King Company, Inc. (game supplies) Order form. © 22Jun53; KK92048.

Bingo King price list effective Dec. 1, 1952. (Game supplies) Sheet. © 1Dec53; KK92041.

The new no. 115 Little Joe portable electric blower. (game supplies) Sheet. © 17Sep53; KK92086.

The new super-deluxe Bingo King electronic blower no. 1024BL. (Game supplies) Sheet. © 3Jun53; KK97643.

The new super-deluxe Bingo King electric blower no. 1024BL. Carries Bingo King electric flash board. (game supplies) Sheet. © 28May53; KK92069.

Put a bigger zing in your bingo with Zingo. (Game supplies) Sheet. © 18Dec53; KK92039.

Serving the armed forces ... Bingo King bulletin. Nov. 1, 1955, p. 15. (Game supplies) Sheet. © 21Nov53; KK90291.

Serving the armed forces ... Order form for Bingo King company, Inc. (Game supplies) Sheet. © 21Nov53; KK90292.

Serving the armed forces ... The new super-deluxe electric blower no. 1025YL. (Game sheet) no. 702. (Game supplies) Sheet. © 28Nov53; KK90266.

CONSOLIDATED PRODUCTS COMPANY. Gold Acme Acorns by Roscoe Pollitt.
Harvested your hog crop yet? Semi-Solid Emulsion. (pig feed) Author: Dancer-Fitzgerald-Sample, Inc. © 19Sep53; KK9217.


A new, all new Semi-Solid Emulsion. 13% more eggs. (Animal feed) Sheet. Author: Dancer-Fitzgerald-Sample, Inc. © 1Oct53; KK90307.

A new, all new Semi-Solid Emulsion. 3-1/2 lb. broilers in 66 days. (Animal feed) Sheet. Author: Dancer-Fitzgerald-Sample, Inc. © 1Oct53; KK90321.


New Improved Sparx with Hidrolex. Speeds pigs through weaning. From Wallace's farmer and Iowa homestead, Nov. 21, 1953, p. 83. Author: Dancer-Fitzgerald-Sample, Inc. © 21Nov53; KK90321.

Only Kaff-A has it; Hidrolex. The new moisture ingredient. Folder. Author: Dancer-Fitzgerald-Sample, Inc. © 1Oct53; KK98736.

Only Kaff-A has it; Hidrolex. The safe replacement for cow's milk. Folder. Author: Dancer-Fitzgerald-Sample, Inc. © 21Aug53; KK98567.

See the difference. Kaff-A with Hidrolex, 1/3 faster growth. (Animal feed) Sheet. Author: Dancer-Fitzgerald-Sample, Inc. © 20Oct53; KK90306.
CONTAINER CORPORATION OF AMERICA. 
De Luxe black walnut ice cream. One pint liquid. Design 1,08. Label. @ 20ct53; KK91785.
De Luxe chocolate ice cream. One pint liquid. Design 1,09. Label. @ 20ct53; KK91787.
De Luxe New York cherry ice cream. One pint liquid. Design 130. Label. @ 20ct53; KK91785.
De Luxe strawberry ice cream. One pint liquid. Design 1,10. Label. @ 20ct53; KK91786.
De Luxe vanilla ice cream. One pint liquid. Design 1,10. Label. @ 29Jul53; KK91786.

CONTINENTAL CAN COMPANY, INC.

CONTINENTAL COPPER AND STEEL INDUSTRIES, INC.

CONTINENTAL FOODS, ING. (S.A.) ©.
Continental, new onion soup, a prepared soup mix. Sopa Continental, nueva, de cebolla, net wt. 1 1/2 oz. Label. @ 25Aug53; KK96599.
Continental onion soup, a prepared soup mix. Sopa Continental, cebolla. Net wt. 1 1/2 oz. each package. Label. @ 25Aug53; KK96660.

CONTINENTAL LABORATORIES.
Learn the thrilling joy of that real clean, restful feeling. Blue-Bottle Formula. (Oral detergent) Label. © Horace W. Crouch, sole owner Continental Laboratories; 7Dec55; KK92281.

CONTINENTAL OIL COMPANY. ©
And then came the oil that changed a nation's automobiles. Conoco super motor oil. Then the Saturday evening post, Sept. 5, 1953, p. 58-59. Appl. author: Benton & Bowles, Inc. © 28Sep53; KK98893.
Boost your car's power as much as 15 9/10, with new Conoco super gasoline with TCP. From Arkansas gazette, Sept. 23, 1953, p. 58. Appl. author: Benton & Bowles, Inc. © 25Sep53; KK98927.

Here's that new from beams to beans. Conoco. From the Western farm life, Aug. 1, 1953, p. 48. Appl. author: Benton & Bowles, Inc. © 1Aug53; KK890473.
How to go, where to go, with Fourcade complete vacation guide. Polder. Appl. author: George Stiler. @ 1Jul53; KK97133.
Millions of motorists have proved its ... New Conoco super gasoline with TCP. From the Denver post, Nov. 25, 1953, p. 12. Appl. author: Benton & Bowles, Inc. © 25Nov53; KK91452.
Millions of motorists have proved its ... New Conoco super gasoline with TCP. From the Denver post, Nov. 25, 1953, p. 12. Appl. author: Benton & Bowles, Inc. © 16Nov53; KK91453.
Millions of motorists have proved its ... New Conoco super gasoline with TCP. From the Denver post, Nov. 25, 1953, p. 12. Appl. author: Benton & Bowles, Inc. © 16Nov53; KK91453.
Millions of motorists have proved its ... New Conoco super gasoline with TCP. From the Denver post, Nov. 25, 1953, p. 12. Appl. author: Benton & Bowles, Inc. © 16Nov53; KK91453.

CONTINENTAL STEEL CORPORATION.
1953. ©
From Harpers' magazine, Oct. 1953, p. 108. Appl. author: John A. Keary. @ 24Sep53; KK99033.
It's feet first with genuine Conoco paratroop boots. From Argosy, Sept. 1953, p. 79. Appl. author: John A. Keary. @ 20Aug53; KK99063.

CORALON (JOSEPH F.) SHOE COMPANY, d.b.a. CROSSBETTY SHOE COMPANY.
Sheer Coralon Shoe Company. 

COROCAN, INC. ©.

CORNWALL FIXTURE CORPORATION.
Cornwall slim fixture. Plisteline. (Fluorescent lighting) Sheet. Appl. author: Roland W. Tiemann. @ 1Sep55; KK88903.
Cornwall slim fixture. Industrial. (Fluorescent lighting) Sheet. Appl. author: Roland W. Tiemann. @ 1Sep55; KK88904.

CORO, INC. ©.
CORO, INC. © Contd.


COBALT GLASS COMPANY. See Cobalt Glass Company.


COTY, INC. ©

Be an angel, say it with fragrance. Cherub. (Todlerl) Appl. author: Franklin Brick Advertising Corp. © 14Oct53; KK89286.

Be an angel, say it with fragrance. Drummer Boy. (Cosmetics) Appl. author: Franklin Brick Advertising Corp. © 14Oct53; KK89665.

Be an angel, say it with fragrance. Golden Swans. (Cosmetics) Appl. author: Franklin Brick Advertising Corp. © 18Nov53; KK91236.

Be an angel, say it with fragrance. L'Amant; L'Origan; Muguet des bois; Emeraude. (Cosmetics & perfume) From Young's vindicator, Youngstown, Ohio, Dec. 6, 1953, p. 5. Appl. author: Franklin Brick Advertising Corp. © 21Dec53; KK91634.

Be an angel, say it with fragrance. Père Noël. (Cosmetics) From the Boston daily globe, Nov. 11, 1953, p. 12. Appl. author: Franklin Brick Advertising Corp. © 18Nov53; KK91074.

Be an angel, say it with fragrance. Poodle. (Todlerl) Appl. author: Franklin Brick Advertising Corp. © 21Oct53; KK99054.

Be an angel, say it with fragrance. Royal Peacock duo. (Todlerl) Appl. author: Franklin Brick Advertising Corp. © 28Oct53; KK99070.

Be an angel, say it with fragrance. Solid cologne. L'Amant. Appl. author: Franklin Brick Advertising Corp. © 25Nov53; KK91626.

Be an angel, say it with fragrance. Solid cologne. L'Amant. Appl. author: Franklin Brick Advertising Corp. © 26Nov53; KK91626.


A fine perfume gives you more beauty than any cosmetic. L'Amant. Appl. author: Franklin Brick Advertising Corp. © 12Dec53; KK91951.


Help yourself to a fragrant lift. Coty bath essence... From Union sun journal, Lockport, N.Y., July 8, 1953, p. 5. Appl. author: Franklin Brick Advertising Corp. © 8Jul53; KK97762.

If you're a mister who wants to be master, give her perfume by Coty. From Boy's life, Jan. 15, 1953, p. 33. Appl. author: Franklin Brick Advertising Corp. © 15Feb53; KK92081.


Nothing makes the warmest days more feminine. Paris Coty. (Todlerl) From the New Yorker. Appl. author: Franklin Brick Advertising Corp. © 30Oct53; KK98911.


Perfume stars by Coty. Appl. author: Franklin Brick Advertising Corp. © 5Aug53; KK98915.


The correct fittings at the correct prices. (Brass fittings for copper tubing.) © The Couplings Co. Catlog no. 1953-0. June 1953. 11 p. © 10Aug53; KK89385.

COURTYARD-SALES, INC. ©

The one and only original Courtyard lifetime guarantee. © The Crossett shoe Co.; 8Jun53; KK89815.


Croswell has it: the right style, the right value, the right price. Stock nos. 800, 900. (Men's shoes) From Boot and shoe recorder, Aug. 15, 1952, p. 40. Appl. author: John A. Keary. © 15Aug52; KK87550.

Croswell shoe Co.; 8Sep52; KK87545.


CROSSETTE, CY. ©

Souvenir of Kansas. The wheat state. © 23Jul53; KK87768.

CROUCH, HURDLE W., sole owner CONTINENTAL LABORATORIES. See Continental Laboratories.

CROWN SOAP COMPANY. ©

For your health and protection, we have installed Immuno antiseptic powder hand soap... Sheet. © The Immuno, Inc. © 10Aug53; KK88233.

Immuno, the best investment you make, is also the cheapest. It costs less than ordinary soap... Sheet. Appl. author: Immuno Yankmor. © 10Aug53; KK88233.


For a miracle like me and you, only facial quality Chiffon will do. (Toilet tissue) Sheet. © 1Sep53; KK87375.
Representation of beef steak or beefburger vi gente. (Frozen food wrapper) Label. © 1Aug53; KK89337.

Representation of butter beef steak vi gente. (Frozen food wrapper) Label. © 1Sep53; KK95552.

Representation of cut wax beans. (Frozen food wrapper) Label. © 1Jul53; KK88302.

Representation of rhubarb. (Frozen food wrapper) Label. © 1Jul53; KK87929.

Representation of shrimpburger vi gente. (Frozen food wrapper) Label. © 1Sep53; KK95551.

Representation of wax beans. (Frozen food wrapper) Label. © 1Aug53; KK87929.

[Text continues with various ingredients and descriptions.]


CULLIGAN, INC. C.
Call for Culligan soft water on a service basis, or with a home-owned model. From Announcements, Nov. 26, 1953, p. 33. Appl. author: A. T. Franz. © 26Nov53; KK91753.


Oh, happy day. Fresh-frozen strawberry sundaees are here. Ripe, red strawberries ... Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From Kenton daily democrat, Kenton, Ohio, June 5, 1953, p. 8.

© 1953 KKB9I5.


Step out for a strawberry sundae. Edw. at Delaware. (Whole-milk and sweet-cream frozen food) From Delaware gazette, Delaware, Ohio, April 21, 1953, p. 10. Appl. author: Kenneth D. Warren. © 1953 KKB913.


Dairy Queen.

Dairy Queen National Trade Association, Inc. ©.


It's the greatest treat on earth. Dairy Queen tastes better. (Whole-milk and sweet-cream frozen food) From Ringling Bros. and Barnum & Bailey's circus magazine & program, 1953, p. 51. Appl. author: Kenneth D. Warren. © 1Apr53; KKB913.


Make your a mint or shake. Dairy Queen tastes better. (Whole-milk & sweet-cream frozen food) From the Merrill daily herald, Merrill, Wis., Apr. 11, 1953, p. 3. Appl. author: Kenneth D. Warren. © 17Apr53; KKB913.

Make your a mint or shake. East Soundhury at North Hayes. ( Whole-milk and sweet-cream frozen food) From Bellefontaine examiner, Bellefontaine, Ohio, Apr. 26, 1953, p. 3. Appl. author: Kenneth D. Warren. © 2Apr53; KKB913.


Dairymen's Association, LTD., a.k.a. Dairymen's. See Dairymen's.

Dairymen's League Co-operative Association, INC. ©.


Dairylea grade A pasteurized milk. Label. © 5Oct55; KK91265.

Dairylea homogenised vitamin D milk. One quart liquid. Label. © 15Jun53; KK91259.


Dairylea pasteurized chocolate milk. Homogenized with pasteurized milk. © 29Jun53; KK91257.

Dairylea pasteurized heavy cream. One half pint liquid. Label. © 15Jun53; KK91261.

Graffenburg homogenized milk. One quart liquid. Label. © 15Jun53; KK91260.

Graffenburg orangeade. One half pint liquid. Label. © 15Jun53; KK91261.

DALE, E. O., AND HENRY DALE, forming the co-partnership Hi-Sales Agency. SEE Hi-Sales Agency.©.

DALE, HENRY, AND E. O. DALE, forming the co-partnership Hi-Sales Agency. SEE Hi-Sales Agency.©.


Now, the assortment that’s never offered. Bracket type Pre-Kut Add-A-Fle gym sets. Folder. Appl. author: Philip Carl Lindman. © 7Dec53; KK90376.


You can’t beat these canopies a porch posts. Sheet. Appl. author: Phillip Carl Lindman. © 28Jul53; KK97831.

You don’t build this frame with pipe for $15.70. You can have with Pre-Kut canopy frames. From the National garden goods goods review, July 1955, p. 51. Appl. author: Philip Carl Lindman. © 1Julu53; KK91789.

DALTON, ARTHUR T. ©.
Easy lessons in relaxation. (Photograph record) Label. © 1Nov53; KK91899.

DAN DEE PRETZEL AND POTATO CHIP COMPANY. ©.


DARA (B. R.) COMPANY ©.
Spa odorless moth spray. Contents one gallon. Label. Appl. author: Bert Richardson Dana. © 1Dec53; KK97866.

DARA PERUMAS, INC. ©.
All over the world, Tabu is said to be the most distracting scent ever created. From Sept. 1, 1951, p. 129. Appl. author: Rose Roy, Inc. © 1Sep53; KK90565.


DARE PRODUCTS, INC. ©.

DARLING (L. B.) COMPANY, INC. ©.

DARLIGHT SKIES, INC., ©.
Black Magic base lakbck. Contents 8 fl. ozs (Lacquer) Label. © 1Apr53; KK91342.

DAVIDSON, CORINE ©.
Corine. (For wearing apparel and items pertaining thereto) Label. © 20Mar53; KK97712.

DAVIDSON, MILDRED E., AND GLADYS M. SEIFERT, comprising a partnership of the name Speedcode Company. SEE Speedcode Company.


DAVIS SPECIALTIES, INC. ©.


DAY-BRITE LIGHTING, INC. ©.


DAYTON RUBBER COMPANY. Cont'd.


DEALERS SALES BUILDERS COMPANY. A color plan for the home of... (Paints) © Poster L. Glote, d.b.a. Dealers Sales Builders Company. Sheet. © 21Oct52; KK87997.


DEB-BELL CHEMICAL CORPORATION. Atomic mosquito control. One gallon. Label. © 8Sep53; KK98128.

DEEPFREEZE APPLIANCE DIVISION, MOTOR PRODUCTS CORPORATION. See Motor Products Corporation.


DENATIA, EDWARD A. ©. Dietetic meals by Kinet diet service. Folder. © 16May53; KK97572.

DEORETIAN, DICK B. ©. Demoretian skin balm. Label. © 12Sep53; KK911923.

DENISON, RICHARD JUNIOR ©. New plastic coated fold up blocks. ABC. Educational, safe, harmless. © (From Sheet). © 20Jun53; KK97795.


DE LEON, RODRIGO ©. Rosary beads. © 29Oct53; KK90962.


Yes sir, Mr. purchasing agent, welcome to the driver’s seat. From the Hoosier purchaser. Nov. 1953, p. 3. Applied author: Simonich-Kichelson Co. © 1Nov53; KK91166.

DEUTRA FLAG COMPANY, INC. ©. Beautiful, long wearing flags for commercial buyers. © 15Mar52; KK87816.

Dura-lite nylon U. S. flags. Folder. © 15Mar52; KK87816.

Embroidered flags and banners for organizations. Folder. © 15Mar52; KK87816.


DIAMOND DOUGHNUT. Diamond doughnuts presents frozen X T C fried corn bread, in a variety of novelty shapes. © 15Mar52; KK87816.


Frozen Diamond doughnuts, presents variety doughnuts in unique and novel shapes. Sheet. © Herbert E. Mellstrup, d.b.a. Diamond Doughnuts; 7Nov53; KK97795.

DIAMOND HOMESTEAD CORPORATION. ©. Fruit of the loam fine nyons. Label. © Paul A. Phillip Goldsmith. © 18Sep53; KK90305.

DIAMOND WATCH COMPANY. Independence matches, strike-anywhere. 3 boxes, household size. Label. © The Diamond Watch Co.; 1Sep53; KK91141.


DIETMAN, MAX AND RUSSELL SALTER, @. Composting the firm MASS FOOD PRODUCTS COMPANY. See Mass Food Products Company.

DIRECT LETTER SHOP, INC. ©. Don't waste your time wishing... Get a Lincoln tractor equipment... Freddy Ford. Post card. Applied author: Jack Cole Jetton. © 15Sep53; KK90983.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Dearborn combine. (Farm equipment) Folder. Applied author: Jack Cole Jetton. © 15Sep53; KK90983.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Dearborn corn harvester. (Farm equipment) Folder. Applied author: Jack Cole Jetton. © 15Sep53; KK90983.

Look, here are the adventures of Freddy Ford. Freddy Ford and the Forest harvester. (Farm equipment) Folder. Applied author: Jack Cole Jetton. © 15Sep53; KK90983.


DIXIE HOME STORES, INC. ©. Dixie Home homogenized peanut butter. Net wt. 1 lb. Label. © 10Dec53; KK92431.

DOU, IT, INC. ©. Do-it... the only complete stain removers for Sheet. Applied authors: Leo Willard Wroten & Otis George Freiberg. © 8Oct53; KK90824.


DR. PEPPER COMPANY. ©. Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Beach scene] (Soft drinks) From the Nashville Tennes-see, July 19, 1955, comic section. Applied author: Ruthrauff & Ryan, Inc. © 19Jul55; KK88653.
Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Fireworks; full page] (Soft drink) From the American news journal, June 28, 1953, comic section. Appl. author: Ruthrauff & Ryan, Inc. © 28Jun53; KK87886.

Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Fireworks; 9 x 13 3/4 in.] (Soft drink) From Wichita Beacon, June 5, 1953, p. li. Appl. author: Ruthrauff & Ryan, Inc. © 25Jun53; KK87930.

Instead of drinking the same old thing, wake up your taste with Dr. Pepper. [Picnic scene] (Soft drink) From the American-statesman, Austin, Tex., Aug. 30, 1953, comic section. Appl. author: Ruthrauff & Ryan, Inc. © 30Aug53; KK89222.

Last chance to enter, contest ends June 15. Win $5,000.00 down payment for that dream home you want! (Soft drink) From Arkansas democrat, Little Rock, May 10, 1953, comic section. Appl. author: Ruthrauff & Ryan, Inc. © 10May53; KK87887.

Win $5,000.00 down payment for that dream home you want! (Soft drink) From Arkansas democrat, Little Rock, Tex., June 5, 1953, comic section. Appl. author: Ruthrauff & Ryan, Inc. © 10May53; KK87930.

DR. PIESTE LABORATORY ©. Sanil-Shu; Dr. Preste's shoe sterilizer. Label. Appl. author: George A. Preste. © 18Sep53; KK89946.

DOO NOUVE, INC. Over 8 different ways to put on the dog. (Neat) Label. Appl. author: Rocco E. Marino. © The Dog House, Inc. © 19Aug53; KK89941.


DOLPHIN COMPANY. Now it's easy to make better bread every time you bake. White homestead bread and pastry mixes. Folder. Appl. author: Joseph Henry Shil. © The Dolphin Co.; 9Dec55; KK18513.

DOMINION ELECTRIC CORPORATION ©. [Nameplate for french fryer] Label. © 6Feb53; KK87976.

DOMORE CHAIR COMPANY ©. It's out of 5 don't sit in a chair correctly. (Office chairs) Folder. Appl. author; John Advertising Agency. © 29Apr53; KK8794L.

From the files of DoMore ... Folder. Appl. author; John Advertising Agency. © 29Apr53; KK89943.


Sweetest sewing notions item in the business. The premium-profit, best-selling Talon zipper. From Motion & novelty review, Oct. 1953, p. 11. Appl. author; McCann-Erickson, Inc. © 25Sep53; KK90906.


DONMAN, MARY HARRIS ©. The handi-tamer's bank. (Gift item) Label. © 1Mar53; KK97885.

You can't afford to be without it. Your own private Ill's pay phone. (Gift item) Label. © 10Jun53; KK87850.


DRAKE BAKERIES, INC. ©. Yankee do-nuts. Label. © 22Sep53; KK97932.


Flare gas, waste or profit? Whether you inject it, sell it or process it, Clark Midget Angles quickly turn it into profits. (Compressors) From the Oil and gas journal, May 1953, p. 136-137. Appl. author: Harold Warner Co. © Clark Bros. Co., Division of Dresser Operations, Inc.; 10May53; KK89275.


DRIYCO CORPORATION ©. Drycoatic gives you all these features ... Be safe in hand-finishing ... (Finishing equipment for drycleaning plants & laundries) Sheet. Appl. author: B. L. Davis. © 22Oct53; KK90310.

DU BONT (ALLEN B.) LABORATOIRES, INC. ©. Carbon-ray equipment. 15 p. Appl. author: Neil Uptegrove. © 17Dec52; KK9113L.

DU MONT (ALLEN B.) LABORATORIES, INC. ©.

Du Mont custom television. The 21-inch Hanover II. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91505.


The Du Mont film-scanner, the revolutionary new system for TV film and opaque pickup. (Transmitter equipment) Folder. Appl. author: Frank Newman. © 10Mar53; KK91513.

Du Mont television, new, exciting, and only in Du Mont. The exclusive Dumenitor Po Sheet. Appl. author: Frederic C. Favre. © 2Jan53; KK91491.


Du Mont television, the 17-inch Clinton. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91500.

Du Mont television, the 21-inch Beverly. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91505.

Du Mont television, the 21-inch Milford. Sheet. Appl. author: Frederic C. Favre. © 8Dec52; KK91501.

First with the finest in television. 1953 [calendar card] L-85. Appl. author: Frederic C. Favre. © 18Dec52; KK91506.

Get set for the smartest sales in television history. SP-5, Folder. Appl. author: Campbell-Kwaid Co. © 18Dec52; KK91513.

How you can be a television pioneer. Folder. Appl. author: Frederic C. Favre. © 20Feb53; KK91494.


Mr. Dealer: Here's how your serviceman can lead you to more business. L-55. (Television) Folder. Appl. author: Albert Lefcourt. © 17Sep52; KK91517.

The new Du Mont type 322-A ... (Cathode ray equipment) Sheet. Appl. author: Seth McCormick. © 3Nov53; KK91495.


Proof you can see, of why Du Mont is first with the finest in television. Folder. Appl. author: Jacob H. Ruiter. © 5Sep52; KK91511.

6 tips to put you in the chips, with the compliments of Du Mont television. SP-9. Folder. Appl. author: Albert Lefcourt. © 15Sep52; KK91516.


The trailblazer opens up new frontiers of selling for you. L-57. (Television) Appl. author: Albert Lefcourt. © 25Sep52; KK91518.

DUNCAN COFFEE COMPANY ©.

The coffee you'd drink if you owned all the coffee in the world. Duncan's Maryland Club coffee. From the Houston post, Houston, Texas, Jan. 15, 1953, p. 3. Appl. author: Tracy-Locke Co., Inc. © 1Jan53; KK90760.

Now, now, now, it's more important than ever ... Maryland Club. From the Houston chronicle, Houston, Tex., Mar. 19, 1953, p. 3. Appl. author: Tracy-Locke Co., Inc. © 1Mar53; KK90743.

A smart shopper. Every smart shopper knows that Maryland Club is her best buy in coffee. From the Houston post, Houston, Texas, Jan. 5, 1953, p. 8. Appl. author: Tracy-Locke Co., Inc. of Texas. © 1Jan53; KK90235.

DUNIS PRINTING COMPANY ©.


DUO THERM DIVISION OF MOTOR WHEEL CORPORATION. SEE Motor Wheel Corporation.

DURAY PRODUCTS, INC. ©.


DUKEEE-ATWOOD COMPANY ©.

Durkee-atwood automotive V-belt. Factory fresh. Label. © 9Jul53; KK87956.

DUR-O-TEST CORPORATION ©.


Is it with you, or against you? (Incandescent & fluorescent lamps & fixtures) Folder. Appl. author: Roland W. Tiemann. © 15Sep53; KK91207.


1953 handicap derby; rules and regulations. (Fluorescent & incandescent lamps) Folder. Appl. author: Roland W. Tiemann. © 6Jan53; KK87207.

No other lamps can compare with Duro-Test. Label. Appl. author: Roland W. Tiemann. © 1Feb53; KK87208.

Putting long life into lamps. (Incandescent & fluorescent lamps) Folder. Appl. author: Roland W. Tiemann. © 15Sep53; KK91205.


V-Beam; more intense center beam illumination promotes greater highway safety. (Incandescent lamps) Appl. author: Roland W. Tiemann. © 1Oct53; KK88995.

DUSTEX ©.

Dustex, auto dry clean cloth. 2x 3 inches. Label. © Arthur B. Schooley, d.b.a., Dustex; IA4753; KK86467.
COMMERCIAL PRINTS AND LABELS


EASTCO, INC. O. New, different, not an ordinary flea powder. Dr. Merrick's Scratchex. From Florida times union, June 25, 1953, p. 3. Appl. author: Ruthrauff & Ryan, Inc. © 2Jun53; KK97000.

Now medical research reveals that in about 70% of the cases fungus, not fleas makes dogs scratch. Dr. Merrick's Scratchex. From Florida times union, May 19, 1953, p. 8. Appl. author: Ruthrauff & Ryan, Inc. © 19May53; KK88999.


EASTERN INDUSTRIAL SERVICE, INC. O. Thermoglare technical data and general fact sheet. (Thermoplastic materials) Folder. © 25Nov53; KK91066.


Eat-All brand flash frozen imperial clams. 12 delicious bite-size imperial deviled clams. Net weight 6 ounces. Label. © The Eat-All Frozen Food Co., Inc.; 15Sep53; KK91070.


EATMAN, ELSIE ©. Tilda is the ever so great grandchild of Tilda the First ... (Doll) Label. © 1Oct53; KK99870.

ECLIPSE SLEEP PRODUCTS, INC. O. When the doctor says more rest, postcard, Springwell Mattress. Poster. Appl. author: Dewey Finkser. © 1Sep53; KK90100.

ECTRO, INC. O. This reporter never takes notes, never makes a mistake. He has his assignment. Cub Orderer. ( Tape recorder) From Editor and publisher, May 23, 1953, p. 27. Appl. author: J. F. Meyer. © 29May53; KK87126.


EIFFER, I. B. SEE Eiffer, Bert.

EKCO PRODUCTS COMPANY O. Beautiful, beautiful knives edged with pride, by Ekco. The new, finer Flint arrowhead cutlery. From New Yorker, Apr. 1952, p. 61. © 17Apr52; KK97066.

Cook 'n serve in Ekco-Poil. Sheet. Appl. author: Dancer-Pfitzgerald-Sample, Inc. © 25Sep53; KK98738.

Ekco perfect gifts for every gift day. A lifetime friend for your favorite cook. Flint food mixers. From Bride's magazine, summer 1952. © 15Apr52; KK97063.

Ekco perfect gifts for every gift day. A lifetime friend for your favorite cook. Flint food mixers. From Bride's magazine, summer 1952. © 15Apr52; KK97063.

Ekco perfect gifts for every gift day. A lifetime friend for your favorite cook. Flint food mixers. From Bride's magazine, summer 1952. © 15Apr52; KK97063.

Ekco promises you'll sell more if you bake 'n sell in Ekco-Poil pan packages. Sheet. Appl. author: Dancer-Pfitzgerald-Sample, Inc. © 25Sep53; KK98738.

ELCO TOOL AND SCREW CORPORATION O. Elco aids for home and office. (Screws, nuts, plugs, bolts, and cold headed products) Folders. Appl. author: Walter Gustaf Larson. © 3Jul53; KK97051; KK97052.

EMO tool and die manufacturer. Sheet. Appl. author: Joseph De Mario. © 17Jul53; KK97094.

ELECTRIC REGULATOR CORPORATION O. News currents. The Electric world hour, Norwalk, Conn. July 1953. © 1Jul53; KK87584.

ELECTRIC SERVICE SYSTEMS, INC. O. Electrical system sales engineers. Sheet. Appl. author: Joseph De Mario. © 1Jul53; KK87584.


ELECTROLUX CORPORATION O. Out pops the dirt all wrapped, sealed and sanitary ... new automatic Electrolux vacuum cleaner. From Express press herald, Portland, Me. June 16, 1953. Appl. author: Teasie M. Kruass. © 16Jun53; KK97013.

Out pops the dirt wrapped, sealed, sanitary. (Vacuum cleaner) From Press herald, Portland, Me., July 11, 1953, Appl. author: Batten, Barton, Durstine & Garborn, Inc. © 1Jul52; KK89055.

Tyl-wax cleans and polishes asphalt, rubber, plastic floors. Net contents one 8.5. gallon. Label. © 5Jun53; KK97013.


ELECTRICAL PRINTS AND LABELS

ELECTRONIC TUBES DIVISION, WESTINGHOUSE ELECTRIC CORPORATION. SEE Westinghouse Electric Corporation.

Schild Injector's outdoor tricks ... as practiced by C. M. Brown. You shave cleaner in 1/2 the time. From Field & stream, Aug., 1953, p. 83. Appl. author: The Bow Co., Inc. © 10Jul53; KK91301.


EYERSON MANUFACTURING CORPORATION.©.


Series 1900 with proportioning pump. Bulletin no. 3420. © 25Sep53; KK91338.


CATALOG OF COPYRIGHT ENTRIES July-Dec.


FGC SERVICE, INC. Memo from the desk of the manager. (Consumer finance loans.) Sheet. Appl. author: M. Hodes. © 31Aug53; KK90551.


FAMOUS EBERHARD, INC. Mirror Test announces the newest, smartest and complete line of ice cool anti-fog suits. From Daily news record, Sept. 15, 1953, p. 25. © 15Sep53; KK91247.

Mirror Test, smart, new summer clothing and sportsware. From Men's wear, Sept. 25, 1953, p. 17-19. © 25Sep53; KK90409.


FARKSWORTH LABORATORIES, INC. Pafafarm, for the relief of acute suffering. (Pharmaceutical) Folder. Appl. author: M. G. Farnsworth. © 23Jul53; KK97716.


FASHION SHOW FLATS, INC. Fashion at your feet, by Edith Henry, noted shoe designer. Pamphlet. © 8Oct53; KK98968.

FERGUSON (HARRY) INC. A stauncher grape meliorate mors pro- videnta con o equipamento de sistema Ferguson. (Farm equipment) From Farmer's Almanac, 1953, p. 10. Appl. author: Delph Jansen. © 18Sep53; KK90707.


Ferguson is 4 tractors in 1. From Care Farm Farmer, July 1953, p. 33. Appl. author: Delph Jansen, Jr. © 15Jul53; KK98664.

Ferguson is the world's most imitated tractor. From Implement & tractor, July 4, 1953, p. 33. Appl. author: Delph Jansen, Jr. © 1Jul53; KK97120.

Ferguson is the world's fastest tractor. From Implement & tractor, June 6, 1953, p. 65. Appl. author: Delph Jansen. © 6Jun53; KK97990.

Grade de dentes do mele Ferguson. Ideal para lavrar a terra em alta velocidade e a beixo custo. (Farm implement) Sheet. Appl. author: John Henry Dassenbrock. © 26Oct53; KK91250.


Here's valuable advice for any tractor buyer. Get a show-down demonstration of the far more powerful Ferguson 30 tractor. From Farm and ranch, Apr. 1953, p. 27. Appl. author: Delph Jansen, Jr. © 10Mar53; KK97315.


Manna or menace? Without rain there could be no food for life on our planet. (Farm equipment) From Journal of soil and water conservation, Sept. 1953, p. 217. Appl. author: Delph Jansen. © 15Sep53; KK98266.

On-the-farm service is a powerful selling tool for Ferguson dealers. (Farm equipment) From Farm implement news, Sept. 10, 1953, p. 29. Appl. author: Delph Jansen, Jr. © 5Sep53; KK94972.

Rain, manna or menace? (Farm equipment) From Financial post, Aug. 8, 1953, p. 11. Appl. author: Delph Jansen, Jr. © 6Aug53; KK98570.

Rasta Ferguson de dientes flexibles. Ideal para labrar la terra de bajo custo a alta velocidade. (Farm implement) Sheet. Appl. author: John Henry Dassenbrock. © 26Oct53; KK91250.


Segadora Ferguson para plantio, para a siega a alta velocidade, de alta capacidade. (Farm implement) Sheet. Appl. author: John Henry Dassenbrock. © 26Oct53; KK91250.


Usted trabajara mejor y ganara mas con el equipo Ferguson. (Farm equipment) From La Hacienda, Sept. 1953, p. 21. Appl. author: Delph Jansen, Jr. © 1Sep53; KK98261.

V. pode ganhar mais dinheiro com o equipamento do sistema Ferguson. (Farm equipment) From a Fazenda, Aug. 1953, p. 15. Appl. author: Delph Jansen, Jr. © 1Aug53; KK98664.

What to do after you've read all the tractor ads. From Farm & ranch, Sept. 1953, p. 75. Appl. author: Delph Jansen, Jr. © 10Aug53; KK98124.

Whether you own the land, you'll benefit from a solid demonstration of the far more powerful Ferguson 30 tractor. From Time, Latin American ed., July 20, 1953, p. 10. Appl. author: Delph Jansen, Jr. © 17Jul53; KK98261.

Ya se ha quedado fuerto de la tierra ... infinitamente mas potente tractor Ferguson 30. From Life (en Espanol), July 6, 1953, p. 98. Appl. author: Delph Jansen, Jr. © 1Jun53; KK97317.

You can make more money with Ferguson system farm equipment. From Time, Latin American ed., Sept. 21, 1953, p. 47. Appl. author: Delph Jansen, Jr. © 1Aug53; KK97070.

You'll farm better and profit more, with Ferguson equipment. From Time, Nov. 16, 1953, p. 61. Appl. author: Delph Jansen, Jr. © 1Nov53; KK97126.

FERTTO (AL) ENTERPRISES. Voice letter. To whom it may concern. (Records & envelopes) Label. © Albert August Fertig, d.b.a. Al Fertig Enterprises; 31Jul52; KK91727.

FERTTO, ALBERT AUGUST, d.b.a. AL FERTTO ENTERPRISES. SEE Fertig (Al) Enterprises.


FIELDS, CLAUDE O. The cellulose Handi-Kleenner. (Cleaning tools) Folder. © 27Jul53; KK98631.

FINE, M. O. October prices on picture tubes. Acme Electronics, Inc. Folder. © 30Sep53; KK90556.
FIRESTONE INDUSTRIAL PRODUCTS COMPANY
Never again need you wake up exhaust- ed... Pillows of Firestone Foamex have never been known to wear out. From Life, Aug. 29, 1952, p. 16. © 25Aug53; KK86995.

Now revealed. The secret of how you can rest in perfect comfort from head to foot. Exclusive in the form-fitted mattresses of Fire-


FIRESTONE PLASTICS COMPANY
The only beauty treatment these pale green dinette chairs need is a damp soapy cloth. They’re uphol- stered in Firestone Velin. From Better homes and gardens, July 1952, p. 102. © Jul52; KK92266.

FIRST FEDERAL SAVINGS AND LOAN ASSO-
CIATION OF MIAMI
Don Harold’s tighty whiteys can save savings. Label. © 15Dec53; KK92161.

FISHER, ERNEST W. AND JOSEPH H. EVANS.
ta. HEEF CANDY COMPANY. SEE HEF CANDY Company.

FISHER FLOURING MILLS COMPANY


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Fly tying & bait making kit. Label. © 11Sep53; KK88853.

FISHERY PRODUCTS, INC.
Portion Pak breaded fish. Blue water seafoods. Label. © 3Mar53; KK97121.

FITZGIBBONS BOILER COMPANY, INC.
An all new Fitzgibbons boiler for the smaller home. Catalog no. 7701. © 1Mar53; KK88790.

The Fitzgibbons boiler; l00 series. Boiler burner unit (enclosing jacket) Catalog no. 400-50-1. Sheet. © 19Nov53; KK91270.

The Fitzgibbons boiler, l00 series; catalogue no. l00-10. Folder. © 25Aug53; KK88859.

The Fitzgibbons boiler; l00 series. Catalog (no.) l00-50-1. Label. © 1Apr53; KK97477.

The Fitzgibbons boiler, R-Z-U Junior. Catalog no. JR 10-1. Folder. © 35Jun53; KK97841.


The Fitzgibbons boiler. Scott type. Catalog no. SM-10-2. Folder. © 1Sep53; KK90354.


Fitzgibbons combustion chambers for no. 770, no. 7701, and l00 series steel boilers. Folder. © 1Aug53; KK80697.


The Fitzgibbons no. 770 boiler-burner unit. Catalog (no.) 770-30. Folder. © 1Jul53; KK98956.


FLAKO PRODUCTS CORPORATION


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Dubble Bubble gum. Delticosa Qualitäts. 100 pieces. 7005-. Label. © 25Aug53; KK88790.


Dubble Bubble gum. [Export carton] no. 3. Label. © 25Aug53; KK91710.


Dubble Bubble gum. 120 pieces. Label. © 23Oct53; KK91714.

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Ferry discovers Figuramas by Flexes, the out of this world girlie. Pamphlet. Applt. author: Alan B. Sinauer. © 1Aug53; KK98758.

Why Fran bought & Sea Yolks by Flexes warehose. (Bathing suite) Pamphlet. Applt. author: Alan B. Sinauer. © 1Jun53; KK98757.

FLEX-O-GLASS, INC., d.b.a. WARP BROTHERS. SEE WARP Brothers.

FLEX-O-LATORS, INC. ©
One out of every five mattresses... Saggy, the sleep robber... (Wire Insulators) Folder. © 15Apr53; KK90365.

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FLORIDA FASHIONS, INC.


FLORIDA PICTURE GREETINGS.
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sages. Poster. © Florida Picture Greetings, solely owned by Mrs. Louise Goodrich; 210Dec53; KK91944.

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TION.
Grades of Westvaco Clastic soda. Slide rule. © 5Oct53; KK99907.

FOOD SPECIALTIES, INC.


FORD, CHARLES A.
New depart. cigarette holder. Sheet. © 23Nov53; KK91874.

FORD MOTOR COMPANY.
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2 x 4 ties by Gates. Folder. Appl. author: Dale Hill. © 10Jun53; KK99909.


Rigid front filing cabinets. 11 p. © The General Fireproofing Co.; 30Jun53; KK9604h.

Shelving erection bulletin. Complete office arrangement. © The General Fireproofing Co.; 7GF steel shelving and accessories. © The General Fireproofing Co.; 10GF; KK7069

Shop high overhead costs. Go to GF metal business furniture. Self-mailer. © The General Fireproofing Co. 1hs53; KK9605s.


The excitement of choosing, ©kMar53; KK9061g.


Now's the time for Jell-O. It may be only a coincidence ... © Baby world. From Life, Jan., 26, 1953, p. 67. Ap. author: Young and Rubicam, Inc. © 26Jan53; KK87501.


There's something special about Birds Eye broccoli. Form 5739-A. Poster. © 1Jul53; KK87694.


There's something special about Birds Eye chicken pie. From People's Price Fries. From 57400. Poster. © 17Jul53; KK87911.


There's something special about Birds Eye chopped spinach. You'll love the special way it's chopped. (Frozen foods) From Better living, June 1953, p. 9. Appl. author: Young & Rubicam, Inc. © 1Jun54; KK90116.


There's something special about Birds Eye orange juice. Make the separation test. (Frozen foods) From Better living, Apr. 1953, p. 1. Appl. author: Young and Rubicam, Inc. © 12Apr53; KK87646.

There's something special about Birds Eye orange juice. Make the separation test and see. (Frozen foods) From Life, June 15, 1953, p. 66. Appl. author: Young and Rubicam, Inc. © 12Jun53; KK90102.

There's something special about Birds Eye poultry. (Frozen foods) From Ladies' home journal, Aug. 1953, p. 96. Appl. author: Young and Rubicam, Inc. © 2Aug53; KK89911.

There's something special about Birds Eye spinach. Form 5739-A. Poster. © 1Jul53; KK87734.

There's something special about Birds Eye strawberries. (Frozen foods) From Woman's day, Apr. 1953, p. 96. Appl. author: Young and Rubicam, Inc. © 2Apr53; KK87497.


They're fun to sew. Birds Eye kids dolls. From Parents weekly, June 17, 1953, p. 32. Appl. author: Young & Rubicam, Inc. © 1Aug53; KK90112.

Which has the calcium you need to add zest to your family's Wheat Meal hot cereal. From Cappers farmer, Oct. 1953, p. 44. Appl. author: Young & Rubicam, Inc. © 12Sep53; KK90052.

GENERAL METALS CORPORATION Co.,

GENERAL MILLS, INC.,
Betty Crocker cookery, 10 individual packs freshly-sealed in double cellophane. Net wt. 10 oz. Label. © 1Jul53; KK86511.

Betty Crocker crust mix in sticks. 9 oz. net wt. Series no. 2L. Label. © 26Aug53; KK89683.

The Larro graphometer, for use with Larro standard graph sheet in analyzing milk production records of dairy cattle. (Equipment) card. © 8Sep53; KK98682.

GE-O-NEL PRODUCTS COMPANY.
Breakfast Snax; fruit blend cereal. Net weight 1 lb. 4 oz. Label. © George H. Wilson, d.b.a. GE-O-NEL Products Co.; 28Dec53; KK92282.

GERLACH, CHARLES A.
© Better and smoother shavers. (Razor blade holder & strop) Sheet. © 7Oct53; KK98963.

From Strop-N-Shave Company. (Razor blade holder & strop) Label. © 7Oct53; KK98962.

GIBRALTAR SAVINGS AND LOAN ASSOCIATION OF BEVERLY HILLS Co.
All accounts insured to $10,000. From Los Angeles Examiner, June 28, 1953, p. 1. © 1Jun54; KK97731.

GIBSON REFRIGERATION COMPANY Co.
See the new Gibson, the only range with Ups-A-Daisy deep-well cooker plus 2 do-all ovens. From Country gentleman, July 1953, p. 61. Appl. author: Henri, Hurst & McDonald, Inc. © 21Jun53; KK96954.

You get all these new features in the 1953 Gibson and in no other range. (Electric ranges) From Good housekeeping, Feb. 1953, p. 194. Appl. author: W. W. Garrison & Co. © 19Jan53; KK87659.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY Co.
© Face plate drive for underarm machines. Sheet. © 23Oct52; KK99058.


GIFT-OF-THE-MONTH CLUB FOR MOTHER.
Remember mother. This Christmas give Mother the gift that keeps giving. From Los Angeles examiner, Nov. 22, 1953, p. 2. © Violet Dee Brown, d.b.a. Gift-of-the-Month Club for Mother. 22Nov53; KK91752.

GILBERT (A. C.) COMPANY.


American Flyer trains, Recreator, and other Gilbert toys. (1953 consumer catalog with Western prices) 51 p. © The A. C. Gilbert Co.; 15Sep53; KK98947.

GILLETTE COMPANY.


From home permanent; directions for regular lotion. Folder. © The Gillette Co., Toni Co. Division; 26Aug53; KK98952.

From home permanent; directions for super lotion. Folder. © The Gillette Co., Toni Co. Division; 19Aug53; KK98952.

From home permanent; directions for very gentle lotion. Folder. © The Gillette Co., Toni Co. Division; 16Sep53; KK98999.


GILLETTE COMPANY. cont'd. 


GILMORE KELCH-DIEC COMPANY. Circus trick hand band. From Appl. author: Louis N. Tapper. © 15Apr53; K97394.

GIVA-WAY FILM SERVICE. Please enclose money with order. Film-mailer, envelope. © Maxwell's, inc. d.b.a. Giva-Way Film Service; 1Nov53; KK91370.

GIVEN MANUFACTURING COMPANY. All new. Waste King pulverizer, with complete assemblies. (Garbage disposal) Folder. © 1Aug53; KK91128.


GLADDING, MCBRANE AND COMPANY. Idea for your home and mine, by Helen Harrison. Real clay tile. Folder. © 11Jun53; KK87945.

GLAUNE, INC. ©. Clemorene form upholstery cleaner. Net contents only. 8 oz. Label. © 15Jul53; KK97593.

Clemorene miracle Brush Bath cleans paint brushes and sprayers like magic. Net contents only. 8 oz. pint. Label. © 16Sep53; KK97576.


Glidden Nubelon-S, new baking enamel combines high hardness ... Form F-1277. Appl. author: Meldrum & Fewsman, inc. © The Glidden Co.; 1Jul53; KK90322.


GOLD SEAL COMPANY. Shining floors, safe from slips, now yours with Gold Seal self polishing floor wax. From Ladies home journal, Apr. 1951, p. 254. © 30Mar52; KK96999.

GOLD MANUFACTURING COMPANY. Congratulations. You have purchased the finest in color balanced light projection equipment. Label. Appl. author: Ernest W. Goldberg. © 1Jun53; KK80832.

GOLDEN, JERALD J., AND BURTJON N. MILLER, d.b.a. TILE CRAFT. See Tile Craft.


Goodall fabrics fly with the finest. Major air lines ... From American aviation, Oct. 12, 1953, p. 35. Appl. author: Ruthrauff & Ryan, inc. © 12Oct53; KK90905.


Action unlimited. Thanks to battery power. Modern battery-powered industrial trucks have higher lifts ... Appl. author: Hutchins Advertising Co., Inc. © 20Aug53; KK82893.

And now, out of the great Gould laboratories, comes the new Diamond Z grid. (Industrial truck battery) Folder. Appl. author: Hutchins Advertising Co., Inc. © 18Sep53; KK93996.

And now, out of the great Gould laboratories, comes the new Diamond Z grid. (Railroad batteries) Folder. Appl. author: Hutchins Advertising Co., Inc. © 18Sep53; KK93996.

Application of 4-cell unit type KXZ 176, for various models of diesel locomotives. Sheet. © 23Jul53; KK87922.

Gould Diamond Z batteries for car lighting and air conditioning. Kathenedo. Folder. © 30Sep53; KK92330.

Gould Diamond Z batteries for diesel locomotive starting. Kathenedo. 10 p. © 28Sep53; KK92331.


Gould emergency lighting equipment. Dry disc rectifier for both trickle and high rate. 4 p. © 18Sep53; KK92332.

Gould extra high type cell in rubber jar. Kathenedo construction with new Diamond Z plates, type KZ. Sheet. © 21Aug53; KK97941.

Gould extra high type cell in rubber jar. Thirty construction with new Diamond Z plates, type KZ. Sheet. © 21Aug53; KK97941.

Gould extra high type cell in rubber jar. Kathenedo construction with new Diamond Z plates, type KZ. Sheet. © 18Sep53; KK97952.

Gould extra high type, extra capacity cell in rubber jar. Kathenedo construction with new Diamond Z plates, type KZ. Sheet. © 18Sep53; KK97952.

Gould extra high type, extra capacity cell in rubber jar. Thirty construction with new Diamond Z plates, type KZ. Sheet. © 18Sep53; KK97952.

Gould metallic rectifiers, class 220. High ballast type ... Sheet. © 30Jun53; KK97921.

Gould National industrial batteries. Folder. © 30Jun53; KK97918.


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GOULD-NATIONAL BATTERIES, INC. "Cat. Cont's." Gould prices. Industrial truck, tractor, mine, and industrial locomotive batteries, for Allis Chalmers Mfg. Co. ... effective October 1, 1953. 4 p. © S45p53; KK907L0.

Gould prices. Industrial truck, tractor, mine, and industrial locomotive batteries, for E. Z. Pont de Nommers & Co. ... effective October 1, 1953. 4 p. © S36p53; KK907L2.

Gould prices. Industrial truck, tractor, mine, and industrial locomotive batteries, for General Motors Corporation ... effective October 1, 1953. 4 p. © S38p53; KK907L3.

Gould prices. Industrial truck, tractor, mine, and industrial locomotive batteries, for Reynolds Metals Company ... effective October 1, 1953. 4 p. © S36p53; KK907L4.


Gould standard height, extra capacity cell in rubber jar. Thirty construction with new Diamond Z plates, type KZ. Sheet. © 45p95p; KK907L1.

Gould stationary batteries for auxiliary power and control. 18 p. © 23May53; KK92325.


High type, extra capacity cell in rubber jar. Kathanode construction with new Diamond Z plates. Type KZ. Sheet. © 17Nov53; KK92314.

High type, extra capacity cell in rubber jar. Thirty construction with new Diamond Z grids. Type XXZ. Sheet. © 17Nov53; KK92315.

Initial charge and installation instructions for lead-acid battery folder. 3M1May53; KK97820.

Installation and operating instructions for lead-acid batteries. Folder. © 3M1May53; KK97819.

Instrucciones generales para la conservación y la operación de los acumuladores Gould de caucho. Sheet. © 3Apr53; KK92313.

Instructions and technical data for Gould rubber jar batteries. 60 p. © 26Oct53; KK92339.

Kathanode industrial truck batteries, with new Diamond Z grids. Net user prices, f. o. b. factory ... effective October 1, 1953. Sheet. © 30Sep53; KK90737.


Protection against down time. Thanks to battery power. No. 2-B. Sheet. Appl. author: Hutchins Advertising Co., inc. © 1May53; KK97858.

Protection against down time. Thanks to battery power. No. 2-S. Sheet. Appl. author: Hutchins Advertising Co., inc. © 1May53; KK97859.

Ready for emergency. Thanks to battery power. You get action when you need it ... Sheet. Appl. author: Hutchins Advertising Co., inc. © 1Jun53; KK98281.


Struct steel rack specifications. 30 cells on two steps. Sheet. © 30Sep53; KK92342.

Thirty industrial truck batteries, with new Diamond Z grids. Net user prices, f. o. b. factory ... effective October 1, 1953. Sheet. © 30Sep53; KK90738.

Typical two step, all steel struc steel steel rack specifications, 12 cells on two steps. Sheet. © 30Sep53; KK92801.


Unmatched dependability. Thanks to battery power. When the engineer touches the starting button... Sheet. Appl. author: Hutchins Advertising Co., inc. © 1Apr53; KK97851.

Unmatched dependability. Thanks to battery power. You can always depend on battery-power... ed industrial trucks to work all day without letdown. No. 1-T. Sheet. Appl. author: Hutchins Advertising Co., inc. © 1Apr53; KK97856.

Unmatched dependability. Thanks to battery power. You can always depend on battery-power...ed shuttle cars ... No. 1-N. Sheet. Appl. author: Hutchins Advertising Co., inc. © 1Apr53; KK97854.


GOLDWATER, DOUGLAS KELVIN, and JOHN FINNEY GOWLAND, d.b.a. GOWLAND AND GOWLAND. See Gowland and Gowland.

GOWLAND, JOHN FINNEY, and DOUGLAS KELVIN GOWLAND, d.b.a. GOWLAND AND GOWLAND. See Gowland and Gowland.

GOWLAND AND GOWLAND. Highway pioneers, series four. For sign car models. Reveals our construction kit. Label. © Gowland & Gowland, a co-ownership of John Finney Gowland & Douglas Kelvin Gowland; 18Nov53; KK92304.


GRAHAM, WALTER MARTIN, d.b.a. GRAHAM PROCESS DISPLAYS. See GRAHAM PROCESS DISPLAYS.


Green Giant, Richter’s Butter Krust, the flavor-rite loaf, enriched. (Bread) Poster, © Walter Martin Graham, d.b.a. Graham Process Displays; 1Apr55; (in notice: 1952); KK87589.


GREEN, D. W., COMPANY. Admiral water softener; rain water made to order. Label. © D. W. Green Co., David Weasley Green, sole owner; 1Apr51; KK92112.


GREEN GIANT COMPANY © All the fun without the cob. Niblets whole kernel corn. Painted by Norman Rockwell. From this week, Apr. 26, 1953, p. 18. Appl. author: Leo Burnett Co., Inc. © 26Apr53; KK87453.


The Green Giant’s a mighty popular man. (Corn & peas) From True story, June 1953, p. 98. Appl. author: Leo Burnett Company, Inc. © 3Oct53; KK87836.


Mrs. Jones just heard about Kounty Kist peas at a price that says buy them. From Life, Feb. 10, 1953, p. 62. Appl. author: Leo Burnett Co., Inc. © 27Jan53; KK87839.


Sh-h-h, I want to hear all they’re saying about Kounty Kist peas. From Look, June 5, 1953, p. 81. Appl. author: Leo Burnett Company, Inc. © 1May53; KK87942.

Tender memories for dinner tonight. Niblets whole kernel corn. Painted by Norman Rockwell. From This week, p. 5. Appl. author: Leo Burnett Co., Inc. © 8Mar53; KK87632.


GREENFIELD, HARRY A., d.b.a. GREENFIELD MANUFACTURING COMPANY. SEE Greenfield Manufacturing Company.


G-W line Sweat-On lavatory or tank supplies. Label. © 10Dec53; KK90666.


GRIESBETZ WERNER BREWERY COMPANY. Everybody’s doing it. Play the famous first necklabei game ... Stag beer. From Illinois state journal, May 27, 1953, p. 22. Appl. author: Maxon, Inc. © 27May53; KK87391.

Specially cooling because it’s sugar-free as beer can be. No other beer is more cooling than Stag ... From the Illinois state star, July 23, 1953, p. 3. Appl. author: Maxon, Inc. © 23Jul53; KK87391.

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GRUMBACHER (W.) INC. ©. 30-17 symphonic set. The three-primary system. Grumbacher color circle arrangement. (Artists' colors) Sheet. © 4Oct53; KK91394.


99% sugar-free, that's beer at its driest. You can enjoy glass after glass ... From the Evening news, Harrisburg, Pa., July 2, 1953, P. 4. Appl. author: The Blow Company, Inc. © 2Jul53; KK89734.


This is the modern idea of what a beer should be. Gunther is the good word for Labor Day. From the Evening star, Washington, D. C., Sept. 2, 1953, p. C-4. Appl. author: The Blow Co., Inc. © 2Sep53; KK88702.


GURNEY'S, INC., d.b.a. GURNEY SEED AND NURSERY COMPANY. See Gurney Seed and Nursery Company.
Help for the church organ committee. A book which has helped thousands... From Pathfinder, Sept. 1953, p. 80. Appl. author: Young & Rubicam, Inc. © 24Aug53; KK90132.


It can even help you to think more clearly. Hammond organ, music's most glorious voice. From Life May 18, 1953, p. 62. Appl. author: Young & Rubicam, Inc. © 15May53; KK88189.

It can satisfy your urge to create, it can help you think more clearly... Hammond organ, music's most glorious voice. From the Saturday evening post, May 23, 1953, p. 111. Appl. author: Young & Rubicam, Inc. © 20May53; KK88196.

It's like getting a long letter from home. Hammond organ. From the Saturday evening post, Apr. 18, 1953, p. 135. Appl. author: Young & Rubicam, Inc. © 15Apr53; KK87502.


It's like seeing the Big City for the first time. Hammond organ. From Life, Apr. 13, 1953, p. 15. Appl. author: Young & Rubicam, Inc. © 10April53; KK87503.


Why, after thorough investigation, do more churches choose the Hammond organ... church, exterior... From Christian Herald, May 1953, p. 33. Appl. author: Young and Rubicam, Inc. © 25Apr53; KK87506.

Why, after thorough investigation, do more churches choose the Hammond organ... church with congregation seated? From Extension, June 1953, p. 39. Appl. author: Young and Rubicam, Inc. © 10June53; KK87508.

Why, after thorough investigation, do more churches choose the Hammond organ... pastor and pulpits? From Extension, May 1953, p. 33. Appl. author: Young and Rubicam, Inc. © 10April53; KK87507.


You can sound like a professional when you play... on the Solovox. From Life, May 11, 1953, p. 131. Appl. author: Young and Rubicam, Inc. © 9May53; KK87705.


Can you really play this new kind of [chord] organ in 30 minutes, without knowing a note, without a lesson? From Look, Apr. 17, no. 23, p. 15. Appl. author: Young & Rubicam, Inc. © 30Nov53; KK99198.


HANCOCK, H. V., AND H. V. HANCOCK, d.b.a. HANCOCK IRON WORKS. SEE Hancock Iron Works.

HANCOCK, V. H., AND H. V. HANCOCK, d.b.a. HANCOCK IRON WORKS. SEE Hancock Iron Works.

HANCOCK IRON WORKS. Accessories to complement your Hancock outdoor fireplace. Folder. © H. V. Hancock and V. H. Hancock, d.b.a. Hancock Iron Works; 17Aug53; KK88819.

HANCOCK OIL COMPANY © California road map. Hancock gasoline. © on art work; 26Aug53; KK90723.
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Correct use of the Heinleyn universal hanging hinge. Form HI-101. (movable shutters) Sheet. © 18Sep53; KK9189.4.

Shutter kit price list, for completely assembly shutters panels. Folder. © 20Jun53; KK9189.1.


Dramatic new Door-Hi screens by Paul Heinley. Folder. © 26Jun52; KK97076.

Movable shutters. Label. Appl. author: Paul Proper Heinley. © 26Sep51; KK9189.2.

You will be interested in the unseen part of your shutter job. Folder. Appl. author: Paul Proper Heinley. © 1952Mar52; KK97075.

Introducing the sensational new Door-Hi movable shutter screen. Sheet. © 26Jun52; KK97075.

Heinley Mastercraft Products. See also Heinley's (Paul) Movable Shutters.


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Heinley's (Paul) Movable Shutters. See also Heinley Mastercraft Products.


A sales tip for you ... Leaders in the building supply field join thousands of satisfied Heinm customers. (Loose-leaft binders) Folder. Appl. author: Paulson-Gerlach & Associates, Inc. © The Heinm Co.; 13Apr53; KK9189.4;

A sales tip for you. Lift your sales volume with Heinm loose-leaft bind-


Henry, Edith. Fashion at your feet. See Fashion Show Flats, Inc.


Hikock. See Hickok Manufacturing Company.


A fall food feature. You can count on never-changing goodness. Adform 120. Poster. © 10Oct53; KK9189.4.

Free, at no extra cost, this new Hills Bros. coffee-guide. Adform 118. 24Aug53; KK97875.

Free, at no extra cost, this new Hills Bros. coffee-guide. Adform 111. 24Aug53; KK91954.

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Here's your free Hills Bros. coffee guide, at no extra cost. Inside every can with special label. Adform 20. Sheet. © 3Aug53; KK91539.
Hills Bros. announces an extraordinary new type of coffee promotion. Folder. © 24Aug53; KK9752.
Hills Bros. announces an extraordinary new type of coffee promotion. [Folder] Sheet. © 31Aug53; KK91541.
Hills Bros. coffee. Drip grind. 1 lb. net. Label. © 2Aug53; KK9760.
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Hills Bros. coffee. Regular grind. 1 lb. net. Label. © 2Aug53; KK9761.
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You can count on never-changing goodness. Adform 129. [Shelf-sign] Sheet. © 10ct53; KK91542.
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It's a new type coffee promotion. Greatest ever. Envelope. © 2Aug53; KK9753.
The lid's off the hottest promotion ever. Are you in on it? [Follow-up card] © 31Aug53; KK91542.
You can count on never-changing goodness. Adform 129. [Shelf-sign] Sheet. © 10ct53; KK91542.
HOLLISTER, HARRY H. ©
There's nothing to buy, nothing to sell. So hang on to your hats, here we go. Tangle comics. (Newspapers) From the Seattle times, Nov. 15, 1953, p. 37. © 15Nov53; KK91102.
HOLLOWAY, ALBERT F., d.b.a. OLIN MANUFACTURING COMPANY, SRP. ©
Have you tried our boneless real chops? They're new, different, delicious. Streamer. © 1May53; KK97602.
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For beautiful teeth, new Holsum bread feeds you 3/8% of your daily requirement of vitamin D. From St. Petersburg times, May 21, 1953. Appliance: Author: James C. Ewold. © 2May53; KK91725.
HOME DECORATORS, INC. ©
When you're carried 'cross the threshold. Prestige, the loveliest of silver plate. From Modemelle, Nov. 1953, p. 52-53. Appliance: Author: Hicks & Oriest, Inc. © 29Oct53; KK91280.
Yesterday a lovely bride, today a successful hostess. Prestige, the loveliest of silver plate. From Modern bride magazine, fall 1953, p. 36-37. Appliance: Author: Hicks & Oriest, Inc. © 7Jul55; KK97673.
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You can now Hopp's no. 9. (Cleaning fluid) Folder. © 27Oct53; KK91105.
HORNET (SSO. A.) AND COMPANY. Horset good food. Rushed to you fresh by refrigerated truck. {Heat products) Label. Author: Carson J. Morris. © 2Nov53; K919136.


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Your Christmas package from House of Ideas. There is a Santa Claus, Mrs. Lugaud retailer. (Advertising cuts) Sheets. © Damon J. Swan, d.b.a. House of Ideas; 11Nov53; K909590.

HUDH. John V. O. The Wisconsin. Folks have more spare time these days. (Wall paneling & tile) From the Joliet herald-news, Dec. 2, 1951, p. 4g. © 2Dec51; K870578.

The Wisconsin. Imagine the inconsid-eration of some husbands. (Kitchen cabinets) From the Joliet herald-news, Nov. 25, 1951, p. 42. © 25Nov51; K870554.

The Wisconsin. Many a Pa looks and at his hard-earned money ... Storm sash. From the Joliet herald-news, Dec. 11, 1951, p. 45. © 11Nov51; K870561.

The Wisconsin. Many a Pa looks and at his hard-earned money ... Storm sash. From the Joliet herald-news, Dec. 11, 1951, p. 45. © 11Nov51; K870561.


The Wisconsin. The Wisconsin family has hit upon a good plan all right. Po-Dor accordion doors. From the Joliet herald-news, Nov. 18, 1951, p. 45. © 18Nov51; K870575.

Hudson, Richard. How to give yourself the all new Richard Hudson home permanent, with revolutionary new neutraliser. Folder. © 30Sep53; K909402.

How to give yourself the new Richard Hudson double-quick double-safe home permanent. Sheet. © 30Jan53; K919311.

How to use Richard Hudson Light and Bright [hair lotion] Folder. © 1Dec53; K919555.

If you want a smooth-top, soft-curl home permanent, the Hudson of Fifth Avenue shows you how... Folder. © 1Mar53; K919512.

New Marvelous shampoo. Folder. © 1Mar53; K919513.

HUDON (E. D.) MANUFACTURING COMPANY. Another Hudson profit-maker. 5-Spray nozzle sales-maker. No. 5051. Sheet. © 27Feb53; K872769.

Compare and see why Hudson Worth- tox tanks give you more for your money. Sheet. © 30Apr53; K872771.

The easy, economical way to feed tur- keys. Hudson all-steel range feeder. Form no. 499. Sheet. © 1Mar53; K872792.

High sign to profits. Hudson no. 82 Dus-qulk. (Hand duster) Sheet. © 27Feb53; K872797.

Hudson no. 82 Dus-qulk. (Duster) Label. © 1Mar53; K873289.

Multiply poultry equipment sales and profits with no. 353 Hudson poultry equipment salesman. Sheet. © 27Feb53; K872799.

Sign of the best buy. New poultry equipment. Form no. 169. Folder. © 1Feb53; K872802.

A sure-fire way to build sales. No. 8339 Hudson Trombone sales-maker. (811de-type and hand sprayer) Sheet. © 27Feb53; K872781.

To help you cut the cost of making milk. (Farm equipment) From Prairie farm, 1953, p. 22. © 1Aug53; K883066.

HUDSON MOTOR CAR COMPANY. Hudson instant action engines with super induction. Foster. Appl. author: Brooks, Smith, French & Dorrance, inc. © 3Sep53; K897314.

Only Hudson offers you all these great power features. Foster. Appl. author: Brooks, Smith, French & Dorrance, inc. © 3Sep53; K897315.


There's a 1954 all-new Hudson in every price field including the lowest. Foster. Appl. author: Brooks, Smith, French & Dorrance, inc. © 3Sep53; KK90515.


HUNT, CLEMMAN WILCOX, AND NORMA WADORE LYNX, d.b.a. LYON-HUNT. See Lyon-Hunt.


ILLINOIS ZINC COMPANY. Now available to the lithographic trade. Illinois Litho-Select zinc litho plates. (Printing plates) Folder. © 70Oct53; KKX9171.

IMPERIAL PEARL SYNDICATE, INC. Your new credit card, plus a gift of an Imperial cultured pearl. Folder. © 26Jul53; KKX8235.


INDIA COSMETIC COMPANY. The Racer, an excellent incense. Label. © 1Q1953; KKX8469.


INDUSTRIAL LAMP CORPORATION. Outstanding lamp fashions for home and office, by LIL. Folder. Appl. author: Julub Advertising Co. © 10Oct53; KKX9808.

INDUSTRIAL MINERAL FIBER INSTITUTE, INC. © Hot or cold, it needs insulation. (Insulginis) (Mineral wool) Label. © 1May53; KKX8126.

INDUSTRIAL TAPE CORPORATION. Bondex hot iron tape. Menda fabric the easy way. Flesh. 10½. Label. © 1Feb53; KKX9172.


INSULATION MANUFACTURERS CORPORATION. Selector for Insman's curve-formed rand square-formed fiber wedges. 48 inch lengths, 250 ft. packages. Appl. author: Alfred Shirley Gray. © 1Sep53; KKX9057.


INTERNATIONAL CELLUCTION PRODUCTS COMPANY. Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Household use scene, centered large box of Kleenex] From Life, Nov. 9, 1953, p. 186. Appl. author: Winfred S. Snyder. © 21Nov53; KKX9087.

Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Household use scenes] From Life, Nov. 9, 1953, p. 186. Appl. author: Winfred S. Snyder. © 21Nov53; KKX9087.

Arthur Godfrey says, for handy helps around the house, it's Kleenex tissue time. [Restaurant scene, centered around store display of Kleenex] From Everywoman's magazine, Nov. 23, 1953, p. 172. Appl. author: Winfred S. Snyder. © 20Nov53; KKX9088.


Arthur Godfrey says, it's Kleenex tissue time. (Christmas scene) From Puck, the comic weekly (Chicago herald American), Nov. 8, 1953, p. 2. Appl. author: Winfred S. Snyder. © 3Nov53; KKX9212.

Arthur Godfrey says, it's Kleenex tissue time. (Christmas scene) From Puck, the comic weekly (Chicago herald American), Dec. 23, 1953, p. 2. Appl. author: Winfred S. Snyder. © 3Dec53; KKX9212.


More for your money with Kleenex. (Little Lulu standing on top of Kleenex box) (Tissues) From Frock, the comic weekly (Chicago herald American), Mar. 1, 1953, p. 3. Appl. author: Winifred S. Snyder. © 1Mar53; KK97100.


Timely tips by Little Lulu, 5 helpful ways to save. Save ice tea from dilution. Kleenex tissues. From Frock, the comic weekly (Chicago herald American), June 7, 1953, p. 4. Appl. author: Winifred S. Snyder. © 7Jun53; KK97103.

Timely tips by Little Lulu, 5 helpful ways to save. Sponge glazed tile walls Kleenex tissues. From Frock, the comic weekly (Chicago herald American), May 3, 1953, p. 2. Appl. author: Winifred S. Snyder. © 3May53; KK97104.


Cool living show at your International Harvester dealer's. Two page advertisement of refrigerators and freezers. From This week (Chicago daily news), July 10, 1953. © 10Jul53; KK97876. Appl. author: Leo Burnett Co., Inc. © 10Jul53; KK97878.

INTERNATIONAL LATEX CORPORATION. Announcing new Playtex Happy baby pants. 6.42¢. Folder. © 11Aug53; KK98827.

Announcing new Playtex Happy baby pants. 6.42¢. Folder. © 11Aug53; KK98828.


For the nights after Christmas Playtex mustered its, the priceless personal gift of sleep. P69. Sheet. © 22Oct53; KK90291.

For the nights after Christmas ... the priceless personal gift of sleep. Playtex (pillows) P69. Sheet. © 26Oct53; KK90669.

From its boneless non-roll top there stands a name in the world like the amazing Playtex Magic-Controller. Sheet. 0339A. © 18Jun53; KK97078.


Happy, happy days ahead for baby, protected with Playtex powder and Lotion © M8. Sheet. © 2Jan53; KK99429.


Here's the Playtex hair cutter full page Life Christmas ad. Folder for department stores. © 16Oct53; KK99037.

Here's the Playtex hair cutter full page Life Christmas ad. Folder for drug stores. © 16Oct53; KK99038.

Hollywood stars say Fashion designers agree only a Playtex panty brief slims you ... endorsed by Rand Mcnally. © 25Sep53; KK97871.

How Stern Brothers obtained over a 1000 % increase in dollar volume on Playtex Diaper. P672. (Dispensing garments) Pamphlet. © 2Oct53; KK99928.

How to set up your adapter bin for the Playtex super-combershell. P701. Sheet. © 1Nov53; KK91859.

How to set up your Playtex stock display. P652. (Baby needs) Sheet. © 28Sep53; KK98376.

How to set up your P.S. no. 5 unit to include Happy pants. P725. (Baby needs) Sheet. © 1Nov53; KK91903.


Instructions for placement of Playtex merchandise in metal floors. (Baby needs) Sheet. © 6Jul53; KK98304.
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Instructions for placement of Playtex merchandise (including Happy Pants) in metal floor stand 4 (670) P653. (Baby needs) Sheet. © 21Aug53; KK80585.

Introducing newest Playtex Magic-Controller fabric lined pantry girdle with garter. Mat no. 6095. © 21Jun53; KK96722.


Introducing newest Playtex Magic-Controller, Panty girdle ... Streamer. © 18Jun53; KK88190.

Introducing newest Playtex Magic-Controller pantry girdle with garter. Mat no. 6094. © 18Jun53; KK97525.

Instructions for applying new shelf strips. P718. (Baby needs) Sheet. © 30Nov52; KK93265.

Instructions for applying new strips on the PS no. 1 wire rack. P722. (Baby needs) Sheet. © 30Dec52; KK97525.


It’s here, newest Playtex Magic-Controller fabric lined pantry girdle with garter. Mat no. 6095. © 12Dec53; KK97222.

It’s here, newest Playtex Magic-Controller fabric lined pantry girdle with garter. Mat no. 6097. © 16Jan53; KK97222.

It’s here newest Playtex Magic-Controller panty girdle with garter. Mat no. 6095. © 18Jun53; KK97225.

Like magic, it gives you calorie- ... curve control. New Playtex Magic-Controller, Control line, Orl- ... dles) © 28Aug53; KK88580.


Now, a panty brief that does more than most girdles. New Playtex magic control panty brief, introduces model in girdle, bra, and playclothes. From Glamour, July 1953, p. 3. Appl. author: Cone & Belding. © 22Jun53; KK96974.

Now, lowest prices ever on 1st qual- ... Playtex pillows. P714. Sheet. © 25Sep53; KK99835.

Now, Playtex fabric lined girdles, with § adjustable garters. F682. Poster. © 25Sep53; KK91901.

Now, Playtex fabric lined girdle with § adjustable garters. Mat no. 5185. © 1Aug53; P625.


Playtex girdle window display no. cK626. Sheet. © 26Jun53; KK86985.

Playtex mitts. Hand savors. Mani- ... Care. F 610. 8Jul53; KK97385.


Playtex super-marshander Pistol product arrangement. (Baby needs) Sheet. © 21Aug53; KK88600.

Playtex world’s most modern pillow, presents 6 important reasons why ... Playtex customized pillows. Sheet. P 614. © 30Jan53; KK90513.

Promotion plans for August 1953. cProduct calendars: (Baby needs, girdles, pillows and hair cutters) Sheet. © 24Sep53; KK86485.

Promotion plans for September 1953. cProduct calendars: (Baby needs, hair cutters, girdles) Sheet. © 18Sep53.

Promotion plans for October 1953. cProduct calendar: (Girdles, baby needs, pillows and hair cutters) Sheet. © 29Oct53; KK90805.

Promotion plans for November 1953. cProduct calendar: (Girdles, hair cutters, baby needs, pillows) Sheet. © 20Oct53; KK90835.

Sensational sale. 3 first quality models discontinued by Playtex. Playtex LATEX 1953. Poster. © 25Sep53; KK91902.


Sensational savings ... First quality Playtex pillows. Ad no. 5184. Sheet. © 29Oct53; KK97573.

Sleep right-to-night and sparkle tomorrow, Customized Playtex pillows. Sheet. © 1Aug53; KK98249.

Softer, safer change for baby. Day and night... only Playtex Dryper keeps your baby neat and sweet... B124. Sheet. © 2Jan53; KK99830.

Success story. New Playtex Magic-Control- ... control... Mat no. 9747. (Orl- ... dles) © 24Aug53; KK96575.

Success story. New Playtex Magic-Control- ... control... Mat no. 9746. (Orl- ... dles) © 24Aug53; KK96577.

Success story. New Playtex Magic-Control- ... control... Mat no. 9745. (Orl- ... dles) © 24Aug53; KK96577.

Success story. New Playtex Magic-Control- ... control... Mat no. 9744. (Orl- ... dles) © 24Aug53; KK96577.

Success story. New Playtex Magic-Control- ... control... Mat no. 9743. (Orl- ... dles) © 24Aug53; KK96577.

Success story. New Playtex Magic-Control- ... control... Mat no. 9742. (Orl- ... dles) © 24Aug53; KK96577.

Today’s top designers say that Play- ... gives you calorie-control control. (Endorsed by) Thrige [and others.] (Girdles) From Fashions of the times (The New York times magazine) Sept. 13, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 12Sep53; KK96211.

We save time, save money with Playtex home cutter, say the James Gilli- ... s. From Pro Construction, Nov. 1953, p. 12. Appl. author: Foote, Cone & Belding. © Prestation Prod- ... itics International Latex Corp.; 23Oct53; KK91615.

Whether you’re extra large or extra small, whether you like girdle, panty ... Magic-Controller. Mat no. 5078. © 2Aug53; KK86579.

The world’s most charming baby pants. New Playtex Happy Pants. Label. © 25Aug53; KK88582.

You too can comb yourself a haircut. We save time, save money with Play- ... home hair cutter, say the James Gilligan. From Life, Sept. 21, 1953, p. 32. Appl. author: Foote, Cone & Belding. © Prestation Prod- ... itics International Latex Corp.; 23Oct53; KK91615.

INTERNATIONAL MODELS PRODUCT ©.

The Westvale models for inboard or outboard motors. Label. Appl. author: Lewis Barnett. © 1Aug53; KK97577.

INTERNATIONAL MICHEL COMPANY, INC. ©.

Here’s one well that will never run dry. Inco nickel. From Collier’s, Oct. 2, 1953, p. 23. © The International Nickel Co., Inc.; 2Aug53; KK90532.

Here’s one well that will never run dry. Inco nickel. From Collier’s, Oct. 2, 1953, p. 23. © The International Nickel Co.; 2Aug53; KK90532.
COMMERCIAL PRINTS AND LABELS

1953

No fishing, no swimming, no nothin', but satirically, certain engineers and your
unseen friend can soon remedy that. Inco nickel. From Newsweek, June 1, 1953, p. 83. © 20Aug53; KK85372.

Oil makes water work. Oil produced with the help of nickel. Inco nickel. From Newsweek, July 6, 1953, p. 35. © 20Aug53; KK87750.
The weld that saved the crop, with a friendly hand from nickel welding rod. Inco nickel. From Farm journal, Sept. 1953; © The Inter-
national Nickel Co., Inc.; 10Aug53; KK90599.

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Great documents of human freedom.

INTERNATIONAL SILVER COMPANY.
Attractive Austin and New Yorker select their favorite International Ster-
ling patterns. Nancy Knickerbocker [and others] from Seventeen, June 1953, p. 2. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 1Aug53; KK90117.

INTERNATIONAL SILVER COMPANY.
Baton Rouge seniors select their favorite International Sterling patterns. Miss [and others] from Seventeen, Mar. 1953, p. 2. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 1Mar53; KK90117.

INTERNATIONAL SILVER COMPANY.
Bloomingdale's International Sterling. Patricia Gae [and others]. from Seventeen, Aug. 1953, p. 2. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 1Aug53; KK90119.

INTERNATIONAL SILVER COMPANY.
Delighted Detroit teens select their favorite International Sterling patterns. Judy Crawford [and others] from Seventeen, Nov. 1953, p. 2. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 1Nov53; KK90119.

INTERNATIONAL SILVER COMPANY.
Do your Christmas shopping here. Holmes & Edwards sterling inlaid silvertone. From McCall's, Dec. 1953, p. 4 of cover. Appl. au-
 thor: Cunningham & Walsh, Inc. © The International Silver Co., Holmes & Edwards Division; 25Nov53; KK91766.

INTERNATIONAL SILVER COMPANY.
Rogers Bros. presents new Her-
itage, the most perfect time-
less pattern of all. (Silverware) From McCall's, Oct. 1953, p. 9. Appl. au-
 thor: Young & Rubicam, Inc. © The International Silver Co.; 25Sep55; KK91990.

INTERNATIONAL SILVER COMPANY.
Enduring beauty is the modern mood. Sterling by International. From New Yorker, June 6, 1953, p. 43. Appl. author: Young & Rubicam, Inc. © The International Silver Co.; 4Jun53; KK90115.

INTERNATIONAL SILVER COMPANY.
Exquisite sterling to treasure al-

INTERNATIONAL SILVER COMPANY.
Fashion-rise Madison teens choose the trendiest International Sterling-
ing patterns. Dinny Dean [and others] From American girl, June 1953, p. 2 of cover. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 15May53; KK91014.

INTERNATIONAL SILVER COMPANY.
For those who love life, a choice International Sterling. From Bride's magazine, summer 1953, p. 28. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 15Apr53; KK97530.

INTERNATIONAL SILVER COMPANY.
Heritage, a new pattern by 16th Rogers Bros. From Farm journal, June 1953, p. 106. Appl. author: Young & Rubicam, Inc. © The Inter-
national Silver Co.; 18May53; KK90129.

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Juilliard woolens. Plaza tweed ... (Clothing) From Charm, Sept.


Look at a Kaiser this way. You'll see why from every angle it's America's best all-around value. (Automobiles) Appl. author: William H. Weintraub & Co., Inc. © 21Jul53; KK89072.


You can save up to $600 a year owning this new '53 Henry J. (Automobiles) From American weekly, Aug. 6, 1953, p. 15. Appl. author: William H. Weintraub & Co., Inc. © 8Aug53; KK89315.

Kaiser, Inc. © 8Aug53; KK89315.

Did you know that the modern safe deposit box was derived from the security provided by the ancient temples in Greece (Banking service) Folder. Appl. author: Mildred Kaiser. © 5Oct53; KK91360.


Look at a Kaiser this way. You'll see why it's America's best all-around value... From Life, Sept. 7, 1953, p. 10. Appl. author: William H. Weintraub & Co., Inc. © 3Sep53; KK89967.

Meet Kaiser's million miler. He's Louis Prates, who has driven 292,000 miles... (Automobiles) Appl. author: William H. Weintraub & Co., Inc. © 23Sep53; KK89952.

KILBRIDE, GERALD A., announcing the 26th annual State of Maine edition, June 30th, 1951. Award of merit. (Newspapers) From Kaine market mirror, May 1951, insert. @ 21May51; KK86270.


KING RESEARCH, INC. (d). Dandrifice: anti-dandruff rinse. Contents: 1 ft. oz. Label. @ 20Nov52; KK90027.

Dandrifice: anti-dandruff rinse. Contents: 1/2 gallon. Label. @ 21Jun53; KK90029.

Dandrifice: anti-dandruff rinse. Contents: 1/4 gallon. Label. @ 28Nov52; KK90028.

KINGSPORT PRESS, INC. (d). Alfred Thayer Mahan, 1840-1914; (Books, the image of America, by Earl Schenck Kiers and Paul M. Angle, no. 5) From Publishers' weekly, June 6, 1953, p. 2; 225. @ 6Jun53; KK90120.

Harriet Beecher Stowe, 1811-1896. (Books, the image of America, by Earl Schenck Kiers and Paul M. Angle, no. 5) From Publishers' weekly, Nov. 7, 1953, p. 599. @ 7Nov53; KK91000.

John C. Fremont, 1813-1890. (Books, the image of America, by Earl Schenck Kiers and Paul M. Angle, no. 6) From Publishers' weekly, July 4, 1953, p. 89. @ 4Jul53; KK97101.

John Caldwell Calhoun, 1782-1850. (Books, the image of America, by Earl Schenck Kiers and Paul M. Angle, no. 8) From Publishers' weekly, Sept. 28, 1953, p. 505. @ 28Sep53; KK90759.

Lincoln [and] Douglas. (Books, the image of America, by Earl Schenck Kiers and Paul M. Angle, no. 9) From Publishers' weekly, Sept. 28, 1953, p. 505. @ 28Sep53; KK90759.

Vibration control for compressors. Sheet. Appl. author: Samuel L. Perlow. @ The Komco Inc., Inc.; 1Nov54; KK90028.

Vibration control for concrete foundations. Sheet. Appl. author: Joachim I. Weindling. @ The Komco Inc., Inc.; 1Nov54; KK90028.

KISER, ARTHUR J. (d). Kiser's arthritis treatment. (Medicine) Label. @ 25Nov53; KK91356.

KITCHENS OF SARA LEE, INC. (d). No wonder we have to bake so many Sara Lee all butter coffee cakes. From Food and market news, Oct. 1, 1953, p. 5. Appl. author: Ivan Hill. @ 1Oct53; KK90741.


KITCHEN-HANDY PRODUCTS. SEE ALSO Washington Steel Products, Inc.
KRESGE FARM FOOD PACKERS.


KRUEGER (G.) BREWING COMPANY ©.

KUNKEL, BERNARD A. ©.
Marilyke modest dress. (Feminine wearing apparel) © 2Jul53; KK87957.
COMMERCIAL PRINTS AND LABELS

1953

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L. L. M.


LALOS, ARTHUR H., STEVE G. KOKENES, AND ROBERT L. WARDINIS, sole owners, ARGUS ASSOCIATES, INC. ARGUS micrometer. © Lane Inc., 16Nov53; KK90140.

LAMOTTE CHEMICAL PRODUCTS COMPANY ©. Lomolite soil test kit color chart. Card. © 1Nov53; KK70979.

LAMPKIN LABORATORIES, INC. ©. Deviation charts for the micrometer frequency meter. 6 p. Appl. author: Guy Forest Lemlin. © 11Dec53; KK92225.


Ann Blyth agrees, every girl needs a Lane (sandal) chest in her life. Happy birthday darling, our engagement, show from Seventeen, Oct. 1953, p. 29. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 1Oct53; KK92000.

Ann Blyth agrees, she'll know how much you love her, if you give her a Lane (sandal) chest in her life. From Oct. 19, 1953, p. 4. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 16Oct53; KK91997.


Ask for the Christmas gift that magically makes dreams come true. Lane cedar chest. From Seventeen, Dec. 1953, p. 16. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 17Nov53; KK91999.

Ask for the Christmas gift that magically makes dreams come true. Lane cedar chest. From Seventeen, Dec. 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © Lane Co. (in notice: The Lane Co., inc.); 3Jan54; KK92005.

For the dreams that start at graduation time, ask for a Lane cedar chest. From Seventeen, Apr. 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 5Jun53; KK90193.

For the dreams that start at graduation time, give her a Lane cedar chest. From Life, May 4, 1953, p. 105. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1May53; KK90140.

For the most important occasion of her life, give her a Lane cedar chest. From Life, June 8, 1953, p. 12. Appl. author: Young & Rubicam, inc. © The Lane Co.; 5Jun53; KK90112.

For the one you love most ... a Lane cedar chest. From Life, May 18, 1953, p. 69-69. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1May53; KK90175.

The gift the girl you live for longs for. Lane cedar chests. From Life, Aug. 8, 1953, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 3Jul53; KK90235.

Just for the gift that gathers more gifts. A Lane cedar chest. From Seventeen, Sept. 1953, p. 4 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 15Sep53; KK91974.

On the day you become engaged. Lane cedar chests. From Seventeen, Mar. 19, 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Mar53; KK90128.


Start planning for your most glorious day with a Lane cedar chest. From Seventeen, June 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Jun53; KK90121.

This Christmas, help make her dreams come true. Give her a Lane cedar chest. From Seventeen, Nov. 1953, p. 86. Appl. author: Young & Rubicam, inc. © The Lane Co. (in notice: The Lane Co., inc.); 30Nov53; KK90206.

The Valentine gift that gathers more gifts. A Lane cedar chest. From Seventeen, Dec. 1953, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Jan53; KK90153.

When your sweetheart says I love you. Help her plan ... Lane cedar chests. From Life, Mar. 9, 1953, p. 50. Appl. author: Young & Rubicam, inc. © The Lane Co.; 9Mar53; KK90136.

Why not start today on your someday plans? Lane cedar chests. From Seventeen, Aug. 19, 1953, p. 17. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Aug53; KK90140.


LASHMAN, DONALD ©. Indian neckerchief slide. Label. © 15Jun53; KK99569.

LA PEARL, ROY, JR. ©. The new sensational Sok-O-Ball. (Novelty toy) Folder. © 11Dec53; KK70779.

Sok-O-Ball. (Novelty toy) Sheet. © Roy La Pearl, Jr.; 5Oct53; KK90962.

LARRÉ LABORATORIES, INC. ©. Doc Hoku's Fokusu. These days are gone. (Guide to modern day motifs) Folder. Appl. author: O. L. Schmitt. © 10Aug53; KK88285.

LA VIVE COMPANY ©. La Vive, a precious lotion, for a precious few. Folder. Appl. author: Emanuel A. Pillar. © 12Sep53; KK90530.


LAY (NAT) INC. ©. Layfletch, the unit arrow fluttering. 9/2 & 9/16 shaft size, 1 dozen. Label. © 16Jun53; KK80817.


LEATHERCRAFT PROCESS OF AMERICA, INC. ©. Leather styled by Leathermode, and how to care for it. (Outer jackets, coats, gloves, belts & hats) Label. Appl. author: Kurt Lehmann, Jr. © 28May53; KK70105.

LEBOW BROTHERS, INC. ©. Summer luxury by Lebow clothes. Como-silk, the most exciting addition to a man's summer wardrobe ... From Town & country, May 1952, p. 16. Appl. author: Henry J. Kaufman & Associates. © 2May52; KK97051.

LEITZER, FREDERICK E., AND BENJAMIN M. LEVIN, JR., G.S.A. FREEZER QUEEN PRODUCTS COMPANY. SEE Freezer Queen Products Company.
LEWIS (NICHOLAS) CORPORATION. 
Lexas best Peta-Crema. Not weight 1 lb. when packed. (Cheese) Label. Author: Nicholas Lekas. © 1Aug53; KK89568.

LAWRENCE ENGINEERING COMPANY, INC. © Airflex hand riveter with rotating impact. Bulletin 245. Author: Mr. Taylor and Associates. © 2Aug53; KK97979.

LENZ TOOLS MANUFACTURING COMPANY, INC. © Tite-Zn-Tite with thimble screwdriver. Poster. Author: Joe A. Lenz. © 1Jul53; KK88526.

LENZ, ELLIS CHRISTIAN © Rustproofing Cis-Alloy for bright metals. 2 fl. oz. (101 compound) Label. © 28May53; KK89622.

LIFGAR (P. A.), BAKERY, INC. © Country Kitchen white bread. Weight 1 lb. Label. Author: Regis Lofago. © 10Feb53; KK98690.

LINGHAM, LEONARD S., T.S. TEDCO PRODUCTS COMPANY. © See Tedco Products Company.


LIVERMORE, PAUL W., sole owner KARL DISTRIBUTING COMPANY. © See Karl Distributing Company.


LIVINE, JACOB L. O. © Pennol point type and barometer. 5x5-1/2. Blotter. © 28Sep53; KK94601.


LIVITT, D. J. © Announcing a new credit unit... A friendly, helpful loan and finance service. Sheet. © 23Jul53; KK77725.

LIVINS (HARRY S.) AND SONS, INC. © Mouth-watering real Jewish rye (bread) with or without seeds. (Bread) From the New York times. Nov. 9, 1953. Author: Doyle D. Bernbach, Inc. © 9Nov53; KK90564.

LIVINS, HARRY S. © Mouth-watering real Jewish rye (with or without seeds) (Bread) From the New York times. Nov. 9, 1953. Author: Doyle D. Bernbach, Inc. © 9Nov53; KK90564.

LIVINS, JOHN W. © Night and day safety visor. Poster. © 1Aug53; KK85206.


July was an extra dry month, in more ways than one. Rheingold extra dry Lager beer. (Clock with weather forecast) From New York times, Aug. 7, 1953, p. 34C. Appl. author: Foote, Cone & Belding. © 7Aug53; KK9057.

Mary Austin and Douglas Fairbanks, Jr. are working for every Rheingold dealer. (Miss Rheingold 1953 with camera & bear in forest) From Connecticut beverage journal blue book, July 1953, p. 121. Appl. author: Foote, Cone & Belding. © 1Jul53; KK9015.

My beer is Rheingold, the dry beer, says Rock Power. From Cue, June 6, 1953, p. 40. Appl. author: Foote, Cone & Belding. © 6Jun53; KK9057.

My beer is Rheingold, the dry beer, says Hoagy Carmichael. From New York post, June 22, 1953, p. 27. Appl. author: Foote, Cone & Belding. © 22Jun53; KK9057.

My beer is Rheingold, the dry beer, says Irene Dunne. From Cue, July 11, 1953, p. 21. Appl. author: Foote, Cone & Belding. © 11Jul53; KK9057.

My beer is Rheingold, the dry beer, says Mary Austin. From New York world-newspaper Sunday supplement, Aug. 20, 1953, p. 21. Appl. author: Foote, Cone & Belding. © 20Aug53; KK9115.


My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1955. (Crusier scene; man inside looking out) From New York Journal American, July 14, 1953, comic section. Appl. author: Foote, Cone & Belding. © 14Jul53; KK9115.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1955. (Crusier scene, Mary Austin with 4 people) From New York Journal American, Aug. 9, 1953, p. 12. Appl. author: Foote, Cone & Belding. © 9Aug53; KK9115.

My beer is Rheingold, the dry beer, says Mary Austin. From New York post, June 1, 1953, p. 33. Appl. author: Foote, Cone & Belding. © 1Jun53; KK9115.

My beer is Rheingold, the dry beer, says Mary Austin. From New York post, June 1, 1953, p. 33. Appl. author: Foote, Cone & Belding. © 1Jun53; KK9115.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1955. (Crusier scene, Mary Austin with bears) From Cue, June 1, 1953, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 1Jun53; KK9115.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1955. (Mary Austin with French poodles) From Sunday mirror, New York, June 1, 1953, comic section. Appl. author: Foote, Cone & Belding. © 1Jun53; KK9115.
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LIEBENSH BREWERIES, INC. © Cont'd.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953, [with guitar]. From New York post, June 21, 1953, comic section. Appl. author: Poote, Cone & Belding. © 21Jun53; KK90588.

My beer is Rheingold, the dry beer, says Myra Austin, Miss Rheingold 1953, claims it with retire- ers. From Sunday mirror, New York, Aug. 23, 1953, magazine section. Appl. author: Poote, Cone & Belding. © 23Aug53; KK90590.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953, [with lavers]. From the New York times, Sept. 7, 1953, p. 30. Appl. author: Poote, Cone & Belding. © 7Sep53; KK91156.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953, [with lavers]. From Sunday mirror magazine, June 21, 1953, p. 20. Appl. author: Poote, Cone & Belding. © 21Jun53; KK91158.

My beer is Rheingold, the dry beer, says Mary Austin, Miss Rheingold 1953, [with lavers; lounge scene]. From New York post, July 6, 1953, p. 13. Appl. author: Poote, Cone & Belding. © 6Jul53; KK90582.

My beer is Rheingold, the dry beer, says Robert Cunningham. From New York post, July 12, 1953, p. 17. Appl. author: Cunningham & Walsh, inc. © 12Jul53; KK89764.


My beer is Rheingold, the dry beer, says Nanette Farrow. From Daily mirror, New York, June 29, 1953, p. 11. Appl. author: Poote, Cone & Belding. © 29Jun53; KK90578.

My beer is Rheingold, the dry beer, says Rhonda Fleming. From New York world-telegram and sun, Sept. 19, 1953, p. 11. Appl. author: Poote, Cone & Belding. © 21Sep53; KK91313.

My beer is Rheingold, the dry beer, says Robert Cunningham. From New York post, July 12, 1953, p. 17. Appl. author: Cunningham & Walsh, inc. © 12Jul53; KK89764.


Choice of young America for the fifth straight year. Chesterfield cigarettes. From Cunningham & Walsh, inc. © 19Oct53; KK91311.


From Hollywood to Broadway, smokers by the thousands now changing to Chesterfield. Deborah Kerr. Appl. author: Cunningham & Walsh, inc. © 9Nov53; KK91916.


Maurice Evans says, L & M filters are just what the doctor ordered. From Daily news, New York, Nov. 9, 1953, p. 57. Appl. author: Cunningham & Walsh, inc. © 9Nov53; KK89413.

Old our Chesterfields give you proof of low nicotine, highest quality, a proven record with smokers. Arthur Conan Doyle,溶液, Jan. 1954, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 1Jan54; KK90413.

The record I'm most proud of, Chester- field's proven record with smokers. Perry Como. Appl. author: Cunningham & Walsh, inc. © 17Nov53; KK91312.

Rossild Russell says, L & M filters are just what the doctor ordered. From Daily news, New York, Nov. 2, 1953. Appl. author: Cunningham & Walsh, inc. © 2Nov53; KK91312.


Smokers by the thousands now changing to Chesterfield ... chands. From Daily news, New York, Sept. 21, 1953, p. 17. Appl. author: Cunningham & Walsh, inc. © 21Sep53; KK89595.


Smokers by the thousands now changing to Chesterfield. Yogi Berra. From the Sporting news, Sept. 20, 1953. Appl. author: Cunningham & Walsh, inc. © 20Sep53; KK90413.


To all smokers of filter tips, this is it! Buy L & M filters ... From Daily news, Oct. 13, 1953, p. 29. Appl. author: Cunningham & Walsh, inc. © 13Oct53; KK90413.

To all smokers of filter tips, this is it. The right length, the right size. L & M Filters. From Daily news, New York, Oct., 1953, p. 31. Appl. author: Cunningham & Walsh, inc. © 19Oct53; KK90412.


Lipton onion soup. Makes 4 to 6 servings. 1 1/4 lbs. net. Label. © 28Jul53; KK87822.

Lipton tea. 1/2 pound net weight. Label. © Thomas J. Lipton, Inc.; 23Aug53; KK88993.

Lipton tea. Save 10 /4 on regular price of this package. 1/2 pound net weight. Label. © 17Sep53; KK96697.


Lipton tomato vegetable soup with noodles. Net wt. 2 ozs. Label. © 15Sep53; KK96468.

16 Lipton tea bags. Net wt. 1 1/4 ozs. Label. © 2Sep53; KK88662.

LISTO PENCIL CORP. (CA.) Cut pricing time with Listo, the marking pen that writes on everything. From Chain store age, Mar. 1953, p. 161. Appl. author: A. E. Hoffman. © 20Feb53; KK87029.

LIVING LETTERS. Living letters. (Greeting card leaflets) Sheet. Appl. authors: Herman Fishman & Maurice Lebanon. © 28May53; KK88784.

LIVING LETTERS. Living letters. (Greeting card leaflets) Sheet. Appl. authors: Herman Fishman & Maurice Lebanon. © 1952; KK88778.

LOCAL TRADMARKS, ING. CA. Bill Ding. Turn the dial and you'll see, I've made a message on T.V. (Mat) Sheet. © 24Mar53; KK89020.

Bill Ding's business is building business. Dress up your newspaper ad...Bill Ding spots. Sheet. © 20Dec53; KK92049.

Puel Kids introductory ad. (Mat) Sheet. © 10Dec53; KK92050.

Little Flumber introductory ad. (Mat) Sheet. © 10Dec53; KK92049.

Little Flumber. Your name, address, phone number. (Decal) Label. © 1Aug53; KK88116.

Local Trademarks promote National news stand day. (Advertising mate) Folder. © 27Aug53; KK89251.

Tweeter ad. reminder ad. opening ad. Get Bill Ding off to a hard selling campaign. (Mat) Sheet. © 2Nov53; KK90029.


LOUGUE, FLOYD, d.b.a. LOGUE MANUFACTURING COMPANY. SEE Logue Manufacturing Company.

LOGUE MANUFACTURING COMPANY. For the lady. Sachette. (Sachet container) Poster. © Floyd Logue, d.b.a. Logue Manufacturing Co.; 17May53; KK88056.


Be Holsum, look Holsum, buy Holsum. Get the most for your money in bread...The Marion Times, Marion, Ind., Dec. 11, 1951, p. 9. Appl. author: W. E. Goodman. © The W. E. Long Co.; 1Dec51; KK89712.

Be Holsum, look Holsum, buy Holsum. You may as well get the best for your family. (Bread) From Marion leader-tribune, Marion, Ind., Dec. 4, 1951, p. 5. Appl. author: W. E. Goodman. © The W. E. Long Co.; 1Dec51; KK89711.


LOS ANGELES SOAP COMPANY (CA.) Double trouble from detergents. We're the Koblenz, Greentree and Darlene. White King soap. From American weekly (Los Angeles examiner), Aug. 23, 1953, p. 10. Appl. author: Raymond R. Morgan. © 23Aug53; KK88436.

Rollie Shults is one of thousands of women who say, I prefer White King's real soapsuds over non-irritating chemicals. Scotch cleanser. From the American weekly magazine (Los Angeles examiner) Aug 23, 1953, p. 10. Appl. author: Raymond R. Morgan. © 23Aug53; KK88436.


White King fine facial soap. Label. © 10Dec53; KK92217.

White King form action cleanser. Net wt. 14 ozs. Label. © 7Dec53; KK92217.

LOUIS ANGELES SOAP COMPANY ©. Cont'd.
White King hard water soap. Cocoa lemon. Label. © 9Oct53; KX90512.
White King soap offers you a bigger-better bulb bargain. Yours, a rain
tbow ranunculus garden. From the American weekly (Los Angeles exami
author: Raymond A. Morgan. © 18Oct53; KX90555.

LOS ANGELES FOOD PRODUCTS ©.
Los Morales Spanish red chili sauce.
Contents 1 oz. aovir. Label. Appl.
auth: Frederick James Ridge. © 15Jun53; KK92052.

LOWE (JOE) CORPORATION ©.
Fresh-Frost deluxe baked goods

LUCKOFF AND WAYBURN, INC. ©.
De luxe jewelry ad-at service.
July 1953. © 26Jun53; KK87002.
Aug. 1953. © 17Jul53; KK87747.
Sept. 1953. © 18Aug53; KK87913.
Oct. 1953. © 25Sep53; KK96497.
Nov. 1953. © 22Oct53; KK90785.
Dec. 1953. © 21Nov53; KX92168.

LUCKY CALENDAR COMPANY, INC.
Here is your Ace Lucky calendar.
(Genereal Distributors) Appl. auth:
M. J. Cassidy, Jr. © The Lucky Calendar Co., Inc.; 18Sep53; KX89110.

LUCKY LAGER BREWING COMPANY ©.
It's Lucky in the United States.
From Caliente herald, Sept. 21, 1953, p. 4.
Appl. auth: Robert Footman.
© 21Sep53; KK91311.

It's Lucky when you live in the
U. S. A. From Northern Yavapai
record, Sept. 11, 1953, p. 2.
Appl. auth: Robert Footman.
© 11Sep53; KX91313.

LUDFORD FRUIT PRODUCTS, INC. ©.
Hollywood old fashioned kag type root
beer. Contents one full quart. La
bel. © 25Aug53; KK89106.
Win a new $500 Westinghouse laun
dromat in the White King soap $72,000
machine contest. From American weekly magazine (Los
Angeles examiner) July 26, 1953, p. 16. Appl. auth: Raymond A. Mor
gen. © 26Jul53; KK89880.

LUKENS STEEL COMPANY ©.
Equip for new profits. The motion
picture story of the benefits of
ladle steel equipment. Folder.
© 1May53; KK87748.
The factory that folded in a week.
Folder. © 11Sep53; KK90511.
A guide for your use of the new
sales film on ladle steel equip
ment. Equip for new profits.
10 p. © 1May53; KK88299.
Heads at your fingertips. Lukens
current head stock list. Lukens
stock heads at your fingertips.
© 1Jun53; KK80296.
Heads or tales? Heads in stock and
ready to ship. Folder. © 3Aug53; KK89877.
How to get a head in a hurry. Lukens
current head stock list. Folder.
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Lukens alloy steel plate extrus.
Phamplet. © 1Jun53; KK87912.
Lukens carbon steel plate extrus.
Phamplet. © 1May53; KK87913.
Lukens clad steel price differenti
al. Phamplet. © 1Jun53; KK87911.
Lukens current head stock list.
Heads ready for immediate ship
ment to you. © 1Jul53; KK88926.
Lukens current head stock list.
Heads ready for immediate shipment
to you. For your convenience...
Folder. © 2Nov53; KK90502.
Lukens stock heads at your finger
tips. Folder. © 28Sep53; KK89708.
The man who could always scare up
business. Sheet. © 22May53; KK87976.
The man who could keep customers
waiting. Sheet. © 22May53; KK87975.
Modernize your showroom for new
profits with this LP-gas show
room arrangement kit. Sheet.
© 8May53; KK87979.
Not a one shot proposition. Luken
wald rolls boost production on
first order. (Drier roles)
Folder. © 14Apr53; KK90733.
A poor head for business. Sheet.
© 22May53; KK87977.
Heat performance. Lukenwald driers
give fifty percent more production
per rool. Folder. © 20Jul53; KK88829.
Repeat that please? Lukenwald rolls
not a 25 o/o production increase
on first order. (Drier rolls)
Folder. © 27May53; KK87972.
The vice president who was in
fallible. Folder. © 11Sep53; KK89510.
Weld strength calculator. © 16Aug53; KK87978.

LUMA-RIM CORPORATION ©.
All the wheels go for Luma-Rim
'cause it makes the nicest
trim. (Reflective wheel trim)
Appl. auth: Robert S. Coombs.
© 1Jun53; KK88042.
Make your car look nice and trim.
Dress it up with Luma-Rim. (Safety
devices) Appl. auth: Robert S.
Coombs. © 10Oct53; KK92212.
Protect your child with See-A-Bike
safety device. Sheet. Appl. auth:
Robert S. Coombs. © 10Oct53; KK92213.

LUNBER DEALERS SERVICE COMPANY, INC. ©.
Listen every weekday morning... to
Pat Dunn, the singing lumberman...
buy with confidence. From the
Ottoh Orlande, Ottawa, Kan.,
auth: Gardner Rames.
© 21Sep53; KK89705.

LYON, NORMA MADDIE, AND CLEMMA LUCILLE
HUNT, d.b.a. LYM-HUNT. SEE Lyon
Hunt.

LYON-HUNT.
Sea Drift stationery. Label.
© Norma Madge Lyon and Clemma
Lucille Hunt, d.b.a. Lyon-Hunt;
Aug53; KK88520.

LYON METAL PRODUCTS, INC. ©.
Beautiful kitchens by Lyon. (Kit
chen cabinets) Pamphlet. Appl.
auth: David Kenneth Powell.
© 1Jul53; KK89130.

LYONS, ELSIE JUNE.
Burpettes; mother's shoulder protect
or. Sheet. © Mrs. E. S. Lyons;
230ct53; KK90220.

LYSEN, KERMIT V., sole owner THE LYSEN
COMPANY. SEE Lyon Company.

LYSEN COMPANY.
The Ly-Co car-top carrier. (Auto
mobile accessory) Sheet. © Kermit
V. Lyons, sole owner, The Lyon
Co.; 15Sep53; KK90955.


MCCLELLAND, LELAND S., AND MORTON KRIEDEL, d.b.a. M AND K ADVERTISING. See M AND K ADVERTISING.


MCDUGALL, KARL N. ©. When words fall have it photographed. (Pharmaceuticals) Sheet. © 20ct53; KK90812.

MCDUGALL, LTD. ©. McDonald golfer, the ball that returns to you. Label. © 31Aug53; KK9082.


Help guests to happier homemaking. Hint for them ... Toastmaster super de luxe toaster ... From Bridges magazine, August 1953, p. 72-73. Appl. author: Frederick J. Wachter. © McGraw Electric Co., Toastmaster, Tropical-Aire, Everhot & Manning-Bowman; 21Jun53; KK90942.

Helps you relax and feel wonderful. Manning-Bowman Division; 23May53; KK9094.

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MOGRAN ELECTRIC COMPANY. Cont'd.


McGraw Electric Co., Toastmaster Products Division; KK87974.


World's most distinctly different toaster ... Here's the newest, the very latest in toasters. From the Saturday evening news, June 13, 1953, p. 167. Appl. author: Frederick J. Wachter. © 10Jun53; KK88904.

World's most distinctly different toaster ... Now toasting is absolutely effortless. From House Beautiful, Sept. 1953, p. 126, Appl. author: Frederick J. Wachter. © 29Apr53; KK86969.

MCKELVY (ALFRED D.) COMPANY. Seaforth; spliced shave lotion. Label. © 10Sep53; KK90903. Seaforth; spliced shave lotion, men's cologne. Label. © 10Sep53; KK90977.


MCWATT'S YIELD-TESTED SEED COMPANY, INC. Table Joy hybrid sweet corn seed. 8 ounces net weight. Label. Appl. author: Howard M. Evans. © 11Aug53; KK88515.


MCPARTLAND (T. C.) COMPANY. Buy the package you like best, says Clara the cut-up. (Poultry) From Manchester herald, Manchester, Conn., Sept. 25, 1953, p. 7. © 3Sep53; KK90733.

MAESTRILES, PETER K. We love it. Maestrailes Brothers Greek salad dressing. Contents 8 fl. oz. Label. © 1Nov53; KK90756.

MAINE-PULSE CORPORATION. New International收割器. Sheet. © 10Sep53; KK90809.

MAHONEY, JOY D. and GEORGE CLIFORD GOODBAND, d.b.a. PRIZE COMPANY. See Prize Company.

MAID-EASY CLEANING PRODUCTS CORPORATION. M-E cleaner, the oxygen cleaner. Contents 1½ oz. Label. © 7Jul53; KK97175.


MAIDENFLOM BRASSERE COMPANY, INC. I. M-E cleaner, the oxygen cleaner. Contents 1½ oz. Label. © 7Jul53; KK97175.


I dreamed I was a man in my Maidenform bra. From McColl's, Sept. 1953, p. 10. Appl. author: William H. Weintraub & Co., Inc. © 21Aug53; KK90886. I dreamed I was saved in half in my Maidenform bra. From Ladies' home journal, Oct. 1953, p. 156-


Sardines from Maine help make meals nutritionally adequate ... From What's new in home economics, Oct. 1953, p. 27. Appl. author: Harvey & Howe, Inc. © 19Sep53; KK99204.

Sardines from Maine make meals interesting. Folder. Appl. author: Harvey & Howe, Inc. © 17Sep53; KK99644.


Don't wait 'til the fire strikes. Protect your wood block floors now. Meco 73. Sheet. Appl. author: J. P. Tyrrell. © 28Sep53; KK99963.


MAJESTIC COMPANY. Mayo oat cereal; quick cooking; won't lump. Net wt. 1 lb. 1 oz. Label. © 30Jun53; KK97327.


You just can't miss with this double barreled Ironwear insured G sausage all-purpose sheers ... Folder. © Manchester Hosery Mills; a co-partnership consisting of Melvin J. Gordon, N. G. Stone, & S. Z. Gordon; 13Aug53; KK98947.


MANFORD FOOD PRODUCTS, INC., d.b.a. BROWNIE'S OF LOS ANGELES. © Brownie's of Los Angeles.

MANDRIS, ROBERT L., ARTHUR H. LALOS, and STEVE G. KOKKENES, sole owners, ARUG ASSOCIATES, INC. SEE Argus Associates, Inc.


The fall American look. The Stetson is part of the team. From the Saturday evening post, Oct. 19, 1953, p. 66. Appl. author: Norris Konheim. © 21Sep53; KK90019.

Now, the first worn jersey that's truly washable. From Time, Nov. 9, 1953, p. 51. Appl. author: Norris Konheim. © The Manhattan Shirt Co. 5Nov53; KK91684.


Smart buy. Meet the Manhattan Span ... From good housekeeping, Nov. 1953, p. 291. Appl. author: Norris Konheim. © The Manhattan Shirt Co. 5Nov53; KK91685.


This Span collar outwears the shirt, or a new shirt free. From the Saturday evening post, Oct. 3, 1953, p. 65. Appl. author: Norris Konheim. © The Manhattan Shirt Company. 3Nov53; KK91689.


MANN EDGE TOOL COMPANY. Rapid Ax; America's finest utility edge-tool. (Sheaths, pocket knives, packaging of axes) Label. © 27Oct53; KK91187.


MARCELS MANUFACTURING COMPANY, INC. © cozyleafackets. A must for school and work lunches. 50 bags. Label. © 23Nov53; KK9160.

MARIE-DESIGNER, INC. © Add life to your years, and years to your life. With the Marie contours chair. From Pasadena star-news, Oct. 28, 1953, p. 5. © 25Oct53; KK90525.
The chair that puts the swt in home sweet home. (Contour chair) From Los Angeles times, July 26, 1953, p. 26. © 26Jun53; KK87985.
Comfort for Father's Day and every day. (Contour chair) From Dixie (New Orleans times-Dispatch), June 11, 1953, p. 12. © 1Jun53; KK87540.
Compare for comfort, style, quality features. Here is new relaxation. (Contour chair) From Dixie (New Orleans times-Dispatch), June 7, 1953, p. 16. © 7Jun53; KK87539.
Enjoy life with this new relaxing miracle. (Contour chair) From Los Angeles times, Aug. 6, 1953, p. 3. © 6Aug53; KK89197.
Evenings take on new enchantment when you relax ... in a sensa- tional new Marie designer chair. From Tele-Views, Aug. 1953, p. 4 of cover. © 5Jul53; KK87526.
Facts of the relaxing miracle, found only in a Contour Chair-Lounge. From Los Angeles examiner, Nov. 19, 1952, p. 12. © 19Nov53; KK87708.
The famous Contour Chair-Lounge. The new relaxing miracle. From Los Angeles examiner, May 9, 1953, p. 9. © 9May53; KK87997.
Here is why so many choose the Marie-designer chair for happy homemaking. (Contour chair) From Los Angeles examiner, July 11, 1953, p. 2. © 5Jul53; KK87525.
Here is why so many choose the Marie-designer chair for happy homemaking. (Contour chair) From Los Angeles times, June 30, 1953, p. 9. © 30Jun53; KK87952.
Insist on the best, don’t settle for less. (Contour chair) From California woman, Apr. 1953, p. 1. © 3Apr53; KK87215.
Look at it from every angle. A Marie designer Contoured chair ... From the Indianapolis star, Aug. 30, 1953, p. 26. © 30Aug53; KK98242.
Memos for men. Trade that cave-in slump and posture posture (Chair) From Los Angeles times, May 15, 1953, p. 6. © 15May53; KK87615.
Now look closely at these new features. Your Marie designer chair is the only chair to have them. True relaxation. From Los Angeles examiner, July 26, 1953, p. 2. © 26Jul53; KK88812A.
Now look closely at these new features. Your Marie designer chair is the only chair to have them. True relaxation. From Los Angeles times, July 26, 1953, p. 2. © 26Jul53; KK88812A.
Presenting the newest design for ’53. The all new relaxing miracle. (Contour chair) From Los Angeles times home magazine, Apr. 28, 1953, p. 32. © 26Apr53; KK97614.
Presenting the newest design for living for 1953 and the rest of your life. (Contour chair) From Esquire, July 17, 1953. © 10Jun53; KK87956.
Relax and help your heart. The Contour Chair-Lounge. From Los Angeles times, June 16, 1953, p. 11. © 6Sep50; KK87996.
T.V.'s eyes, maybe but, T.V. back never with a new Marie designer chair. (Contour chair) From Herald express, June 20, 1953, p. 3. © 20Jun53; KK97953.
There are two ways to be out of this world. Marie contours chair. From Glendale news-prose, Glendale, Calif., Oct. 27, 1953, p. 53-6. © 27Oct53; KK89653.
Your chair of chairs for less than 33 cents a day. (Contour chair) From Los Angeles times, Dec. 11, 1953, p. 22. © 21Dec53; KK92614.
MARIEETTA, MICHAEL T., d.b.a. THE MARIEETTA COMPANY. SEE Marieetta Company.
MARIEETTA COMPANY. The original plastic mask. Sheet. © N.T. Marieetta, d.b.a. The Marieetta Co.; 10ct55; KK96490.
MARIEETTA METAL PRODUCTS CORPORATION, Deluxe-Magic-heat basic radiator. Sheet. Author: John Hancock. © 27Aug53; KK98647.
Magic-heat oil-fired winter air conditioner. Folder. Author: John Hancock. © 27Aug53; KK98647.
Magic-heat vertical fire-tube steel heating unit. Folder. Author: John Hancock. © 27Aug53; KK80639.
MARIN PRODUCTS COMPANY © Ocean Garden airlift: the chromatists of the dining table. Car. Author: Dwight Reader. © 15Sep53; KK98959.
MARLING-ROCKWELL CORPORATION © Well bearing selection calculator. For use with the R-C catalog no. 30. © 10Mar53 (in notice: 1951); KK91644.
MARLIN TOY COMPANY, INC. © Russell Athletic Corp. Authentic- ite kit, plastic, easy to build. Label. Author: Russell Athletic Corp. © 3Nov53; KK91817.
MARSAN, EDWARD PAUL © Single service Saf-T pouches for the colostomy patient. (Surgical appliance) Folder. © 5Sep53; KK91659.
MARS, DAVID M. © Crafts for all. (Leather work hobby maker) Card. © 1Aug53; KK88539.
MARSH, SAMUEL E., d.b.a. THE SAMSON COMPANY. SEE Samson Company.
MARSHALL BRASS COMPANY © New Chrome-lex laminated and cast supplies. Folder. Author: Cyril G. Rusell, Jr. © 15Jun53; KK98748.
Face. How to deck the holiday halls. (Christmas decorations) From Chicago daily tribune, Nov. 2, 1953, p. 23. 2Nov53; KK91654.
Face. How to get into a holiday mood. (Christmas decorations) From Chicago daily tribune, Nov. 10, 1953, p. 19. 10Nov53; KK91654.
Face. How to get your tree in trim. (Christmas decorations) From Chicago daily tribune, Dec. 1, 1953, p. 15. 1Dec53; KK91641.
Face. How to shop for the holidays. From Chicago daily tribune, Nov. 17, 1953, p. 15. 17Nov53; KK91650.
Face. How to tell a Christmas story. (Books, records & other items) From Chicago daily tribune, Dec. 8, 1953, p. 17. © 8Dec53; KK91628.
MERRYVA PEARLS, INC. © The soft, warm inner glow that's yours with Merryva simulated pearls. Sheet. Author: Harvey A. Robbins. © 12Sep53; KK89959.
MARIETTI (F.) COMPANY © Famous salad dressings. For America's best-dressed salads. Label. Author: Service B. Johnston. © 10Dec53; KK92157.
MARSHALL (F.) COMPANY © For America's best-dressed salads. Label. Author: H. Ackerman & Co. © 10Dec53; KK92157.
MASON, HORTON © How to add sparkle and convenience to your bathroom, kitchen, closet. SEE AUTOFOY Company.
MASON-NEILAN REGULATOR COMPANY. Comparison table, with references to Masonian & Neilan (Valves) Sheet. Appl. author: Leslie Burton Battin. © 7De55; KK92017.


Free to you, More than 800 easy-to-make drawings. (Office supplies) Pamphlet. Appl. author: Bruce Mililite Stephen. © 29May53; KK88276.

Have you received your free copy of Jim Lefrak's miniature anthology of quotations? (Office supplies) Pamphlet. Appl. author: Bruce Mililite Stephen. © 22Jul53; KK88275.

Here's why Master stencils save you as much as 35% off. (Office supplies) Folder. Appl. author: Bruce Mililite Stephen. © 90Jul53; KK90965.


This miniature anthology of quotations, free to you. (Office supplies) Folder. Appl. author: Bruce Mililite Stephen. © 26Jun53; KK88273.

THE MASTER SUNDAY BULLETIN CLUB, A SUBSIDIARY OF MASTER PRODUCTS COMPANY. SEE Master Products Company.


MAXAN, LAUREN L., d.b.a. L. L. N. SEE L. L. N.


MAY, DONNA D. May advertising. (Sales & goodwill letters, mailing cards, toys, clothing, books) Sheet. © 29Sep53; KK90274.


MENBER, JOSEPH W. American M24O trophy target series ... no. 37, New Trenton targets. © 1Oct55; KK90295.

50 foot air rifle target ... no. 28, New Trenton targets. © 1Mar53; KK88666.

Kentucky 7012 target series ... no. 34, New Trenton targets. © 1Jan53; KK88663.

Kentucky 7012 target series ... no. 35, New Trenton targets. © 1Oct55; KK90296.

100 yard gun target ... no. 34, New Trenton targets. © 4Jan53; KK88665.

75 yard crottontail target ... no. 29, New Trenton targets. © 5Jun53; KK88666.

Turkey shoot target ... no. 11, New Trenton targets. © 3Jun53; KK88667.

Turkey shoot target ... no. 15, New Trenton targets. © 2Jun53; KK88668.

Woodchuck-groundhog target ... no. 17, New Trenton targets. © 2Jun53; KK88663.

MELITSTRUP, HERBERT E., d.b.a. DIAMOND DOUGHNUTS. SEE Diamond Doughnuts.

MELLER (FLOYD F.) ADVERTISING AGENCY E. Enter Parent in radio shop's scrambled sentence contest. Unscramble the letters to make a sentence. From Evening world-herald, Omaha, Nov. 19, 1953, p. 27. Appl. author: Floyd F. Mellen. © 19Nov53; KK91695.

Win CBS-Columbia full fidelity TV. Name the CBS Columbia stars on television and radio. From Sunday world-herald, Omaha, Nov. 8, 1953, p. 5-6. © 1Nov53; KK90827.

WELROSE DISTILLERS, INC. It's coming, the sheets and only king-size rare rarer. From Buffalo evening news, Sept. 8, 1953, p. 31. Appl. author: Albert Peck Advertising Agency, Inc. © 8Sep53; KK90975.

It's coming, the first and only king-size rare rarer. From Journal- even- ing west, Winter, Del. Sept. 9, 1953, p. 21. Appl. author: Peck Advertising Agency, Inc. © 9Sep53; KK90977.

It's coming, the first and only king-size rare rarer. From New York world-telegram, Sept. 7, 1953, p. 5. Appl. author: Peck Advertising Agency, Inc. © 7Sep53; KK89992.

It's coming, the first and only king-size rare rarer. From Times herald, Trenton, N.J., Sept. 7, 1953, p. 4. Appl. author: Peck Advertising Agency, Inc. © 7Sep53; KK89994.


MENSH, SIDNEY Z., t.a. SIDNEY Z. MENSH AND COMPANY. SEE Mensh (Sidney Z.) and Company.


MERCK AND COMPANY, INC. Better health around the corner. The druggist, your friend in a drug store (Drugs) Sheet. © 28Jul52; KK97761.

MERED-JACARD-KING. All of the finest designs in sterling are at Jaccard's. From St.


How Duo-Therm mobile home heaters earn the label of Underwriters' Laboratories, Inc. (No. 2 ... Important facts on mobile home heating) From Trailer topics, May 1953, p. 5. App. author: Young & Rubicam, Inc. © Duo Therm Div. of Motor Wheel Corp.; 1May53; KK907516.


Bank on Duo-Therm, the line without a letdown. (Hesters) From Gas heat, Apr. 1953, p. 59. App. author: Young & Rubicam, Inc. © Duo Therm Div. of Motor Wheel Corp.; 1Apr53; KK90009.


How to avoid Mr. LP-gas dealer, for Pompeon's extra private utility, (Hesters) From LP-gas, May 1953, p. 90-91. App. author: Young & Rubicam, Inc. © Duo Therm Div. of Motor Wheel Corp.; 22May53; KK90162.

MOTOROLA, INC. (a)


Better see Motorola. First in radio sales, Again, Motorola leads the way with the finest Hi-Fi radio-phonograph system for less than $100. From Variety, Oct. 11, 1953, p. 56. App. author: Ruthrauff & Ryan, Inc. © 1Nov53; KK91275.


Now for '54, better see Motorola TV, with new double-power picture. See the different screen viewing... From Successful Farming, Nov. 1, 1953, p. 131. Appl. author: Ruthrauff & Ryan, Inc. © 3Nov53; KK91247.

Now for '54, better see Motorola TV, with new double-power picture. Visit your... From Ebony, Nov. 1, 1953, p. 22. Appl. author: Ruthrauff & Ryan, Inc. © 3Nov53; KK91246.


MUEHR, EDGAR C. When an oil spill occurs in your plant... From the New Yorker, Oct. 21, 1953, p. 125. Appl. author: Hubert R. Sweet. © 15Oct53; KK91248.


The most desired watch of all. [Two men's & two ladies watches] From the New Yorker, Nov. 21, 1953, p. 82. Appl. author: Hubert R. Sweet. © 19Nov53; KK91721.


MUELLER (C. F.) COMPANY © Ready-cut macaroni & 2 oz. not wt. Label. © 20Aug53; KK91722.

Ready-cut macaroni. One pound not wt. Label. © lAUG53; KK91723.


MUSKOGON PISTON RING COMPANY © Made for each other. From Automotive news, Mar. 17, 1952. Appl. author: Art Kanaak. © 1Mar52; KK91743.


MYSTIK ADHESIVES PRODUCTS DIVISION, CHICAGO SHOW PRINTING COMPANY. See Chicago show printing company. Mystic Adhesive Products division.

MYTERING & CASSELLBERY, INC. © It is a family effort. Now of Nutrilite, a distinguished product among food supplements, From Ladies home Sept. 1952, p. 85. © 25Sep52; KK91745.


Just a small handkerchief and sapphire mink. © 29Nov53; KK81137.

Just arrived. The first of our college furs. © 12Jun53; KK81714.


Marvelous, wonderful, our new Younger Set World furs. © 5Jul53; KK87300.

M-m-m-m-m, aren’t we the foxy ones? (For capsels) © 10ct53; KK90607.

An N-M mink is the ultimate. Little or lavish. © 16Dec53; KK92017.

N-M’s most exciting Christmas steals. © 2Dec53; KK91154.

New college mink. © 11Aug53; KK81612.


The new Neiman-Marcus presents the most fabulous stole in our history. © Neiman-Marcus; 26ct53; KK90324.

New, the straight stole. © 16Aug53; KK88311.

The 1953 Neiman-Marcus mink collection. © 9Aug53; KK80823.

Now in wild mink, $995.00. The fashionable stole shaped that you’ve loved so in mink and silverfox. © 12Nov53; KK91116.

One-fur college wardrobe, the jacket. From Dallas morning news, July 11, 1953. © 1Jul53; KK87645.

Our finest dyed squirrel, cufur cape stole: © 24Jun53; KK89655.

Presenting Platinum blonde. (Fur) © 14Jun53; KK90771.

Royal pastel mink. An exceptional value on the favored mink color, $995.00 ... From Dallas morning news. © 28Jun53; KK87126.

A sable Christmas, $995.00. From the Dallas morning news. © Neiman-Marcus; 28Dec53; KK89031.

Six extraordinary mink values. From the Dallas morning news, Aug. 25, 1953. © 23Aug53; KK86083.

650.00 in ranch mink ... N-M mink. © 10ct53; KK90640.

Skin-on-skin minks, $450.00 and $495.00. From the Dallas morning news, Aug. 6, 1953. © 5Aug53; KK88078.

Someone should have told her about N-M proportioned furs. © 28Sep53; KK88849.

Straight from the shoulder. The new direction furs are taking. © 16Sep53; KK89900.

3 terrific jackets under 500.00. (Fur) © 20Aug53; KK88329.

Tomorrow, an unprecedented sale of 15 N-M mink coats. © 22Nov53; KK90172.

You can tell an N-M minkrat. From the Daily times herald, Dallas, Sept. 25, 1953, p. 32. © 21Sep53; KK80968.


NEILSON, GEORGE H., d.b.a. GE-O-NEIL PRODUCTS COMPANY. SEE GE-O-NEIL Products Company.
COMMERCIAL PRINTS AND LABELS

1953

NORTHERN PAPER MILLS

How much softer it is now. Design no. 4-53. (Tissues) Poster. Appl. author: Young & Rubicam, Inc. © 23May53; KK87569.

It really is softer now. Design no. 2-53. (Tissues) Appl. author: Young & Rubicam, Inc. © 2May53; KK87567.

It's simply wonderful, and I mean the change for the better in new Northern tissue. From Farm and ranch, Sept. 1953, p. 64. Appl. author: Young & Rubicam, Inc. © 10Aug53; KK91616.

Just ask me ... The smartest buy in tissue is new Northern tissue. From Farm and ranch, May 1953, p. 28. Appl. author: Young & Rubicam, Inc. © 10Apr53; KK87547.


Now is the time to stock up on Colorado's favorite. (Tissues) From Colorado Springs gazette telegraph, Sept. 23, 1953. Appl. author: Young & Rubicam, Inc. © 23Sep53; KK92012.

Now is the time to stock up on Colorado's favorite. (Tissues) From the Pueblo star-journal, Pueblo, Colo., Sept. 9, 1953, p. 19. Appl. author: Young & Rubicam, Inc. © 9Sep53; KK87564.

Softer now? It certainly is. Design no. 3-53. (Tissues) Poster. Appl. author: Young & Rubicam, Inc. © 22Apr53; KK87736.

Today's the day to stock up on Colorado's favorite. (Tissues) From Colorado Springs gazette telegraph, Sept. 16, 1953, p. 17. Appl. author: Young & Rubicam, Inc. © 16Sep53; KK92011.

What in the world have they done to Northern tissue? From Farm & ranch, July 1953, p. 51. Appl. author: Young & Rubicam, Inc. © 13Jun53; KK91617.

You'll see it's softer now. Design no. 1-53. (Tissues) Appl. author: Young & Rubicam, Inc. © 20Apr53; KK87568.

NORTHELAND PRODUCTS

We buy 'em by the carton, and smoke 'em one by one. (Cigarette dispensers) Label. Appl. author: Gordon E. Noed. © 16Dec53; KK92195.

NORTHWEST PAPER COMPANY


NU-WAY FEATURES

Jig-Square, the latest most fascinating double puzzle game. Folder. Appl. author: Grogor Melikov, Jr. © 8Jul53; KK88006.
CATALOG OF COPYRIGHT Entries

O AND V PRODUCTS, INC. (©. Complete kit to dip your own caramel covered apples. Label. © 27Aug53; KE89621.


ODABASHIAN, R. P.; N. S. BALBAN AND ELIZABETH TAYLOR, composing the firm LIBERTY ORCHARDS COMPANY. See Liberty Orchards Company.


OHIO OIL COMPANY. But even if you never need it. Marathon Cat gasoline. From the Wayne dispatch, Wayne, Mich., Nov. 29, 1953. Appl. author: Ronald S. West. © The Ohio Oil Co.; 29Nov53; KK91290.


But only when you need it. Marathon Cat gasoline. Appl. author: Ronald S. West. © The Ohio Oil Co.; 28Oct53; KK90768.

But use wisely. Marathon Cat gasoline. Appl. author: Ronald S. West. © The Ohio Oil Co.; 28Sep53; KK90494.

But you have to be the boss. Marathon Cat gasoline. Appl. author: Ronald S. West. © The Ohio Oil Co.; 18Oct53; KK91227.

Hey kids, get this swell, scary Halloween cat mask. Free at your Marathon Station ... (Gasoline) From your Marathon dispatch, Wayne, Mich., Oct. 21, 1953. Appl. author: Ronald S. West. © The Ohio Oil Co.; 21Oct53; KK91207.


Don't throw your money away. (Clothing) From the New York times, Oct. 18, 1953, p. 53. Appl. author: Doyle Dane Bernbach, Inc. © 18Oct53; KE90067.


For the love of life take your dollar to Orbach's. (Clothing) From Los Angeles times, Sept. 2, 1953, p. 30. Appl. author: Doyle Dane Bernbach, Inc. © 02Sep53; KE89518.

Free yourself from high prices. (Clothing) From the New York times, Nov. 1, 1953, p. 57. Appl. author: Doyle Dane Bernbach, Inc. © 01Nov53; KE89074.


If half of you wants high fashion ... you can get together at Orbach's. (Clothing) From the New York times, Oct. 3, 1953. Appl. author: Doyle Dane Bernbach, Inc. © 03Oct53; KE89029.

If you can't afford to make a mistake, get Orbach's. From the New York times, Oct. 11, 1953, p. 55. Appl. author: Doyle Dane Bernbach, Inc. © 11Oct53; KE89802.

I'm a downtown shopper. I won't move from this spot for six more days. (Clothing) From Los Angeles times, Nov. 21, 1953, p. 9. Appl. author: Doyle Dane Bernbach, Inc. © 21Nov53; KE89225.

I'm a downtown shopper. In five more days I can dress like a queen on a secretary's budget. (Clothing) From Los Angeles times, Oct. 5, 1953, p. 7. Appl. author: Doyle Dane Bernbach, Inc. © 05Oct53; KE89843.

I'm a downtown shopper. In three more days I'll be able to make both ends meet. (Clothing) From the Mirror, Los Angeles, Nov. 27, 1953, p. 11. Appl. author: Doyle Dane Bernbach, Inc. © 27Nov53; KK91821.

I'm waiting for four more days, then I'll get amusing boys in men's clothes. From Los Angeles times, Nov. 26, 1953, p. 15. Appl. author: Doyle Dane Bernbach, Inc. © 26Nov53; KK91822.

On their way back to college, smart girls stop off at Orbach's college shop. (Clothing) From the New York times, Sept. 13, 1953, p. 69. Appl. author: Doyle Dane Bernbach, Inc. © 13Sep53; KK89519.

Paris accents are in season. (Clothing) From the New York times, Sept. 20, 1953. Appl. author: Doyle Dane Bernbach, Inc. © 20Sep53; KK89520.

Pull any strings you have to. (Clothing) From Los Angeles times, Nov. 30, 1953, p. 17. Appl. author: Doyle Dane Bernbach, Inc. © 30Nov53; KE89520.

Thanks, Los Angeles. We promise you won't sit on our laurels. (Clothing) From Los Angeles times, Dec. 2, 1953, p. 15. Appl. author: Doyle Dane Bernbach, Inc. © 02Dec53; KE92232.

Two ways to get a bargain. (Clothing) From Los Angeles times, Dec. 3, 1953, p. 17. Appl. author: Doyle Dane Bernbach, Inc. © 03Dec53; KK89231.

We won't give you a free ring to be kissed when you give a lift from Orbach's. (Clothing) From Los Angeles times, Dec. 15, 1953, p. 28. Appl. author: Doyle Dane Bernbach, Inc. © 13Dec53; KE92301.

The wife told me to drop in at Orbach's during my lunch hour. (Clothing) From Daily mirror, New York, Dec. 11, 1953, p. 15. Appl. author: Doyle Dane Bernbach, Inc. © 11Dec53; KK89235.

You'll always find the one cut out for you. (Clothing) From the New York times, Sept. 27, 1953, p. 55. Appl. author: Doyle Dane Bernbach, Inc. © 27Sep53; KK89622.

You'll feel so fresh and new in a new dress from Orbach's. From Los Angeles times, Sept. 20, 1953, p. 55. Appl. author: Doyle Dane Bernbach, Inc. © 20Sep53; KK89516.


This is why we say it is, flavor proofed for your customers. Kentucky straight bourbon. Calendar, folder, d.b.a. Old Adams Distillery; 7Nov53; KK91346.


O'LEARY (LYDIA) INC. ©. Color guide: Lydia O'Leary Covermark and Stenzel. (Cosmetic preparation) Folder. Appl. author: Lydia O'Leary. © 3Jan53; KE87660.


Olsen, John J.©
Food's gold. Also called iron pyrite. Label.©22Nov53;KK1879.

Olsen Radio Warehouse, Inc.©
You can make big money in the recording business. (Radio parts & equipment)39 p.©25Aug52;KK9028.

Olsen Rug Company©


Orenita, Ltd.©
All this, and serving pieces too, only $95.75, 1961 Rogers. (Silverware)From Life, Oct. 8, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co.©20Oct53;KK9024.


The perfect setting for you; the new Enchantment. (Silverware)From Life, June 1, 1953, p. 26. Appl. author: J. Walter Thompson Company.©29May53;KK9014.


This is one of the missing pieces, in our exciting Community picture puzzle contest. (Silverplated flatware)Direct mail circular.©9Nov53;KK9085.


Organic Company.©


O'ROURKE Diamond Company©
ODBOO guaranteed diamond dental instruments. Folder. Appl. author: Frank O'Rourke.©6Apr53;KK8739.

Orr, Anne©
Sampler cards for young fingers; no.5950. Label.©23Jul53;KK9008.

Orton, Edgar J.©
Hair lure with oil. A superb hair and scalp germicide. Contents 8 fl. oz. Label.©Ome53;KK9060.

Oster (John) Manufacturing Company©
Be gift-wise 3 ways. Give Osterizer original liquefier-blender ...


Delight the bride; give the Osterizer original liquefier-blender, a beauty's guide for the bride, Oct. 1953, p. 50. Appl. author: Howard Crum.©30Sep53;KK8957.


Give yourself new beauty ... with Oster electric appliances. From Family circle magazine, Oct. 1953, p. 201. Appl. author: Howard Crum.©2Sep53;KK8957.


It's easy to rise shine with the Osterizer original liquefier-blender, the new modern meal maker. From Woman's home companion, Nov. 1953, p. 13. Appl. author: Howard Crum.©15Oct53;KK9039.


Look, these wise savers bring new ease, new speed to your kitchen. Osterizer, (knife sharpener, hair dryer) From the Saturday evening post, June 27, 1953, p. 6. Appl. author: William Juhre.©24Jun53;KK8790.

Make all her days holidays. Give an Osterizer original liquefier-blender as a Christmas present. From the New Yorker, Nov. 7, 1953, p. 129. Appl. author: Howard Crum.©7Nov53;KK9047.

Make it easier, better, with the Osterizer original liquefier-blender. From House beautiful, Oct. 1953, p. 6. Appl. author: Howard Crum.©18Sep53;KK9148.


Our Own Hardware Company©
Linoleum, for linoleum and all blond wood interior decoration. One quart. (Varnish)Label.©24Oct53;KK8908.

Supermix floor enamel, Buff Per 27. One quart U.S. measure. Label.©31Mar53;KK8610.

Supermix house paint. Outside white. PHOM. One quart U.S. measure. Label.©31Mar53;KK8811.

Supermix one coat flat finish. Honey yellow. FPO 1. One quart U.S. measure. Label.©31Mar53;KK8105.


Supermix Plasti-Film varnish. One quart U.S. measure. Label.©31Mar53;KK8104.

Supermix; supreme one coat house paint. One quart U.S. measure. Label.©31Mar53;KK8911.


Overhead Door Corporation©


OVERHEAD DOOR CORPORATION ©. Cont’d. Strength is essential for easy operation. Large doors for industrial use must be built for strength ... From Architectural forum, June 1953, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 15Jun53; KK87050.


COMMERCIAL PRINTS AND LABELS

PABST BREWING COMPANY.


In Miami, all you hear ... Pabst Blue Ribbon, smoothest beer in the U. S. A. From the Miami herald, Miami, Fla., Sept. 4, 1953, p. B-D. Appl. author: Warwick & Legler, Inc. © 4Sep53; KK92061.

Keep beer cold 6 to 8 hours ... Pabst Blue Ribbon beer cooler. From Household magazine, July 9, 1953, p. 11. Appl. author: Warwick & Legler, Inc. © 3Jul53; KK89485.


If you're looking for a desirer that appeals to ... desire with Excite-T. (Textile finishing agent) From Technical manual and year book of the American Assn. of Textile Chemists &

Benadryl, prime control in allergy. Adrenalin. For another season's relief from hay fever symptoms ... (Pharmaceuticals) Folder. © 21Aug53; KK89078.


For increased sense of well-being in your patients: Menagen with Methylene blue. (Pharmaceuticals) Card. © 20Apr53; KK89735.

For rapid clinical improvement in viral infections: Chlorocynetic. (Pharmaceuticals) Folder. © 2May53; KK89756.

For shorter duration and fewer sequelae in pertussis: Chlorocynetic. (Pharmaceuticals) Folder. © 1Jul53; KK89703.

For superficial Fyodoras. Chlorocynetic cream. (Pharmaceuticals) Folder. © 1Jul53; KK87015.

From now on—rapid relief in hay fever. Benadryl. (Pharmaceuticals) Folder. © 15Jun53; KK89665.

Important announcement of a major development in intravenous anesthesia. Surital. (Pharmaceuticals) Folder. © 15Jun53; KK88521.

In penicillin and combined antibiotic therapy, there's nothing quite like SH and SRD. (Pharmaceuticals) Folder. © 15Jun53; KK87009.

In ragweed time, Benadryl, effective antihistaminic. (Pharmaceuticals) Folder. © 29Jun53; KK89665.


Like a protective canopy in hay fever and other allergies, Benadryl, effective antihistaminic. (Pharmaceuticals) Folder. © 27Aug53; KK89668.

Like a vacation from allergic symptoms. Benadryl. (Pharmaceuticals) Card. © 3Aug53; KK90389.

More and more regulations specify Surital sodium (Pharmaceuticals) Folder. © 2Sep53; KK89125.

More and more surgery with Surital sodium. (Pharmaceuticals) Folder. © 1Sep53; KK89125.

A route to long relief in hay fever and other allergic disorders. Benadryl, effective antihistaminic. (Pharmaceuticals) Folder. © 6Jul53; KK90392.

Surital sodium, new ultrashort-acting intravenous anesthetic. (Pharmaceuticals) Pamphlet. © 31Aug53; KK87110.

Throughout the hay fever season, Benadryl free your patients symptom-free sleep. (Pharmaceuticals) Folder. © 9Jul53; KK90391.

To evert or allay allergic distress, Benadryl. (Pharmaceuticals) Folder. © 25May53; KK89868.


PARKER BROTHERS, INC. ©. Space game. A race for treasures. Label. © 2Jul53; KK88612.

Whirlpool fishing game. Label. © 2Jul53; KK87994.


The chair that seats 33,000 people. From the National stationer, May 12, 1953. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 10May53; KK87355.


New Electro-polished points are the smoothest ever made. This is a tough test for a pen. From the Saturday evening post, Oct. 2, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 10Oct53; KK90262.


Your Parker pen is perfect for you in every single everything, except how to spell. From the Saturday evening post, Aug. 8, 1953, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 8Aug53; KK90809.

PASCO PACKING COMPANY ©. Floridaiogold quick frozen concentrated orange juice. Dandy Citrus. Poster. © 2Jul53; KK89033; KK89067.

Old South brand quick frozen concentrated Florida orange juice. Dandy Citrus. Poster. © 2Jul53; KK87867.

Pascal quick frozen concentrated Florida orange juice. Dandy Citrus. Poster. © 2Jul53; KK89656.


PATIERSON, FALCONER STANLEY ©. Happy birthday. No not you, your car. Sheet. © 27Oct53; KK90954.


PAYROLL AUDIT COMPANY ©. Yes, you can save 1 hour in every 3 ... by using the Payroll Auditor. (Payroll Flotation) Folder. © 2Jul53; KK87664.

PEDI-PACK PRODUCTS, INC. ©. Beauty from finger tip to tip of toe. Patricia Reid cosmetics. (Mail polish & pedicure bar) Folder. © 2Sep53; KK90034.


PEFEX TRADING CORPORATION ©. Ho no boro naredo shokai, yasai! (Gift parcel leaflet) Sheet. © 1953; KK90060.


My-T-Pine instant pudding and pie filling. Net wt. 2 oz. Label. © 3Jul53; KK88129.

PENINSULA FAMILY LAUNDRY COMPANY, INC. ©. Nite Owl laundry service. Label. © 4Oct53; KK91691.
CATALOG
July-Dec.

PENN FRUIT COMPANY.

PENNZOL COMPANY.
Change now to this oil saving long quart. Pennzol, the Tough-Film motor oil. From the Saturday evening post, Nov. 11, 1953, p. 125. Appl. author: A. Schneider. © The Pennzol Co.; 21Nov53; KK91191.

PENNSYLVANIA GLASS SAID CORPORATION.
Economize with 4-lb., crushed quartz abrasive for quality blast cleaning. (Industrial silica) From American Foundryman, June 1953, p. 31. © 15Jun53; KK87170.

PERMA-STONE.
PRIDE."©

PERMUTIT COMPANY.


PERMUTIT COMPANY.

PETBURGER PRODUCTS.

PETFISHER S. I. MANUFACTURING COMPANY.
Insect Free fishing calendar. (Insect repellent) Label. © 1Apr53; KK97022.

PETFISHER ARROW CRADLE COMPANY.
Arrow cradle label. Appl. author: Max Pescher. © 20Aug53; KK92961.

PFIZER (CHARLES) AND COMPANY, INC.©.

PFIZER (CHARLES) AND COMPANY, INC.©.
And more cool Rx profits from these specific aerosol dosage forms. Sheet. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK92961.

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PFIZER (CHARLES) AND COMPANY, INC.©.
Clinical results were excellent. Terramycin. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK98920.

PERRO, INC.©.
The retailer's profit potential in the expanding tape market. (Magazine leading page) Folder. © 10ct53; KK96971.

PERMUTIT COMPANY.


Permutit purifier removes bad taste and odor from water. Models CPF-9-12-15.

PETBURGER PRODUCTS.

PETFISHER S. I. MANUFACTURING COMPANY.
Insect Free fishing calendar. (Insect repellent) Label. © 1Apr53; KK97022.

PETFISHER ARROW CRADLE COMPANY.
Arrow cradle label. Appl. author: Max Pescher. © 20Aug53; KK92961.

PFIZER (CHARLES) AND COMPANY, INC.©.

PFIZER (CHARLES) AND COMPANY, INC.©.
And more cool Rx profits from these specific aerosol dosage forms. Sheet. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK92961.

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Clinical results were excellent. Terramycin. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK98920.


For common infections. For example, streptococcal tonsillitis is cured rapidly ... Steranect. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK91180.


Here it is. Presenting all the details on our new steroidal hormone line. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK89932.

Here's the last addition to the fast-moving Pfizer line... Combi-3trax for streptomycin therapy with less neurotoxicity. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK89933.

If you prescribe Terramycin for a patient suffering with a boil or carbuncle... (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK89934.


Inventory O.K.? The demand for Pfizer antibiotics and hormones is so great and maintained the year round... (Pharmaceutical) Self-sticker. Appl. author: William Douglas McAdams, Inc. © 30Nov53; KK91217.


Of definite benefit in all conditions in which pyogenic organisms were the primary cause of the disease. Terramycin. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK89954.

Permupon oral suspension... offerts penicillin, for prompt or therapy of susceptible infections, in a most pleasant-taking form. Card. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK89955.


Questions your colleagues are asking about Terramycin in obstetrics and gynecology. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, Inc. © 30Nov53; KK91230.


Terramycin tablets. 1 gram tablet individually foil-wrapped ... (Pharmacutical) Blister. Appl. author: William Douglas McAdams, Inc. © 28Aug53; KK88938.


Summer turns are fast and plenty if you ... antibiotics ... (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK88901.


Terramycin pediatric drops ... supplies 100 mg. of pure crystalline Terramycin per ml. (Pharmaceutical) File card. Appl. author: William Douglas McAdams, Inc. © 2Aug53; KK88918.

It's new, it's blue, it's Cheers. (Detergent) From St. Petersburg Times, St. Petersburg, Fla., May 19, 1953, author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 10Aug53; KK90151.

It's new, it's blue, it's liquid. From the American weekly (Baltimore American) Apr. 26, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 8Apr53; KK92759.

It's new, it's blue, it'snea wave dander. From Dave Michigan Apr. 27, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 26Apr53; KK92759.

It's now, it's blue, it's magic. Procter & Gamble's new wave dander. From The New York herald tribune, Jan. 22, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 22Jan53; KK91959.

It's now, it's blue, it's magic. Procter & Gamble's new wave dander. From the New York post, Mar. 25, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 11Mar53; KK91959.

It's new, it's blue, it's magic. Procter & Gamble's new wave dander. From the New York daily news, Nov. 6, 1953, Appl. author: Benton & Bowles, Inc. © 8Nov53; KK89109.


It's new, it's blue, it's Cheers. (Detergent) From the Springfield daily news, Aug. 2, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 10Aug53; KK90151.

It's new, it's blue, it's Cheers. (Detergent) From the New Haven register, New Haven, Conn., July 12, 1953, comic section. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 12Jul53; KK90151.


It's new, it's blue, it's Cheers. (Detergent) From the Miami Herald, Miami, Fla., Mar. 18, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 10Mar53; KK90151.


Newest shortening discovery. Fluffy beards are all for fying. From the Sunday telegraph, Elmira, N. Y., Nov. 29, 1953, comic section. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 29Nov53; KK90060.

Newest shortening discovery. Fluffy beards are all for fying. From the Sunday telegraph, Elmira, N. Y., Nov. 29, 1953, comic section. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 29Nov53; KK90060.

Newest shortening discovery. Fluffy beards are all for fying. From the Sunday telegraph, Elmira, N. Y., Nov. 29, 1953, comic section. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 29Nov53; KK90060.

Newest shortening discovery. Fluffy beards are all for fying. From the Sunday telegraph, Elmira, N. Y., Nov. 29, 1953, comic section. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 29Nov53; KK90060.

Nothing you can buy new blue wave dander. From the Laundry ... (Detergent) From the Taunton gazette, Taunton, Mass., July 6, 1953, Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 8Jul53; KK90067.
COMMERCIAL PRINTS AND LABELS


Nothing you can buy beats new blue Cheer for clothes. You've discovered new blue Cheer for the cleanest, whitest wash possible. (Detergent) From Taunton gazette, Taunton, Mass., July 1, 1953. Appl. author: Young & Rubicam, Inc. © The Procter & Gamble Co.; 1Jul53; KK90866.

See how Spic and Span gets linoleum cleaner, twice as fast, twice as easy as soaps or detergents. From Erie dispatch, Erie, Pa., Oct. 20, 1953, p. 10. Appl. author: The Procter & Gamble Co.; 20Oct53; KK90725.


Spic and Span cleans my linoleum cleaner, twice as fast, twice as easy as soaps or detergents. From Canton, Ohio repository, Oct. 11, 1953, comic section. Appl. author: The Procter & Gamble Co.; 11Oct53; KK90725.

Spic and Span cleans walls, woodwork, linoleum cleaner twice as fast, twice as easy as soaps or detergents. From Michigan news, Sept. 27, 1953, p. 19. Appl. author: The Procter & Gamble Co.; 27Sep53; KK90656.


PROPORTIONERS, INC. © Automatic synchronization with Synchro-Master, ends excess vib- bration and engine heat. Folder. Appl. author: Belding & Glennville, Inc. © 6Nov53; KK90611.


PUERTO RICO DISTILLING COMPANY. From the tropics comes the Coconuts, made with Ronrico. Best rum, bar- none. Folder. © 29Sep53; KK90930

Newest drink sensation with tonic or cola. Ronrico purple label rum. Poster. © 15Aug53; KK86607.

Now Ronrico quality at a saving. From Bar entertainment, July 1953, p. 27. © 1Jul53; KK86576.

PUREX CORPORATION, LTD. © About the new Purex dry bleach, a chlorine bleach in safe, dry form. Folder. Appl. author: Foote, Cone & Belding. © 20Aug53; KK90733.

Controlled-action bleach deodorizes, disinfects, safe for fast colors. (Laundry machinery) From Plain vanilla quart. Label. © 10Aug53; KK90218.


Labels from Purex liquid laundry bleach now worth money. From Atl- anta daily world, Nov. 5, 1953, p. 8. Appl. author: Foote, Cone & Belding. © 5Nov53; KK92173.


New, revolutionary, it's here at last. The first, the only liquid bleach in this safe dry form. From Chain store age, Mar. 1953, p. 179. Appl. author: Foote, Cone & Belding. © 28Feb53; KK87139.


Save 10f on revolutionary new Purex dry bleach. From the Dekota farm- er, Sept. 5, 1953, p. 32. Appl. author: Foote, Cone & Belding. © 5Sep53; KK90930.

Teach this easier way to sanitize the home, with new, revolutionary chloro- ine bleach in safe dry form. From What's new in home economics, Nov., 1953, p. 117. Appl. author: Foote, Cone & Belding. © 1Nov53; KK92310.

300 0/0 more sales potential per foot. Dry dry bleach... From Chain store age, June 1953, p. 137. Appl. author: Foote, Cone & Belding. © 30May53; KK85651.

PURITAN CORDAGE MILLS ©
Planet clothes line. 50 ft. Label. © 22Nov53; KK92077.

PURSLEY, WALTER LANGFORD ©
Plant identification and growing instructions. (Potted plants) Label. © 8Sep53; KK90674.

FUZZY AND SIZZY ENTERPRISES. SEE House of Fuzzy.

PYLLE, WILLIAM HENRY ©
Blue-Chip sales promotion plan by Cielo Caps (pseud.) (Bottle cap) Sheet. © 2Jun53; KK88193.

PYRAMID LIFE INSURANCE COMPANY ©
Mr. Cole feels like a king, in spite of his injuries. From St. Louis globe democrat, Nov. 9, 1953, p. 12A. Appl. author: Weiss and Geller, inc. © 9Nov53; KK91077.
Pyramid plan pays you as much as $2000.00 ... From St. Louis globe democrat, Nov. 9, 1953, p. 12A. Appl. author: Weiss and Geller, inc. © 9Nov53; KK91078.
There's a new way to be sure about your health protection. From the Knoxville news-sentinel, Knoxville, Tenn., Sept. 28, 1953, p. 20. Appl. author: Weiss and Geller, inc. © 28Sep53; KK91058.

PYRAMID RUBBER COMPANY.

PYRO DISPLAY COMPANY ©
QUAKER OATS COMPANY.

Aren't you the bright-eyed one. Puss in Boots coat foods! From Woman's home companion, Apr. 1951. Appl. author: Lynn Baker, Inc. © Coast Fisheries Div. of the Quaker Oats Co.; 1Apr51; KK88760.

See what it means to be a Puss 'n Boots cat? (Cat food) From Life, Sept. 15, 1952, p. 69. Appl. au-

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©.

The bread for rosy cheeks ... Now, Stroehmann's Sunbeam, fortified with 3 great food extras. © 2lnov53; KK91795.

Extra health, extra pep, extra good. 3 great food extras in Stroeh-

that 3 slices of bread] From Harrisburg news, Harrisburg, Pa., Nov.


Get on the beam, eat energy-packed Sunbeam enriched white bread. June Allyson. Streamer. © 1Apr53; KK88856.

Get this wonderful health bonus every day. Stroehmann's Sunbeam cbread. Girl jumping rope: From Altoona mirror, Altoona, Pa., Nov. 23, 1953. © 23Nov53; KK92921.

Get your milk bonus in Blue Ribbon bread. Schmidt's Blue Ribbon milk bonus. [Cows] © 8Nov53; KK92261.

Help your family to better eating, better health. Now 3 great food extras. Stroehmann's Sunbeam en-

Now reach for Stroehmann's Sunbeam, fortified with 3 great food extras. © 17Nov53; KK91794.

Now serve your family Stroehmann's Sunbeam with 3 great food extras. [Woman with 8 slices of bread on tray] From New era, Dec. 15, 1953, p. 4. © 15Dec53; KK92924.

Stay on the beam, eat energy-packed Sunbeam enriched bread. Dan Dalley. Streamer. © 1Dec53; KK91391.


Stay on the beam, eat energy-packed Sunbeam enriched bread. [June Haver; girl dancing] Streamer. © 1Aug53; KK88859.

What healthy little girls and boys are made of. 3 great food extras. Stroehmann's Sunbeam enriched bread. © 1Dec53; KK91796.

What healthy little girls are made of. 3 great food extras. Stroeh-

Miss Sunny] © 1Dec53; KK91799.

Yes, it's better baked. Stroehmann's Sunbeam enriched bread. Dale Rob-

You get much moo-re non fat milk nourishment and flavor in Blue Ribbon bread. Schmidt's milk bonus. [Cows] © 29Oct53; KK92925.

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From R.O.W.

RAGAN, Ramsey


The new R.WL has a twang to it. Poster. Appl. author: Emery Advertising Corp. © 2Aug53; KK88289.

Today's R.WL is the wine with a twang. Steamer. Appl. author: Emery Advertising Corp. © 2Aug53; KK88289.

What extra good wine has a twang to it? From the Baltimore Afro-American, Oct. 1953. Appl. author: Emery Advertising Corp. © 2Aug53; KK88289.


RAGAN, R. and Margaret E.


RAGAN, R. and MARGARET E.


RAIKNITE SPRINKLER COMPANY

How to properly install your Rainnite underground lawn sprinkler system. Sheet. © 27Aug53; KK91271.

RAMAR ENTERPRISES

Guardin’ owl. This design symbolizes the combined human and animal spirit — (Bird repellant for gardens) Sheet. © Margaret Englander & Raymond E. Welsh, d.b.a. Ramar Enterprises; 200ct53; KK91528.

RAMSEY CORPORATION


Cast-iron contact for quickest seating... You get the benefit of both with Ramco. Ramco piston rings. From Motor age magazine, Oct. 1953, p. 3 of cover. Appl. author: Van Aukcn, Ragland & Stevens. © 5Oct53; KK91266.


Ramco jobbers can be confident that whatever the future may hold in new piston ring design... From Jobber topics magazine, Aug. 1953, p. 5-8.0. Appl. author: Van Aukcn, Ragland & Stevens. © 5Aug53; KK99057.


The three important things to remember about Ramco... (Automatic piston rings) From Jobber topics magazine, Sept. 1953, p. 112-113. Appl. author: Van Aukcn, Ragland & Stevens. © 5Aug53; KK99057.


Ramco uses both chrome and cast-iron contacts. You get the most out of chrome with Ramco. Piston rings. From Motor age magazine, Nov. 1953, p. 3 of cover. Appl. author: Van Aukcn, Ragland & Stevens. © 5Nov53; KK99057.

Years ahead in engineering firsts, for over 30 years. Ramco piston rings, piston expanders, 3-up parts cleaner. From Motor magazine, Nov. 1953, p. 129-129. Appl. author: Van Aukcn, Ragland & Stevens. © 5Nov53; KK99057.


RANDOM ABRASIVE COMPANY


RAPP-RAMSEY COMPANY

Dex; miracle protective rings for all nylon. Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsrey Co.; 1Aug53; KK98885.


Fast; approved for all automatic washers... 2L oz. (Cleaning compound) Label. Appl. author: Buchanan-Thomas Advertising Co. © The Rapp-Ramsrey Co.; 1Aug53; KK98943.


RATHER, ALLAN C.

Inventor and developer of useful products. (Novelty Pitz-U finger ring) Sheet. © 27Oct53; KK98968.

RAUMIN BAINIOLGICAL LABORATORIES.


RATHER, RICHARD M., proprietor, RAUMIN Bainiologic Laboratories. SEE Raumin Bainiologic Laboratories.

RAYCOS, INC., ©.

Alias Incognito, a famous brand in disgusts. Delight Hom with gisht-gay nylon tricot slips... From the Boston Sunday Globe, p.37. © 3May53; KK87002.

RAY-O-LITE CORPORATION

The most exciting advancement in the history of airbrushing. Appl. author: Charles F. O’Neill, Jr., © 1Aug53; KK98036.

Unbreakable plastic... the most exciting advancement in the history of airbrushing. Appl. author: J. Howard Allison. © 12Aug53; KK98902.

RAY’S BRAND PRODUCTS


RAYTHEON MANUFACTURING COMPANY


REECH COMPANY

Borax, a new duty sealer. Folder. © The Reardon Co.; 1Dec52; KK93958.

Colors available in Dramex interior wall finish, twelve colors and white. Folder. © The Reardon Co.; 1Aug53; KK93965.

REED COMPANY

Borax, a new duty sealer. Folder. © The Reardon Co.; 1Dec52; KK93958.
Appl. author: Ruthrauff & Ryan, Inc.  
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I buy cream an amazing new way. It's 
Reddi-Wip and look what it does. 
Sensation one day at the 
From Life, Sept. 11, 1953, p. 129.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8667.

I buy fresh cream in amazing new way. It's 
Reddi-Wip and look what it does. Make puddings real party 
treats with Reddi-Wip. 
Appl. author: Ruthrauff & Ryan, Inc.  
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It's time to make strawberries twice 
as exciting with Reddi-Wip. They're 
here again. (Whipping cream) 
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

It's time to make strawberries twice 
as exciting with Reddi-Wip. 
(Whipping cream) From Des Moines 
tribune, May 11, 1953, p. 35.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

It's time to make strawberries twice 
as exciting with Reddi-Wip. 
(Whipping cream) From Seattle 
Times, May 17, 1953, p. 10.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

New low price on real cream Reddi-
Wip. (Whipping cream) 
From the Hartford tribune, 
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

New, new low price on real 
cream Reddi-Wip. (Whipping cream) 
From Boston daily record, May 15, 1953, p. 36.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

Put Reddi-Wip on your shopping list 
today. Hygienic, dry for your 
easy way. (Whipping cream) 
From Minneapolis morning 
tribune, Oct. 23, 1953, p. 4.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

Reddi-Wip is the amazing new way 
It does for puddings. (Whipping cream) 
From the American family, Oct. 1, 1953, p. 36.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

Special offer. This coupon saves you 
10¢. Cream in its dairy freshness 
right to your table. (Whipping cream) 
From the Detroit news, Oct. 14, 1953, p. 68.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

Special offer. This coupon saves you 
10¢. Cream in its pure 
freshness right to your table. 
(Whipping cream) From the Atlanta 
journals, Oct. 19, 1953, p. 52.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

Strawberries are red, Reddi-Wip is 
White, take a minute for 
shortcake tonight. (Whipping cream) 
From the Detroit news, 
June 6, 1953, p. 47.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

They'll love you for always serving 
with Reddi-Wip. (Whipping cream) 
From the South Bend 
tribune, South Bend, Ind., Apr. 
10, 1953, p. 10.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

They'll love you for always serving 
Reddi-Wip. Easy to put big smiles ... 
(Whipping cream) From the Quad 
daily mercury, Apr. 16, 1953, p. 20.  
Appl. author: Ruthrauff & Ryan, Inc.  
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They'll love you for always serving 
Reddi-Wip. No wonder they think ... 
(Whipping cream) From the Ham-
Appl. author: Ruthrauff & Ryan, Inc.  
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This collar saves you 5¢ on a 
container of genuine Reddi-Wip. 
(Whipping cream) From Long 
Island daily press, Long Island, 
N. Y., Mar. 9, 1953, p. 40.  
Appl. author: Ruthrauff & Ryan, Inc.  
© Lippincott; KK8788.

REDI-PEELED POTATO CORPORATION ©. 
Finest selected baking potato. 
(Individual potato wrapper) Label.  
Appl. author: Milprint, Inc.  
© J. DeRoest; KK92135.

REDGAL AMBER BREWING COMPANY ©. 
Flag. Absolutely was crazy ... Regal 
Pale. From the San Francisco 
Appl. author: David Bascom.  
© 200ct53; KK97092.

They laughed when we flew to Milwau-
kee. Regal Pale, one of America's 
2 worst beers. From the Baker-
field Californian, Oct. 21, 1953, p. 37.  
Appl. author: David F. 
Bascom.  
© 210ct53; KK97092.

REGISTER, JAMES ©. 
The Golden light. 
Golden light peach 
beer. Label.  
© 16Nov53; KK13402.

REID (PATRICIA) COSMETICS ©. 
Patricia Reid rapid dry nail polish. 
Card. Appl. author: Heworth Ad-
vertising Co.  
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REINHART, ARTHUR L., d.b.a. REINHART'S 
SOUTHERN KITCHENS. See Reinhart's 
Southern Kitchens.

REINHART'S SOUTHERN KITCHENS. 
Manhattan bourbon cherries. One 
pound. (Candy) Label.  
© Arthur L. Reinhardt, d.b.a. 
Reinhardt's Southern Kitchens; 150ct52; 
KK9664.

REPCO, INC. ©. 
Confidential net prices, 1953. Amer-
glass air filters. Folders.  
Appl. author: Antonio & Carmela Tria.  
© 1Mar53; KK97097.

REPLAND, LUIS, d.b.a. COMMUNITY LIFE 
MAGAZINE. See Community Life Mag-
azine.

REPUBLIC MOLDING CORPORATION ©. 
The newest thing in covered utility 
pells. Sheet. Appl. author: Leo 
Coll.  
© 21Aug53; KK9893.
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Casellini juvenile all steel table & 2 chairs. Flash camera outfit ... Ad mat no. 128. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91866.

Chain drive tractor, made by Cas- tellini. For girls and boys. Junior gias hostess sets ... Promotion no. 310-C. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91868.

Chain drive tractor, for girls and boys. Promotion no. 310. Sheet. Appl. author: Meyer Robbin. © 1Jan55; KK91867.

Complete electric home barber set. Promotion no. 245. Sheet. © Appl. author: Meyer Robbin. © 2May53; KK87237.

80 pc. Cannon sheets & towel ensemble, including 12 sheets & 12 pillow cases. Prom. no. 517-D. Sheet. Appl. author: Meyer Robbin. © 21Sep53; KK91872.

First time ever Lady's Ruff & Tuff-Rite watch. No. 629. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92891.

5 day factory demonstration. Complete home barber set, deluxe electric hair clipper, new type professional shaving barber comb. Promotion no. 246. Sheet. Appl. author: Meyer Robbin. © 22Jun53; KK87256.


Free 10 day watch trial. Original Rist-Mate, Ruff & Tuff watch with Paper-Wate pen. No. 629. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92895.

Free 10 day watch trial. Original Rist-Mate, Ruff & Tuff watches with Paper-Wate pen. Prom. no. 629. Sheet. Appl. author: M. Robbin. © 1Jan53; KK92890.


Mirrored knick knack shadow box, including 5-91-C. Sheet. Appl. author: Meyer Robbin. © 1Jan55; KK87241.

Now, your children can have a real record player. Melotone all-electric acoustic phonograph. No. 819-C. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92896.


Sophisticated Sue, rooted saran hair doll, and Jimmy brother doll included. Prom. no. 815. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92896.


2 wool Warmaite blankets. Promotion no. 52 D. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92896.

2 for 1 play 'n serve table; reversible table-top combination table top. Prom. no. 153. Sheet. Appl. author: Meyer Robbin. © 1Jan53; KK87242.

2 for the price of 1, Electroid steel Servacart & all steel stool. Promotion no. 158. Sheet. Appl. author: M. Robbin. © 1Jan53; KK98824.

2 great names combine to offer you 2 value sensations. Cannon 6 sheets, 6 pillow cases & towel set, and 1 Beacon blankets. Promotion no. 506. Sheet. Appl. author: M. Robbin. © 1Sep53; KK92897.


We dare anyone to beat this price on diamond earrings, with 14 kt. gold mountings. Promotion no. 674. Sheet. Appl. author: Meyer Robbin. © 1Nov53; KK91870.


Your choice, either doll or holster set, our gift to you free with any purchase of $19.95 or more. Nat. no. 826. Sheet. Appl. author: Meyer Robbin. © 1Jan55; KK91867.

You've seen picture light advertised for $4.95, now get 2 electric picture lights by famous artists, $2.95 for each pair. Promotion no. 154. Sheet. Appl. author: Meyer Robbin. © 1Jan53; KK97241.


ROBINSON, ULYSSES GRANT ©. Important information. Knowledge of how to cook and eat Pal-Fay seed and vitamin health food. Folder. © 17Jan53; KK86072.


ROBINSON SYRUP COMPANY, d.b.a. RICH FIELD FOODS. See Richfield Foods Company.

ROCK OF AGES CORPORATION ©. Before the need arises. (Monuments) Pamphlet. © 20Aug53; KK86337.

Family monuments to memories. Pamphlet. © 20Aug53; KK86330.

Monuments for those of Christian faith. Folder. © 20Aug53; KK86340.

Your tribute is forever beautiful in a Rock of Ages marker. (Monuments) Folder. © 20Aug53; KK86339.

ROCKWELL, NORMAN. All the fun without the cob. © See Green Giant Company.

Tenner memories from tomorrow. © See Green Giant Company.

RODDEBBERRY (W.B.) COMPANY, INC., d.b.a. RODDEBBERRY BROTHERS. See Roddederberry Brothers.


ROGERS (ROY) ENTERPRISES ©. 1954 Roy Hogara program for profit, designed with you the retailer in mind. (Character licensed merchandise) 16 p. Appl. author: Elliott V. Bogert. © 10Nov53; KK91857.


ROOT-LOELL, CO. CORPORATION ©. Catalog 5. (Snayvays [snyayvays] & dusters) © 3Jan53; KK8706.

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Your active family deserves and needs quick, nourishing and hearty meals. Rosarita, the genuine Mexican foods. From Phoenix gazette, Sept. 16, 1953, p. 34. Appl. author: Monte J. Curry. © 168ep53; KK89350.

ROSS MANUFACTURING COMPANY © Save this card, and remove a tire when you need a washer for your hose. Appl. author: John H. Ross, Jr. © 5ul55; KK87727.

ROSS PRODUCTS, INC. © 2a 2a, the snake charmer, with magic flute (Boy) Label. © 15Jul53; KK89579.

ROSSI, PELLEGRINO A., t.a. ROSSI LEATHER PRODUCTS COMPANY. See Rossi Leather Products Company.


ROTH (CHESTER H.) COMPANY, INC. © New 888, the revolutionary sock design. From Life, Dec. 3, 1951, p. 181. Appl. author: George Guglielmine. © 50x51; KK89651.

ROX PRODUCTS COMPANY. Magazines, newspapers, radio and television, are used to tell the world about Rox masonry paint. Sheet. Appl. author: Clark & Roberts Agency. © Henry W. Cairns, d.b.a. Rox Products Co.; 9ncv53; KK89634.


RUBINSTEIN (HELENA) INC. © Helena Rubinstein announces new Hair Spray. From the Detroit news, June 20, 1953, p. 12. © 28Jun53; KK89314.

Helena Rubinstein announces new permanent to give lasting curl in water, wind or heat. Sensational home permanent is 3 kinds of wave in one bottle ... From San Francisco examiner, June 14, 1953, p. 26. © 14Jun53; KK89511.

Helena Rubinstein announces Stay-Long, the longest lasting lipstick in the world ... From Cleveland plain dealing, June 13, 1953, p. 12. © 15May53; KK89512.


Helena Rubinstein's new Contour-Lift Film, lifts and tightens facial contours. (Cosmetics) From Harper's bazaar, May 1953, p. 61. © 1May53; KK89516.

How to be a summer siren, by Helena Rubinstein. (Cosmetics) From Charm, June 1953, p. 48. © 23May53; KK89514.


New treatment make-up for women over 35. (Cosmetics) From Park Avenue social review, Feb. 1953, p. 4. © 19Feb53; KK89506.

New way to hide your ages. Helena Rubinstein's Contour-Lift Film ... (Cosmetics) From Park Avenue social review, May 1953, p. 15. © 15May53; KK89503.

Now, save up to 50% off on Helena Rubinstein's beauty pairs. Buy one, get both. (Cosmetics) From the Philadelphia inquirer, Aug. 9, 1953, p. 12. © 9Aug53; KK89515.

Stay-Long, the longest-lasting lipstick ... From Park Avenue social review, Apr. 1953, p. 4. © 15Apr53; KK89507.

Why TV actresses love Milk-Tone. (Cosmetics) From Seventeen, June 1953, p. 24. © 29May53; KK89516.


Thanks Norfolk, for switching to Rupert, for staying with Rupert. From the Norfolk ledger dispatch, Norfolk, Va., Sept. 9, 1953, p. 22. Appl. author: The Biow Co., inc. © 9Sep53; KK89999.


Help wanted (From you). We'd like to ask a favor. From Daily news, Aug. 5, 1953, p. 44. Appl. author: The Blow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 5Aug53; KK88067.


The showdown is right in your glass. No matter what beer you buy ... From the Daily news, New York, July 9, 1953, p. 44. Appl. author: The Blow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 9Jul53; KK87467.


RUST, FRED W., Jr. © Schuss pure skin cream: SEE Pollard, Harry C., Jr.

RUSSIC ARTS © Here is the venison steaks I promised you. (Wailing novelty) Label. Appl. author: Henry A. Ebach. © 18Sep53; KK89520.
S


SALZMANN, BARRY (©). The newest holiday calendar. (Radio, TV, wallets & similar articles) © 1Jun53; KK90261.

SAUNBERG, HENRY. Sophisticated party songs. SEE Specialty Sales.

SAMELSON, JOHN S., d.b.a. FLORISTS REMINDER SERVICE. SEE Florists Reminder Service.

SARON COMPANY. Saraben, for relief of discomforts due to emaciation, rheumatism, neuritis. Label. © The Saraben Co.; 190ct53; KK91351.

SAYLOR BISCUIT COMPANY, DIVISION, UNITED BISCUIT COMPANY OF AMERICA. SEE United Biscuit Company of America.

SCHAF SAVAGE COMPANY. Most delicious wineries you ever ate ate. From the New Yorker, Sept. 10, 1953, p. 79. Appl. author: Arthur Meyerhoff & Co. © 9Jul53; KK85281.

SCHAPFNER MANUFACTURING COMPANY, INC. Buff 'n Polish calculator. Card. © 29Jun53; KK80914a.

Catalog [no. 34, (Polishing, buffing & similar articles) 20 p. © 29Jun53; KK80914a.

SCHENLEY DISTILLERS, INC. The key is locked inside. From Liquor stores, May 1953, p. 49. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26ct53; KK90599.

New way to roll out the barrels. From Liquor store, July 1953, p. 59. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun53; KK90599.

Whisky has its fortune told. From the New Yorker, Sept. 10, 1953, p. 79. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Sep53; KK91556.

SCHENLEY DISTILLERS, INC. SEE ALSO Ancient Age Distilling Company.


A hand-made job. Stock up now; production is limited. From Beverage retailer weekly, Oct. 26, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20ct53; KK91556.

Presenting the perfect gift for business and personal friends. From Sales executive weekly, Sept. 15, 1953. Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Sep53; KK91556.

S marks the spot for super-values. Shop where you see this sign. (Whiskey) From Waterbury republican, Waterbury, Conn., June 12, 1953, p. 29. Appl. author: Lawrence Balenstein. © 1Jun53; KK91556.

S marks the spot where you'll find the big parade of pinots. (Whiskey) From Waterbury Republican, Waterbury, Conn., July 10, 1953, p. 23. Appl. author: Lawrence Balenstein. © 10Jun53; KK91229.

SCHENLEY DISTRIBUTORS, INC. ©

Cont'd.

Taste today's Schenley. (Whiskey)

From Life, June 8, 1955, p. 3 of cover.
Appl. author: Betten, Burton Beal, Oshorn, Inc.
© 5Jun55; KK97595.

Wherever you see this sign, S marks
the spot. (Whiskey)

From Waterbury republican,
Appl. author: Lawrence Balkenstein.
© 26Jun55; KK91025.

SCHENLY LABORATORIES, INC. ©

A few pages from the lives of Mr. and Mrs. Tensen, Sedamyl. Code
[no.] 900. (Pharmaceuticals)

Heavy-handed hypnotic action is not always required; Somboolex. Code
[no.] 897. (Pharmaceuticals)
Folder. Appl. author: Paul Klemter & Co., Inc. © 12Sep55; KK90607.

Somboolex, an unusual barbiturate.
Code no. 897. (Pharmaceuticals)

Somboolex, an unusual barbiturate.
Code [no.] 1000. (Pharmaceuticals)
Card. Appl. author: Paul Klemter & Co., Inc. © 2Jul55; KK90606.

Appl. author: Paul Klemter & Co., Inc. © 15Apr55; KK90615.

Tritrac, as continuously acceptable as a mint. Code no. 681.
(Pharmaceuticals) Folder. Appl. author: Paul Klemter & Co., Inc. © 2Apr55; KK90614.

Tritrac, as continuously acceptable as a peppermint stick. Code [no.] 889.
(Pharmaceuticals) Folder. Appl. author: Paul Klemter & Co., Inc. © 2Apr55; KK90613.

Tritrac, as continuously acceptable as a peach. Code no. 889.
(Pharmaceuticals) Folder. Appl. author: Paul Klemter & Co., Inc. © 2Jul55; KK90614.

Tritrac, continuously acceptable
When the emotion account is over-
drawn; Euphased. Code no. 889.

SCHLITZ (MAX) SEIDENEN, INC. ©

Brighten your home ... fresh lily
of the valley all winter long. (Flower bulbs) Folder. Appl.
author: Fairfax, Inc. © 1Sep55; KK90745.

Fun for the entire family; gifts that
give happier living for all the family. (Flowers, garden supplies, housewares, toys) Folder. Appl.
author: Fairfax, Inc. © 1Sep55; KK90745.

SCHLITZ (JG.) BREWING COMPANY ©

Add an extra month to summer sell-
ing. Because it's National Schlitz month. From the Indiana
food merchant, Sept. 1953, p. 16.
© 10Sep55; KK90795.

First in sales for more than 6
straight years. Year after year
millions of beer lovers
ever switched Schlitz ... From Wisconsin beverage
journal, June 1953, p. 7.
© 1Jun53; KK97662.

If you like beer you'll love
Schlitz. (From the Milwaukee
journal, July 1, 1953, p. 7.
© 1Jul53; KK97664.
If you like beer, you'll love Schlitz. 
(From the Wisconsin beverage
journal, July 1, 1953, p. 7.
© 1Jul53; KK97664.
If you like beer, you'll love Schlitz. 
(From the Milwaukee sentinel, July 8, 
1953, p. 2 - part 2. © 8Jul53; KK97669.
If you like beer, you'll love Schlitz. 
(From the Milwaukee sentinel, July 8, 
1953, p. 2 - part 2. © 8Jul53; KK97669.
If you like beer, you'll love Schlitz. 
(Ruef's painting scene) © 28Oct55; KK91032.
If you like beer, you'll love Schlitz. 
(Ruef's painting scene) © 28Oct55; KK91032.
If you like beer, you'll love Schlitz. 
(Fireplace scene) © 28Oct55; KK91031.
If you like beer, you'll love Schlitz. 
(From the Milwaukee sentinel, July 8, 
1953, p. 2 - part 2. © 8Jul53; KK97669.
If you like beer, you'll love Schlitz. 
(From the Milwaukee sentinel, July 8, 
1953, p. 2 - part 2. © 8Jul53; KK97669.

This content is not complete without Schlitz.
From Club management, July 1953, p. 31. © 1Jul53; KK97666.
Now you can eat Schlitz again.
© 1Jul53; KK97677.

Tonight on TV, Schlitz Playhouse of Stars. Harald stars in Miracle
in the night. From the New York
times, Aug. 11, 1955. © 1Aug55; KK90755.

Tonight on TV, Schlitz Playhouse of Stars. Ann Sheridan stars in
the Prize. © 2Oct55; KK91029.

Tonight on TV, Schlitz Playhouse of Stars. Frederic Crawford stars in
Desert tragedy. From the New York
times, Sept. 25, 1955. © 25Sep55; KK90631.

Tonight on TV, Schlitz Playhouse of Stars. Eddie Bracken stars in
Simon expresses. From the New York
times, Aug. 7, 1955. © 7Aug55; KK90757.

Tonight on TV, Schlitz Playhouse of Stars. Edward Arnold stars in
Linenman's Luck. © 6Nov55; KK91035.

Tonight on TV, Schlitz Playhouse of Stars. Edward Arnold stars in
the Long shot. © 5Oct55; KK91028.

Tonight on TV, Schlitz Playhouse of Stars. Edward Arnold stars in
Lost endgame. From the New York
times, Sept. 11, 1955. © 11Sep55; KK90633.

Tonight on TV, Schlitz Playhouse of Stars. Jeanne Darro stars in
Richard and the Lion. From the New York
times, July 5, 1955, p. 15.
© 15Jul55; KK90628.

Tonight on TV, Schlitz Playhouse of Stars. John Barrymore, Jr. stars in
Somerset. From the New York
times, Sept. 18, 1955. © 18Sep55; KK90628.

Tonight on TV, Schlitz Playhouse of Stars. Margaret Hayes and John New-
land stars in the Perfect secretary. From the New York
times, Sept. 4, 1955. © 4Sep55; KK90636.

Tonight on TV, Schlitz Playhouse of Stars. Mark Stevens stars in
the Avne of hearts. From the New York
times, July 24, 1955.
© 24Jul55; KK90749.

Tonight on TV, Schlitz Playhouse of Stars. Merle Oberon stars in
Journey. From the New York
times, July 17, 1955. © 17Jul55; KK90795.

Tonight on TV, Schlitz Playhouse of Stars. Pat O'Brien stars in
Second front. From the New York
times, July 15, 1955. © 15Jul55; KK90795.

Tonight on TV, Schlitz Playhouse of Stars. Patricia Medina stars in
Two lives have I. From the New York
times, Aug. 9, 1955. © 9Aug55; KK90795.

Tonight on TV, Schlitz Playhouse of Stars. Robert Stack stars in
Storm warning. From the New York
times, July 10, 1955, p. 13 - section L.
© 10Jul53; KK90760.

Tonight on TV, Schlitz Playhouse of Stars. Ronald Reagan stars in
the Doctor goes home. From the New York
times, July 31, 1955. © 31Jul53; KK90870.

Tonight on TV, Schlitz Playhouse of Stars. Skip Homeler stars in
the Soil. © 30Oct55; KK91029.

Tonight on TV, Schlitz Playhouse of Stars. Skip Homeler stars in
Sheilah. From the New York
times, Aug. 21, 1955. © 21Aug55; KK90751.
COMMERCIAL PRINTS AND LABELS

1953


SCHMITT, KARL, LUDWIG. SEE Schmit, George.

SCHOEDEMAN (J.) INC. ©. Any ice today in Frost Calculita Cordes. (Men's clothing) Folder. Appl. author: Charles Cahn. © Sep53; KK98650.

Feel like a cool million. Rain or shine, Will-O-Wisp can take it. (Men's clothing) Folder. Appl. author: Charles Cahn. © Sep53; KK98650.

Fit for a king and for you. Imported Coronado. (Men's clothing) Folder. Appl. author: Charles Cahn. © Sep53; KK98916.

For an important you, we present with pride, Kingsridge pure worsted suits. (Men's clothing) Folder. Appl. author: Charles Cahn. © Sep53; KK98650.


Only Schoedeman has it. D'agua. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 15Oct53; KK99052.


You can be King. Imported Coronado. (Men's clothing) Folder. Appl. author: Charles Cahn. © Sep53; KK98917.


SCHOOLERY, ARTHUR B., d.b.a. DUSTEX. SEE Dustex.

SCHUCKARDT, FRANCIS WOLFGANG ©. Shop 'n gas. This coupon is redeemable for one gallon of gasoline when presented in lots of five one gallon coupons. © 2Nov53; KK92258.


Now, instant Shave Magic renew any leather article regardless of color instantly out of 1 bottle. From Good housekeeping, Oct. 1953, p. 28. Appl. author: A. Y. Schultz. © 21Sep53; KK99942.


SCHUTT, FRANKLIN L. O. Long John shorts. (Men's under shorts) Label. © 16Jun53; KK97852.

SCHWARTZ, MARTIN R., d.b.a. SCHWARTZ PICKLE COMPANY. SEE Schwartz Pickle Company.


SEINHEIMER RUBBER COMPANY ©. There is so much in business. 12 p. Appl. author: Meldrum & Fessaway, Inc. © 21Oct53; KK99335.

SEIFERT, GLADYS M., AND MILDRED E. DAVIDSON, Promotional & advertising of the Speedcode company. SEE Speedcode company.

SEISSHEIMER (H. A.) COMPANY. Here's a new Variety-Town promotional service for you. Window display ideas on Charcoal ... (Clothing) Folder. Appl. author: Paul Barber. © The H. A. Seissheimer Co.; 9Jul53; KK98371.

SELDIN COAT COMPANY, INC. ©. Air-Nap; 100% virgin wool. Label. © 1May53; KK98847.


Serfel, world's only refrigerator that makes a continuous supply of ice cubes without trays automatically. From Life, July 1, 1953. Other Appl. author: Hicks & Great, Inc. © 1Jul53; KK98807.

Serfel, world's only refrigerator that makes a continuous supply of ice cubes without trays automatically. From Life, July 1, 1953. Other Appl. author: Hicks & Great, Inc. © 1Jul53; KK98807.
SERVICE INDUSTRIES Co.
Fenox; must remove compound. Net
wt. 6 grams. Label. Appl. author:
H. W. Hobbis. © 1950; KK9779.

SERVICE SPECIALITIES Co.
Are you looking for a brand-new item
to sell? Here it is, the Push-Pull
tie keeper. Sheet. Appl. author:
Charles D. Adams. © 1950; KK9795.
The Push-Pull tie keeper. Sheet.
Appl. author: Charles D. Adams.
© 1950; KK9795.

SERVICEMARKS, Inc. Co.
Tee Vee says: TV is here to stay, so
why not buy your set today. Hanger
electric for Thrills and action.
authors: Service marks, Inc. & Jack
C. Holland. © 25Jun53; KK98159.
Tee Vee says: The TV sets we sell are
fine, they incorporate modern de-
sign. Hanger electric service.
From the Raleigh times, June 20, 1953, p. 2. Appl.
authors: Service marks, Inc. & Jack C. Hol-
dard. © 20Jun53; KK9825.
Tee Vee says: We invite you to see
our TV display, we strive to please
in every way. Hanger electric serv-
authors: Service marks, Inc. & Jack C. Hol-
dard. © 22Jun53; KK9825.
Tee Vee says: You will have many
hours of relaxation, with a TV
set to your favorite station.
Hanger electric service. From the
Raleigh times, June 17, 1953, p.
6. Appl. authors: Service marks,
Inc. & Jack C. Holland. © 17Jun53;
KK97217.

SEVEN-UP COMPANY.
The all-family drink. All the kinfolk
to graft ... (Soft drink) From the
Saturday evening post, Aug. 25,
1953, p. 85. Appl. author: J.
Walter Thompson Co. © The
Seven-Up Co.; 25Aug53; KK98812.
The all-family drink. Looks like your
skitter orders nothing but the best
... (Soft drink) From the Satur-
day evening post, July 26, 1953, p.
5. Appl. author: J. Walter
Thompson Co. © The Seven-Up Co.;
26Jul53; KK9873.
Fresh up with Seven-Up. Bobby did
some fancy kickin'. (Soft drink)
From the Comic weekly (Chicago American),
Aug. 12, 1953, p. 3. Appl.
author: J. Walter Thompson Co.
© The Seven-Up Co.; 12Aug53; KK98853.
Fresh up with Seven-Up. Cell up
Gramps ... (Soft drink) From the
Comic weekly (Chicago American),
author: J. Walter Thompson Co.
© The Seven-Up Co.; 2Aug53; KK98807.
Fresh up with Seven-Up. Flick the
dial for action. (Soft drink) From the
Comic weekly (Chicago American), Oct. 4,
1953, p. 7. Appl. author: J. Wal-
ter Thompson Co. © The Seven-Up
Co.; 4Oct53; KK98023.
Fresh up with Seven-Up. Here's a plot
for happy autumn evenings ... From
author: J. Walter Thompson Co.
© The Seven-Up Co.; 26Oct53; KK98069.
Fresh up with Seven-Up. Let's have a
picnic! (Drink) From Fuch (Chicago American),
author: J. Walter Thompson Co.
© The Seven-Up Co.; 5Jul53; KK98137.

Fresh up with Seven-Up, Vacation's
over ... (Soft drink) From the
Comic weekly (Chicago American),
author: J. Walter Thompson Co. ©
The Seven-Up Co.; 12Sep53; KK88066.
Fresh up with Seven-Up. When it's
hot and you're ... (Soft drink)
From Fuch (Chicago American),
author: J. Walter Thompson
Co. © The Seven-Up Co.;
7Jun53; KK97336.
Fresh up with Seven-Up. With the
pyramids built ... (Soft drink)
From the Saturday evening post,
author: J. Walter Thompson Co.
© The Seven-Up Co.; 12Sep53;
KK9853.
Fresh up with Seven-Up. With
day coming, the time is high
to double and triple the family
supply. (Soft drink) From Ladies'
home journal, December, 1953, p.
5. Appl. author: J. Walter
Thompson Co. © The Seven-Up
Co.; 25Dec53; KK98206.
Now is the season of all the year,
when doorbells jingle and company's
here. (Soft drink) From Look, Oct.
author: J. Walter Thompson Co.
© The Seven-Up Co.;
19Oct53; KK98812.
So good, so cool, so quick ... Enjoy a 7-Up
float ... (From the Saturday evening post,
author: J. Walter Thompson Co.
© The Seven-Up Co.;
10Jul53; KK98812.
Shade, RALPHE. a.d.b. ADVANCED AUTO-
MOTIVE PRODUCTS COMPANY. See ADV-
anced Automotive Products Company.
Shaw, CLARENCE F. O. Don't send the
wrong case of eggs to your cus-
tax. Symbols, shown below, as flags.
Sheet. © 19Sep52; KK90967.
Shaw, O. GORDON, and ALBERT 0. KIESOW,
d.b.a. STIK-NO-MOR COMPANY. See
Stik-NO-Mor Company.
SHELTON, JAMES RALPH Co.
Giraffe, the original Long Neck
cigarettes. Label. © 9Oct53; KK8795.
SHERMAN (HAT) COMPANY Co.
First fashion touch in cigarettes.
Havana. From the New York times
magazine, Sept. 27, 1953, p. 65.
Appl. author: Kenneth & Sharter.
© 27Sep53; KK90621.
SHERWIN-WILLIAMS COMPANY Co.
You'll be money ahead when you dis-
cover there is a difference in
house paints, when brushed resting on
paint can.) From Popular science,
May 1955, p. 298. Appl. author:
Kenneth E. Moore. © May55;
KK97898.
You'll be money ahead when you dis-
cover there is a difference in
house paints, when brushed resting on
paint can; From Better homes and gardens,
author: Kenneth E. Moore. © 22May53; KK97836.
SHIELD CHEMICAL CORPORATION Co.
Lustrous Newshold quick-drying
interior floor sealer. Label.
Appl. author: Seymour George
Mantel. © 15Jun53; KK97792.
SHOF, ELIZABETH S., and ROBERT L.
SHOF, composing the partnership,
AMERICAN WHOLESALE COMPANY. See
American Wholesale Company.
SHOF, ROBERT L., and ELIZABETH S.
SHOF, composing the partnership,
AMERICAN WHOLESALE COMPANY. See
American Wholesale Company.
SHOP-CRAFT SHUTTERS Co.
Announcing Shop Craft shutter kit
for assembling your movable
author: Paul proper Heimley.
© 1Mar52; KK97803.
Kit instructions for assembling and
finishing your own movable shutters.
Folder. Appl. author: Paul
 proper Heimley. © 27Sep53;
KK9895.
Movable shutter kit estimate — order
sheet. Appl. author: Paul
proper Heimley. © 13Nov52;
KK97806.
Movable shutter kit estimate — order
sheet. © 13Nov52; KK97806.
Movable shutter kit estimate — order
sheet. (Duplicate forms
Appl. author: Paul Proper Heimley.
© 30Nov52; KK97805.
Movable shutter kit fill in for free
estimate. Sheet. Appl. author:
Paul proper Heimley. © 19May52;
KK97975.
Shutter partially assembled panel
price list. Sheet. Appl.
author: Paul proper Heimley.
© 1Mar52; KK97804.
Shutter - kit price list for com-
pletely assembled shutter panels;
effective October 1, 1952. Fol-
der. Appl. author: Paul Proper
Heimley. © 22Oct52; KK97802.
SHOW-HOUSE. Write your name a show-house, too. (Home products) From the Saturday evening post, Dec. 12, 1953, p. 106-107. © Show-House, a copartner-
ship composed of Julie N. Von Sternberg & Carla A. H. Albin; 12835; KK91665.

SIMMONS COMPANY. It’s your back, it’s your money, and...here’s how Simmons helps save both. Extra-firm model Beautyrest mattress.
From Living 20Apr53; 1953, p. 10. Appl. author: Young & Rubicam, Inc. © The Simmons Co.; 128Sep53; KK87525.


A report to the doctors of America on this new furniture fashion. How firm is the right firmness? From Journal of A.M.A., Apr. 10, 1953, p. 10. Appl. author: Young & Rubicam, Inc. © 16Apr53; KK87525.

She wanted the best mattress, she wanted the best bargain. Both on睡眠 on Beautyrest Mattress. From the Saturday evening post, Sept. 19, 1953, p. 111. Appl. author: Young & Rubicam, Inc. © The Simmons Co.; 16Sep55; KK90167.


SIMPSON, H. L., sole owner, ARCTIC CIRCLE FREEZER, SEE ARCTIC CIRCLE Freezer.

SIMS, JOHN WOODSON. From America’s great corn belt comes Harvest Moon. Straight corn whiskey. Label. © 1Jun55; KK90461.

SINGER FURNITURE MANUFACTURING COMPANY. The George Burns-Oralie Allen show...

SOUTHERN CALIFORNIA MUFFLER CO. ©. A partnership composed of Jesse Seymour Belond, Robert W. Hedman; 1Jun53; KK90994.


How, Ford V-8 truck operation that takes less to get more service. The original Belond Equa-Flow exhaust system. Sheet. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Robert W. Hedman; 1Jun53; KK90997.

Gears parts business increased 20% since we started to sell the Beltline line, reports Roy Leslie. Beltline Equa-Flow exhaust system. From Automotive service digest, Apr. 1953, p. 61. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 1Sep53; KK90997.

SOUTHERN CALIFORNIA MUFFLER CO. ©. A recorded library of music to remember. MUFFLER. ©. Stock number E-32. Label. ©158553; KK90897.

SOUTHERN CALIFORNIA MUFFLER CO. ©. Stock number E-45. Label. ©158553; KK90897.


SAVE MONEY WITH SOUTHERN CALIFORNIA MUFFLER Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Hedman; 16May53; KK90993.


a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Edman; 1Jan53; KK90936.

This package contains one set of Bel-Florida exhaust headers only. Stock number 22. Label. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Edman; 1Jan53; KK90937.

This package contains one set of Bel-Flow Equa-Flow exhaust headers only. Stock number 15. Label. © Southern California Muffler Co., a partnership composed of Jesse Seymour Belond, Ruth M. Belond & Robert W. Edman; 1Jan53; KK90938.

What you should know about your Bilite Spirit bra. Folder. Appl author: Frances Grace Miller. © 15Jan53; KK90967.

You can have a lovelier figure. (Foundations & brassieres) 15 p. Appl author: Frances G. Miller. © 15Jul53; KK89870.

SPRINGS COTTON MILLS.


Sleep like a ballerina, but avoid her bouquet. Springmaid fabrics. (Fabric) From Promenade magazine (the Savoy-Plaza), Aug. 1953, p. 3 of cover. Appl author: Elington & Co. Inc. © The Springs Cotton Mills; 1Aug53; KK86689.

SYRE, JOHN K. ©Mol-3-Hor. Prevents mole damage to lawns, gardens, golf courses, parks & playgrounds. Label. © 15Apr53; KK87909.

SQUIRE, ROBERT K. ©The money the average family can save on liquor & beer, will buy a new car every year. (Posters) Sheet. © 11Aug53; KK86689.


SQUIRREL COMPANY.

Check Squirt sales and you'll switch to Squirt too. (Soft drink) From Mid-Continental bottlers, Nov. 1953, p. 43. © The Squirt Co.; 1May53; KK90484.

I switched to Squirt, says Bill Sarna. (Soft drink) From Wisconsin beverage journal, June 1953, p. 16. © The Squirt Co.; 1Jun53; KK90484.


I switched to Squirt, says Harold Cook. (Soft drink) From the American bottlers Aug. 1953, p. 57. © The Squirt Co.; 1Aug53; KK90484.

If sweet soft drinks leave you thirsty, switch to Squirt. (Basketball scenes) From Life, June 1, 1953, p. 34. © The Squirt Co.; 1Jun53; KK90484.

If you've had enough of sweet soft drinks, you're thirsty, switch to Squirt. (Basketball scenes) From Look, June 1, 1953, p. 16. © The Squirt Co.; 1Jun53; KK90484.

If you've had enough of sweet soft drinks, you're thirsty, switch to Squirt. (Golf club locker room scene) From Look, July 14, 1955, p. 16. © The Squirt Co.; 1Jul55; KK89484.
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July-Dec.

SQUIRT COMPANY. Cont'd.
If sweet soft drinks leave you thirsty, switch to Squirt ... Grass cutting scene; From Life, June 15, 1952, p. 76. © The Squirt Co.; 15Jun52; KK98844.
If sweet soft drinks leave you thirsty, switch to Squirt. Grass cutting scene; From Look, June 30, 1953, p. 52. © The Squirt Co.; 10Jun53; KK97260.
If sweet soft drinks leave you thirsty, switch to Squirt. Tennis court scene; From Look, July 28, 1953, p. 78. © The Squirt Co.; 14Jul53; KK96046.
Squirt makes a smooth drink really smo-o-o-th, says George Hale. (Non-alcoholic beverages) From Patterson's home gazetteer, Sept. 1953, p. 33. © The Squirt Co.; 31Aug53; KK96996.
Squirt sales promotions outstanding, says Oscar Weiss. (Soft drink) From the American bottler, Apr. 1953, p. 4. © The Squirt Co.; 28Apr53; KK97270.


STAITE GLIDE INN, INC. ©. Smart hair styles you can do with Staite glide cushion tips. Folder. Appl. author: G. Noel Bolinger. © 22Nov53; KK96154.

STALEY (A. E.) MANUFACTURING COMPANY ©. What the Staley system of handling liquid sweeteners can do for you. Sweetose corn syrup. Pamphlet. © 10Jun53; KK97754.

STALEY MILLING COMPANY ©. Dr. P.'s cod liver oil mixture pellets. 50 lbs. net. (Pig feed) Label. Appl. author: Bosell and Jacobs. © 30Dec52; KK96030.
Staley broiler atom. 50 lbs. net. (Poultry feed) Label. Appl. author: Bosell and Jacobs. © 2Jan52; KK91680.
Staley grows atom. 25 lbs. net. (Poultry feed) Label. Appl. author: Bosell and Jacobs. © 1Apr52; KK99629.
Staley hatching egg Atom. 50 lbs. net. (Poultry feed) Label. Appl. author: Bosell and Jacobs. © 1Jul53; KK99625.
Staley Hog Uncles. Complete hog feed with antibiotics. 50 lbs. net. (Feed) Label. © 2Jul53; KK96060.
Staley new sugar rich Pro-Rats hog supplement Pellets. 50 lbs. net. (Feed) Appl. author: Bosell and Jacobs. © 1Jul53; KK99622.
Staley turkey Atom. 50 lbs. net. (Poultry feed) Label. Appl. author: Bosell and Jacobs. © 3Jan52; KK96956.

STANDARD OIL COMPANY (INDIANA). Chicago car shows tell me. . . . New Standard premium does what no other gasoline will do. From Chicago daily tribune, Apr. 3, 1953, p. 3. Appl. author: McCann-Erickson, inc. © 1Jul53; KK97092.


STANLEY HOME PRODUCTS, INC. ©. All purpose screen. Stanley Home. Net weight 8 oz. Label. © 18Sep53; KK98764.
Grandmother would have been flabber-gasted at a party like this. Stanley Home. (Household cleaning products) From Better homes and gardens, Nov. 19, 1953, p. 148. © 28Oct53; KK97125.
New squeeze mop to sponge your floors clean. Stanley Home. Label. © 6Oct53; KK99016.
Outdoors or indoors, it's always fun to shop at Stanley hostess parties. (Household cleaning products) © 20Jun53; KK98695.
Stanley Home Products presents these household and personal grooming aids. Stanley Home. Pamphlet. © 30Sep53; KK98767.
This emblem worn proudly by your friendly Stanley dealer ... Stanley Home. (Household cleaning products) From Ladies' home journal, Nov. 1953, p. 191. © 28Oct53; KK98973.
Travel brush. Stanley Home. Label. © 6Oct53; KK99015.
You can window shop, too, at a Stanley home party. Stanley Home. (Household cleaning products) From Ladies' home journal, Oct. 1953, p. 20. © 29Sep53; KK99769.

STANTON, MARK I. ©. Questions often asked about the Paint in Our Building Advertising campaign. Pamphlet. © 16Mar53; KK98870.

STAUPEL'S FARMS ©. Quality eggs. One dozen. large. Label. © 7Aug52; KK90188.

STEIN, WILLIAM ©. Styles of the season, custom made Simpson clothes. 29 p. © 10Jul53; KK98911.

STENGEL (R. O.) and COMPANY, d.b.a. OLD ADAMS DISTILLERY. See Old Adams Distillery.

STERLING MANUFACTURING COMPANY ©. Light a fire under sales. (Brorler grill) Label. Appl. author: Wm. C. Ramsey. © 5May53; KK97026.

Very precious natural ranch mink adorns our most elegant coats during our annual fall holiday. From the New York herald tribune, Aug. 2, 1953, p. 6. © 2Aug53; KK98838.

STIK-N-NO-MOR COMPANY. Deep fryer for packaged products. Label. © G. Gordon Shaw and Albert O. Kiesow, a co-partnership, d.b.a. Stik-N-No-Mor Corp.; 1Apr53; KK98029.

STIX, BAER, AND FULLER COMPANY ©. Butterfly design fashion box (Waring apparel) © 15Mar52; KK96517.


STOW WINDOW COMPANY ©. You should know about storm windows. Rand Thermo-Tite. Folder. © 5Oct53; KK98031.

TRENT (R. R.) AND COMPANY, INC. ©. The charged system produces uniform results after repeated use. (Dry cleaning soap) From American dry cleaner, Nov. 1953, Appl. author: Paul V. Warren. © 1Nov53; KK98765.

Extractor rinse makes the two-bath process practical in plants equipped with separate extractors.
A husky Studebaker truck makes a gallon of gas go a long way. From the Saturday evening post, Sept. 29, 1953, p. 9; Appl. author: John Hayes Kelly. © The Studebaker Corp.; 32Sep53; KK89580.

A sleek Studebaker truck saves gas amazingly. From Newsweek, July 20, 1953, p. 59; Appl. author: John Hayes Kelly. © The Studebaker Corp.; 10Jul53; KK87605.

A Studebaker truck can do plenty of saving for you. From Country gentleman, Nov. 1953, p. 2 of cover; Appl. author: John Hayes Kelly. © The Studebaker Corp.; 28Oct53; KK90594.

SUPERIOR PRODUCTS, INC. ©.

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Learn the truth. (Vitamin & food supplement preparations) Folder. © 20Jan53; KK90401.

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Lucky Smile king size candy cigarettes. Captain Lucky Club. Get membership card with flash cloth emblem. Label. © 2Nov53; KK90823.
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Talon, the bell purse, made with a 9 inch
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The dog and fish pillow, made with
two 16 inch Seam-thin Talon zippers.
(Zipper design no. 1045) Folder.

The doll house, made with four 7
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(Zipper design no. 1098) Folder.

The duck and rooster pillow, made with
two 18 inch Seam-thin Talon
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Folder. © 5Aug53; KK9090.

The leather bag, made with a 12 inch
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The sweetheart bag, made with a ½ inch
handbag Talon zipper. (Zipper design
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inch dress placket Talon zipper ... (Zipper
design no. 1044) Folder. © 2Aug53; KK8860.

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inch Seam-thin Talon zippers.
(Zipper design no. 1099) Folder. © 15Sep53; KK9095.

TALON, INC. ©
Talon; the quality zipper. (Shipping
side fasteners) Label. Appl. au-
thor: James W. Atwell. © 15Jun53; KK9097.

TASTY BAKING COMPANY ©
Tastykake for quick kicks. Design
no. 158. Poster. © 15Oct53; KK9097.

Tastykake—her favorites. cSmall
girl with dolls Design no. 157.
Poster. © 15Sep53; KK9090.

TAYLOR, ELIZABETH, M. S. BALABAN
and R. D. ODABASHIAN, composing the firm
LIBERTY OLDEN CORPORATION. SEE
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TAYLOR (THOMAS) and SONS ©
Ageless shoes that appeal to all
ages. Shugor fitted. (Shoe goring)
From Boot and shoe recorder, Oct.
author: Ralph A. Parker. © 15Oct53;
KK90198.

Be sure, call your Shugor expert.
(Shoe goring) From American
shoemaking, July 29, 1953, p.
4 of cover. Appl. author:
Ralph A. Parker. © 29Jul53;
KK8281.

The easiest thing on earth to sell
a man is comfort. Shugor. (Shoe
goring) From Boot & Shoe recorder,
author: Ralph A. Parker. © 15Jul53;
KK90199.

Fit-able and so feminine. Shugor.
(Shoe goring) From Leather and
shoes, June 13, 1953, p. 4 of
cover. Appl. author: Ralph A.
Parker. © 13Jun53; KK8001.

Leather-covered Shugor triumphantly
enters the masculine market.
(Shoe goring) From Shoe and
leather reporter, June 6, 1953,
cover. Appl. author: Ralph A.
Parker. © 15Jun53; KK8173.

Old favorites take on new comfort
with Shugor. (Shoe goring)
From Leather & shoes, July 18,
1953, p. 4 of cover. Appl.
author: Ralph A. Parker. © 18Jul53;
KK8029.

Talk-A-Bouts, the genuine, hand-sewn,
hand-lasted dress mocassins of
distinction ... Shugor. (Shoe gores)
From Boot and shoe recorder, Nov.
15, 1953, p. 90. Appl. author:
Ralph A. Parker. © 15Nov53;
KK9129.

TAYLOR PROVISION COMPANY.
Taylor 511 beef roll 6 ozs. net wt.
Label. © The Taylor Provision Co.;
15Dee53; KK91905.

Taylor pork roll 6 ozs. net wt.
Label. © The Taylor Provision Co.;
30Jun53; KK90160.

TAYLOR WINES COMPANY.
Serve Taylor's New York State wines
author: Booser & Cotins, Inc.
© 22Sep53; KK90470.

TEDCARE PRODUCTS COMPANY.
Safe drivers drive safe cars. The
Plasti-Carlog. (Laminated plastic
sheets) Card. © Leonard S. Lerman,
t.a. Tedcare Products Co.; 28Sep53;
KK9053.

TELEVISION AND RADIO DIVISION, RAYTHEON
MANUFACTURING COMPANY. SEE Raytheon
Manufacturing Company. Television
and Radio Division.

TELEVISION and RADIO COMMIS-
SION, Kentucky. Sale and exchange of
package-size books. Label. © Daniel A. Palmer,
d.b.a. The 10 & 20 Library; 10Sep53;
KK9027.

TEXAS, STATE GAME and FISH
COMMISSION. ©
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© 25Jun53; KK90362.

TERRILL MOTHPROOF INSTITUTE ©
Kills moths, carpet beetles, and
other insects. Aerosol clothes
closet spray unit. Contents 12 oz.
© 17Aug53; KK91062.

TESTED PRODUCTS COMPANY ©
B1 Q tested lubricant. 8 ounces $1.

TExTILE CHEMICALS, INC. ©
Texize household cleaner. One quart.
Label. Appl. author: Roland L.
Baum. © 2Jan53; KK92036.

Texize laundry starch, homogenized.
One quart. Label. Appl. author:
Roland L. Baum. © 2Jan53;
KK92037.

Texize longer-lasting resin starch.
One pint. Label. Appl. author:
Roland L. Baum. © 2Jan53;
KK92034.

Texize pina col disinfectant. One
pint. Label. Appl. author:
Roland L. Baum. © 2Jan53;
KK92035.

TEXAS COMPANY.
Be safe, get PT anti-freeze. It's
permanently type PT ... From the
Bay City times, Sept. 22, 1953, p. 11.
© The Texas Co.; 22Sep53; KK89436.

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BASEBALL COMPANY. SEE Card Baseball
Company.
TIMKEN ROLLER BEARING COMPANY ©.

Cont'd.

We put the zip in the new Zephyrs.
TIMKEN tapered roller bearings.
From the Saturday evening post,
June 27, 1953. Appl. author:
Batten, Barton, Durstine & 
Osborn, inc. © 27Jun53; KK87187.

TIRES, INC. ©.

Tires incorporated, the only con-
cern of its kind in America.
Every day is sale day at Tires,
incorporated. From Sunday 
mirror, June 14, 1953, p. 57.
© 14Jun53; KK86075.

Tires incorporated, the only concern of 
its kind in America. Tires deal-
er prices. From Daily mirror,
Sept. 17, 1953, p. 16. © 17Sep53; 
KK89129.

TRANSOGRAN COMPANY, Inc. ©.

Craft activity set. A craft for 
every day of the week for boys 
and girls. (Boxed game) Label. 
Appl. author: Robert Fisher. 
© 5Feb53; KK87372.

Junior federal agent crime detection 
lab. (Boxed game) Label. Appl. 
author: Robert Fisher. © 5Feb53; 
KK87374.

Score-A-Word. (Game) Label. 
Appl. author: Robert Fisher. 
© 5Feb53; KK87374.

Score-A-Word cross word game. 
Label. Appl. author: Robert 
Fisher. © 5Feb53; KK87374.

Steve Scott, space scout. A game 
of adventure in outer space.

Label. Appl. author: Robert 
Fisher. © 5Feb53 (in notice: 
1952); KK87369.

Steve Scott, space scout. (Box 
game) Label. Appl. author: 
Robert Fisher. © 5Feb53 (in 
notice: 1952); KK87376.

TRAVENOL LABORATORIES, INC. ©.

For effective control of hay fever, 
other allergies and dermatoses.
Piromen (pseudomonas poly-
saccharide) self-mailer. Appl. 
author: Reincke, Meyer & Finn, 
inc. © 5Jun53; KK89358.

For effective control, Piromen 22nd 
leucocytosis self-mailer: Appl. 
author: Reincke, Meyer & Finn, 
inc. © 15Jan53; KK89402.

For effective control, Piromen 3rd 
leucocytosis self-mailer: Appl. 
author: Reincke, Meyer & Finn, 
inc. © 15Feb53; KK89408.

A successful new therapeutic agent 
for hay fever, other allergies, 
dermatoses. Piromen (dispersion of 
desacchromin) [Outside cover shows 
bottle] Self-mailer. Appl. au-
thor: Reincke, Meyer & Finn, inc. 
© 15Jan53; KK89407.

A successful new therapeutic agent 
for hay fever, other allergies, 
dermatoses. Piromen (dispersion of 
desacchromin) [Outside cover shows 
calendar] Self-mailer. Appl. au-
thor: Reincke, Meyer & Finn, inc. 
© 28Aug52; KK89354.

TRIMEDGE, INC. ©.

Always gleaming-bright. Specify Trim-
A-Luster, the finish that will not 
rub off black. From Flooring, Feb. 
1953, p. 61. © 5Feb53; KK87264.

TRI-STATE PAINT MANUFACTURING COM-
PANY ©.

Master made superior quality. Gallon 
U.S. measure. Label. © 1Sep53; 
KK89044.

Old Dutch process. Label. © Tri-
State Paint Manufacturing Co.; 
10ct53; KK89695.

TILXY CORPORATION.

For a lovelier you. (Lingerie) 
14 p. Appl. author: Eleanor Jen-
sen. © The Tilxy Corp.; 8Apr53; 
KK90089.

TROPIC-AIRE, INC., subsidiary of MCGRAW 
ELECTRIC COMPANY see McGraw Elec-
tric Company. Tropic-Aire, inc.

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This certificate properly endorsed 
and countersigned, entitles the 
bearer to one Tru-Life doll. Label. 
© 15Jul53; KK88645.

TRUE TEMPER CORPORATION ©.

It's coming, your free tool-up time 
it. (Fishing tackle, garden & 
farm tools) From New England hard-
ware. Nov. 1953, p. 12. Appl. au-
thor: John F. Davis. © 1Nov53; 
KK91129.

TULLY, JAMES ROBERT, d.b.a. WOOD PRE-
SERVA-PRODUCTS. see Wood Preserve-
Products.
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Roll neck grease. Requirement number 340. (Lubricants) Sheet. © National Tube Division, United States Steel Corp.; 1Nov53; KK91523.

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Like sleeping in a pine forest.


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Another Occidental feature ... the only range with automatic top burner cooking. T.B.T. From Sunset magazine, Oct. 1953, p. 197. © 25Sep53; KK89942.

UTILITY SUPPLY COMPANY ©


UTLEY BROTHERS, INC. ©


Only by Vanity Fair. After-five enchantment such as this ... (Lingerie) From Charm, Oct. 1953, p. 12-13. Appl. author: Abbott Kimball Co., Inc. © 22Sep53; KK91008.

Only by Vanity Fair. Chic fashion strategy in farm dressinggowns that promise poised perfection ... From New Yorker, Sept. 19, 1953, p. 15. Appl. author: Abbott Kimball Co., Inc. © 17Sep53; KK91019.

Only by Vanity Fair. Delightful new idea in sleeping fashions, a pull-over tunic and short shorts ... From Mademoiselle, June 1953, p. 4. Appl. author: Abbott Kimball Co., Inc. © 29May53; KK91015.

Only by Vanity Fair. For lovely ladies, violets exquisitely appliqued on this gracious gown and boldoird jacket. From New Yorker, May 2, 1953, p. 7. Appl. author: Abbott Kimball Co., Inc. © 30Apr53; KK91014.

Only by Vanity Fair. For the fastidious bride who would be sure of her complete prettiness, this thrilling pettiskirt! ... From Erika's magazine, winter, 1953, p. 51. Appl. author: Abbott Kimball Co., Inc. © 15Oct53; KK92197.

Only by Vanity Fair. For the knowing who will appreciate Vanity Fair's unparalleled nylon tricot ... (Lingerie) From Charm, Aug. 1953, p. 41. Appl. author: Abbott Kimball Co., Inc. © 30Aug53; KK91009.


Only by Vanity Fair. In the empire mode, a famous retro design with smooth midiiff ... From Vogue, June 1, 1953, p. 97. Appl. author: Abbott Kimball Co., Inc. © 31May53; KK91022.

Only by Vanity Fair. Jungle beauty in a dramatic robe ... From the New Yorker, 1953, p. 35. Appl. author: Abbott Kimball Co., Inc. © 26Nov53; KK91281.


Only by Vanity Fair. Shirt-tail pajamas, the top long enough to be worn alone. From Harper's bazaar, Nov. 1953, p. 35. Appl. author: Abbott Kimball Co., Inc. © 22Aug53; KK91018.


Only by Vanity Fair. The magic of loveliness surrounds you in this portrait gown of superb nylon tricot ... From Vogue, Oct. 1, 1953, p. 67. Appl. author: Abbott Kimball Co., Inc. © 31Aug53; KK91023.

Only by Vanity Fair. The million-dollar feeling of being attractive ... (Lingerie) From Glamour, Oct. 1953, p. 3. Appl. author: Abbott Kimball Co., Inc. © 28Aug53; KK91286.

Only by Vanity Fair. This gown with the enchanted ladylike look. From Harper's bazaar, Sept. 1953, p. 64. Appl. author: Abbott Kimball Co., Inc. © 30Aug53; KK91101.

Only by Vanity Fair. This know-how for the dormitory, the campus ... (Lingerie) From Mademoiselle, Aug. 1953, p. 146-147. Appl. author: Abbott Kimball Co., Inc. © 29Aug53; KK91016.


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Carlton’s Groves. [Brochure illustrations] (Citrus fruits, jellies, candies & pecans) Folder. © 9Sep53; KK91282.

Farris Groves. Now, try Farris oranges. [Brochure illustrations] (Citrus fruits, jellies, candies, pecans) Folder. © 30ct53; KK91206.

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The condensed catalog plan of the National Association of Electrical Distributors. (Prospectus) Appl. author: George J. Bosch. © 1May53; KK87777.

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VORHERES, GEORGE EVERETT ©.

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Vorton Art Studios presents, men at war. (Reproductions of drawings) Sheet. © Vorton Art Studios, William E. Huntin, sole owner. © 50ct53; KK90556.

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[Chart for computing room rollage] Pencil. © 1Nov53; KK91682.

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Space Spider, 3-D art craft. (Toy)


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WASHINGTON STEEL PRODUCTS, INC. ©. For interior residential doors. Rolling door hardware. Folder. © 1953ct53; KK90668.

Here are new ideas for every home. Cabinet hardware architectural products. Folder. © 1953ct53; KK90660.

Sell more rolling door hardware, with this display merchandiser. Sheet. © 1953ct53; KK90667.


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WAYNE ELLINGHOUSE ©. Belle-Sharmer foot size chart.

Stocking foot size 7 to 8 ... 11. © 29Dec53; KK90431.

Belle-Sharmer foot size chart. Stocking foot size 7 to 8 ... 11/2. © 25Oct53; KK90428.

Belle-Sharmer leg size chart. (Hosiery) © 25Nov53; KK90429.

Belle-Sharmer leg size chart. (Hosiery) © 25Nov53; KK90429.


You're knee-deep in cool comfort when you wear knee-lengths by Belle-Sharmer. (Hosiery) From Vogue, June 1, 1953, p. 2. Appl. author: John J. Finlay. © 1953ct53; KK90429.
How to make a turtle cushion, appliquéd pocket, and farm belt with Wise pinking shears; pattern no. 101. Appl. author: Ellington & Co., Inc. © 1Sep53; KK86868.

Patterns for felt applies. (Pinking shears) Appl. author: Ellington & Co., Inc. © 25Sep53; KK97416.


WISMAN, SETH, d.b.a., HEALTH GUARD BAG COMPANY. See Health Guard Bag Company.

WOLFSON (MICHAEL S.) and ASSOCIATES ©. Here is the greatest mattress value ever offered. Sealy deluxe. Polder. Appl. author: Michael S. Wolfsen. © 29Jul53; KK897920.


WOLVERINE TUBE DIVISION OF CALUMET AND HECLA, INC. See Calumet and Hecla, Inc.


WOMAN'S DAY, INC. ©. She's got to go out to get Woman's day, the A & E magazine. From the New Yorker, Dec. 5, 1953, p. 66-67. © 5Dec53; KK91395.

She's got to go out to get Woman's day, the A & E magazine. From the New Yorker, Jan. 2, 1954, p. 40-41. © 2Jan54; KK92806.

WOOD, LEIGHTON A. ©. A quick and easy way to count and fix copy. (Typography) Card. © 15Jul53; KK87458.


WORTHINGTON CORPORATION ©. Horizontal duplex plunger power pumps, type KWP. Folder. © 1Aug53; KK88256.

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This can help prevent this. Worthington Vertical Turbine Fire Pumps. Bulletins W-150-W12. © 6Jul53; KK8776.

WORUMBO MANUFACTURING COMPANY ©.
Wonderful Worumbo. F for fleece, flannel and fabulous ... (Wool fabric) Sheet. © 14Aug53; KK980466.


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© 28Sep53; KK89418.
Wonderful Worumbo woolen. Plush and perfect. Sheet. © 3Sep53; KK89676.

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WYNN, PAUL, pseud. SEE Sanberg, Ben.
YEF CORPORATION
YARNAU-WARING COMPANY

ZALE JEWELRY COMPANY
New and better 17 jewel Baylor water and dust protected Sportsman ... (Watches) From the Daily Times Herald, Aug. 9, 1953, p. 12. © Saug53; KK90006.
ZENITH RADIO CORPORATION
Caruso sounds like Caruso, and Mel-chior sounds like Melchior. You cannot have true high fidelity in any phonograph that does not have variable speed. Zenith stroboscope. From Town hall, Oct. 26, 1955, p. 3. Appl. author: Young & Rubicam, inc. © 26Oct55; KK91965.
A child can tune Zenith TV. From Newark evening news, Newark, N. J., Mar. 10, 1953, p. 44. Appl. author: Young & Rubicam, inc. © 10Mar53; KK90008.
Complete high fidelity system is yours, in seven selling combinations. From Sight & sound exposition program, Sept. 1, 1955, p. 18. Appl. author: Young & Rubicam, inc. © 1Sep55; KK91968.
Feature the 5 fabulous firsts in new 1953 Zenith TV and sell the finest in sound, the finest in sight. From Retailing daily, July 10, 1953, p. 28-29. Appl. author: Young & Rubicam, inc. © 10Jul53; KK90009.

For the music lover with perfect pitch. Zenith Cobra-Matic is the only automatic record player that can play your records at the exact recorded pitch and tempo. (Radio-TV) From Opera program, 1952-1953. Appl. author: Young and Rubicam, inc. © 1Nov53; KK97530.
How a radio shortened Arctic night and made your world smaller. The leader of the international set ... From Coronet, July 1953, p. 169-170. Appl. author: Young & Rubicam, inc. © 24Jun53; KK90010.

Let's face it, fingers weren't meant for pin-point TV tuning. With Zenith TV's one knob, one click ... From Beacon, Wichita, Kan., Mar. 6, 1953, p. A15. Appl. author: Young & Rubicam, inc. © 6Mar53; KK97530.
Lock in perfect pictures with one knob. Zenith TV brings you the exclusive Turret tuner ... From Express, Euston, Pa., Apr. 16, 1953. Appl. author: Young & Rubicam, inc. © 16Apr53; KK97532.

New 1954 Zenith TV with Super-K chassis, powered to bring TV within the fringe. From Mill Valley record, Mill Valley,
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July-Dec.

ZEALOTH RADIO CORPORATION ©. Cont'd.
Calif., July 28, 1953, p. 5.
AppL author: Young & Rubicam, Inc. © 27Au53; KK9174.
New RF 314 ZENITH, the newest, of all the Zenith's. From Variety, Sept. 23, 1953, p. 41. App. author: Young & Rubicam, Inc. © 22Sep53; KK9180.
New, the mightiest, handiest of radio made today. From the Saturday evening post, Feb. 7, 1953, p. 68. App. author: Young & Rubicam, Inc. © 07Feb53; KK9184.
The newest notes from Zenith, world leader in portable radios. From the Saturday evening post, May 23, 1953. App. author: Young & Rubicam, Inc. © 09May53; KK9120.
Now Zenith lets you see how your records should sound. (Phonograph) From Look, Sept. 22, 1953, p. 50-51. App. author: Young & Rubicam, Inc. © 23Sep53; KK9087.
Of course it has its imperfections. What really great product hasn't? The Zenith super-trans-oceanic... From Newweek, Nov. 9, 1953, p. 7. App. author: Young & Rubicam, Inc. © 09Nov53; KK9172.
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Sell the radio that has no equal. From Sporting goods products, June 1953, p. 5. App. author: Young & Rubicam, Inc. © 15Jun53; KK9152.
Sensational memorial day week records. Only Zenith has it. The Zenith Cobra-Matic phonograph. From Record retailing, Apr. 1953, p. 6. App. author: Young & Rubicam, Inc. © 10Apr53; KK8751.
7 brilliant stars light up your profit picture. From Retailing daily, Oct. 5, 1953, p. 7. App. author: Young & Rubicam, Inc. © 05Oct53; KK9176.
Special to time buyers: all summer long millions of Americans will listen only to FM. From Advertising age, May 4, 1953, p. 30. App. author: Young & Rubicam, Inc. © 04May53; KK9129.
Thick green mold covered a clue to a better television receiver. From Collier's, Apr. 18, 1953, p. 35. App. author: Young & Rubicam, Inc. © 18Apr53; KK9153.
Turn on this green light to TV profits with the 5 fabulous firsts in new 1954 Zeniths. From Retailing daily, July 29, 1953, p. 34. App. author: Young & Rubicam, Inc. © 29Jul53; KK9147.
Wait till you see Zenith quality TV. From the Statesman, Austin, Tex., Sept. 30, 1952, p. 6. App. author: Young & Rubicam, Inc. © 30Sep52; KK9176.
We keep them in a cage until they're right for you. From the Saturday evening post, Apr. 18, 1953, p. 16. App. author: Young & Rubicam, Inc. © 15Apr53; KK9164.
Wind up with a big ticket sale. Step up to big ticket profits with Zenith's 5 fabulous firsts. From Retailing daily, Oct. 5, 1953, p. 4. App. author: Young & Rubicam, Inc. © 05Oct53; KK9170.
You can pick up the world and take it to your own Trans-Oceanic radio. From Sports afield, Apr. 1953, p. 12. App. author: Young & Rubicam, Inc. © 15Apr53; KK9170.
You'll never stumble for a picture on Zenith TV. One click and the magic silver fingers... From Enterprise, July 8, 1953, p. 6. App. author: Young & Rubicam, Inc. © 01Jul53; KK9170.

Where continuous flow and maximum capacity are required, use Zurn duplex gate-type Low Pressure Drop strainers. From Mechanical engineering, May 1953, p. 79. Appl. author: The Lee Donnelley Co. © J. A. Zurn Mfg. Co., Industrial Division; 11May53; KK87069.

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You can't wear out the cleanliness of fixture-bare floors. From Newsweek, Mar. 2, 1953, p. 82. Appl. author: The Lee Donnelley Co. © J. A. Zurn Mfg. Co., Plumbing Division, 2Mar53; KK87067.

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Zurn automatic trap primer, with vacuum breaking ports. Fig. 2-1021. Folder. © 9Nov53; KK91124.

ZYLINE, INC. ©. Tops in [optical] frames. Label. Appl. author: Dr. Murry Bert Glasser. © 15Apr53; KK90050.
ACIPCO MONO-CAST PIPE. SEE American Cast Iron Pipe Company.

AMERICAN CAST IRON PIPE COMPANY, Acipco Mono-Cast pipe. © 12Feb26, Print 8699, R118691, 130ct53, American Cast Iron Pipe Co. (P)


ASSORTED NUT CHOCOLATES. SEE Norris, inc.

BAYUK CIGARS, INC. Bayuk Philadelphia machine made cigars. © 31Dec25, Label 304451, R120035, 2Nov53, Bayuk Cigars, inc. (F)

BAYUK PHILADELPHIA MACHINE MADE CIGARS. SEE Bayuk Cigars, inc.

BELLE MIEDE TISSUE. SEE Tennessee Tissue Mills.

BEN-HUR. SEE Redlands Cooperative Fruit Association.

BLATZ BREWING COMPANY, Old Hiedelberg. (Cereal malt beverage) © 1JanMar26, Label 30368, R122853, 20Dec53, Blatz Brewing Co. (P)

BRYN MAWR FRUIT Growers ASSOCIATION. Redlands Gold. (Oranges) © 20Dec26, Label 310540, 28Dec53, Blatz Brewing Co. (P)

BUTTERSCOTCH TOOTSFIE ROLLS. SEE Sweets Company of America, inc.

DEFENDER BRAND. SEE Defender Manufacturing Company, inc.

DEFENDER MANUFACTURING COMPANY, INC. Defender brand. (Sheets & pillowcases) © 31Dec25, Label 304617, 13Nov53, Defender Mfg. Co. (F)

DELMARLE, NANCE M. Nance’s mustard sauce. © 1JanMar25,

DEFENDABLE. SEE EL CAJON VALLEY Citrus Association.

DEVIR, JOSEPH P. State House candy. © 3Nov25, Print 9751, R121613, 1Dec53, Joseph P. Devir (P)


EL CAJON VALLEY CITRUS ASSOCIATION. Dependable. (Oranges) © 1Dec25, Label 310445, R122853, 20Dec53, El Cajon Valley Citrus Assn. (P)

GRISHBY, JAMES S., d.b.a. TENNESSEE TISSUE MILLS. SEE Tennessee Tissue Mills.

HAUSER, IRIS S. Moc-A-Ton herb-iron compound. (Medicine) © 1JanMar25, Label 30998, R120529, 9Nov53, Iris S. Hauser (F)

HOOTSIE TOOTSFIE. SEE Sweets Company of America, inc.

KROLIK CORPORATION. Ser-Val. (Hosiery) © 1JanMar25, Label 30792, 11Aug23, 17Jul25, The Krolik Corp. (P)

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MAINZER (ADOLF J.) INC. Apricot coating, the baker’s favorite. Apricot-blanc. © 1JanMar25, Label 32352, 1JanMar53, Adolf J. Mainzer, inc. (F)

MINNESOTA DRY. SEE Wiegand (K.) and Sons.

MOC-A-TON HERB-IRON COMPOUND. SEE Hauser, Iris S.

NANCE’S MUSTARD SAUCE. SEE Delmarle, Nance M.

NOBIS, INC. Assorted nut chocolates. Label 30057, 20Jan25, R121513, 7Dec53, Norris, inc. (F)

OLD HEidelberg. SEE Blatz Brewing Company.

PROFIT. SEE Blatz Brewing Company.


REDLANDS GOLD. SEE Bryn Mawr Fruit Growers Association.


SER-VAL. SEE Krolik Corporation.

STALEY (A. E.) MANUFACTURING COMPANY. Salad and cooking oil. (Edible ollas) © 20Apr25, Label 30881, R114522, 10Jul26, A. E. Staley Manufacturing Co. (P)

STATE HOUSE CANDY. SEE Devir, Joseph P.

SWEETS COMPANY OF AMERICA, INC. Butterscotch tootsfi rolls. (Candy) © 20Oct25, Label 29380, R116510, 28Mar25, The Sweets Company of America, inc. (P)

HOOTSIE TOOTSFIE. (Candy) © 9Oct25, Print 9821, R116528, 2Aug25, The Sweets Company of America, inc. (P)


TACOMA 2 IN 1. SEE U. S. Truss Company.

TENNESSEE TISSUE MILLS. Belle Meade tissue. © 1Aug25, Label 31139, R118722, 15Oct25, Jas. S. Grigsby, d.b.a. Tennessee Tissue Mills (P)

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U. S. TRUSS COMPANY. Tacoma 2 in 1. © 1JanMar26, Label 30288, R122797, 22Dec53, The U. S. Truss Co. (P)

VANDERBIT TISSUE. SEE Tennessee Tissue Mills.

WIEGAND (K.) and Sons. Minnesota dry. (Ginger ale) © 20Dec25, Label 29954, R119205, 26Oct53, K. Wiegand & Sons (P)